

Radio & Records

If You Write Ad Copy, Here's How To Keep The Government Off Your Case ... SEE PAGE 20

TEN-Q: Birth & Death Of A Rocker ... SEE PAGE 26

WLUP Knocks Chicago AOR For A Loop ... SEE PAGE 52

ISSUE NUMBER 289

THE INDUSTRY'S NEWSPAPER

JULY 6, 1979

Jim Davis Appointed PD At KMPC

Jim Davis has been named Program Director at KMPC/Los Angeles. Davis, currently PD at Top 40-formatted WPEZ/Pittsburgh, will assume his new duties at Southern California's historic Pop/Adult outlet at the end of July.

Commenting on the appointment, Golden West Broadcasters National PD Michael O'Shea told R&R: "When (KMPC GM) Ken Miller and I got together six weeks ago to talk about the kind of person we wanted to take over the programming reins at this station, we decided that person had to be very strong in the technical areas of programming, had to fit hand-to-glove with the existing air personalities, and had to have exceptional administrative skills as well. I feel that Jim Davis is just such a person and that in the years to come, he will probably be the foremost Pop/Adult programmer in the country."

Miller stated, "When Michael O'Shea introduced me to Jim Davis and the three of us talked... I knew that the unique thing about this situation was that all three of us shared similar philosophies and goals for the direction of KMPC. I am happy and delighted that Jim will be joining the KMPC family on July 30."

Davis, who in his 15 years-plus industry career held PD positions at WXYZ/Detroit and KLIF/Dallas as well as serving as an air personality for the RKO Radio chain,

said, "The challenge of programming KMPC is a new zenith in my professional life. Ken Miller and Michael O'Shea have some very exciting plans for the station and I'm impatient to be a part of them."

OTHER DECISIONS INDICATE FIRST AMENDMENT EROSION

Supreme Court Orders FCC To Review Format Cases

If one were to tally the score on six court decisions rendered in the past week it would be courts: 4 big ones; broadcasters: 2 little ones. Here's what happened:

Monday, July 2: Supreme Court

ruled 5-to-4 that neither the public nor the press have the constitutional right under the Sixth and Fourteenth Amendments to attend criminal trials, and gave judges broad discretion in conducting

pretrials behind closed doors (see Page 4).

Friday, June 29: U.S. Court of Appeals held in a 7-to-2 decision FCC must hold full hearings on proposed sales of radio stations with unique formats if the new owners plan to change programming (see below and also Page 6).

Tuesday, June 26: Supreme Court in two separate cases voted 8-to-1 to define more strictly who's subject to libel, thus making the press more vulnerable to libel suits.

In two other decisions, the U.S. Court of Appeals upheld the FCC, which had ruled CBS did not violate the Fairness Doctrine in 1972, and the Supreme Court gave the press the right to disclose names of juveniles accused of crimes (see Page 4).

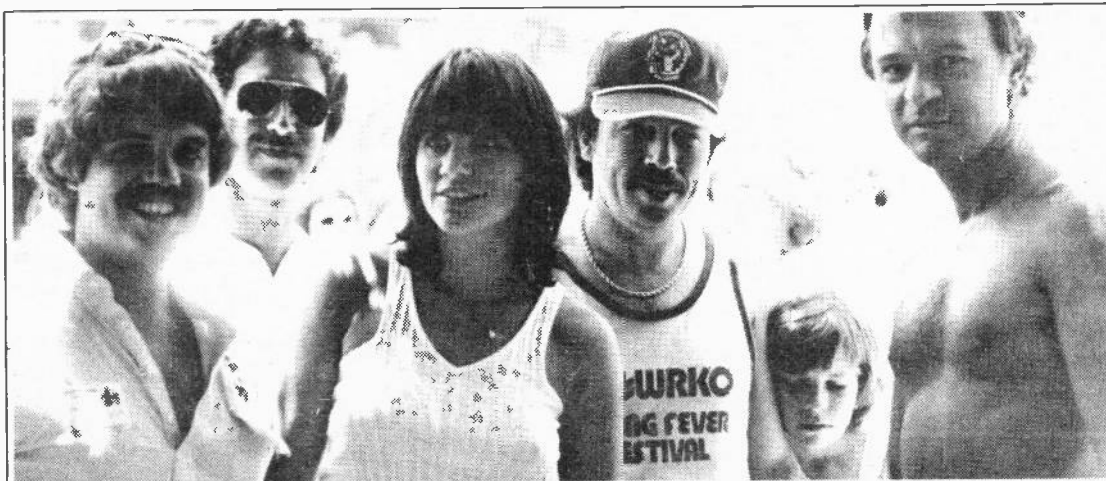
Court Reverses FCC

The upshot of Friday's Court of Appeals decision is that the FCC is now required to hold public hearings on a station's format prior to giving a new licensee permission to change programming when listeners allege the present format is unique and financially viable.

At issue was an appeal by the WNCN Listeners Guild, Classical Radio for Connecticut Inc., Citizens Communication Center, and the Office of Communications of the United Church of Christ, among other organizations who sought to overturn a 1976 FCC "policy statement" regarding formats.

The court maintained that instead of making policy, the FCC

(Continued on Page 31)



E/A GAME PLAN SUCCESSFUL — Elektra/Asylum Records held its annual company picnic recently, highlighted by a hard-fought softball game pitting label artists and managers (including pitcher Jackson Browne) against company staffers (featuring hurlers Mel Posner and Steve Wax). In the audience for the contest (which ended in a 9-8 E/A staff victory) were artists Linda Ronstadt, Louise Goffin, the Pointer Sisters, and California Governor Jerry Brown. Pictured at the picnic are (l-r, above) National Field Promotion Director Rip Pelley, Asst. National Album Promotion Director Marty Schwartz, Linda Ronstadt, National Singles Promotion Director Sammy Alfano, Paige Alfano, and VP/Creative Services Jerry "Shirtless" Sharell. Below, the entire squad is pictured.

Advance Arbitron Results

See Page 31.

Philadelphia:

Baseball Boosts KYW.

Detroit:

Diary Plug Wins For WMJC.

San Francisco:

KNBR Doubles With Baseball.

Boston:

Disco Skyrockets WXKS.

ELLIS JOINS AS CREATIVE VP

Davis, Miller Promoted At Motown

Motown Records announced two significant promotions within its promotion department, as Danny Davis has been named Senior Vice President/Promotion and Skip Miller becomes Vice President/Promotion. In addition, Don Ellis, former Vice President of National A&R at Columbia, has joined Motown, as reported earlier in R&R, in the position of Vice President/Creative.

Davis became VP/Assistant to the President at Motown last year, supervising the company's promotion efforts, and had previously been a Vice President of Screen Gems/EMI Music. He told R&R, "All the rosy promises that Motown offered to me originally have come true. They've given me the



Danny Davis

latitude to make myself a better record man; they've given me the tools I need. I can do no less for them than to bust my what-for to deliver the goods."

Miller, a seven-year Motown

veteran, was most recently National Director of Promotion and had also worked in sales and advertising at the label. He commented, "I'm a student of the Motown School of Music. I've seen the label change from singles-oriented to album-oriented. And I've seen the era of the self-contained artist evolve. And I've worked the streets. I feel I know what the people who launch records want to hear."

Davis added that he and Miller had met with Motown's promotion organization and "reaffirmed that nothing has changed. We're only more dedicated to making our impact on the marketplace." Davis stressed that Motown has a "uni-

(Continued on Page 31)

The Boys Are Back.



THIN LIZZY

“Do Anything You Want”

*Produced by Tony Visconti
and Thin Lizzy*



on Warner Bros. Records

CAROLINA STATION'S CREATION

Skylab Break-Up Spurs Break-In Record

As the fall of Skylab draws nearer, radio stations across the country have taken advantage of natural promotion opportunities it suggests (R&R 6-15, 6-22).

Now, three staffers at W000-FM (Triple-0-97)/Statesville, NC have given an old idea a new twist in their Skylab promotion. Program Director and morning drive jock Jeff Kingsbury, Station Manager Jim Knight, and weekend jock Cliff Bryan combined their talents

to cut a "break-in" record reminiscent of Dickie Goodman's "Mr. Jaws," "Flying Saucer," etc. Entitled "The Ballad Of Skylab," the scenario employs station reporter "Nick Knack" questioning "Prof. Willard Nerdlick" as to the effect of Skylab's fall upon Statesville. Nerdlick replies that the residents will "freak out" (an excerpt from Chic's "Le Freak"). When asked where Skylab will most likely land, Nerdlick answers "Up On The

Roof." And, queried as to why he's leaving the county, Prof. Nerdlick says, "I Will Survive."

According to Kingsbury, the three staffers were sitting around one Sunday night talking about the impending disaster when the idea to do a break-in record hit. The jokes seemed to come naturally and they ended up writing the best ones down. Hastily assembling a tape, Kingsbury aired "The Ballad Of Skylab" the following Monday (6-25) to reported phenomenal listener response. Kingsbury says the record is number one in requests, averaging between 75-80 calls per day, roughly triple that of any other record.

"Localized And Unique"

Despite the record's success, Kingsbury claims there are no plans to market the novelty number, reasoning that the break-in's localized nature (Prof. Nerdlick places Skylab's fall at the county landfill - about a half-block from the Top 40 outlet's Statesville location), as well as the short life of the issue prohibit pressing the disc. "This way," Kingsbury told R&R, "we have something both localized and unique - listeners can't hear it on any other station."

While the break-in has netted the station coverage in both the local dail the Charlotte Observer newspapers, the station plans to continue the promotion by sponsoring a "Skylab Night" (July 12) at a local drive-in, and with the creation of "Triple-0 Skylab Patrol" T-shirts, which feature a target on the front and the break-in's cryptic sign-off line, "Keep your eyes on the skies," on the back.

Black Promoters, Pendergrass Clash Over Tour

Black concert promoters Dick Griffey and Georgie Woods called a press conferences in Los Angeles and Philadelphia respectively Tuesday (7-3), demanding that concerts given by black artists "must be promoted by black promoters." Woods, Chairman of the United Black Concert Promoters, and Griffey's actions stemmed from Philadelphia International artist Teddy Pendergrass's allegedly refusing to involve black promoters with his current tour.

In addition, Griffey and Woods read statements demanding that black promoters be allowed the right to secure a concert hall without having to share the date with white promoters and threatening to take direct action by picketing and boycotting concert halls which deny them the right to promote black concerts therein. Black artists "who insist on playing for white promoters" would also be

subject to this action, as would radio stations playing records by these artists. Griffey said that community activist organizations would be enlisted in the event of such boycotts.

Pendergrass's management company Alive Enterprises issued a rebuttal labeling the suggestion that black performers should only do business with black agents and promoters "reverse racism." Alive Enterprises also claimed that "in 90 percent of the dates booked, a black promoter (including Griffey and Woods) was offered a full partnership."

"In setting up tours and other activities connected with Teddy Pendergrass," the statement continued, "it is not the policy of Alive Enterprises to examine the race, color or creed of the people concerned. It is our business to advance the career of Teddy Pendergrass in the most advantageous way possible."

DISMISSES 55 STAFFERS

CBS Consolidates Portrait With Epic

CBS Records' economy moves, rumored in different forms for weeks, turned out to constitute a much lower layoff figure than rumored, along with a consolidation of Portrait Records' promotion, marketing, and A&R functions with the existing structures of Epic Records (instead of the widely-reported total closure of the Portrait division).

An official spokesperson for CBS placed the number of employees let go at 55, out of a total of 2700 exclusive of pressing plant personnel, with no top-level executives

terminated. The dismissals were "spread across the company" in a variety of departments. "We had to make a business judgment," the spokesperson told R&R, adding that each department head was asked to examine his operation for possible personnel cuts that would "in no way reduce the efficiency of the department."

Portrait "Restructured"

Epic/Portrait/Associated Labels Sr. VP/GM Don Dempsey announced that Portrait had been "restructured," but that "we will con-

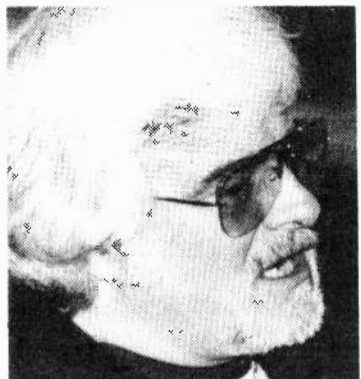
tinue to sign exciting artists to the Portrait label." Under the new arrangement, Portrait VP/GM Larry Harris will be reassigned within the CBS organization. Epic National VP/A&R Lennie Petze now becomes National VP/A&R for Epic and Portrait, while Portrait VP/A&R Lorne Saifer will continue in that position, reporting to Epic VP/A&R West Coast Frank Rand. Portrait Associate Director/A&R Larry Hamby will also stay on.

Larry Douglas, Portrait's National Promotion Director, has been named West Coast Promotion Director for E/P/A, reporting to E/P/A VP/Marketing West Coast Stan Monteiro. E/P/A VP/Marketing Ron McCarrell will now direct all marketing activities on behalf of Portrait releases.

R&R, Harte-Hanks Complete Sale

Radio & Records' sale to Harte-Hanks Communications, Inc. was completed Tuesday (7-3). Harte-Hanks President Bob Marbut commented, "We are extremely happy to have the creative people at R&R involved with us, and look forward to developing exciting new projects in many new areas, such as cable TV, consumer publications, and increasing the exposure of R&R's Multimedia Division."

Ales Returns As Rocket President



Barney Ales has returned to the record business as President of Rocket Records. Ales, most recently President of Motown until

leaving the company in December 1978, will be based at the label's Los Angeles headquarters.

Ales commented, "While on holiday in Europe, (Rocket Chairman of the Board) John Reid, a close and personal friend, made me an offer I couldn't refuse."

Ales was with Motown from its beginnings in the early 60's, heading the company's sales efforts during the crucial phase of its development into the largest black-owned record company in the country. He stayed with Motown until 1972, leaving for personal reasons, and rejoined the company in 1975.

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EDITORIAL

No Time To Panic

Our industry is feeling the strain of the economy. Even President Carter has noted our nation is headed for a recession.

In the past few weeks we've reported significant record company budget cutbacks and staff reductions - no doubt based on the "corporate bottom line," as most major record companies are subsidiaries of giant profit-and-loss-minded conglomerates.

This may be the wrong philosophy for the record industry, at this particular time, an industry dependent on creative artistry.

Right now American consumers are being hit hard. They're not sure of gasoline supplies or job security, and that causes most consumers to cut back on spending ... that much is obvious.

What is not so obvious but nonetheless crucial is that the American consumer has historically demonstrated a determination to bounce back once things settle down. When times are tough, as in the Great Depression of the 30's, entertainment - especially the most economical forms - becomes more important in taking people's minds off their troubles.

When the government finds a way to establish confidence in gas supplies, even if by rationing, and consumers follow by cutting vacation and travel expenses this summer, they will find themselves, because of their cutbacks, with more disposable income than they expected. This situation could come to pass as soon as the fourth quarter of this year.

Big ticket affairs and costly entertainment may still be depressed, but the less expensive home entertainment items will sell well ... and the most popular item is still music.

During this nationwide crisis, record companies should not panic. They have a responsibility to the art form to continue developing and promoting new music. This is a primary responsibility beyond considerations of corporate profits, and in addition is vital to insure the continuance of those profits in the future.

Radio should be aware that sales will be off for a time, and should find new ways to measure what audiences want to hear. If listeners can't afford to buy, at least they can listen. And they will want variety. If stations play only proven artists, shown to be popular through traditional research methods, record companies will be further encouraged to limit their flow of new product to "safe" artists. The end result of this trend is a stagnation of both radio and records, and a strong possibility that the public will turn to other attractive forms of entertainment.

Unless both sides of this industry work together during this crisis, we may all be caught short when the public will be more ready to consume our product than ever before. Radio can play its part by continuing to program new artists deserving of airplay. The record companies should continue intensive artist development efforts to be ready for resurging consumer demand. Music has always survived ... only record companies and radio stations go under.

WASHINGTON REPORT

Update

By Jonathan Hall

Supreme Court Ruling Barring Press And Public Highly Criticized

Monday's July 2 Supreme Court decision giving judges the authority to close courtrooms to the press and public in criminal cases has been severely criticized by both lawyers and journalists. At issue is whether pretrial and trial publicity hurts a defendant's chances for a fair trial.

While the court based its 5-to-4 action on the Sixth and Fourteenth Amendments, broadcasters are wondering if in the process it has violated the public's First Amendment rights. Four of the five justices in favor of the decision declined to rule whether there is a First Amendment right to be present during trials.

"The key point is that most criminal cases are disposed of in pretrial hearings," said Radio-TV News Director Association President Paul Davis, who claims that "even if abuses are few, the effect of this decision will be . . . (that) sources of information become less reliable; rumors will spread and prejudice the rights of the accused even more than if the truth were known."

No Preliminary Finding Needed

Of further concern to First Amendment advocates is Justice Potter Stewart's majority opinion that a judge does not have to make a preliminary finding that an open proceeding will be harmful to the defendant. The opinion also appears to cover actual trials when the defense and prosecution concur with a judge to bar the press and public.

The ruling will "deprive the public of timely and critical information about the criminal justice process, said Jack Landau, Director of the Reporters Committee for Freedom of the Press.

Nixon Might Have Gone Free

Remembering that the Supreme Court is still considered a Nixon court because of the number of appointments he made during his Presidency, the American Civil Liberties Union said this action "would have let the Nixon Justice Department accept a guilty plea from the Watergate buglars behind closed doors," thus "erecting an iron curtain between the criminal process and the inquiring press."

The four dissenting justices said there was no historical precedent nor "intendment in the Sixth Amendment" for the decision. Ironically, Justice Stewart voted against a 1965 court action which held that TV cameras in the courtroom during the trial of Billy Sol Estes deprived him of a fair trial.

High Court Permits Use Of Juveniles' Names

The Supreme Court did give radio, TV and newspaper journalists a little encouragement last week. It said states can no longer prohibit newspapers from printing names of juveniles accused of crimes. The decision, which equally applies to broadcasters, upheld a ruling by the West Virginia Supreme Court.

Court Stands Behind FCC's Fairness Decision

Broadcasters emerged victorious in last Friday's (6-29) 6-to-3 U.S. Court of Appeals decision upholding an FCC ruling which cleared CBS of charges that it violated the Fairness Doctrine in its 1972 coverage of issues dealing with "national security."

If CBS had lost, it would have had a "serious effect on daily news programming decision," said Judge Edward Tamm. However, the three dissenting judges felt the Commission should have automatically cited CBS for violation of the Fairness Doctrine because of the issue involved.

The American Security Council Education Foundation (ASCEF) complained to the FCC that all "CBS Evening News" broadcasts for 1972 favored decreasing or keeping US national security efforts the same. ASCEF further claimed CBS failed to provide sufficient opposing views.

The Commission decided not to pursue ASCEF's accusation, stating that the issue of "national security" was too broad. The court backed that interpretation. It said complaints of bias must be "well-defined."

Washington Street Talk

A "Fairness" complaint has been filed against WSM/Nashville alleging they are using the air to encourage listeners to write the FCC on behalf of clear channel stations.

ABES (Association of Broadcast Engineering Standards), which opposes 9 kHz reduction, is set to hire an executive director, according to its attorney, Bill Potts of Haley, Bader, & Potts. Person being given top consideration is thought to be former high-ranking FCC engineer.

Decision by U.S. Court of Appeals forcing FCC back into format cases came on anniversary date of Supreme Court ruling last year upholding government ban on broadcasting of "seven dirty words."



COMMISSIONERS TOUR SMALL-MARKET STATIONS — After postponing the NAB-suggested excursion for a year, FCC Chairman Ferris, obviously looking toward some major deregulation proposals, boarded a bus with approximately 25 other commissioners and staff to view two small market radio operations — fully automated WXVA & WEFM/Charles Town, WV (pop. 5000) and totally non-automated WTRI/Brunswick, MD (pop. 3000). Pictured above in front of the tour bus are NAB Radio Board Chairman Arnold Lerner and FCC Chairman Charles Ferris; center (l-r), Commissioner Anne Jones, Lerner, and WASA/Havre De Grace, MD Pres./GM Virginia Pate Wetter; below (l-r) NAB Radio VP Wayne Cornils and Broadcast Bureau Policy & Rules Chief Frank Washington.

People

Chicago

John Watkins becomes Operations Manager at WCFL, exiting News Director's job at KGO/San Francisco. Watkins will also handle all PD responsibilities.

New York

Jay Francis, Director of Information Services for Westinghouse Broadcasting, selected VP, Group W.

Washington

Nancy McCormick-Pickett joins FCC Consumer Assistance Office to develop series of FCC Public participation workshops.

Eric Sevareid will keynote NRBA Convention, Monday, Sept. 8.

Arthur Stambler has withdrawn from the law firm of Stambler & Shrinisky, P.C., effective July 1 and is now Senior Member of Lovett, Ford & Hennessey. The firm of Stambler & Shrinisky has changed its name to Shrinisky & Eisen, and has as its members Jason L. Shrinisky, James M. Wietzman, Bruce A. Eisen and associate Elliot B. Evers.

Martin Levy, who resigned last week as Broadcast Bureau Deputy Chief (R&R 6-29), has joined the law firm of Cohn & Marks.

Three news directors with radio ties were elected to seven of the regional director positions at the Radio-TV News Directors Association: Roger Allen of WRKO/Boston, Dean Mell of KHQ/Spokane, and Norm Schrader of WDAY/Fargo.

Washington Sales Talk

RAB coordinates professional evaluation program for sales people and sales managers with Personality Dynamics. Cost for evaluation of each person is \$90.

Two sales executives — Hugh Wheeler and Dale Karacostas — who have each been with WZSY & WSGA/Savannah for five years — have bought WDGL/Douglasville, GA from the widow of Howard Rowe, who died last December. Mrs. Rowe told the FCC she wants to liquidate some of her husband's holdings and the other shareholder in WDGL has agreed to the sale. Wheeler and Karacostas paid a quarter of a million for the station, of which \$40,000 is due at closing with the remainder to be paid over a ten-year period at 9½ percent interest.

Michael Levine, Eastern Division Manager for Arbitron Radio, and Marvin Strauzer, who had held that job until Dec. 1978 and is now VP for Marketing at Gaynor Media Corp. in New York, have purchased WNNJ and WIXL/Newton, NJ for \$650,000, of which \$150,000 is the seller's debts. Levine and Strauzer will each own 50% and have told the FCC they plan to program WNNJ as Pop/Adult and WIXL-FM as modern Country.

MY SHARONA 4731

THE KNACK



THE BACK PAGE

BREAKERS

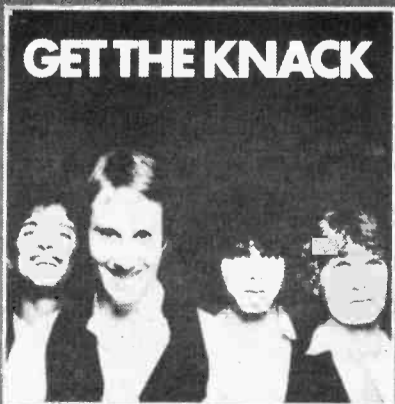
"Back Page Breakers" are those newer records that have the greatest level of station activity on any given week.

KNACK

My Sharona (Capitol)

64% of our reporters on it. Moves: Up 54, Same 20, Down 0, Adds 31, including WRKO, WPEZ, WKBW, Z93, WOKY, KBEQ, KFI, B100, WPST, WTIK, WLAC, KTSA, 92X, KRQ. See Parallels, charts at number 30.

From the album that went
Gold in 2 weeks!



11948

Produced by Mike Chapman.



SECRET FCC DOCUMENT BONE OF CONTENTION

Court Requires Hearings On Unique Format Radio Sales

R&R has learned that several groups will ask the Supreme Court to overturn a decision reached Friday (6-29) by the District of Columbia U.S. Court of Appeals ordering the FCC to hold hearings on proposed changes in unique entertainment formats when stations are being sold.

The court's decision reversed a July 28, 1976 FCC Policy Statement arising out of a case deciding the fate of WEFM/Chicago's then-Classical format, a document which the court chastized the FCC for essentially keeping secret. The court emphasized that

"Throughout the format controversy, the Commission has displayed a deep-seated aversion to the decisions of this court (and to the advocates of those decisions) while at the same time misinterpreting and exaggerating their meaning."

programming was a matter within the discretion of licensees, and the Commission should not interfere in licensee decisions to make changes in their entertainment formats, stating that the "licensee's discretion over programming matters is . . . very broad while the Commission's role is correspondingly narrow." However, the 51-page ruling warned that format hearings would be required "in the renewal as well as the transfer context" in cases where a station's format was unique to the market.

The court said no public interest issue would be raised and no hearing would have to be held if: 1) there is another station in the area which provides an adequate substitute for the programming that would be lost; 2) there is no substantial public protest of the change in format; 3) there are too few radio stations in the area to provide the format to the small number of supporters of the format to be abandoned; and 4) the station cannot make a profit with the existing type of format, according to an FCC release.

NAB Warns Of "Far-Reaching Impact"

NAB General Counsel Erwin Krasnow told R&R that this decision has a more far-reaching impact than last year's Pacifica case banning broadcasters use of seven dirty words (R&R 7-7-78). Hopefully, the FCC will join NAB in appealing the ruling, Krasnow said, adding that failure to do so will be viewed as a breach of faith.

The purpose of holding an inquiry after the court's 1974 decision, in which it initially laid down the law regarding format cases to the FCC, was to build a record to take to the Supreme Court, added Larry Scharff of the Washington law firm Pierson, Ball and Dowd, who met with NAB attorneys Tuesday, July 2. NRBA officials said they would probably also seek a Supreme Court review.

Dave Saylor, an attorney in the FCC General Counsel's office, who argued the case before the court, told R&R his office would review the ruling with the Solicitor General

before making a recommendation to the Commission, but that the FCC generally does seek review.

Other attorneys contend the decision may have a reverse effect in that it will discourage broadcasters from experimenting with so-called unique formats for fear of being locked into them. Harry Cole of the law firm Arent, Fox, Kinter, Plutkin & Kahn, who has in his legal career represented both side of the fence — public interest clients as well as broadcasters — said the decision goes too far.

But the FCC "has provided little or no evidence," the court said, referring to the "experimentation" argument "that WEFM has in fact deterred licensees' format choices; quite to the contrary, the Commission's staff study concluded that under the WEFM regime licensees have been aggressive in developing diverse entertainment formats."

What those who plan to appeal the decision will obviously seek to do is carry through on Scharff's idea and build a better record to present to the High Court.

When the same court pushed the Commission in 1974 into the WEFM/Chicago case involving irate classical music listeners, the FCC came back with a Policy Statement concluding that "when partners come to a point of fundamental disagreement, it is incumbent upon us to take a step back and rethink our entire position."

Friday's decision however, reveals the Court's distaste for being in "partnership" with the FCC. "Although the Commission

claims to have taken a 'step back' and impartially reexamined the issue, its treatment of the format decisions, and of citizens' groups seeking to enforce them, has been such as to cast serious doubt on the rationality and impartiality of its action," wrote Circuit Judge Carl McGowan in his majority opinion.

Specifically, the judge cited two appendices attached to the Policy Statement. One was a summary of comments the FCC collected after issuing a Notice of Inquiry on WEFM, which the court said "the Commission ignored completely."

But, the second appendix became much more controversial. It "was a staff document, prepared after the close of the comment period, . . . (which) concluded that, although format type did have a statistically significant impact on audience share, the magnitude of that impact was small," according to Judge McGowan. In reaching its decision, the Court rejected that premise.

It was the Commission's reliance on the staff document and its contention that enforcing format cases would be "administrative nightmares" to which the court addressed itself, calling these issues "the most striking examples of certain pervasive problems." "It's unfortunate," said Dave Saylor, that the court keyed in on the report, since it was only intended to be supportive of the Commission's position that the marketplace is the best way to allocate radio formats.

"The common sense of it is that most lovers of disco will switch to another Disco station in preference to Classical, all-News, Country and Western or the like. When a unique format is abandoned, those loyal to that format have no adequate substitute in the service area."

Secrecy Problem

The court appeared annoyed because the FCC failed to release the study for inspection by public interest groups, claiming it therefore raised questions of procedural fairness to opposing parties.

The court further claimed that while denying citizens groups recommendation for a similar study, it was only upon petitioning to see the study through a Freedom of Information Act that Citizens Communication Center was able to obtain a copy of

the FCC staff report, which it was unable to read because the information was a computer printout and they lacked a key to the meaning of the figures.

"In short, it is open to serious question whether even after issuance of the Policy Statement the petitioners were given information about the study's design and data base sufficient to allow meaningful comment thereon, and (even) if OK the Commission would have received it with an open mind," the court's decision said.

Commenting on the FCC's "nightmarish fear," the court said that even though the FCC spent hundreds of man-hours on the WEFM case and compiled thousands of transcript pages, that "in nearly ten years, a mere handful of format change cases reached this court (and) . . . only one case — WEFM — has resulted in a hearing."

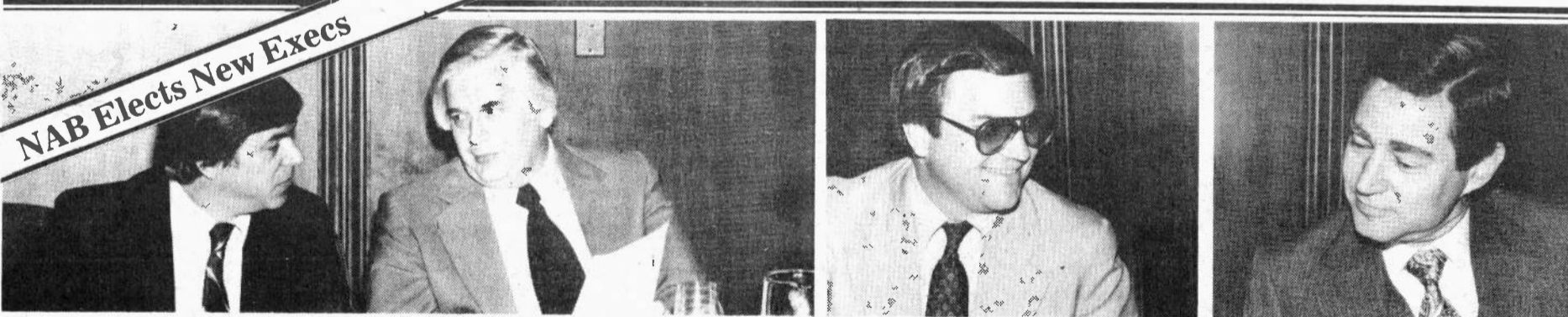
In rejecting this argument, the court finally alluded to the FCC's own admission that the nightmare characterization was an "exaggeration."

"Throughout the format controversy, the Commission has displayed a deep-seated aversion to the decisions of this court (and to the advocates of those decisions) while at the same time misinterpreting and exaggerating their meaning," the court said.

"The common sense of it is that most lovers of disco will switch to another Disco station in preference to Classical, all-News, Country and Western or the like. When a unique format is abandoned, those loyal to

that format have no adequate substitute in the service area," the opinion continued.

In its ruling, the Court of Appeals had words of warning for broadcasters and advice for Congress: "Format hearings will be required in the renewal as well as the transfer context," it said, adding, that even though "there is much talk at the moment of deregulation in the communications field, particularly with respect to radio . . . (that) the enactment of at least one of them in its present form . . . would be a vast and significant departure from the present system."



NAB NABOBS OLD AND NEW — At left, outgoing Radio Board Vice Chairman Carl Venters and Chairman Walter May

are shown. Center, new Vice-Chairman Eddie Fritts; right, new Chairman Arnold Lerner.

NAB elected new leadership during its Board of Directors meeting in Washington, D.C. last week. Tom Bolger, Pres. of WMTV/Madison, WI, replaced Donald Thurston as Chairman of the Board.

Arnold Lerner, Chairman of WLLH, Inc., Lowell, MA and Eddie Fritts, Pres. of Fritts Broadcasting, Inc. of Indianola, MS, were elected Radio Board Chairman and Vice Chairman, respectively, replacing Walter May and Carl Venters. Bob King, Sr. VP, Cap Cities of Philadelphia; and Mark Smith, GM, KLAS-TV/Las Vegas, were elected Chairman and Vice Chairman of the TV Board.

Here are some highlights:

- The Board reaffirmed NAB's previous stand on the proposed rewrite and amendments of the Communications Act, opposing the spectrum fee unless it is imposed only to defray the costs of justifiable regulation (R&R 6-29).

- NAB "enthusiastically" endorsed Radio Advertising Bureau's "Radio is Red Hot" campaign, but decided not to back it with bucks. NAB will coordinate with "Red Hot" during its "Radio Month" next May.

- In order to assure licensee stability, the FCC was asked to promise by Public Notice that it will not require applicants creating or transferring AM/FM combinations to agree to split the stations if combinations are later banned.

- An energy crisis resolution, presented by Cullie Tarleton, VP of radio stations WBT-WBCY/Charolette, was adopted to urge all NAB member stations to work with their communities to create PSA campaigns to encourage energy conservation and mutual cooperation of listeners.

- A committee will be formed to study cable radio. The Board reaffirmed its support of the present policy, which promotes free over-the-air broadcasting while introducing cable, thus protecting the national system of local stations and their programs.

- The Department of Minority and Special Services was established to replace NAB's Department of Community Affairs, reflecting the shift from job placement efforts to an information service for financing, technical assistance and station availability. A committee will be appointed to oversee this new department.

- Extensive renovations are planned for NAB's building, including an engineering lab, a new meeting room and an employee lounge. The budget has been set at \$190,000.

- The Board approved that the RAB Executive Committee be authorized to provide seed money to the First Amendment Congress scheduled for Philadelphia, January 17, and a second session in Williamsburg, VA, March 16-18. NAB is one of several organizations serving on the steering committee.

PLANET RECORDS IS PLEASED TO ANNOUNCE A SPECIAL
 "HOT SUMMER NIGHTS" TOUR, BEGINNING IN JULY:

NIGHT

as Special Guests of The Doobie Brothers, Foreigner or Kansas

THE GROUP: NIGHT is Chris Thompson, Stevie Lange, Nicky Hopkins, Billy Kristian, Robbie McIntosh, and Peter Baron

THE ALBUM: NIGHT on Planet Records and Tapes
 Distributed by Elektra/Asylum Records.

THE SINGLE: "Hot Summer Nights" on Planet Records
 Distributed by Elektra/Asylum Records.

Artist Management: Raymond & Abraham, Ltd., 10845 Lindbrook Avenue, Los Angeles, CA 90024

Produced by **RICHARD PERRY**

JULY:

12	Springfield, Missouri	Hammond Ctr., SE Mo. State University
13	Edwardsville, Illinois	Mississippi River Festival
14	Indianapolis, Indiana	Market Square Arena
15, 16 & 17	Pine Knob, Michigan	Pine Knob Music Theater
19, 20 & 21	Alpine Valley, Wisconsin	Alpine Valley Music Theater
22	Charlevoix, Michigan	Castle Farms
23, 24	Pine Knob, Michigan	Pine Knob Music Theater
25	Kalamazoo, Michigan	Wings Stadium
27	Syracuse, New York	Uncle Sams

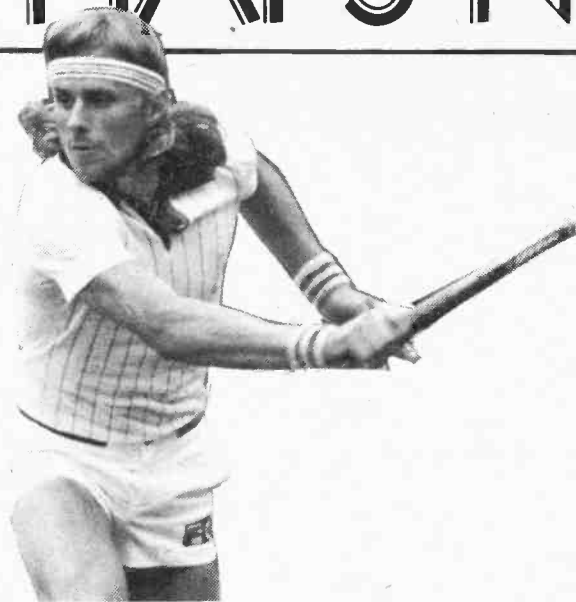
29	Kansas City, Missouri	Municipal Auditorium
30	Buffalo, New York	Stage One

AUGUST:

1	Saratoga Springs, New York	Performing Arts Center
2	Allentown, Pennsylvania	Fairgrounds
5	Richmond, Virginia	Empire Theater
6	Washington, D.C.	Louie's Rock City
7	Newark, Delaware	
9, 10	Toronto	El Mocambo
12	Chicago, Illinois	Chicago Fest.



WHAT'S NEW



"Top 30-Love:" Radio Nets Tennis Coverage

Beginning with a trade ad reading, "This year Wimbledon could be won in your car," and containing a toll-free number whereby prospects could hear what tennis sounds like via radio, a makeshift radio network has taken on the NBC-TV network by providing live coverage of the noted tennis tournament's men's and women's finals next month. Recently, NBC-TV countered the radio web's challenge by scheduling live coverage of the men's finals at 9am Saturday, but the radio network will still have the advantage of a 30-hour scoop in the women's finals.

At last count, 140 radio stations in 125 markets have signed on to carry the live coverage, which stemmed from the above-mentioned ad generated by **Golden Gaters Productions**, a division of the **San Francisco Gaters World Team Tennis** club. According to GGP General Manager **Ronald Horowitz**, response has been roughly double that expected and, so far, advertisers have made verbal commitments for half of the national spots available at \$2900 for a 60-second spot.

In addition, Horowitz remains undaunted by NBC-TV's recent decision to air the men's finals live, asking, "Who's going to be watching TV on Saturday morning?" GGP's coverage of the women's finals will be in drive-time Friday, Horowitz pointed out.

WCI Enters Home Entertainment Arena

Warner Communications Inc. recently announced plans to enter the home videotape and videodisc software market with the creation of a new marketing division, **WCI Home Video**. In making the announcement, WCI Chairman **Steven J. Ross** said that the company intends to involve the full spectrum of its operating divisions, including music, **Atari** electronic games, cable, "QUBE" two-way cable, and publishing, as well as its film and television production divisions, in the creation of consumer software. A retail availability date for WCI products was not established.

Heading up the new Home Video division will be **Mort**

Fink, currently Senior Vice President at **Sony Corp. of America**, who will assume his duties as President of the new Warners division next month. Fink will be working in conjunction with WCI Executive Vice President **Harvey Schein**, who also came to WCI from his post as Board Chairman of Sony's U.S. operations.

While plans for the expansion have been brewing for some time, speculation is that the new in-house arrangement makes the licensing of WCI software more attractive than before, as WCI has stressed it is in this area that the company will expend the bulk of its efforts, preferring to leave the manufacture of receivers to others.

Getting Mileage Out Of Gas Shortage

Beyond 10½-hour on-air protests and acting as a rumor clearing-house, radio stations can ensure they get a lot of mileage out of the current gas situation by taking advantage of several special sales opportunities which have arisen in the wake of the shortage. According to the **Radio Advertising Bureau**, these sales opportunities include: using radio as a medium for advertising alternative transportation, as a medium through which auto dealers can make quick copy changes touting their models' gas-saving abilities, and using radio to promote tourist attractions that motorists can reach and return on tankful of gas.

Greene & Stone Form New Label, Pact With Atlantic

Charles Greene and **Brian Stone** have formed a new label, **Emerald City Records**, whose product will be manufactured and distributed by **Atlantic Records** worldwide. Initial releases on the Emerald City label are scheduled for fall.

In the 60's, Greene and Stone were responsible for producing and discovering such artists as **Sonny & Cher**, **Buffalo Springfield**, **Bob Lind** and **Iron Butterfly**. They left the music industry in 1969 and parted ways until last year, when they decided to resume partnership in Emerald City Records. The label will be headquartered in Warner Communications Building in New York City.

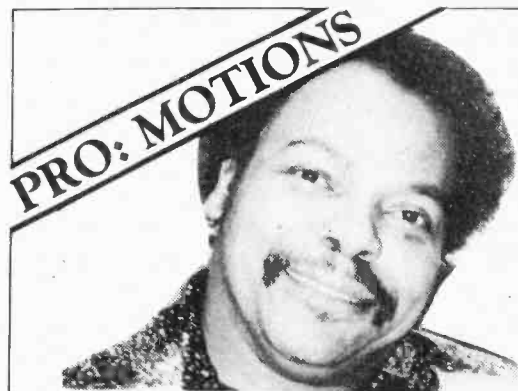


The Beep Goes On

For those busy executives to whom promotion means motion, comes "Rent-A-Beep," a service of **Page America Communications Inc.**, a New York City-based firm. Briefly, here's how it works.

For \$5 a day, the user receives a paging device with a special phone number. When calls arrive, the hotel operator pages the person. If he or she is within 70 miles of the hotel, the beeper sounds. The person then calls the hotel operator and gets the caller's message.

Currently in use at 100 hotels nationwide, travelers can have a beeper waiting for them simply by calling Page America's "Reserve-A-Beep" service (212) 758-3011.



PRO: MOTIONS

Banks Named RSO's Nat'l Dir. Black Music

David Banks has been named National Director of Black Music for **RSO Records**. Banks, most recently an independent producer for **Richard Pryor**, began his music career doing local promotion, eventually serving as National Director of Black Music for **Warner Bros. Records**.

Weiner Named Sales & Merch. Dir. At 20th

Mort Weiner has been appointed Director of Sales and Merchandising at **20th Century-Fox Records**. Weiner comes to his new position from his current post as Director of Product Merchandising for **RCA Records**. In addition to having served as RCA Records' Director of Associated Labels, Weiner held positions at **Motown** and **CBS Records**.

Mike Bernardo Appointed Director Of National Promotion For CBS

Ms. **Mike Bernardo** has been appointed Director of National Promotion/Jazz-Progressive

Music for **CBS**. Ms. Bernardo had held the position of Regional Promotion Marketing Manager since 1977 where she was CBS's first black female RPMM. In her new capacity, Ms. Bernardo will be working on assigned Jazz-Progressive product on both **Columbia** and **E/P/A** labels. She will work out of the New York office and report directly to **Vernon Slaughter**, Director of Jazz-Progressive Music/CBS Records.

Tsilis Upped To Project Director At MCA

Leon Tsilis has been promoted to the newly-created position of Project Director, Southeast for **MCA Records**. Tsilis comes to his new position having spent six years with the label, most recently doing regional promotion in the Nashville area. Prior to which he handled local promotion in the Miami and Washington DC areas.

Reporting directly to MCA Records President **Bob Siner**, Tsilis will be acting as MCA's regional liaison with all acts on the label. His responsibilities will include A&R, Artist Relations, Promotion and Development as well as being actively involved with major tours. Tsilis will be based at the MCA Nashville offices.

Carr Upped To VP At New York Int'l

Barbara Carr has been appointed Vice President of Creative Services and Publicity at **New York International Records**. In her new position, Ms. Carr will be responsible for advertising, album design and packaging, and publicity as well as continuing in the same capacity for the **Champion Entertainment Organization**.

TIP Expands Service

Talent Industry Placement, a music industry employment service, has expanded its activities to include Temporary Secretarial Services for the radio, record, television and film industries. Categories handled include: Receptionist/Clerk, Typist, Secretary/Administrative Assistant, and Legal/Administrative Secretary.

Radio & Records

Bob Wilson, Editor & Publisher
Dick Krtzman, Vice President, Sales & Marketing
Mark Shipper, Senior Editor
Richard Zumwalt, Art Director
Steve Uslan, Director, Creative Services
Editorial
NEWS
Ken Barnes, News Editor
Don Waller, Associate Editor
FORMATS
John Leader, Top 40 Editor
Jim Duncan, Country Editor
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Jeff Gelb, AOR Editor
Mike Kasabo, Pop Adult Editor
Bill Speed, Black Radio Editor
Pam Bellamy/Gail Mitchell, Disco Editors
Jhan Hiber, Ratings & Research Editor
Bobby Ocean, Cartoons
Associate Editors
Christina Anthony, **Ellen Barnes**, **Nancy Hoff**, **Linda Moshontz**, **Lee Wade**

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Sandra Gutierrez, Assistant
Richard Agata, Assistant
Kent Thomas, Assistant
Display Advertising
Ken Rose
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POLYDOR INCORPORATED

DICK KLINE
Executive Vice President

01 June 79

Dear Program Manager:

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

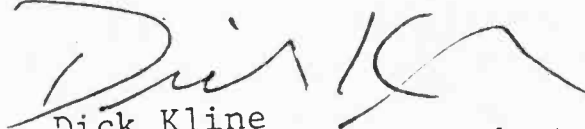
As a public service, wouldn't you want to donate an extra hour of music for "THE INTERNATIONAL YEAR OF THE CHILD"?

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

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

Thank you.

Cordially,



Dick Kline
Executive Vice-President
POLYDOR INCORPORATED

DK:ls

810 Seventh Avenue New York, New York 10019 (212) 399-7918

WHAT'S NEW

Firm To Produce, Syndicate TV Spots For Radio Stations

Atkin & Co., an advertising and marketing firm which has over the past eight years performed advertising services for **KOME/San Jose**, **KGB-AM-FM/San Diego**, **99X/New York**, **WWRL/New York**, **MAJIC 102/Houston**, and **KEARTH, KLOS, KHJ, KDAY**, and **KNX-FM/Los Angeles**, has created a new division to produce and syndicate television commercials for radio station advertising. **KDAY/Los Angeles**, **KBPI/Denver** and **KFMB-FM** and **B-100/San Diego** have already signed on for the new service.

Atkin & Co. will utilize the services of **R&B EFX** and **Information International Inc.** as well as, what Atkin & Co. principal **Tom Atkin** describes as, "state of the art" **Anicam** and computer imagery. "We have the best graphics systems available," continues Atkin, "combined with the optimum data flexibility for each individual station. We offer local stations national creative imagery in an effective, hard selling commercial. We even score original music to better enhance the visuals, as well as, to better illustrate the station's musical format. We feel our experience has developed the most efficient and productive commercial format for radio station advertising. And our results are strongly supportive of our theory."

Atkin & Co. is located at 3576 Dixie Canyon, Sherman Oaks, CA 91403 (213) 995-3240.



Traditional Families: An Endangered Species?

