

Radio & Records

ISSUE NUMBER 306

THE INDUSTRY'S NEWSPAPER

NOVEMBER 2, 1979

Radio Replies To Home Taping Charges KSD Jock Caught In Exclusivity Clause

Considerable concern exists in the record industry about radio's recent penchant for playing albums uninterrupted, as detailed in the last two issues of R&R. The feeling is that would-be album buyers are taking the opportunity to obtain a clean tape copy of new albums by taping them off these convenient shows, and that record companies and retailers are losing significant sales as a result. There have been accusations that radio stations, via pre-promotions or new album hours sponsored by tape companies like Memorex, are actively encouraging home taping. Strong feelings have been generated, and the RKO Radio chain (including KEARTH/Los Angeles, target of considerable flak after a prominently-advertised "Great

of record companies toward the practice.

Most album-tracking is aired on AOR stations, traditionally more oriented toward exposing multiple cuts off LP's. The practice is relatively unknown in Country, Pop/Adult, Dancemusic, and Black formats, but a recent catalyst in record company resentment against album-tracking has been the recent conversion of several key Top 40 stations to airing such LP show-cases.

Discouraging Taping

96KX/Pittsburgh PD Bobby Christian speaks for virtually all the programmers R&R spoke to, both AOR and Top 40, in asserting that his station does not encourage home taping. Although scattered instances of air personalities re-

Research Revelation: Not So Big A Problem?

While the controversy rages, researchers with the nation's most prominent AOR consultant group have been investigating the situation. Joint Communications Corp.'s John Parikh, who compiles research for the Burkhart/Abrams group, outlined his company's early conclusions to R&R. A summary of key points includes the following:

- These albums are often aired late at night when less than 5% of sets are in use, so it's a much smaller universe.

- 15-20% of the audience actually has equipment sophisticated enough to tape off the radio, although that figure can vary dramatically from market to market.

- However, less than 5% of the people who listen to album-tracking shows are taping them.

- Another Parikh discovery is that it seems to be more common for people to tape two or three of their favorite tracks rather than the whole album.

Parikh concludes, "I'm really not so sure this is as big a problem as the record industry would like us to believe. Radio has to work for radio and records has to work for records, and sometimes what's good for one isn't good for the other."

say that was so-an-so and now this is such-and-such and name the album and the artist and our call letters, talking over the intros of tracks. Tapers would have the jock on it - there would be no way they could get a completely clean dub." Stuart McAre at KLPQ/Little Rock and Jonah Cummings at KEJO/Corvallis, OR are among PD's taking similar precautions.

Does Taping Affect Sales?

Radio people tend to doubt it. KEZO/Omaha PD Joe Blood told R&R, "I don't think in an area like ours that there's that many people with the right gear" (to tape albums). He stated, "We tracked the Led Zep album two or three times and it's still blowing everything else out the doors in sales." WRIF/Detroit PD Tom Bender says, "I think 95% of the people listen to an album playback to see what they have on their hands, not to record it. I don't think it's cutting into total volume. I think they're looking for scapegoats." KAUM/Houston's Gary Firth

Ed Scarborough joined KSD/St. Louis three years ago as Music Director and midday personality for the Pop/Adult outlet. Shortly after the station was purchased by the Combined Communications Corp., KSD switched to a News/Talk format. Finding himself in the unique position of being Music Director of an All-News operation, Scarborough decided to accept an offer to join Pop/Adult KMOX-FM/St. Louis as their morning personality. On September 5, Scarborough notified KSD of his intention to resign. Two days later, he found himself locked in a legal battle with a KSD over an exclusivity clause in his contract with the station.

According to Scarborough, KSD informed him via letter that his contract with KSD "precluded him from going to any other radio or television station in the market for a period of one year upon self-termination in a similar capacity." At the same time, KSD notified KMOX via letter that were they to hire Ed Scarborough, KSD would be forced to take legal action

against them, Scarborough told R&R. In addition, KSD obtained a restraining order preventing Scarborough from joining KMOX until after a show cause hearing, which has been scheduled for November 19.

In the meantime, Scarborough, who has been without a paycheck for the last seven weeks, has enlisted AFTRA's aid in his behalf. AFTRA's position, as defined by Scarborough, is that by negotiating an exclusivity contract with Ed Scarborough personally and directly, KSD excluded the union from the negotiation, and that violates AFTRA's position as the sole bargaining agent for all AFTRA members employed by KSD. Furthermore, AFTRA has filed suit with the National Labor Relations Board (NLRB) on the grounds that KSD's action constitutes unfair labor practice.

As to the overriding question of the legality of exclusivity clauses in contracts and the ramifications thereof, it remains to be settled, at least in this instance, in St. Louis County Court on November 19.

Polygram To Buy Decca Records

The Polygram Group and Decca Ltd. of London have reached an initial agreement for Polygram to purchase the record and publishing interests of Decca (with certain exceptions including Decca's interests in Teldec of Germany). A Polygram statement indicated that a formal agreement on the sale would be signed "at an early date." The acquisition, for an as-

yet-undisclosed cash price, is subject to various UK financial and governmental consents and the approval of Decca's ordinary shareholders. Decca, one of the longest-established record labels of importance in the UK (although lately reduced in prominence), is also the parent company of London Records in the U.S.

"If they give us the product in that form and market it that way, I don't see how they could ask us to play them differently."

Album Week" of uninterrupted LP airings) has taken the extraordinary step of discontinuing all playing of albums in entirety (see box below).

Radio Defends Its Stance

Having presented various record industry postures on the matter, R&R this week turned toward programmers of radio stations, mostly those who spotlight entire albums. Their comments open up an entire new side to the controversy, as on the whole programmers vigorously defended the value of tracking albums, strongly doubted whether significant sales were being lost, and in some cases brought to light what they considered to be ironic shifts in attitudes

marking. "Get your tape recorders ready" and similar invitations have been reported, the overwhelming majority of programmers consulted had clear policies against such encouragement. Many, like Christian, take active steps to make things difficult for the would-be home tapper.

"I think it all depends on the way it's done," he told R&R. "I think if you say we're going to play this entire album straight through without talking, and then left a couple of seconds of dead air before you rolled it, you'd be inviting people to tape. But we introduce the album and come in over the intro of the first cut, then we come in after every other cut and

RKO Radio — First To Take A Stand

In the accompanying article, Century Broadcasting National PD Bob Burch poses the crucial question of who would want to be the first to discontinue airing uninterrupted albums when the competition is still doing it. RKO Radio apparently is willing to be the one. In the following open letter, RKO Radio President Dwight Case outlines his company's reasons for dropping all airing of albums in entirety.

To the Radio & Record Industry

For quite some time now . . .

The record industry has been plagued by home taping of albums, resulting in a significant loss of retail sales. While radio is ultimately concerned with ratings . . . not record sales . . . we still must remain sensitive to each other's problems.

Therefore, effective Thursday, November 1, 1979, it will be RKO Radio company policy that we no longer play albums in their entirety, or work to promote the practice within the broadcast industry.

Our goals as programmers do not always coincide with those of the recording community. However, we do not subscribe to the philosophy of "victory" no matter who or how much it costs.

RKO Radio encourages others who agree to discontinue this practice as well.

Respectfully,
Dwight Case

President RKO Radio

HOME TAPING/ See Page 30



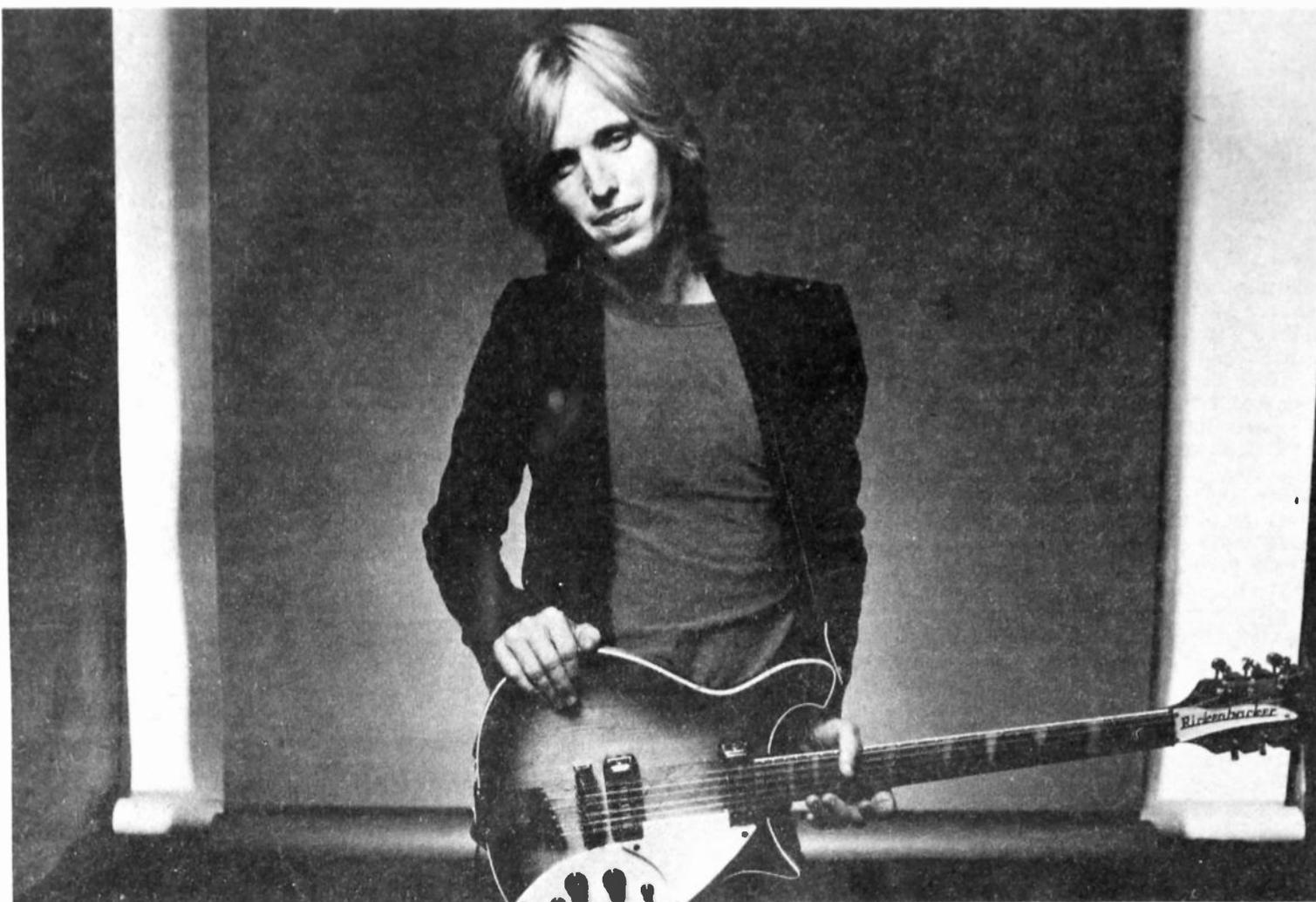
R&R's Beautiful Music Radio section debuts this week.

See Page 82.

Backstreet/MCA Records
proudly announces
the release of

DON'T DO ME LIKE THAT

MCA-4111K



TOM PETTY AND THE HEARTBREAKERS

the first single
from the explosive new album,

"Damn the Torpedoes"

MCA-5105

On your desk November 5, 1979!

Backstreet
MCA RECORDS

Produced by Tom Petty & Jimmy Iovine
Engineered by Shelly Yakus

Community Calm On KINK's Martin LP Airing

Without attempting to create a test case, KINK/Portland, OR may have pioneered a means of airing potentially objectionable recorded material without arousing the wrath of its community. The station played comedian Steve Martin's latest album, "Comedy Is Not Pretty," in its entirety last week, including several words frowned upon by the FCC and in general by certain elements in most communities. But KINK's careful handling of a possible

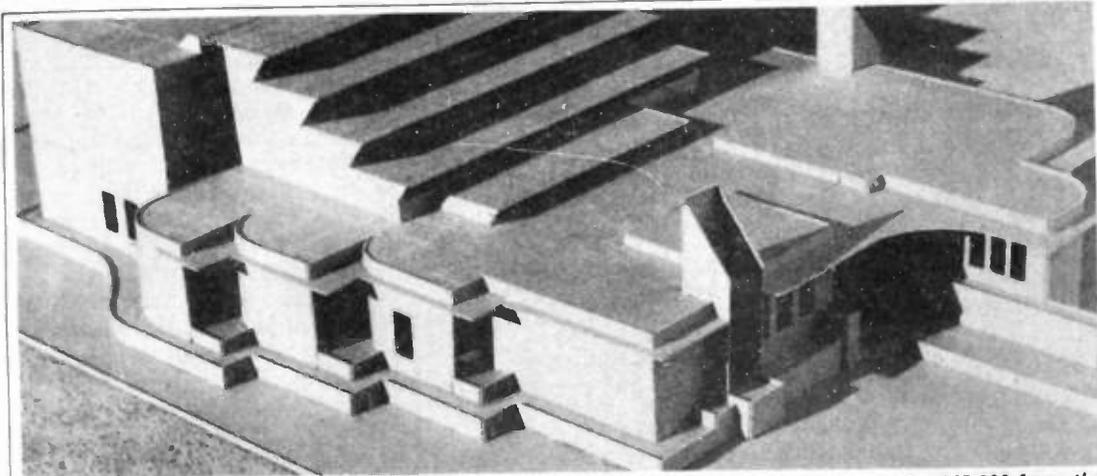
controversy enabled a successful airing of the album to be broadcast with no negative reaction from the community.

PD Mike Bailey told R&R, "I listened to the so-called questionable parts and decided that so far as I was concerned, as long as we preannounced in advance that there was some material on the album that might be found objectionable, and given the fact that we were running it at ten at night, that there's be no problems. For

the 24 hours preceding the run of the album, we announced that we were going to play it, and that it contained language and content that might be considered objectionable to some, and if you felt it would offend you, don't listen. We did that once an hour all day till we played it."

"All Positive"

Bailey was pleased with the results of his careful planning. "The response we got was all positive." See Page 30



A PLACE FOR THE SUN — Sunbelt Communications has been awarded an initial grant for \$12,000 from the Dept. of Energy toward the design of a new "passive solar efficient" radio station complex for KQEO&KZZX-FM/Albuquerque. Sunbelt hopes to finish the complex by mid-1980, and Sr. VP/Broadcasting William S. Sanders commented that it will provide an excellent opportunity to show off the advantages of energy-conscious design. The building, pictured, will be the first of its kind in the Southwest.

AFTRA PLEDGES AID TO STRIKING BRANCH

WCCO Strike Continues

The International Brotherhood of Electrical Workers (IBEW) Minneapolis ground into its third week with little headway. Although the principal issue in the dispute lies

between the IBEW and WCCO's TV operation, the Minneapolis Pop/Adult radio outlets have been affected due to the station's AFTRA members' refusal to cross IBEW picket lines as well as the IBEW's joint contract with the three broadcast operations (see R&R 10-12 for details).

Despite a recent announcement that AFTRA's National Board had voted to authorize strike benefit payments to members of its Minneapolis chapter (reportedly the first time AFTRA has authorized such payments to non-striking members), WCCO Program Director By Napier remains optimistic. Napier told R&R that while management was seeking to establish separate contracts with the IBEW for their radio and television operations, WCCO management and office personnel had done "a good job" in filling in for the striking on-air talent.

Napier noted that the station WCCO/ See Page 30

Former GRC Head Thevis Gets Life Sentence

Michael Thevis, currently serving a 12-year sentence for escaping jail and interstate pornography law violations, was sentenced to life imprisonment on arson and murder charges last Friday (10-26). Thevis was also sentenced to 20 years each on counts of racketeering and conspiracy. The sentences will run concurrently. Thevis, whom the FBI claimed controlled an estimated 40 percent of the U.S. pornography market, headed GRC Records in the mid-70's in addition to his extra-legal activities.

BEAUTIFUL MUSIC RADIO — The Phantom Format That Wins Ratings — But Little Attention — Finally Has Its Forum. Now The Rest Of Radio Can Learn How This Successful Format Earns Its Numbers — It's More Than Than Music ...

See Page 82

COURTS TAKE TOUGH LINE ON DOUBLE BILLING — FCC Ordered To Turn New Cases Over To U.S. Attorney For Prosecution. Jonathan Hall Relates The Order In The Courts.

See Page 4

this week ...

NEW DEPTHS IN RESEARCH FOR SALES AND PROGRAMMING

Wallace & Washburn Reports offer a new kind of qualitative radio research, aimed to help both the programming and the sales sides. Jhan Hiber provides examples and explanations.