The winds of social change which buffeted American families during the 60's continue to be felt in the 70's. According to **Franchelle Cadwell**, President of **Cadwell Davis Savage**, marketers (not to mention **Arbitron**) can no longer use traditional family and sex roles to pinpoint their product's target audiences because these characteristics no longer apply.

Speaking before the sales staff of the **New Yorker** at an annual meeting held in Hilton Head, NC, Ms. Cadwell said today's middle-to-upper class family in major cities and suburbs is the "no-family family" because the traditional family no longer exists due to social trends such as working wives, increased mobility, role reversal and a soaring divorce rate.

Neutrino Radios

Billions of neutrinos are passing through your body every second. You needn't worry, however, because neutrinos (subatomic, subnuclear particles of matter that have neither mass nor charge) are so small that to ensure a single neutrino's collision with something, over 150 kilometers of lead would have to be placed in the neutrino's path.

Although neutrinos are so small that they can't be captured — scientists can only record the results of their collisions with other matter — scientists hope the superior penetrating power of neutrinos will someday be harnessed into "neutrino radios" which will be able to send messages through the earth. In addition, because neutrinos travel at the speed of light, they may be used to facilitate communication between other planets. All of this is, understandably, a long way off, but it's food for thought.

Raised On Radio

While television viewing levels are at an all-time high, radio is far from being a "dead" medium. Writing in **react**, a magazine published by the **Action for Children's Television** citizen's group, **Jean Johnson** claims that, "The typical American listens to radio approximately three and a half hours each day, a daily average that has increased a hour in the last decade."



Simultaneous Duplication Unit Available

Duplicating reel-to-reel or cassette tapes can become a real problem in time of heavy production. This high speed audio tape duplication is designed for such times, copying production reel-to-reel, reel-to-cassette, cassette-to-cassette or cassette-to-reel tapes. It will also duplicate any combination of reel and cassette copies simultaneously. Available from: **Pentagon Industries**, Chicago, IL.

Bobby Vinton Weaves New Tapestry Label

Tapestry Records, a division of **Rexford Products Inc.**, has been formed by **Bobby Vinton** and a group of Nevada businessmen. Vinton will be the new label's first artist, releasing "Disco Polka" in July.

Vince Carbone heads Tapestry as VP and GM. **Andi**

Polotowsky is Director of Publicity and Advertising and **Laurie Hirsch** handles production with **Lloyd Morales** as production assistant. Tapestry Records is located at 12011 San Vicente Blvd., Los Angeles, 90049 (213) 454-0693.

Young & Rubicam, Marsteller Ad Firms Merge

The nation's largest advertising agency in terms of gross income, **Young & Rubicam**, and one of the top 25 ad agencies, **Marsteller Inc.**, have agreed in principle to a merger, effective October 1. In 1978, Young & Rubicam billed \$118 million in U.S. income and more than \$203 million in world income, while Marsteller billed \$33 million domestically and over \$45 million worldwide.

Under the terms of the proposed agreement, Marsteller will become a wholly owned subsidiary of Young & Rubicam. Marsteller includes **Burson-Marsteller**, a major international public relations firm as well as the former **Lando Inc.** agency, which Marsteller acquired by merger last year.

CLIO Radio Ad Awards: Dick & Bert Tops 'Em, CFTR/Toronto Cops One

At the 20th CLIO Awards presentation held in New York recently, **Dick & Bert** emerged as the big winners in radio advertising, copping four of the advertising community's most prestigious awards with the **Della Femina**, **Travisano & Partners** agency finishing a close second with three awards.

Over 200 entries were submitted in radio advertising alone with more than 400 originating from outside the U.S. Winning the radio advertising award for retail stores was **CFTR/Toronto**, whose **Darby's** "Special Dress" spot was written by **Frank Greco** and produced by **Gary Milmine**.

SPARS Fights For Recording Excellence

The "Society of Professional Audio Recording Studios," with **Joseph Tarsia**, **Sigma Sound Studios** President as interim Chairman, has been created with the idea to insure quality and expertise in the recording industry. The organization has dedicated itself to the achievement of excellence in the craft, establishment of a code enumerating professional standards and the advancement of engineering hardware and techniques.

"SPARS will fill a void," said Tarsia. "We hope to aid technological progress."

Regional members of the board are studio figures **Bob Liftin** in New York, **Chris Stone** in Los Angeles, **Mac Emmerman** in Miami and **Glenn Snoddy** in Nashville. Some of the founding companies of the society include: **Atlantic Studios**, New York; **Criteria Recording Company**, Miami; **Filmways Heider Recording**, Hollywood; **Kendun Recorders Inc.**, Burbank; **Record Plant**, Los Angeles and **Sigma Sound Studios**, Philadelphia.

Membership to the society is open to any recording studio that agrees to follow and maintain the standards set up by SPARS. Applications can be sent to **Kent R. Duncan**, **Kendun Recorders**, 619 South Glenwood Place, Burbank, CA 91506. The telephone number is (213) 843-8115.

EMI, Florida Firm To Produce Digital Recording Equipment

Via a licensing agreement, **MCI**, a Ft. Lauderdale-based firm, will manufacture digital recording equipment developed by British conglomerate **EMI**. A prototype of the initial machine manufactured under the agreement, the "JH-220" digital stereo recorder, was unveiled in London recently, with production models scheduled for installation in recording studios by the end of this year, according to EMI.

Digital editing machines are also presently under development with a prototype **EMI-MCI** digital editor due by year's end as is a prototype multi-channel digital recorder.

Sullivan Subject Of Radio Salute

The late **Ed Sullivan**, who hosted a weekly variety television show for 23 years, will be the subject of a four-hour syndicated radio special to be broadcast over the Labor Day weekend (Sept. 1-3). The salute to Sullivan will sport "live" performances, none of which have ever been broadcast on radio, and will include narration by Sullivan, who recorded the tracks shortly before his death. **Bob Booker** produced the rilly

big shew via **Bob Booker Productions**, and syndication is being handled through **International Media Ltd.**



"THE DEVIL WENT DOWN TO GEORGIA" For The "WEEKEND"



THE CHARLIE DANIELS BAND

"The Devil Went Down To Georgia"

ADDED THIS WEEK!

WLCY	KLIF add 40	KCPX	KAAY
Q105	WNAP add 30	KRQ	KFYR
WOKY	WNDE	WEO	KKRC
KHJ	WOHO add 25	WCIR	WEBC
B100	WHOT	KSEL	WGBF
WBBF	KRSP	WLEE	KCBN

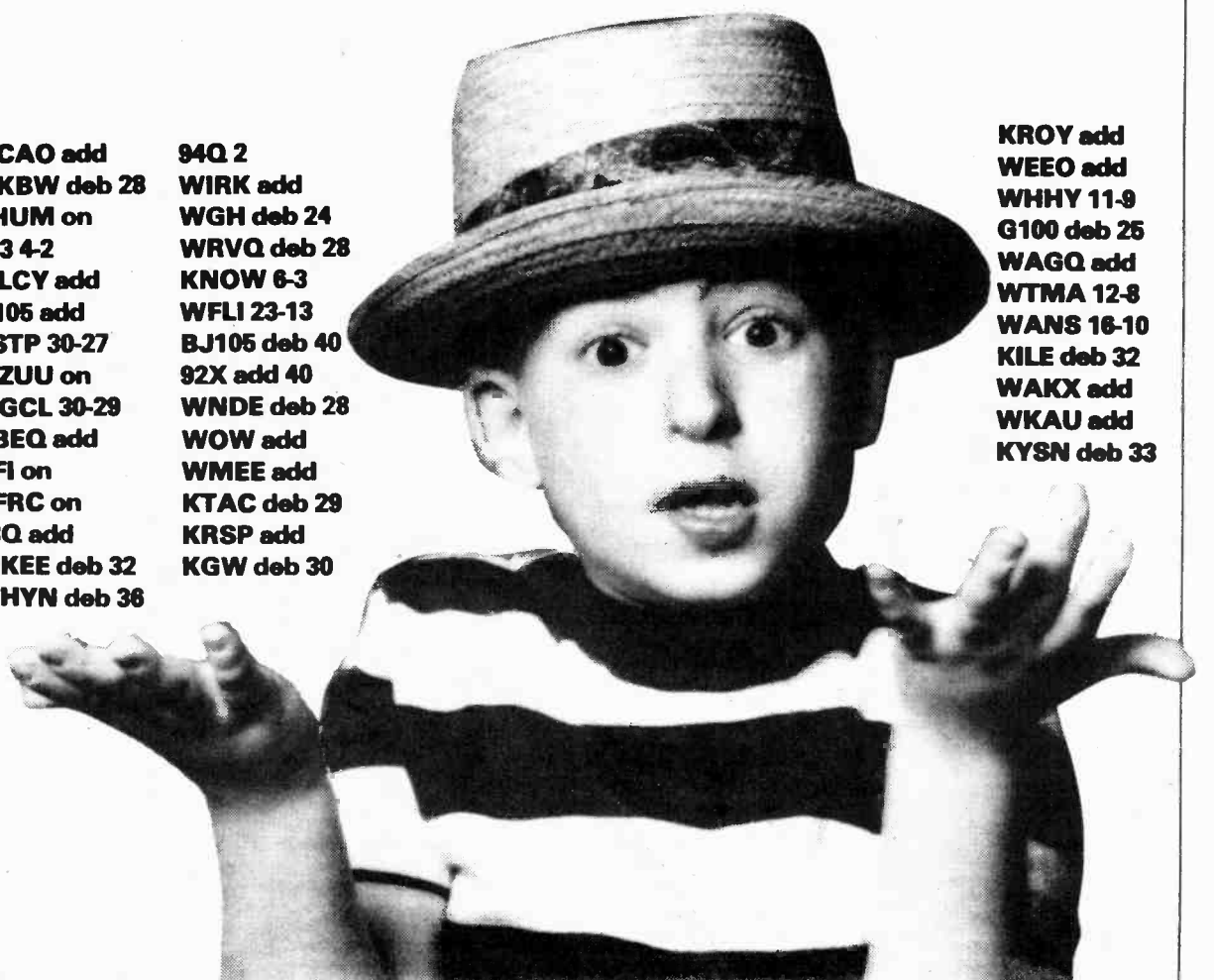
NEW & ACTIVE

CHARLIE DANIELS BAND "The Devil Went Down To Georgia" (Epic) 93/24 Moves: Up 55, Same 13, Down 1, Adds 24, including WLCY, Q105, WOKY, KHJ, B100, WBBF, KLIF, WNAP, WOHO, WHOT, KCPX, KRQ, WEO, WCIR.

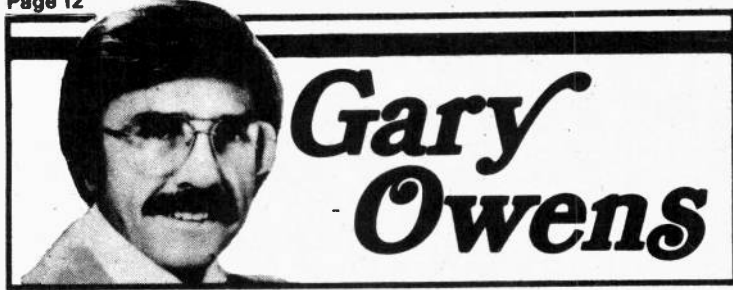
WET WILLIE "Weekend"

WCAO add	94Q 2
WKBW deb 28	WIRK add
CHUM on	WGH deb 24
Z93 4-2	WRVQ deb 28
WLCY add	KNOW 6-3
Q105 add	WFLI 23-13
KSTP 30-27	BJ105 deb 40
WZUU on	92X add 40
WGCL 30-29	WNDE deb 28
KBEQ add	WOW add
KFI on	WMEE add
KFRC on	KTAC deb 29
13Q add	KRSP add
WKEE deb 32	KGW deb 30
WHYN deb 36	

KROY add
WEEO add
WHY 11-9
G100 deb 25
WAGQ add
WTMA 12-8
WANS 16-10
KILE deb 32
WAKX add
WKAU add
KYSN deb 33



On *Epic* Records



What does the hit movie "Alien" and the Spike Jones Orchestra have in common?

Sounds like a bad riddle . . . but the object in question is a fine actress named Sigourney Weaver . . . who has the lead in the "Alien" film and is the niece of Doodles Weaver, the bizarre twerp who did Beetle-Baum in Spike Jones's classic horse racing satire.

Incidentally, Sigourney's father is Pat Weaver, the former President of NBC-TV where the "Tonight" and "Today" shows were created!

past several weeks just to give you an idea of what's going on in politics:

Milo S. Zoon Political Commercial — 60 Seconds . . . G.O. Show

I went out and bought some memories the other day. David Black, an enterprising gentleman who owns a fascinating store in Los Angeles, showed me through his entire collection of 135,000 albums and singles dating as far back as Edison's first hits.

The place is called the Record Connection . . . and most of the out of print stock goes back to the 1950's. One of my listeners, who was trying to get copies of two albums I did a few years back, "The Hexorcist" and "Put Your Head On My Finger" had written me asking if I knew where he could find them. I didn't. But a few months later, he phoned my intelligently-built secretary, Blanche Goberman, and mentioned The Connection. David has basically a family-owned and operated organization . . . but if this store continues to be successful, he may open similar places in Chicago, New York, Houston and New Orleans. He bought much of his stock from radio stations who switched formats in the last couple of years. One of my favorite titles I shuffled across was "Flaunt What Mother Nature Gives You Before Father Time Takes It Away." It is strange that the Mormon Tabernacle Choir would record it, however.

Announcer: The following Political Announcement was paid for by a check that bounced and the Committee to Elect Milo S. Zoon.

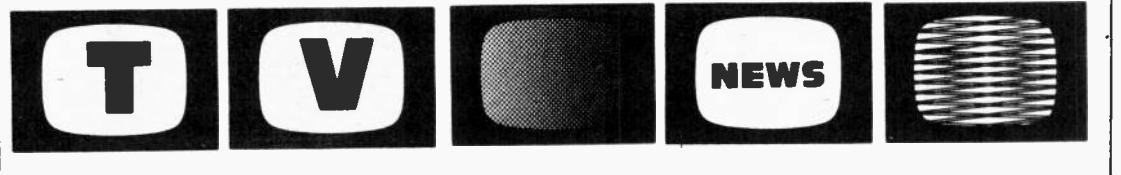
Zoon: "Hello. Like many of my fellow citizens, I believe that government is not only too big, but clumsy and unmanageable as well. That is why I, Milo Zoon, ask your support this coming Tuesday. One of the important points of my program is to seal the doors and windows of all government buildings for a period of three years. Yes . . . I said seal them up. Cut the phone wires and allow the government employees inside to work it out for themselves. The food supply in most of those buildings couldn't last more than a day or two . . . But at the end of the three year period, when we unseal the buildings, we can then reconsider whether we want government to go on as it was. I hope you will vote for me and that you study my program . . . which incidentally is a program I bought at last year's UCLA-Stanford Game during the half. Thank you.

Announcer: The preceding was paid for by the Committee to Elect Milo S. Zoon by the State Home For The Incredibly Awful.

I don't know about the elections in your part of the country . . . but California has its share of unusual people running for public office and/or cover.

I taped one of the many political spots heard on my daily radio show over the

What's amazing to me is how a man like that with violent overtones could ever run for public office. And the fact that he was overwhelmingly elected is even more amazing.



Rod Stewart To Star In First TV Special

NBC has signed Rod Stewart to star in an hour-long special for the 1979-80 season. Footage from his recent concert tour will play a part in the show, but guest stars have not yet been set. NBC also has Mel Brooks set for his first TV special during the fall . . . Sonny & Cher are set to reunite on the "Mike Douglas Show" July 16. Also appearing are both of Cher's children, plus semi-current boyfriend Gene Simmons of Kiss . . . Brent Burns, composer of the gasoline novelty "Cheaper Crude Or No More Food," will appear on "Mike Douglas" July 10 (7-17 in some markets).



A NEAT AWARD FOR ANITA WARD — Juana/TK artist Anita Ward had the honor of making her "American Bandstand" debut recently, and learned that her "Ring My Bell" single had rung enough cash register bells to go gold. She's pictured with the show's host Dick Clark.

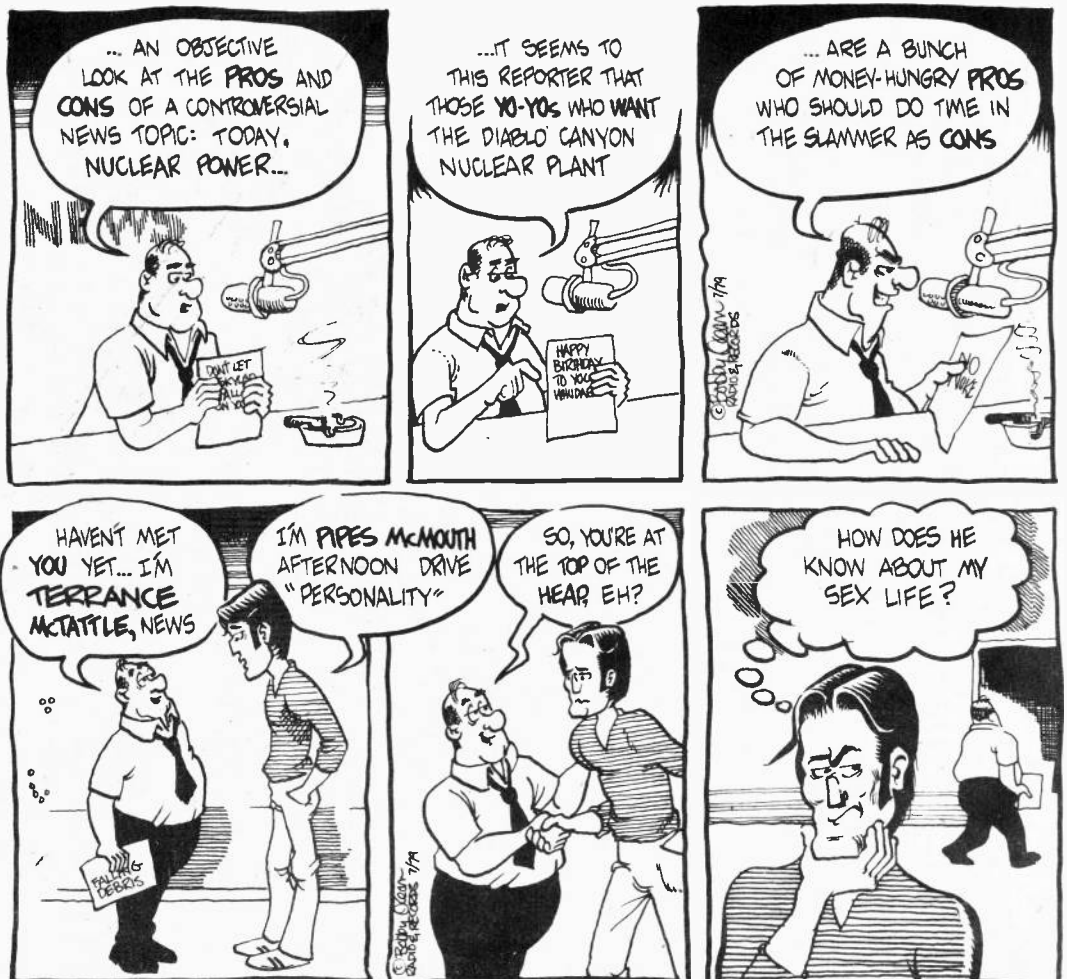
CBS Ties ABC In Ratings, Wins By Nose In Share Figures

CBS and ABC ended up in a Nielsen ratings tie for the week ending June 24, but when share figures are added in, the nod goes to CBS, 29.6 to 29.4. The ratings statistics were 14.9 average ratings for CBS and ABC and 12.9 for NBC. CBS also managed to take six of the top ten places, an unusual accomplishment in an area where ABC has dominated with seven or eight for much of the season (compared to this week's four). NBC did not place in the top 15.

"Three's Company" gave ABC the week's leading program, followed by 2) "The Jeffersons" (CBS), in its top performance of the year by far 3) "Taxi" (ABC) 4) "Alice" (CBS) 5) "60 Minutes" (CBS) 6) "Mork & Mindy" (ABC) 7) "All In The Family" (CBS) 8) "Happy Days" (ABC) 9) "One Day At A Time" (CBS) and 10) "MASH" (CBS). "60 Minutes" was the only non-repeat program in the top ten.

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ **WB TO RAISE LIST PRICE ON LP'S . . . TO \$6.98**
- ★ **KNEW / SAN FRANCISCO CONVERTS TO COUNTRY**
- ★ **BRUCE MORROW JOINS WNBC FROM WABC TO REPLACE WOLFMAN**
- ★ **NUMBER ONE FIVE YEARS AGO — "Rock The Boat" — Hues Corporation (RCA)**

LAST WEEK'S BREAKER!
THIS YEAR'S SLEEPER HIT!



Thank You Radio!

MAXINE NIGHTINGALE
"LEAD ME ON"

126 R&R REPORTERS! ADDS THIS WEEK INCLUDE:

99X-FM
WCAO
WPEZ
KDWB
CKLW

WZZP
WOLF
F105
WAXY
Y103
WOHO add 29

Y95
KEEL
WFMF
92X add 38
KZ93 add 20

KJRB
WJBQ
WFBG
KSEL
WLEE add 30
WNAM

Management & Direction:
Ray Anderson



on Windsong Records

Manufactured and
Distributed by
RCA Records

"SAD EYES" MAKING EVERYBODY HAPPY

WCAO deb 29
KRBE add
Z93 add
KSTP deb 30
WZZP add 34
KXOK 13-10
B100 18-12

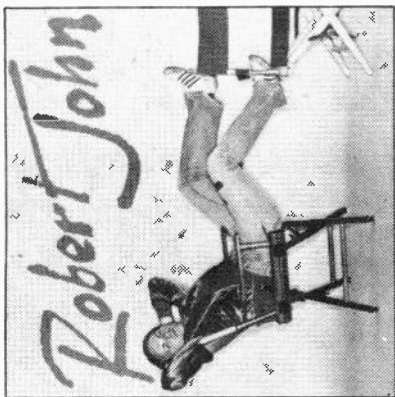
KIMN 17-12
KOPA add
WTRY add
KILT add
WAYS add
WSGA add 33
WFLI 25-16

KXX106 14-2
WERC 11-2
WKIX add
WFBR add
WQXI add
KOFM add
KRAV deb 18
KZ93 add

WMEE add
KNOW 9-6
KTAC add
KGW add
KROY add
KPAM 3-1
KYNO deb 26
KMJC deb 27

WKY on
WLBZ add
WCIR 29-21
KNUS 36-26
KELI 23-16
G100 add
WAGQ add
WGLF add

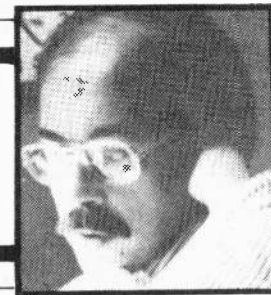
WISE add
WTMA 1-1
KFYR add
KKLS add
WAKX add
KSLY add
KBOZ 11-7



A HIT from ROBERT JOHN'S first album for EMI AMERICA

Brad Messer's

Rip "N" Read



Monday July 9: An Example Of How Things Used To Be Fast, Whereas Now They're Usually Half-Fast

One of the big complaints about life is all the paperwork and red tape you have to go through to get something happening. It was not always this way, a point easily proved by what happened 74 years ago today.

July 9th of 1905. If the historical flavor of '05 doesn't jump rapidly into your mind, that year your grandmother was singing "Wait 'Til The Sun Shines Nellie" and "In My Merry Oldsmobile," and the hot new stage play was "The Girl Of The Golden West." The Wright Brothers' plane had flown only 2½ years before.

Death Valley Scotty (Walter Scott) walked into the headquarters of the Santa Fe Railroad in Los Angeles just before lunchtime, 74 years ago today, with a pocketful of money and an adventurous idea: he wanted to hire a train to break the transcontinental speed record to Chicago. The record was about 58 hours, and Scotty peeled \$5500 dollars from his bankroll to buy the trip in 46 hours.

What paperwork? By lunchtime the very next day the Santa Fe had its most monstrously huge engine hooked to a baggage car, dining car and standard Pullman . . . and was set to jet, with track cleared and relay engines and crews organized the whole way across California, Arizona, New Mexico, Colorado, Kansas, Missouri and Illinois. The Scott Special did in fact cover the 2265 miles in even less than the agreed-on 46 hours, hitting 96mph across the Southern California desert and 106mph through some villages in Illinois, where crowds of people lined the tracks cheering as the Santa Fe screamed past.

They made it in 44 hours 54 minutes, establishing an average speed of about 50mph despite half the trip going through the Rocky and other mountain ranges.

That impresses me. Guy walks in with money, has a special train on its way the next day. Call a railroad and try to set that up in a few hours today and they'd laugh at you.

O.J. Simpson turns 32 today. We've thought of him as Orange Juice so long it's difficult to remember he started out as Orenthal James Simpson.

At the U.S. Patent Office on this date the doughnut cutter was patented in 1872, the corncob pipe in 1878.

203 years ago today the Declaration of Independence was read to colonial troops in New York. Their response was to yell a lot and tear down a statue of the King of England (1776).

Full moon tonight.

Voyager II passes Jupiter and heads toward Saturn.

Tuesday July 10: The Monkey Trial

In May 1925 Tennessee school teacher John T. Scopes was arrested for the forbidden act of teaching the Theory of Evolution, a state law enacted because fundamental Christians wanted their children taught the Bible version of the beginning of human life (rather than the descended-from-apes version). What became widely known as the Monkey Trial began 54 years ago today. One of Scopes's lawyers was Clarence Darrow who over the 11 days of the trial totally outclassed prosecuting attorney William Jennings Bryan. The famous attorney and orator died five days after the trial ended, supposedly from the strain Darrow put him through. Scopes actually lost the case and was fined \$100, but became a winner on appeal to the Tennessee Supreme Court.

The current size of U.S. money was made official 50 years ago today (1929).

Birthdays include Arlo Guthrie who is 32, Arthur Ashe hits 36, actress Sue Lyon reaches 32. Cher filed for divorce from Greg Allman four years ago, ten days after they were married. The Illustrated Rock Almanac says Greg had fallen face-first into his spaghetti a few days earlier, "splashing Cher with tomato sauce."

The Telstar satellite was launched on this date in 1962. This is the 15th anniversary of the Beatles' release of "A Hard Day's Night" (1964).

35 years ago today, with America deeply in the Second World War, a major South Pacific victory occurred on the island of Saipan . . . with American forces using conventional rifles and artillery, unaware the Atomic Age was but a year away and would end that war in the flash of the first A-bombs.

Wednesday July 11: The Great American Duel

174 years ago today, in 1804, two famous Americans fought a duel with pistols . . . a duel that put patriot Alexander Hamilton in his grave. Aaron Burr had been defeated in a run at the governorship of New York, primarily through the effort of Hamilton, and near the Hudson River in New Jersey they settled their personal differences with dueling pistols. Burr was a better shot and the wound he gave Hamilton caused his death the following day.

Actor Yul Brynner is 62. Tab Hunter becomes 48. Their names at birth were Taidje Khan Jr. and Arthur Andrew Kelm. The U.S. Air Force Academy is 24.

Thursday July 12: Panama Canal Opens

The Panama Canal formally opened 65 years ago (1915).

Bill Cosby is 42, pianist Van Cliburn is 45, comedian Milton Berle celebrates his 71st birthday and thinker/designer R. Buckminster Fuller is 84 . . . unless something happened I didn't hear about . . . and knowing how helpful some of you are in pointing out errors here, I'm surely gonna hear about it if Berle or Fuller died. Then my Terrible Mistake Alarm will go off again. But as I often mention, the corrections are sincerely solicited and gratefully incorporated into my research material so mistakes don't happen a second time. A lot of the books I get stuff from are imperfect like me.

Friday July 13: The Year's Last Friday-The-13th

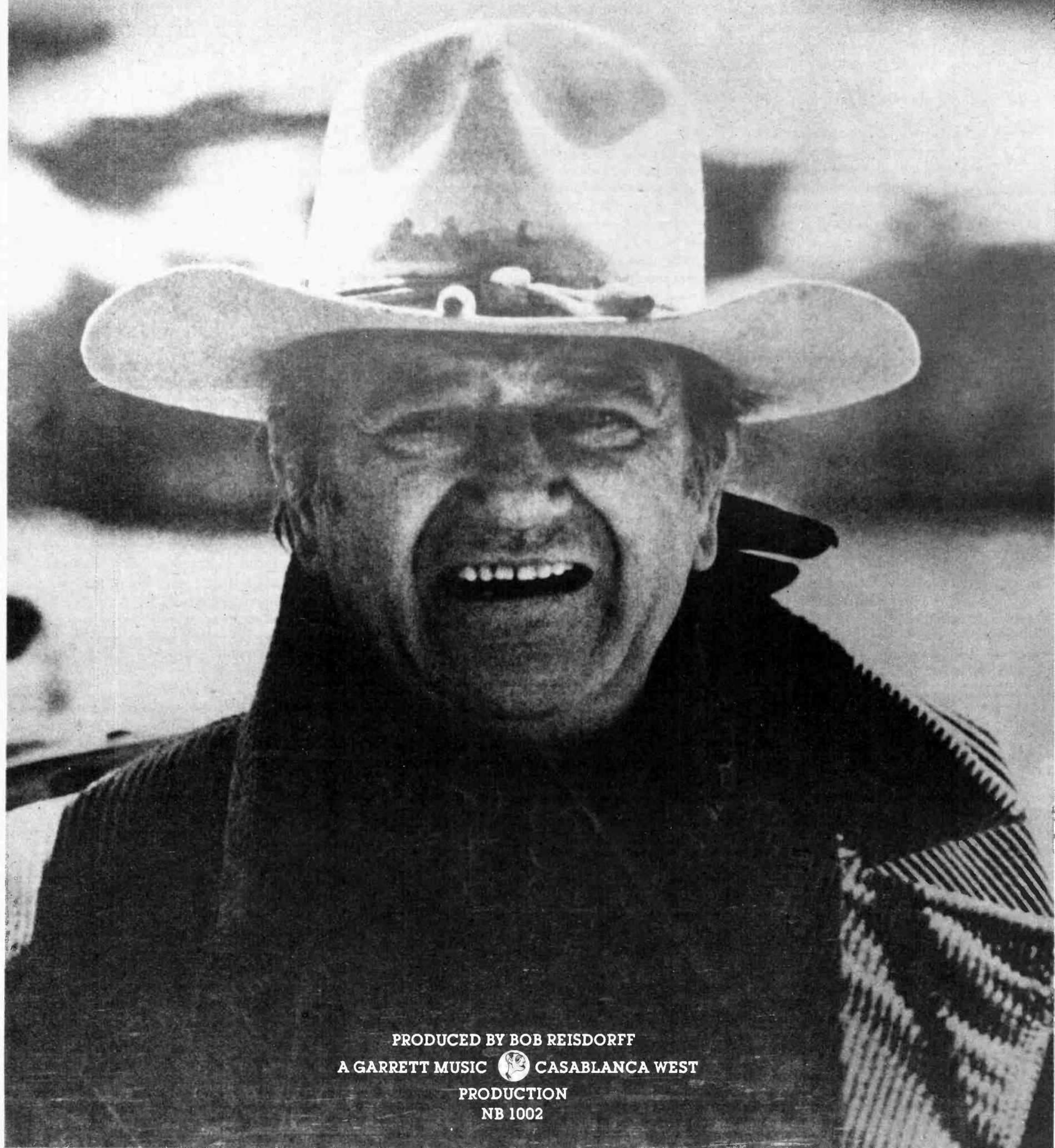
Cheech Marin (of and Chong) is 33, and Jim-who-became-Roger McGuinn (The Byrds) turns 37. Queen released their first album six years ago today.

The most deadly riot I've heard of in the U.S. began 116 years ago today, when about 50,000 Civil War draft protesters started burning buildings and killing police and black civilians in New York (in 1863). When troops finally got the upper hand 1200 people had died.

On this date in 1881 Billy the Kid was shot to death at Ft. Sumner, New Mexico.

Readers wishing to contact Brad Messer may do so c/o Radio & Records,
193 Century Park West, Los Angeles, CA 90067

I Have Faith performed by **JOHN WAYNE**



PRODUCED BY BOB REISDORFF

A GARRETT MUSIC  CASABLANCA WEST

PRODUCTION
NB 1002

Media Marketing

Budgeting For Research

Budgeting! What a horrible topic to have to discuss on a beautiful summer afternoon, but the research process marches on! Last week I discussed the value of research information and its importance in moving toward a budget decision. It would be nice to be able to set research budgets based on value alone, but obviously the cost of research activities must also be brought to bear on the decision. Hopefully, the information value of any research will far exceed the cost of that research, or the research is simply not worth doing.

The potential value of information in terms of improved decision-making can be thought of as the *return* from a research expenditure. The expenditure itself should be thought of as an *investment* rather than an expense. Thus, a key to looking at the budget decision of research is to look at the expected *return on research investment* (RORI). Just as the organization as a whole is concerned with its overall return on investment (ROI), the research activities of the organization should face the same test. That is, any proposed research should

easiest to compute the cost of research when the project is "farmed out" to an independent research supplier or consultant, because they will write out their price for you in black and white. Computing the cost of internally-conducted research is more difficult owing to the "hidden" nature of many of the costs. But with a little thought, and by asking people to keep track of the time and resources they devote to research, even internal costs can be uncovered.

The question facing us here is how much to allocate, up front, to a research effort. The question cannot be meaningfully answered unless you have gone through the prior steps in the research process, culminating in an assessment of information value. Suppose information value is in the range of \$10,000. Let's further suppose that your station's RORI is about 11%; in order to achieve an RORI of at least 11%, then, the total budget for the research project should not exceed \$9000. And don't forget — the \$9000 figure includes all those indirect and hidden costs mentioned above, so dollar expenditures must be even lower than \$9000.

"Any proposed research should not be considered an expense (which actually decreases company profits) . . . Rather, research expenditures should be expected to multiply themselves in the form of increased revenues."

not be considered an expense (which actually decreases company profits), nor should research be a break-even activity which merely preserves the status quo on a profitability dimension. Rather, research expenditures should be expected to multiply themselves in the form of increased revenues, thus generating a positive RORI to the company.

Now, insisting on a positive RORI may sound outlandish or even impossible, but it isn't. If you cannot at least estimate the RORI of your research effort, then you haven't really stopped to assess the value of the information you're getting (or even worse, you don't even know the exact costs of your research!). While RORI may not be calculable in precise terms, you should at least be able to come up with reasonable "ballpark" estimates that will help guide research decision-making.

Focus On Costs

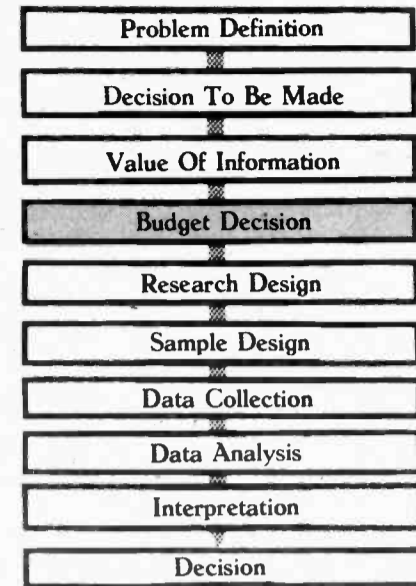
Let's focus for a moment on the cost side of the equation. What are some of the costs of market research? Dollar expenditures for data collection are the most obvious costs, but there are also the costs of management time spent on the project, overhead costs associated with the facilities devoted to research, and other forms of indirect costs. It is perhaps

Research Design

At this point, you have established an *upper bound* on the research cost — it cannot exceed the \$9000 figure and still leave you with an adequate RORI. The cost of doing the research will hopefully be even lower than the upper bound figure, however. In order to determine research costs, it is necessary to begin thinking about research design, the next stage in the research effort. You can either do this yourself and attempt to come up with a preliminary research design, or if you are planning to use a research supplier, they can be brought in at this point and asked to generate a research proposal. Either way, the research design would flow from the research problem statement and a consideration of the decision to be made as a result of the research.

As part of the preliminary research design, a method of data collection would be proposed (e.g., a telephone survey), which would carry with it a cost. If this cost is within acceptable limits when coupled with other indirect research costs, then you may want to accept this preliminary research design as is and set the budget on that basis. More often, however, the costs will initially be greater than warranted by the value of the research and you will have to compromise the design to lower the costs. This will happen

Stages in the Market Research Process



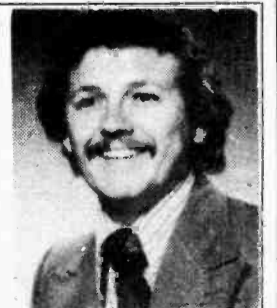
more often for smaller research projects where the value of information is not high. For larger projects, you may actually want to revise the costs of research upward after an initial cut at the research design, simply because it is important to spend enough to ensure an accurate answer.

Actually, for small projects you may have to accept a lower than desirable RORI owing to the fixed cost associated with mounting a research effort — it takes as much paperwork to issue a \$200 check as it does to issue a \$2000 check. In contrast, a very large research project may offer a very high RORI due to the magnitude of the intended decision. However, large projects aren't mounted very often, so the appropriate RORI to consider may be the total RORI for the year, spread across all projects, large and small.

By now it must be evident that having the value of information specified in advance is absolutely essential to a rational budgeting process. Similarly, determining the costs in advance is important and involves the Research Design stage to some extent. The final budget must therefore be reflective of not only research costs and value, but also of an anticipated research design.

What is particularly important about the approach to budgeting that we've discussed here is the focus on RORI. While there are no hard numbers to plug into an RORI formula, the concept itself is valuable in that it helps to ensure that you are not overspending on trivial research nor underinvesting in important research efforts. Thus, a consideration of RORI should help you to get the most out of your research dollar!

Dr. Richard J. 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) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



HERMAN BROOD & HIS WILD ROMANCE

THE HIT SINGLE: "SATURDAYNIGHT"

WOKY WEEO WANS
WGCL WISE KAYC
WLAC KZ93 WSPT
WFLI KQDI WKAU



July 12 Austin, Texas
July 13-14 Houston, Texas
July 15 New Orleans, Louisiana
July 17 Birmingham, Alabama
July 19 Nashville, Tennessee
July 20-21 Atlanta, Georgia
July 23 Virginia Beach, Virginia
July 24-25 Asbury Park, New Jersey
July 28 Boston, Massachusetts
July 29 Pensauken, New Jersey
July 30 Washington, D.C.
July 31 Poughkeepsie, New York
August 2 New York City
August 6 Chicago, Illinois
August 7 Buffalo, New York
August 9 Cleveland, Ohio
August 11 Chicago, Illinois
August 12 Milwaukee, Wisconsin



ICM

Management PDQ Directions, (213) 550-4000
Leo Leichter (213) 559-5000



Ratings & Research

Time Spent Listening Key To WKTU Dip, WBLs Rise

Prophets across the country have predicted that WKTU, disco king in New York, would take a slide in the Arbitron ratings. It was virtually inevitable that WKTU could not keep the torrid numbers shown in their first two disco-formatted sweeps, but many wondered what would cause the decline. In the New York metro WKTU slipped from a 12+ share of 10.3 in the Jan./Feb. book to a 7.6 share in this report. While average audience declined by 26% overall in the metro, and cume dropped by 11%, the most significant culprit may be a reduction in time spent listening to WKTU, correlated with an upswing in this area by WBLs.

The Overall Picture

The printouts below show the story for the last three Arbitron surveys, measuring the full brunt of disco's impact on WKTU. WBLs, as well as AM giant WABC, are also shown for comparison purposes. Besides time spent listening, average and cume estimates and ratings are shown for the stations in Table 1.

Note that WKTU's average daily audience tune-in eroded from a peak of

109 minutes per day (in J/F) to 91 in this sweep, a 17% decline, while WBLs has grown steadily and shows a three-book increase in time spent listening of 61%. See Table 1.

18-34 Key Demo

In the crucial 18-34 demo, which makes up about 60% of the audience for WKTU and WBLs, WKTU's audience listening span stayed fairly stable, although the number of listeners is declining. WBLs's audience loyalty has almost doubled in the last three books, from 63-118 minutes per day with the station. The 18-34 charts show the details. See Table 2.

Whether the cause of the WBLs rebound and the WKTU slide is due to programming or promotion factors, I'll leave to the format editors or for our special Ratings Supplement. However, it's interesting to note that if you combine the WKTU-WBLs audiences for the last three books, the combined stations' estimates for both 12+ and 18-34 are stable. The audience may be shared by the two stations, but the future looks brighter for WBLs if it can continue to keep listeners tuned longer.

Week In Review

The WKTU Slide

What Caused It? See article below.

Arbitron to reissue Bridgeport, Connecticut book.

A/M '79 report does not contain 52 diaries for a portion of Fairfield County, N.Y. SMSA portion of Fairfield, which was added to the market last summer, was not included when the April/May book was processed. Revised and corrected version of the market report will be issued July 11. No other market reports affected by this error.

Burke International Research Corporation, parent of Burke Broadcast Research, continues expansion.

BIRC signs letter of intent to buy three components of Booz Allen Marketing Services Group. Acquisitions give Burke additional expertise in field of ad campaign effectiveness studies.

The Challenge For WKTU

At first glance it appears as though WKTU has the worst of all possible worlds — fewer cume listeners, and those who do tune in are staying with the station for shorter periods of time. However, WKTU is still No. 1 in New York (average share 12+), and they certainly will, indeed must, try to find a way to stabilize their audience listening span while not losing any more cumes. Suffice it to say that if they fail in this task, their three-book reign as No. 1 in the Big Apple will be at an end. We should know in September as the summer Arbitron reports are released.

Table 1

MARKET BUY MARKET RADIO QUANTITATIVE ANALYSIS						
TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 12+			ARBITRON: APR-MAY '79			
POP(00): 138470			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED	AVG. QTR.HR. (00)	1/4 HR. RATING	WEEKLY CUME(00)	CUME RATING
1	WBLs-FM	103	1597	1.2	16753	12.1
2	WKTU-FM	91	1910	1.4	22727	16.4
3	WABC-AM	54	1469	1.1	29534	21.3

*AVERAGE DAILY TIME-SPENT-LISTENING (PER CUME PERSON) FOR SELECTED STATIONS IN THE ABOVE DAYPART(S).

TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 12+						
POP(00): 138470						
ARBITRON: JAN-FEB '79			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED	AVG. QTR.HR. (00)	1/4 HR. RATING	WEEKLY CUME(00)	CUME RATING
1	WKTU-FM	109	2593	1.9	25760	18.6
2	WBLs-FM	88	971	0.7	11935	8.6
3	WABC-AM	54	1560	1.1	31360	22.6

TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 12+						
POP(00): 138470						
ARBITRON: OCT-NOV '78			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED	AVG. QTR.HR. (00)	1/4 HR. RATING	WEEKLY CUME(00)	CUME RATING
1	WKTU-FM	106	2784	2.0	28277	20.4
2	WBLs-FM	64	758	0.5	12845	9.3
3	WABC-AM	58	1743	1.3	32187	23.2

Table 2

MARKET BUY MARKET RADIO QUANTITATIVE ANALYSIS						
TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 18-34			ARBITRON: APR-MAY '79			
POP(00): 45361			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED				
1	WBLs-FM	118				
2	WKTU-FM	106				
3	WABC-AM	56				

*AVERAGE DAILY TIME-SPENT-LISTENING (PER CUME PERSON) FOR SELECTED STATIONS IN THE ABOVE DAYPART(S).

TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 18-34						
POP(00): 45361						
ARBITRON: JAN-FEB '79			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED				
1	WKTU-FM	111				
2	WBLs-FM	89				
3	WABC-AM	55				

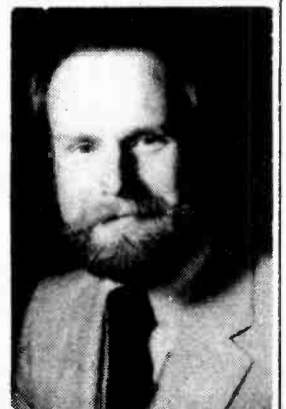
TIME SPENT LISTENING REPORT - NEW YORK METRO						
SEX/AGE: ADULTS 18-34						
POP(00): 45361						
ARBITRON: OCT-NOV '78			DAYPARTS: MON-SUN, 6AM-MID			
RANK	STATIONS	*MINS/DAY LISTENED				
1	WKTU-FM	109				
2	WABC-AM	65				
3	WBLs-FM	63				

Q&A

Readers who saw our interview with RAM Research President Jack McCoy asked the following: "What is RAM's policy about unlisted telephones — do they have some way of tapping this potential sample, or do they rely on the listed phones only?"

RAM relies exclusively on sample pulled from listed telephone directories. According to McCoy, there is no way to properly sample unlisteds and still keep your sampling proportional (to population) by zip code.

Jhan Hiber, R&R's Research Editor (and former Manager of Arbitron Radio), welcomes your questions about ratings and research. Call Jhan at 213-553-4330 during business hours. California time. If you care to leave your message or question anonymously, or need to call during non-business hours in California, call and leave your message on our 24-hour line, 213-552-3525. Jhan will get back to you ASAP.



Thanks for making
Kenny Rogers'
"She Believes In Me"
the #1 topic
going around
right now...
And around,
and around,
and around...

••• NATIONAL STAFF

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Steve Resnik
Dick Williams
Jerry Seabolt
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FIELD STAFF

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(FLORIDA)
Chris Hensley
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Be Bop
(MISS./KAN.)
Howard Lesnick
(MICH.)
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(NEW ENGLAND)
Christie Marcus
(N. CALIF.)
Bob Peaie
(HOUSTON)
Doris Purcelli
(MINN./N. & S. DAK.
IOWA & NEB.)
Jack Satter
(N. TEXAS/O-CLA.)
Tom Schoberg
(WASH./MARYLAND)
Rich Taraburro
(TENN.)
Dale White
(SO. CALIF.)
Sharon White
(IOWA)
Eva Wood
(CAROLINA'S)
Hylton Hawkins
(L.A. COUNTRY)
Gerri McDowell
(CAPITOL COUNTRY)

The Promotion People from United Artists.

SPOTS THAT MADE THE FEDS SEE RED

Copywriter Violations

By Don Waller

What's wrong with this sentence?

"Pow-R-Pop popcorn is full of flavor, not air."

And these?

"Hell's Bells smoke detectors are best. Rated best by test."

How about this?

"Try our new Taste O' Tuna fishburgers and our triple thick Hipp Shakes."

And this?

"... and best of all, kids, A. Crowley's magic kit is just \$1.98!"

If you guessed "a fragmentary sentence" in the second example or that the products named are entirely fictional, you're missing the point. *Imaginary products notwithstanding, all of the ad copy reproduced above was real.* All of the above ad copy has also recently been the subject of scrutiny by the National Advertising Division of the Council of Better Business Bureaus and has since been exorcised from subsequent spots.

Mommy, Where's Data?

Why? Because, in the first example, the NAD held the popcorn manufacturer's claims (along with the line quoted, the manufacturer claimed that Pow-R-Pop cost less and tasted better than gourmet popcorns) were *objective statements requiring substantiation.* Upon investigation, the NAD was advised that the ads had been dropped.

Similarly, the smoke detector copy, in addition to the quoted passage, also trumpeted the Hell's Bells units as providing the earliest possible warning. The manufacturer informed a skeptical NAD that the ads were only a test (most likely the same one their smoke detectors passed with such flying colors) and that they would be revised. The revised copy read: "Hell's Bells smoke detectors are proven to be the most reliable early-warning fire protection detectors ever developed." When asked to provide further data to illuminate these claims, the company informed the NAD that the revised copy was no longer being used either.

The latter two examples arose from investigations conducted by the NAD's Children's Advertising Unit, who opted that the term "triple thick" might imply that Hipp (high protein plus — for those of you outside California) Shakes were three times thicker(!). Again, the manufacturer was asked to supply substantiating data. During the course of review, the Children's Unit was told the term had been deleted from following ads.

"Just" A Problem

A. Crowley's magic kits came into conflict with the Children's Unit over their use of the phrase "just \$1.98." *Federal guidelines state that advertisers should avoid using the terms "just" and "only" when describing an item's price.* In addition, ads for the magic kit contained copy which read: "Magic is a lot of fun. Helps a youngster develop poise and confidence. Makes him the center of attention." The Children's Unit notified the manufacturer that ads should not suggest that by purchasing a product, a child will gain more acceptance (it is apparently within limits for manufacturers to make such claims for products designed for adults). Not surprisingly, when informed of the Chil-

dren's Unit's findings, the manufacturer explained that the ads in question had been discontinued.

Whether you view these actions as further examples of bureaucratic meddling with our free enterprise system or as providing our populace with needed protection from Madison Avenue hucksters, the lesson to be learned from these recent developments is quite simple. *Copywriters must be aware of precisely what they can and cannot say in their ads.* This applies to radio as well as other forms of media. However, let it be noted that all of the infractions cited by the NAD were for either print or television campaigns. Broadcasters should also be aware that *recent government rulings have found that the conveyors of the information (radio and TV) are responsible for any wrong information they may provide.* In short, your station is responsible for verifying the facts of all commercials you air. National buys are less likely to be a problem because agencies warrant the spots, but for local

stack of comic books, sit down with a pack of Herky Jerky meat snacks." The NAD felt such a suggestion could encourage children to overeat(!). In the spirit of cooperation the meat snacks manufacturer discontinued the campaign.

Along with discouraging aberrant social behavior, copywriters must take care not to create misleading copy. For example, As-Best-As-Decor drapery fabrics claimed their drapery was smoke and fire retardant and suggested that in the event of a fire, their product would help decrease the chance of death due to smoke and gas inhalation. When a competitor complained to the NAD that the ad was "unfair and misleading," exploited fear, and "conveyed the impression that the competitive product was unsafe," the NAD looked into the claim. While the NAD agreed with As-Best-As-Decor that the drapes did give off less smoke when lit, this advantage could not be translated into a life-saving claim. The ads were subsequently withdrawn.

A second example of what the NAD considered to be misleading copy read: "Behold the interchangeable world of Alphornauts. Introducing the most incredible starship ever — the remote control, motorized — Search 'N' Destroyer." The NAD Children's Unit felt that the manufacturer's copy was suggesting that the Alphornauts (space people figures) came in the same package as the Search 'N' Destroyer. Furthermore,

waiting upon arrival. Upon NAD investigation, the ads were shelved.

Perhaps the most outrageous of these unsubstantiated claims was advanced by the volleyball manufacturer whose self-serving copy read: "Sosumi is the world's No. 1 volleyball for four good reasons." The NAD's search for supporting data netted the ad's discontinuance.

Also indulging in poetic license was Mysta-Cool air conditioners, who touted that in head-to-head competition, Mysta-Cool's superior efficiency made a "dramatic difference." Alliteration notwithstanding, the NAD, after examining the claims, vetoed the copy on the grounds that the differences were not great enough to support such an extravagant claim.

More subtle, but equally objectionable, was Behavior-Self Systems' claims that it was a unique system to achieve permanent weight loss and that dieting, drugs, or pills were not necessary to achieve the desired results. Since the Behavior-Self System was an electronic learning tool monitoring the amount and speed of food intake and thus was intended to reduce the amount of food consumed, the NAD held an explanation of the claim of no dieting was required.

Objections Overruled

Not all of the NAD's objections resulted in discontinued copy, however. Eau Dear Roll-On antiperspirant crowed that it was "stronger than your he-man spray," and, *since it did not identify a specific aerosol in ads, made the claim stick.* As did the manufacturer of the From Chic To Sheik Bebe Doll, whose ads featured the doll with four different outfits posing on a modeling stand. While the NAD Children's Unit wanted to determine if the ads clearly showed how the product worked, their investigation found the campaign within acceptable guidelines.

Other companies substantiating their claims included Marin-Ade natural soft drinks, whose claims of no white sugar, no preservatives, no artificial color, or artificial flavor raised eyebrows at the NAD; and the Hamilton Mint Corp., whose mail-order limited edition Valentine's Day pendants were, in truth, a limited edition.

In conclusion, copywriters should keep abreast of the latest guidelines set down by government as regards what they can and can't say in ads, paying particular attention to the realm of unsubstantiated claims. A basic rule of thumb in these instances should be, "If you don't have the data (to back it up), it doesn't matter (leave it out)." Second, copywriters should be especially careful of making product-to-product comparisons when a competitor's brand name is involved. Third, copywriters should refrain from creating copy which may be viewed as being of questionable intent. Not only are your customers likely to become irate, but your competitors are far more likely to sic the NAD on you. Either way, it's just not worth it. Your station will do far better to impress your clients and listeners with your professionalism when it comes to creating and airing spots than by your willingness to involve them in a government investigation.

— Avoid making unsubstantiated claims

— Be careful of product-to-product comparisons when mentioning a competitor's product by name

— Avoid copy which misleads the consumer

— Avoid copy which may encourage questionable behavior

— Be aware of existing ad guidelines, especially recent decisions

spots, the station is supposed to verify the copy.

If either yourself or a member of your staff is writing copy for your local accounts (be it for Sy Clop's Tee Vee Repair or Aunt Thrax's feed grains) you should take every precaution not to create situations which could result in possible legal or governmental action against yourself or your clients. In addition to unsubstantiated claims and use of specifically forbidden phrases, the NAD frowns upon both advertising copy which may mislead the consumer, and copy which might encourage questionable behavior.

Questionable Intent

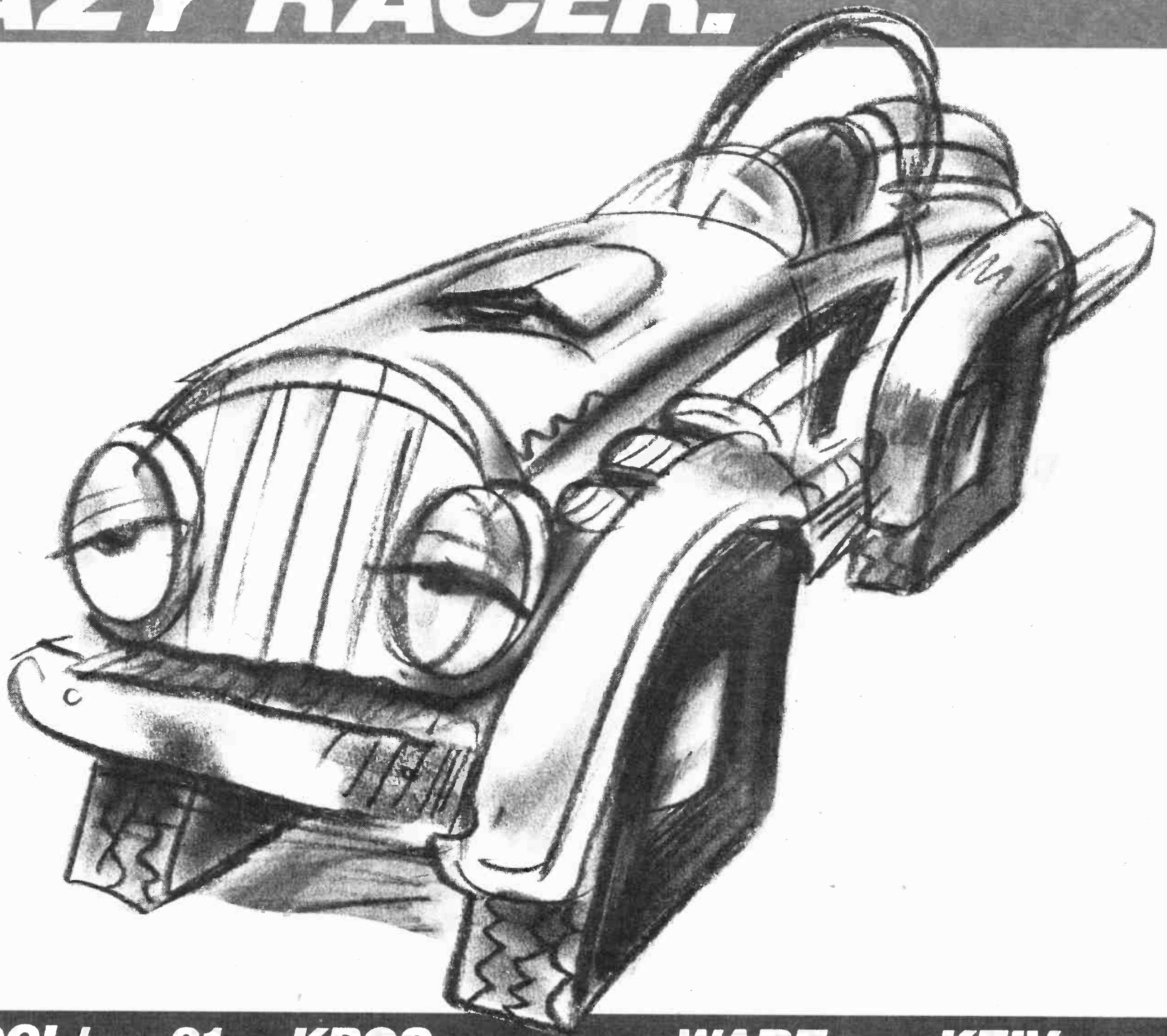
In the latter case, the NAD Children's Unit's action inspired by copy created for Herky Jerky meat snacks is a prime example. The copy said, "Next time you sit down to a

the copy also claimed the cruiser was "self-powered," but the Children's Unit was unclear as to which parts were "self-powered." The NAD holds that copywriters should be extremely careful about using such all-encompassing terms as "self-powered" and that, if used, they should refer to specific parts.

Claims Are The Name Of The Game

Most of the NAD's concerns, however, lie in the area of unsubstantiated claims. In addition to the cases cited earlier, the NAD demanded explanation to the following points of product puffery: Rivera Global Travelers Chex boasted of immediate refunds for lost or stolen checks when in fact, their refunds are only partial. Similarly, a car rental agency alleged that members of their "Get-away Kar Klub" would find rental cars

NOTHING CAN STOP LAZY RACER.



WGCL/ex-31
KRBE/HB
WOLF
WZDQ
WJBQ
WFEA
WRAQ
KWAZ
WCOD
WHSB

KBOS
WJNC
KCPX/HB
KELI
WFLB
WMFJ
KLWN
WIGY
WNOX/HB-28
WBBX

WARE
KCBN
WHAV
KNX-FM
WPHD
WKAL
WFIS
KEZR
KWAV
WPNO

KFIV
WBBF
WAQY
KKRL
KLNQ
KCNB
WCNL
WJOY
WDEV
WWNH

The Single "KEEP ON RUNNING AWAY" is a runaway hit.

AM 2152

From Their Debut Album "LAZY RACER"

SP 4768

ON A&M RECORDS & TAPES



Produced by Glyn Johns. Management: Eric Kronfeld/Peter Rudge.

© 1979 A&M Record, Inc. All Rights Reserved.

*Outrageous!
BOMME!*

"HEAVEN MUST HAVE SENT YOU"

7" single: M-1459F

12" disco single: M-00020D1

The totally outrageous
new single from

BONNIE POINTER

THESE R&R REPORTERS
BELIEVE THE HIT

WRKO deb 28	WTIX 38-34
WZZP on	WNOE 16-15
KFI on	WFLI deb 28
KEARTH add 30	WHHY add
13Q add	WSEZ add
WAVZ 30-28	KAYC 35-32
WBBF add	... AND MANY
WHYN deb 39	OTHERS!
WICC add	



The first digital smash!
On Motown Records



STREET TALK

You have to wonder who started this one and why . . . Street Talk was very heavy from Los Angeles to points east that a major shakeup was taking place at Elektra/Asylum, including the loss of several high-ranking officials. The entire story was untrue!

Another potentially nasty rumor got started that Chuck Martin would be exiting KHJ/Los Angeles. Again, not true . . . in fact, even though the station was down overall 12+, they were quite pleased with the adult performance of the station in the recent ARB. Chuck is staying.

Reportedly WABC/New York has discontinued checking retail sales on 12-inch disco product. It's back to the old reliable 45 rpm single sales for the AM rocker.

The Doobie Brothers threw a big bash (in celebration of their 10th Anniversary) at L.A.'s famed Friar's Club last Sunday night (7-1). Much to the surprise of the invited guests, the entertainment turned out to be the Stax-Volt Revue complete with the one remaining original Bar-Kay, the Memphis Horns & Rhythm Section, Rufus & Carla Thomas, Eddie Floyd and Sam & Dave (not Jake & Elwood!). For the musical finale the entire group got together on stage for a rousing version of "Soul Man" and were promptly joined by the Doobies, the Jacksons, Bonnie Raitt and Kenny Loggins. It was quite a night and a great party, as the Doobies prepared to open seven sold-out nights at the Universal Amphitheater.

Street Talk in the Northeast says that WAVZ/New Haven is about to switch formats from Top 40 to Beautiful Music! But, before you panic at the loss of another rock-radio legend, it looks like the entire WAVZ operation will be transplanted over to its FM station, WKCI. An interesting development, should it come true.

KUTE/Los Angeles has taken a slightly different programming stance, away from their former "all disco" approach. They are now billing themselves as "disco and more," and insiders are speculating that the West Coast presence of Frankie Crocker is the reason. Frankie, in town from WBLS/New York (KUTE's sister station), is apparently helping KUTE "get it together."

Bob Pittman, PD of WNBC/New York, will take that long walk on July 27th . . . he's getting married.

Frank Zappa has fired his band, cancelled his tour and gotten a crewcut! What does it all mean? We don't know.

WBCN/Boston has been sponsoring a "Battle Of The Bands" over a period of several weeks and during the recent semifinals held at a local nightclub, the audience was treated to a guest set by "Jimmy & The Juke Joints." Jimmy and his band turned out to be EMI America artists the J. Geils Band.

Nigel Olsson was going to be charged with vehicular homicide by the Atlanta Police following a traffic accident in which another man died after being struck by Nigel's car last week. However, the charge may not be filed due to the fact that the "Stop" sign which Nigel allegedly "ran" was partially obstructed from view by foliage. Details later on this one.

Charging the whole incident was pre-planned in the first place, WTTM/Trenton News Director Chris Canali was fired by Bo Weaver following Weaver's on-air gasoline protest last week (R&R 6-29). "They told me they didn't like my opposition to the promotion, but I think it was just a lot of publicity," Canali said as he exited the station.

David Carrico has set up an independent promotion/marketing firm in the Northeast. Working out of New Milford, CT, David will cover the state of Connecticut, Western Massachusetts and the tri-city area of Albany, Troy & Schenectady, NY. He can be reached at (203) 355-1483.



THE BEAVER GETS DOWN?! — Say it ain't so, Beav. Too late now . . . Jerry Mathers and Tony Dow stopped by to visit KHFI/Austin, ("Disco 98") while in town doing a play. The two are back together on the road performing "So Long Stanley." Pictured at the station are (l-r) Tony, KHFI's Larry Winston and Jerry Mathers (as the Beaver). Asked about a possible TV revival of their series Jerry said, "Where are the Bee Gees albums?"



INFINITY RECORDS



SPYRO GYRA
Morning Dance
including
Starburst/Song For Lorraine
Heliopolis/Little Linda/Morning Dance



INF 9004

*Guaranteed mass appeal
hit record.*

KSTP add	WAPE add	WCAO 22-19	WBBF 8-7
KBEQ add 38	Y103 add	WPEZ 32-29	WLAC deb 37
JB105	KNUS add	Z93 deb 29	KNOW 30-21
WTRY add	WQXI add	WZUU on	KGW deb 29
WAYS add	94Q 7-1	WZZP 34-27	
WZXY add	WNBC 29-24	PRO-FM deb 25	

See New & Active and Parallels Page 38

HOT CHOCOLATE

"Going Through The Motions"

HOT CHOCOLATE
Going Through The Motions
including
Mindless Boogie/Going Through The Motions
Dance (Get Down To It) Night Ride



Pulsing, hypnotic and sonically perfect music slices throughout this latest masterpiece from the group that's hotter and smoother than a winter drink.

INF 9010

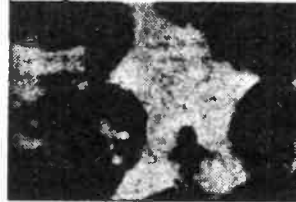
The next million seller "winner" from one of the world's most popular groups.

KFRC	K104 39-36	WISE deb 36
WLAC	WCIR on	WFLB on
KTLK	WXIL on	WTMA on
		WANS deb 34
		KFXD add



"Don't Throw Our Love Away"

ORLEANS/Forever
including
Love-Eates-Time/Everybody Needs Some Music
Don't Throw Our Love Away
I Never Wanted To Love You/Forever



"Love Takes Time" re-established Orleans at Radio & Retail. Their new single cements the deal.

13FEA	WRNR	KWEN
3WD	WGNI	KTFX
WFEA	KNOW	WAZY
WANS		



"Hello, Hello, Hello"

NEW ENGLAND
including
Hello, Hello, Hello / Don't Ever Wanna Lose Ya
PUNK / Nothing To Fear



INF 9007

The album is an AOR standard "Lose Ya" cracked rock and roll Top 40. Now say "Hello, Hello, Hello", to a lot of new listeners. Shipping this week!

ALL WE ASK YOU TO DO IS LISTEN.

MULTI-FORMAT MUSIC

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&R chart terminology.

	TOP-40 See Back Page	Pop/Rhythms See Page 50	DISCO See Page 42	AOR See Page 56	Country See Page 70	P/A See Page 75
BELLAMY BROTHERS "If I Told You..." (WB/Curb)	"Significant Action"				Peaked at No. 1 on 5/18/79	Chart: Debut 40 "NEW & ACTIVE"
CHIC "Good Times" (Atlantic)	Chart: Debut 27 "BREAKER"	"HOTTEST"	Chart: 1-6 "HOTTEST" (All Regions)			"Significant Action"
CHARLIE DANIELS BAND "Devil Went..." (Epic)	"NEW & ACTIVE"			Album Chart: 17-16 "HOTTEST"	"NEW & ACTIVE"	"Significant Action"
DR. HOOK "When You're In Love..." (Capitol)	Chart: 7-1				"Significant Action"	Chart: 0-0 "HOTTEST"
EARTH, WIND & FIRE "After The Love..." (Columbia)	"NEW & ACTIVE"	"HOTTEST"				"Significant Action" "MOST ADDED"
GLORIA GAYNOR "Anybody Wanna..." (Polydor)		"CLIMBER"	Chart: 18-20 Peaked at 17 on 6-15-79			
JOE JACKSON "Is She Really..." (A&M)	Chart: 23-24			Album Chart: 12-13 "HOTTEST"		"Significant Action"
WAYLON JENNINGS "Amanda" (RCA)					Chart: 1-1 "HOTTEST"	"Significant Action"
ELTON JOHN "Mama Can't Buy..." (MCA)	Chart: 15-9		"NEW & ACTIVE"	No. 4 Singles Chart		Chart: 10-0 "HOTTEST"
JONES GIRLS "You Gonna Make..." (Phil. Int'l.)	"Significant Action"	"HOTTEST"	Chart: 0-8			
KC & THE SUNSHINE BAND "Do You Wanna..." (Sunshine/TK)	"Significant Action"	"CLIMBER"	Chart: 19-15 "HOTTEST" (South)			
BETTE MILDER "Married Men" (Atlantic)	"Significant Action"		Chart: 23-19			"Significant Action"
W. NELSON & L. RUSSELL "Heartbreak Hotel" (Columbia)					"MOST ADDED" Chart: Debut 40 "NEW & ACTIVE"	"Significant Action"
DOLLY PARTON "You're The Only One" (RCA)	"Significant Action"				Chart: 7-1 "HOTTEST"	Chart: 24-20
BONNIE POINTER "Heaven Must Have..." (Motown)	"Significant Action"		Chart: 9-9			
EDDIE RABBITT "Suspicious" (Elektra)	"NEW & ACTIVE"				Chart: 23-13 "HOTTEST"	Chart: 23-19 "MOST ADDED"
CARLY SIMON "Vengeance" (Elektra)	"Significant Action"			Chart: 33-33		"Significant Action"
BARBRA STREISAND "The Main Event/Fight" (Columbia)	Chart: 27-23		"BREAKER" Chart: Debut 23 "MOST ADDED"			Chart: 23-11 "MOST ADDED"
MARSHALL TUCKER BAND "Last Of Singing..." (WB)	"Significant Action"			Album Chart: 28-35		"Significant Action"
ANITA WARD "Ring My Bell" (Juana/TK)	Chart: 1-2	"HOTTEST"	Chart: 1-1 "HOTTEST" (South, Midwest)			
JENNIFER WARNES "I Know A Heartache..." (Arista)	"Significant Action"				"Significant Action"	"BREAKER" Chart: 32-7 "MOST ADDED"
WINGS "Getting Closer" (Columbia)	Chart: 20-17			Album Chart: 3-3 "HOTTEST"		"Significant Action"

LODGER
LOCATAIRE
UNTERMIETER
間借人

POST CARD



*"I am a D.J.
I am what I play
I've got believ'rs
Believing me."*

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Lyrics: Bowie. Music: Bowe, Eno and Alomar.

P.S. You are what you play!

D.J.

PB-11661

THE NEW SINGLE FROM THE HIT ALBUM



AQ11-3254

by David Bowie



TOP-40



John Leader

The Beginning Of The End

On December 26, 1976, KTNQ was born in Los Angeles. It's stated purpose was to challenge and beat the perennial AM Top 40 giant KHJ. Now, two and a half years later, the station has been sold, will soon change call-letters and formats, and one of the most heralded attempts at Top 40 success will be buried forever.

Must Have Been A Beautiful Baby

When the station first came on the air and had seen their early ratings build to a respectable level, R&R ran a two-part "TEN-Q Story" (R&R 11-18 & 11-25-77). We interviewed Paul Cassidy, then TEN-Q's General Manager, and Jimi Fox, who was TEN-Q's first PD. Their optimism was understandable when you considered that Storer Broadcasting had petitioned and received permission from the FCC to go full-time with 50kw on KGBS. The identity change to KTNQ, known as TEN-Q, with a full staff ready to rock, became complete on the day after Christmas 1976 at 4pm. Both Cassidy and Fox have since left the station, Cassidy now working for Century Broadcasting in Los Angeles and Fox joining Mercury Records in L.A. after a brief stop as PD of KCBQ/San Diego.

Just as we covered the birth of TEN-Q, I thought it would be interesting to analyze its death, both from the standpoint of what went wrong, and what happens to the current staff of the station, who are well aware that a radical format change is only weeks away.

Comin' On With A Bang

First, what went wrong? As a participant in the radio marketplace when TEN-Q first hit the air (I was a member of the KHJ airstaff) I thought the station had amazing potential for success. The call-letter change from KGBS to KTNQ gave the station a totally fresh identity. KGBS had been many formats over the years, none of which had been successful in the recent months leading up to the change. As TEN-Q, the L.A. radio listeners had no preconceived notions as to what the station was all about — they had no image — they



were starting fresh. PD Jimi Fox positioned the station as an alternative to KHJ. New music was exposed early and often. The station ran their music slightly speeded-up (Fox called it "tempo enhancement") giving TEN-Q a distinctively different sound than the more traditional KHJ. The personalities were all new to Los Angeles, with the exception of The Real Don Steele in PM-drive, and the energy level of the jock presentation was more than worthy of the station's 50kw signal.

TEN-Q debuted in the Jan.-Feb. '77 ARB with a market share of 1.6 (total persons, 12+, Mon.-Sun., 6am-Midnight). Interestingly enough, in that same book KHJ garnered a 4.0 share, dropping from its 5.6 rating in the fall '76 book (a more than coincidental loss of 1.6). From that disappointing start TEN-Q moved up to a 2.4, followed by a 2.9 (its highest rating ever in Jul.-Aug. '77) and then slipped back into the 2.0-2.5 range for the next six books. Only last week, when the results of the April-May '79 ARB were announced, did TEN-Q finally beat KHJ in average quarter hour shares. TEN-Q scored a 2.6 to KHJ's 2.1 (its worst book ever).

Time Is Money

So what happened? As TEN-Q's first PD stated it, "The company (Storer Broadcasting) was able to swallow a camel but choked on a gnat. By that I mean they were not able to see far enough down the line and allow us the time necessary to make the station a giant ratings success. Perhaps we should have succeeded faster, but the Los Angeles market was even more competitive than I first thought and when Storer did not see TEN-Q immediately shoot up in the ratings, they were disappointed."

Critics of the station, using the eternal 20/20 hindsight, say TEN-Q's early image was too teen-oriented. The jocks were too hyper, the music was speeded up far too much, and the station dedicated itself to total counterprogramming of KHJ, rather than plotting its own course. True or false, Storer Broadcasting announced its intention to sell KTNQ in August of 1978. Terry Lee, Storer Executive Vice President, Broadcast Division, told R&R at the time, "When we got looking at our hole cards and how long it was going to take to pull this thing out, what it was going to cost, we decided it was more of an investment than we were willing to make."



Within 30 days the announcement was made that K-Love Radio Broadcasting, Inc. would purchase TEN-Q for \$8 million, and that the format would most likely shift to Spanish under the direction of K-Love President Julio Liberman. The hoopla and promise of a 50kw AM Top 40 station in Los Angeles subsided almost as quickly as it had been born.

The End Is Coming

Like the man walking through downtown Hollywood with the picket sign predicting the end of the world as part of this weekend's Southern California festivities, the end is only a few weeks off for the current TEN-Q staff. As a quick salute to history, John Driscoll followed Jimi Fox in the TEN-Q PD's slot. He was later replaced by Mike McVay, who has since left to become PD of WAKY/Louisville. In February of this year Jim Conlee was named PD, and he has managed to keep the staff fairly well together in the face of a pending total format change which will render all of the present crew unemployed. The jock staff first lost Don Steele, shortly after gaining Machine Gun Kelly (from KHJ) who himself left earlier this year. Charlie Tuna came aboard in morning drive and Jack Armstrong joined in the afternoon slot, and they both remain as the anchors of the current TEN-Q skeleton staff.

It has been almost a year since the agreement in principle to sell KTNQ, and the station has not only continued to rock, but the ratings have been increasing! While the other Top 40's in the market have suffered declines, TEN-Q has managed to gain slightly with a promotional budget of zero. The staff, literally operating day-to-day, waits for word on the exact take-over date, and makes their plans for a giant TEN-Q send-off.

Next week, a chat with Jim Conlee about the death of TEN-Q, and what it's like to hold a staff together to the very end. It's a situation that few of us will ever face, hopefully, but one full of experiences to remember.

Just The Facts

Everyone has had a couple of weeks to look at, dissect, and comment upon the "new look" for The Back Page and the general consensus is — positive! Thank you.

The idea behind all the music information we present is to give you the best, most accurate and reliable picture of Top 40 radio every week. Time is valuable, especially your time as a programmer or record executive. To save you time we now present more information in a clearer, easier-to-read manner than ever before. As we all head toward the 1980's, the ability to consume more information faster becomes increasingly vital.

While in Washington, DC recently, I spoke on a panel of "trade publication people" and participated in a discussion of "the trades" relation to the radio and record industries. Some good questions were asked and a number of important issues were aired, but I walked away from the panel with the reinforced belief that any trade that becomes deaf to the needs of its readers will soon cease to be successful.

The comments I heard indicate to me that R&R is number one, and while that is great to hear, it only serves to amplify my belief that you (our readers) are the ones who will continue to determine what music information you want to see in each weekly addition. Our ability to break that information down into easily absorbed "bits" has been enhanced by the development of our computer program, but the analysis of that information still belongs to you. We don't predict, project or attempt to influence you on any music . . . we just present the *airplay facts* with a reliability no one else can offer.

Thanks for your comments . . . We're listening!

Motion

John Powers is the new News Director at WLCY/Tampa, transferring over from sister FM Q105 . . . Chuck Hale has officially been named PD at KROY/Sacramento, with Don Selasco being upped to National Music Director for Jonsson Communications, owners of KROY & KROY-FM along with KWRL/Sparks, NV . . . Doug Silver, formerly of WXYZ/Detroit (and most recently with KSTP/Minneapolis), has assumed the duties of Program Director at WCWA/Toledo . . . Patty Reilly has joined the sales staff at KRUX/Phoenix . . . Scott Morrison is the new weekend air personality for Tracy Mitchell at KJR/Seattle . . . Jack Taylor has been promoted to the Operations Manager position at WYFM/Youngstown and its AM sister WPIC. Jack promptly appointed Jeff Tobin (from WGRP/Greenville, PA to be WYFM's new PD . . . Mark "Morgan" Evar is KBIM/Roswell's new PD. Mark comes from WFUN/Ashtabula, OK (no, WFUN is not in Miami anymore!) . . . John Winters is the new News Director at KFRC/San Francisco. He had previously done the mid-day news for KFRC and was promoted when former News Director Jo Interrante relocated to New York to head all programming for the new RKO Radio Network . . . Chris Eastland is now programming WMDM/Lexington Park, MD.

The AM Band & FM Band are on The Marshall Tucker Band:

*KSLQ 29-25
WGCL add
KBEQ 35-32
WBBF add
WKEE on
WHYN add
94Q 21-16*

*WAPE add
Y103 add 39
WGH deb 21
WTIX add
WNOE add
WBBQ on
KNOW add*

*WFMF on
BJ105 on
WRJZ 33-30
KZ93 on
WOW add
WVIC deb 29
KJRB on*

*WGUY add
WLBZ deb 34
WEEQ deb 29
WXIL add
WAAY add
WAGQ 29-25
WRFC 28-24*

*WSEZ deb 38
CK101 34-31
WISE add
WFLB add
WTMA deb 29
WANS 28-24
KAYC 38-34*

*KKXL add
WSPT deb 26
KQDI 29-26
KBOZ on
KRLC on
KBIM deb 39*

THE MARSHALL TUCKER BAND

"Last Of The Singing Cowboys"

Produced by
Stewart Levine



on Warner Bros. Records

TOP-40



FOR THE LOVE OF MONEY — WJBO/Portland staged a Q-Container contest in which the winner had 106 seconds to carry out as much money as possible. WJBO's Doug Reynolds is pictured on the phone describing the action, which looks like the kind of stuffing anyone would choose over potatoes. The amount won by the contestant pictured above was not disclosed, but it certainly looks (as does she) substantial.



CFUN WITH CARS — WEA, Canada injected a little realism into their delivery of the new Cars album to CFUN/Vancouver by bringing along a car and model to match the album cover graphics. Pictured (l-r) are WEA's Mick O'Keeffe, model Cheryl Tupper, CFUN MD Clara Carotenuto, and air personality Dave Foreman.



LOCKING UP LEIF — Leif Garrett helped out KINT/EI Paso's recent "Jail-A-Thon" in support of muscular dystrophy. The station constructed a jail cell in the middle of a mall, and locked morning man Kris Kelly inside until \$10,000 was raised for the cause. Garrett supplied a number of personal items for auction and is pictured exchanging on-the-cuff remarks with KINT PD Jhani Kaye.



BEACH BOYS VIBRATE WPGC — The Beach Boys recently visited WPGC/Washington to conduct an interview. Pictured at the station (l-r) are Beach Boy Mike Love, CBS's Bob Brady, Beach Boy Carl Wilson, WPGC PD Scott Shannon, and air personality Scott Carpenter.



KJR COURTS SEAHAWKS — KJR/Seattle's All-Americans basketball squad recently played against the NFL Seahawks for a junior football league, and lost. Posing cheerfully on court nonetheless are (l-r) air personality Gary Lockwood, PD Tracy Mitchell, Production Director Klem Daniels, ringers Michael Alderson, Craig Pierce and Mike Nelson; (kneeling, front), air personality Chris Murray and newsman Chet Rogers.



BIRTHDAY FOR B100 — B100/San Diego celebrated its fourth birthday recently. Staffers about to dig in to the commemorative cake include (l-r) Assistant Sales Manager Bill Arbenz, air personalities Glen McCartney and Danny Wilde, Account Executives George Essig and Tom Sidley, and Traffic Assistant Paula Roach.

PAUL DREW

July 4, 1979

Dear Radio Programmer:

Pink Lady is the most phenomenal success in Japanese show business history.

I believe in these two 21-year old talented girls with the same passion as I had as a radio programmer.

Pat Martin at WSPT, Stevens Point, was first to program "Kiss in the Dark" by Pink Lady. It's now number 4.

If you believe, Pink Lady can become stars in America.

Sincerely,

Paul Drew

PD:wg

TOP-40



FRANKS EXCHANGE AT 91X — Michael Franks, WB artist and one-time San Diego resident, returned to town for a show and an interview at 91X. He's pictured with the station's MD Cecile.



KISS IN SAVANNAH — WSGA/Savannah held a Kiss lookalike contest, with winners going backstage to meet the group following a concert. Pictured (l-r) are Kiss's Peter Criss, a winner (without makeup, regrettably), Casablanca's Drew Murray, WSGA PD Jerry Rogers, Paul Stanley of Kiss, Casablanca's Mike Martin (kneeling), contest winner, group's Gene Simmons and Ace Frehley.



14Q OFFERS OAK OUTDOORS — 14Q/Worcester held an outdoor party with refreshments, activities, and live entertainment from area band (and new Mercury artists!) Oak. Pictured (above, l-r) are Sky's The Limit Productions (who discovered Oak) President Carl Strube, 14Q air personality Lenny James, station Promotions Director Jim Schakenbach, and air personality Paul Stevens; (center, l-r) Oak manager Mike Hart, group's George Borden, Danny Caron, Rick Pinette, Scott Weatherspoon, and David Stone, Sky's The Limit's Paul Barrett, Mercury's Paul Power, and (front, holding guitar and station frisbee) agent Skip Tosi.



PUEBLO PEOPLE GO WEST — The Village People seem to be supplanting the Blues Brothers as the trendy group to stage lookalike promotions around, and KDZA/Pueblo staffers did it up right. Calling themselves the KDZA People, they performed a medley of VP hits to raise money for retarded citizens. Pictured (standing, l-r): Barb Dylan, MD Rip Avina, Tim Kiley, Lee Douglas, and Tom Chase, with engineer Charles Kern kneeling in front.



INSTANT GOLD FOR KRTH — Dan Hartman visited KRTH/Los Angeles to present the station with a gold record award for his "Instant Replay" single. Pictured (l-r) are Hartman, KRTH PD Bob Hamilton, E/PIA's Lori Holder, and KRTH MD Guy Zapolean.



TRAMPING THROUGH NEW ORLEANS — Members of Supertramp visited WNOE/New Orleans after a concert. Pictured meeting and greeting in a logical manner are (l-r) A&M's Tommy Morel, Supertramp's John Helliwell, WNOE-FM Production Manager Scott Seagraves, and WNOE-AM MD "Weird" Wayne Watkins.

Advance Arbitron Results

FORMAT LEGEND

A-AOR, B-Black, BB-Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Both Average Quarter Hour Shares and Cume Figures are Monday-Sunday 6am-12midnight, Metro Survey Area.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

Monday-Sunday, 6am-Midnight, average shares, metro 12+ April/May 1979 Arbitron. Advance figures were supplied by subscribing stations and verified by Arbitron.

Philadelphia

Phillies Baseball Pushes KYW Further Ahead; WMMR Leads Overall AOR Gain; Disco Flat

	J/F '79	A/M '79
KYW (N)	8.3	11.8
WCAU (N/T)	4.3	4.7
WCAU-FM (D)	4.2	3.9
WDAS (B/T)	2.3	1.6
WDAS-FM (B)	6.5	7.2
WDVR (BM)	7.7	6.3
WFIL (R)	4.5	4.7
WFLN-FM (CL)	2.4	1.8
WHAT (B)	1.6	1.1
WIFI (R)	3.6	3.8
WIOQ (A)	3.0	1.8
WIP (PA)	7.9	7.2
WVGK (PA)	3.5	2.9
WMMR (A)	4.7	6.1
WPEN (PA)	2.4	2.0
WSNI (C)	2.8	2.9
WUSL (PA)	3.7	2.9
WWDB (T)	4.3	3.3
WWSH (BM)	6.0	7.1
WYSP (A)	3.2	3.8
WZZD (D)	1.2	1.7

Boston

Disco Skyrockets WXKS; Beautiful Music WHUE Shows Good Increase; Red Sox Baseball Improves WITS

	J/F '79	A/M '79
WBCN (A)	4.7	5.1
WBZ (PA)	9.4	8.5
WCOZ (A)	4.3	4.5
WEEL (N)	7.6	6.4
WEEL-FM (A)	3.4	3.0
WHDH (PA)	11.9	11.2
WHUE-FM (BM)	1.0	4.6
WITS (T)	2.8	4.5
WJIB (BM)	10.8	8.4
WRKO (R)	4.7	5.3
WROR (PA)	3.5	3.3
WSSH (BM)	1.9	2.2
WVBF (R)	6.1	6.3
WXKS-FM (D)	.8	5.7

Detroit

WMJC Big Gainer, Perhaps Thanks To On-Air Diary Announcement; WWWW Climbs, Leads AOR Contingent; New WDRQ Disco Format Makes Lackluster Debut

	J/F '79	A/M '79
CKLW (R)	6.2	5.6
CKLW-FM (C)	1.8	1.2
WABX (A)	4.2	3.9
WCHB (B)	1.9	1.5
WCXI (C)*		2.6
WCZY (BM)	2.6	3.8
WDEE (C)	2.7	2.6
WDRQ (D)	3.4	2.7
WGPR (B)	1.2	1.3
WHND (O)	1.8	1.2
WJLB (B)	3.8	3.8
WJR (PA)	13.3	13.3
WJR-FM (BM)	4.5	4.3
WJZZ (J)	3.1	3.2
WLBS (B/D)	.3	1.2
WMJC (R)	2.2	5.5
WNIC (A)	4.0	3.3
WOMC (PA)	4.1	4.5
WRIF (A)	4.8	4.6
WTWR (O/R)	1.1	2.0
WWJ (N)	8.1	4.8
WWJ-FM (BM)	3.6	3.1
WWW (A)	4.9	6.1
WXYZ (N/T)	5.2	5.2

*New call letters, new format.

San Francisco

Baseball Propels KNBR To Almost Double Share; KFRC, KSFJ Down Full Point

	J/F '79	A/M '79
KABL (BM)	3.7	3.5
KABL-FM (BM)	2.8	2.5
KCBS (N)	5.9	5.1
KCBS-FM (R/D)	1.2	1.0
KFOG (BM)	2.7	4.1
KFRC (R)	6.8	5.8
KGO (N/T)	8.8	8.9
KIOI (PA)	3.1	3.7
KMEL (A)	2.2	2.3
KNBR (PA)	3.2	5.8
KNEW (C)	3.4	2.5
KOIT (BM)	4.1	3.7
KOME (A)	1.6	1.9
KSAN (A)	1.9	1.8
KSFO (PA)	4.1	3.4
KSFJ (D)	3.8	2.7
KSJO (A)	1.1	1.2
KSOL (B)	4.1	3.7
KYA (R)	2.1	1.6
KYA-FM (A)	2.4	2.5
KYUU (PA)	2.1	2.8

RIAA Stipulates Delay In Gold, Platinum Certification

The Recording Industry Association of America (RIAA) has instituted a significant change in its standards for gold and platinum award certifications. While the RIAA's numerical standards re-

ASCAP Wins Suit Against Texas Station

A federal court has awarded the American Society of Composers, Authors & Publishers (ASCAP) \$21,000 in damages and attorneys fees from radio station KFLP/Floydada, TX for broadcasting ASCAP songs without payment of license fees. ASCAP will receive \$2000 for each of eight separate copyright infringements plus \$5000

main as they were, labels may not now apply for certification until four months after a record has been released.

The new rule's aim is "to minimize instances of subsequent re-

for their lawyers. Noting that the amount awarded was approximately three times what the station would have paid in licensing fees, an ASCAP spokesman pointed out that the decision "ought to be taken as a warning to other broadcasters who perform copyrighted music without permission."

turns netting sales below the minimum levels required for certification," according to RIAA President Stanley Gortikov. In several widely-discussed instances, record companies have overshipped records in quantities large enough to gain instant gold or platinum certification; subsequently massive returns dropped actual sales under the required levels but with the certifications unaffected.

Singles must still sell a million units to qualify for gold, two million for platinum; albums must sell 500,000 units to go gold, a million for platinum.

Motown

(Continued from Page 1)



Skip Miller

fied" team structure, as opposed to divisions concentrating exclusively on pop or R&B, and added, "That's one of the most positive things Skip and I have achieved." Ellis's appointment is regarded

as part of a Motown effort to develop a more multi-faceted, across-the-board musical image. He will assume his new position around mid-July.

FCC

(Continued from Page 1)

should have been implementing the law, a 1974 Appeals Court statute. Judges Edward Tamm and George MacKinnon didn't go along with the other seven judges, claiming the FCC doesn't need to hold format hearings. Filing on behalf of the Commission had been the networks, NAB, NRBA, Metro-media and others (see Page 6 for more details).

PARALLELS

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

Note: (*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January and July.

★ DENOTES FIRST WEEK IN PARALLELS. 163 REPORTS

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. Regional Reach 100/25 65%. National Summary UP 51 SAME 24 DOWN 0 ADDS 25.

EXAMPLE 100/25 — 100 R&R reporting stations on it this week. 25 of those 100 added it this week. 65% — Percentage of this week's reporting stations playing it.

ABBA Does Your Mother... (Atlantic) LP: Voulez Vous. Regional Reach 109/0 67%. National Summary UP 98 SAME 7 DOWN 4 ADDS 0.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like 99X-FM 10-9, WAVZ 20-19, WJBO 16-14, etc.

(Abba continued) WEST KTAC d-19, KNXP 10-20, KCPX 5-7, KRUX 7-6, KGW 30-25, KERN 21-18, KRKY 15-15, KRKE 21-17.

ATL. RHYTHM SECTION Do It Or Die (Polydor/BGO) LP: Underdog. Regional Reach 142/6 87%. National Summary UP 124 SAME 11 DOWN 1 ADDS 6.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WNBC 25-22, WIFJ 4-28, WGPC d-26, etc.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like 99X-FM 10-9, WAVZ 20-19, WJBO 16-14, etc.

BLONDIE One Way Or Another (Chrysalis) LP: Parallel Lines. 103/14 63%. National Summary UP 76 SAME 9 DOWN 4 ADDS 14.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like 99X-FM 4-5, WNBC 4-26, WRKO 24-22, etc.

CARS Let's Go (Elektra) LP: Candy-O. Regional Reach 90/28 55%. National Summary UP 46 SAME 16 DOWN 0 ADDS 28.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WRKO 25-21, WGPC d-29, WCAO a, etc.

CHIC Good Times (Atlantic) LP: none. 101/26 62%. National Summary UP 67 SAME 8 DOWN 0 ADDS 26.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WABC 4-12, 99X-FM 13-8, WNBC 4-27, etc.

CHARLIE DANIELS BAND The Devil Went Down To... (Epic) LP: Million Mile Reflections. 83/24 67%. National Summary UP 55 SAME 13 DOWN 1 ADDS 24.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WPEZ 31-28, WLCY a, Q105 a, etc.

CHEAP TRICK I Want You To Want Me (Epic) LP: Live At Budokan. Regional Reach 119/0 73%. National Summary UP 54 SAME 28 DOWN 17 ADDS 0.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WABC 12-8, WNBC 10-6, WIFJ 2-8, etc.

ELO Shine A Little Lovs (Jet) LP: Discovery. Regional Reach 158/2 97%. National Summary UP 112 SAME 20 DOWN 24 ADDS 2.

CHIC Good Times (Atlantic) LP: none. 101/26 62%. National Summary UP 67 SAME 8 DOWN 0 ADDS 26.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WABC 4-12, 99X-FM 13-8, WNBC 4-27, etc.

(Chic continued) WEST KHJ d-29, KFI 29-25, KEARTH 29-23, KRCA d-25, KPCA 30-27. WEST WBQQ on, WBLZ 32-13, WRZR 30-25, etc.

DR. HOOK When You're In... (Capitol) LP: Pleasure & Pain. Regional Reach 145/5 89%. National Summary UP 113 SAME 6 DOWN 21 ADDS 5.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WABC 17-7, WNBC 28-17, WIFJ 17-11, etc.

ELO Shine A Little Lovs (Jet) LP: Discovery. Regional Reach 158/2 97%. National Summary UP 112 SAME 20 DOWN 24 ADDS 2.

Table with columns P1, P2, P3, EAST, SOUTH, MIDWEST, WEST. Lists stations like WABC 24-20, WNBC 6-4, WIFJ 13-10, etc.