See Page 16

BIRTH OF A STATION

Houston's newest Top 40 rocker, First Media's KFMK, is profiled in depth, as John Leader talks to GM Charles Giddens and PD Lee Logan about their unique initial research — polling over 50,000 people.

See Page 24

DANCEMUSIC — THRIVING IN CLEVELAND

It's not just popular in New York, you know. Stations in other markets are customizing the evolving Dancemusic format to the rhythms of their own cities. Pam Bellamy and Gail Mitchell talk with WDMT/Cleveland's Wynn Rosenberg about his own battle-plan.

See Page 42

TEN YEARS AFTER FOR WKDF

One of the South's leading AOR's, WKDF/Nashville, is celebrating its tenth anniversary with the format. Jeff Gelb speaks with PD Alan Sneed about the decade of progress, and a few radio myths are shattered in the process.

See Page 56

features

Washington Report	4
What's New	8
Gary Owens	14
TV News	14
Ratings & Research	16
Rip 'N' Read	18
Media Marketing	20
Street Talk	22
Picture Pages	44
Opportunities	86

formats

Top 40	24
Dancemusic	42
Black Radio	52
AOR	56
Country	72
Pop/Adult	79
Beautiful Music	82

staff

Editor & Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN

Senior Editor: MARK SHIPPER
Art Director: RICHARD ZUMWALT
Director, Creative Services: STEVE USLAN
News Editor: KEN BARNES
Associate News Editor: DON WALLER
Top 40 Editor: JOHN LEADER
Country Editor: JIM DUNCAN
Nashville Editor: BIFF COLLIE
AOR Editor: JEFF GELB
Pop/Adult Editor: MIKE KASABO
Black Radio Editor: BILL SPEED
Dancemusic Editors: PAM BELLAMY, GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Media Marketing: RICHARD LUTZ
Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES, NANCY HOFF, LINDA MOSHONTZ, SYLVIA SALAZAR, LEE WADE
Associate Art Director: MARILYN FRANSDEN
Photography: ROGER ZUMWALT
Production Manager: LESLIE HALPERN
Production Assistants: RICHARD AGATA, SANDRA GUTIERREZ, KENT THOMAS
Display Advertising: KEN ROSE
Circulation: KRISANN AGLIO
Research: JACK TOOTHMAN, CLAUDIA STEWART

Washington Bureau: 1101 Connecticut Ave. NW Suite 1004
Washington D.C. 20036 (202) 466-4960
Bureau Chief: JONATHAN HALL
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY
Associate Editor: ELISABETH GOOD

Radio & Records is published every Friday by Radio & Records, Inc. 1930 Century Park West, L.A. CA 90067 (213) 553-4330. Subscriptions \$140 per year or \$45 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. "Breakers" is a registered trademark of Radio & Records. Application by Radio & Records, Inc. for registered trademarks pending: The Back Page, AOR Hot Tracks, Mediascope. Most Added: National Airplay '30, Parallels Radio & Records, Street Talk. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand and Japan. © 1979 Radio & Records, Inc. A division of Martin-Hanks Communications.



OPINION LINE

The R&R Opinion Line is designed as your phone forum. We encourage you to call in any time to the Opinion Line number, (213) 552-3525, and record your ideas and opinions on any industry issue or concern. You can do so anonymously, or sign your name. Following is an Opinion Line offering from our readers:

Disco: The Biggest Hoax?

Disco radio is the biggest hoax in American media. There has never been a Disco radio station. There are a lot of things in life: radio stations, movies, concerts, TV, and discos. Each of these are separate entertainment sources which fulfill separate psychological needs. The phenomenon of radio listening has unique characteristics entirely separate from discos. For anyone who really cares to step off their disco mental merry-go-round for a minute to look at reality, let me set the record straight. In mid-1975 in Washington, D.C., Bob Hennabery put the first Disco radio format on at WKYS. The station had an immediate 7-share, and remained very successful. In late 1976, we studied the Disco format extensively and found that a portion of the cume was black, but among the heavy listeners that contributed greatly to the station's average quarter hour maintenance, a much greater portion were black. We reasoned that this Disco station was perceived as a structured, mass-appeal Black station, although weak in structural identity. This, of course, contrasted to the cluttered, unfamiliar AM Black stations. Therefore, an FM station offering comparable familiarity, structure and black identity should get into a sharing pattern and have greater retention. OK-100, with the weakest commercial signal in Washington, DC, has been the top Black station in Arbitron since April/May, 1977, and frequently the No 2 station, 12+ among all stations. Here is a real programming story, never covered in the national trades.

The defeat of WKYS did not stop local management at WKTU in N.Y. from installing a disco format, which worked pretty well for them until a Black station improved their structure and their music, and then, lo and behold, the Disco station loses. The N.Y. success of WKTU prompted 1500 mindless followers to quickly install the Disco format. Any Disco station can be beaten instantly by a professional, structured and familiar Black station. Disco stations just do not reflect a mass audience lifestyle. They simply build upon a black audience base. Disco is a lot of things, but it's no format.

Bill Parris, National PD
United Broadcasting

Washington Report

CONGRESS MAY VETO FUTURE ACTIONS, BUT FOR NOW . . .

FTC Says Doctors Can Advertise

Radio Could Get A Large Piece Of The Action

The Federal Trade Commission (FTC) ruled last week the American Medical Association (AMA) could not prohibit doctors from advertising their fees and services. But Dr. Barry Jacobs of Reston, VA, who has been advertising for years and had his license revoked by the AMA, says doctors will be too afraid of the AMA to start advertising right away.

"Radio is very effective and I can see doctors spending \$5000 to \$10,000 to make sure they get a return," Jacobs told R&R. "But you won't see a lot of advertising until a few of us start doing it more and show the way."

The AMA, which claims deceptive advertising will result from the FTC action, will appeal the

ruling.

Congress Consider Action To Overrule FTC

Discussion on a bill authorizing funds for the FTC turned toward limiting that agency's power this week. On Monday (10-29) the House debated a proposal attached to the bill which would enable either the

Senate or the House to veto any industry regulation.

FTC Chairman Michael Pertschuk recently took a different position when he appeared before a Senate oversight committee. "We have not substituted our preferences for those of the individual consumer . . . who feel they have been victimized in the marketplace," he stressed.

Mabuhay Withdraws KJAZ Offer

Minority Criticizes Citizens Groups

The Filipino-American group which wanted to buy KJAZ/Alameda, CA backed out of it last week (10-22). Mabuhay Corp. had agreed to buy KJAZ from Patrick Henry for \$1.5 million under the distress sale policy, but faced repeated opposition from citizens' groups, alleging extortion and propaganda motives (R&R 4-27). Mabuhay attorney Dan Reidy told R&R his client saw no end to the stalling on behalf of "irresponsible" citizens groups, so Mabuhay will look for another station in the same market.

The prime movers against Mabuhay were the Committee for Open Media and the Citizens Communications Center. Both charged that Mabuhay intended to use KJAZ to propagandize for Philippine dictator Ferdinand Marcos. "Mabuhay is not qualified to be a licensee under FCC foreign ownership rules," Citizens Communications Center attorney Jeff Olson told R&R. However, Reidy dismissed that argument, saying that Filipinos are the largest growing minority in the Bay Area and have a right to hear news and public affairs of interest to them.

Appeals Court Gets Tough On Double Billing

Just when it looked as if the FCC had lost interest in investigating stations for double billing, the courts decided to step in. Last week, the U.S. Court of Appeals upheld the FCC's decision to take away the license of WBRL/Berlin, NH for double billing. The court also told the FCC it had

not been giving the issue enough consideration and instructed the Commission to turn future cases over to the US Attorney's Office.

One high ranking FCC Broadcast Bureau official told R&R the FCC would be very reluctant to do so.

Court Calls WBRL Case "Serious Criminal Violation"

WBRL President Richard Blais never denied his station double billed, (22 accounts and over \$20,000 was involved), but contended the practice was necessary for his station's financial survival. Blais's argument in appealing the FCC denial was that double billing is

the norm in Berlin - that the local newspaper and two other radio stations did it and that manufacturers never complained. No one was hurt, Blair argued.

But the court said the argument that double billing was permissible because everyone else did it made no sense, and pointed out that a loss of \$22,000 to manufacturers could hardly be considered non-injurious. "The Commission has the responsibility to refer such cases . . . for consideration by the grand jury when violation of the criminal law is of the magnitude and as obvious as that on display here," the Court said.

People

Look for Barbara Kreisman to be named acting Chief of the FCC's Renewal Branch and Stu Bedell to assume duties as acting Chief of the Transfer Branch.

Dan Brenner named Assistant to FCC Chairman Charles Ferris.

John Frysiak joins FCC as Administrative Law Judge. He had been at the Nuclear Regulatory Commission and before that a former New York Assistant Attorney General.

Kirsten Lindquist appointed Washington Correspondent for RKO Radio Network. She had been a correspondent for AP since 1975.

Sales Talk

Shamrock Offers \$68 Million For SJR

Big talk is about possible acquisition of SJR Communications by Bruce Johnson's Shamrock Broadcasting, owned by Roy Disney (story broke in R&R Street Talk last week). R&R learns that because SJR is a Puerto Rican corporation, it will take at least four weeks to work out complicated PR tax details before the \$67-68 million offer is formalized.

Spinoffs being discussed include WKTU/New York, WYSP/Philadelphia, WJMD-FM & WUST-AM/Washington, KNUS/Dallas, and possibly KUDL/Kansas City.

Sonderling Offers WOL To Local Blacks For \$1 Million

WOL/Washington, the target of an FCC payola investigation since 1976, is being offered to Almic, a company headed by Dewey Hughes, a former seven-year Public Affairs Director for WOL. Sonderling's offer carries a distress sale price of \$950,000, or about two-thirds of the station's appraised value of \$1.4 million.

WOL is being spun off from a proposed acquisition of Sonderling's other broadcast properties by Viacom. 98M2Q, WOL's sister FM, would go to Viacom. R&R hears rumblings that the only snag may be FCC's desire to make things tough for Sonderling because of its alleged previous wrongdoings.

Other principals include: Cathy Liggins Hughes, former Station Manager at WHUR and WYCB (both Washington), and Skip Finley, General Manager, Mutual Black Network (recently purchased by Sheridan). WOL under Dewey Hughes and Finley's management will most likely continue Black format with increased public service.

Almic is being funded by Syndicated Communications, a group which aids minorities buying stations.

Other Sales

A battle for KZFM/Corpus Christi, TX was won by Arnold Malkan over the objections of Roger Stoner, 49% owner of the current licensee, Texas Media. Stoner was trying to buy controlling interest from two other stockholders who sold to Malkan instead. Stoner appealed the sale to the FCC, which found no objection to Malkan's takeover.

Most recent deal transacted by Norman Fischer & Co. of Austin, TX was the \$5 million sale of WSRF-AM and WSHE-FM/Ft. Lauderdale, FL. Stations sold by Van Patrick Broadcasting to John Tenaglia.

Blair Radio has been chosen sales rep for Q107 (WRQX/Washington, DC). Blair now represents 4 FM and 6 AM stations owned by ABC.

The Week In Review

- Appeals Court toughens up on "double billing." Criminal prosecutions may be in the future.
- FTC clears the ways for doctors' ads, but how many will buy time?
- Ferris wants to double the numbers of minorities and women in top broadcast jobs in the next decade.
- A Black group buys WOL/Washington, DC, Disney's Shamrock offers to buy SJR Communications, but deal is off on KJAZ/Alameda, CA.
- With or without Sen. Hollings's support, ranking Republicans expect to push ahead with proposed amendments to Communications Act.

— Jonathan Hall

Washington Street Talk

Behind the scenes, Republicans on the Senate Communications Subcommittee led by Sen. Barry Goldwater of Arizona and Sen. Harrison Schmitt of New Mexico will begin circulating today (Nov. 2) a new draft of S. 622 - proposed bill to amend the communications act. Both have been critical of the Subcommittee's chairman, Sen. Fritz Hollings (D-SC), for not moving after extensive hearings.

Meanwhile, House Communications Subcommittee Chairman Lionel Van Deerlin (D-CA) will begin oversight hearings next week on NTIA (Nov. 8) and the following week on the FCC (Nov. 13-15). Sessions are to give Congress a better idea of how agencies are doing their job.

Courts kick FCC again. U.S. Courts of Appeals in decision last week upholding license revocation as penalty for double billing (see related story) made it clear they intend to continue to be involved in communications policy. Criticism from Washington communications attorneys mounts; they feel courts persist in confusing their judicial role with roles of executives and legislative branches of government.

Watch for FCC Commissioner Anne Jones to push for relaxation of *ex parte* rules, thus making it easier for broadcasters and others to discuss rulemaking proceedings. Newest commissioner finds current restrictions extremely stiff as compared to other government agencies.

Finally, insiders say some members of the House Select Committee on Narcotics, which got a demonstration yesterday (the day after Halloween) of "drug-related paraphernalia," have it in for retail record outlets selling those items. Action prompted by "60 Minutes" segment and personal investigation by Rep. Bob Dornan (R-CA), who recently visited local DC record outlets selling head gear.

**A Knockout
In 3 Minutes
And 45 Seconds!**



The New Single From

FOGHAT
“Third Time Lucky”

**Produced by Foghat & Tony Outeda
on Bearsville Records**



Manufactured and Distributed by Warner Bros. Records

FCC At A Glance

FERRIS SINGS MORE, MORE, MORE!

How Do You Like It — EEO?

Labeling it unfinished business from the 60's civil rights efforts, FCC Chairman Charles Ferris said he hoped to double the number

of minorities and women in broadcaster's top four categories during the 1980's. In a speech to Black Citizens for Fair Media in Harlem late last week, Ferris noted that every radio and TV station in the country will have had to undergo a license renewal EEO test of 25% minorities and women by early next year. But the Chairman wants those percentages to be higher. "It may be appropriate for the Commission to measure licensees by a processing standard of at

least 50% of parity... doubling the current 25% figure," he said. Ferris's main thrust was to confront commercial networks on their poor records of hiring minorities and women for decision making jobs. Only 7.4% of network headquarters employees are black and only 11.4% are women, according to Ferris.

NTIA Submits 9 kHz Tests Interference

Engineers used home audio equipment to test interference of reduced AM spacing from 10 to 9

kHz confirming preliminary findings at three radio stations (R&R 10-5). In a report to the FCC last week, the National Telecommunications and Information Administration (NTIA) said "interference was insignificant considering the protection ratios of the test receivers." Engineers also said in a few cases where stations within 50 miles of each other operate on adjacent channels (such as WLKW/Providence, RI on 990 and WSUB/Groton, CT on 980) listeners may have to do some fine tuning to pick up the desired signal.

KXA Refused Power Increase

Refusing to make an exception in the freeze on secondary assignments on clear channel frequencies, the FCC said no to KXA/Seattle, which wanted to increase power from one to 50 kw. KXA broadcasts

on 770 kHz, the same frequency as WABC/NY and KOB/Albuquerque, but GM Robert Wikstrom told R&R there would be no interference problems. KXA broadcasts five hours of public affairs a day, and Wikstrom hoped with the power increase to bring this service to more listeners. KXA attorney Mike Bader will ask the FCC to reconsider.

Fairness Doctrine Substitute Turned Down

A proposal that stations set aside one hour a week for public access as an alternative to the Fairness Doctrine was rejected last week after a long debate. The Commission said such a system, which allowed anyone to express an opinion on a first-come, first-served basis as well as apportioning time for "representative spokespersons,"

would not ensure coverage of a wide range of controversial points of view. The proposal had been offered by the Committee for Open Media.

Time Running Out For Cross-Ownership Divestiture

The Commission denied a request by WHMA-AM-FM-TV/Anniston, AL and four other TV licensees for a waiver of rules requiring divestiture by 1980 of either the newspaper or broadcast facility. WHMA argued that signals from outside the community created a competitive situation making divestiture unnecessary, but the Commission noted that it had already rejected that argument in 1975 and been upheld by the Supreme Court.

Frank Washington: In The Driver's Seat On Deregulation

It's ironic that a guy whose last name suggests bureaucracy, rules, regulations, and red tape is actually a proponent of deregulation. Frank Washington is only 31 and is second in command of the FCC's Broadcast Bureau.

He came to the FCC from the communications law firm of Arnold & Porter as legal assistant to Chairman Ferris. Because of his work in the Chairman's office, Washington understands Ferris's policies well, which will help him assist his new boss, Broadcast Bureau Chief Dick Shiben, in implementing radio deregulation, if it occurs.

Questions For Broadcasters On Deregulation

Comments on radio deregulation are due Jan. 25, 1980 and reply comments are due April 25. So we asked Frank specifically what the FCC would be looking for from broadcasters. He mentioned six important areas:

- Stations exempted from ascertainment requirements should tell the FCC how they've made local public affairs programming decisions,

just a numbers game and if stations should hire minorities even if they can't find anyone qualified?

He replied that broadcasters are required only to show they tried to find qualified minorities. If that's not demonstrated satisfactorily, then a station may be designated for hearing and under new enforcement procedures will not be given a chance to go back and mend "numbers." Washington noted that broadcasters have lived with EEO rules for 10 years, and the Commission will no longer be lax in its enforcement. Next we asked:

R&R: Is there a trade-off of more competition as the price for deregulation?

FW: It's a shift toward more structural approaches and away from behavioral or program content-oriented types of regulation. If there is a way that the marketplace can achieve and serve the public interest,

"The public interest is being achieved through what happens as a result of the marketplace rather than our imposed programming requirements."

- Broadcasters should list dollar amounts for news and public affairs showing whether or not these programs are profitable.

- Small market stations should state the incentives they use to provide non-entertainment programming and to know the needs of consumers/listeners.

- Small market broadcasters should also list their sources of competition; i.e., radio signals from other markets and other sources.

- Stations that have advisory councils (minorities, consumer groups, etc.), should tell how they operate.

- Broadcasters should tell the FCC if they intend to continue keeping program logs if they aren't required to and if so, why.

Commission Toughens Up On EEO

When R&R began this interview over a month ago, the Broadcast Bureau had just announced the establishment of an EEO Branch. We asked Washington if EEO is

then why should we (the FCC) do it, and the situation in radio is that the current structure is at a point where we're beginning to see that happen; where the public interest is being achieved through what happens as a result of the marketplace rather than our imposed programming requirements.

R&R: But there are some Commissioners who still don't believe it. Is that what the debate's all about?

FW: That's right. The figures are there in black and white, and even though some say there's no record, I think that's hardly the case. There's probably more in that record right now than we've had in any one rulemaking in the last 20 years in terms of making a case for deregulation. That's not to say that people can't quibble about how the figures can be interpreted.

R&R: When radio deregulation was announced Sept. 6, there was a big discussion about a possible court challenge of the



Broadcast Bureau's proposed plan. Do you feel you can sustain a court challenge if there is one?

FW: Yes.

Will New Sources Of Revenue Support Additional Radio Outlets?

R&R: Let's say the Commission sees fit to create more stations. What happens if there's not enough advertising to support new stations?

FW: In that case, the opportunities that you create for new outlets won't be used. It's not going to affect the existing licensees.

R&R: What about the viability of a station?

FW: The point is the marketplace ultimately makes that determination anyhow, not the Commission. We have no way of knowing what the saturation point is.

R&R: What happens if you as a responsible regulator clear the way for, let's say, two new stations in a market which can only support the existing stations?

FW: The other two won't go (on the air). R&R: But somebody will. Someone will try to overtake an existing station.

FW: You know, radio has changed a lot. New sources of revenue are opening up, especially at the local level with more busi-

nesses realizing the advantages of advertising especially on radio.

R&R: But what about more competition for local ad dollars from other entities, such as deregulated cable or shoppers.

FW: The bottom line is I don't think the Commission should be protecting individual licensees from competition. Our orientation has been in the past to talk in terms of a station's advertising base as a way of determining the public interest, rather than asking what is the total effect on consumers. Are program choices increased or decreased? What you're talking about is only one factor, but it should not be a bottom line consideration.

R&R: But that's been the case with newspapers, and there are very few new newspapers around.

FW: Under the existing situation, it doesn't look like it's (new stations) going to happen tomorrow.

Broadcasters To Pay Royally For Changes

R&R: Let's talk about cost. When a major corporation changes its name, they figure in what it's going to cost. If the government all of a sudden says to a station, you're no longer 1120 on the AM dial, you're something else, because of a switch from 10 to 9 kHz, you may lose the value of the image you have built in addition to the actual expense of changing, stationery, etc.

FW: There will be plenty of time to make adjustments. As far as actually moving the frequencies around, that could be done in such a way that everybody would be equally at a disadvantage, so that nobody would get a competitive edge.

R&R: Should broadcasters bring this to the FCC's attention when they file comments?

FW: You've got to be smart. If broadcasters want us to focus on this, they've got to bring it up. It goes into the whole subcategory of questions raised about the competitive impact.

"The bottom line is I don't think the Commission should be protecting individual licensees from competition."

**Announcing
the American release
of an international success.**

ABBA'S "CHIQUITITA"

"CHIQUITITA" is the new single from Abba's
best selling album, "VOULEZ-VOUS." SD 16000

"CHIQUITITA" has been #1 in virtually every
country in the world.

And now, "CHIQUITITA" is being released in the
United States. By public demand. In both English and
Spanish versions.

**"Chiquitita" A classic from Abba.
On Atlantic Records.**

3629 (English) 3630 (Spanish)

Produced by Benny Andersson & Björn Ulvaeus.



WHAT'S NEW

10-Q, KHTZ SALES BIG FACTOR

Storer's 3rd Qtr., Nine Months Soar

Storer Broadcasting posted record third quarter and nine month results for the period ending Sept. 30, principally due to the sale of its L.A. radio properties (KTNQ and KHTZ-FM). Including the sale of these stations, Storer's nine month net profits soared 62 percent to \$19.1 million, up from \$11.8 in 1978. Nine month revenues rose 20 percent to \$126.2 million, up from \$105.2 million in the year-previous period.

Third quarter net for the firm more than doubled to \$8.4 million, from \$3.9 million in the year earlier period, while third quarter revenues increased 20 percent to \$42.4 million from \$35.4 million in 1978.

Stiff Launches U.S. Label With Novel Retail Policy

Stiff Records has announced the formation of its own domestic label, U.S. Stiff Records. Independent of Stiff's affiliations with either Epic or Columbia Records, product on the U.S. Stiff label will be independently pressed, distributed and marketed.

Initial album for the new label, to be released this week, will be Wreckless Eric's "The Whole Wide World" with a single, "Take The K.A.S.H.," upcoming. Both the album and single will be made available to retailers and distributors on a special one-way "SOD (Stiffs on Delivery)" basis.

U.S. Stiff General Manager Barry Taylor told R&R that retailers would not be encouraged to order in large quantities despite the attractive price being offered on the \$7.98 list album. Taylor noted that a Wreckless Eric tour was in the works with Stiff planning to concentrate on selling the LP in the cities he will appear. Records will be sold and shipped directly from the U.S. Stiff offices or can be ordered from Rounder Records of Cambridge, MA and its subdistributors across the country.

Scratch 'N' Sniff T-Shirts

While T-shirts were invented by USC football coach Howard Jones in the 1930's, first customized by Ed "Big Daddy" Roth's airbrushed car/monster fantasies in the 1950's, and began their rise to prominence as a marketing tool in the late 60's, the latest development has been the "scratch 'n' sniff" T-shirt. The Miami-based Young Manufacturing Co. has managed to combine "scratch 'n' sniff" odors with pictures of flowers and fruit on T-shirts that stimulate the olfactory as well as the visual and tactile senses. As for the future of scratch 'n' sniff clothing — only the nose knows.

Let us do
for your listeners' eyes
What you do
for your listeners' ears . . .

Atkin & Co. produces and syndicates state of the art television commercials for the best radio stations. Our television spots are visually exciting, reasonably priced and, most importantly - effective. And each spot is individually customized for you.

For further information contact
Doug Bornstein, VP Sales and Marketing



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

Another division of Amalgamated Phragg, Inc.

National Car Rental
For Worldwide Reservations Call Toll-Free
800-328-4567
A NATIONAL SYSTEM

WELCOME TO CLEVELAND
AM FM

870 WKBN Pop MOR	88.3 WBWC Album-rock
810 WTVN Pop Adult	89.3 WBOE Classical
640 WOLO MOR/ish	92.3 WLWT Pop/LP/rock
680 CFR Contemporary	93.1 WZAR Ethnic
740 CBL Mid-Road	94.1 WWBC Beautiful
750 WJR Pop/Classical	94.9 WDBB Beautiful
800 CKLW Pop-Rock	95.9 WCLV Classical
880 WYV Mid-Road	96.9 WKDD Soft Rock
890 WYD Pop-Oldies	97.1 WRZO Beautiful
930 WQL Mid-Road	98.1 WTOP Gospel
970 WFLN Contemporary	98.5 WQCL Contemporary
1000 WSLU Mid-Road	99.5 WISN Beautiful
1000 WQED Pop-Rock	100.1 WENT Pop Adult
1100 WYVE Pop Adult	100.7 WYMS Album-rock
1150 WYVE Contemporary	101.3 WQCD Country
1270 WGLR Pop-Rock	102.1 WQDR Beautiful
1290 WBSG Tab & Info	102.9 WYFM Pop-Rock
1300 WERE All News	103.3 WCRF Gospel-CR
1350 WELR Mid-Road	104.1 WQAL Beautiful
1380 WELR Country	104.9 WZLZ Pop Adult
1420 WHK Country	105.7 WYWS Album-rock
1450 WYV Mid-Road	106.5 WZP Contemporary
1480 WJMO Black Soul	107.1 WQLO Mid-Road
1530 WKNT Mid-Road	107.3 WBEA Beautiful
1540 WASD Soul/Disco	107.9 WDMT Dance
1550 WAKR Pop Adult	

ON THE GO! Guides Provide Radio Info

Beginning this month, Buick dealerships and National Rent-A-Car agencies have begun placing AM-FM index guides (pictured) in the glove compartments of all cars rented or sold in 24 markets across the U.S. The guides, manufactured by Logos Unlimited of Ypsilanti, MI, feature the call letters, dial position and format of all available signals within each market.

In addition, each guide has a "billboard" promoting one AM station in that specific market. These stations have exchanged, on an R.O.S. basis, 30-second spots for the 1980 Buicks. Buick, in turn, underwrote the cost of the program.

Markets served are: New York, Los Angeles, Chicago, Boston, Philadelphia, San Francisco, Pittsburgh, Miami/Ft. Lauderdale, Atlanta, Cleveland, Houston, Dallas/Ft. Worth, Washington DC, St. Louis, Kansas City, Detroit, Tampa/St. Petersburg, New Orleans, Indianapolis, Phoenix, Denver, Minneapolis/St. Paul, Seattle/Tacoma, and Milwaukee. For a complete package of all 24 cities, send \$1 to Buick-Guide, Box 219, Ypsilanti, MI 48197.

RADIO COMEDY SERIES

"The Station Gang" Breaks Out From Studio B

A radio comedy series, "The Station Gang," is currently available from the From Studio B Company. The series comes in three different packages, each with its own central (fictitious) station character. Pat McCormick portrays "Mr. News," described as "a zany station newscaster who is hung up on 'This Day In History.'" Alan Barzman plays "J. Wendell Armbruster," the station's consumer affairs/public affairs person who is always "Looking Out For You;" and Bill Flore and Jane Hamilton are just plain "Bill & Jane," whose duties are to respond to a variety of oddball listener letters, which they read over the air.

Each series contains 65 segments, none of which is longer than 90 seconds. In addition to the programs, From Studio B will provide subscribers with point-of-purchase merchandising materials, including the "J. Wendell Armbruster Seal Of Approval," a booklet of "Mr. News's 'This Day In History'" dates, and a "Letter To Bill & Jane" contest with the winning letter to be answered on the air by Bill and Jane. For further information contact From Studio B at (800) 421-4498. From California or outside the continental U.S. call (213) 462-7261 (collect).

ALL DIVISIONS CONTRIBUTE

Taft's 2nd Qtr., Six Months Up

Taft Broadcasting Co.'s earnings and sales reached record heights in the second quarter and six months ending September 30, with all three of the firm's operating divisions (broadcasting, film and TV production, and amusement parks) posting increases. Second quarter net earnings for the firm climbed 21.6 percent to \$12.1 million, up from \$10 million for the corresponding period of 1978, while second quarter sales soared 36 percent to \$73.8 million from \$54.3 million in the year-previous period.

Taft's six month net rose 20 percent to \$19.2 million, up from \$16 million during the equivalent period of 1978, with six month sales increasing 28 percent to \$125.9 million from \$98 million. Taft's broadcasting division's second quarter net swelled 16 percent to \$10.4 million, on 23 percent higher revenues of \$23.4 million, while six month earnings for the broadcast division

increased 17 percent to \$22.2 million on 20 percent higher sales of \$47.4 million.

Datsun Ups Ad Budget In Effort To Topple Toyota

Nissan USA, manufacturers of Datsun autos, will attempt to overtake Toyota as the number one American auto importer this fall as it increases its advertising expenditures seven percent to \$70 million. 15 percent of this will be devoted to radio, to be divided between all models in the auto manufacturer's fall line. Datsun trailed Toyota last year by a mere 47,000 units.

Radio Production Firms Form Organization

Members of Southern California radio production companies met recently and agreed to form an official organization which would address itself to concerns such as industry-wide

public relations and the establishment of technical and performance guidelines for member companies worldwide.

Harry O'Connor of O'Connor Creative Services and Charles Michaelson of Charles Michaelson, Inc. spearheaded the meeting which was attended by representatives of Live

Sound, Radio Arts, Radio Works, Southcott Productions, Studiohouse Radio, Tuesday Productions, Audio Stimulation, and Watermark.

For more information concerning membership contact: Nancy Smith, O'Connor Creative Services, Box 8888, Universal City, CA 91608, (213) 769-3500.

WNYC's "John Hour" A Reality

On Tuesday (10-23), New York City Mayor Edward Koch made good his threat to broadcast the names of those citizens convicted of patronizing prostitutes over city-owned radio station WNYC (R&R 10-19). Nine men convicted under the city's controversial "John Law" had the dubious distinction of being the first to have their names, ages, and addresses aired as Koch returns to public humiliation as a deterrent to crime.

Senators Take To Airwaves

"The Senators," a two-and-a-half-minute daily public affairs program, will be available to stations on an exclusive basis beginning in mid-November from O'Connor Creative Services. The program will provide a forum for a variety of U.S. Senators to communicate their views on a wide range of subjects with Senators such as Henry Jackson, William Armstrong, and John Stennis already committed to the project. Public Affairs Broadcast Group President Mark Bragg will serve as Executive Producer of the shows. For further information contact O'Connor Creative Services at Box 8888, Universal City, CA 91608, (213) 769-3500.



Pat Benatar

"Heartbreaker"

the new single from the album
In the heat of the night



Chrysalis
Records and Tapes

the album CHR 1236 the single CHS 2395
Produced by Mike Chapman and Peter Coleman.
Management/Direction: Rick Newman.

FOR POSITIVE



CHEAP TRICK "Dream Police"

So Arresting, It's:
NEW & ACTIVE

CHEAP TRICK "Dream Police" (Epic) 100/11
Moves: Up 69, Same 17, Down 3, Adds 11, WBEN-FM, WKBO, KXX106,
Y103, WNOX, KIOA, WNCI, KTAC, WJBQ, WFLB, KILE.



PAGES

"I Do Believe In You"

Making Believers Out Of:

KBEQ add
KIMN on
WISM 29-25
KHJ 24-20
WRKR on
KSLY on
KQDI on
KBRC add
KXX106 on
KFXD add

KPAM 30-28
KUHL deb 25
KDZA on
KYSN on
KYYA on
KASH 29-26
KBBK on
KCAP on
KRPL on
KYLT on

WKAU on
WIFC on
WAIM on
WCSC 32-26
WONN 38-31
WEAM 31-28
KALB 25-16
KLWN deb 35
KSKG 30-27
KJAS on

TRY A LITTLE

REACTION...

Weisner/Demann Entertainment Inc. and Joe Jackson
9200 Sunset Blvd., PH 15
Los Angeles, CA 90069

Produced by Quincy Jones
for Quincy Jones Productions

MICHAEL JACKSON "Rock With You"

Already Rockin With:

WABC add 26	KFI deb 18	WHBQ add	14WK 40-37
WXLO add	WBEN-FM add 40	WRJZ on	WAAY add
Z93 deb 28	WSGN 32-28	WRVQ 24-10	WHHY deb 25
Y100 add 31	WAXY deb 25	KHJ add	WERC add
Q105 on	Y103 35-28	KROY deb 25	KX104 add
WLCY 28-23	BJ105 add 37	KTKT add	WISE add
KEARTH 30-25	WBBO deb 29	KORL add 28	CK101 deb 38
			FM99 on



ELLEN FOLEY

"What's A Matter Baby"

These Stations Know:

WKBW deb 30	WRKR on	WLAN on
WGCL add	WAQY add	WIGY on
WICC on	KLWW on	3WD on
PRO-FM on	KCRG on	WFOX on
JB105 on	WIFC 40-34	7Q on
13FEA on	WNEX add 26	
WCIR deb 28	WCIL on	



FOUR PLAY!