(ELO continued)

MIDWEST, WEST, WAKI 12-11, WEBC 8-6, WJON 3-2, WEAO 10-6, WSPT 9-18, WKAU 8-4, WNAP 5-2, WTRU 18-14, KZ93 5-15, WQVW 6-4, WISM 9-7, WGRD 7-7, WVIC 10-10, WHEE 1-1, WHOR 10-9, KIDA 16-15, WHOT 3-2, WEST, Y94 11-10, KSLY 5-2, KIUC 3-4, KCBN 16-16, KYSN 3-2, KDZA 5-3, KBDF 5-3, KODI 11-6, KOOK 3-1, KBOS 10-4, KFXD 18-6, KRLL 8-4, KBIM 3-1, WEST, KJRB 9-6, KTAC 28-10, KRSP 5-1, KCPX 3-5, KRUX 1-1, KQVW 4-4, KGW 12-6, KMJC 5-2, KERN a-6, KROY 3-8, KFXM 10-9, KEMO 2-2, KRKE 5-2

EARTH, WIND & FIRE After The Love... (ARC/Columbia) LP: I Am 75/44 48% N&A

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

EW&F w/EMOTIONS Boffie Wonderland LP: I Am (ARC/Columbia) 109/1 67% 10

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

F PETER FRAMPTON I Can't Stand It... (A&M) LP: Where I Should Be 135/6 83% 18

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

J JOE JACKSON Is She Really Going... (A&M) LP: Look Sharp! 122/4 75% 24

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

K ELTON JOHN Mama Can't Buy You... (MCA) 148/3 90% 9

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

KISS I Was Made For... (Casablanca) LP: Dynasty 118/5 72% 19

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

K KANSAS People Of The... (Kirshner) LP: Monolith 92/15 56% N&A

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

KISS I Was Made For... (Casablanca) LP: Dynasty 118/5 72% 19

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

KNACK My Sharona (Capitol) LP: Get The Knack 105/31 64% 30 BREAKER

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

M McFADDEN & WHITEHEAD Ain't No Stoppin' Us... (Phil Int'l) LP: McFadden & Whitehead 77/8 47% 24

Regional Reach, National Summary, EAST, P1, P2, P3, WEST, SOUTH, MIDWEST

Others Getting Significant Action

(Continued from back page)

GQ "I Do Love You" (Arista) 18/6
ROCKETS "Oh Well" (RSO) 16/6
DOLLY PARTON "You're The Only One" (RCA) 16/4
BONNIE POINTER "Heaven Must Have Sent You" (Motown) 15/8
TRIUMPH "Hold On" (RCA) 16/4
DOUCETTE "Nobody" (Mushroom) 14/5
F.C.C. "Baby I Want You" (Free Flight) 13/6
JONES GIRLS "You Gonna Make Me Love Somebody Else" (Philadelphia International) 13/3
BELLAMY BROTHERS "If I Said You Had A Beautiful Body Would You Hold It Against Me" (WB/Curb) 13/1
KC & THE SUNSHINE BAND "Do You Wanna Go Party" (TK) 13/0
AMII STEWART "Light My Fire" (Ariola) 13/0
LITTLE RIVER BAND "Lonesome Loser" (Capitol) 12/12
ROBERT PALMER "Bad Case Of Loving You" (Island) 12/7
OAK "This Is Love" (Sky's The Limit/Mercury) 12/3
NEW ENGLAND "Don't Ever Wanna Lose Ya" (Infinity) 12/1
HERMAN BROOD "Saturdaynight" (Ariola) 12/1
PATRICK HERNANDEZ "Born To Be Alive" (Columbia) 11/4
LAZY RACER "Keep On Running Away" (A&M) 10/6
HOT CHOCOLATE "Going Through The Motions" (Infinity) 10/2

WINGS Getting Closer (Columbia) LP: Back To The Egg
142/6 87%
WIFI a-29 WRKO 23-18 WPCG a-30 WCAO 30-26 WPEZ 26-22 WKBN a-23 CHUM 27-23
W100 31-31 Z93 27-24 WLCY 31-29
WLS 26-23 KSTP on KSLQ 19-15 Q102 29-22 WZLW d-25 WZZP d-25 KBEQ 37-34
KHJ 27-25 KFP 25-22 KEARTH 25-22 KFRC 21-17 B100 29-25 KJRM 26-14 KUPD 11-11 KOPA 26-13
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30

WET WILLIE Weekend (Epic) LP: Which One's Willie
81/15 50%
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30

(Donna Summer continued)
MIDWEST: KOPM 22-16, WTRU 30-23, KSTT 7-2, 92X 32-14, WNAP 1-1, WNDE 3-3, KZ93 9-1, WOV 5-9, WISM 11-5, WGRD a-9, WVIC 3-1, WMEE 21-16, WOH 12-6, KIOA 23-8, WHOT 15-5
WEST: KJRB 27-9, KRSP 12-3, KCPX 28-17, KRUX 20-17, KMJC 22-13, KERN 11-10, KROY 2-2, KFXM 3-2, KENO 24-15
WEST: KJRB 4-1, KTAC 4-7, KRSP 16-15, KCPX 9-3, KRUX 26-19, KRQ 30-19, KMJC 9-6, KERN 7-1, KROY 1-1, KFXM 13-4, KENO 13-9
WET WILLIE Weekend (Epic) LP: Which One's Willie
81/15 50%
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
JAMES TAYLOR Up On The Roof (Columbia) LP: Flag
83/10 51%
Regional Reach: E 56%, S 43%, M 48%, W 53%
National Summary: UP 60, SAME 13, DOWN 0, ADDS 10
WET WILLIE Weekend (Epic) LP: Which One's Willie
81/15 50%
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30
WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30

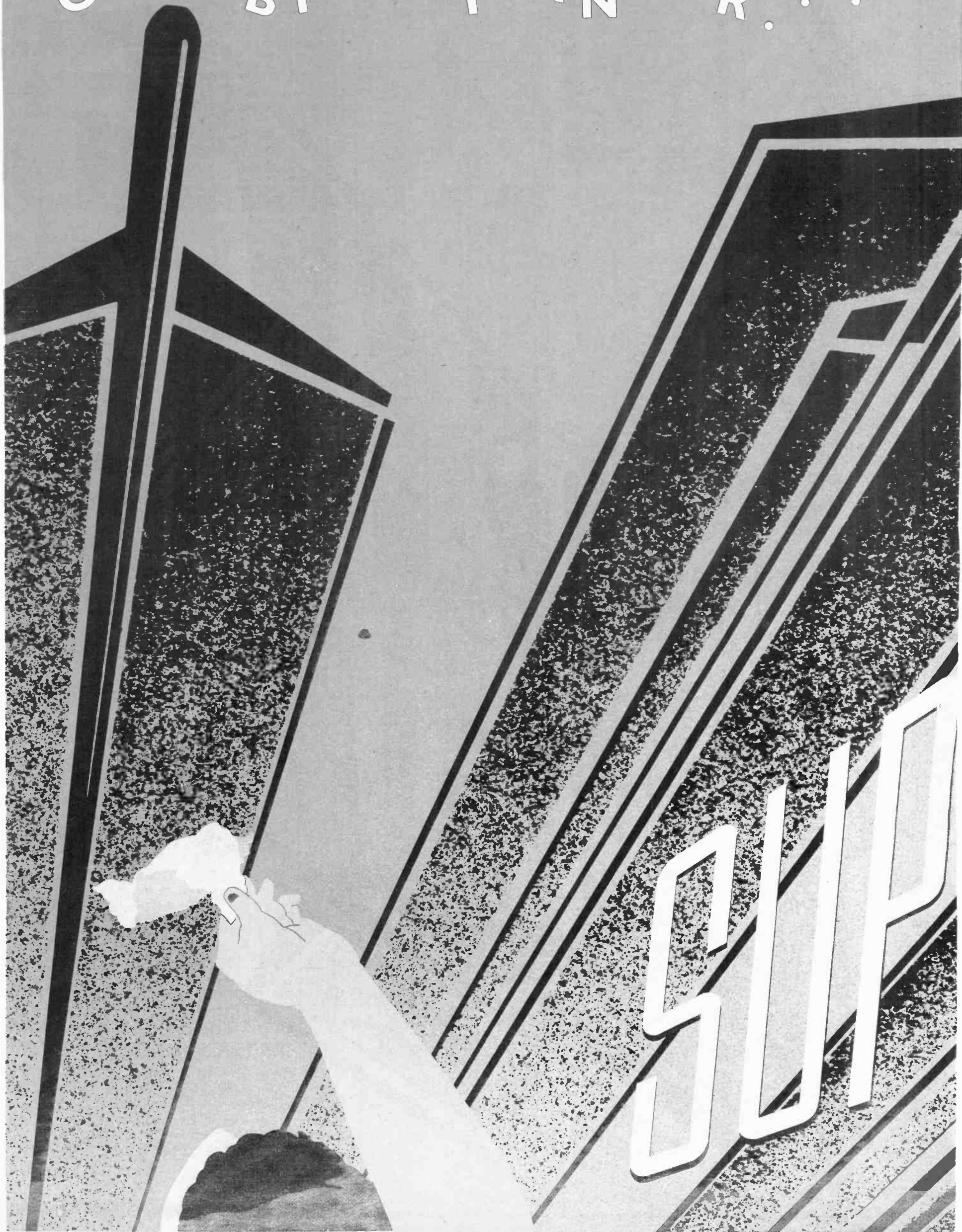
AOR HOTTRACKS

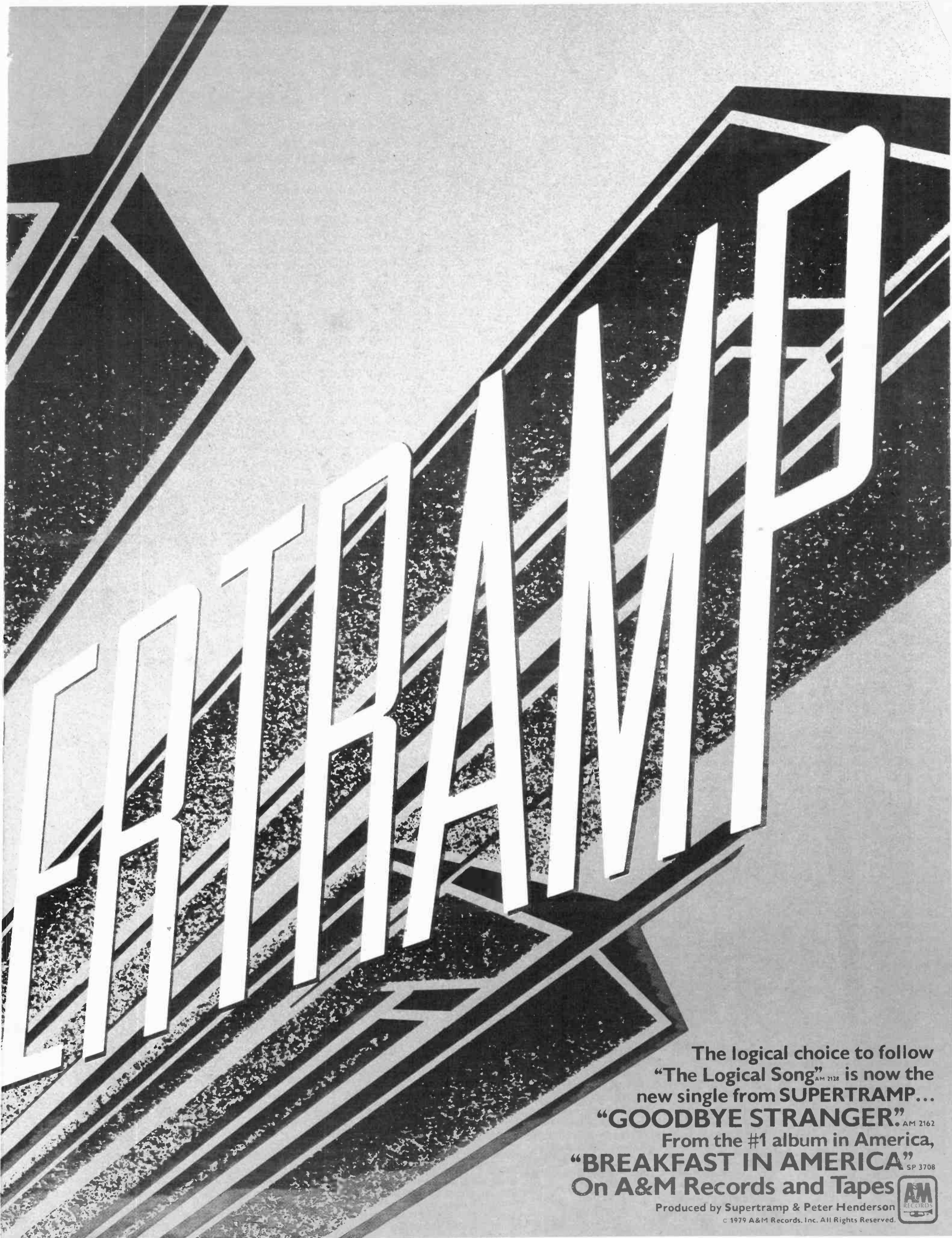
These tracks are by artists who have received concentrated airplay and positive reaction on AOR radio over an extended period of time. Tracks which have been released as singles are designated by an asterisk (*). Individual artists' AOR Hottracks are listed in order of their level of airplay and acceptance.
ATLANTA RHYTHM SECTION: "Do It Or Die" "Spooky"
BAD COMPANY: "Rock 'n' Roll Fantasy" "Atlanta"
BLUE OYSTER CULT: "Dr. Music"
DAVID BOWIE: "DJ" "Boys"
HERMAN BROOD: "Saturdaynight"
CARS: "Let's Go" "Dangerous Type"
CHEAP TRICK: "I Want You To Want Me" "Surrender" "Ain't That A Shame"
CHARLIE DANIELS: "Devil Went Down To Georgia"
DIRE STRAITS: "Lady Writer" "Single-Handed Sailor"
ELO: "Don't Bring Me Down" "Diary Of Horace Wimp" "Shine A Little Love"
JAY FERGUSON: "Shakedown Cruise" "Real Life..."
PETER FRAMPTON: "I Can't Stand It No More" "Where I Should Be"
JOE JACKSON: "... Going Out With Him?" "Sunday Papers"
RICKIE LEE JONES: "Chuck E.'s In Love" "Danny's All-Star Joint" "Young Blood"
JOURNEY: "Just The Same Way" "City Of Angels"
KANSAS: "People Of The Southwind" "On The Other Side"
KNACK: "My Sharona" "Heartbeat"
MARSHALL TUCKER: "My Best Friend" "Running Like The Wind"
NEW ENGLAND: "Don't Ever Want To Lose Ya"
TED NUGENT: "I Want To Tell You" "Bite Down Hard"
GERRY RAFFERTY: "Days Gone Down" "Get It Right Next Time"
CARLY SIMON: "Vengeance"
PATTI SMITH: "R&R Star" "Frederick"
JOHN STEWART: "Gold" "Midnight Wind"
SUPERTRAMP: "Logical Song" "Breakfast In America" "Goodbye Stranger"
JAMES TAYLOR: "Up On The Roof" "Company Man" "Johnnie Comes Back"
BRAM TCHAIKOVSKY: "Dreams..."
VAN HALEN: "Dance The Night Away" "Beautiful Girls" "You're No Good"
WHO: "Long Live Rock" "Won't Get Fooled Again"
WINGS: "Getting Closer" "So Glad To See You"

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ANITA WARD Ring My Bell (Juana/TK) LP: Songs Of Love
138/2 83%
Regional Reach: E 85%, S 89%, M 79%, W 80%
National Summary: UP 71, SAME 33, DOWN 30, ADDS 2
WINGS Getting Closer (Columbia) LP: Back To The Egg
142/6 87%
WIFI a-29 WRKO 23-18 WPCG a-30 WCAO 30-26 WPEZ 26-22 WKBN a-23 CHUM 27-23
W100 31-31 Z93 27-24 WLCY 31-29
WLS 26-23 KSTP on KSLQ 19-15 Q102 29-22 WZLW d-25 WZZP d-25 KBEQ 37-34
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WGUU 19-17 WLSZ 22-19 WHEB on WEEB on WICC on WTRY 29-30

GOODBYE STRANGER...





The logical choice to follow
"The Logical Song"^{AM 2128} is now the
new single from SUPERTRAMP...
"GOODBYE STRANGER"^{AM 2162}
From the #1 album in America,
"BREAKFAST IN AMERICA"^{SP 3708}
On A&M Records and Tapes

Produced by Supertramp & Peter Henderson

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DISCO RADIO

BREAKERS

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

BARBRA STREISAND

Main Event/Fight (Columbia)

40% of our reporters on it, 5 new adds including WEZB, KLAV, KITT-FM, KATT and KUTE. Key moves: 18-6 KIIS-FM, 23-17 WDRQ, 39-30 KTLK, medium rotation WDAI, debut 30 KRLY, on WMJX. Charts at number 26 on Airplay/30.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order by their activity levels at our reporting stations.

JACKIE MOORE "This Time Baby" (Columbia — 12") 36% reporting airplay, added at WBLX. Key moves: 24-18 WBOS, 24-20 WCAU, hot rotation WKTU, debut 17 KLAZ, debut 30 WZZD, debut 36 WOKV, on WMJX, WDRQ. Station activity charts it at number 30.

LOVE DE-LUXE "Here Comes That Sound Again" (Warner Bros. — 12") 35% of our reporters are on it, 5 new adds, WMAS, WOKV, WEZB, KIIS-FM and WMJX. Hot rotation WKTU, debut 29 KLAV, on KRLY, WDAI, WDRQ.

ULLANDA "Want Ads" (Ocean — 12") 35% reporting action. New adds at WBOS, KATT, WMAS, KIIS-FM and WIKS. Key moves: 22-21 WMJX, 27-26 KLAV, on WDN, KRLY and WDAI.

NIGHTLIFE UNLIMITED "Disco Choo-Choo" (Casablanca — 12") 32% reporting airplay, added at WBOS, KITT-FM and KHFI. Key moves: 18-9 KATT, 29-27 KRLY, medium rotation at WKTU, debut 20 KIIS-FM, on WDRQ and WMJX.

SWITCH "Best Beat In Town" (Gordy — 12") 25% of our reporters are on it, added at WKTK and KTLK. Key moves: 11-9 WCAU, 20-18 WDN, 15-14 WZZD, debut 20 KLAZ.

VILLAGE PEOPLE "Go West" (Casablanca — 12") 25% reporting airplay. Key moves: 35-27 WZZD, 27-18 KRLY, 21-19 KHYS, 15-12 WOKV, 24-23 KTLK and 21-20 WMJX.

HARVEY MASON "Groovin' You" (Arista — 12") 25% reporting action, added at WKN, WOKV. Key moves: medium airplay at WKTU, WEZB, debut 22 WCAU, debut 23 WDRQ and on WMJX.

PHILLY CREAM "Motown Review" (Fantasy/WMOT — 12") 25% of our reporters are on it, added at WIKS. Key moves: 20-16 WCAU, 28-27 WDN, 12-11 WZZD,

DISCO BEAT RADIO

Pam Bellamy & Gail Mitchell

Club Research: Useful Or Misleading?

For disco to develop further as a radio format, it is necessary and important that stations be aware of what others are doing and thinking. Toward that end, the raw results of our disco radio survey were presented in last week's column. Now, this week, we will begin to delve into more detail, highlighting specific comments and ideas to add more fuel to the disco evolution.

One area of major interest was music research — mainly sales, requests and the use of clubs in individual markets. Our reporters were, for the most part, in agreement with the utilization of retail sales and requests (95% and 82% respectively). Holding its own was club action/reports (89%), but there is some controversy: just how viable a research tool is club information for Disco radio?

WDRQ/Detroit's Music Director **Jim Ryan** believes clubs are a very important part of music research. Retail sales in his area are sometimes behind; thus, club information is more current. Jim's credo is "if you snooze, you lose" in keeping up with the fast paced disco format.

Working With Clubs

Gary DeMaroney of **KFMX/Minneapolis** uses clubs heavily for ethnic, social and demographic background. With this knowledge, Gary has a better grasp of the music he should play for his target demographics. **Frank Walsh**, Music Director at **WMJX/Miami**, is an example of several of our reporting stations who work with the clubs to achieve a mutual goal. The clubs call him each week for his station information on new adds. He also uses sales and requests to tally the hottest new records for the week.

Like 95% of our reporting stations, **KUTE/Los Angeles** relies heavily on sales and request information. They use clubs as a "weather vane to see which way the wind is

blowing." This typifies the attitude of those few stations in the survey who use clubs either not at all or on a limited basis. They don't deny the existence of clubs, but they tend to temper the information received from them.

Going one step further, others are taking it to the street. **WKTK's** **Lou Krieger** in the Baltimore area really wants to know what the listeners want to hear. He does a mail-out and hand-out survey for listeners and club patrons to fill in their favorite oldies or current records. The surveys have been extremely helpful in coordinating his music for the week. **Jim Ryan** of **WDRQ** and **Charlie Brown**, Music Director of **WOKV/Cincinnati**, both spin records at local discos. They claim it is a tremendous help in their decision making. In addition, they become more familiar with the latest releases and have a chance to personally gauge listener response.

KLAV/Las Vegas and **WEZB/New Orleans** encourage their listening audiences to call them with their personal reactions to new product. For example, **Tom O'Hare**, Program Director of **KLAV**, has a special program on Tuesday nights called "Rate A Record" during which time he airs new releases; **Gary Franklin**, Music Director of **WEZB**, usually previews two new pieces of product daily for response.

Radio Vs. Club Records

As far as "radio disco records" and "club

July 6, 1979

Radio & Records Airplay/30

THREE TWO LAST
WEEKS WEEKS WEEK
AGO AGO

1	1	1	1	ANITA WARD/Ring My Bell (Juana/TK) — 12"
3	3	2	2	DONNA SUMMER/Bad Girls (Casablanca) — 12"
4	4	3	3	McFADDEN & WHITEHEAD/Ain't No... (Phil. Int'l.) — 12"
5	2	4	4	EW&F w/EMOTIONS/Boogie... (ARC/Columbia) — 12"
—	20	8	5	CHIC/Good Times (Atlantic) — 12"
9	7	7	6	PATRICK HERNANDEZ/Born To Be... (Columbia) — 12"
2	5	5	7	DONNA SUMMER/Hot Stuff (Casablanca) — 12"
8	8	6	8	JONES GIRLS/You Gonna Make... (Phil. Int'l.) — 12"
11	9	9	9	BONNIE POINTER/Heaven Must... (Motown) — 12"
—	21	13	10	PETER BROWN/Crank It Up (Drive/TK) — 12"
14	12	12	11	DONNA SUMMER/Sunset People (Casablanca) — 12"
18	11	11	12	CANDI STATON/When You Wake Up... (WB) — 12"
6	6	10	13	ROSEBUD/Have A Cigar (RFC/WB) — 12"
26	19	16	14	EDWIN STARR/H.A.P.P.Y. Radio (20th) — 12"
28	24	19	15	KC & SUNSHINE BAND/Do You... (Sunshine/TK) — 12"
23	14	14	16	JOHN DAVIS & ORC./Love Magic (SAM/Col.) — 12"
—	—	20	17	DIANA ROSS/The Boss (Motown) — 12"
—	26	25	18	DENIECE WILLIAMS/I've Got The... (ARC/Col.) — 12"
—	28	23	19	BETTE MIDLER/Married Men (Atlantic) — 12"
17	18	18	20	GLORIA GAYNOR/Anybody Wanna... (Polydor) — 12"
13	15	17	21	GIBSON BROTHERS/Cuba (Island) — 12"
—	—	24	22	BRYAN ADAMS/Let Me Take You Dancin' (A&M) — 12"
—	—	30	23	DEBBIE JACOBS/Undercover Lover (MCA) — 12"
16	16	21	24	SYLVESTER/Stars (Fantasy) — 12"
7	10	15	25	CLAUDJA BARRY/Boogie Woogie... (Chrysalis) — 12"
—	—	—	26	BARBRA STREISAND/Main Event/Fight (Columbia) — 12"
30	22	22	27	TATA VEGA/I Just Keep Thinking.. (Tamla) — 12"
—	—	28	28	ISLEY BROTHERS/I Wanna Be With You (T-Neck) — 12"
19	23	29	29	DAVID NAUGHTON/Makin' It (RSO) — 12"
—	—	—	30	JACKIE MOORE/This Time Baby (Columbia) — 12"

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement. Arrow indicates new entry.

debut 24 WMJX, on WDRQ and WKTU.

ELTON JOHN "Mama Can't Buy You Love" (MCA — 12") 21% of our stations reporting airplay, added at KLAZ. Key moves: 23-20 KTLK, hot rotation at WIKS, medium airplay WGCI, on KUTE and KRLY.

disco records" are concerned, it was noted that 86% agreed there was a definite difference. Many cited the obvious — clubs are mixing records to keep the frenzied energy level up while radio has other options; i.e., allowing the listener to hear the full version of a record, contests/promotions, etc. **Paula Matthews**, Music Director of **KTLK/Denver**, visits clubs personally to determine what is

danceable and listenable. For most the difference in sound is discernible via "good old gut feeling," which is where the club vs. radio issue seems to be at present.

Next week: What will Disco radio be like in the future? We'll bring you some comments from programming on where they think it's all going.



DISCO EXTRAVAGANZA — **WKTK/Baltimore** recently converted the Baltimore Civic Center into a disco and staged its first "Disco 105 Extraordinaire." Featuring live entertainment from the Crown Heights Affair, Edwin Starr, and the Raes as well as a fashion show, the event was highlighted by a \$5000 dance contest. Pictured left to right: Carl Brenner, Executive VP, WKTK-FM; the \$2000 grand prize winning couple; and Chris Roberts, emcee and WKTK-FM air personality.

DISCO RADIO

Radio & Records ADDS & HOTS

EAST		SOUTH		MIDWEST		WEST	
Most Added	Hottest	Most Added	Hottest	Most Added	Hottest	Most Added	Hottest
Toto	Chic Patrick Hernandez Donna Summer (Bad) Edwin Starr	Bryan Adams Peaches & Herb Ashford & Simpson	Anita Ward KC & Sunshine Band Chic Peter Brown	Ashford & Simpson Taste Of Honey Ullanda	Anita Ward Chic Patrick Hernandez Donna Summer (Bad)	Barbra Streisand Debbie Jacobs	Chic Donna Summer (Bad) Patrick Hernandez

EAST

WCAU/Philadelphia, PA

ADDED:
Freddie James
Rozalin Woods
Gwen Owens
Alton McClain & Destiny
Isley Brothers
Toto
Vivian Reed
Karl Garrison

HOTTEST:
Donna Summer (Bad/Sunset)
Patrick Hernandez
Switch
Diana Ross
Philly Cream
Edwin Starr — Roy Perry

WTKT/Baltimore, MD

ADDED:
Deniece Williams
Switch

HOTTEST:
Donna Summer (Hot/Bad)
Patrick Hernandez
Jones Girls
Chic
Edwin Starr
Tata Vega
KC & Sunshine Band

— Lou Krieger

WMAK/Nashville, TN

ADDED:
Bryan Adams
Peaches & Herb

HOTTEST:
Not available

— Dan Vallie

wblx

WBLX/Mobile, AL

ADDED:
Narada Michael Walden
Jackie Moore
Taste Of Honey
Hot Chocolate
Ashford & Simpson

HOTTEST:
Anita Ward
Mass Production
Deniece Williams
LTD
Natalie Cole (Sorry)

— Carmen Brown

MIDWEST

WOKV/Cincinnati, OH

ADDED:
Love De-Luxe
Harvey Mason
Jean Wells

HOTTEST:
Anita Ward
Village People
Bryan Adams
Sister Sledge (Thinking)
Isley Brothers
Amil Stewart

— Charlie Brown

WCCI/Chicago, IL

ADDED:
Ashford & Simpson

HOTTEST:
Anita Ward
Donna Summer (Bad)
Chocolate Milk
Stephanie Mills
McFadden & Whitehead
Five Special
Jones Girls
Bobby Womack
Sister Sledge (Thinking)
Isley Brothers
Chic

— Barry Mayo

KUTE/Los Angeles, CA

ADDED:
Barbra Streisand
Debbie Jacobs
Jesse Towers

HOTTEST:
Donna Summer (Bad)
GO
Chic
Diana Ross (Boss)
Patrick Hernandez
Bette Midler

— Bill Stevens

WIZZARD 100

WZZD/Philadelphia, PA

ADDED:
Five Special
Toto
Amy Stewart
Maynard Ferguson

HOTTEST:
Donna Summer (Bad)
Chic
Deniece Williams
Candi Staton
Diana Ross
Patrick Hernandez
Edwin Starr

— Mark Serpas

WBOS/Boston, MA

ADDED:
Alton McClain & Destiny
Rozalin Woods
Amil Stewart
Ullanda
Nightlife Unlimited
Stephanie Mills (What Cha)
Toto
Peter Allen

HOTTEST:
Donna Summer (Hot/Bad)
John Davis & The Monster Drch
Peter Brown
Chic
Jackie Moore

— Jane Duncklee

DISCO 97

WEZB/New Orleans, LA

ADDED:
Ruth Waters
Sun
Candido
Barbra Streisand
Herbie Hancock
Love De-Luxe
Diana Ross (Prize)
Freddie James

HOTTEST:
Patrick Hernandez
EW&F w/Emotions
Jacksons
Jones Girls
Donna Summer (Sunset)
Crowd Pleasers
McFadden & Whitehead
KC & Sunshine Band
Peter Brown
Chic
Isley Brothers

— Gary Franklin

DISCO 96

WMJX/Miami, FL

ADDED:
Mass Production
Debbie Jacobs (Don't)
Leroy Gomez
Love De-Luxe
Bazuka
George McCrae

HOTTEST:
Donna Summer (Hot/Bad)
John Davis & The Monster Drch
Peter Brown
Candi Staton
Edwin Starr
Carol Douglas

— Frank Walsh

WDRQ/Detroit, MI

ADDED:
Ashford & Simpson
David Naughton
Bette Midler
Diana Ross (Prize)

HOTTEST:
Donna Summer (Hot/Bad)
Chic
Candi Staton
Patrick Hernandez
Diana Ross (Boss)
Peter Brown
Barbra Streisand

— Jim Ryan

WDAI/Chicago, IL

ADDED:
KC & Sunshine Band
The Ring
Stephanie Mills (Put)
Al Hudson & Partners
Taste Of Honey
Isley Brothers

HOTTEST:
Anita Ward
Donna Summer (Bad)
EW&F w/Emotions
McFadden & Whitehead
Rosebud
Gloria Gaynor
Patrick Hernandez
Chic
Gibson Brothers
Peter Brown — Mary Klug
Candi Staton

KIS-FM/Los Angeles, CA

ADDED:
Love De-Luxe
Ullanda

HOTTEST:
Donna Summer (Hot/Bad/Sunset)
Edwin Starr
Barbra Streisand
Chic
Nightlife Unlimited

— Mike Wagner

WDON

WDON/Washington, DC

ADDED:
Cindy & Roy
Ruth Waters
Five Special
Peaches & Herb
Lusa Lee
Sly
Herb Alpert

HOTTEST:
Anita Ward
Chic
Patrick Hernandez
Bonnie Pointer
Switch
Mass Production

— Barry Richards

DISCO 95

WMAS/Springfield, MA

ADDED:
Herb Alpert
Love De-Luxe
Taste Of Honey
Ullanda

HOTTEST:
Edwin Starr
Peter Brown
John Davis & The Monster Drch
Candi Staton
Gloria Gaynor
Patrick Hernandez
Jones Girls
EW&F w/Emotions
Anita Ward
KC & Sunshine Band
Chic
Donna Summer (Hot)

— Chris McLoude

KRLY-FM

KRLY/Houston, TX

ADDED:
Al Hudson & Partners
Deniece Williams

HOTTEST:
Donna Summer (Hot/Bad)
KC & Sunshine Band
Peter Brown
Village People
Diana Ross (Boss)
Gloria Gaynor

— Michael Jones

KLAZ

KLAZ/Little Rock, AR

ADDED:
Elton John
Bryan Adams
Peaches & Herb
George Benson
Peabo Bryson
Ashford & Simpson

HOTTEST:
Anita Ward
Chic
Edwin Starr
KC & Sunshine Band
Debbie Jacobs

— Ken Dennis

WIKS

WIKS/Indianapolis, IN

ADDED:
Amil Stewart
GO
Ullanda
Philly Cream
Alton McClain & Destiny
Ashford & Simpson

HOTTEST:
John Davis & The Monster Orch
Patrick Hernandez
Donna Summer (Hot)
Anita Ward
Carrie Lucas
Jones Girls
Elton John

— Mike Hedges

WEST

KITF

KITF-FM/San Diego, CA

ADDED:
Wet Willie
Barbra Streisand
Nightlife Unlimited
Munich Machine

HOTTEST:
Donna Summer (Bad)
John Davis & The Monster Drch
Peter Brown
McFadden & Whitehead
Patrick Hernandez
Chic
Candi Staton
Anita Ward
Bonnie Pointer

— Ken Edwards

WKTU FM 92

WKTU/New York, NY

ADDED:
Diana Ross (Prize)
Ashford & Simpson
Herb Alpert
Saturday Night Band
James Brown

HOTTEST:
Anita Ward
Donna Summer (Bad)
Candi Staton
Patrick Hernandez
John Davis & The Monster Orch
Jones Girls
Jackie Moore
Chic
Deniece Williams
EW&F w/Emotions
Love De-Luxe
Al Hudson & Partners

— Michael Ellis

KHYS 98

KHYS/Beaumont, TX

ADDED:
Instant Funk
E.C. King
Debbie Jacobs
Deniece Williams

HOTTEST:
Anita Ward
Claudia Barry
Con Funk Shun
Edwin Starr
Chic

— Ted Stecker

DISCO 98

KHFI/Austin, TX

ADDED:
Nightlife Unlimited
Diana Ross (Boss)
Sylvester (Stars)

HOTTEST:
Donna Summer (Hot/Bad/Sunset)
EW&F w/Emotions
Patrick Hernandez
Candi Staton

— Jack Starr

WKGN

WKGN/Knoxville, TN

ADDED:
Crowd Pleasers
Pink Lady
Cher
Harvey Mason
Debbie Jacobs
Alton McClain & Destiny
Dr. Hook
Bonnie Pointer (ra)
Donna Summer (Sunset) (ra)

HOTTEST:
Anita Ward
McFadden & Whitehead
Chic
Patrick Hernandez
Peter Brown
Diana Ross (Boss)
KC & Sunshine Band

— Kerry Lambert

KATT

KATT/Oklahoma City, OK

ADDED:
Dr. Hook
Ullanda
Taste Of Honey
Barbra Streisand
Freddie James
Candi Staton (ra)

HOTTEST:
Anita Ward
Chic
Nightlife Unlimited
LAX
Debbie Jacobs
KC & Sunshine Band

— Mike Gardner

KTLK

KTLK/Denver, CO

ADDED:
Con Funk Shun
EW&F w/Emotions
Switch
Spyro Gyra
KC & Sunshine Band
Herb Alpert
Alton McClain & Destiny
Debbie Jacobs

HOTTEST:
Donna Summer (Hot)
Patrick Hernandez
Gibson Brothers
Chic
Mass Production
Barbra Streisand

— Paula Matthews

KLAV

KLAV/Las Vegas, NV

ADDED:
Barbra Streisand
Gladys Knight
Troiano
Lamont Dozier
DD Sound

HOTTEST:
Anita Ward
Peter Brown
Candi Staton
Chic
Debbie Jacobs
Bryan Adams

— Tom O'Hare

Reporters

EAST

WTKT/Baltimore, MD — Lou Krieger
WCAU/Philadelphia, PA — Roy Perry
WZZD/Philadelphia, PA — Mark Serpas
WKYS/Washington, DC — Steve Manuel
WDON/Washington, DC — Barry Richards
WKTU/New York, NY — Michael Ellis
WBOS/Boston, MA — Jane Duncklee
WMAS/Springfield, MA — Chris McLoude

SOUTH

WMAK/Nashville, TN — Dan Vallie
WKGN/Knoxville, TN — Kerry Lambert
WEZB/New Orleans, LA — Gary Franklin
KSET/EI Paso, TX — Chuck Kelly
KHYS/Beaumont, TX — Ted Stecker
KRLY/Houston, TX — Michael Jones
KHFI/Austin, TX — Jack Starr
WBLX/Mobile, AL — Carmen Brown
WMJX/Miami, FL — Frank Walsh
KLAZ/Little Rock, AR — Ken Dennis

MIDWEST

WOKV/Cincinnati, OH — Charlie Brown
WDAI/Chicago, IL — Mary Klug
WCCI/Chicago, IL — Barry Mayo
WDRQ/Detroit, MI — Jim Ryan
KFMX/Minneapolis, MN — Gary De Maroney
KATT/Oklahoma City, OK — Mike Gardner
WIKS/Indianapolis, IN — Mike Hedges

WEST

KXTC/Phoenix, AZ — Rick Nuhn
KTLK/Denver, CO — Paula Matthews
KLAV/Las Vegas, NV — Tom O'Hare
KIS-FM/Los Angeles, CA — Mike Wagner
KUTE/Los Angeles, CA — Bill Stevens
KYNO/Fresno, CA — Doug Flodin
KITF/San Diego, CA — Ken Edwards

THE PICTURE PAGES

Papa's Got A Brand New Disc



Polydor Records threw a party in a New York Disco recently to celebrate James Brown's new album, "The Original Disco Man." Congratulating Brown (center) are (l-r) Polydor President Fred Haayen, Polydor VP's Harry Anger and Sonny Taylor, Polydor Executive VP Dick Kline, Brown, producer Brad Shapiro, and Polydor VP's Steve Salmonsohn and Dr. Ekke Schnabel.

What's Next?



Pete Townshend, composer/guitarist with the Who, has signed a contract with Atco Records to pursue solo endeavors. Shown celebrating the signing are Atco President Doug Morris (left) and Townshend.

Mas Appeals To Phonogram



Phonogram Inc./Mercury Records has signed Carolyne Mas to a recording contract with her initial album, "Carolyne Mas," scheduled for July release. Pictured at the party are (l-r) Carolyne's producer Steve Burgh, Phonogram/Mercury VP Steve Katz, Ms. Mas, Phonogram/Mercury President Bob Sherwood, Carolyne's manager Faris Bouhafa, and Phonogram/Mercury's David Werchen.

Columbia Contracts J.D.



Columbia Records has pacted singer-songwriter-producer J.D. Souther with his debut album for the label to be released in July. Pictured at the party in Los Angeles are (l-r) Columbia Sr. VP/GM Jack Craigo, Full Moon Productions President Irving Azoff, Columbia National VP Don Ellis, J.D. Souther, CBS Records Group President Walter Yetnikoff, and CBS Records Division Bruce Lundvall.

Had Me A Rea Good Time



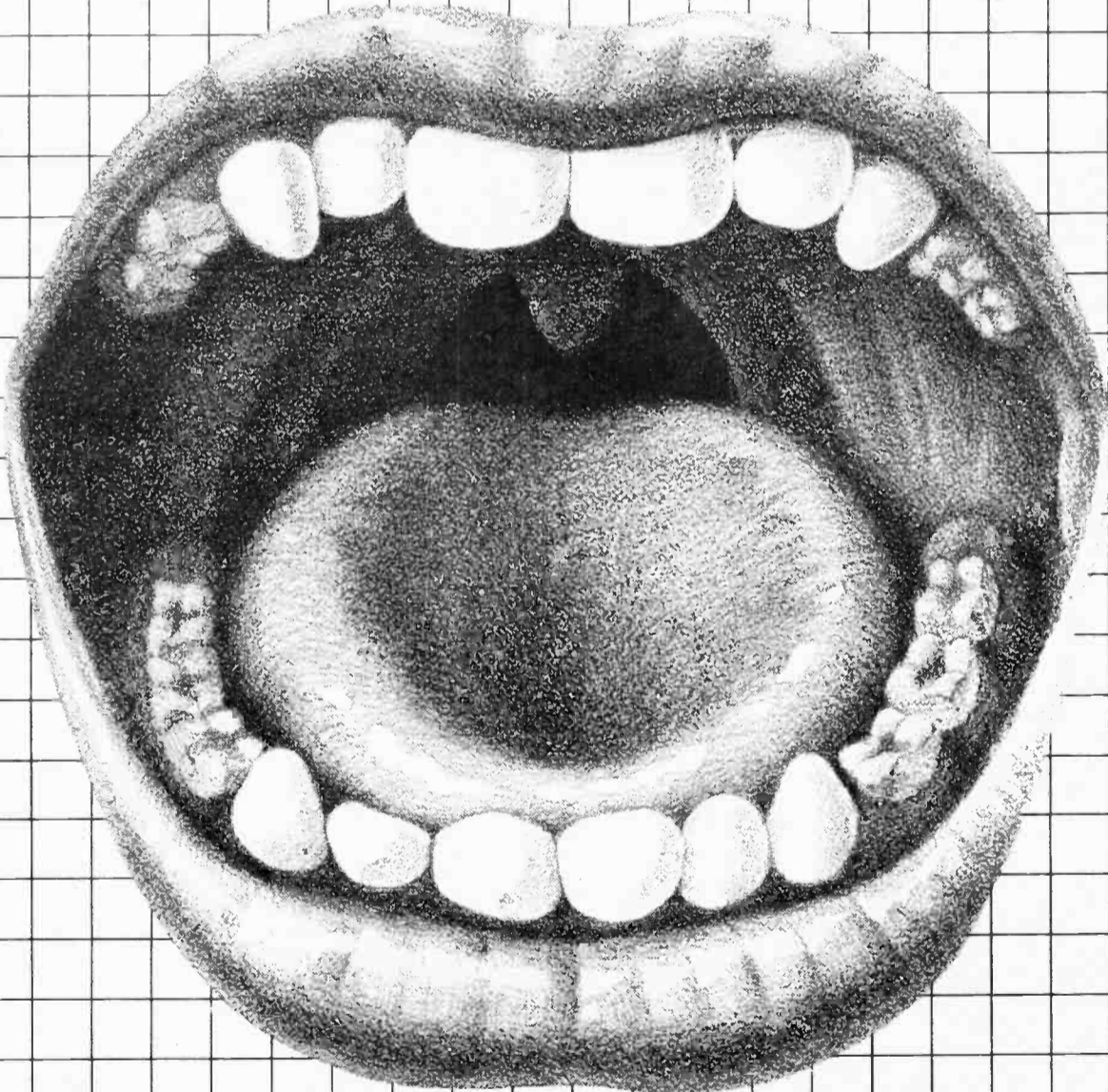
Snapped while celebrating the release of Chris Rea's new single, "Don't Want Your Best Friend," at a recent party at The Bistro in Los Angeles sponsored by EMI-America/United Artists Records on Chris' behalf, are (l-r) EMI-A/UA VP Joe Petrone, EMI-A/UA's David Bridger, Bob Singer and Val Chapman, Capitol Records' San Citro, EMI-A/UA's Bill Burks and Iris Zurawin, EMI-A/UA VP Mark Levinson, Chris Rea, EMI/UA President Jim Mazza, Rea's manager John McCoy, and EMI-A/UA's Frenchy Gauthier.

Bowie Scene With Disco Queen



Seen on the scene at the recent party held at the Explorer Club in New York City to celebrate the release of RCA recording artist David Bowie's new album, "Lodger," are RCA/Solar disco recording artist Carrie Lucas (left), RCA Records President Robert Summer (center) and David Bowie.

"HEY ST. PETER,"
ARE YOU LISTENING?
I'VE DONE MY TIME IN HELL...
"FLASH AND THE PAN"
IS KNOCKIN' ON THE GATE.
CHECK IT OUT!



WRKO 21-19
KEARTH add
JB105 add
KUPD
WLBZ deb 35
WGLF
WANS
WTIC
WYSL 23-21
WJAD
WIGY
3WD 35
KSKG
WFAH
KRKE 32-28

THE PICTURE PAGES

Jacksons Vault To Date With Destiny



Epic recording group the Jacksons were recently awarded platinum records for their "Destiny" album, as well as receiving a proclamation from Los Angeles Mayor Thomas Bradley's office, proclaiming the occasion "Jacksons' Day." Pictured takin' it from the vault are (l-r) Tito, Marlon and Michael Jackson, EIP/A VP/IGM Don Dempsey, Mayor Bradley's Executive Assistant Wanda Moore, City National Bank President Bram Goldsmith, and Jackie and Randy Jackson.

Rockets In Their Pockets



The Starwood in Los Angeles hosted RSO Records group the Rockets recently for three nights. Following the act's opening night performance, pictured backstage are (l-r) Rockets' manager Gary Lazar, RSO's Jason Minkler, Rockets John Badanjek and Jim McCarty, RSO VP Rich Fitzgerald, Rocket Donny Backus, RSO's Michael Dundas and Dawn Livingston, Rockets Dave Gilbert and Dennis Robbins, RSO President Al Coury and Rocket Dan Keylon.

An Average Get-Together



Atlantic Records' Average White Band recently performed at the Roxy in Los Angeles. Pictured backstage are (l-r) Atlantic's Barry Freeman and Rock Allen Dibble, AWB's Steve Ferrone, Malcolm Duncan, Hamish Stuart, Roger Ball, Alan Gorrie and Onnie McIntyre and Little Feat's Sam Clayton. Foreground are Atlantic's Kathy Acquaviva and Tony Mandich.

Billy Thorpe — All-American



On his first concert tour in America, Australian artist Billy Thorpe was visited backstage in Atlanta at the Fox Theater by several Capricorn execs. Pictured (l-r): Thorpe, Capricorn President Phil Walden, back-up singer Phil O'Kelsey, Capricorn's Victor Margues and Don Schmitzerle, and producer Spencer Proffer.

Mel-Dav Pacts Bishop & Gwynn's Music



Mel-Dav Music has signed Randy Bishop's Havemore/Wantmore Music, involving the songwriting services of Infinity recording artists Bishop and Marty Gwynn, to a co-publishing and exclusive administration deal. Shown at the signing are (l-r) Mel-Dav Music counsel John Frankenheimer, Randy Bishop, Mel-Dav Music President Mel Simon, Marty Gwynn, and Bishop & Gwynn's manager Harvey Moskowitz.

Take Me To The Gold



Talking Heads were recently presented with gold records in New Zealand for their LP "More Songs About Buildings & Food." Pictured are (l-r) WEA's Tim Murdoch, and Talking Heads Tina Weymouth, Jerry Harrison, Chris Frantz and David Byrne.

THE PICTURE PAGES

RSO Marries Mistress



RSO Records has contracted five-member rock group Mistress. Seen at the signing are (l-r) RSO President Al Coury and Mistress members David Brown, Danny Chauncey, Kenny Hopkins, Chris Paulson and Charlie Williams.

CBS Hosts Summer Disco Soiree



When CBS Records hosted its recent "One Hot Summer Night" disco dance party at Roseland in New York, featuring live performances from CBS artists Brainstorm, Gary's Gang, Dan Hartman, Melba Moore, Deniece Williams and Michael Zager, Columbia Sr. VP/GM Jack Craigo (right) was snapped chatting with label artists Jackie Moore (left) and Cissy Houston, who also entertained at the soiree.

AC/DC In N.Y.C.

Atlantic Records Welcomes



Following their recent performance at New York City's Palladium, Atlantic's AC/DC was met backstage by various label execs. Pictured backstage are (l-r) Atlantic's Judy Libow, Atlantic VP Phil Carson, AC/DC's Bon Scott and Atlantic's Alan Wolmark.

AP Radio Prepares To Dish It Out



Pictured in Atlanta along with the recently installed satellite transmission and reception facility, which will provide Associated Press Radio Network service to AP members, are (l-r) Western Union's Herb Granger, AP General Exec. Bob Hall, AP Radio Chief Engineer George Mayo, Meredith Broadcasting's Richard Carr, WGST VP/GM John Lauer, and AP Technical Communications Manager Ralph Keebler.

Infinity Pacts Tomi-Lee



Infinity Records has pacted singer-songwriter Tomi-Lee Bradley, who sang and performed in the Robert Altman film, "A Perfect Couple." Pictured at the pacting are (standing, l-r) Bradley's manager Gary Borman, Infinity VP/GM Bud O'Shea, Infinity President Ron Alexenburg, and attorney John Frankenheimer; (seated, l-r) Infinity's Michael Atkinson and Tomi-Lee Bradley.

WB Signs Korgis



Warner Brothers Records has signed the Korgis and will release the British duo's self-titled album in August. Shown at the signing ceremony are (standing, l-r) group's Andrew Davis, WB Records Chairman Mo Ostin and group's U.S. legal rep Mickey Shapiro; (seated, l-r) group's manager Nick Heath and group member James Warren.

THE PICTURE PAGES

Don't Hide The Roches



Fans for Warner Bros. group the Roches visited backstage recently after the band played at the Whisky in Los Angeles. Pictured backstage (l-r) Maggie Roche, Warner Bros. Records Chairman Mo Ostin, Terre Roche, Asylum Records' Joni Mitchell, and Suzy Roche.

Instant Funk Moves Uptown



Manhattan Borough President Andrew Stein recently declared "Instant Funk Day" in that region of the Big Apple. Shown bringing the funk uptown are (top row, l-r) Instant Funkster Charles Williams, Salsoul Records President Joe Cayre, and I. Funk's Raymond Earl and Johnny Onderline; (bottom row, l-r) Instant Funk's Larry Davis, Scotty Miller and George Bell.

Pyramyd Comes To Tower



Capitol Records has recently signed Pyramyd. Pictured at the pacting at the Capitol Tower offices in Los Angeles are (front row, l-r) Pyramyd member Toby Smith, Capitol VP Dr. Cecil Hale, and Pyramyd's Van Ross "Sonny" Redding and Keith Mickels; (middle row, l-r) Pyramyd's Herb Larkins, Malvin Coles Jr. and Michael Coles, and group's sound engineer Tony Farrell; (back row, l-r) group's John Warren and Rodney Mitchell, group's business consultant Ben Weisman, Pyramyd members Ricky Young and Alvin Owens, and group's manager Len Weisman.

A Breathless Signing



EMI-America/UA announced the signing of Cleveland-based rock group Breathless to EMI-America Records. Pictured at the signing are (standing) EMI-A/UA's Carl Maduri and Gary Gersh, (seated, l-r) EMI-A/UA Vice President Don Grierson, group member Jonah Koslen, EMI/UA President Jim Mazza and group manager Mike Belkin.

Mercury, McCaslin Make Merry



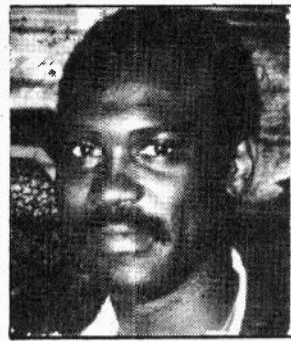
Following her recent performance at the Bottom Line in New York City, Phonogram/Mercury recording artist Mary McCaslin was congratulated backstage by various label reps. Pictured are (l-r) Mary's co-producer Mike Couture, Philo Records' Bill Shubart, Mary McCaslin, Mary's husband and accompanist Jim Ringer, Folklore Productions' Mitch Greenhill (Mary's booking agent), Phonogram/Mercury's Steve Greenberg, Burt Naidoff (partially hidden), Jim Sotet and Susan Scivoletti, and Phonogram/Mercury VP Steve Katz.

ATV Music Screens Muppet Movie



ATV Music recently hosted a special screening of "The Muppet Movie" for various producers and A&R execs. ATV controls the copyright on the film's original music, written by Paul Williams and Kenny Ascher. Pictured at the flick are (l-r) RCA Records VP Don Burkheimer, ATV songwriter/artist Barry Mann, ATV Music Group President Sam Trust, producer Milt Okun, and 20th Century Records Sr. VP Neil Portnow.

Black Radio



**Bill
Speed**

The Future Of Black AM Radio — Getting Down To Specifics

We've reached the conclusion of this three-part series on the future of Black AM radio, which I hope has kicked off some valuable thoughts for those of you concerned. In the first part we discussed some of Black AM radio's problems. Then we discussed some thoughts for its future in general. This week the cast of programmers details some of the specific ideas they've used to build up their stations within their own communities.

WWRL/New York's Bob Law begins with the music. "What we have done here is to broaden our whole scope of music. When we say we offer total music, we have begun to program the kind of music that we feel the black community in New York City is capable of responding to and digesting. We call ourselves 'progressive' because of the kinds of things

"How many guys in Black radio have ever sat back and worried about ratings until recently? The average black in radio has been able to sit anywhere as long as he got along with the GM and didn't do anything too bad in the local community. But in today's times, it's no ratings, no job."

— Walt Love

we do on the air. We are not really adhering to any safe formula. We have music exclusives, and specials we plan. We spend a lot of time in the music library putting together special kinds of music shows you can't so easily duplicate. We play some jazz fusion, some Nikki Giovanni, a little gospel."

Explaining his music philosophy further, Law says, "We think our station is the place where young black adults of the 1980's can feel comfortable. We say we give you disco because we know you like disco. So we give you disco plus Al Jarreau plus Herbie Hancock plus Nikki Giovanni."

Competing With The Chains

At KKT/Los Angeles, Walt Love stresses professionalism. "We've tried to shape up from the standpoint of professionalism," he says, using as an example "reading commercials well." He continues, "I've tried doing music sweeps, cutting back commercial loads — you have chains like ABC playing eight commercial minutes an hour. If you are going to compete with them, and if you plan to get the same audience they are looking for, you just have to do it, you have no choice."

J.D. Black at WKXI/Jackson concentrates on public affairs. "We do public affairs continuously," he says. "The programming comes on every night during the week at 10:50 till 12. It's called 'Straight Talk,' and whatever the present need is in our community, that's what we deal with. We are not afraid at this radio station to tell it like it is. The effectiveness has been tremendous. We've had the governor on, the mayor, the city com-

"Radio people are an example to people. We should begin to provide them with a positive image of themselves, and eventually the entire community will begin to feel that, and it will be just like a religion that catches on. That's what I think the responsibility of Black radio is, to help get black people together."

— Lynne Rogers

missioners, the county supervisors, people from the NAACP, the Urban League, the World Community of Islam. We've had just about the entire gamut of the community on. Everybody has been more than satisfied; it's an audience participation program where the people get to call in and ask questions of our guests."

Positive, Uplifting, and Inspirational

Lynne Rogers, GM at WABQ/Cleveland, speaks in more general terms. "Our philosophy is essentially to be positive, uplifting, and inspirational. Which means that the music we play is very peaceful easy listening music for the purpose of creating a peaceful communication so people can get more in tune with their inner selves, and become less external with a need to move in dances which is associated with the whole disco scene."

Rogers adds, "The other thing we try to do is impart a positive and spiritual message as much as we can throughout the day. One DJ reads the Bible, another talks about love,

another talks about being peaceful. Our news is basically for the purpose of being informative and educational. We eliminate all sensation. The only time we report a murder is if it's of someone special or important. Beyond that, we will not report a murder, an accident, or robberies. I feel it reinforces a value system that is already established, and Black radio should instead be about helping people to live."

Engaging In Discussions

Law at WWRL is furthering station-listener communication. "The jocks on their regular shows ask a question here and there. They engage the audience in some kind of a discussion. I put on a show with Jerry Bledsoe and Vy Higginson on the air together doing a two-person show. They'd talk to their listeners about whatever was on their minds . . ."

Walt Love believes in motivating his staffers. "I put up little motivation signs around the control room that say, for example, 'If you're a winner, prove it on the air,' or 'Have the killer instinct.' How many guys in Black radio have ever sat back and worried about ratings until recently? The average black in radio has been able to sit anywhere as long as he got along with the GM and didn't do anything bad in the local community. But in today's times, it's no ratings, no job."

Lynne Rogers again stresses positive image. "The fact that we're not always dancing, that the entire approach is professional — my only concern at this point is to improve upon what we have. That's what it's got to be about because communications and radio people are an example to people. We should begin to provide them with a positive image of themselves, and eventually the entire community will begin to feel that, and it will be just like a religion that catches on. That's what I think the responsibility of Black radio is, to help get black people together."

Bob Law sums up what the aim of this series has been saying, "What we are trying to do here at WWRL is develop a formula, an AM radio format for the 1980's." Everyone's approach is different, as we've seen, but some common points include being professional in presentation, choosing music carefully with an eye to supplying something different, and relating strongly to the community. Black AM radio has a lot to give, and a number of routes it can take to do it. I hope this series has suggested a few to you.



FULL COURT PRESS — Chocolate City recording artists Cameo took on the staff of OK-100/Washington, D.C. in a benefit basketball game recently. Although Cameo reportedly was hitting from the top of the key, the station staffers' talent for driving baselines provided the winning margin. Captured amidst a grueling full-court press are Casablanca's Ruben Rodriguez and Tommy Davis, Polygram's Angela Morton and Gwen Franklin, Cameo's Nathan and Arnett Leftenant, Gregg Jones, and Tommy Jenkins, and OK-100's Chris James, Gene Phillips, and "Dude."

People, Places & Things

With various conventions and conferences being held now and people itching to get out and enjoy the summer season, news and other informational tidbits are down to a minimum this week . . . Our condolences to Program Director Joe "Butterball" Tamburro of WDAS/Philadelphia on the passing of his grandmother . . . KKKGO/Los Angeles recently welcomed jazz artists Hank Crawford, Urzula Dudziak, and her husband, Michael Urbaniak, to their studios. The station also conducted an album giveaway in conjunction with the Playboy Jazz Festival, with the first five callers winning a jazz album collection . . . MORE PROMOTIONS IN MOTION: WEDR/Miami is planning to give away a trip to Montego Bay via a drawing with participants registering at local record stores or at the station itself . . . WJLB/Detroit is offering tickets for the upcoming "Funk Festival" at the Pontiac Silver Dome as well as sponsoring a drawing for a ten-speed bicycle . . . AND ALL THAT JAZZ: Warner Bros. artist Al Jarreau was awarded one of two silver disc awards at the Tokyo International Music Festival . . . Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067 . . .

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

ANITA WARD
"Ring My Bell" (Juana/TK)
DONNA SUMMER
"Bad Girls" (Casablanca)
CHIC
"Good Times" (Atlantic)
JONES GIRLS
"You Gonna Make Me Love Somebody Else" (Phil. Int'l.)
EARTH, WIND & FIRE w/EMOTIONS
"Boogie Wonderland" (ARC/Columbia)
TEDDY PENDERGRASS
"Turn Off The Lights" (Phil. Int'l.)
CON FUNK SHUN
"Chase Me" (Mercury)
McFADDEN & WHITEHEAD
"Ain't No Stoppin' Us Now" (Phil. Int'l.)
JAMES BROWN
"It's Too Funky In Here" (Polydor)
EARTH, WIND & FIRE
"After The Love Has Gone" (ARC/Columbia)

CLIMBERS

Following are listed in order of their airplay activity.

STEPHANIE MILLS "What Cha Gonna Do With My Lovin'" (20th) 36% of our reporters are on it. Record is Top 10 in the Midwest at WJLB and just added at WLOU; in hot rotation at KPRS. The West reflects Top 10 at KSOL and in hot rotation at KDAY while the South shows it new at WJJS, Top 10 at KMJQ and WPDQ, and in hot rotation throughout the region.

SUN "Radiation Level" (Capitol) 33% of our reporters are on it. New in the West at KSOL. The South reflects Top 10 at WAOK, and new at WHRK, WVEE and WYLD with hot airplay otherwise throughout the region. Added in the East at WXYV as the Midwest reflects Top 10 activity at WLOU and in heavy rotation in the rest of the region.

TOTO "Georgy Porgy" (Columbia) 33% of our reporters are on it. Added in the East at WILD and WOL. In heavy rotation in the South at WGIV, WHRK and WVEE, and just added at WYLD. The Midwest has it in heavy rotation at WCIN. Debuting in the West at KSOL and in hot rotation at KDAY.

BOOTSY'S RUBBER BAND "Jam Fan (Hot)" (WB) 27% of our reporters are on it. Added in the Midwest at WCIN, picking Top 10 airplay at WJMO. In the East it sports a strong climbing position at WILD. Hot airplay in the West at KYAC as the South picks up Top 10 activity at WDIA, WPDQ and WTMP and a significant position at WCIN.

FIVE SPECIAL "Why Leave Us Alone" (Elektra) 27% of our reporters are on it. Picked up in the South at WAOK, WHRK and WVEE. In heavy rotation in the Midwest at KPRS and WVON; already Number 2 at WJLB. New in the East at WWIN and WXYV.

EVELYN "Champagne" KING "Music Box" (RCA) 27% of our reporters are on it. Top 10 in the East at WAMO and WKND; heavy rotation at WXYV. The South has it in hot rotation at WGIV, WVEE and WHRK. Hot airplay at KSOL in the West. In strong climbing position at WLOU and in hot rotation at WCIN.

MINNIE RIPERTON "Memory Lane" (Capitol) 27% of our reporters are on it. Midwest has it in Top 5 at WJLB and showing hot airplay at WVON. In the East, it is in heavy rotation at WWIN and WOL. The South reflects Top 10 at WEDR, Top 5 at WANT, and otherwise showing hot airplay. KSOL, in the West, shows it in a strong Top 10 position.

LOU RAWLS "Let Me Be Good To You" (Philadelphia International) 27% of our reporters are on it. Record losing momentum. Still Number 1 at WJLB in the Midwest and Top 10 at WJMO with WVON showing it in hot rotation. In the West, it's Top 10 at KSOL and in heavy rotation at KDAY. In the South, it maintains hot airplay at WYLD. Record cooling off at KMJQ in the South. The East reflects heavy rotation at WOL and WWIN.

SKYY "First Time Around" (Salsoul) 27% of our reporters are on it. Receiving heavy rotation at WVON in the Midwest. In the West it is in a significant climbing rotation at KSOL. Added in the South at WHRK and WVEE, and receiving hot airplay at WGIV. In the East it debuts at WXYV while climbing at WILD and WDAS as well as showing hot airplay at WOL.

TEENA MARIA "I'm A Sucker For Your Love" (Gordy) 24% of our reporters are on it. In the South, KMJQ shows the record at Number 2 with hot airplay at WTMP. In the Top 10 at KSOL in the West. In the Midwest, it is Top 10 at WLOU and showing heavy airplay at WDAI and WCIN. The East has it in Top 10 at WDAS and WAMO.

KC & SUNSHINE BAND "Do You Wanna Go Party" (Sunshine/TK) 24% of our reporters are on it. Top 5 in the East at WKND, WDAS and WAMO. In heavy rotation at WTLC in the Midwest. The South reflects a Number 2 position at WPDQ, Top 10 at WJJS, and otherwise showing hot airplay throughout the region.

DONNA SUMMER "Hot Stuff" (Casablanca) 24% of our reporters are on it. Record is Number 1 in the East at WILD, Top 10 at WKND, in hot airplay at WWIN. In the Midwest it is pulling Top 5 at WJMO and hot airplay at WVON. In heavy rotation at KDAY in the West. The South reflects Top 10 at WJJS and a strong climbing position at WDIA.

ASHFORD & SIMPSON "Found A Cure" (WB) 21% of our reporters are on it. Hot new record. Coming on in the South at WTMP. Hot airplay in the West at KYAC. Added in the Midwest at WDAO and WJLB while the East shows it new at WOL and WWIN with heavy airplay at WWRL.

GAP BAND "Shake" (Mercury) 18% of our reporters are on it. Top 5 in the South at WJJS. Receiving heavy airplay in the Midwest at KPRS and WTLC. Top 10 at WAMO and WDAS with hot airplay at WWIN in the East.

GLORIA GAYNOR "Anybody Wanna Party" (Polydor) 18% of our reporters are on it. The record is Number 2 in the South at WTMP with Top 10 slots at WVOL and WANT. In the East, it is Top 10 at WKND. The Midwest shows Top 5 at WJLB and hot airplay at WLOU.

NEW & ACTIVE

ENCHANTMENT "Where Do We Go From Here" (Roadshow/RCA) 24% of our reporters are on it. New in the East at WOL and WKND and receiving hot airplay at WWRL. In the South it's new at WGIV and top chart at WDIA. In the Midwest it's added at WLOU and receiving hot airplay at WDAO and WTLC.

SWITCH "Best Beat In Town" (Gordy) 24% of our reporters are on it. Top 10 at WLOU in the Midwest. Top 10 in the East at WDAS, also receiving hot airplay at WXYV. Top 5 in the South at WAOK and hot airplay at WHRK and WVEE.

TASTE OF HONEY "Do It Good" (Capitol) 24% of our reporters are on it. New at KYAC in the West. It's debuting in the South at WJJS, WTMP and WVOL. New in the Midwest at WVON and WLOU. In the East, it's new at WOL and WWIN.

BETTY WRIGHT "My Love Is" (Alston/TK) 12% of our reporters are on it. New in the South at WAOK and WTMP. In the Midwest, it's new at WVON and WCIN.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

CRUSADERS..... Street Life (MCA)
"Street Life"
GROVER WASHINGTON JR...... Paradise (Elektra)
Various Cuts
EARL KLUGH..... Heart String (UA)
Various Cuts
ROLAND VAZQUEZ..... Urban Ensemble (Arista)
Various Cuts
TOM BROWNE..... Browne Sugar (Arista)
Various Cuts
TERRY CALLIER..... Turn You To Love (Elektra)
Various Cuts
JOHN KLEMMER..... Brazilla (MCA)
Various Cuts
SPYRO GYRA..... Morning Dance (Infinity)
Various Cuts
NORMAN CONNORS..... Invitation (Arista)
Various Cuts
LEE RITENOUR..... Feel The Night (Elektra)
Various Cuts

NEW & ACTIVE

RON CARTER..... Parade (Milestone/Fantasy)
Various Cuts
SONNY FORTUNE..... With Sound Reason (Atlantic)
Various Cuts

EAST: WRVR/New York, NY Jim Smith; WHUR/Washington, D.C. Jesse Fax; WEAA/Baltimore, MD Kweisi Mfume. **SOUTH:** WCLK/Atlanta, GA, Requays Ward. **MIDWEST:** WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. **WEST:** KADX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGQ/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tanner.

Album Airplay

Following are listed in order of their airplay activity.

EARTH, WIND & FIRE "I Am" (ARC/Columbia) "After The Love Has Gone"* "Boogie Wonderland"*
TEDDY PENDERGRASS "Teddy" (Phil. Int'l.) "Turn Off The Lights"* "Come Go With Me"
ISLEY BROTHERS "Winner Takes All" (T-Neck) "I Wanna Be With You"
DONNA SUMMER "Bad Girls" (Casablanca) "Bad Girls"* "Hot Stuff"* "Sunset People"
RAYDIO "Rock On" (Arista) "You Can't Change That"* "Hot Stuff" "Rock On"
CON FUNK SHUN "Candy" (Mercury) "Chase Me"*
LOU RAWLS "Let Me Be Good To You" (Phil. Int'l.) "Let Me Be Good To You"*
JACKSONS "Destiny" (Epic) "Shake Your Body (Down To The Ground)"*
THE JONES GIRLS "The Jones Girls" (Phil. Int'l.) "You Gonna Make Me Love Somebody Else"*
MAZE "Inspiration" (Capitol) "Timin'"* "Feel That You're Feelin'"*

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

**Pop / Rhythms
Hottest**

EAST	SOUTH	MIDWEST	WEST
Jones Girls EW&F w/Emotions Anita Ward Teddy Pendergrass McFadden & Whitehead	Anita Ward Chic Donna Summer (Bad) McFadden & Whitehead EW&F w/Emotions	Anita Ward Donna Summer (Bad)	Chic

July 6, 1979 Regionalized Adds & Hots

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

EAST

WKYV
Baltimore, MD
Larry Gorlick

ADDED
Isley Bros. (Winner)
Skyy
Herb Alpert
Sun
Five Special
Mass Production
Al Hudson & The Partners

HOTTEST
Donna Summer (Hot/Bad)
Anita Ward
EW&F w/Emotions
Chic
Jones Girls
Switch
Rickie Lee Jones
Toto

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Niteflyte
Candi Staton
Mavis Staples

HOTTEST
Anita Ward
Teddy Pendergrass
Donna Summer (Bad)
Jones Girls
KC & Sunshine Band
Chic
James Brown
Diana Ross
Switch
Gap Band
EW&F w/Emotions

WWIN
Baltimore, MD
Don Brooks/Sue Woods

ADDED
Chic (Warm)
Ashford & Simpson
Isley Bros. (Winner)
Wardell Piper
Five Special

HOTTEST
Chic
Teddy Pendergrass
Donna Summer (Bad)
Jones Girls
Anita Ward
Cameo
McFadden & Whitehead
Lou Rawls
Donna Summer (Hot)
LTD

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Capt. Sky
Jimmy Castor
Freedom
Al Hudson & The Partners
Instant Funk
Wardell Piper

HOTTEST
Ashford & Simpson
EW&F (n)
Chic
Teddy Pendergrass
Diana Ross
Dionne Warwick
Niteflyte
Enchantment
James Brown

WAMO
Pittsburgh, PA
Mike Payne

ADDED
Donna Summer (Bad)
LTD
Maxine Nightingale
Lenny Williams
Millie Jackson
Ullanda
Cameo

HOTTEST
EW&F w/Emotions
KC & Sunshine Band
McFadden & Whitehead
Teena Marie
Anita Ward
Jones Girls
Tyrone Davis
Gap Band
E.C. King
Con Funk Shun

WILD
Boston, MA
Steve Crumblay

ADDED
Capt. Sky
Peter Brown
Wardell Piper
Barry White
EW&F (n)
Peabo Bryson
Maxine Nightingale
Sylvester

HOTTEST
Donna Summer (Hot/Bad)
James Brown
McFadden & Whitehead
Jones Girls
EW&F w/Emotions
Anita Ward
Isley Bros.
Taka Boom
Maurice Starr
Teddy Pendergrass

WOL
Washington, DC
Bob Scott

ADDED
Wardell Piper
Philly Cream
Enchantment
Taste Of Honey
Bar-Kays
Narada Michael Walden
Toto
Ashford & Simpson

HOTTEST
Dionne Warwick
Skyy
Lou Rawls
Fava
EW&F w/Emotions
Stephanie Mills
Jones Girls
Teddy Pendergrass
Minnie Riperton
Con Funk Shun

WKND
Hartford, CT
Eddie Jordan

ADDED
D.J. Rogers
Peaches & Herb (We've)
Enchantment

HOTTEST
Anita Ward
EW&F w/Emotions
KC & Sunshine Band
E.C. King
McFadden & Whitehead
Gloria Gaynor
Donna Summer (Hot)
Isley Bros.
James Brown
Angela Bofill

MIDWEST

KPRS
Kansas City, MO
Dell Rice

ADDED
None

HOTTEST
Gap Band
Sister Sledge
Anita Ward
Jacksons
Bonnie Pointer
Dramatics
Stephanie Mills
Isley Bros.
Rick James
Five Special

WJLB
Detroit, MI
J. Michael McKay

ADDED
Lenny Williams
Ullanda
LTD
Gangsters
Roy Ayers
Jackie Moore
Ashford & Simpson

HOTTEST
Lou Rawls
Five Special
Jones Girls
Minnie Riperton
Gloria Gaynor
EW&F w/Emotions
Anita Ward
Niteflyte
Teddy Pendergrass
Stephanie Mills

WDAO
Dayton, OH
Turk Logan

ADDED
EW&F (n)
Ashford & Simpson
Sylvester
Edwin Starr
Harvey Mason
AWB

HOTTEST
Sun
Anita Ward
Con Funk Shun
Donna Summer (Bad)
Deniece Williams
Jones Girls
Natalie Cole
Teena Marie
Dionne Warwick
George Duke

WJMO
Cleveland, OH
Bernie Moody

ADDED
James Brown
Johnny Guitar Watson
George Benson (n)
Edwin Starr

HOTTEST
Anita Ward
EW&F (n)
Donna Summer (Hot)
McFadden & Whitehead
Donna Summer (Bad)
Bootsy's Rubber Band
La Flavor
Lou Rawls
Jones Girls
Rick James

WLOU
Louisville, KY
Bill Price

ADDED
Prince Phillip Mitchell
Edwin Starr
Kleer
Barry White
Dionne Warwick
Amli Stewart
Bar-Kays
Taste Of Honey
Philly Cream
EW&F (n)
Stephanie Mills
Chic
Uncle Louie

HOTTEST
Con Funk Shun
Anita Ward
Donna Summer
Teddy Pendergrass
Sister Sledge
James Brown
Switch
Lenny Williams
Teena Marie
Natalie Cole

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Peaches & Herb (We've)
Alton McClain & Destiny (n)
George Benson (n)
Peabo Bryson
Randy Brown
Chuck Brown & The Soul
Searchers
Sylvers

HOTTEST
Anita Ward
Donna Summer (Bad)
Enchantment
Bobby Womack
Lakeside
Sun
KC & Sunshine Band
Gap Band
Natalie Cole
Doobie Bros.

WCIN
Cincinnati, OH
Bob Long

ADDED
Teddy Pendergrass (Come)
Archie Bell
LTD
Norman Connors
Betty Wright
Uncle Louie
Bootsy's Rubber Band
Curtis Mayfield

HOTTEST
E.C. King
Candi Staton
LTD
Chic
Whispers
James Brown
Teena Marie
Bobby Womack
Toto
Grover Washington

WVON
Chicago, IL
Carl Connors

ADDED
Donna Summer (Bad)
Wardell Piper
Roy Ayers
Taste Of Honey
Betty Wright
Uncle Louie
Peabo Bryson
Barry White
Gene Chandler
EW&F (n)

HOTTEST
McFadden & Whitehead
Lou Rawls
Chocolate Milk
Donna Summer (Hot)
Con Funk Shun
Minnie Riperton
Anita Ward
James Brown
Five Special
Skyy

SOUTH

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Isley Bros. (Winner)
Skyy
Herb Alpert
Sun
Five Special
Mass Production
Al Hudson & The Partners

HOTTEST
Donna Summer (Hot/Bad)
Anita Ward
EW&F w/Emotions
Chic
Jones Girls
Switch
Rickie Lee Jones
Toto

WEDR
Miami, FL
Jerry Rushing

ADDED
Amli Stewart
Alma Faye
Mandre
Philly Cream
Sweet Thunder
Rena Scott
Peter Brown
Jackie McLean
Freida Norwood
George Kerr

HOTTEST
Shotgun
E.C. King
Anita Ward
Mass Production
McFadden & Whitehead
War
James Brown
Chaka Khan (Some)
Minnie Riperton

WGIV
Charlotta, SC
Chris Turner

ADDED
Roy Ayers
Floeters
Spinners
Brick
Meze
Prince Phillip Mitchell
Enchantment

HOTTEST
Candi Staton
Instant Funk
Jones Girls
Donna Summer
E.C. King
James Brown
Chic
Toto
Whispers
Skyy

KMJQ
Houston, TX
Jack Patterson

ADDED
Ronnie Foster
Deniece Williams
Eather Phillips
Carly Simon

HOTTEST
Teena Marie
Donna Summer (Bad)
Chic
Rickie Lee Jones
Roy Ayers
Anita Ward
Teddy Pendergrass
McFadden & Whitehead
Edwin Starr
Stephanie Mills

WDIA
Memphis, TN
J. Michael Davis/Johnnie Neely

ADDED
None

HOTTEST
AWB
Anita Ward
Atlantic Starr
Bar-Kays
Bobby Caldwell
Bootsy's Rubber Band
Candi Staton
Chic
Con Funk Shun
Dee Dee Bridgewater

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Toto
Sun
Helen Reddy

HOTTEST
Anita Ward
McFadden & Whitehead
KC & Sunshine Band
Jones Girls
Teddy Pendergrass
EW&F w/Emotions
Crowd Pleasers
Chocolate Milk
Donna Summer (Bad)
Chic

WVOL
Nashville, TN
Fred Harvey

ADDED
Taste Of Honey

HOTTEST
Anita Ward
Con Funk Shun
EW&F (n)
McFadden & Whitehead
Natalie Cole
Sister Sledge
Rick James
Jones Girls
Gloria Gaynor
Meze

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
None

HOTTEST
Chic
KC & Sunshine Band
Donna Summer (Bad)
Anita Ward
James Brown
Peaches & Herb
Bootsy's Rubber Band
Candi Staton
Stephanie Mills
Tyrone Davis

WHRK
Memphis, TN
Ron Olson

ADDED
Isley Bros. (Winner)
Skyy
Herb Alpert
Sun
Five Special
Mass Production
Al Hudson & The Partners

HOTTEST
Donna Summer (Hot/Bad)
Anita Ward
EW&F w/Emotions
Chic
Jones Girls
Switch
Rickie Lee Jones
Toto

WJJS
Lynchburg, VA
Robert Golins

ADDED
Tower Of Power
Delegation
Stephanie Mills
Taste Of Honey
Cameo
JB's

HOTTEST
Anita Ward
Sister Sledge
EW&F w/Emotions
McFadden & Whitehead
Gap Band
Donna Summer (Hot)
KC & Sunshine Band
Bee Gees
Isley Bros.
Con Funk Shun

WAOK
Atlanta, GA
Doug Harris

ADDED
LTD
Norman Connors
Writers
Debbie Jacobs
Five Special
Kleer
Cameo
Uncle Louie
Millie Jackson (Pleasure)
Brick
Betty Wright

HOTTEST
Nuggets
Chic
Donna Summer
Switch
Instant Funk
Freedom
Delegation
Sun
Teddy Pendergrass
Natalie Cole
EW&F w/Emotions

WTMP
Tampa, FL
Jim Rhinehart

ADDED
Capt. Sky
Herb Alpert
Bobby Womack
Betty Wright
Ashford & Simpson
Roy Ayers
James Brown
Taste Of Honey
Diana Ross
Peaches & Herb
EW&F (n)

HOTTEST
McFadden & Whitehead
Gloria Gaynor
Sun
Teena Marie
Mass Production
Harvey Mason
Creme D'Cocoa
Bootsy's Rubber Band
Bill Saluga
Con Funk Shun

WANT
Richmond, VA
Ben Miles

ADDED
Not Available

HOTTEST
Teddy Pendergrass
Anita Ward
Minnie Riperton
Mass Production
EW&F w/Emotions
Chic
Gloria Gaynor
McFadden & Whitehead
Cameo

WEST

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Donna Summer
Sun
Parlet
Toto

HOTTEST
Con Funk Shun
Anita Ward
Teddy Pendergrass
Jones Girls
EW&F (n)
Minnie Riperton
Lou Rawls
Stephanie Mills
Chic
Teena Marie

KDAY
Los Angeles, CA
Steve Woods

ADDED
George Benson (n)
Freedom
EW&F (n)

HOTTEST
Jones Girls
Stephanie Mills
Teddy Pendergrass
Toto
Rickie Lee Jones
Donna Summer (Hot/Bad)
Peter Brown
Chic
Lou Rawls
McFadden & Whitehead

KYAC
Seattle, WA
Robert L. Scott

ADDED
Instant Funk
Ashford & Simpson
Taste Of Honey

HOTTEST

Anita Ward
Bar-Kays
Bobby Caldwell
Bootsy's Rubber Band
Candi Staton
Chic
Claudia Barry
Con Funk Shun
Donna Summer (Bad)

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb

A Look At The Loop And Chicago AOR

One of the spring Arbitron's biggest success stories to date has come from Chicago, where the Loop (WLUP) jumped from a 12-plus 3.1 in Jan.-Feb. to this spring's whopping 5.3, its best book ever, and possibly the city's top AOR numbers to date. The station garnered a 14.7 in men 18-34, a 6.6 for women of the same age group, and a healthy 13.6 teen figure as well.

Behind these impressive figures is a station which went through several significant changes just prior to the book, starting with the station's sale to Heftel Broadcasting, continuing with a new PD, a consultation arrangement with Burkhart-Abrams, and a new air-staff; enough changes to keep any station off-kilter for at least a few months, but not apparently, the Loop.

Bullet Hits Chicago

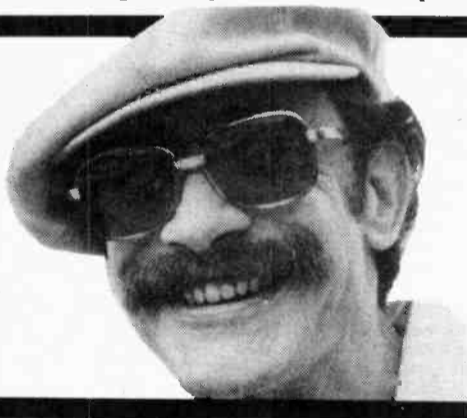
Jessie Bullet is a 15-year radio veteran whose AOR experience includes jockwork at KGB-AM-FM/San Diego and the PD post of the same city's KPRI, which he left in March to take the programming position at the Loop. At the same time that Bullet joined the Chicago AOR so did Burkhart-Abrams, as consultants to their new Superstars client. Bullet worked with Lee Abrams at Superstars station KPRI, and the two held several meetings in Chicago to plot the future course of the Loop. One result was the station's new musical stance, a controversial all-rock format which Abrams calls "modal programming." Bullet attributes the creation of the all-rock blend to the creative input of all the Superstars PD's and Abrams, and called the form itself "part of the evolution of rock into the eighties. If the station tried to be everything to every listener we'd have no competitive base; there are too many stations on the Chicago FM dial. We chose what we wanted the station to sound like and have taken that to its purest form. It's right for the time and place; it's blue collar rock 'n' roll."

They've Got Personality

Music was the first change that followed Bullet's arrival to the station. Next was a major staff overhaul which left only one original Loop staffer after the dust settled. Bullet brought in new MD Sky Daniels from a Detroit AOR, and morning air personality Steve Dahl from competing WDAI, along with other transplanted Chicago AOR personalities. He expects

"To win there are three rules other than signal: money, management, and momentum."

— Jessie Bullet



these people to perform within a framework he has established; Bullet calls himself a very structured PD who says, "I've always believed that formatted radio works." At the same time he admitted that he has hired people whom he can trust to "cheat creatively" on the format. "Sky might play an Elvis Costello song that doesn't have my initials on it," he said, "but the way he'll work it in will make me admit that it sounds right for us."

Takin' It To The Streets

"To win there are three rules other than signal: money, management, and momentum." Bullet's Law was in effect this past ratings period in full force: new music and new air personalities gave the station new momentum, while new management poured big bucks into a TV and a billboard ad campaign for added street recognition. \$250,000 was spent on Chicago TV stations, running the popular Chuck Blore-produced spot featuring model Lorelei's lips mouthing a twenty-second station aircheck. Billboards spotlighted the station's new Loop logo. Meanwhile, behind the scenes, Heftel was providing funds for new station equipment, including everything necessary to build a newsroom from scratch.

Things To Come

"Establishing entry into the market was the first level," said Bullet of his Chicago gameplan. "Next is heavy, heavy merchandising." Last weekend nine of the station's clients opened 'Loop Stores,' merchandising arms that are selling Loop-personalized tour jackets, T-shirts, Lorelei posters, baseball caps, jogging shorts, album openers, vanity mirrors . . . chances are you won't see as much station memorabilia this side of Cleveland as you will from the Loop in the coming months.

Also planned for the summer are outdoor concerts, live radio concerts, and a heavy commitment to the upcoming Chicagofest which will see The Loop picking up the tab for all of the shuttle buses carrying people from their cars to the festival site and back again.



LOVELY LORELEI — The Loop's TV commercial spokesperson Lorelei also can be seen on a commemorative station poster being sold at "Loop Stores" throughout Chicago as part of the station's merchandising campaign. Lorelei will also make an in-person appearance at the next meeting of the Insane Coho Lips Anti-Disco Army at Comiskey Park, where she'll oversee a disco destruction derby. (Poster produced by Blore & Richman, Inc.)

And there's always Steve Dahl's burgeoning "Insane Coho Lips Anti-Disco Army." Next on its agenda is a Disco Destruction Day at Comiskey Park following a baseball game, where disco albums that were donated for admittance to the event will be blown up somewhere between home plate and second base.

WXRT: Guarding The Left

The Loop's Chicago success story, just three months old and with every possibility of becoming bigger still, is just part of the city's changing AOR scene. Forming a dial position configuration ripe with symbolism, WXRT is to the far left at 93, WMET forms a middle ground at 95 1/2, and the Loop hugs the right at 98. WXRT dipped a bit in its 12-plus figure from last book's 2.0 to Spring's 1.8, but came up in its target demographic of men 18-plus. "Our main goal," said WXRT PD John Platt, "has never been to be number one. With our commitment to a wide range of music, I don't think we could be number one. Our goal has been to be competitive in 18-34's, and we're an efficient buy for that demographic group. And business has been terrific. I don't think there's anything about this book that'll cost us business. If we can keep that up we won't need to beat the Loop to be successful."

WXRT has long been a bastion of progressive radio, combining such diverse musical forms as classical, jazz, folk and rock into a cohesive musical structure. With both the Loop and WMET rocking around the proverbial clock, WXRT's music is certainly distinctive . . . but is that advantageous? Platt replied, "The danger in the monolithic 'peddle metal' format is that it will get stale. We are a rock station and rock 'n' roll is a very big portion of what we do. But what I think will help us in the long run is that we are a more listenable radio station for certain people. We won't be as repetitious; we have a broader range of music to offer. We're not going to change our direction in order to battle them on their terms. I think that would be a strategic mistake. But we're also going to make sure we are an accessible station that is aware of our listeners' tastes."

The Mighty Met Gears Up

Debuting in the middle of this ratings period was WMET, switching from a Top 40 format to KMET-style hard rock. PD Bob Coburn was not surprised to see the resultant ratings for the station down 2.0 to 1.4. "We lost two-thirds of our teens," he pointed out, "and got adults 18-34, the target demographic we're after. You can't expect miracles overnight, and the Loop is undeniably strong. All we did was drop the gun barrel in a certain direction and say, 'Here's where we want to put the bullet' . . . no pun intended."

Returning to the Chicago radio market following years of jockeying in Southern California, Coburn was struck by several regional differences in the respective marketplaces and how

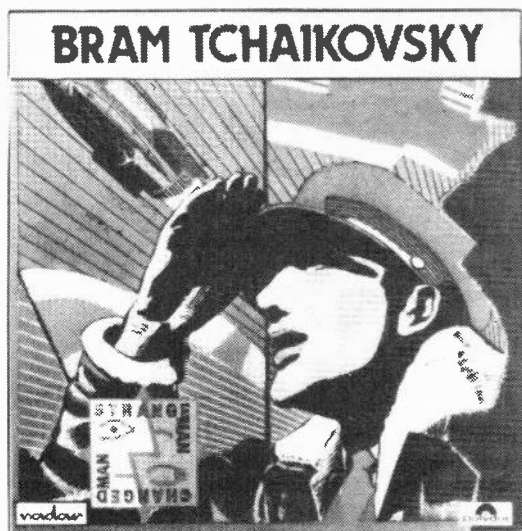
Continued on Page 54



"It's radio roulette here."

— Bob Coburn

This Summer Your Listeners' Fancy Turns to Rock 'N' Roll And Polydor's Got It!



BRAM TCHAIKOVSKY

BRAM TCHAIKOVSKY

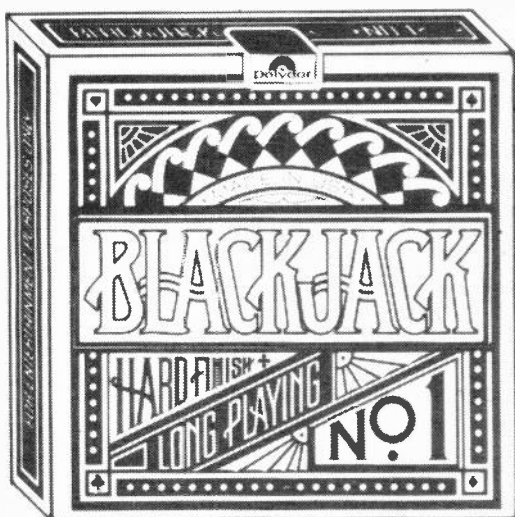
One of the most impressive debuts of the year by the potentate of power pop!
Radio & Records 24-20!
Gavin 31-18
FMQB 29-22!
Goodphone 26-12!
And "Girl Of My Dreams" bulleting up the singles charts.



ATLANTA RHYTHM SECTION UNDERDOG

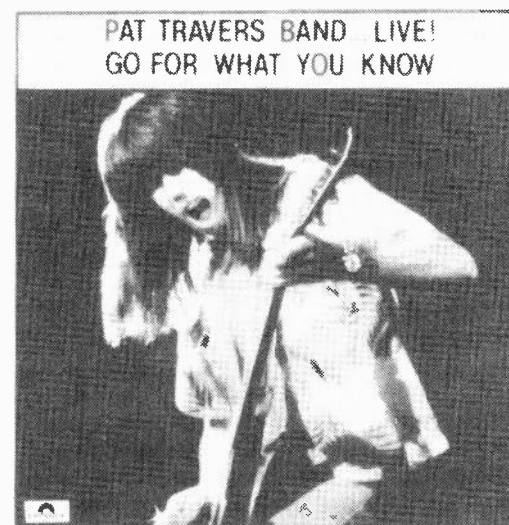
ATLANTA RHYTHM SECTION

Another smash album from America's favorite down home band. Their third straight gold album.
Radio & Records 14-11!
Gavin 6-4!
FMQB 20-18!
Goodphone #19
"Do It Or Die" confirmed single smash and "Spooky" is exploding AOR-wise.



BLACKJACK

Thundering rock storming out of New York that's got radio going bananas.
Radio & Records, Album Network #4 Most Added,
#3 Most Added Record World, Gavin,
Goodphone debut at 32!
"Love Me Tonight" is the soaring single.
Produced by Tom Dowd



PAT TRAVERS BAND LIVE! GO FOR WHAT YOU KNOW

PAT TRAVERS BAND LIVE!

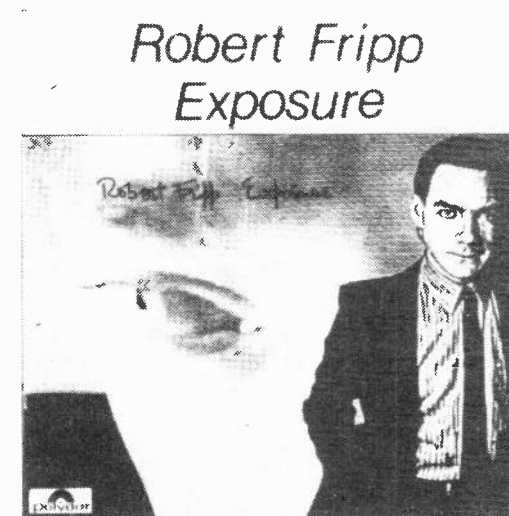
This is the one taking Travers to the rock heights everyone has been predicting for him. "Boom Boom" already one of the heaviest request items on album rock radio.
Radio & Records #6 Most Added
FMQB #4 Most Added
Goodphone Debut at 27!
On tour all summer.



WELCOME TWO MISSOURI

MISSOURI

Now charted six weeks FMQB. Bowling audiences over with their hard-drivin' brand of American rock all over the country. "Movin' On" is the track and single that's got the U.S. screaming for more!



Robert Fripp Exposure

ROBERT FRIPP

Billboard's got it bulleting at 87 as Fripp takes his unique "Frippertronics" show all over the U.S. — appearing to enthusiastic audiences at record stores everywhere. Robert is joined by Daryl Hall on vocals to make "North Star" and "You Burn Me Up" required airplay.

COMING JULY 24

BUCKEYE
RAINBOW
DARLING

"BUCKEYE"—The Buzz Is There.

"DOWN TO EARTH"—Roger Glover Returns.

"PUT IT DOWN TO EXPERIENCE"—A Gem From Charisma.



Jeff Gelb

Continued from Page 52

they affect programming at WMET. "The available numbers of 18-34 alone are so much larger here than in L.A. It's radio roulette here. What also surprised me is the number of women who respond to AOR programming. There are many more women here who really like to boogie, compared to my experience in L.A."

Coburn has responded to Chicago's love for rock 'n' roll with a musical structure which, not surprisingly, mirrors that of sister station KMET, and which bears striking resemblance to the Superstars "modal programming" in evidence at competing WLUP. "The big difference between the two stations musically," Coburn offered, "is that we play more music and a wider variety of music. We're not always blazing balls-out lead guitar riffing, though it's always vibrant, uptempo rock 'n' roll."

Can Chicago support two hard rockers on the radio? Coburn said yes. "Definitely. I think one will come out on top ratings-wise, but I think two stations can do well. My definition of doing well is a 3.0 and above." WMET came on with virtually no promotions, and is just now gearing up with promotions for the coming months. "This was a Top 40 station, so immediately we had a negative image to overcome with AOR listeners. In the long run, I think the teens we do keep will become diehard WMET fans, and we'll have them growing up listening to the Met."