WHAT'S NEW

"NORMAL DELAYS" BLAMED

WCI Pressing Plant Construction Finally Underway

The projected completion date for Warner Communications Inc.'s record and tape manufacturing facility to be located in Olyphant, PA has been pushed back until mid-1981. WCI claimed "normal delays" had caused the project's postponement with groundbreaking ceremonies on the 240,000 sq ft facility taking place only recently, although the construction was to begin a year earlier.

RCA's Nine Months Up, 3rd Qtr. Down

Despite record profits for the nine month period ending September 30, the RCA Corp. posted a six percent decline in third quarter profits. RCA's nine month profits rose five percent to \$213.7 million, up from \$203.2 million in 1978, while nine month revenues increased 15 percent to a record \$5.4 billion vs. \$4.7 billion for the corresponding period of 1978.

RCA's third quarter net slid six percent to \$66 million, down from \$70 million for the year-previous, with third quarter sales climbing 10 percent to a record \$1.8 billion, up from \$1.6 billion in 1978. RCA's record division, results from which are posted within the firm's consumer electronic products/services group, reportedly returned to overall profitability in the third quarter, following its second quarter losses, but trailed its year-previous performance, and with the exception of RCA's record club, the firm's domestic record operations continued to be unprofitable.

E/A To Issue MUSE Benefit Live LP

The five MUSE Foundation benefit concerts which took place at Madison Square Garden last month will be preserved on a live album to be released by Elektra/Asylum Records. Tentative date of release is Christmas, 1979. Appearing on the album will be performances from the following musicians who donated their talents toward "a non-nuclear future": Jackson Browne, James Taylor, Bruce Springsteen, the Doobie Brothers, Crosby, Stills and Nash, Graham Nash (as a solo artist), Bonnie Raitt, John Hall, Tom Petty and the Heartbreakers, Poco, Chaka Khan, Ry Cooder, Jesse Collin Young, Raydio, Peter Tosh, Gil Scott Heron, and Sweet Honey In The Rock.

MUSE staffers claim the album will be sequenced "to make emotional sense as a whole concert" and will be produced by the "MUSE Board," which includes Browne, Nash, Hall and Raitt, with the assistance of the individual artist's producers. Also included within the album will be a 16-page booklet, designed by John Wilton and edited by Harvey Wasserman, which will contain photos, statements from the artists and an essay on the advisability of alternative energy sources. Proceeds from the five MUSE concerts were donated to local anti-nuclear and pro-solar energy groups across America.

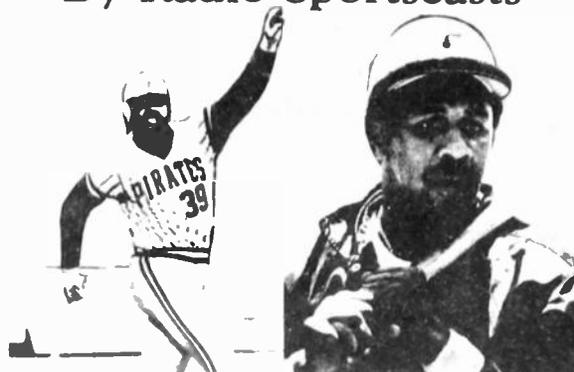
NARM Advises Retail & Radio To Improve Sales Info Exchange

The upcoming November issue of the National Association of Recording Merchandisers (NARM) publication *Sounding Board* contains an article that is of vital concern to radio. The subject addressed is the age-old question, "Which came first, the sales or the airplay." Briefly, the article advises retail outlets to increase cooperation with radio stations in the stations' search for sales information.

The article advises: 1) letting the radio stations know that you take their requests for sales information seriously, 2) appointing one specific person from the store to handle all radio station sales information requests and prepare a written documentation of how your sales records are tabulated (this document should then be mailed to the radio stations), 3) preparing a detailed in-store playlist and correlate your in-store play with your record sales, and 4) surveying your customers as to their radio listening habits, age, sex, and buying habits, and presenting this information to the local radio stations.

In essence, the article is advising retailers that by taking a more professional approach to radio's research requests, radio will be able to more accurately reflect the marketplace it serves, perhaps exposing more new product as a result. After all, growth is essential to both industries.

Advertisers Attracted By Radio Sportscasts



Major League baseball's tight pennant races and World Series, as well as America's sports renaissance, hasn't hurt radio any. On the contrary, research shows that radio stations that air play-by-play (and an estimated 1000 out of the 7000 stations do), have ratings increases of 50 to 200 percent when they do so. All this has prompted the Radio Advertising Bureau (RAB) and the Station Representatives Association (SRA) to team up and put together a slick reference guide, *Radio Sports Reports*. Its purpose is to attract and assist advertisers who might buy a national spot built around play-by-play pro sports broadcasts.

Some of the facts the RAB and SRA have compiled includes team phone numbers, cost estimates for season packages, and information about the originating station and team networks.

which he's been involved — before, during, and after his first tenure with us."

In related developments, Ron Goldstein and Noel Newbolt were appointed to the positions of General Manager of Progressive Music and Executive Assistant to LiPuma, respectively.

Blanch Named VP At CBS

Roselind D. Blanch has been appointed Vice President of Merchandising Planning and Administration for CBS Records. An 18-year veteran of the label, Blanch most recently served as Managing Director of Merchandising Planning and Administration.

In her new post, Blanch will plan, supervise and coordinate all administrative facets of the CBS Records Merchandising area, including Art Packaging, Advertising, Creative Services, Customer Merchandising, Merchandising Administration and College Promotion. She will also continue to function as Senior Convention Coordinator, reporting to CBS Records VP of Merchandising Mike Martinovich.

Bridenthal Upped To VP/PR At E/A

Bryn Bridenthal has been appointed Vice President of Public Relations for Elektra/Asylum Records. Most recently National Director of Publicity for the label, a position which she held for the last three years, Ms. Bridenthal previously served as Public Relations Director for Rolling Stone for four years. While employed at Rolling Stone, Bridenthal was involved in the magazine's syndicated radio programming operations, having also handled public relations for KSFY and KMPX/San Francisco.

PLANKS FOR THE MEMORIES

Cutting Boards From Fillmore Floor

If you ever cut the rug on the dance floor of the now-defunct Fillmore West (or wished you had), you now have the opportunity to do so once more. As a matter of fact, you can now cut practically anything you want to on the old Fillmore floor, because the maple hardwood which comprised the flooring has been torn up, sanded, laminated, and hand-finished into cutting boards by the Bay Area Marine Institute's craftsmen.

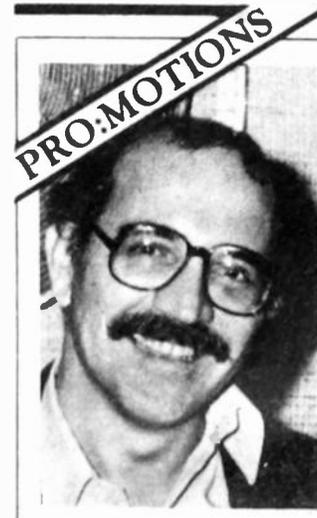
Each five-pound cutting board measures 9 3/4" x 14" x 1 1/2", has a certificate of authenticity enclosed in its wrappings, and branded into the side of each board is the legend, "Recycled From The Dance Floor Of The Fillmore West." Cost per board is \$23.30, which includes sales tax, postage, and shipping. Discounts are available for quantity purchases and Master Charge as well as Visa is accepted.

Proceeds from the sale of these boards go to the Bay Area Marine Institute, a non-profit school that provides a program of youth education and vocational training in the maritime world. To order contact B.A.M.I. at (415) 552-4500. Purchases are tax-deductible.

TEEN CUISINE

Teenagers Prove They Can Cook

Teenagers really can cook. According to a survey sponsored by *Seventeen* magazine, teenagers are preparing an average of 13 meals each week for themselves and their families and spending more than \$13 billion on food (which computes to better than one out of every three family food dollars). Among the survey's findings were that 80 percent of teenage girls preferred frozen foods — with waffles and juice emerging as breakfast favorites. Vegetables and pizza were their culinary choices for dinner with ice cream and pies and pastries as their favorite desserts. The survey also claimed that more than half of the teens eat frozen dinners an average of 2.1 times a month.



LiPuma Named VP/A&R For Warners

Tommy LiPuma has been named Vice President of A&R for Progressive Music at Warner Bros. Records. The move marks a return for LiPuma, who served as staff producer for Warner Bros. from 1974-78. Prior to his initial tenure at Warner Bros., LiPuma served as VP of A&R at Blue Thumb Records for five years, having previously spend four years as A&R Director at A&M Records. Most recently, he headed A&M's Horizon label.

Warner Bros. Board Chairman Mo Ostin commented upon the appointment, saying, "It is a source of great pride and pleasure for us to welcome Tommy back home to Warner Bros. . . . His value as a record producer, developer of talent and A&R executive is implicit in the number of acclaimed projects with

PRO-MOTIONS

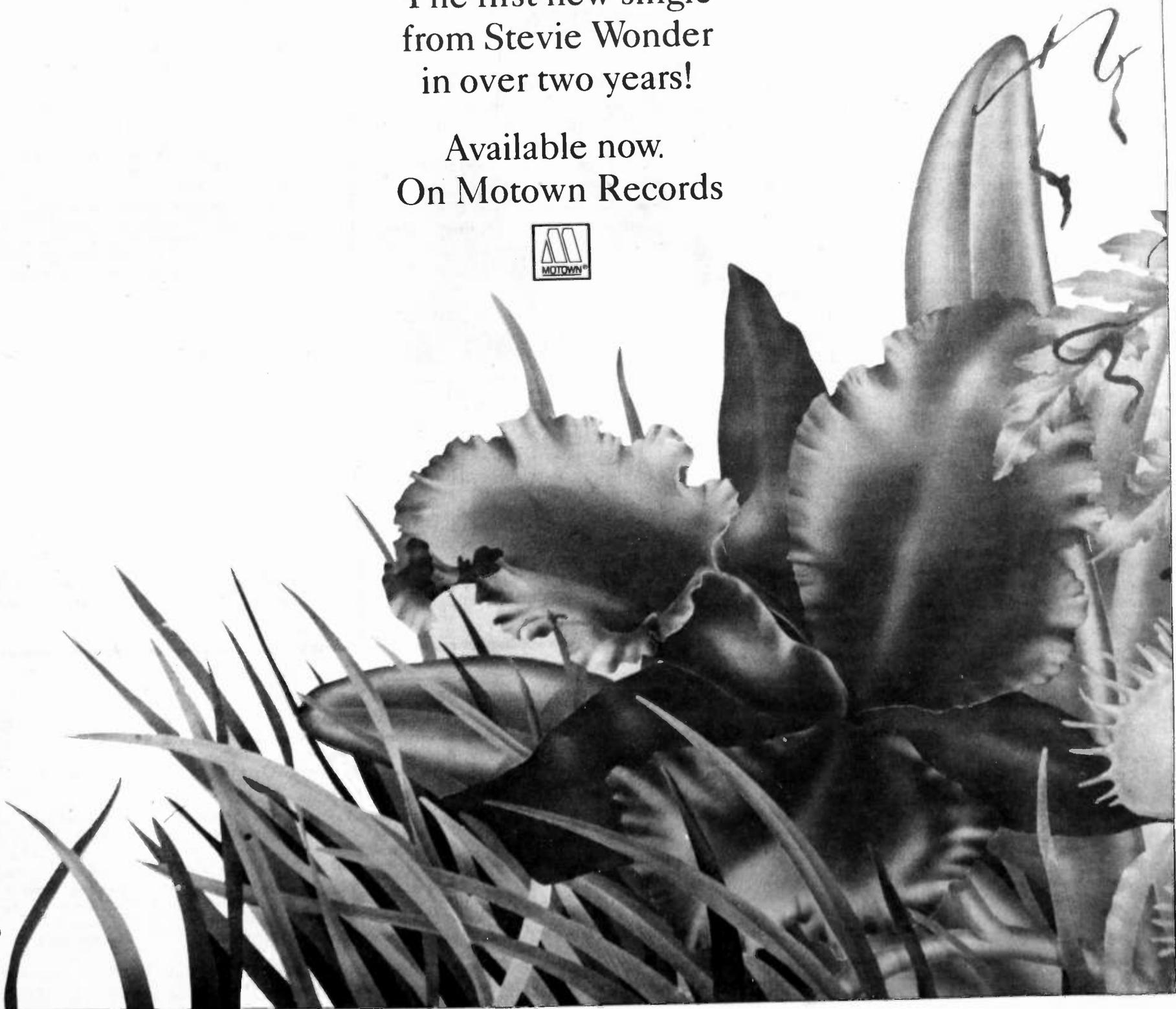
Stevie Wonder

"SEND ONE YOUR LOVE"

T-54303F

The first new single
from Stevie Wonder
in over two years!

Available now.
On Motown Records





Well, here I am back pounding on my Hermes 3000 (and also my typewriter) after having my jockey shorts retreaded. On my withered desk is a pile of notes, some of which I shall pass along to you before the paper shredder comes by . . .

A deejay friend of mine goes crazy over "Charlie Angels" . . . last week he wrote an entire play for the newest of the gals, Shelly Hack (no jokes about being a Hack writer, please). The scenario is only for the deejay and Shelly. It starts off with their making passionate love and rolling around the stage for 10 minutes . . . and then the curtain goes up and the play begins.

Sonny Butler of Temple, Texas sez to the GO column that one of the girls at his station had all her hair burned off in a dryer recently. But the beauty shop was generous . . . they did offer to keep her head polished free for a full year!

Bob Wilkenson of KXOK is wearing his handsome see-through windbreaker now that the mornings are chilly in St. Loo . . . Bob is known as WILKIE on the air . . . so how about finding some old "Win With Wilkie" buttons that were so popular when Wendell Wilkie was nurgling against FDR for the U.S. Presidency?

For many years, there have been any number of Beverly Hillis-jet set-super rich-status jokes zooming around.

But now, somebody has done something about it.

Noel Blanc and Pat Bailey and their confreres have created "the Beverly Hills Game!" in their spare time (their regular jobs in real life are creating

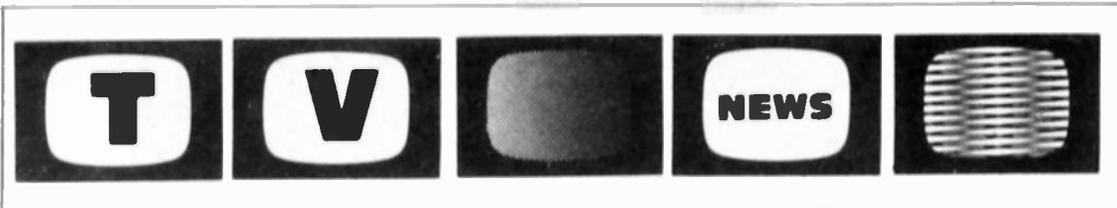
commercials and radio syndication).

The game is played on an elegant board laid out just as Beverly Hills is laid out . . . streetwise and posh business placewise. They use miniature Rolls Royce and Mercedes Hoof ornaments as tokens and you shuffle your way through the magic city with setbacks when you happen to pull out a card telling you that you must move backwards because you were spotted walking on Rodeo Drive *without* a suntan, or were caught ordering Steak Tartar *well done* at La Cascade.

Beverly Hills is a fount for wealthy gags (many of which are placed in the mouths of comedians who live there). I know a doctor so rich that he lives on an unlisted street! You can always tell a recent widow in Beverly Hills . . . she's the one wearing the black tennis outfit! One wealthy industrialist goes boating every weekend and he's so rich that the crew members on his yacht don't have tattoos on their arms, they have engravings!

Of the current crop of goodies, I love Pat McCormick's marvelous line: What do they call the area of Beverly Hills where all the derelicts and winos live? Answer: Skid Drive!

Incidentally, the only important date that Brad Messer missed in his column this week is: On this date in 1856 . . . a plumber, Leonard Kreeb, invented *squatters rights!*



CBS Hot With Series Strength

With the baseball World Series out of the way, CBS's own world of series proved too hot for ABC to counter in the Nielsen race for the week ending October 28. CBS picked up five of the top six shows and seven of the top ten to score a 19.3 average rating, beating ABC's 18.4 and NBC's 17.8, as the race remained competitive.