Coburn likes to think ahead. "Our goal," he said, "is to come on strong for this summer book, but our long-term goal is to have a good Christmas and really concentrate on busting open for Jan.-Feb."



"The danger in the monolithic 'peddle metal' format is that it will get stale."

— John Platt

WXRT's John Platt also recognized the importance of planning for tomorrow. "The real story," he offered, "will be six months down the road. Obviously this was a transitional book for WMET. The fall book will be the first for which they'll be geared up, and the Loop will have been established for awhile, and perhaps subject to the sort of attrition that can be expected after any station comes on with a big bang. We hope to have the advantage of having been here longest and having a distinct identity."

Platt summarized, "Chicago is the market that's happening right now; it's extremely competitive. It's more aggressive competition than we've ever seen before." R&R's AOR section will be keeping tabs on the changes at Chicago AOR's and the effects they have on that marketplace.

* * * * *

These are proving to be very exciting times indeed, as the ratings results continue to flow in and show AOR to be growing, in many cases, into market-dominant positions. In Philadelphia, WMMR continued its pattern of phenomenal growth in the marketplace, jumping 4.7 to 6.1, while WYSP resurged 3.2 to 3.8, and WIOQ was down 3.0 to 1.8. We'll be speaking with the various Philly PD's in a few weeks, to cover that changing marketplace in much the same way we have this week with Chicago. Detroit AOR's were all in healthy shape: WABX dipped a bit 4.2 to 3.9 as did WRIF, 4.8 to 4.6. Superstars client WWWW was on top for the second book in a row, 4.9 to this book's excellent 6.1 showing, while Soft AOR WNIC was down 4.0 to 3.3. Both Allentown AOR's were up; WSAN to 3.7, and WZZO to a whopping 8.5.

AOR remained relatively steady in San Francisco, where KYA-FM remained on top of the AOR's with an up 2.4. Just behind them was KMEL's up 2.3, while KSAN dipped 1.9 to 1.8. Both San Jose AOR's showed up in the SF breakdowns, with KOME up 1.6 to 1.9, and KSJO also up a bit 1.1 to 1.2. Boston AOR's were popping, WBCN scoring its best book in years following their strike earlier this Spring, up 4.7 to 5.1. The book is a real tribute to the efforts of a hard-working staff who fought to maintain their station's unique sound. Also up this book was WCOZ, from 4.3 to 4.5. Soft AOR WEEI-FM was down 3.4 to 3.0. An interesting turn of events from Sacramento, where new Superstars client KZAP was up dramatically, 2.7 to a whopping 8.5. Former AOR market leader KXOA-FM dipped 7.2 to 6.2, while their new AM sister station KXOA was down 1.8 to 1.6. KSFM was also down, 4.7 to 3.1.

Evolution

WIBA/Madison's new PD is staffer Pete Bolger, replacing Dave Benson who departs for weekends and production at WMET/Chicago . . . WLIR/Long Island PD Denis McNamara and Sales Manager Zin Barstein have both been promoted to VP's of WLIR . . . Cassandra Stancil has been appointed Assistant PD at WRXL/Richmond. . . Deirdre O'Donoghue has exited her MD post at WBCN/Boston. The station will announce her replacement shortly . . . Phil Rooney has been promoted to Programming Assistant at KQ98/Omaha . . . Tony Rainbow is new to nights at WIOQ/Philadelphia . . . Charlene Smith is a new part-timer at WAAL/Binghamton . . . Tom Doyle has exited WAAF/Worcester for mornings at WCOZ/Boston . . . Willie Mack has joined Y-95/Rockford for nights . . . George Thomas has joined KFMS/Las Vegas from the city's KENO-FM . . . Steve Crowley has exited as Executive Producer of News Blimps . . . Former KZEW/Dallas PD Ken Rundel has been named the station's News Director . . . Lesley Patten has exited WMMR/Philadelphia for weekends at WNEW-FM/New York . . . Dave Alpert has been named News Director at WMET/Chicago . . . Pat Carlin is KROQ/Pasadena's new News Director.



ONE MAN DOG — Pictured on the starting line of a WLPX/Milwaukee-sponsored bikeathon for Muscular Dystrophy are listener Chuck Zimmerman and the station mascot Lipix. The station raised over \$6000 for M.D. through the event.

WAVA Airs Final George Interview

Last week's passing of Lowell George came as a shock to the entire AOR radio community. He was a talented musician and songwriter whose band, Little Feat, has always been a turntable favorite with AOR's.

One of Lowell's fans and friends was WAVA/Washington air personality Cerphe, who did the last radio interview with George a day before he died. Said Cerphe, "It was a very spirited, up conversation. We spoke about why Little Feat had disbanded, about George's dual role as both artist and producer of his new solo album, and about his new band."

WAVA VP and GM Alex Sheftell has contacted Warner Bros. Records regarding the possibility of the station and record company pooling resources to send the interview to interested AOR's. Check next week's AOR section of R&R for more details on the interview's availability.

Update

WXKE/Ft. Wayne has printed up 50,000 bumper stickers that read, "WXKE Is Right-To Hell With Shell." They're also doing billboards and newspaper ads to the same effect in support of this week's oil company boycott. A bold stance for sure . . . Infinity Records rounded up a 13-station AOR network for last Monday's live radio concert by New England, with WLUP/Chicago as host station . . . Q100/Portland carried complete coverage of last weekend's Portland Jam II, reporting backstage with interviews and traffic information . . . WAVA/Washington was named the city's best radio station by the monthly Washingtonian magazine . . . WPLJ/New York plans live coverage and broadcasts of many of the concerts in the Dr. Pepper Central Park Music Festival, happening throughout the summer . . . KSAN/San Francisco is giving out "KSAN Skylab Hardhats" to help guard listeners against flaming debris from the falling spacecraft . . . There's a previously unreleased track on the flip side of the Cars' "Let's Go" single, called "That's It" . . . FOX 101/Grand Rapids' free concert with Barooga Bandit and Free Flight was seen by close to 10,000 listeners . . . 5000 were watching and 1500 were running in KBPI/Denver's recent "Sun Run." There was no entry fee for the marathon, which gave T-shirts and trophies to the finishers and winners . . . 208 runners in WLAV's run for cystic fibrosis raised \$700. The event was co-sponsored by A&M Records in conjunction with the latest Tarney-Spencer album "Run For Your Life" . . . WMJQ/Rochester threw a picnic for 3000 listeners that included free beer, music by Duke Jupiter, and a commemorative T-shirt . . . KZLA/Los Angeles has announced a fall series of free jazz concerts to be coordinated by Bill Gerber, who produced the successful spring free rock concerts for the city's KWST. Also on KZLA's promotional roster is a series of 94-cent movies featuring new films . . . KAZY/Denver, who just ran a "Led Zeppelin A-Z" promotion, reports it takes five hours and 44 minutes to play everything ever recorded by the group (excluding live material) . . . KREM-FM/Spokane's second annual food bank volleyball tournament gathered 50 teams and raised \$4500 . . . WJAX/Jacksonville raised \$1000 for senior citizens at a concert featuring area talent . . . KLOS/Los Angeles, which recently co-sponsored a six-night series of Rod Stewart concert appearances in the city, provided coverage of the event from a helium balloon floating above the concert location. Rod also granted the station an interview.

Concerts & Conversations

PRESENTATIONS: WZLD/Columbia presented Mychael for \$.96 . . . WJAX/Jacksonville presented Billy Thorpe for \$.95 . . . WFBQ/Indianapolis presented Dixie Dregs for \$.95 . . . WQUT/Johnson City presented Mychael for \$1.01.

RADIO CONCERTS: Doucette on WAAF/Worcester . . . Joe Jackson on WLIR/Long Island . . . Tycoon on WEBN/Cincinnati . . . Henry Paul, John Hall on WNEW/New York . . . Graham Parker, Rachel Sweet on KGB/San Diego.

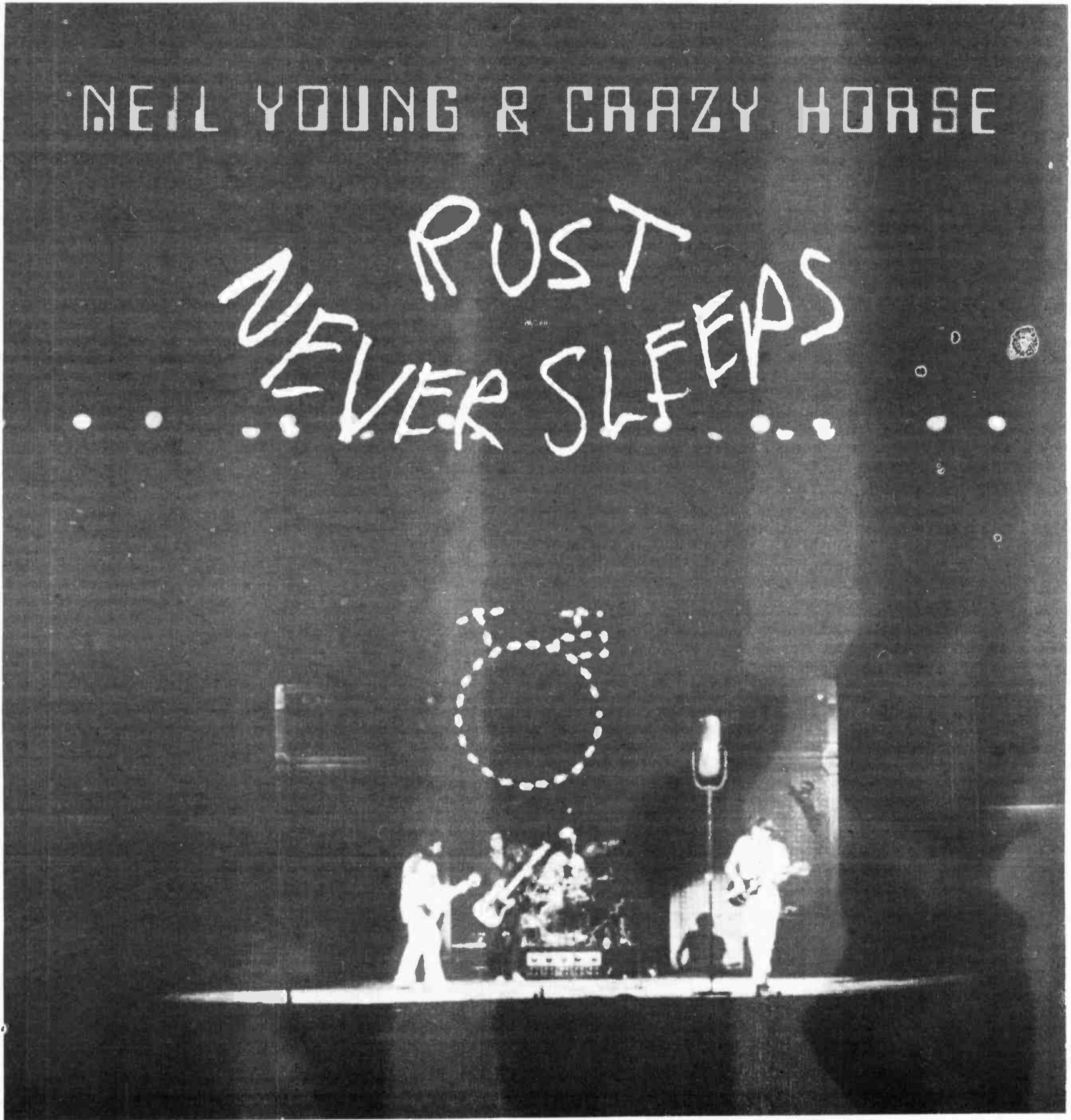
GUEST DJ'S: Charlie Daniels on WYDD/Pittsburgh.

CONVERSATIONS: Steve Goodman, Mimi Farina, Bob Gibson on KVRE/Santa Rosa . . . Delbert McClinton, Tim Weisberg on KBCO/Boulder . . . Gene Simmons, Paul Stanley on WROQ/Charlotte . . . Lene Lovich, Lowell George on WBCN/Boston . . . Marshall Tucker, America, Jon Anderson on WIOQ/Philadelphia . . . Runner on WMJQ/Rochester . . . Lou Reed, Mick Taylor, Suzi Quatro, Alvin Lee on KSJO/San Jose . . . George Benson, Jennifer Warnes on LOVE-94/Miami . . . Ian Hunter, Charlie Daniels on WLUP/Chicago . . . Faith Band, Peter Frampton on KSHE/St. Louis . . . Mick Taylor on KISW/Seattle . . . Stephen Stills on WGRQ/Buffalo . . . Mick Taylor on ZETA-7/Orlando . . . Patti Smith on WDHA/North Jersey . . . Climax Blues Band on KQ-98/Omaha . . . Gary Brooker on WLIR/Long Island . . . Devo, Mick Taylor, Graham Parker on KSAN/San Francisco . . . Anthony Phillips on WBAB/Long Island . . . Roy Orbison on WNEW/New York . . . Gary Brooker, Carillo, Lene Lovich on DC-101/Washington D.C. . . . AWB, LeRoux on WMMS/Cleveland . . . Climax Blues Band on KMOD/Tulsa . . . Jon Anderson on WRIF/Detroit . . . Robert Fripp on WXRT/Chicago . . . John Stewart, Jennifer Warnes, Molly Hatchet on WKDF/Nashville .

ANNOUNCING...

NEIL YOUNG & CRAZY HORSE

RUST
NEVER SLEEPS



**Neil's long-awaited new album,
"Rust Never Sleeps"**



Produced By Neil Young,
David Briggs
and Tim Mulligan

On Reprise Records
A Division Of Warner Brothers Records

July 6, 1979

152 REPORTERS

Album cuts are listed in order of airplay preference.

Table with columns 6/15, 6/22, 6/29, 7/6 and rows 1-40 listing album ranks.

Table with columns 1-40 listing artist names and album titles.

Table with columns 1-40 listing album titles and record labels.

Table with columns 1-40 listing album titles and record labels.

New music is moving onto and up the Album Airplay/40 chart for the coming of summer audiences. SUPERTRAMP held steady on top while CARS jumped into a strong second place. WINGS held rock steady as DIRE hit top five. FRAMPTON moved up again this week as a strong single helped bounce STEWART back into top ten. ARS, KNACK and WHO had a good week. DANIELS inched up while BRAM fared well. BOC was this week's most added album and highest debut, hitting AOR Breaker status as well. LOWE jumped up impressively as JOURNEY maintained and LIZZY resurged. QUEEN debuted as BLACKFOOT inched up and CARLY and TRIUMPH held their own. SNIFF, NILS and PALMER all debuted, while CLIMAX resurged. BROOD came close to charting this week.

NEW ENTRY

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

MOST ADDED

Table listing most added albums with columns for rank, album title, and report counts (7/6, 6/29, 6/22, 6/15, 6/8).

MEDIUM

Table listing medium rotation albums with columns for rank, album title, and report counts (7/6, 6/29, 6/22, 6/15, 6/8).

HOTTEST

Table listing hottest albums with columns for rank, album title, and report counts (7/6, 6/29, 6/22, 6/15, 6/8).

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents the total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

5-STAR CAPITOL® AOR.

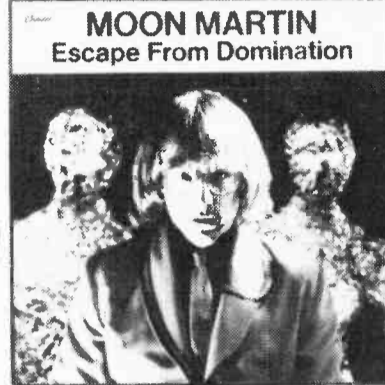
YOUR BEST ENERGY SOURCE THIS SUMMER!

COMING
LATE JULY



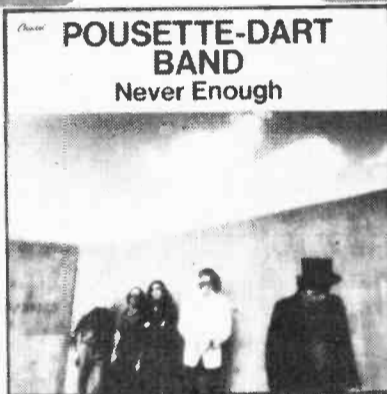
Little River Band/First Under The Wire.
Produced by John Boylan and Little River Band.

Hard on the heels of their Platinum L.P. *Sleeper Catcher* comes *First Under The Wire* from Little River Band. The music flows deliciously soft on ballads like "Cool Change" and rock-hard on "It's Not A Wonder" and the single "Lonesome Lose" emphasizing the generous expansion in composing and playing talents of one of the world's finest vocal bands.



Moon Martin/Escape From Domination.
Produced by Craig Leon for Craig Leon Enterprises, Inc.

Who else but Moon Martin would invite you to *Escape From Domination*?! A master songwriter, who held back a few for his own auspicious debut L.P. *Shots From A Cold Nightmare* in 1978, Moon pulls the plug on mediocrity with more of his '60's classics" for 1980's rockers. Dominating cuts are "I Need A Reason," "Gun Shy" & "Rolene."



The Pousette-Dart Band/Never Enough.
Produced by Norbert Putnam for Trebron Productions.

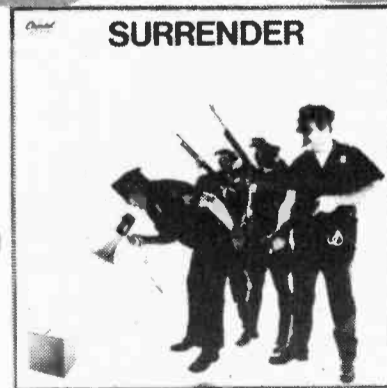
Jon Pousette-Dart leads his band through their superb fourth Capitol L.P., appropriately titled *Never Enough*. Crystalline vocal harmonies and subtle melodic rock music on cuts like "Cold Outside," "For Love" & the title track, stir up an insatiable desire for more. Much more. Quite simply there's never enough Pousette-Dart Band.



Crimson Tide/Reckless Love.

Produced by Donald "Duck" Dunn for Audubon Productions.

Riding the crest of waves of acclaim for last year's debut L.P., Wayne Perkins and Co. surge right back into the mainstream of rock 'n' roll with eight new red-hot originals. The production steerage is definitely southern so go cruisin' with Crimson Tide and fall into *Reckless Love*.



Surrender/Surrender. Produced by Terry Brown.

Surrender to the music of a brand-new quintet who present their highly-refined rock artistry with great panache. The songs, created with a flair for romance and adventure by their chief songwriter, the Italian-born Alfie Zappacosta, range from the sad lament for "Nicole" to the blistering pace of "Big City Streets."

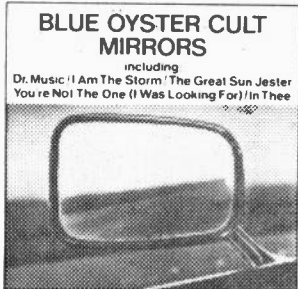


© 1979 CAPITOL RECORDS, INC.

Watch for "2 Hot For Airplay": LRB's "Lonesome Loser" & the Tide's "Reckless Love" on a 12" Disc!

AOR BREAKERS

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



BLUE OYSTER CULT
Mirrors (Col)
"Music" "Vigil" "Thee"
Title. 61% of our reporters on it. Total reports: 92. A-69, M-15, H-8. Debuted at number 22 on this week's chart.

SINGLES

- 1 **NICK GILDER**
"You Really Rock Me" (Chrysalis)
- 2 **NIGHT**
"Hot Summer Nights" (Planet)
- 3 **BLONDIE**
"One Way Or Other" (Chrysalis)
- 4 **ELTON JOHN**
"Mama Can't Buy You Love" (MCA)
- 4 **POCO**
"Heart Of The Night" (MCA)
- 5 **KINKS**
"I Wish I Could Fly..." (Arista)
- 6 **GRAHAM PARKER**
"I Want You Back" (Arista)
- 7 **EARTH, WIND & FIRE w/EMOTIONS**
"Boogie Wonderland" (ARC/Columbia)
- 8 **ORLEANS**
"Love Takes Time" (Infinity)
- 8 **TYCOON**
"Slow Down Boy" (Arista)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

JAZZ ON AOR

- 1 **SPYRO GYRA**..... Morning Dance (Infinity)
Title "Heliopolis"
- 2 **JONI MITCHELL**..... Mingus (Asylum)
"Dry Cleaner" "Hat"
- 3 **PAT METHENY**..... New Chautauque (ECM)
Title "Mexico"
- 4 **CRUSADERS**..... Street Life (MCA)
Title "Carnival"
- 5 **EARL KLUGH**..... Heart String (UA)
Title "World"
- 6 **GEORGE BENSON**.... Livin' Inside Your Love (WB)
"Ballad" "Nassau"
- 7 **LEE RITENOUR**..... Feel The Night (Elektra)
Title
- 8 **CHUCK MANGIONE**... Live At The Hollywood... (A&M)
"Fee" "Land"
- 9 **ERIC GALE**..... Part Of You (Col)
- Tie **PASSPORT**..... Garden Of Eden (Atl)
"Paradise"

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed.

REGIONAL AOR ACTIVITY

EAST

Albany
518-462-5555

ALBUMS ADDED
Blackjack (Polydor)
Blue Oyster Cult (Col)
Greg Kinn (Beserkley)
Gruppo Sportivo (Sire)
Alo Guthrie (WB)
Nils Lofgren (A&M)
Queen (Elektra)
Pat Travers (Polydor)
Neil Young (WB-Repulse)
Ian Dury (Stiff-Epic)
Rachel Sweet (Stiff-Col)
Walter Egan (Col)
Robert Palmer (Island)

MEDIUM ALBUMS
John Stewart (RSO)
Herman Brood (Ariola)
Bad Co (Swan Song)
Knack (Capitol)
Graham Parker (Arista)
Gerry Rafferty (UA)
Carly Simon (Elektra)
Sniff n the Tears (Atl)
Louise Goffin (Asylum)
Kansas (Kirshner)

JOHN COOPER, MD: PARKER'S "Japan" "Passion" LOWE'S "Cruel" "Cracking" "Squirm." PLAYING THE DOLL, CLASH, THE KINKS, QUINCY, AFTER THE FIRE and ROOT BOY SLIM singles.

Baltimore
301-889-0098

ALBUMS ADDED
Sniff n the Tears (Atl)
Blue Oyster Cult (Col)
Queen (Elektra)

MEDIUM ALBUMS
ELO (Jet)
Triumph (RCA)
Dire Straits (WB)
Kiss (Casablanca)
Charlie Daniels (Epic)
Knack (Capitol)
Kansas (Kirshner)

ALAN COURDUFF, MD: Playing various cuts.

MOST ADDED

QUEEN
Live Killers (Elektra) 26/24

ROBERT PALMER
Secrets (Island) 21/21

BLUE OYSTER CULT
Mirrors (Col) 26/19

NILS LOFGREN
Niis (A&M) 19/18

BLACKJACK
Blackjack (Polydor) 16/16

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

MEDIUM

A. RHYTHM SECTION
Underdog (Polydor) 25/16

DAVID BOWIE
Lodger (RCA) 20/13

BRAM TCHAIKOVSKY
Strange Man... (Polydor) 22/13

IAN HUNTER
"You're Never..." (Chrysalis) 19/12

KNACK
Get The Knack (Capitol) 29/12

THIN LIZZY
Black Rose (WB) 14/12

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

THE HOTTEST

CARS
Candy-O (Elektra) 34/33

SUPERTRAMP
Breakfast In... (A&M) 31/29

WINGS
Back To The Egg (Col) 35/29

JOE JACKSON
Look Sharp! (A&M) 28/26

E. LIGHT ORCHESTRA
Discovery (Jet) 30/23

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

Allentown
215-434-9511

ALBUMS ADDED
Blackjack (Polydor)
Queen (Elektra)
Robin Williams (Casablanca)

MEDIUM ALBUMS
David Bowie (RCA)
Jay Ferguson (Asylum)
B. Tchaikovsky (Polydor)
Knack (Capitol)
Night (Planet)
EW&F (ARC-Col)
Ian Hunter (Chrysalis)
Patti Smith (Arista)
Climax B.B. (Sire)
Carly Simon (Elektra)
Steve Forbert (Nemperor)
Peter Frampton (A&M)
Spyro Gyra (Infinity)
Who (MCA)

HOT ALBUMS
Supertramp (A&M)
James Taylor (Col)

RICK HARVEY, GM: Playing various cuts. Playing JOHN STEWART, JAY FERGUSON, TARNEY-SPENCER, PETER FRAMPTON, JAMES TAYLOR, DOUCETTE, TOM ROBINSON and HENRY PAUL singles.

Binghamton
607-772-8850

ALBUMS ADDED
Mick Taylor (Col)
Nils Lofgren (A&M)
Blackjack (Polydor)
Michael Nesmith (Pac. Arts)
Sniff n the Tears (Atl)
Blue Oyster Cult (Col)
Greg Kinn (Beserkley)

MEDIUM ALBUMS
Le Roux (Capitol)
Renaissance (Sire)
Runner (Island)
Thin Lizzy (WB)
EW&F (ARC-Col)
B. Tchaikovsky (Polydor)
Sutherland Bros (Col)
David Bowie (RCA)
Journey (Col)
Nick Lowe (Col)
Ted Nugent (Epic)
Wet Willie (Epic)
Climax B. B. (Sire)
Night (Planet)

DICK BASCOM, MD/ASST. PD: LIZZY'S "Anything" "Give" RAFFERTY'S "Right" "Days" WINGS' "Again" FERGUSON'S "Cruise" "City" FRAMPTON'S "Monkey" "Stand." PLAYING ELTON JOHN, NICK GILDER and GRAHAM PARKER singles.

Boston
617-262-5900

ALBUMS ADDED
Robert Palmer (Island)
Lene Lovich (WB)
Thin Lizzy (WB)

HOT ALBUMS
Charlie Daniels (Epic)
Marshall Tucker (WB)
Raydio (Arista)
Walter Egan (Col)
Ronnie Foster (Col)
Kate Taylor (Col)
Dire Straits (WB)
Lizzy (WB)
Daily Parton (RCA)
Dr. Strang (Motown)
John Cougar (Riva)
Rick Wakeman (A&M)

MEDIUM ALBUMS
Nils Lofgren (A&M)
Teddy Pendergrass (Phil. Int'l)
Renaissance (Sire)
Peaches & Herb (Polydor)
Paulinho DeCosta (Pablo)
Pat Metheny (ECM-WB)
Sproy Gyra (Infinity)
Chuck Mangione (A&M)
Heath Bros. (Col)

JAZZ ALBUMS
Eric Gale (Col)
Earl Klugh (UA)
George Benson (WB)
Tom Brown (Arista-GRP)
Joni Mitchell (Asylum)
Paulinho DeCosta (Pablo)
Pat Metheny (ECM-WB)
Sproy Gyra (Infinity)
Chuck Mangione (A&M)
Heath Bros. (Col)

KEN SHELTON, MD: STRAITS' "West" "Writer" TAYLOR'S "Roof" "B.S.U.R." "Look" "Company" "Rainy" A.R.S.'S "Do It" "Song" "Spooky" "Passion." PLAYING McFADDEN & WHITEHEAD single.

Buffalo
716-881-4555

ALBUMS ADDED
Blue Oyster Cult (Col)
Queen (Elektra)
Pat Travers (Polydor)

HOT ALBUMS
Supertramp (A&M)
Van Halen (WB)
Charlie Daniels (Epic)
Triumph (RCA)
Ted Nugent (Epic)
Journey (Col)
John Stewart (RSO)
Jay Ferguson (Asylum)
Blondie (Chrysalis)
Peter Frampton (A&M)
Cars (Elektra)
Kiss (Casablanca)
Wings (Col)
Joe Jackson (A&M)

MEDIUM ALBUMS
Gerry Rafferty (UA)
Knack (Capitol)
RL Jones (WB)
Poco (MCA)
ARS (Polydor)
New England (Infinity)
ELD (Jet)
Kansas (Kirshner)
Billy Thorpe (Capricorn)
Who (MCA)
Night (Planet)

IRV GOLDFARB, MD: Playing various cuts. Playing GRAHAM PARKER single.

Hartford
203-549-3456

ALBUMS ADDED
Blue Oyster Cult (Col)
Queen (Elektra)
B. Tchaikovsky (Polydor)
Sniff n the Tears (Atl)
Queen (Elektra)

MEDIUM ALBUMS
Triumph (RCA)
Taryn Spencer (A&M)
James Taylor (Col)
Cheap Trick (Epic)
Nantucket (Epic)
Louise Goffin (Asylum)
Dire Straits (WB)
Blackfoot (Atco)
Laughing Dogs (Col)
Elton John (MCA)
Marshall Tucker (WB)
Knack (Capitol)
Faith Band (Village-Merc)
Ian Hunter (Chrysalis)
Warriors (A&M)
ARS (Polydor)
Wings (Col)
Manfred Mann (WB)
John Hiatt (MCA)
Blondie (Chrysalis)
John Stewart (RSO)
Thin Lizzy (WB)
Gary Brooker (Chrysalis)

BILL NOSAL, PD: B.O.C.'S "Music" TCHAIKOVSKY'S "Dreams" RAFFERTY'S "Days" "Right." PLAYING JERRY REED singles.

Allentown
215-694-0511

ALBUMS ADDED
Blue Oyster Cult (Col)
Night (Planet)
Robert Palmer (Island)

MEDIUM ALBUMS
Herman Brood (Ariola)
Thin Lizzy (WB)
Blackfoot (Atco)
David Bowie (RCA)
Climax B.B. (Sire)
Beckmeier Bros. (Casablanca)
Graham Parker (Arista)
Triumph (RCA)
Charlie Daniels (Epic)
HOT ALBUMS
Supertramp (A&M)

GEORGE HAWRAS, PD: Playing various cuts. Playing JOHN STEWART, JAY FERGUSON, TARNEY-SPENCER, PETER FRAMPTON, JAMES TAYLOR, DOUCETTE, TOM ROBINSON and HENRY PAUL singles.

Boston
617-266-1111

ALBUMS ADDED
Joni Mitchell (Asylum)
Gruppo Sportivo (Sire)
Laughing Dogs (Col)
Steve Hackett (Chrysalis)
Louise Goffin (Asylum)
Chopper (Ariola)
Ian Dury (Stiff-Epic)
Inflighters (Local)

MEDIUM ALBUMS
Flash & the Pan (Epic)
B. Tchaikovsky (Polydor)
David Bowie (RCA)
Knack (Capitol)
ELO (Jet)
Bob Dylan (Col)
Roxy Music (Atco)
John Stewart (RSO)
Ian Hunter (Chrysalis)
Thin Lizzy (WB)
Robert Frapp (Polydor)
Graham Parker (Arista)

TONY BERARDINI, PD/DEIRDRE DONOGHUE, MD: Playing various cuts. Playing JUST US GIRLS, RUTS, LENE LOVICH, DUNCAN BROWNE, B-52'S, M. DOLL, CHEAP TRICK (Voices), PRETENDERS, ROBIN LANE and LUNAR singles.

Bridgeport
203-579-9955

ALBUMS ADDED
Nils Lofgren (A&M)
Nick Lowe (Col)
America (Capitol)
Night (Planet)
Louise Goffin (Asylum)
Sniff n the Tears (Atl)
Blackjack (Polydor)
Pat Travers (Polydor)

MEDIUM ALBUMS
James Taylor (Col)
Ted Nugent (Epic)
Flash & the Pan (Epic)
Renaissance (Sire)
Who (MCA)
ARS (Polydor)
Climax B. B. (Sire)
Patti Smith (Arista)
Henry Paul (Atl)
Carly Simon (Elektra)
Blue Oyster Cult (Col)
Knack (Capitol)

JAZZ ALBUMS
Spyro Gyra (Infinity)

BRIAN ST. JAMES, MD: LOFGREN'S "Baltimore" LOWE'S "Kick" AMERICA'S "Morning" NIGHTS' "Nights" GOF-FIN'S Title TEARS "Lines" BLACKFOOT'S "Love" TRAVERS' "Boom" TAYLOR'S "Jacket" NUGENT'S Title PAN'S "Peter" "Shuffle" RENAISSANCE'S "Tree" "Hyde" WHO'S "Rock" "Baba" A.R.S.'S "Die" "Stormy" CLIMAX'S "Rain" SMITH'S "Frederick" PAUL'S Title SIMON'S "Vengeance" "Sin" TCHAIKOVSKY'S "Dreams" B.O.C.'S "Vigil" KNACK'S "Sharon" SUPERTRAMP'S "Stranger" ELTON'S "Mama" TRIUMPH'S "Hold" JONES'S "Chuck" TRICK'S "Want" ELO'S "Shine" LONDON'S STEWART'S "Gold" FRAMPTON'S "Stand" "Fee" POCO'S "Heart" VAN HALEN'S "Dance" KANSAS'S "Side" WINGS' "Arrow" CARS' "Do" STRAITS' "Angel" DANIELS'S "Devil" RAFFERTY'S "Money" BOWIE'S "DJ" JACKSON'S "Going Out" PLAYING GRAHAM PARKER (Alive) and DOUCETTE singles.

Cambridge
617-492-6450

ALBUMS ADDED
Bobby Hutchinson (Col)
Stanley Clarke (Nemperor)
Chick Corea (Polydor)
Sunny Fortune (Atl)
Jan Garbarek (ECM-WB)
Eberhard Weber (ECM-WB)
Eric Gale (Col)
Keith Jarrett (ECM-WB)
Jakkob Magnusson (WB)
Marshall Tucker (WB)
Asleep at the Wheel (Col)
Lene Lovich (Stiff-Epic)
Jeremy Spencer (Atl)
Nils Lofgren (A&M)
Kate Taylor (Col)
Neil Young (WB-Repulse)

HOT ALBUMS
Dire Straits (WB)
Wings (Col)
America (Capitol)

MEDIUM ALBUMS
Dire Straits (WB)
Wings (Col)
Cars (Elektra)
Dire Straits (WB)
Charlie Daniels (Epic)
Gerry Rafferty (UA)
David Bowie (RCA)
Joe Jackson (A&M)

JAZZ ALBUMS
Spyro Gyra (Infinity)

DON COHEN, MD: Playing various cuts.

Lewiston-Portland
207-375-4208
207-774-8364

ALBUMS ADDED
Queen (Elektra)
Nils Lofgren (A&M)
Gruppo Sportivo (Sire)
Louise Goffin (Asylum)
Blackjack (Polydor)
Greg Kinn (Beserkley)
Lene Lovich (Stiff-Epic)
Blue Oyster Cult (Col)
Robert Palmer (Island)

MEDIUM ALBUMS
Cheap Trick (Epic)
Van Halen (WB)
Dire Straits (WB)
Knack (Capitol)
Wings (Col)
RL Jones (WB)
Joe Jackson (A&M)
ELO (Jet)
Flash & the Pan (Epic)
Ted Nugent (Epic)
Marshall Tucker (WB)
Herman Brood (Ariola)
Thin Lizzy (WB)
Carly Simon (Elektra)

JAZZ ALBUMS
Jay Ferguson (A&M)
Lenny Breau (Adelphi)
Joni Mitchell (Asylum)

JOSE DIAZ, MD: Playing various cuts. Playing BLONDIE and OAK single.

RACHEL SWEET
FOOL AROUND

**AMERICA
CRAVES
SWEET!**

on Columbia/Stiff Records



EAS Long Island
516-587-1023

ALBUMS ADDED
Blackjack (Polydor)
Queen (Elektra)
Robert Palmer (Island)
Nils Lofgren (A&M)
Neil Young (WB-Repulse)

MEDIUM ALBUMS
Henry Paul (A&M)
Duncan Browne (Sire)
Kansas (Krischner)
Carly Simon (Elektra)
James Taylor (A&M)
Gerry Rafferty (UA)
ARS (Polydor)
Wings (Col)
Blondie (Chrysalis)
Torney Spencer (A&M)
Ian Hunter (Chrysalis)
Carillo (A&I)
Bad Co (Swan Song)
M. H. T. (A&M)

HOT ALBUMS
John Hall (ARC-Col)
HOT ALBUMS
Supertramp (A&M)
RL Jones (WB)
John Stewart (RSO)
Joe Jackson (A&M)
Dire Straits (WB)
Who (MCA)
Charlie Daniels (Epic)
Peter Frampton (A&M)
Van Halen (WB)
ELO (Jet)
Patti Smith (Arista)
Cats (Elektra)
Climax B.B. (Sire)

JAZZ ALBUMS
Jay Ferguson (Asylum)
Sproy Gyra (Infinity)

BERNIE BERNARD, MD: Playing various cuts.

WLIB Long Island
516-485-9200

ALBUMS ADDED
Queen (Elektra)
Greg Kihn (Beverly)
Nils Lofgren (A&M)
Rick Wakeman (A&M)
Devo (WB)
Lene Lovich (Stiff-Epic)
Willy & Leon (Col)
Neil Young (WB-Repulse)
Orleans (Infinity)
Chopper (Arista)
John Cougar (Riva)
Robert Palmer (Island)
Pat Travers (Polydor)
R. Sweet (Stiff-Col)

MEDIUM ALBUMS
J. Spencer (A&I)
ELO (Jet)
Jon Mitchell (Asylum)
Dixie Dregs (Capricorn)
Dire Straits (WB-old)
Rubinoos (Beverly)
Good Rats (Passport)
Rockets (RSO)
ARS (Polydor)
Climax B.B. (Sire)
Carillo (A&I)
Pat Metheny (ECM-WB)
Molly Hatchet (Epic)
Cheap Trick (Epic)
Doucette (Mushroom)
Kansas (Krischner)
RL Jones (WB)
Wings (Col)
Roches (WB)
Pat Metheny (ECM-WB)

HOT ALBUMS
Joe Jackson (A&M)

DENIS MCNAMARA, POLIARRY KLEINMAN, MD: Playing various cuts. Playing HOWIE NEWMAN, DAVE EDMUNDS, RECORDS, QUINCY and TOES singles.

WRCN Long Island
FM104 AM1570 516-727-1570

ALBUMS ADDED
Blue Oyster Cult (Col)
Laughing Dogs (Col)
Robert Palmer (Island)
Sniff n the Tears (A&I)

MEDIUM ALBUMS
Billy Thorpe (Capricorn)
Ian Hunter (Chrysalis)
Kiss (Casablanca)
B. Tchakovsky (Polydor)
Carillo (A&I)
Renaissance (Sire)
David Bowie (RCA)
Nick Lowe (Col)
Louise Goffin (Asylum)
Triumph (RCA)

HOT ALBUMS
Peter Frampton (A&M)
Jay Ferguson (Asylum)

CHUCK MACKIN, MD: Playing various cuts. Playing KINKS single.

WOMN New Haven
203-777-6617

ALBUMS ADDED
Elton John (MCA)
P.P. League (RCA)
Carly Simon (Elektra)
Maria Muldaur (WB)

MEDIUM ALBUMS
Wings (Col)
Dolly Parton (RCA)
Lowell George (WB)
Randy Crawford (WB)
Carole King (Capitol)
Robert Frigg (Polydor)
Lani Hall (A&M)
Supertramp (A&M)
Leah Kunkel (Col)

HOT ALBUMS
ARS (Polydor)
Beach Boys (Caribou)
Bee Gees (RSO)
George Benson (WB)
Doobie Bros. (WB)

SUSIE LEE, MD: Playing various cuts. Playing ROGER VOUDOURIS, OLIVIA NEWTON-JOHN, PEACHES & HERB, ENG. DAN & J.F. COLEY and MAXINE NIGHTINGALE singles.

WPLR New Haven
203-777-6617

ALBUMS ADDED
Blackjack (Polydor)
Pat Travers (Polydor)
Nils Lofgren (A&M)
P.P. League (RCA)

MEDIUM ALBUMS
Peter Frampton (A&M)
Frank Zappa (Zappa)
Ian Hunter (Chrysalis)
Bad Co (Swan Song)
John Hall (ARC-Col)
Lowell George (WB)
Cats (Elektra)
Nantucket (Epic)

EDDIE WAZOO, MD: BLACKJACK'S "You" TRAVERS'S "Boom" PRAIRIE'S "Believe" MULDAUR'S "Birds" GUTHRIE'S "Carry" PALMER'S "True" KIHNS "Eye" CLARKE'S "Jamaican" FRAMPTON'S "Need" ZAPPA'S "Flakes" HUNTER'S "Bastard" BAD CO'S "Fantasy" HALL'S "Moon" GEORGE'S "Train" NANTUCKET'S "Place" A.R.S.'S "Spooky" PAUL'S Title CLIMAX'S "Children" DOGS' "O.K." KNACK'S "Sharon" DANIELS'S "Devil" SUPERTRAMP'S Title WINGS "Glad" VAN HALEN'S "Dance" CAR'S "Go" SIMON'S Title ALLMAN'S "Time" JONES'S "Danny" KANSAS'S "Southwind" STEWART'S "Cold" ENCLAND'S "Love" TUCKER'S Title WHO'S "Fooled" RENAISSANCE'S "Kalynda" STRAITS'S "Writer" B.O.C.'S "Thee." Playing ROOT BOY SLIM, JERRY REED, JETHRO TULL and KINKS singles.

WNYW New York
212-986-8844

ALBUMS ADDED
Unicaf (Polydor)
Chopper (Arista)
Aviator (EMI-Americal)
Airwaves (A&M)
Blackfoot (A&M)
Doobie Bros. (WB)
Greg Kihn (Beverly)
Police (A&M)
Van Halen (WB)
Ian Dury (Stiff)
Dire Straits (WB)
Allman Bros. (Capricorn)
Mick Taylor (Col)
David Bowie (RCA)
John Stewart (RSO)

JAZZ ALBUMS
Bill Bruford (Polydor)
David Grisman (Horizon)
Passport (A&I)
A. Phillips (Passport)
Lee Ritenour (Elektra)
Joe Sample (MCA)
JL Ponty (A&I)
Pat Metheny (ECM-WB)

DENIS MCNAMARA, POLIARRY KLEINMAN, MD: Playing various cuts. Playing HOWIE NEWMAN, DAVE EDMUNDS, RECORDS, QUINCY and TOES singles.

WRVR New York
212-335-1700

ALBUMS ADDED
Queen (Elektra)
Nils Lofgren (A&M)
Wings (Col)
Gerry Rafferty (UA)
Kansas (Krischner)
ELO (Jet)
Knack (Capitol)
Cats (Elektra)
Poco (MCA)
Supertramp (A&M)
Bad Co (Swan Song)
New England (Infinity)
Charlie Daniels (Epic)
Freddie Hubbard (Col)
Lee Ritenour (Elektra)
Carly Simon (Elektra)
RL Jones (WB)
Who (MCA)

MEDIUM ALBUMS
George Benson (WB)
JL Ponty (A&I)
McCoy Tyner (Fantasy)
Freddie Hubbard (Col)
Lee Ritenour (Elektra)
Ron Carter (CTI)
Joe Sample (MCA)
John Klemmer (MCA)

JIM SMITH, PD: Playing various cuts.

105.5 WJHA North Jersey
201-366-3424

ALBUMS ADDED
Queen (Elektra)

MEDIUM ALBUMS
Doobie Bros. (WB)
Gerry Rafferty (UA)
ARS (Polydor)
Charlie Daniels (Epic)
Van Halen (WB)
Bad Co (Swan Song)
John Stewart (RSO)
Blondie (Chrysalis)
Abba (A&I)
Patsy Cline (A&M)
Who (MCA)

BOB LINDER, GM: QUEEN'S "Champions" "Wings" "Rock" SMITH'S "Frederick" "Dancing" "Flag" "Star" KNACK'S "Sharon" SIMON'S Title "Sin" "Vengeance" ELO's "Down" "Train" "Confusion" JACKSON'S Title "Papers" "Fool" "Going Out." Playing RAYDIO, ELTON JOHN, GRAHAM PARKER and POCO singles.

Ottawa
613-563-1919

ALBUMS ADDED
Arlo Guthrie (WB)
Willy & Leon (Col)
Albert Lee (A&M)
B. Tchakovsky (Polydor)
ARS (Polydor)
Who (MCA)
John Hall (MCA)
Rick Wakeman (A&M)
Nils Lofgren (A&M)
Louise Goffin (Asylum)
Carly Simon (Elektra)

MEDIUM ALBUMS
Max Webster (Capitol)
Warriors (A&M)
Toto (Col)
Police (A&M)
Prism (MCA)
Graham Parker (Arista)
Joe Jackson (A&M)
Ian Hunter (Chrysalis)
Steve Forbert (Nemperor)
Doucette (Mushroom)
Cheap Trick (Epic)
SHERYL NICHOLSON, MD/BRIAN MURPHY, MD: Playing various cuts. Playing ERNIE SMITH and ELTON JOHN singles.

WIOQ Philadelphia
215-835-6100

ALBUMS ADDED
Queen (Elektra)
Nils Lofgren (A&M)
Neil Young (WB-Repulse)
Robert Palmer (Island)

MEDIUM ALBUMS
Sutherland Bros. (Capitol)
Van Halen (WB)
George Harrison (Dark Horse)
John Hiatt (MCA)
MCA-H (Capitol)
Al Stewart (Arista)
ARS (Polydor)
Carillo (A&M)
Cats Bros. (A&I)
Climax B.B. (Sire)
Nick Lowe (Col)
Who (MCA)
Wings (Col)
Cats (Elektra)
Wet Willie (Epic)
Gag Kihn (Beverly)
Sniff n the Tears (A&I)
ELO (Jet)
Dire Straits (WB)
Blondie (Chrysalis)
Wet Willie (Epic)
Patti Smith (Arista)
Supertramp (A&M)
Graham Parker (Arista)
Elton John (MCA)
Flash & the Pan (Epic)
Joe Jackson (A&M)
Peter Frampton (A&M)
Ian Hunter (Chrysalis)
Elvis Costello (Col)
Herman Brood (Arista)
Bad Co (Swan Song)
David Bowie (RCA)
Allman Bros. (Capricorn)

HELEN LEICHT, ASST. PD: Playing various cuts. Playing JUST US GIRLS and RECORDS singles.