Heading the list was CBS's "60 Minutes," followed by two other CBS Sunday stalwarts, "One Day At A Time" and "Alice" (Next were 4) "Three's Company" (ABC) 5) "The Jeffersons" (CBS) 6) "Dallas" (CBS) 7) "Taxi" (ABC) 8) "MASH" (CBS), and in the most spectacular struggle to date in their fierce Sunday ratings war, ABC's "Mork & Mindy" barely edged CBS's "Archie's Place," gaining the ninth and tenth positions respectively and together accounting for a smashing 75 share and 50.2 rating.

The next ten began with a tie for eleventh between NBC's Monday movie "Baby Makes Six" and CBS's "Dukes Of Hazzard," followed by 13) "Eight Is Enough" (ABC) 14) a tie between "Quincy" (NBC) and "Hart To Hart" (ABC, top-rated new show) 16) "Little House On The Prairie" (NBC) 17) "Happy Days" (ABC) 18) "Charlie's Angels" (ABC), and 19) a tie between "Angie" (ABC) and a CBS "Fat Albert" cartoon special.

3-D TV? We'll See, Maybe . . .

"Charlie's Angels," "CHiPs," or the Muppets (depending on your tastes) could be coming into your living room in three-dimensional glory, according to a video engineer James F. Butterfield, Daily Variety reports. Claims 3-D TV is feasible, and has built working prototypes of several systems, he says. However, several years of planning and adaptation will be necessary before actual production could begin. Butterfield states that a system using polarized glasses would be the easiest to effect, and could work through cable TV now, with stereoscopic TV sets producible for under \$1000 retail. He also envisions a "panoramic autostereoscopic" system which works without glasses further down the road, with even cheaper production costs. As Rod Serling might have said, we could be about to enter another dimension.

FCC Childs Children's TV — The FCC, concluding after years of study that the TV networks have not lived up to promises about providing quality children's programming, is inclined towards establishing quantitative standards for certain types of high quality programming for networks to follow.

VIDEOSCOPE:

The Gallup Organization recently polled 300 owners of home video equipment and came up with some surprising results. For example, 56 percent of those surveyed said they were building a library of prerecorded films, while 44 percent claimed no interest in keeping their recorded programs. Furthermore, 80 percent of those polled said they only viewed their tapes once with teenagers and children accounting for most of the repeat viewing. The survey also noted that 60 percent of the prerecorded tapes purchased for home viewing were "X-rated" in content . . . Sony Video Products Co. President Koichi Tsunoda recently disclosed his firm's plans to focus on the application of VCR's and videodiscs to the potentially lucrative industrial market, which, according to Tsunoda, is "more than three times the size of the consumer electronics market in the U.S. . . ." Among the reasons the industrial market's potential beckons are the capability of videodiscs to store 55,000 pages of text on a single disc which can be stopped at any point and displayed on a TV screen and the relatively simple process of linking both VCR's and videodiscs to computers . . .

ERR WAVES

BY BOBBY OCEAN



Radio & Records

5

YEARS AGO TODAY

- ★ **DICK SHERMAN JOINS CASABLANCA AS SALES/MARKETING DIRECTOR** — Resigns as GM of Bell Records
- ★ **CHER SIGNS WITH NEW WARNER-SPECTOR LABEL**
- ★ **NUMBER ONE FIVE YEARS AGO** — "You Ain't Seen Nothin' Yet" — BTO (Mercury)
- ★ **NUMBER ONE COUNTRY** — "I See The Want To In Your Eyes" — Conway Twitty (MCA)



TEAR ME APART

produced by MIKE CHAPMAN

**You've all received it.
now listen to the first single from
her new album: TEAR ME APART**

**Tanya Tucker
"Lay Back In
The Arms of
Someone"**

MCA-41144

*Produced by Mike Chapman
for Chinnichap Inc.*



MCA RECORDS

MCA-5106

© 1979 MCA Records, Inc.

Ratings & Research

Wallace & Washburn, Inc. Expand Efforts To Provide Radio With Qualitative Data

Recently we at R&R were visited by two men with extensive ad agency and packaged goods marketing experience who are broadening their efforts to help radio sell and program intelligently. Our visitors were **Kim Wallace** and **Harold Washburn**, principals in **Wallace & Washburn, Inc.**, based in Boston. The scope of our discussion was interesting and I think you'd like to be aware of what these men are offering. If you are in a large market and need help in sales and/or programming (who doesn't?) read on.

What Are Wallace & Washburn Reports?

In the top markets (New York and Boston so far, others coming soon) W&W generate on a twice-yearly basis in-depth analyses of radio audiences in the market — demographic and qualitative data for sales, music and format preference material for programmers. The reports are available to all stations in the market at a reasonable price. Details and examples of some of the data pages follow.

Wallace & Washburn Methodology

How are the reports generated? Wallace & Washburn sample potential respondents between the ages of 12 and 54 in a particular metro area. All of the sample is drawn from listed telephone households (possibly a bias in the results) and the sample is unclustered, that is, no more than one person in a given household is interviewed (a good technique). Sample size is significant, almost 2700 in the recent survey in the New York metro for example. According to Wallace & Washburn, we were told that the telephone interview to extract the data takes about 21 minutes, which some might consider to be a long interview but which W&W find is effective.

Report Contents

The subscribers to the relevant Wallace & Washburn report receive two volumes of data. One volume of material, the programming report, contains about 260 pages in the case of New York. The other volume of results is the sales-oriented data which in the case of New York covered about 40 pages. Let's take a look at what each volume offers and discuss how the results can be helpful to you.

Programming Report

The programming report appears to offer enough feedback to give a programmer not just food for thought, but a veritable feast of information. Major topics covered include:

- Listening/switching behavior (by age/sex/ethnic)
- Programming likes/dislikes/needs
- Favorite artists/groups (by station)
- Demographic appeal of artists/groups

Each of these major programming categories is then broken down into more detail. For example, under the listening/switching behavior cate-

"The programming report appears to offer enough feedback to give a programmer not just food for thought, but a veritable feast of information."

gory are pages like the one below which can give you invaluable insights as to what is causing tune-out from your station. (The numbers with decimals are totals in thousands of persons — the numbers below those are indexes, with 100 being average for the metro.)

REASONS FOR SWITCHING FROM FAVORITE STATION TO OTHER STATION	FAVORITE RADIO STATION										
	WAAA	WBBB	WCCB	WOOD	WEEB	WYFF	WGGG	WMMW	WTV	WJAZ	WYNY
TOTAL	1015.2	882.4	1000.0	700.0	1010.0	471.4	100.0	100.0	100.0	100.0	100.0
NO CHANGE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO FAVORITE STATION	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WBBB	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WCCB	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WOOD	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WEEB	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WYFF	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WGGG	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WMMW	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WTV	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WJAZ	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO WYNY	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAAA TO OTHER	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sales Report

The sales report portion of the Wallace & Washburn data has two main sections — station demographics and listener buying behavior. The demographics section covers items such as income, education, occupation, marital status, ethnic origin, and readership of various print media. The listener buying behavior covers major areas like credit card ownership, air travel, home ownership, and auto purchase information. Of special interest to the music industry will be questions such as the one shown below (again, top number is persons in thousands, below is the index with 100 the average). Thus, we can see that station WAAA delivers about 136,000 persons who buy from 1-3 records a year, and that WAAA is 41% above the market average in terms of persons who buy 1-3 records per year. On the other hand, station WBBB has an audience made up of heavy buyers of records, as shown by the 171,000 who indicated that they buy 50 or more records per year, more than double the market average for that level of record purchases. Record companies might then want to consider putting more ads on WBBB than WAAA, since the audience profile for WBBB is made up of a large segment of frequent purchasers of records/tapes.

NUMBER OF RECORDS OR TAPES PURCHASED IN THE PAST YEAR	FAVORITE RADIO STATION										
	WAAA	WBBB	WCCB	WOOD	WEEB	WYFF	WGGG	WMMW	WTV	WJAZ	WYNY
TOTAL	1015.2	882.4	1000.0	700.0	1010.0	471.4	100.0	100.0	100.0	100.0	100.0
NO RECORDS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-3	136.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
4-9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10-19	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
20-29	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
30-39	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
40-49	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
50+	171.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Areas Of Possible Improvement

Wallace & Washburn reports are getting more and more support, with at least 17 stations in New York and Boston signed up so far. With expansion into the West Coast and other top 10 markets in the offing, it is clear Wallace & Wash-

Week In Review

Controversy Brewing In San Diego?

KOGO/KPRI VP/GM Dex Allen writes to Arbitron concerning what he considers hypoing or rating distortion going on in San Diego during O/N '79 survey there. According to Allen's letter, he states that KFMB and XTRA-AM/FM are programming commercial-free days during the sweep, a departure from their regular programming. Allen requests that "Arbitron do nothing less than print a statement in the contest section of the book detailing which stations programmed commercial-free during an actual rating period." In the past Arbitron has taken no action against stations which ran commercial-free during sweeps.

Arbitron Institutes New Slogan Conflict Procedure

Effective with the O/N '79 sweep, Arbitron announces a new way of trying to eliminate slogan conflict crediting problems. If a slogan conflict can not be clarified by calling back the respondent, then Arbitron will use an ascription technique. Diary credit will be assigned automatically to one of the stations involved based upon the station's share of total mentions in that county. Credit will no longer be split between stations. More on this new development next week in the Ratings & Research column.

Burke Meets With RAB Board

Burke executives Roger Schorr, Lew Alpert meet with board members of RAB to describe improvements in ratings measurement procedures. Burke to begin using the RAB recommended 24-hour recall technique, seeks other RAB suggestions for service improvement.

burn hope to carve a niche in the qualitative data field. Since this is an area of some competition — Target Group Index (TGI), Major Market Index (MMI), the Scarborough Report, Magid, to name a few are already covering some aspect of the field, and Burke includes some qualitative data in its reports — perhaps Wallace & Washburn would like to take a few steps to enhance even further their impressive offering. R&R suggested that in future surveys W&W ask respondents that age-old question, "How do you remember your favorite radio station — by calls, slogan, or frequency?" W&W might also want to consider sampling unlisted homes since in many large markets this is a sizable percentage of the populace. It might be best also if, in the reports, a flag was placed in categories where the data base (number of respondents) was small and thus subject to more flux. Wallace & Washburn took our suggestions and may implement them into future reports. At any rate their current offering is a quality document and may bear your looking into. R&R will keep you on top of developments and improvements in this much-needed qualitative area of radio research.

Q&A

"Now that Burke Broadcast Research is back in business, we've received this inquiry. "Burke used to put out 'midterm' reports halfway through their three-month rating period. Will they be doing that for the Fall sweep now going on?"

According to Burke executive Lew Alpert, BBR will not be putting out the mid-survey report for the October/November/December sweep, but hopes to revive the concept next year. The 20 markets once again being measured by Burke will just receive the final report this time.

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.



"GOODBYE BABY"



HELLO DESMOND CHILD & ROUGE!

"Goodbye Baby" the first single from the new Desmond Child & Rouge album



*Produced by Richard Landis - Associate Producer: Desmond Child
Direction: Roy Ericson & Matthew Mark for Starflight Management, Inc.*

© 1979 Capitol Records, Inc.

Here's One For The Book:

PRINCE

"I WANNA BE YOUR LOVER"

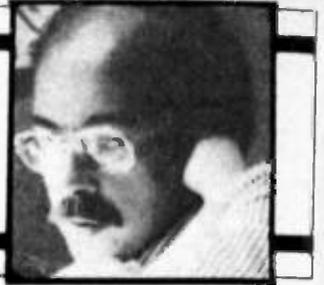
Produced by Prince

A Surefire All-Format Smash
from Warner Bros. Records



Brad Messer's

Rip "N" Read



Telling Jokes About Dead People

That isn't even what this is about but these days you've gotta have something up there to attract attention, then you go into your spiel about what you really wanted to talk about in the first place.

But I don't *know* what's on my mind this issue because I've gotten terribly confused on some of these fast-moving controversies, like whether people should tape albums off the radio.

All the intelligent discussion only makes me change my mind with each succeeding argument. When I try to avoid thinking about it, guilt sets in. I should be devoting a lot of attention but I sneak over to the TV set and Betamax a few programs and movies for diversion. It's legal. I think. I don't know.

Deregulation. Who knows what that's going to mean? All these ads for home satellite dishes, and super stations and cable hookups . . . I tell you, I'm just now getting used to the vinyl crisis and already everyone else is two or three emergencies ahead.

Hell, I still think there's an Emergency Broadcast System that will inform me of what to do in case of an actual emergency.

Hot Breathing On My Legs

For a columnist who should be on top of industry controversies, you'll have to leaf back a few pages. I just don't know what to say about all the changes thundering through radio and recording and promotion and the rest of our related industries.

You know like that time you were drunk and there were four center lines in the highway and you just picked one, any one, and kept on driving along it acting like you hoped you would act when you were sober? That's kinda what I'm doing here now, just throwing a headline there on the paper then writing some little stuff under it in smaller letters, while trying to figure some of these baffling things out, just going through my moves.

Should I be taking a home course in small appliance repair, toward the day when radio newscasters are no longer a mandatory part of station staffs? Sure, folks, we hear lots of sincere talk about how everyone will keep running the Public Service programs and ten-minute newscasts at 3 in the morning, but can I believe that? Well, if I believe the EBS story, I suppose I believe this one too.

I'll believe anything, for about 15 minutes, but then it changes faster than the prime interest rate and I'm overwhelmed again, or certainly at least whelmed.

The Deadly Pressure Of The Book

That must be what this is. Right at the place in the Fall rating period when the self-imposed pressure to excel caves in on itself and people start doing strange things, having to be carried away by the basketful to relax, walking out during their morning show, or whatever inspires 'em.

If that's what's bothering me, isn't that a mental illness, or at least the 72-hour mental flu?

Wouldn't that be covered by my medical insurance?

Well, someone would have to be crazy to think he could get away with staying home from work with the mental flu and just having his checks mailed to him, right? Sounds like a solid Catch-22 case to me, so I'm off to the house to Betamax a few more movies off the cable and relax, and just have the check mailed out, okay?

* * * * *

MONDAY NOV. 5: It was eleven years ago today that Nixon beat Humphrey by 3/10ths of one percent and became President-elect.

In England this is Guy Fawkes Day, a strange semi-Halloween kind of holiday mainly for kids. Instead of costuming themselves, the children get scarecrow type materials and construct little effigy figures of the widely hated and generally crummy Mr. Fawkes. They make up fine little dummies and put old clothes on them, then they stick knives into 'em and rig up nooses for the necks; I mean they get grim decorating those effigies to look real tortured.

The reason everyone hates Mr. Fawkes so much is that he's the man who smothered all the puppies in Great Britain one night. No, that wasn't it. He plotted to blow up the British Parliament with explosives 'way back in 1605, but he got caught and stretched. They never have forgotten that, so on this holiday people donate coins and candies to kids with good Guy Fawkes dummies . . . then when that part's over everyone takes all the dummies and they make a big fire and . . . hey, I told you this was a strange holiday . . . they burn up all the effigies and have fireworks and walk around speaking with British accents. Probably this sort of childhood environment partly explains Monty Python.

Everyone will be down at the chuckwagon for the big goings-on today, what with the main movie cowboy havin' his 67th birthday. He was born Leonard Slye but he's plain ol' Roy Rogers to us wranglers.

Ike Turner is 48. Elke Summer 37. Every source I have seems to disagree on everything about Art Garfunkel's birthday. He must have three or four a year. One of 'em is today. Paul Simon's might be today, too. All my references say different truths. I would just call and ask but I don't know their numbers. John Leader would know, I suppose, but I don't believe I'll get over there and ask him before it's time for the big press to roll.

Steve Miller is 36. Tatum O'Neal 16. Bill Walton 27.

TUESDAY NOV. 6: General Election Day. I think I may be getting on a Nixon kick this issue, but it was 18 years ago today the Brentwood-Bel Air Fire destroyed his house and — over three days — 446 others (1961).

If he had lasted this long, boom boom march composer John Phillip Sousa would have been 125 today. The first college football game happened to be on Sousa's 15th birthday, when Rutgers beat Princeton 6-4, on this date in 1869. Sally Field is 33 and Ray Conniff 63. Mike Nichols is 48.

WEDNESDAY NOV. 7: The ghost ship Mary Celeste disappeared over the eastern horizon from New York City on this date in 1872. The ship was making a normal departure for Italy. Four months later it was found with no life aboard, and became one of the legendary sea mysteries.

Preacher Billy Graham is 61 today. Joni Mitchell is 36. Johnny Rivers reaches 37 and Nick Gilder hits 28. Mary Travers is 42.

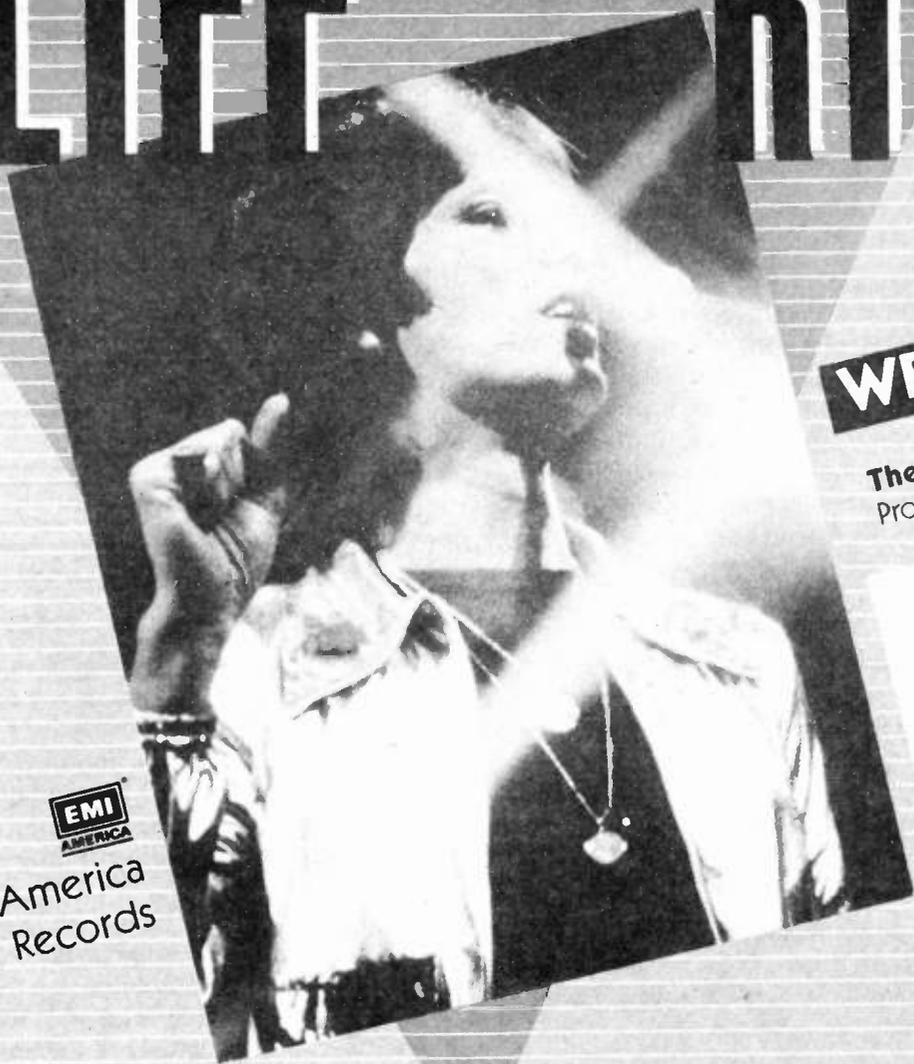
THURSDAY NOV. 8: Katherine Hepburn is 70. Bonnie Raitt 30. Patti Page 52. Bonnie Bramlett 35. Leif Garrett 18.

FRIDAY NOV. 9: I don't know whether to put in Spiro Agnew's birthday because he's kinda fading fast. Anyway he's 61.

The original cast and crew started Rolling Stone magazine in San Francisco a dozen years ago today.

Carl Sagan is 45. The great Northeast Blackout was 14 years ago. And the Pilgrims first sighted Cape Cod, Massachusetts on this day in 1620.

CLIFF RICHARD



WE DON'T TALK ANYMORE

The Single
Produced by Bruce Welch

THE BACK PAGE BREAKERS

CLIFF RICHARD

We Don't Talk Anymore (EMI/America)
70% of our reporters on it. Moves: Up 73, Same 31, Down 0,
Adds 27, including WXLO, WCAO, Q102, WBEN-FM, WPST,
KAUM, KLIF, WAXY, FM100, KERN, KTAC, KRUX, KORL,
WJBQ, WROV, KCBN. See Parallels, charts at number 29.



On EMI America
Records

©1979 EMI America Records



Michael Johnson

**“This Night Won't
Last Forever”**

From The Album

DIALOGUE

Produced by Brent Maher and Steve Gibson



On EMI America Records

WXLO 20-16	KOPA add	KXX106 10-8	WZZP 16-12	WFLB 13-9
WIFI 30-23	KOMA 25-19	Y95 deb-23	WNCI add 24	KINT add
WPEZ deb 29	PRO-FM add	WAXY deb 27	92X 24-17	KKLS 5-2
Q105 25-18	JB105 10-6	WAYS 12-7	WQXQ 20-15	WEAQ 3-1
KXOK 10-5	WAEB 1-3	WGH 21-11	KMJC 4-4	KENI 14-9
Q102 22-17	WQAM deb 27	WAKY 19-16	KING add	KBDF add
WZUU 3-8	KLIF 11-8	KZ93 add 16	KJRB add	KOOK add
KIMN 1-6	KEEL 18-12			

Media Marketing

Decision Time

As I have repeatedly emphasized throughout my series on the "complete research project," research can only be valuable if it is aimed at the solution of a managerial problem. Research which is not directly relevant to decision making is a massive waste of time and energy.

If you have conducted the research project in proper fashion, paying careful attention to the definition of the problem, and specifying exactly which decision the research will address, then making the final decision should be relatively straightforward.

The essence of any managerial decision is that there are at least two alternative courses of action — e.g., "Go — No Go" on a new format. If the research has been appropriately conceived and implemented, the results should point you strongly in the direction of one of the alternatives under consideration.

The incredible thing about many research studies is that they end up in a drawer somewhere and never even come close to affecting the decisions which they were designed to help make. This unfortunate waste of research effort may be the result of several factors, but the most common are the following:

- The decision-maker did not really feel the need for research — he or she wanted it only to confirm a prior judgment.
- The research effort was not conducted in such a fashion as to warrant much confidence in its results.
- The research results were not summarized well or presented clearly to the decision-maker.

Decision-Maker Commitment

In order for research to have an impact, the eventual decision-maker must be committed to and believe in the research. In too many instances, decision-makers distrust or simply do not understand research and, therefore, are reluctant to accept the results when they conflict with the decision-makers' own preconceived notions. In order to minimize this occurrence, many research firms attempt to ascertain in advance what the decision-maker is thinking, and then design their study to "verify" his or her preconceptions. This may make the decision-maker happy in the short run and even lead to some repeat business for the research firm, but

"In too many instances, decision-makers distrust or simply do not understand research and, therefore, are reluctant to accept the results when they conflict with the decision-makers' own preconceived notions."

it is not decision-relevant research! Beware of the researcher who never tells you anything that you don't want to hear! It may be nice to have a "yes man" around, but not as the person who is supposed to inform you about the marketplace!

Poor Research Quality

A second major reason for research not influencing decision-making is the poor quality of the research itself. The improvement of research

quality is what this whole series of columns has been devoted to, but obviously not every research effort is completely unblemished. Accordingly, enough care must be taken in the design of the study, and enough resources must be devoted to it so that the results are trustworthy. You would not base a decision to switch formats on a \$500 research project, or at least you shouldn't! A significant decision requires a significant research effort, or you are just playing games and are not really using the research in the decision-making process. To base a major decision on a small research study is a serious error in judgment. And it is just as serious an indictment to underfund important research to the extent that it comes back suspect. If you're going to do it, do it right! And then use the results — research only exists to help you make decisions. Keep that in mind, and your research quality should improve to reflect your proper utilization of research in decision-making.

Research Communication

A large number of research projects fail because the researcher does not adequately communicate the results to the decision-maker. Close communication between the manager and the researcher is essential to the right research being done in the first place, but is also critical at the implementation stage where the final results are reported.

If the researcher walks in and plops a print-out on the manager's desk, chances are the study will never be examined, let alone be understood! Not much better are research reports which focus on the details of the methodology and/or fancy statistical analyses. A well-organized and concise research report is the best way to ensure that a research study is actually used.

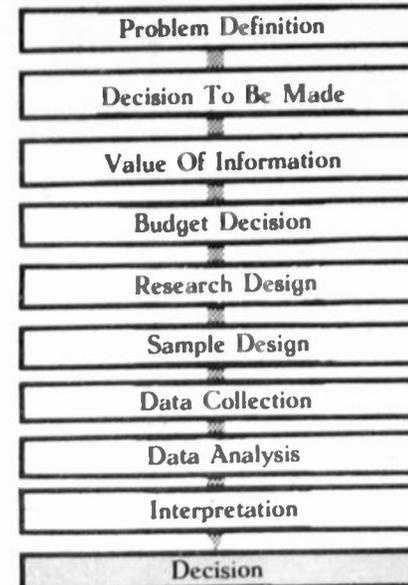
Research Reports

A good research report always begins with its conclusions. That may sound odd, but it isn't. An overburdened decision-maker doesn't have the time or desire to plow through a complicated research report in order to get to the "bottom line." Therefore, the research report should begin with the basic conclusions of the study as they relate to the problem addressed by the research. In some cases, the research may even be asked to make an action recommenda-

tion based upon the study's results, but this is optional and depends upon the sophistication of the researcher.

Following the basic conclusions, the report should then present the evidence which supports the conclusion. In this section of the report, the basic problem should be outlined, the research methodology briefly reviewed, and the key tables and charts displayed in the most readable form.

Stages in the Market Research Process



possible. Full documentation of the research results in table form should appear in an attached appendix for the decision-maker's reference, if necessary. To clutter the report with the results of every single question is not only unnecessary but also at cross-purposes with the goal of communicating the important results of the study.

The following would make a useful outline for the presentation of a research study report. Your individual needs may vary, of course, but the general approach of beginning with the "bottom line" is generally appropriate for any situation.

- I. Recommended Action (optional)
- II. Conclusion of Study
- III. Description of Problem Studied
- IV. Brief Overview of Method
- V. Summary of Main Results
- VI. Appendices with Full Results

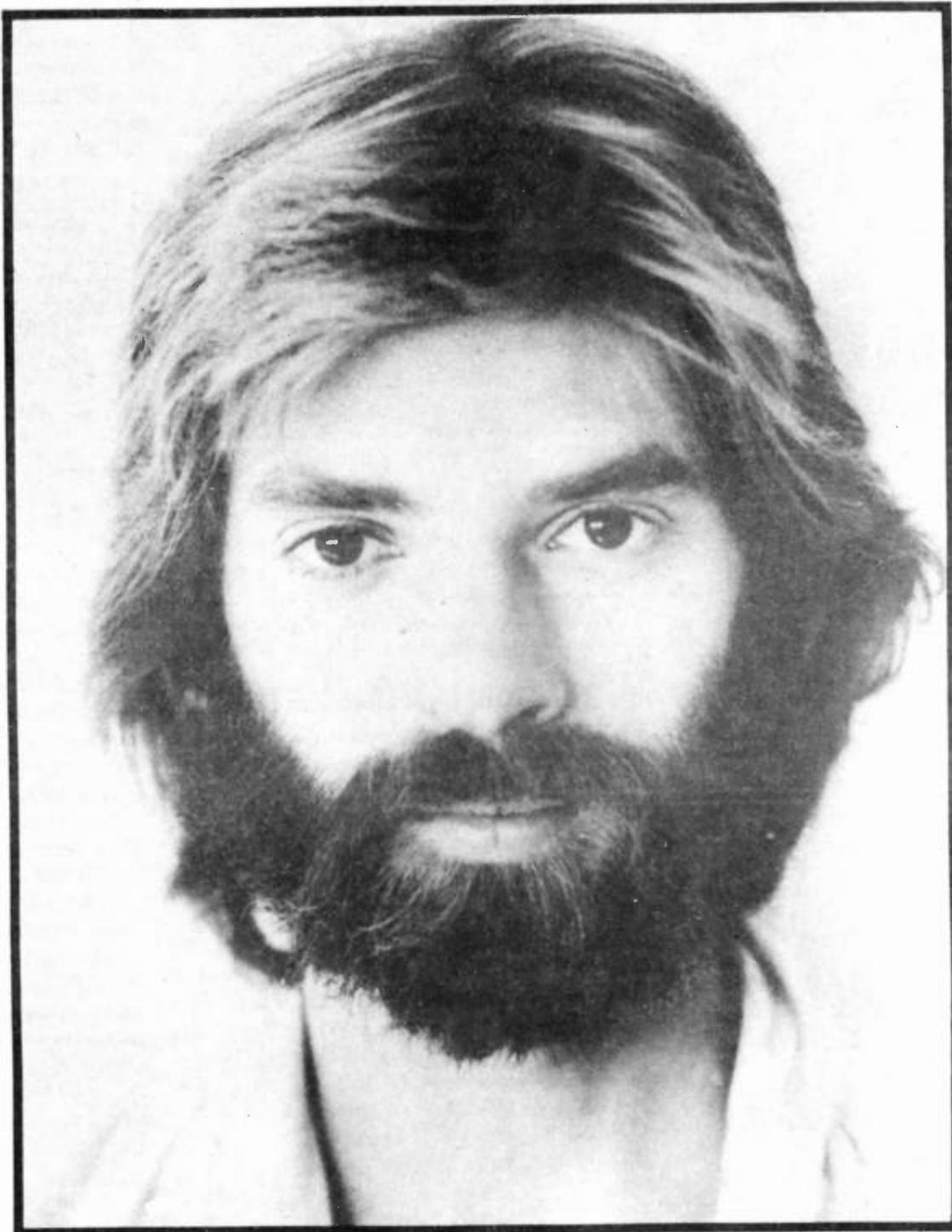
When you realize that your research study must culminate in a report that *begins* with a recommended cause of action with respect to some decision, the likelihood that your study will be successful in leading to an action recommendation is greatly enhanced. There is very little chance that you'll end up in the situation of looking at the results and saying, "So what?"

Well, this column pretty much wraps up our long and arduous trek through the research process. I hope that I have given you some basic concepts to work with that will help you to improve your research effort. If you have any lingering questions, please let me hear from you. I have talked with many of you and responded to a lot of letters over the past year. So, please, feel free to shoot some questions at me. I'd like to run a "Q&A" box each week like my magical mystical colleague, Jhan Hiber. But I need your help — let me hear from you!

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.



"THIS IS IT"



The ^{HOT} ~~New~~ Single By
KENNY LOGGINS

94Q 15-10
Y100 30-27
Q105 deb 30
WLCY deb 28
KSLQ 32-18
KBEQ 24-20
Q102 deb 28
KJR 24-21
KOPA 21-15
WBEN-FM add 33
WICC 30-26

WKEE on
KLIF add
KTSA add
KNOW on
WNOE deb 39
KEEL add 36
Z98 add 40
KXX106 deb 27
WSGN 31-29
Y95 add
BJ105 on

95SGF add
WSKZ deb 29
WRJZ on
WAYS on
WRVQ 25-19
WVIC add
KOFM add
KWEN 36-30
WISM add
WHB add 25
WNAP on

WMEE add
WZZP on
KHJ on
KJRB deb 30
KCPX deb 29
KRSP on
KRUX add
KRQ 36-26
KORL 26-19
14WK 34-31
WHHY on
WERC deb 24
WCGQ deb 39

WISE deb 34
WFLB on
WANS-FM 33-28
WROV on
CK101 31-26
FM99 on
WKXY 30-27
KWIC add
KILE 26-22
KQWB-FM 23-19
KKLS add

WAKX deb 30
WRKR add
WEAQ add
WRBR add
WROK add 23
KSLY 19-15
KLUC deb 25
KYSN add
KBDF deb 30
KQDI add
KBOZ on

Taken From The LP "KEEP THE FIRE"

JC 36172

On Columbia



Records



STREET TALK

Our
New Radio
Comedy Feature
is
Fun

Just Ask Stations
Already on it . . .

WQXI
KCMO
WHBQ
WBT
BJ-105
KQEO
WLAC

**“RED
NECKERSON”**

Short
Funny “Editorials” . . .

They'll Add a Real
Character to Your
Mornings.

For Exclusive
Availabilities and Demo Tape
Call Mike Hesser, Collect:
(805) 541-2966

SYNDICOM

A Subsidiary of Sunbelt Communications, Ltd.

More exciting economic news this week . . . Ariola Records terminated 16 employees in various departments over the last 10 days . . . WEA will go to the 18-22% returns policy shortly after January 1. Insiders say the wait is prompted by the Christmas selling season, which is upon us.

Beau Raines has resigned as PD of 96X/Miami to join the staff at KWK/St. Louis. Beau will do 9-12noon for PD Bobby Hattrick.

Looks like MCA has pulled the financial plug on Butterfly Records. This does not necessarily spell disaster for Butterfly, but it will bring the MCA/Butterfly relationship to an abrupt halt.