WMMR Philadelphia
215-561-0933

ALBUMS ADDED
Pat Travers (Polydor)
Rob Williams (Casablanca)
Neil Young (WB-Repulse)
Robert Palmer (Island)
Gag Kihn (Beverly)
Queen (Elektra)
A's (Arista)

MEDIUM ALBUMS
Thin Lizzy (WB)
Flash & the Pan (Epic)
ELO (Jet)
B. Tchakovsky (Polydor)
Joe Jackson (A&M)
David Bowie (RCA)
Cheap Trick (Epic)
Dire Straits (WB)

DICK HUNGATE, ASST. PD: Playing various cuts.

wysp Philadelphia
215-839-7625

ALBUMS ADDED
Blackjack (Polydor)
Louise Goffin (Asylum)
Greg Kihn (Beverly)
Lene Lovich (Stiff-Epic)
Blue Oyster Cult (Col)

MEDIUM ALBUMS
Blackfoot (A&M)
Laughing Dogs (Col)
Nils Lofgren (A&M)
Nick Gilder (Chrysalis)
Dire Straits (WB)
Thin Lizzy (WB)
B. Tchakovsky (Polydor)
Graham Parker (Arista)
Night (Planet)
Gerry Rafferty (UA)
David Bowie (RCA)
Ian Hunter (Chrysalis)
Flash & the Pan (Epic)
Henry Paul (A&I)

STEVE SUTTON, PD: Playing various cuts. Playing TY-COON, JOHN STEWART, JOE JACKSON, RICKIE LEE JONES and TARNEY-SPENCER singles.

102.1 WQVE Pittsburgh
412-562-5900

ALBUMS ADDED
Pat Travers (Polydor)
Dire Straits (WB)
Night (Planet)
Robert Palmer (Island)
Queen (Elektra)
Lene Lovich (Stiff-Epic)

MEDIUM ALBUMS
Triumph (RCA)
Peter Frampton (A&M)
B. Tchakovsky (Polydor)
Billy Thorpe (Capricorn)
George Thorogood (Arista)
I.C. Houserockers (MCA)
Gerry Rafferty (UA)
Ian Hunter (Chrysalis)

JOHN McGHAN, PD: Playing various cuts. Playing CHARLIE DANIELS, JOHN STEWART, THE BABYS, JOE JACKSON, BLACKFOOT, ROXY MUSIC and ROCKETTS singles.

wydd Pittsburgh
412-362-2144

ALBUMS ADDED
Pat Travers (Polydor)
Blackjack (Polydor)
Sniff n the Tears (A&I)
Queen (Elektra)
Neil Young (WB-Repulse)
Robert Palmer (Island)

MEDIUM ALBUMS
ARS (Polydor)
Nantucket (Epic)
Climax B.B. (Sire)
Blue Oyster Cult (Col)
Thin Lizzy (WB)
Herman Brood (Arista)
Nick Lowe (Col)
Blondie (Chrysalis)
Doucette (Mushroom)
Peter Frampton (A&M)
Night (Planet)
Night Gilder (Chrysalis)
Carly Simon (Elektra)
Beckmeier Bros. (Casablanca)
Aurborne (Col)
Runner (Island)

HOT ALBUMS
Dire Straits (WB)
Doobie Bros. (WB)
Supertramp (A&M)
Patti Smith (Arista)
Wings (Col)
Gerry Rafferty (UA)
Peter Frampton (A&M)
Night (Planet)

JAZZ ALBUMS
Earl Klugh (UA)

MIKE KIRVEN, MD: Playing various cuts.

WBRU Providence
401-272-9550

ALBUMS ADDED
Nils Lofgren (A&M)
Lene Lovich (Stiff-Epic)
Gag Kihn (Beverly)
Blue Oyster Cult (Col)
Louise Goffin (Asylum)
Queen (Elektra)
Robert Palmer (Island)
Ian Dury (Stiff-Epic)
Joe Jackson (A&M)
A. Phillips (Passport)

MEDIUM ALBUMS
Gruppo Sportivo (Sire)
Ron Wood (Col)
Thin Lizzy (WB)
Climax B.B. (Sire)
John Hall (MCA)
Roxy Music (A&M)
ELO (Jet)
Bob Dylan (Col)
Thin Lizzy (WB)
Herman Brood (Arista)

JEREMY SCHLOSBERG, MD/STEVE STOCKMAN, PD: CLIMAX'S "City" "Children" ROXY'S "Eyes" "Gir" HUNTER'S "Night" "Daylight" "Cleveland." Playing GRAHAM PARKER (Alive), B-52's and HOT CHOCOLATE singles.

wcmf Rochester
716-288-3200

ALBUMS ADDED
Neil Young (WB-Repulse)
Sniff n the Tears (A&I)
Queen (Elektra)
Gag Kihn (Beverly)
Robert Palmer (Island)
Blue Oyster Cult (Col)
Robin Williams (Casablanca)
Blackjack (Polydor)
Chopper (Arista)

MEDIUM ALBUMS
Ian Hunter (Chrysalis)
Charlie Daniels (Epic)
Police (A&M)
Graham Parker (Arista)
Triumph (RCA)
Flash & the Pan (Epic)
Wet Willie (Epic)
Ted Nugent (Epic)
B. Tchakovsky (Polydor)
David Bowie (RCA)

GARY WHIFFLE, MD: Playing various cuts. Playing IAN DURY single.

WMA Rochester
716-232-7550

ALBUMS ADDED
Chopper (Arista)
Blackjack (Polydor)
Robert Palmer (Island)
Blue Oyster Cult (Col)
Queen (Elektra)

MEDIUM ALBUMS
Styx (A&M)
Good Rats (Passport)
Renaissance (Sire)
Marshall Tucker (WB)
Rockets (RSO)
New England (Infinity)
Charlie Daniels (Epic)
Night (Planet)
Runner (Island)
Who (MCA)
B. Tchakovsky (Polydor)

BERNIE KIMBLE, MD: KANSAS'S "Southwind" "Hold" KNACK'S "Sharon" "Girls." Playing TYCOON, BLONDIE, PETER FRAMPTON, VAN HALEN, POCO, GERRY RAFFERTY, JAY FERGUSON and JOE JACKSON singles.

9X Syracuse
315-682-9538

ALBUMS ADDED
Blue Oyster Cult (Col)
Gag Kihn (Beverly)
Pat Travers (Polydor)
Nils Lofgren (A&M)
Flash Cubes (Local)

MEDIUM ALBUMS
B. Tchakovsky (Polydor)
Dire Straits (WB)
David Bowie (RCA)
Knack (Capitol)
Ted Nugent (Epic)
Night (Planet)
Nick Lowe (Col)

ED LEVINE, MD: B.O.C.'S "Music" KIHNS "Roadrunner" "Rendezvous" TRAVERS'S "Boom" LOFGREN'S "Shame" TCHAIKOVSKY'S "Gir" STRAITS'S "Writer" "Time" BOWIE'S "DJ" "Boys" KNACK'S "Sharon" NUGENT'S "Paralyzed" "TELE" "Matter" LOWE'S "Cruel" ELO'S "Down" "Run" "Daisy" WINGS' "Closest" "Siam" "Rockestra" KANSAS'S "Reason" "Southwind" "Angels."

Q107 Toronto
416-967-3445

ALBUMS ADDED
John Stewart (RSO)
Patti Smith (Arista)
ARS (Polydor)
Steve Hackett (Polydor)
Emmye (Chrysalis)
Sagarin (Bomb)
HOT ALBUMS
Wings (Col)
Dire Straits (WB)
RL Jones (WB)
Supertramp (A&M)
Wet Willie (Epic)
ELO (Jet)
EW&F (ARC-Col)
B. Tchakovsky (Polydor)
Cooper Bros. (Capricorn)
Doucette (Mushroom)

GARY SLAUGHT, PD/BRIAN MASTER, MD: Playing various cuts.

WOUR Utica
315-797-0803

ALBUMS ADDED
Greg Kihn (Beverly)
Lene Lovich (Stiff-Epic)
Blackjack (Polydor)
Pat Travers (Polydor)
Queen (Elektra)
Maria Muldaur (WB)
John Cougar (Riva)
Orleans (Infinity)
Blue Oyster Cult (Col)
Jakob Magnusson (WB)
Jim Hall/Art Favevman (CTI)

MEDIUM ALBUMS
B. Tchakovsky (Polydor)
Nick Lowe (Col)
ARS (Polydor)
Dire Straits (WB)
David Bowie (RCA)
Gary Brooker (Chrysalis)
Steve Hackett (Polydor)

ROBMYN SHERWIN, MD: Playing various cuts. Playing IAN DURY, A's and THE BEES singles.

dc Washington, D.C.
202-828-9932

ALBUMS ADDED
Nils Lofgren (A&M)
Blue Oyster Cult (Col)
Robert Palmer (Island)
Mick Taylor (Col)
Knack (Capitol)

MEDIUM ALBUMS
Flash & the Pan (Epic)
Nick Lowe (Col)
David Bowie (RCA)
Ted Nugent (Epic)
Blue Oyster Cult (Col)
Blackfoot (A&M)
Steve Hackett (Chrysalis)
Gary Brooker (Chrysalis)
Renaissance (Sire)
Sniff n the Tears (A&I)
B. Tchakovsky (Polydor)

MICHAEL MCKAY, MD: Playing various cuts. Playing RAZZ single.

wcmf Wheeling
614-676-5661

ALBUMS ADDED
Queen (Elektra)
Blue Oyster Cult (Col)
Pat Travers (Polydor)
Chopper (Arista)
Abba (A&I)
Blackjack (Polydor)
America (Capitol)
Dire Straits (WB)
Ishy Bros. (T-Neck)
Whitepages (Mercury)
Scorpions (Mercury)

MEDIUM ALBUMS
Kansas (Krischner)
James Taylor (Col)
ELO (Jet)
Peter Frampton (A&M)
ARS (Polydor)
Carly Simon (Elektra)
COLIN MCKENZIE, MD: Playing various cuts. Playing NICK GILDER single.

Worcester
617-752-5611

ALBUMS ADDED
Queen (Elektra)
Bad Co (Swan Song)
Blue Oyster Cult (Col)
Nils Lofgren (A&M)
Gag Kihn (Beverly)
Gruppo Sportivo (Sire)
Robert Palmer (Island)

MEDIUM ALBUMS
ARS (Polydor)
David Bowie (RCA)
Nick Lowe (Col)
Ted Nugent (Epic)
Sniff n the Tears (A&I)

HOT ALBUMS
Cars (Elektra)
Dire Straits (WB)
ELO (Jet)
John Stewart (HSU)

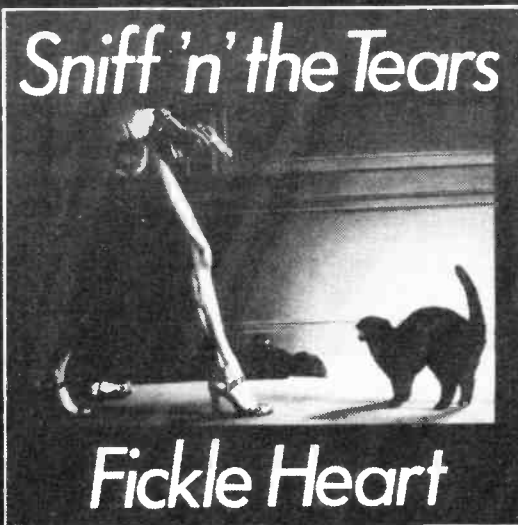
PAUL LEMIEUX, MD: B.O.C.'S "Three" "One" LOFGREN'S "Mercy" KIHNS'S "Roadrunner" PALMER'S "Case" BOWIE'S "DJ" "Anger" LOWE'S "Susan" "Cracking" TEARS "Seat" CAR'S "Type" "Go" "Do" WINGS' "Close" "Glad" "To You" "Siam." Playing RUMOUR and RECORDS singles.

Doucette
"NOBODY"
M 7042
on Mushroom Records
"THE DOUCE IS LOOSE"

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

AND THEIR HIT SINGLE
"DRIVER'S SEAT"^{#3604}

FROM THEIR NEW ALBUM "FICKLE HEART"^{SD 19242}
ON ATLANTIC RECORDS & TAPES



Graham Parker spreads The Rumour.

Together or apart, Graham Parker and The Rumour are making tracks across America, with some of the most powerful rock 'n' roll being performed today.

With his album SQUEEZING OUT SPARKS still strong with consistent action at AOR . . . now, Graham Parker's newly released version of the classic "I Want You Back" is the #6 most played song at AOR nationwide! Plus, he's just completed a triumphant major concert tour — his most successful ever . . . winning raves like this one from The Los Angeles Times, which this week called Parker "the most compelling rock figure to emerge in the 70's."



AB 4223

SQUEEZING OUT SPARKS
The "classic" new album by
Graham Parker and
The Rumour.

Produced by Jack Nitzsche
for North Spur Productions Inc.
Recorded and Mixed by Mark Howlett.



Hottest Import Album In The Country!

Stepping out from behind Graham Parker, The Rumour has their own incredible new album FROGS SPROUTS CLOGS AND KRAUTS. Time Magazine just called The Rumour "a five-man scorched-earth policy." Already it's the hottest import album in the country. Now, with its U.S. release, everyone's about to discover that The Rumour is true!

"Hard Top Choice Of The Week" — Bill Hard

The Rumour is now spreading at these stations, and the album has only just been released!



WCOZ/WSHE/WAAF/WMMR/WNEW/WPIX/WLIR/
WBAB/WPDH/WQBK/WBRU/
WHFS/KZEL/KSAN/KTIM/
KOME/KSJO/KRST/WRXL/
KROQ/KLBJ

FROGS SPROUTS CLOGS
AND KRAUTS.
The brilliant new album by
The Rumour.
Produced by The Rumour
and Roger Bechirian.



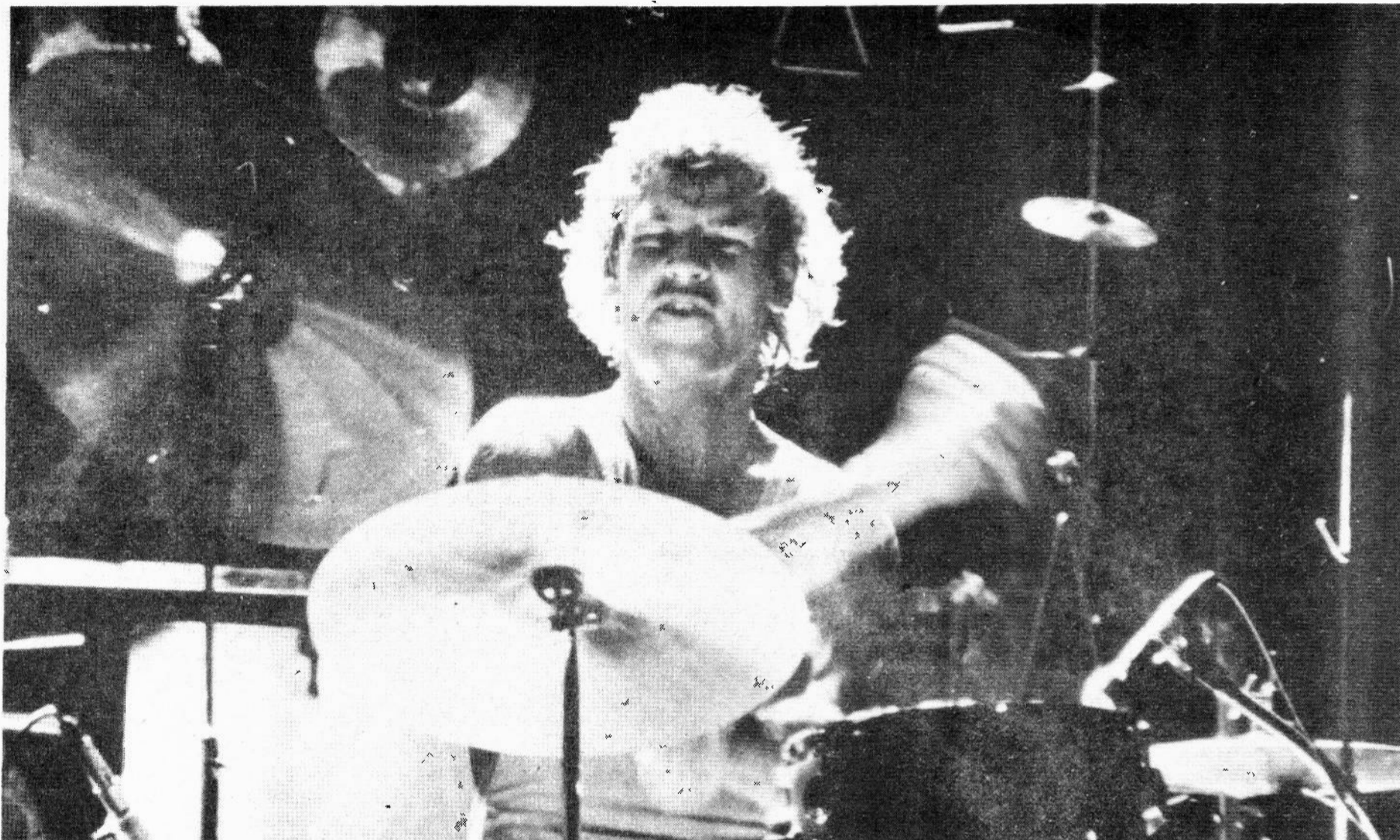
AB4235

ARISTA™

On Arista Records and Tapes

Bruford Is Here!

The Dynamic & Legendary Drummer Formerly With U.K., GENESIS, YES, And KING CRIMSON Brings His Band & Unique Styling To The U.S. Touring Behind His Solo Album "ONE OF A KIND."



The Tour

JULY			
10 & 11	Albany, NY J.B. Scott's	17	Providence, RI Lupo's
12	Long Island, NY My Father's Place	18	New Haven, CT Toad's
13 & 14	New York City, NY Bottom Line	19	Washington, D.C. Cellar Door
16	Boston, MA Paradise	20	Philadelphia, PA Tower
		21	Asbury Park, NJ Convention Hall
		23	Montreal, Canada Pretzel En Chalne
		24 & 25	Toronto, Canada El Mocambo
		26	Detroit, MI Punch & Judy
		27	Chicago, IL Park West
		31	Cleveland, OH Agora
August			
		1 & 2	Milwaukee, WI Charlie's Sky Room
		3	Minneapolis, MN Duffy's

Watch for additional dates in Dallas, Austin, New Orleans, Phoenix, Los Angeles and San Francisco



**BILL BRUFORD--ON
LEAD PERCUSSION!!**



MIDWEST

Elgin 312-741-7700
ALBUMS ADDED
Robert Palmer (Island)
Neil Young (WB-Repulse)
Jan Akkerman (Ati)

Flint 313-744-1570
ALBUMS ADDED
Blue Oyster Cult (Columbia)
Queen (Elektra)

Ft. Wayne 219-484-0580
ALBUMS ADDED
Queen (Elektra)
J. Spencer (Ati)

Grand Rapids 616-456-5461
ALBUMS ADDED
Blue Oyster Cult (Columbia)
Sniff n the Tears (Ati)

Indianapolis 317-257-7565
ALBUMS ADDED
Blondie (Chrysalis)
Robert Palmer (Island)

Lansing 517-393-1320
ALBUMS ADDED
Queen (Elektra)
Blue Oyster Cult (Columbia)

Lincoln 402-432-8565
ALBUMS ADDED
Blue Oyster Cult (Columbia)
Carly Simon (Elektra)

Madison 608-837-8592
ALBUMS ADDED
Nantucket (Epic)
Michael Nesmith (Pac Arts)

Milwaukee 414-276-2040
ALBUMS ADDED
Robert Palmer (Island)
Nils Lofgren (A&M)

Minneapolis 612-545-5601
ALBUMS ADDED
New England (Infinity)
B. Tchaikovsky (Polydor)

Muscatine 319-263-2512
ALBUMS ADDED
Joe Farrell (Xanadu)
Stanley Clarke (Nonesuch)

Omaha 402-592-5300
ALBUMS ADDED
Nils Lofgren (A&M)
Carly Simon (Elektra)

Omaha 712-322-4041
ALBUMS ADDED
Joe Jackson (A&M)
Dixie Dregs (Capricorn)

Rockford 815-877-6064
ALBUMS ADDED
Chopper (Ariola)
Supertramp (A&M)

Rockford 815-399-2233
ALBUMS ADDED
Charlie Daniels (Epic)
Blondie (Chrysalis)

Saginaw 517-892-9528
ALBUMS ADDED
Who (MCA)
Robert Palmer (Island)

Sioux Falls 605-339-1520
ALBUMS ADDED
John Cougar (Irsal)
Mick Taylor (Colt)

Sioux Falls 605-339-1520
ALBUMS ADDED
John Cougar (Irsal)
Mick Taylor (Colt)

Omaha 712-322-4041
ALBUMS ADDED
Joe Jackson (A&M)
Dixie Dregs (Capricorn)

St. Louis 314-721-2323
ALBUMS ADDED
Robert Palmer (Island)
John Stewart (RSO)

St. Louis 314-821-1111
ALBUMS ADDED
Robert Palmer (Island)
Blue Oyster Cult (Columbia)

Terre Haute 812-238-2557
ALBUMS ADDED
Blue Oyster Cult (Columbia)
B. Tchaikovsky (Polydor)

Toledo 419-248-3377
ALBUMS ADDED
David Bowie (RCA)
Robert Palmer (Island)

Winnipeg 204-775-0371
ALBUMS ADDED
B. Tchaikovsky (Polydor)
Knaack (Capitol)

WEST

Anaheim 714-778-3696
ALBUMS ADDED
Louse Goffin (Asylum)
Nils Lofgren (A&M)

Anchorage 907-349-2531
ALBUMS ADDED
Wet Willie (Epic)
Herman Brood (Ariola)

Aspen 303-925-5776
ALBUMS ADDED
Eddie Rabbitt (Elektra)
Blackjack (Polydor)

Aspen 303-925-5776
ALBUMS ADDED
Eddie Rabbitt (Elektra)
Blackjack (Polydor)

MOST ADDED
NILS LOFGREN Nils (A&M) 21/17
BLUE OYSTER CULT Mirrors (Col) 20/13

MEDIUM
PATTI SMITH Wave (Arista) 20/14
HERMAN BROOD Herman Brood &... (Ariola) 14/11

MEDIUM
PATTI SMITH Wave (Arista) 20/14
HERMAN BROOD Herman Brood &... (Ariola) 14/11

MEDIUM
PATTI SMITH Wave (Arista) 20/14
HERMAN BROOD Herman Brood &... (Ariola) 14/11

THE HOTTEST
SUPERTRAMP Breakfast In... (A&M) 32/28
WINGS Back To The Egg (Col) 29/25

THE HOTTEST
SUPERTRAMP Breakfast In... (A&M) 32/28
WINGS Back To The Egg (Col) 29/25

Country



Jim Duncan

News Notes

Next week the Jim Duncan travelling pencil and camera are off to Calgary, Canada for the 3rd quarterly CMA Board of Directors meeting. Looking forward to meeting members of the radio community, where country music is very much alive and well. It should be interesting to listen to the Canadian brand of country music and their approaches to entertaining a radio audience. The various radio committees I'm involved with will be setting up plans for the coming October convention in Nashville and put the final touches on the CMA's "Broadcasters Kit," which I have been coordinating for the last year. Besides getting in touch with the music and radio of Canada, all of the CMA Board will be special guests at the world famous Calgary Stampede Rodeo. Exclusive pictures and story in two weeks about the CMA in Canada . . . The ratings are rolling in around the country and so far there have been no exciting stories to report. The new Country battle in Detroit is interesting, as new station WCXI tied 12 plus with WDEE. In Chicago, the Plough stations WJJD and WJEZ had a combined total of 3.7 to WMAQ's 4.7, so the gap there has narrowed. KLAC was up slightly in Los Angeles and KNEW/Oakland registered a down swing in this latest Arbitron. Check in with the "Ratings & Research" section of R&R during the coming weeks for Jhan Hiber's look at the ratings in key markets . . . Nobody seems to know where Wally Clark has gone since his departure from WIL/St. Louis, where he was GM. It was sad to hear of Wally exiting the station; he and PD Walt Turner have been a great team ever since I can remember. Walt is acting GM until a new replacement is announced . . . Bill Berg has been upped from MD to PD at WWVA/Wheeling. Berg replaces Tom Miller, who has left radio to join the local police force . . . By the way, WWVA needs a noon-to-three air personality with music experience. Contact Berg at (304) 232-1170. Tapes and resumes to Capitol Music Hall, Wheeling, WV 26003 . . . After 31 years as a programming tradition on KWKH/Shreveport, the "Louisiana Hayride" show will now be heard on KRMD/Shreveport as of August 4. The show is a live broadcast on Saturday nights, very much in the tradition of WSM's "Grand Ole Opry" or WWVA's "Wheeling Jamboree U.S.A." The "Hayride" is where the careers of Hank Williams, Elvis Presley, Johnny Cash, Faron Young, to name a few, got their starts. According to KRMD PD Tom Phifer, "When the show moves to KRMD-AM-FM, we will be working with the Hayride's General Manager, David Kent, on having the show syndicated" . . . New MD at KNOE/Monroe, LA is Bill Warren. He has been with the station for over two years and does the afternoon drive air shift. . . Tom Saylor is the new midday man at WKXA/Brunswick, MA. He returns to the area from WMLB/West Hartford, CT . . . David Tower, from WLAC/Nashville, is the new News Director at WMC/Memphis . . . Rick Jackson is now doing the seven to midnight show on KLAQ/Denver. He has been in the market at KERE and KLDL. . . John Grey, former MD at KXLR/Little Rock, is doing the evening show on KSO/Des Moines. . . J.J. Perkins has rejoined the CFGM/Toronto airstaff to do weekends and vacation relief . . . WKCQ/Saginaw, MI needs a drive time jock immediately. Contact PD Tom Samoray at WKCQ, Box 1776, Saginaw 48605 . . . We'll be back to the news after this moment of silliness . . . Pictured is WINN/Louisville midday personality B.J. Koltee showing his way of "getting wired" for the show. We've heard of getting juiced, but this is ridiculous . . .



PALOMINO PARTY PALS — KLAC/Los Angeles recently did a live radio broadcast from the Palomino Club in North Hollywood. Guest star was Columbia's Johnny Duncan. He is shown here with KLAC's Sammy Jackson; CBS rep Jack Lameier; and KLAC VP/GM Stuart Levy.



FISH FRIENDS — WPLO/Atlanta recently held their annual Fishing Derby as a benefit for the St. Jude's Children's Hospital. Performers included Margo Smith, Buck Owens, Bellamy Brothers, Rex Allen Jr., Con Hunley and Ray Stevens, all from Warner Brothers Records. Maurice Rich, promotion director at WPLO, is shown welcoming Rex Allen Jr. and David Bellamy to the event at Lake Lanier Island, as WB's Dave Mack looks on.

More Notes Of News

Rick May is the new PD at KHOO/Waco, TX. He is doing the morning drive show, with John London holding down afternoons . . . the former MD at WRCP/Philadelphia, Trish Hennesy, is starting July 9 at WPOC-FM/Baltimore. She will be on during the evening hours . . . Staci Rivers is doing a portion of the all-nighter at WDEE/Detroit. She joins the station from KVEG/Las Vegas. She replaces Paul Russell, who moves into production full time . . . Ron Kane, afternoon man at KCKN/Kansas City, is now doing the Director of Promotions gig for the station . . . For the second year in a row, WHK/Cleveland air personality and MD Terry Stevens has been chosen by Manwatchers of Cleveland as one of Cleveland's Most Eligible Bachelors . . . NBC-TV has picked-up the option to air the Dick Clark-produced 15th annual "Academy Of Country Music Awards." The show, which had its first network prime time airing this past May, will be shown again live and will air in May 1980.



C&W WITH R&B — Millie Jackson, a three-time gold album winner, performed at a special live broadcast over WHN in New York. Ms. Jackson explained how she decided to cover Merle Haggard's "If We're Not In Love By Monday" when she heard it on WHN while driving in Manhattan. She also performed her single "If Loving You Is Wrong," a number one record for Country's Barbara Mandrell. Shown backstage at the Lone Star Cafe are Spring Records' Bill Spitalsky; Laurie Spoon, Champion Entertainment; WHN PD Ed Salamon; Millie Jackson; and Lee Arnold, emcee and WHN air personality.

Comments On Music

The following comments were received in the past week about the current music. Your thoughts are welcomed: R&R Country, 1930 Century Park West, Los Angeles 90067 . . .

Ron Gardner, KANC/Anchorage, Alaska:

"We are becoming more and more alarmed at the direction that many major country music artists are taking (rock crossover). Though we can understand their greed and need for wider audience, and we would welcome new listeners to country music, we refuse to antagonize our core traditionalists. Hence, we will be adding a five-record extra list featuring lesser known artists who sing country. We will also watch closely the reaction of our listeners to things like Eddie Rabbitt's 'Suspensions,' and others. If the reaction is negative, we will not play them no matter how high they rise on the National charts."

Dave Campbell, WGTO/Cypress Gardens, Florida:

"After a four-week trial period, we at WGTO have dropped the Eddie Rabbitt single 'Suspensions,' because our listeners have told us, 'It is not country!' As always, WGTO will continue to support good country product no matter who is the artist."

Tom Edwards, KEED/Eugene, Oregon:

"We have received a number of intelligent and thoughtful negatives about the John Wesley Ryles single 'Liberated Woman.' The calls have come from feminists and women in general who don't like the nature of the song's lyrics. After much thought, I have decided to keep playing the record based on its positive popularity as a hit recording."

Country



WQIK's "Charlie Lindbird"

How To Be A Country Star

No one knows what "Charlie Lindbird" had in mind when he began his career chasing airplanes down the runway of Jacksonville's Craig Field, but the end result was coverage on CBS-TV, UPI wire service, ABC and Mutual radio networks, and a batch of local media stories.

"Charlie" is a ring-necked pheasant who flew to fame in early May with a helping hand from Country-formatted WQIK/Jacksonville. The station's air traffic reporter, Robbie Ross, was "escorted" down the runway each day by an aggressive pheasant. Ross reported the bird's antics along with traffic conditions, much to listeners' delight. PD Rusty Walker tipped off local TV Channel 4 to WQIK's new "mascot." TV coverage of "Charlie" followed, and the rest, as they say, is history. Walker said the then-unnamed "Charlie" was the "talk of the town." An anonymous caller to WQIK claimed he had raised two pheasants from egghood, a male and a female, recently freeing them in a woods near the airport, "hoping they would mate." He knew the pheasant in question was his "Charlie" because the pet dearly loved to chase moving objects, usually cars. That aside, ring-necked pheasants are not native to northern Florida.

Turning all this into a promotion, WQIX fanned a "Name The Bird" contest, drawing 2000 entries.

"Charlie Lindbird" was deemed a fit and proper name, based on the late flying ace Charles Lindbergh. Listener response included donations from a veterinarian for health care services, an artist offering to paint "Charlie's" portrait, and a taxidermist promising to stuff "Charlie" for posterity when the end came.

Weeks passed, and "Charlie's" fame spread far and wide, as did his wingspan and daring-do. Waiting patiently in the woods as planes lined up for takeoff, Charlie dashed out as they taxied down the runway, galloping till his pheasant legs could take him no faster, stumbling awkwardly as the planes became airborne.

Charlie was playing a dangerous game, and the airport Commission decided it was in the bird's best interest to "retire" him to a bird retreat. But before the airport team could catch him, Charlie flew into the propeller of a corporate plane and died at 8am, June 7th. A service for "Charlie Lindbird," age unknown, was held June 8 at Pet Memorial Gardens. A brief eulogy was read before the pheasant was placed under grass.

— Lee Wade

Quick Bits

Chris Taylor, PD of KYNN/Omaha, reports the station spent three days recently broadcasting in an underwater tank. Film at 11! (In other words, the pictures are on the way.) . . . WMZQ-FM/Washington, DC PD Carol Parker and Research Director Debbie Fradin loaded up the radio station van with donuts and visted long gas lines. They made reports back to the station via the two-way . . . KMAK/Fresno is calling itself the "Fresno Skylab Tracking Station," giving its audience constant updates on the fate of Skylab and its plunge to earth . . . WJRB/Nashville will be sending along some pictures when they set up a crash shelter for their morning man, Chuck Hussey. He will be broadcasting from the shelter during the three predicted days before the event . . . Last week's front page story about the Southern Country radio stations that took part in a promotion with Warner Films to promote the re-release of the Burt Reynolds film "Hooper," didn't mention that the winners from each station were eligible at the studio lunch with Reynolds to win a new Pontiac TransAm. Those participating drew one of 20 keys from a hat. (The hat was Barry Grant's, who is PD of WIRK-FM/West Palm Beach, FL.) The winner was from Orlando, Florida, having won through WHOO/Orlando . . . WGMA/Hollywood, FL gave away a trip to Willie Nelson's seventh July 4th Picnic in Austin, TX. Each hour they gave away a Nelson album and made a winner eligible for the grand prize drawing . . . WFNC/Fayetteville, NC hosted fireworks on the 4th of July for the first time . . . Hope you had a happy!

Color

KEEN IDEA: In San Jose, KEEN Radio celebrated its 32nd Anniversary by making a lucky couple "Millionaires For The Day." According to morning man Jay Albright, "From morning until night we made our winning couple feel like they really were millionaires. All day they had use of a chauffeur-driven Rolls Royce. We provided a boat cruise for the couple and 10 of their friends, complete with catered dinner on board. They received interest on a million bucks, which we rounded-off to \$137, which by some strange coincidence is our frequency. That night our winners were whisked away in the Rolls to the best seats in the house for a Crystal Gayle concert." Contestants registered with the station by listening for a chance to qualify.

PANTS PUT ON: KRMD/Shreveport staffers recently invited their audience to get into their pants. The promotion line used on the air was, in fact, "KRMD Would Like You To Get Into Our Pants." Each hour the station took calls from their "Country-Club" cardholders and gave away a pair of jeans. (Hey, that promotion may not be so great, but then neither is this joke it brought to mind: Do you know how to tell the sex of a chromosome? You pull down its genes!)

COFFEE CONTEST: WKSJ/Mobile is using morning team Wayne Gardner and Jim Sands (news) for the WKSJ "Coffee Patrol." Each Monday morning they visit an office with coffee and donuts for everyone. To qualify for the visit, a company sends the request on company letterhead to the station. Then the morning guys have a weekly drawing each Friday.

LOOK A LIKE LAMPOON: No doubt in the last year, the most popular "look-alike contest" has been the Dolly Parton lookalike contest. (Now before you yawn and go on to the next item, let us continue.) WKCM/Hawesville, KT came up with a new twist. They held a Kenny Rogers lookalike contest. According to PD Mike Pluris, "We had 14 men turn out for one of the craziest nights ever. It was held at a local bar/restaurant and the many WKCM listeners who joined us loved it."

"WISH I WAS HERE": WJJK/Eau Claire, WI midday personality Wayne Elliot worried about his listeners so much during his recent vacation he sent them postcards from sunny California. Prior to leaving town, Elliot invited listeners to let him know if they wanted to hear from him. He received a total of 107 callers who were interested. While he was vacationing in San Francisco, an earthquake hit the area, giving Elliot plenty to "write home about." He sent each of the 107 listeners a brief greeting and a reminder to join him on his return to WJJK.

AWARD SHOW ANSWER (But what is the question?): KCEY/Tulare, CA was awed, as was everyone else, about the tremendous number of awards shows recently. They decided to hand out their own awards in their KCEY "Envelope Please" contest. Listeners were given a choice between two sealed envelopes containing prizes. After they selected one marked KCEY or the other marked 1390 (their frequency), the jock read the contents of the other envelope on the air, to let them know what they'd given up. Then their actual prizes were announced.



GEARED-UP PROMOTIONS — Top picture was submitted by WDGY/Minneapolis in response to our recent article about Indianapolis radio stations' involvement in the Indianapolis 500. Top sprint car racer Roger Reger drove a car which was sponsored by Advance Machine and WDGY. Shown are Dan Halyburton, PD of WDGY; Roger Reger; Gregg Lindahl, WDGY's Music Director; and Russ Bohaty, WDGY's Sports Director. The bottom photo was taken at the recent WHOO/Orlando, FL "Darlin' Nite" at Orlando's Speed World. Republic recording artist David Rogers (right) is shown with top Florida driver David Rogers. Getting the two Rogerses together seemed like a natural idea for WHOO PD Bob Grayson and MD Bob Niles, who is the voice of Orlando Speed World. (Do you copy? Roger!)

Country

BREAKERS

DAVE & SUGAR Stay With Me (RCA)

59% of our reporting stations on it. New this week at KMPS, KSON, WDEE, WMAQ, KOKE, WEEP, WWSW. Charts: 30-23 WJJD, 34-28 WBAX, 40-30 WKDA, debut 29 WONE, debut 30 WSLR, 26-20 WWOK, 34-29 WPOC-FM. R&R Chart Debut 33.

MARTY ROBBINS

All Around Cowboy (Columbia)

On 56% of our reporting stations. Charts: debut 26 WSM, 32-25 WDGy, 30-24 KEEN, 32-28 KRMD, 41-30 CKLW-FM, 32-23 KWKH. Adds include WHOO, KSO, WCMS, WADR, WFNC, WTHI, WDDD, KIDN, KSON. R&R Chart Debut 34.

HANK WILLIAMS JR.

Family Tradition (Elektra)

On 54% of our reporting stations. Adds: KLAC, KCUB, WJJD, WCUZ, WTCR, WVMl, WSM, WSUN, WHOO, WMC, WADR. Charts: 11-8 WYII, 1-1 WBAM, 37-27 WUBE, 5-2 WINN, 32-25 KNEW, 9-5 WLWI-FM, 38-29 WDEE, 36-27 WNRS. R&R Chart Debut 35.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. 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 this week.

- DOTTSY "Slip Away" (RCA) 76/13, KSON, KLAC, KNIX, KKAL, KIDN, KTOM, WWJO, WONE, KBOX, KOKE, (WKDA, WNYR, WCMS. Charts: 36-29 CKLW-FM, 35-28 KBBQ, 40-24 KSOP, 38-29 KWKH, 28-22 KUGR, debut 30 KTYN. R&R Chart Debut 38.
JERRY REED "Who Was The Man Who Put The Line In Gasoline" (RCA) 75/5, KNEW, WWSW, WYVA, WVOJ, KOKE. Charts: 18-11 WUNI, 30-22 KRAM, 38-30 KUZZ, 28-21 KFGO, 35-30 KRMD, 32-27 KUGR, 37-25 KSOP, 38-28 WUBE, 20-16 WEEP. R&R Chart Debut 39.
WILLIE NELSON & LEON RUSSELL "Heartbreak Hotel" (Columbia) 73/32. One of the "Most Added" this week, including KEEN, KRAM, KNIX, KNEW, KSON, KSOP, KHAK, WITL, KWMT, WSLR, WDAF, WTHI, WWOK, WHOO, WQQT, WINN, WCOS-FM, WVOJ, WIRK-FM, KVOO, WOKQ, WPOC-FM, WMZQ-FM. Charts: 52 WINN, 32-18 KCKC, 36-30 WHK, R&R Chart Debut 40.
FREDDIE HART "Wasn't It Easy Baby" (Capitol) 71/6, WUBE, KNOE, WTCR, WCAW, WYVA, WPOR. Charts: 11-8 WLWI-FM, 34-30 KSO, 18-14 KRMD, debut 27 KNEW, 27-22 KUZZ, debut 27 KMPS, 28-21 WBAM, 24-15 KZIP.
JIM REEVES "Don't Let Me Cross Over" (RCA) 70/17, KLAC, KSON, KCUB, KLZ, KIDN, WITL, KWMT, KGF, WKCO, WHBF, WDEE, CKLW-FM, WFNC, KXLR, WQQT, WKDA, KZIP. Charts: 9-1 KVOC, 8-3 KCKC, 20-14 WJJD, 37-24 WBAM, 37-29 KEEN, 23-13 WDGy, 27-20 KWKH.
CLIFF COCHRAN "Love Me Like A Stranger" (RCA) 68/4, KNIX, KWMT, WITL, WUNI. Charts: 18-12 WHBF, 18-12 WLWI-FM, 33-28 KNEW, 31-25 WHOO, 37-28 WKDA, 29-25 KMPS, 18-11 WIRK-FM, 35-30 KLZ, 27-18 WBAM, 33-25 KRAM, 38-28 KUZZ, 32-24 KTYN.
RAY PRICE "That's The Only Way To Say Good Morning" (Monument) 64/9, KNOE, WFNC, WPOR, KWMT, KGF, WWJO, WONE, WTHI, KVOC. Charts: 40-28 KIKX, 29-24 WDGy, 34-30 KCUB, 34-29 WHK, 21-16 KNIX, 40-29 KUZZ, 37-29 KRMD, debut 30 KEEB, 45-30 KSOP, 30-18 KZIP.
LYNN ANDERSON "I Love How You Love Me" (Columbia) 57/9, KSON, KGRZ, KGF, WHBF, WFNC, WLAS, KOKE, KBOX, WCMS. Charts: 24-20 KFTN, debut 30 KMPS, debut 24 KCEY, 28-22 KUGR, 30-26 KUGR, 46-28 KSOP, 31-17 KCKC.
BOBBY BARE "Till I Gain Control Again" (Columbia) 57/6, KNIX, WWSW, KWMT, WFNC, WCMS. Charts: 19-13 KUGR, 23-18 KRMD, 33-29 WHOO, 38-30 KBBQ, 36-27 KSOP.
BOBBY G. RICE "Oh Baby Mine" (Republic) 53/6, KNIX, KFGO, WVMl, KLVI, WCAW, WPOR, debut 29 WYII, 31-23 KFEQ, 29-28 KSO.
KENNY ROGERS & DOTTIE WEST "Till I Can Make It On My Own" (UA) 51/33. One of the week's "Most Added." Some new stations include KMPS, KNIX, WNRS, WSAI, KSOP, KEED, KXLR, KLVI, WVOJ. Charts: 31-26 WHK, debut 30 KWKH, 33-27 KCKC, debut 29 WOKQ.
FREDDY FENDER "Yours" (Starlite) 49/8, KLAK, KBOX, WEEP, WWSW, WSEN, KXLR, WYTL, KBBQ. Charts: 35-21 KRAM, 35-28 KFTN, 22-18 WVOJ, 36-27 WKDA, 38-27 CKLW-FM.
CHARLIE DANIELS BAND "Devil Went Down To Georgia" (Epic) 48/14, WHK, CKLW-FM, KOKE, WKSJ, WYVA, WHN, WEEP, WMZQ-FM, KNIX, KMPS, KVOC, KCEY. Charts: 25-17 WUNI, 35-29 KFGO, debut 25 WWOK, debut 15 WINN, debut 27 WBAM, 25-10 KLAK, debut 28 KWKH, 35-19 KFEQ, 3-1 WSEN.
GEORGE JONES "Someday My Day Will Come" (Epic) 48/12, KNIX, KBBQ, KLAK, WHBF, KFTN, WUNI, WSM, KXLR, KIKX, WKSJ, WADR, WMZQ-FM. Charts: debut 30 WOKQ, 29-23 KFGO, debut 18 WINN, 36-20 WBAM, 21-15 KCKC.
JANIE FRICKE "Let's Try Again" (Columbia) 46/12, WNYR, WKXA, KVOO, WHBF, KFGO, CKLW-FM, KBET, KNIX, KLZ, KBBQ, KEED, KMPS, debut 23 WKMF.
FOXFIRE "Fall Into Love" (NSD) 45/4, KLAC, KCKN, WITL, KIDN. Charts: 28-23 KSO, 12-7 WMC, 31-26 WSAI, debut 30 KNEW, 39-29 WKDA, 35-30 WHOO, 26-18 KMPS, debut 25 KTYN, debut 30 WYII, debut 27 KMAK.
STATLER BROTHERS "Here We Are Again" (Mercury) 44/12, KVOO, KLVI, KSOP, KFGO, WYTL, WITL, WKCO, KBET, KNIX, KLZ, KTOM, KMPS, 26-19 KCKC.
DON GIBSON "Forever One Day At A Time" (MCA) 43/10, KMPS, KLAK, KLZ, KBBQ, WYTL, WFNC, KXLR, KBOX, KIKX, WWSW. Charts: 46-26 CKLW-FM, 33-25 WBAM, 35-25 KUZZ, 40-27 KZIP, 33-26 KSOP, 22-15 KFDD, debut 27 KKAL.
DIANA "Just When I Needed You Most" (Elektra) 42/11, WDEE, KVET, WFNC, KXLR, WHOO, KWKH, WLAS, WNYR, WKXA, WYII, KUZZ. Charts: 35-25 WSAI, 25-17 KFTN, debut 30 KIDN.

Others Getting Significant Action

VERN GOSDIN "All I Want And Need Forever" (Elektra) 35/16, KCKN, KVOO, KVET, WUNI, KLVI, KZIP, WYII, KIKX, WNYR, WIRK-FM, WLAS, WAXX, KIDN, KVOC, KCEY, WTHI, 34-30 KFGO.

Radio & Records

NATIONAL AIRPLAY/40

July 6, 1979

Table with 5 columns: Three Weeks, Two Weeks, Last Week, Rank, Song/Artist. Lists top 40 country songs including Waylon Jennings, Anne Murray, Loretta Lynn, Dolly Parton, Ronnie Milsap, Johnny Cash, Kenny Rogers, T.G. Sheppard, Emmylou Harris, Margo Smith, Buck Owens, Charly McClain, Eddie Rabbitt, Joe Stampley, Hoyt Axton, Razy Bailey, Con Hunley, Louise Mandrell & R.C. Bannon, George Jones & Johnny Paycheck, Cristy Lane, Susie Allanson, Tammy Wynette, Mel Tillis, Kendall's, Merle Haggard, John Wesley Ryles, Big Al Downing, Mo'Nique, Gene Watson, Charlie Rich, Ronnie McDowell, Crystal Gayle, Dave & Sugar, Marty Robbins, Hank Williams Jr., Tom T. Hall, Debby Boone, Dottsy, Jerry Reed, Willie Nelson & Leon Russell.

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

Most Requested

Table with 2 columns: LW, TW. Lists requested songs like Johnny Cash, Waylon Jennings, Eddie Rabbitt, Anne Murray, Kenny Rogers, Hank Williams Jr., Hoyt Axton, Dolly Parton, Mel Tillis, Charlie Daniels Band.

Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- REX ALLEN JR. Me And My Broken Heart (WB)
BELLAMY BROS. If I Said You Had A Beautiful... (WB/Curb)
CRYSTAL GAYLE When I Dream (UA)
MERLE HAGGARD Red Bandana (MCA)
KENDALLS Just Like Real People (Ovation)
OAK RIDGE BOYS Sail Away (MCA/ABC)
ELVIS PRESLEY Are You Sincere (RCA)
KENNY ROGERS She Believes In Me (UA)
BILLIE JO SPEARS I Will Survive (UA)
JOE STAMPLEY I Don't Lie (Epic)

MEL McDANIEL "Play Her Back To Yesterday" (Capitol) 34/5, WLWI-FM, WINN, WYVA, WYTL, WAXX. Charts: 30-24 KCKC, 35-26 WKDA, 32-28 KFGO.
JOHNNY RODRIGUEZ "Fools For Each Other" (Epic) 33/17, WKDA, WSUN, KMPS, KSOP, KEED, KTOM, KGRZ, KBET, KCEY, KRDR, KNIX, KFGO, KVOO, KIKX, WUNI, KZIP, WNYR.
CONWAY TWITTY "I May Never Get To Heaven" (MCA) 32/30. One of the "Most Added" of the week. New at KCKC, WJJD, WSM, WQQT, KRMD, KEED, KRDR, KBBQ, KRAM, KVOO, KMAK, KUZZ, KLAK, KIDN, KMPS, WHK, WAXX, WUBE, WONE, WVOJ, WBAM, KXLR, WNYV, KWKH, KKYX, WYII, WOKQ and others. Charts: debut 29 WUNI.
LEON EVERETTE "Don't Feel Like The Lone Ranger" (Orlando) 32/6, KLAK, KCKN, WITL, KBOX, WIRK-FM, KXLR. Charts: 25-19 WSAI, 28-24 WHOO.
ERNEST TUBB "Waltz Across Texas" (Cachet) 31/0. Good regional response. Charts: 7-4 KOKE, 19-8 KZIP, 31-28 KCUB, 27-20 KEED, 13-11 KFEQ, 35-30 WAXX, 8-3 WKMF, 10-2 WBAM, 16-10 WDAF, 20-12 KUZZ, 24-18 KFDD.
CHARLEY PRIDE "You're My Jamaica" (RCA) 28/28. One of the "Most Added" this week. New at KLAC, WSAI, WSM, KCKC, WQQT, WMC, KFTN, KHAK, CKLW-FM, WAXX, KTYN, KUZZ, KNIX, KTOM, KEEN, KMAK, KKYX, KWKH, WBAM, KIKX, WLWI-FM, KRMD, WIRK-FM, WBAM, WVOJ, WOKQ, WKXA.
JENNIFER WARNES "I Know A Heartache When I See One" (Arista) 27/10, WSM, WVOJ, WSEN, WHK, WDEE, KLAK, KNEW, KBBQ, KVOC, KRAM. Charts: 38-29 KFTN, 36-28 KUGR.
JACKY WARD & REBA McENTIRE "That Makes Two Of Us" (Mercury) 26/9, WYVA, KVOO, KLVI, KKYX, KWKH, KZIP, CKLW-FM, KEED, KSOP.
DR. HOOK "When You're In Love With A Beautiful Woman" (Capitol) 25/3, WINN, WVMl, KGF, Strength in Midwest and South. Debut 25 WSUN, 21-15 KLVI, 39-30 WVOJ, 29-21 WIRK-FM, 10-7 WSAI, 7-6 WDAF, 30-24 CKLW-FM, 1-1 KCKC.
DAVID ROGERS "You Are My Rainbow" (Republic) 23/18, KSO, WTHI, KTOM, KCEY, KRAM, KUZZ, KEED, KFEQ, KFGO, WHBF, WKCO, KGF, KVOO, KNOE, KZIP, WNYR, WADR, WYII.
RANDY VANWARMER "Just When I Needed You Most" (Bearsville) 14/4, KMPS, WSUN, WYVA, KBBQ. Good chart action where played. 16-9 KCKC, 21-13 WEEP, 19-13 WMC, 4-3 WHN, 35-25 WSAI, debut 30 WWOK, 11-10 WBAX.
ZELLA LEHR "Once In A Blue Moon" (RCA) 13/13, KIKX, KZIP, KFTN, WNRS, KEED, KUZZ, KEEN, KMPS, KBBQ, KSOP, KRMD, WLAS, WCOS-FM.
MOE & JOE "Just Good Ol' Boys" (Columbia) 12/12, WDEE, WUBE, KMPS, KVOC, KFEQ, KZIP, WOKQ, WHOO, WCOS-FM, WMZQ, WMC, WKDA.

RADIO, YOU DON'T NEED A DIME FOR THIS ONE!

MEL McDANIEL

PLAY HER BACK TO YESTERDAY 4740

STATIONS THAT ALREADY PLAY:

KUZZ	KLAK	KEBC	KRMD	WWVA	WDOD	WGTO	KFGO	WFGY	KERE	KHEY	WYOJ
KCKC	KSOP	KVOO	KWKH	WSDS	KXLR	WHOO	KXRB	WEET	KMPS	WTMT	WIXZ
KCUB	KOYN	KKYX	WEMP	WKCW	WKDA	KCEY	KFIX	WJRB	KGA	WINN	CKLW
KIKX	KAYO	KBUC	WXCL	WPNX	WFAI	KTOM	WADR	WOKQ	WAXX	WCMS	
KHTZ	KGEM	KVET	WKKN	WBAM	WLWI	KIDN	WNRS	WLAS	KWMT	WSLC	
KRAK	KTTS	WFNC	WYTL	WQQT	WCBX	KRDR	WMNI	WEAT	KFDI	WDEN	
KBET	KDJW	WUNI	WSLR	WIVK	WCOS	KEED	WHOK	WQIK	KXOL	WESC	



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Biff Collie

Inside Nashville

WHO'S WHO-WHAT'S WHAT: Willie Nelson doing dates with Ernest Tubb. Willie worked the Tubb TV series in the 60's, you know. Tubb did the picnic in Austin this week. Margo Smith & T.G. Sheppard (pictured did a duet on the Walkway of Stars at the Country Music Hall of Fame.



Jay Lee Webb (Loretta's and Crystal Gayle's little brother) doing 2½-month tour with Jean Shepard . . . The Original Drifting Cowboys (Hank Williams's band) just back from an European tour, where they're big . . . The P.A. system went out at the Billy Graham Crusade here on "Country Night" . . . Opryland retired trespassing charges against Nashville Executive David Maddox and Field Representative Louis Santilana June 7th, after they passed out AFTRA union literature in an Opryland employee parking lot . . . Jerry Reed hosted "Nashville Salutes America" Tuesday at the Opry House, to be syndicated by Multi-Media Network on September 5th . . . Tom T. Hall and Charly McClain will play New York's Lincoln Center August 23rd . . . Tom T. was honored at a homecoming in Olive Hill, Kentucky, June 29-July 4, highlighting the 13th Annual Eastern Kentucky Homecoming celebration . . . Caprice Records' Roe Lewis is the defendant in a \$100,000 lawsuit brought by John & Peggy Brumgard of Colorado. The case was the subject of a report on CBS's "60 Minutes" last season . . . Production started this week in Texas (at Willie's picnic?) on "Urban Cowboy," starring John Travolta (he ain't country!) and Waylon Jennings. Much of the shooting will take place in Gilley's Club in Pasadena (Houston) . . . The Bellamy Brothers will do a 3-day musical revue on Broadway in New York at the St. James Theater August 10th-12th now titled "Broadway Opry '79." Conway Twitty and other prominent country stars will be in the cast . . . Roy Orbison decided to say home in Tennessee. His home is next door to J.R. Cash on Hickory Lake. He had considered moving to L.A. . . . Brenda Lee re-signing with MCA Records? She was with that label for over 20 years, left, and is now said to be rejoining the roster . . . Janie Rice, former Executive Secretary in the Nashville office of the Association of Country

Entertainers (A.C.E.) charged with grand larceny after allegedly stealing \$10,000 while employed by the organization. Her hearing is set for July 18th . . . Faron Young on "Hee Haw" this Saturday (7th) . . . Robert John Jones named by Ovation Records President Dick Schory as GM Nashville Operations . . . Michael Radford named Director of Country Promotion for Ovation . . . Merle Kilgore donated the original manuscript of his song "Wolverton Mountain" to the Country Music Hall of Fame and Museum in Nashville. Kilgore is shown here (second from right) with Diana Johnson, deputy director of the Country



Music Foundation; Billy Deaton, Kilgore's agent; and Judy Kilgore, Merle's wife . . . Vernon Presley surprised all his friends living as long as he did after Elvis's death. The 75 close friends and family at the services for Vernon at Graceland remembered how he lived for his famous son. Elvis's recordings of "Amazing Grace" and "Peace In The Valley" were played as a crowd of fans stood at the big iron gates out front straining to get a glimpse of the final rites. Vernon's will was changed the day before he died, leaving the bulk of his estate to his fiancée and former nurse, Mrs. Sandra Miller. He passed control of Elvis's \$7.6 million estate to Priscilla, Elvis's former wife. She, the National Bank of Commerce, and Joseph A. Hanks will share trusteeship henceforth. Presley's will made no restrictions on the sale of Graceland, which has been sought by the city of Memphis for use as an Elvis Presley museum, open to the public.

POTPOURRI (STUFF): Dolly says Porter tore up their agreement way back in '74 . . . ex-President Gerald Ford says he will play in the 5th annual Roy Clark Celebrity Golf Classic in Tulsa in September. Other confirmed guests include Glen Campbell, Jimmy Dean, Norm Crosby, Tom Kennedy, James MacArthur, Jim Davis and Scatman Crothers . . . Sparta, Tennessee wants to honor its native son Lester Flatt by renaming the town hall "Lester Flatt Civic Center" . . . Barry Sadler's innocent plea to the 2nd degree murder charge in the December '78 death of songwriter Lee Emerson made his new book's sales jump . . . The day after Willie Nelson bought the Pedernales Country Club just outside Austin (for his 4th of July picnic), there appeared on the front door of the main club house a simple handwritten sign which read "kittens for sale" (bother the rich neighbors?) . . . They are calling it from the "Picnic to the

Palace," as Willie (pictured) came direct from his July 4th picnic in Austin to the stage of Caesar's Palace in Las Vegas. Willie's exclusive week-long run marks the first time an established country entertainer has headlined in the famed Circus Maximus Showroom, which is the performing stage for top entertainers such as Frank Sinatra, Sammy Davis Jr., Diana Ross and Cher, among others . . . Eleven country music greats have just been announced as finalists for election into the Country Music Hall of Fame. They include Johnny Cash, Whitey, Ford, Connie B. Gay, Hank Snow, Floyd Tillman, Lulu Belle, and Scotty Wiseman. In the Deceased category, nominees were Vernon Dalhart, Lefty Frizzell, Hubert Long, the Original Sons of the Pioneers, and Pop Stoneman. Ballots have been sent to the CMA membership and the names will be announced on the CMA's 13th Annual Awards Show, October 8th on CBS-TV. This year's show is being hosted by Kenny Rogers . . . That voice backing up Jim Reeves on the current RCA single release is that of Debra Allen. The overdubbing and new production was done by Bud Logan, who worked with Reeves during his career and currently produces John Conlee . . . Dickey Lee has signed an exclusive long-term contract with Phonogram/Mercury Records. The signing marks the return of Lee to the company where he achieved his initial success as an artist. His well-known early hits, among them "Patches," were released on Smash, a division of Mercury Records . . . July 14th, Epic's Ronnie McDowell is hosting the first annual "I Love You Ronnie McDowell Music Festival" in Portland, Tennessee. Conway Twitty, Toy Drusky and the Jordanares are set to perform. They will be having tours of the McDowell's new office building and studios that day . . . Funny drunk Foster Brooks (from the Dean Martin drinking parties on TV) was here to tape "Hee Haw" segments for this fall season on TV . . . Dennis Weaver said, "If you wanta make records, you gotta start your own record company, especially if you sing like me" . . . Ernest Tubb bought himself a new Silver Eagle tourbus. The Hall of Fame Texas Troubadour spent over 250 days on the road in '78. He's hot for "Entertainer of the Year" and "Album of the Year" CMA awards voting. (If his "Legend & Legacy" album doesn't get the Grammy for "Country Album," there ain't no justice.) (Ditto CMA.) . . . Dick Shuey, Atlas Artists Bureau agent is chairman of the committee petitioning President Carter to proclaim November 19-26 as International Music Director Week in America, honoring these people in over 10,000 radio stations "who are responsible for choosing the records played on radio" . . . Will Loretta Lynn really star in a movie herself??? (That's what I hear) . . . Billy Walker's Float won the "Jonathan Award" at the annual Apple Blossom Festival in Winchester, VA.

Marty Robbins said on the air he will not go back to the Opry until he can take his horns. Marty wanted to sing his "All Around Cowboy" on the Opry like the record, with trumpets. They let him do it once, but no more, according to the long-standing Opry policy. (Tom T. Hall left the Opry when he couldn't perform "Clayton Delaney" with trumpet.) Now, Marty has said publicly that he won't go back to the Opry until he can take his horns. Something's always happening at the Opry.

EMI · A / UA COUNTRY GOES TO TOWN

Kenny Rogers & Dottie West
"Till I Can Make It On My Own"

Crystal Gayle
"Your Kisses Will"



Charlie Rich
"Life Goes On"



Bobby Wright
"I'm Turning You Loose"



Cristy Lane
"Simple Little Words"



P/A

POP/ADULT



Mike Kasabo

Radio Promotion In Motion

For the most part radio has been and is a bit lacking in the area of separate and fully functional PR departments. In larger cities, of course, the budgets can handle full-time people to enhance the station's image and position. Several months ago, John Scheinfeld came to WISN/Milwaukee as their Promotion Manager after several years of teaching at Northwestern University. Scheinfeld had some interesting things to impart about radio promotion and image, and I've included some of them here: "A big difference I think is my approach to this job, and I think it's a coming trend at a lot of stations to have a full-time PR department. They seem to be finding that the program director can't handle promotion as adequately as it needs to be done, especially in light of the competition factor growing so rapidly."

Asked to explain how he plans to handle his department, he said, "I've found that there is virtually nothing in the way of provable research as to the effectiveness of any TV spot or promotion, so we're putting together a market proposal based on available data from some test cases both for Pop/Adult and AOR stations around the country. Nobody really knows if the television spots work for radio or not; and I'm from the school of thought that TV can be more effective than billboards and other avenues."

Scheinfeld maintains that PD's have too many other areas of responsibility anymore, and more importantly may not have the proper background skills in marketing: "I was an assistant professor at Northwestern University teaching radio writing, production, history, etc., with a Masters in radio and TV film, plus my academic background in research. I decided to put it to work - and am convinced that radio image-building - that's all there is to it. You're not selling a specific product - simply because there are more than one, two, or three other stations in the market that are doing almost exactly the same thing you are. Therefore I think it's crucial that the public have a very clear and present image of what it is you are and do - so for my part, I'm looking for promotions that are specifically suited to WISN and not just any promotion."



DEPARTS FROM LaPORTE - Seen here behind closed bars is former WLOI/LaPorte personality, "Hansum" Tom Teeter, who, as part of a promotion to benefit the March of Dimes, volunteered to give the pictured officer a migraine headache. Actually, the campaign asked for donations (almost \$2000 was pledged) in exchange for having a friend "arrested." Anyway, since Teeter was leaving for another job, the station arranged for him to be arrested on the air, taken away and his final program to be finished up by PD J.R. Russ.



THE ELECTRIC T-SHIRT - WB recording artist George Benson and band member Phil Upchurch (center) are seen here along with KAFM/Dallas "All That Jazz" show host Campbell displaying one of the station's electric T-shirts. The battery powered shirt met with fantastic reaction from contest winners.

Update

BACK TO SKYLAB: WFDF/Flint is preparing for the fall by offering listeners hard-hats for possible protection. Random calls will be taken and lucky callers will be awarded with the station's logo-imprinted hats . . . KSFO/San Francisco has raised over \$43,000 for the St. Jude's Children's Hospital in Memphis . . . KRKO/Everett is now programming bits (from many sources) on a daily basis and would like record companies with such product to send along material to Program Director R.P. McMurphy . . . WSB/Atlanta's Terry Honic entered and won the Miss Georgia Holiday contest as Miss WSB. The contest is put on by the Georgia Association of Broadcasters and the State Department of Industry and Trade . . . WRVA/Richmond is starting a carpool service which (by computer design) will save \$109,000 over a one-year period for every 150 cars on the road (film at eleven) . . . K59/Honolulu is presenting 20 minutes of fireworks on the Fourth of July at the Aloha Stadium, accompanied by the Pacific Fleet Band, and also Toby the Frisbee-Catching Dog. . . WCER/Charlottesville is running its "Turn Back The Clock" promotion. During the week of July 2-7, they will play nothing but music from the 30's and 40's, including old radio shows, commercials (Ipana toothpaste for instance), redoing their commercials like they were in that era. All participating merchants are rolling back their prices to what they were in the 30's. As noted by Associate Editor Ellen Barnes, the rollback did not include gasoline prices . . .

Transition

MORE CHANGES AT KMPC: National Program Director Michael O'Shea has announced three new appointments at the Los Angeles Golden West operation, as John Felz has been appointed Assistant Program Director of the station (which leaves the full-time Program Director position still open); additionally, Tess Russell has officially accepted the permanent Music Director position after many months of consideration; and finally, Tom Kratochvil will come aboard as Executive Producer, working closely with Robert W. Morgan as his new morning show (due in August) hits Los Angeles . . . Veteran Pop/Adult programmer Lee Fowler, most recently of KSD/St. Louis, has exited the station in light of its change of format from P/A to a News/Talk operation . . . Also exiting is John Ashton of WNEU/Wheeling from his PD position; he would like to get into another programming position: call (304) 547-1842 . . . Perry Allen (a San Diego legend) will return after four years to KCBQ as afternoon personality, replacing Steve Goddard . . . Carol Stripling has been officially promoted to the position as Music Director of the station . . .

Color

THE SKYLAB IS FALLING: KMBZ/Kansas City personality Ray Dunaway is recruiting Skylab wardens. A membership card and a whistle are given out as part of the package. The other key item is a T-shirt with a hand pointing up in the air in mock signal of falling particles of Skylab. The instructions are for wardens each evening to go into their backyards and watch for the falling craft, and alert their blocks of any potential falling debris. The patrol has been countered by morning man Curt "Mother" Merz, who is offering residents the chance of \$9800 for an "authenticated" piece of Skylab.

MUSIC ON THE MUSIC RIVER: WQUD/Memphis held a six-hour music festival along the Mississippi River, part of the annual Cotton Carnival. Prominent bands were featured on three different stages on the waterfront. Over 100,000 people attended the promotion.

BACKYARD MAN: WHIO/Dayton midday personality Carl Day will host a backyard barbecue on July 17th. He will also broadcast the show live for the program and have a professional cook come to the contest winner's home. As part of the contest, 10 friends of the winner will be invited to the event with all costs, including new barbecue equipment, food, and leftover spirits, becoming property of the winning ticket.

A HOMER IN TACOMA: KTNT/Tacoma will stage the "World Championship Dogfish Festival" fishing derby. If this sounds crazy, you're right, but stay tuned. A dogfish, as it turns out, is really a sand shark, so whoever catches the biggest whopping shark will receive a used boat and motorboat called the Dogfish Queen (clever?), and the person who catches the smallest one will receive a prize salmon. Anyone who catches anything besides a dogfish must throw it back in. Morning drive personality Rick Van Cise is in charge of the entire event, scheduled to come off July 21st.

PASS THE GAS: In light of Pennsylvania Governor Thornburgh's declaration that all gasoline purchases are to be no more than \$5, WRIE/Erie personality Joe Palka has responded by imposing a five-hour minimum on listening to his program. The fun-in-cheek promotion is getting great reaction, especially considering his shift is a four-hour block from 3-7pm.

P/A

POP/ADULT

BREAKERS

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

MAUREEN McGOVERN

Different Worlds (WB/Curb)

75% of our reporters are on it. 19 new adds including WFYR, KEX, KMPC, WLW, KXLY, KOB, KVI, WISN, WELI, WPRO, KHOW, WBOW, WNEU. Key moves: 14-9 KDWN, 20-14 WBEN, 30-25 WJBO, 34-29 WHAG, 40-29 KBLF, debut 24 WSAR, debut 29 WLVA, debut 30 WRIE. Heavy rotation: WNEW, WMAL, KEX. Hot at WTAE. Jumps 37-23 on P/A chart.

JENNIFER WARNES

I Know A Heartache When I See... (Arista)

67% of our reporters are on it. Adds include WISN, WTVN, KAKE, WRIE, WTIC, KSFO, K101, WELI, WIS, WCHV, KGNR. Key moves: 20-15 WSM, 22-15 KOLO, 30-26 WQUD, 26-22 WJBO, 28-25 WORG, 33-26 WWWE, 23-16 KXLY, 16-12 KDWN, 30-22 WATR. Jumps 32-27 on P/A chart.

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 this week.

ELO "Shine A Little Love" (Jet) 42/4 add KRKO, WHOK, WKHM, WCER. Moves 4-2 WYMC, 10-6 WCHV, 12-7 WPRO, 14-8 WQUD, 21-15 KBLF, 14-11 WFYR, 12-8 WTAR, 24-16 WNEU. Increased 30-29 on P/A chart.

JOHN STEWART "Gold" (RSO) 42/3 add WFDF (dp), WPRO, WQUD. Key moves: 10-8 WYMC, 23-13 WHIZ, 14-9 WCHV, 15-13 WNEU, 19-15 WBZ, 15-8 WOWO, 10-7 KRMG, 22-19 WSAR, 26-22 WORG, 30-23 KUKI, 28-23 KOLO. Increased 31-30 on P/A chart.

NICOLETTE LARSON "Give A Little" (WB) 46/11 adds include KRNT, WFTL, WBOW, KMPC, WISN, WSAR, KHOW, WHOK. Key moves: 28-24 WJBO, 27-21 KBLF, 27-24 WSGW, 25-20 KRKO, debut 29 WMAZ. Increased 39-35 on P/A chart.

HELEN REDDY "Make Love To Me" (Capitol) 43/1 add KRNT. Key moves: 30-27 KXLY, 28-23 WATR, debut 30 WBOW. Debuts at No. 36 on P/A chart.

DAVID LOGGINS "Pieces Of April" (Epic) 40/4 add WTAE, WOOD, WELI, WKIQ. Key moves: 22-15 KXLY, 22-18 KUKI. Increased 38-37 on P/A chart.

GEORGE HARRISON "Love Comes To Everyone" (Dark Horse) 43/8 add KOB, KAKE, WIS, WCER, WJNO, KAFM, WLW, WHOK. Key moves: 23-15 WLOW, 25-21 WBOW, 27-23 KRKO. Increased 40-38 on P/A chart.

DAVID NAUGHTON "Makin' It" (RSO) 31/2 add WHEN, WCBM. Key moves: 33-27 WCHV, 28-17 WYMC. Hot at K101. Debuts at No. 39 on P/A chart.

BELLAMY BROTHERS "If I Said You Had A Beautiful Body..." (WB/Curb) 29/3 add WLW, WQUD, WATR. Key moves: 18-13 WSM, 14-12 WORG, 10-1 WLVA, debut 28 WMAZ. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

HERB ALPERT "Rise" (A&M) 29/8 add WIS, KEX, WPTF, WJNO, WORG, KOGO, WLW, WGIR. Moves: debut 13 KDWN, debut 23 WSM.

CHRIS THOMPSON "If You Remember Me" (Planet) 28/8 adds include WTAR, KSL, WJNO, KDWN, WHOK, WSGW, WCBM, WMAZ. Moves 26-22 KOLO.

ABBA "Does Your Mother Know" (Atlantic) 28/1 add WLVA. Moves 11-5 WOWO, 18-9 WLOW, 18-15 WYMC, 32-23 WHIZ.

WAYLON JENNINGS "Amanda" (RCA) 25/1 add WHIO. Moves 11-8 WMAZ, 23-20 WORG, 29-26 WTAR, 34-27 WHIZ.

Pop/Adult Album Airplay Tracks

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

- ABBA (Atlantic) "Chiquitita" "I Have A Dream"
- BEACH BOYS (Capitol) "Lady Lynde"
- BEE GEES (RSO) "Living Together" "Reaching Out" "Spirits (Having Flown)"
- JOHN DENVER (RCA) "Life Is So Good" "You're So Beautiful"
- DOOBIE BROTHERS (WB) "Dependin' On You"
- ELO (Jet) "Confusion"
- ART GARFUNKEL (Columbia) "Oh How Happy"
- ENGELBERT HUMPERDINCK (Epic) "I Believe In You"
- BILLY JOEL (Columbia) "Rosalinda's Eyes" "Zanzibar"
- RICKIE LEE JONES (WB) "Danny's All-Star Joint" "Night Train" "Youngblood"
- NICOLETTE LARSON (WB) "You Send Me"
- ANNE MURRAY (Capitol) "You've Got What It Takes"
- OLIVIA NEWTON-JOHN (MCA) "Talk To Me" "Never Enough"
- LOU RAWLS (Phil Int'l) "Tomorrow"
- JAMES TAYLOR (Columbia) "Day Tripper" "Rainy Day Man" "Company Man"
- RANDY VANWARMER (Bearsville) "Losing Out On Love"
- DIONNE WARWICK (Arista) "Deja Vu"
- PAUL WILLIAMS (Parade) "The Gift" "Moonlight Becomes You" "A Little More Like You"
- WINGS (Columbia) "Arrow Through Me" "Baby's Request"

Radio & Records POP/ADULT AIRPLAY / 40

Three Two Last
Weeks Weeks Week

Three Weeks	Two Weeks	Last Week		
7	3	2	1	ANNE MURRAY/Shadows In The Moonlight (Capitol)
1	1	1	2	KENNY ROGERS/She Believes In Me (UA)
9	4	3	3	RICKIE LEE JONES/Chuck E.'s In Love (WB)
10	8	6	4	DR. HOOK/When You're In Love With A Beautiful Woman (Capitol)
8	7	5	5	NEIL DIAMOND/Say Maybe (Columbia)
14	11	7	6	JAMES TAYLOR/Up On The Roof (Columbia)
16	12	9	7	POCO/Heart Of The Night (MCA)
24	17	10	8	ATLANTA RHYTHM SECTION/Do It Or Die (Polydor)
30	22	14	9	ELTON JOHN/Mama Can't Buy You Love (MCA)
20	15	11	10	ART GARFUNKEL/Since I Don't Have You (Columbia)
23	16	12	11	MAXINE NIGHTINGALE/Lead Me On (Windsong)
21	18	15	12	DIONNE WARWICK/I'll Never Love This Way Again (Arista)
17	14	13	13	SPYRO GYRA/Morning Dance (Infinity)
-	37	23	14	BARBRA STREISAND/The Main Event/Fight (Columbia)
5	2	4	15	REX SMITH/You Take My Breath Away (Columbia)
39	29	22	16	GERRY RAFFERTY/Days Gone Down (UA)
12	10	8	17	DOOBIE BROTHERS/Minute By Minute (WB)
6	6	17	18	RANDY VANWARMER/Just When I Needed You Most (Bearsville)
-	39	28	19	EDDIE RABBITT/Suspicious (Elektra)
38	34	24	20	DOLLY PARTON/You're The Only One (RCA)
33	28	25	21	RAYDIO/You Can't Change That (Arista)
22	19	18	22	SISTER SLEDGE/We Are Family (Cotillion)
-	-	37	23	MAUREEN McGOVERN/Different Worlds (WB/Curb)
32	30	29	24	ROBERT JOHN/Sad Eyes (EMI)
2	5	16	25	OLIVIA NEWTON-JOHN/Deeper Than The Night (MCA)
4	9	19	26	BILLY JOEL/Honesty (Columbia)
-	38	32	27	JENNIFER WARNES/I Know A Heartache When I See One (Arista)
3	20	20	28	PEACHES & HERB/Reunited (Polydor)
37	33	30	29	ELO/Shine A Little Love (Jet)
40	36	31	30	JOHN STEWART/Gold (RSO)
11	21	26	31	BEACH BOYS/Good Timin' (Caribou)
13	13	21	32	BEE GEES/Love You Inside Out (RSO)
29	27	27	33	OAK RIDGE BOYS/Sail Away (MCA)
35	32	34	34	SUPERTRAMP/The Logical Song (A&M)
-	-	39	35	NICOLETTE LARSON/Give A Little (WB)
-	-	39	36	HELEN REDDY/Make Love To Me (Capitol)
-	-	38	37	DAVID LOGGINS/Pieces Of April (Epic)
-	40	40	38	GEORGE HARRISON/Love Comes To Everyone (Dark Horse)
-	-	39	39	DAVID NAUGHTON/Makin' It (RSO)
-	-	40	40	BELLAMY BROTHERS/If I Said You Had A Beautiful Body... (WB/Curb)

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

Most Added:

- MAUREEN McGOVERN *Different Worlds (WB/Curb)*
Added at 21% of our reporting stations.
- EDDIE RABBITT *Suspicious (Elektra)*
Added at 20% of our reporting stations.
- BARBRA STREISAND *The Main Event/Fight (Columbia)*
Added at 20% of our reporting stations.
- ROBERT JOHN *Sad Eyes (EMI)*
Added at 14% of our reporting stations.
- JENNIFER WARNES *I Know A Heartache When I See One (Arista)*
Added at 14% of our reporting stations.
- EARTH, WIND & FIRE *After The Love Has Gone (Columbia)*
Added at 15% of our reporting stations.

Hottest:

- ANNE MURRAY *Shadows In The Moonlight (Capitol)*
Reported hot at 58% of our stations.
- DR. HOOK *When You're In Love With A... (Capitol)*
Reported hot at 44% of our stations.
- KENNY ROGERS *She Believes In Me (UA)*
Reported hot at 40% of our stations.
- POCO *Heart Of The Night (MCA)*
Reported hot at 37% of our stations.
- JAMES TAYLOR *Up On The Roof (Columbia)*
Reported hot at 36% of our stations.
- ELTON JOHN *Mama Can't Buy You Love (MCA)*
Reported hot at 33% of our stations.

JOHN DENVER "The Garden Song" (RCA) 23/8 adds include WOOD, KVI, WSGW, KUGN, KROD, WWWE, WNEW, WKHM. Heavy rotation WRVA.

GEORGE BENSON "Unchained Melody" (WB) 23/7 add WJBO, KSFO, KMBZ, KUGN, WMAL, KRNT, WCER. Moves 33-26 FM97, debut 30 WNEU.

WINGS "Getting Closer" (Columbia) 23/3 add WOWO, WHEN, WHAG. Moves: debut 23 WLOW, debut 27 WNEU.

EARTH, WIND & FIRE "After The Love Has Gone" (Columbia) 21/12 add WBZ, WHAS, KEX, KOLO, KRMG, WMAZ, KOGO, KMBZ, WBEN, WLOW, WCBM, KBLF.

CARLY SIMON "Vengeance" (Elektra) 20/2 add WWWE, WHIZ. Moves 25-21 FM97, 21-18 WYMC, debut 22 WLOW, debut 29 WPRO.

CHIC "Good Times" (Atlantic) 18/4 adds include KSD, WFYR, WLVA, WHAG. Moves 26-16 WLOW, 30-27 WPRO, 38-28 FM97, debut 24 WYMC, debut 28 WNEU.

ENGELBERT HUMPERDINCK "A Much Much Greater Love" (Epic) 18/4 add WJBO, WGIR, WKHM, WKIQ.

TONY ORLANDO "Sweets For My Sweet" (Casablanca) 17/8 add WWWE, KMBZ, WHIZ, WNEU, KROD, WLVA, WELI, WNEW. Moved 25-18 WATR.

McFADDEN & WHITEHEAD "Ain't No Stoppin' Us Now" (Phil. Int'l.) 13/2 add WOWO and WKHM. Moves 6-4 WPRO, 14-10 WMAZ, 24-20 FM97.

CHARLIE DANIELS BAND "The Devil Went Down To Georgia" (Epic) 12/3 add WPTF, WCBM, WHIZ. Moves 14-13 WBT, 24-17 WLOW, 22-17 WMAZ, 26-20 WOWO, 26-19 WLVA.

BETTE MILDER "Married Men" (Atlantic) 12/1 add WKHM.

MARSHALL TUCKER BAND "The Last Of The Singing..." (Capricorn) 11/6 add WTAR, WHAS, KRKK, WBOW, WCHV, WYMC. Moves 15-5 WLOW, 17-15 WLVA, debut 28 WMAZ.

FRANNIE GOLDE "Here I Go (Falling In Love Again)" (Columbia) 11/5 add KSL, KBLF, KOLO, WNEW, WHIO.

McGUINN, CLARK & HILLMAN "Surrender To Me" (Capitol) 11/2 add KUGN, WSAR.

REX SMITH "Simply Jessie" (Columbia) add KTOK, WYMC, WJNO, KOGO, WDBO, WTAR, WYNE, WNEW, WRIE.

PEACHES & HERB "We've Got Love" (Polydor) 10/7 add WNEU, KRKO, KBLF, WLOW, WCHV, WHIZ, WYMC. Moves 34-31 WBT.

WILLIE NELSON & LEON RUSSELL "Heartbreak Hotel" (Columbia) 10/7 add WBT, KRMG, WHIO, WNEW, KMBZ, KOGO, WORG.

WET WILLIE "Weekend" (Epic) 9/4 adds include WSB, WASH, KNBR, KGNR. Moves 10-1 WLOW, 10-7 WMAZ.

NIGEL OLSSON "Part Of The Chosen Few" (Bang) 8/4 add WSM, KPPL, WGIR, KDWN.

JOE JACKSON "Is She Really Going Out With Him" (A&M) 8/3 add WCBM, WNEU, WCHV (dp). Moves 28-20 WLOW, 29-24 FM97, debut 30 WMAZ.

Top-40 Radio Has Discovered Life on Different Worlds.

**KSTP add
KING add
JB105 37-34
WHYN add
WICC on
WAEB add
WBBQ on
Z98 38-31
KNOW 26-20
WRJZ on
KGW add
KRKE 29-28
WHEB add
13FEA add**



**WEEO add
14WK 37-32
WCIR 24-19
WXIL deb 28
WAAY add
WHHY add
WSEZ add
WANS on
WEBC deb 33
KQDI on
KBOZ deb 29
KRLC add
KBIM on**

“Different Worlds”

FROM THE SMASH ABC-TV SERIES, “ANGIE”

MAUREEN McGOVERN



Produced by Michael Lloyd for Mike Curb Productions

THE BACK PAGE

BREAKERS

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

KNACK

My Sharona (Capitol)

64% of our reporters on it. Moves: Up 54, Same 20, Down 0, Adds 31, including WRKO, WPEZ, WKBW, Z93, WOKY, KBEQ, KFI, B100, WPST, WTI, WLAC, KTSA, 92X, KRQ. See Parallels, charts at number 30.

BLONDIE

One Way Or Another (Chrysalis)

63% of our reporters on it. Moves: Up 76, Same 9, Down 4, Adds 14, including WNBC, KSLQ, WGCL, WTRY, WIRK, WAKY, KENO, WFBG, WGBF, KYSN. See Parallels, charts at number 28.

CHIC

Good Times (Atlantic)

62% of our reporters on it. Moves: Up 67, Same 8, Down 0, Adds 26, including WABC, WIFI, Z93, WLS, KBEQ, WBBF, WAYS, WQAM, WTI, KEEL, WISM, WVIC, KRQ, WHEB, WAAY, G100, KILE. See Parallels, charts at number 27.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order by their activity at our reporting stations.

JOHN DOE "Hit Song" (Anylabel) 100/25
 Moves: Up 51, Same 24, Down 0, Adds 25, including WABC, KHJ, etc.

100/25 — 100 R&R reporting stations on it this week, 25 of those 100 added it this week.

Moves: Up 51 — Number of stations moving it UP on their charts.

Same 24 — Number of stations holding it STATIONARY on their charts (on to on, add to on, 31-31, etc.)

Down 0 — Number of stations moving it DOWN on their charts.

Adds 25 — Again, number of stations ADDING it this week.

CHARLIE DANIELS BAND "The Devil Went Down To Georgia" (Epic) 93/24 Moves: Up 55, Same 13, Down 1, Adds 24, including WLCY, Q105, WOKY, KHJ, B100, WBBF, KLIF, WNAP, WOHO, WHOT, KCPX, KRQ, WEEQ, WCIR.

KANSAS "People Of The South Wind" (Kirshner) 92/15 Moves: Up 65, Same 12, Down 0, Adds 15, including WZZP, KFI, WPST, WAYS, WBBQ, WERC, WKIX, KTAC, WAGQ.

CARS "Let's Go" (Elektra) 90/28 Moves: Up 46, Same 16, Down 0, Adds 28, including WCAO, WKBW, WGCL, KHJ, PRO-FM, WBBF, 94Q, WAPE, WSGA, KTSA, BJ105, KOFM, KENO.

JAMES TAYLOR "Up On The Roof" (Columbia) 83/10 Moves: Up 60, Same 13, Down 0, Adds 10, 99X-FM, WZUU, KBEQ, KIMN, WLAC, WJBQ, 14WK, KAAY, Y94, KLUC.

WET WILLIE "Weekend" (Epic) 81/15 Moves: Up 46, Same 19, Down 1, Adds 15, including WCAO, WLCY, Q105, KBEQ, 13Q, 92X, KRSP, WAGQ, WAKX.

EDDIE RABBITT "Suspensions" (Elektra) 76/12 Moves: Up 48, Same 15, Down 1, Adds 12, including KSLQ, WOKY, WTI, WNAP, KGW, KMJC, WGUY, 14WK, WSEZ, KSEL.

EARTH, WIND & FIRE "After The Love Has Gone" (ARC/Columbia) 75/44 Moves: Up 18, Same 13, Down 0, Adds 44, including WRKO, WPGC, WCAO, WLCY, Q105, KSLQ, B100, WAVZ, WKEE, WQAM, WRVQ, WBBQ, 92Q, WFLI, WFMF, KRAV, WNDE, WMEE.

ROBERT JOHN "Sad Eyes" (EMI/America) 73/22 Moves: Up 43, Same 8, Down 0, Adds 22, including WZZP, KOPA, WTRY, WAYS, WSGA, WKIX, KOFM, KGW, WLBZ, G100, WISE, KKLS.

SPYRO GYRA "Morning Dance" (Infinity) 55/15 Moves: Up 27, Same 13, Down 0, Adds 15, including KSTP, KBEQ, JB105, WTRY, WAYS, WAXY, WAPE, Y103, WRJZ, KRUX.

Expanded Parallels now include complete airplay activity on all songs listed in New & Active; see pages 36-39.

Others Getting Significant Action

SUPERTRAMP "Goodbye Stranger" (A&M) 47/19 Moves: Up 13, Same 15, Down 0, Adds 19, including KHJ, KEARTH, KJR, KOPA, PRO-FM, WTRY, WAYS, WLAC, WMEE, KJRB, WRFC, WRKO on, KSLQ 23-20, WOKY d-29, KUPD 27-23.

PEACHES & HERB "We've Got Love" (Polydor) 44/18 Moves: 12, Same 14, Down 0, Adds 18, including KOPA, WKEE, WHYN, WAEB, WLAC, KMJC, WCIR, WFLB, Y94, Q105 d-29, WZZP d-31, PRO-FM d-24.

Radio & Records NATIONAL AIRPLAY/30

July 6, 1979

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
7	5	2	①	ELECTRIC LIGHT ORCHESTRA/Shine A Little Love (Jet)
13	6	4	②	ANITA WARD/Ring My Bell (Juana/TK)
12	10	5	③	JOHN STEWART/Gold (RSO)
17	12	7	④	DR. HOOK/When You're In Love With... (Capitol)
22	15	9	⑤	DONNA SUMMER/Bad Girls (Casablanca)
4	3	1	6	KENNY ROGERS/She Believes In Me (UA)
18	14	12	⑦	GERRY RAFFERTY/Days Gone Down (UA)
2	2	3	8	SUPERTRAMP/The Logical Song (A&M)
27	21	15	⑨	ELTON JOHN/Mama Can't Buy You Love (MCA)
8	9	10	10	EW&F w/EMOTIONS/Boogie Wonderland (ARC/Columbia)
3	4	8	11	SISTER SLEDGE/We Are Family (Cotillion)
11	11	11	12	CHEAP TRICK/I Want You To Want Me (Epic)
20	17	13	⑬	POCO/Heart Of The Night (MCA)
25	23	18	⑭	ATLANTA RHYTHM SECTION/Do It Or Die (Polydor/BGO)
1	1	6	15	RICKIE LEE JONES/Chuck E.'s In Love (WB)
—	27	21	⑯	RAYDIO/You Can't Change That (Arista)
—	30	20	⑰	WINGS/Getting Closer (Columbia)
23	22	19	⑱	PETER FRAMPTON/I Can't Stand It No More (A&M)
—	28	26	⑲	KISS/I Was Made For Loving You (Casablanca)
29	24	22	⑳	ABBA/Does Your Mother Know (Atlantic)
10	13	14	21	VAN HALEN/Dance The Night Away (WB)
—	25	24	㉒	ANNE MURRAY/Shadows In The Moonlight (Capitol)
—	—	27	㉓	BARBRA STREISAND/The Main Event/Fight (Columbia)
—	29	28	㉔	JOE JACKSON/Is She Really Going Out With Him (A&M)
—	26	25	25	DAVID NAUGHTON/Makin' It (RSO)
—	—	29	㉖	MAXINE NIGHTINGALE/Lead Me On (Windsong)
—	—	→	27	CHIC/Good Times (Atlantic)
—	—	→	28	BLONDIE/One Way Or Another (Chrysalis)
—	—	30	29	McFADDEN & WHITEHEAD/Ain't No Stoppin'... (Phil. Int'l.)
—	—	→	30	KNACK/My Sharona (Capitol)

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

MOST ADDED

EARTH, WIND & FIRE "After The Love..." (ARC/Col)
 KNACK "My Sharona" (Capitol)
 CARS "Let's Go" (Elektra)
 CHIC "Good Times" (Atlantic)
 CHARLIE DANIELS BAND "The Devil Went..." (Epic)

HOTTEST

ANITA WARD "Ring My Bell" (Juana/TK)
 DONNA SUMMER "Bad Girls" (Casablanca)
 JOHN STEWART "Gold" (RSO)
 DR. HOOK "When You're In Love..." (Capitol)
 ELECTRIC LIGHT ORCH. "Shine A Little Love" (Jet)
 Complete Regionalized Station Listings on page 32 and 33.

NIGHT "Hot Summer Nights" (Planet) 44/15

Moves: Up 17, Same 12, Down 0, Adds 15, including WIFI, Q105, KUPD, KOPA, WHYN, WICC, WRVQ, 92X, KBIM, WKBW d-30, KBEQ on, KFI on, 94Q 30-25.

MARSHALL TUCKER BAND "Last Of The Singing Cowboys" (WB) 41/15

Moves: Up 18, Same 8, Down 0, Adds 15, including WGCL, WBBF, WHYN, WAPE, WNOE, KNOW, WOW, WAAY, KSLQ 29-25, KBEQ 35-32, 94Q 21-16, KAYC 38-34.

BRAM TCHAIKOVSKY "Girl Of My Dreams" (Polydor) 38/13

Moves: Up 8, Same 17, Down 0, Adds 13, including KFI, WKEE, WAPE, WNAP, KRQ, WXIL, WRKO on, KSLQ 30-26, KHJ on, KUPD 29-26, Z98 37-32.

CARLY SIMON "Vengeance" (Elektra) 37/4

Moves: Up 22, Same 10, Down 1, Adds 4, KMJC, KFXM, KOOK, KBIM, WPEZ 20-19, WKBW d-20, KBEQ 38-35, 13Q 26-24, WIRK 31-26.

NICK GILDER "(You Really) Rock Me" (Chrysalis) 37/1

Moves: Up 16, Same 20, Down 0, Adds 1, WLAC, WKBW on, KFRC 23-21, B100 d-30, WTI 33-29, KRKC 22-19.

MANFRED MANN "You Angel You" (WB) 35/2

Moves: Up 13, Same 19, Down 1, Adds 2, WFLI, WKAU, KBEQ 31-28, 94Q 18-15, WIRK 40-35, WNOE 39-33.

ELO "Don't Bring Me Down" (Jet) 34/16

Moves: Up 8, Same 10, Down 0, Adds 16, including Z97, Q105, KSLQ, KFI, Y103, WHBQ, WERC, 92X, KRKE, WLBZ, WRKO on, KEARTH on, KFRC on, KJR on, KUPD 15-10, JB105 d-38.

DIONNE WARWICK "I'll Never Love This Way Again" (Arista) 26/12

Moves: Up 10, Same 4, Down 0, Adds 12, including WCAO, WAXY, WTI, WBBQ, WVIC, WXIL, WGLF, KQDI, WKBW 23-7, CKLW 19-7, KSTP 29-26, 13Q d-29.

MAUREEN McGOVERN "Different Worlds" (WB) 26/11

Moves: Up 9, Same 6, Down 0, Adds 11, including KSTP, WHYN, WAEB, KGW, 13FEA, WEEQ, WHHY, KRKC, JB105 37-34, Z98 38-31, KNOW 26-20, KRKE 39-28.

BLACKFOOT "Highway Song" (Atco) 26/2

Moves: Up 11, Same 12, Down 1, Adds 2, JB105, WTMA, WZZP on, WBBF 36-33, WRVQ 21-15, WKIX 24-21, WRFC 27-22.

WHO "Long Live Rock" (MCA) 23/5

Moves: Up 9, Same 9, Down 0, Adds 5, B100, WTI, KRQ, K104, WTMA, WGCL d-35, WLAC 40-31, 92X 37-34.

ART GARFUNKEL "Since I Don't Have You" (Columbia) 21/1

Moves: Up 11, Same 7, Down 2, Adds 1, KGW, KSTP 24-22, KNOW 19-14, WHEB 25-23, WFLB 23-19, KAYC 36-29.

FAITH BAND "You're My Weakness" (Village/Mercury) 20/2

Moves: Up 9, Same 9, Down 0, Adds 2, WFBG, KBIM, KSTP on, WZZP on, B100 30-27, Z98 40-36, WNAP 19-12, KMJC 29-24.

SUZI QUATRO "If You Can't Give Me Love" (RSO) 20/0

Moves: Up 10, Same 9, Down 1, Adds 0, WKBW on, KIMN 20-17, WAEB 17-12, KLUC 17-15.

BETTE MIDLER "Married Men" (Atlantic) 19/0

Moves: Up 12, Down 0, Adds 0, WZZP 32-30, KEARTH 14-12, JB105 33-29, WIRK 33-29, WRJZ 34-31, WXIL 28-23.

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