Is KWST/Los Angeles on its last legs? Well, actually, it's more like its last book. Rumors are that if the AOR station doesn't "do real well" this time (translation — better ratings) it'll be goodbye-time for AOR. We picked up a rumbling that the format currently under consideration is automated Pop/Adult . . . needless to say, it's aircheck-city for the current staff.

John-Paul Isn't Half The Beatles

Is it true that Pope fans did *not* come through in mass numbers when it came time to buy all the quickly prepared souvenirs like pictures, posters, pennants, T-shirts and Infinity's LP which were rushed out to coincide with Pope John-Paul's American tour?

Hey, what a surprise! During a reception thrown by the Guinness Book Of World Records for Paul McCartney & Wings (celebrating Paul's multiple entries in the latest edition as the best selling composer of all time, most gold records, etc.) Paul told reporters that the Beatles will *not* be getting back together.

The Who still haven't signed a new label deal and there are several labels in the bidding.

KIIS Format Revelation

It's been widely rumored that a change was gonna come for KIIS-AM/Los Angeles, but *this* will still surprise the masses! On or before December 1 KIIS-AM will switch from its failing Pop/Adult format to Gospel. Street Talk is that the station will feature certain "selected Gospel programs," Gospel music, news, and will *not* be all "canned religious shows." Reportedly the current staff will be allowed to stay, if they so desire, but already the airchecks are flying from the production room. Sports Director and local Los Angeles personality Bud Furillo has announced his resignation. Others will follow.

On a totally unrelated note, KBRT/Los Angeles, the daytime "all-Christian music station" has reportedly been sold to a Gospel-oriented group. The station has been owned by Bonneville, which also owns L.A.'s number one Beautiful Music FM, KBIG.

Disappearing Act At Magic?



Jim Maddox is about to change his relationship with Amaturro Broadcasting (owners of KMJQ/Houston where Jim has been the GM). Maddox will soon announce his plans to enter into ownership, radio consultation, and perhaps a major venture involving a new Black radio network. Ambitious plans? Yes, but Maddox has the knowledge and abilities to pull them all together.

Bill Gardner has left F105/Boston, where he had been helping Fairbanks National PD George Johns, to accept a position at CFTR/Toronto. Ironically, Bill will now be working for George's brother, Reg Johns, who is PD at CFTR.

WEFM/Chicago's outrageous PM-drive jock Don Cox is coming back to Hollywood . . . but just for a visit and some quick cash. Seems Don, who became friends with Jake & Elwood Blues during their Chicago stopover, was offered a part in their upcoming Universal movie. He's accepted and will be in L.A. later this month to shoot his scenes.

With more and more Top 40 stations suddenly ignoring teens and shooting only for the 18-plus audience, we wonder who's going to get the current crop of teens into the habit of listening to the radio? Many PD's have been heard to say they want that 18-34 audience, but *no* teens . . . so they strip their playlists of all songs that *could* have any teen-appeal. With most of the nation's AOR stations rockin' pretty hard this fall, we wonder about this new Top 40 programming practice.

Look for major structural changes in the Polygram American companies in 1980. Street Talk hears Mercury Records may move to the West Coast and start sharing some company functions with Casablanca and RSO, all for the obvious financial and economic realities, which should benefit all three labels.

Dan Vallie resigned as PD of 92Q/Nashville last week to rejoin his former Nashville GM, Bob Reich, at WEZB/New Orleans. WEZB, which has been Disco under the consultation of Burkhart-Abrams & troops, retains the consultancy firm but has shifted formats to Top 40. Dan is the new PD and has given the station the new identity of FM97.

Claude Hall has folded his Claude Hall's International Radio Report tipsheet. Street Talk has heard that Claude has suffered some fairly substantial personal losses trying to keep the sheet afloat for the past several months. We wish him the best . . . he is a friend to the radio and record industries.

Dolly Parton will get her own custom RCA-distributed label. Look for her next LP to be released on RCA/White Diamond Records.

**ELECTRIC
WEENIE**

P.O. Box 25-866
Honolulu, Hawaii 96825
(808) 395-9600

THE ELECTRIC WEENIE, RADIO'S NUMBER 1
GAG SHEET GETS LETTERS . . .
GEORGE HAMBURGER, WBEN "I am happy to send along the BEST
\$55 I spend every year Thanks again for your super stuff"

Jocks...write today for free samples.

Everyone's



playing



head games.

"head games," the new single
from **Foreigner**.

On Atlantic Records 

© 1979 Atlantic Recording Corp. A Warner Communications Co.



TOP-40



John Leader

FIRST MEDIA ENTERS HOUSTON

The Birth Of 98FM

We've reported on the birth of new radio stations before, but this story is a little different. KFMK/Houston was purchased by First Media Corporation several months ago, and the company took possession of the facility on June 13. First Media promoted key management personnel from two of its other very successful properties and brought them to Houston. General Manager Charles Giddens came from KOPA/Phoenix and Program Director Lee Logan arrived from WPGC/Washington. Together, the two designed a plan for a new contemporary sound in the nation's eleventh largest market, a market already well-stocked with several contemporary signals.

Why Don't We Ask 'Em?

Since KFMK's previous format had been Religious, First Media asked for and received from the FCC special permission to broadcast carrier but no audio for ten days following their take-over. The silent treatment ended when KFMK began broadcasting nonstop Top 40 music on June 23. KFMK had come back with a new format and a new identity, 98FM.

The simple beginnings of 98FM were totally planned, as PD Lee Logan explains: "We never really came on in one dramatic moment and said, 'Okay, here we are, the brand new radio station!' Everything we've become was added gradually. We started with the continuous music thing, and how it worked was very simple. We played 60 minutes of straight music every hour with only two interruptions, one in the first quarter-hour and one in the third. Those interruptions were simple messages asking the listeners to call us and tell us what we could do to properly serve them as a radio station. Eventually, by word of mouth, it got around that we were here with a new facility and that we were asking what they wanted. The response to that alone was incredible.

"We followed this whole project up as the radio station continued to develop. First we added a little bit of jock talk and then some commercials. The next step was our television campaign. The TV spots did exactly the same thing that the original radio promos did,

"We found out that the combination of KRBE and KMJQ served almost the same function in Houston as a very strong Pop/Adult station might."

namely ask people what they wanted from a radio station. The actual commercial featured our GM, who simply went on-camera and said, 'Hi, I'm Charles Giddens from 98FM, and we'd like to be your radio station. Tell us what we can do to help you out.'

"Suddenly, as the TV spots were seen, we had an entire group of new people responding . . . people that we hadn't been able to reach with our radio station by itself. People were calling and writing, telling us things that coincided almost exactly with things we'd heard from the radio campaign results.

"Also during this same time that we were basically just segueing songs on the air, the staff had already been hired and put to work . . . on the streets. We went everywhere! And what we did was a whole lot of talking to people. Anywhere people would be, like shopping centers, standing in movie or concert lines, wherever, we'd be there asking questions and listening to what they told us. We took all those in-person interviews, all the results from the radio responses and the TV-spot-generated suggestions, and put them together to see what we'd found out."

The Answers Brought More Questions

As Richard Lutz, R&R's Media Marketing Editor, pointed out in last week's issue, interpreting the data you receive from any research project can be tricky at best. The results of 98FM's massive audience preference survey brought out some fairly clear cut likes and dislikes.

Lee told me, "We found that people in Houston wanted 'human beings' on the radio. They wanted to be talked with, not at. They wanted a different approach in the news . . . more information about their city, rather than everything else. Texans are very much Texans and there's a lot of civic loyalty here in Houston. One of the things about news that people were adamant about is that they really didn't care about what was going on anywhere else but here. They didn't want to know what was happening in Los Angeles or New York, and they especially didn't care about Dallas. The Houston versus Dallas attitude within Texas is very strong.

"They wanted us to serve Houston. They wanted us to reflect the news and events of this city almost exclusively. We found some interesting things out about traffic reports too. Traffic is a major problem here, but time after time we got responses from people



HOUSTON'S NEWEST TEAM — When First Media Corporation purchased KFMK/Houston they recruited key management personnel from two of their other properties. Program Director Lee Logan (left) came from WPGC/Washington and General Manager Charles Giddens from KOPA/Phoenix. The two are shown here going over the results of a massive audience survey the station conducted prior to 98FM's debut on the air.

like, 'Hey, if we're already stuck in traffic anyway, and the reports always say the same things, why cram it down our throats four times an hour?'"

I asked Lee just how many people the station came in contact with during the course of the whole campaign, and he told me over 50,000. That figure may sound high, but remember that the entire process of asking the listeners what they wanted took place during June, July, August and part of September. Figuring the gross rating points from the TV schedule that 98FM purchased, their commercial was exposed to over three and a half million people. Figuring further that an average Arbitron survey will contact around 400 households, the 50,000 figure that 98FM came in contact with gives the station an excellent look at the marketplace.

But, if you give the people exactly what they want, will you have a winning radio station?

The Sound Takes Shape

Lee told me some of the generalities that he and Charles found in all the data they collected. "We found out that the combination of KRBE and KMJQ served almost the same function in Houston as a very strong Pop/Adult station might. When we divided up how people utilized those two radio stations together, we found the same type of listening habits as you would with a WGN/Chicago or a WJR/Detroit. The exceptions were the upper end demographics, who spent most of their listening time with the News station. Let's face it, we knew there were a lot of contemporary stations here, and for us to just jump in and become another place to hear rock 'n roll didn't make good business sense. We had to find a niche, which was the real purpose of all the research.

"What we wound up with was what we call a 'baby-boom contemporary station.' We serve people that are in their late twenties and early thirties, people that grew up listening to rock 'n roll. They've been enjoying the music the other stations play in the market, but the presentation hasn't been just exactly what they, the listeners, have wanted. So, we took the music they told us they liked and fashioned our presentation a bit differently than the other stations in the market."

I asked Lee if the kind of presentation negatives he spoke of were things like jocks talking on intros? "Yes and no. It wasn't that they didn't ever want anybody to talk, they just wanted conversation, and conversation is the key word, between the jock and the listener to be important. In other words, 'have something to say, don't just get on and scream the call letters . . . tell us something that we'll be interested to hear.' So, that's what we came up with.

"We have a situation now where we program three major music sweeps into each hour, but the jock has the ability to communicate at many different times within the hour. If they have something to say, they can, and if they don't, then the music takes

"We never really came on in one dramatic moment and said, 'Okay, here we are, the brand new radio station!'"

over. We don't read liner-cards, but we do talk about the radio station. When we promote we try to put it into terms that relate directly to the audience that is available at that particular time.

"I think that if you came into Houston from L.A. right now to listen to the station, you wouldn't think the station sounds bad, but it's not polished at all. And it's not polished for a purpose . . . people in Texas are not polished, and that's not a criticism, it's a fact. The station relates directly to this city both musically and in the overall presentation. You could call it 'laid-back,' I suppose, but we do get up and shout a little bit every now and then. It's designed to be a rock 'n roll station for adults and so far it's working."

C r u s a d e r s

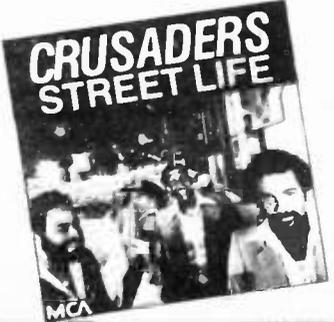


l
a
s
s
y

o
n
g

“ **S** **T** **R** **E** **E** **T** **L** **I** **F** **E** ”

- WXLO 13-11
- WRKO deb 26
- Y100 10-8
- KBEQ 11-9
- KEARTH 18-16
- KRLA 11-11
- KFRC 7-5
- PRO-FM 17-11
- JB105 16-9
- WHYN deb 35
- WAXY 17-13
- BJ105 on
- WNOX add
- WZZP 24-22
- KHJ 10-9
- Y94 on
- KROY on
- KING 20-17
- KTAC on
- dWHEB 28-20
- WSEZ 30-28
- WISE on
- WFLB 12-11
- WTMA 13-11
- WANS-FM 15-11
- CK101 25-23
- FM99 16-14
- WKXY on
- WAKX 13-13
- KSLY 15-12
- KCBN 29-20



From Their New Hit Album On **MCA RECORDS**

John Leader

Continued from Page 24



98FM TAKES THE WINNERS TO THE DOOBIES — One of the earliest contests 98FM ran was one involving the Houston Doobie Brothers concert. Pictured backstage (standing, l-r) Keith Knudsen of the band; 98FM PD Lee Logan; Michael McDonald, Doobie; Jerry Steele, 98FM Music Director; Cornelius Bumpus of the group; and station winner. Front row (l-r) John McFee and Patrick Simmons of the Doobies and station winner.

Adults And The Teen Connection

Lots of very successful Top 40's have decided that the upper demographics, as opposed to teens, are the areas to concern themselves with in the years to come. But many of those same stations have found that without that giant teen base for their cume, the adult numbers come too slowly to maintain the station's high billing. Lee understands this and thinks he has a way around the problem . . . a problem even more critical for a new station just getting started.

He explained to me his strategy for the current book. "In the presentation of 98FM right now we're very adult, not so adult that you would classify us as MOR or Pop/Adult, but if we started playing a lot of heavy rock music and promoted directly to teens, it would definitely change the direction of the station. So, the gimmick is that as we rolled into the rating period, where teens become important from a total numbers standpoint, we sprinkle into the appropriate daypart (usually after 6pm) certain harder songs and a few of the teen promotions like 'guess the record' or 'count the music,' and we do that for about three weeks. The teen listeners are fickle enough to pick up on what you're doing very quickly, but the adults don't take notice of it nearly as fast. Within three weeks a lot of teens are with you and by the time some adults have discovered what you're doing, you're

"What we wound up with was what we call a 'baby-boom contemporary station.'"

back to normal. Hopefully you've attained some teen numbers without frightening away the adults. You have played to the teens only briefly, but because they are always looking around for something new to listen to, and because they demonstrate the least amount of listener loyalty, they can switch over to your station in a matter of days. The adults react much more slowly, and a three-week run at the teens in evenings won't affect that many adults.

"The agencies here in town are looking for proof that we're as good as we think we are. And you and I both know the proof they want is numbers. The agencies are being served very well by the stations that currently exist so, if we want our piece of the pie, we have to come up with the audience profile to justify our share of the business. And right now we're playing with a lot of different ideas about approaching the younger demographics without making the adults run away. I think one of the few things that can make it happen for us at this point in time is the three-week sprint type of thing I described to you."

Room For One More

We've already established that Houston is a highly competitive radio market, generously populated with contemporary outlets, and Lee Logan has nothing but praise for his competition. "At this point in time you could come into the Houston market, and although you won't find a really classy Pop/Adult station, the radio that is here is among the best that I've ever heard. Everyone is doing a great job of programming right now and it's very exciting to be here. It's creative and it's competitive and that's good for everyone. People in Houston are getting some great radio."

There are a lot of things Lee and I discussed about 98FM that could make for a much longer article, but I thought it was most interesting that we tell the story of how the station evolved from nothing but music to what it is today. The jock lineup includes: Dave Conley, 6-10am from Studio 107/Miami and KHJ/Los Angeles; Bill Ward, 10am-2pm from KLOL/Houston and KAUM/Houston; Lee does afternoons; Clete Dumpster, 6-10pm from WZZP/Cleveland and WIFE/Indianapolis; Jerry Steele, 10pm-2am from WIFE/Indianapolis; and Nickie Courtney, all-nights from WOHN/Herndon, VA and WIFE/Indianapolis.

They are running contests both on the air and off. By that I mean they give things away on the air, but they also go out and give things away on the street. Lee's philosophy about winning from a radio station is to make it as easy as possible to participate. Being well aware that most adults won't sit by the phone, calling in everytime you offer a decent prize like concert tickets, 98FM announces where and when they will be on the streets, allowing non-telephone types to have a shot at winning. The station might visit the financial district downtown on a lunch-hour, giving away tickets to a movie premiere or concert. The response to that kind of giveaway has been, as you might imagine, very positive.

We've all seen the campaign of "we want to be your radio station" run time and time again. 98FM seems to have taken it one giant step beyond just asking the listeners what they want to hear. They not only asked an incredibly large number of Houston residents what they wanted to hear on the radio, but they actually designed their station sound based on the responses. Like Lee said, "It may not sound polished," but if it works, it'll shine just the same.

Bits

FM102/Sacramento is where "FM means Free Miles." New PD Jeff Lucifer tipped me to Sacramento's newest Top 40's promotion, which involves the listeners sending in postcards for daily drawings. Those selected win a chauffeured limousine ride to and from work or school. The promotion has been very successful, with entire buildings of fellow-workers greeting the lucky winners when they pull up in the long, black limo.

The Big Ape turns on "The Cash Clock" as part of its fall promotional schedule. The idea is very simple and there are no gimmicks. At a designated time the cash clock will be wound up, at which time the listeners keep track of the minutes the clock runs. When the alarm sounds, signifying the clock has stopped, the correct caller wins a buck for every minute the cash clock ran . . . no questions, no catches. WAPE/Jacksonville is also involved with the Jacksonville Jaycees in this year's Haunted House promotion.

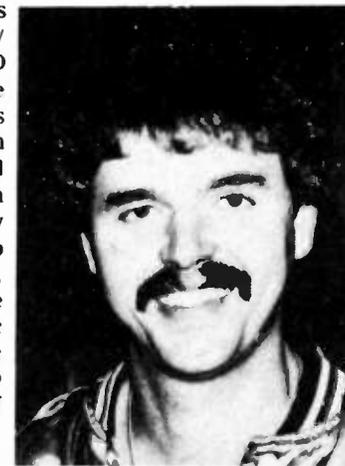


WAAY/Huntsville gives its listeners a chance to strike back at high gasoline prices. As part of an overall drive to raise funds for the hurricane victims in Mobile, the station gave folks two whacks at a real gas pump for a 50 cent donation. The WAAY Mobile Studio (pictured) set up at the Northeast Alabama State Fair with WAAY's Jim Kendrick standing by while the first attack is mounted on the pump. To make everyone feel at home the station offered both leaded and unleaded pumps. The promotion was a huge success, with the station able to help their Southern neighbors with a nice check.

Y100/Miami gives great radio and "good phone" too, as it offers listeners a fun and easy way to score some cash and prizes. Each jock shift gives clues to a mystery phone-booth location somewhere in the Y100 listening area. If the listeners can determine where the phone-booth is located, and are there to answer the phone, "Y100 gives good phone," when it rings, they win. The booty varies from \$100 to \$1000 and even a chance at a customized Scout Jeep.

Motion

Buddy Baker has moved from middays to AM-drive at KRUX/Phoenix . . . **Stan Castles** is the new Music Director for KSEL/Lubbock . . . **Joe Dawson** joins the airstaff at 92X/Columbus in the 10pm-2am shift, coming from KPRQ/Salk Lake City . . . 7-11 is indeed lucky for KFRC/San Francisco's Don Sainte-Johnn and his wife Brindah. The couple welcomed the arrival of their second son, J'Michael Christopher on October 10th. The young J'Michael weighed in at 7lbs 11oz. Our congratulations! . . . **Kathy Aunan** moves from KGB/San Diego to B100/San Diego for all-nights . . . **Chip Kelley** has been promoted to MD at WJBQ/Portland, ME. **Andy Carey** remains as the station's PD . . . **Randy Robbins** has resigned at KENI/Anchorage effective 11-2-79. He has not announced his future plans . . . **Corey Deitz** exits his PD slot at WLOX/Biloxi to join WOHO/Toledo in the 6-11pm shift . . . **Bill McMichael** is the new PD at WEEO/Waynesboro, coming from WFMD/Frederick, MD . . . **Ruben Barron** is the newly appointed Music Director for KINT/El Paso . . . **Bob Raleigh** assumes the duties of MD at WDAK/Columbus, GA, as well as continuing to handle the afternoon-drive shift. **John Bodiford** has been named Assistant Music Director at WDAK and will continue to speak with music people on Tuesdays . . . **Gary Mitchell** remains as MD at V100/Charleston, but has been promoted to the job of Assistant PD for the station . . . **Sky Walker** (pictured) is the new 6-10pm air personality for KJR/Seattle. Moving from KSEL/Lubbock, Sky enters KJR as part of an overall restructuring of airshifts at the station. **J.J. Jackson** has moved up from all-nights to the 10pm-2am shift, and former weekend personality **Jack Elliott** has been promoted to the 12n-3pm show.



Eagles
J.D. Souther
Jimmy Buffett

And Front Line Management
Would Like To Thank

Radio And Retail For
Giving Us 10% Of The Top 30

Michael Klenfner
Front Line Management
3 West 57th St.
New York, NY 10019
(212) 751-3601

Irving Azoff
Howard Kaufman
Larry Solters
Front Line Management
8380 Melrose Ave Suite 307
Los Angeles, Calif. 90069
(213) 658-6600

Still To Come . . .
Dan Fogelberg
Boz Scaggs
Warren Zevon
Steely Dan
Michael McDonald
And The Soundtrack From "Urban Cowboy"

TOP-40



MESSIN' WITH MESSINA — Columbia's Jimmy Messina, touring in support of his first solo LP, visited FM100/Los Angeles recently. Pictured (l-r) are the station's Francesca Cappucci, Messina, PD Lee Bayley, and the station's Mike Baez.



WCSC ADDS NASH — WCSC/Charleston, SC welcomed longtime Charleston air personality Booby Nash to the station as afternoon jock. Pictured at the celebration are (l-r) WCSC President John Rivers Jr., WCSC&WXTC-FM VP/IGM C.J. Jones, and Nash.



WFME BIG SHOTS FOR JOEL — WFME/Baton Rouge received a special award from Billy Joel and his management for past support. Pictured (l-r) are CBS's Bubba Wells, WJBO-WFME Operations Manager Randy Rice, and Programming Assistant Susan Flanegin.



MUCH MAS MUSIC AT KSLQ — Mercury's Carolyne Mas visited KSLQ/St. Louis personnel recently during a tour. Pictured (l-r) are Mercury's Joe Grossman, Mas (plus unusual headgear), an unusually serious Billy Brill (Mercury National Promotion), and KSLQ PD Joel Denver.



SKLAR OVER TOKYO — ABC Programming VP Rick Sklar was interviewed at the WABC/New York studios by Danny Ishio of FM Tokyo, a four-station network. Sklar (left) and Ishio are pictured.



WSGN TAKES JONES TO LEEDER — WSGN/Birmingham staged a Tom Jones contest in conjunction with the artist's recent appearance, with a listener winning albums, dinner, tickets, and a chance to meet Jones backstage. Pictured after the show are (l-r) WSGN air personality John Leeder, Jones, and the winner.



Q102 ON GIVEAWAY JAG — Q102/Cincinnati is giving away a \$27,000 Jaguar XJS, with contestants qualifying by winning other call-in contests for T-shirts, tickets, and albums, along with random 5th caller solicitations. Phones have reportedly been jammed with would-be Jag owners. Pictured with the car in question are (l-r) air personality Mark Sa-bastian, PD Jim Fox, and MD Pat O'Brien.

People Get Ready...There's A Ship-A-Comin'!

JEFFERSON STARSHIP



With The Hottest Record
In America!

“JANE”

“JANE” – Morning, Noon And Night – On:

WIFI add
96KX add 26
WPEZ deb 33
WRKO on
KRBE add
94Q add 28
Q105 add
WLCY add
KWK 17-14
KSLQ 35-30
KBEQ add
WGCL add 23
KEARTH on
KFRC deb 30
KJR on
KIMN on
KOPA on
KUPD add 17
WBEN-FM 38-31

WTRY add
WTIC-FM 32-28
WICC on
WPST deb 33
WAEB deb 27
Q106 27-20
WKBO add
WHYN add
14Q on
WKEE add
KNOW deb 40
WNOE add
KXX106 add
WSGN add
Y103 add
WAPE add 29
BJ105 deb 39
95SGF add
WBBQ add

FM100 add 24
WHBQ deb 30
WLAC add
WSKZ add
WGH add
WVIC add
KOFM add
KLEO add
KZ93 add
WISM on
WNAP add 29
WMEE add
WOW add
92X add
KHJ 30-29
KERN add
Y94 add
KROY add
KING on

KJRB add
KCPX add
KRSP deb 28
KRUX 36-32
KRQ deb 40
KTKT on
WGUY on
WLBZ add
WFBG deb 36
WEEO on
14WK deb 34
V100 add
WCIR deb 23
WXIL on
WAAY add
G100 add
WFOX on
WSEZ add
WISE add

WFLB add -
WTMA on
WANS-FM deb 34
WROV on
CK101 add 36
FM99 add
KWIC add
KSEL add
KPUR add
KQWB-FM add 28
KKXL on
KFYR add
WAKX on
WRKR deb 36
WSPT add
KENI add
KLUC add
KCBN deb 39
KYSN add

KQDI deb 29
KRLC on
KBIM add
WAXY on
94Q on
WEFM on
WKLO #30
KEZY on
KREM on
KFXD on
KJOY on
KTSN on
KRQ on
KEWI on
WALG on
WCUE on
WLOF on
KX104 on
KEIN on

KRPL on
KBZY on
KFTV on
KALE on
WDRC on
KERN on
WORD on
KNUS on
WTRY on
WRJZ on

From The Long Awaited New Album “FREEDOM AT POINT ZERO”



Home Taping

Continued from Page 1

agrees: "I don't think it really hurts to the extent that the record industry is making out. I think radio's being portrayed as the hard guy in this instance just because record sales are down. I don't think there's that significant an amount of the population staying up till midnight to tape a particular album."

Christian takes an even harder line. "Does it affect sales? We haven't really considered it, and I don't know if it's radio's place to consider it. We're not in the business of selling records any more than they're in the business of getting ratings. They don't let a station's ratings needs determine their release schedule, so I'm not sure a radio station would be correct in worrying more about the record's sales than serving their audience. 85% of the time, what's good for CBS and WEA is good for radio, just like what's good for GM is good for the country, but there's that 15% of the time when the interests of the two industries are not parallel and are perhaps at odds."

"85% of the time, what's good for CBS and WEA is good for radio, just like what's good for GM is good for the country, but there's that 15% of the time when the interests of the two industries are not parallel and are perhaps at odds."

"A Great Programming Tool"

Not only do programmers feel that sales are not being adversely affected by album-tracking, but they are generally highly enthusiastic about the practice's benefits to their stations. Century Broadcasting National PD Bob Burch sets the tone for most, calling such programs "a great programming tool and a great way (for a listener) to get a preview before laying out \$7.50 or whatever." KEJO's Cummings affirms, "Many letters we receive from listeners appreciate the LP preview because it does enable them to make that all-

important decision of whether or not to buy the album, especially when prices for LP's are skyrocketing into the black holes of the universe."

CFOX/Vancouver PD Don Shafer points out, "Since the station sometimes receives albums as much as 30 days before the distributor, we believe it's our responsibility to allow the album to be heard." Christian adds, "I feel we're short-changing the audience not to play an important album. If a Fleetwood Mac LP is out, the audience is going to want to tune into their favorite radio station at a certain time and listen to the entire album and know what Fleetwood Mac is up to nowadays."

WPLJ/New York PD Larry Berger feels that "the publicity we give surrounding the tracking of an album, the promotional value of the more than compensates for the very small percentage of sales that might be lost by taping." KAUM's Firth agrees, saying, "It creates an awful lot of interest in a particular record. Just hearing about it in pre-promotion alone — we usually charge \$25 for 10-second mentions." WKDF/Nashville's Alan Sneed sums up this position:

"The positives for record companies far outweigh the negative possibility of people taping off the radio. The exposure outweighs the risk."

A Change In Attitude?

A number of radio programmers found it puzzling that record companies who ordinarily seek airplay so avidly suddenly seem to be getting upset about what to the radio people is prime exposure. WRIF's Bender said, "I find it incongruous that the record industry spends so much time asking us to play material and here, when we do a decent and honest promotional service, playing both the good and bad album tracks, the

"I don't think it really hurts to the extent that the record industry is making out. I think radio's being portrayed as the hard guy in this instance just because records sales are down."

record industry is asking us not to play the albums. If they give us product in that form and market it that way, I don't see how they could ask us to play them differently."

Others see a change in attitude in record companies, many of which seemed to strongly favor albums-in-entirety programs until the recent sales slump. KQFM/Portland, MD Jim Robinson pointed out, "This has been going on for years, and the record companies have been capitalizing on it. People buy the records when they hear them in their entirety, but now that things are starting to get tight on the records end, they seem to be trying to shift blame." And Bobby Christian adds some historical perspective: "Back when AOR was AOR before they became Top 40 AOR, they did it and got great response from the record companies; they encouraged it. We Top 40 stations who didn't feel it fit in at the time were chided by promotion people for not having the balls to play a whole album. It was felt to be a boon for the album, good advertising. They're done a real 180 — when it wasn't just done by the left-wing fringe AOR stations, when it began to be done by the mainstream Top 40 stations, all of a sudden they weren't excited about the concept any more — they were worried."

A few radio people sympathize strongly with the record industry. KLYX/Sioux Falls is considering dropping its album-tracking fea-

tures, and MD Bruce Fischer says he agrees with record companies about the sales dilemma, and says, "Someone has to start taking a stand." KLYX is looking at mini-features in which three or four tracks would be played. Meanwhile, KING/Seattle PD Rob Conrad feels that such programs aren't right for Top 40's, at least. "You're taking away the feature most people listen for — variety. If you run a couple cuts an hour, you don't run as much risk of losing people, and you still get the benefit of featuring the album."

As for solutions to the situation, those may be far off, although the RKO policy is a start, whether the rest of radio agrees or not. But the biggest stumbling block is likely to be the difficulty of arranging for a unanimous radio policy. As Bob Burch says, "Obviously there's an audience demand for uninterrupted albums. If you're in a competitive market and your competition is playing albums in their entirety and you're not, you're at the disadvantage. I do sympathize with the situation the record industry is faced with, but they must understand that we're in a competitive industry just as they are. Everyone realizes there's a problem, but who's in a position to step out and say, OK, I'm not going to air any more albums uninterrupted. Who wants to be the station that can stand up and say that when two or three competitors in the market are playing them?"

KINK

Continued from Page 3

tive," he said. "We did not get one negative phone call or letter. As far as I know, people felt we had fulfilled our obligation in letting them know that some of the language or concepts might be questionable." Bailey stressed that KINK had not aired the Martin album as any sort of "test case" relating to FCC guidelines set up in the infamous WBAI/New York George Carlin "Seven Dirty Words" case. "The reason we would play an album of that nature has nothing to do with that — if we felt there was an element in that album that was harmful to anyone, we would not have played it," he stated. "We would weigh each case on an album-by-album basis."

WCCO

Continued from Page 3

had not been hurt by the strike as yet, citing a number of supportive calls from listeners, but expressed misgivings that WCCO's "family atmosphere" might possibly be affected by a long-term walkout. At present, the only facet of the station's programming altered by the strike has been WCCO's role as flagship station for the 28-station radio network that carries the Minnesota Vikings pro football games. To avoid possible union confrontations, WCCO has allowed Country-formatted WDGY/Minneapolis to serve as the flagship station, while WCCO continues to air the games.



CAPTAIN & KEARTH — Casablanca's Captain & Tennille visited KEARTH/Los Angeles recently. Captured in an outdoor setting are (l-r) Daryl Dragon, Toni Tennille, PD Bob Hamilton, MD Guy Zapoleon, and Casablanca's Larry Tollin.



WGUY PD WRAPPING WITH STOOKEY — Mark Lawrence, PD at WGUY/Bangor, is pictured engaged in wrapping with the artist Noel Paul Stookey (formerly of Peter, Paul & Mery). The wrap took place at the station studios when Stookey delivered his new record in a rather unconventional fashion.

RIDE THE RANGE WITH ROY and DALE and GENE and REX and TEX and LASH and WILD BILL and RED and MONTE and GABBY and BOB and TOM and even the LONE RANGER! ON VIDEO CASSETTE



Over 20 different western double features. Available in VHS and BETA II formats. Send \$1.00 for complete catalogue.

THE NOSTALGIA MERCHANT

\$59.95 each
Calif. residents add 6% sales tax
Visa and Master Charge accepted.

6255 Sunset Blvd., Suite 1019, Hollywood, CA 90028. (213) 464-1406

JOE JACKSON



It's Different

For Girls

The new single from
"I'M THE MAN"
ON A&M RECORDS AND TAPES



SP 4794

Produced by David Kershenbaum Agency: William Morris / Wayne Forte © 1979 A&M Records, Inc. All Rights Reserved.

ADS & HOTS

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

EAST	
Most Added	Hottest
Stevie Wonder	Styx
Foreigner	Eagles
Rupert Holmes	Barbra & Donna

SOUTH	
Most Added	Hottest
Jefferson Starship	Styx
Stevie Wonder	Eagles
Rupert Holmes	Commodores

EAST

Parallel One
WGLT/Pittsburgh, PA
 Jay Sisco
 JEFF, STARSHIP AC/DC
 FOUR DOWNS
 Hottest:
 EAGLES 1-1
 STYX 6-4
 HAINSWOOD 14-6
 ALAN PARSONS 17-8
 LED ZEPPELIN 21-15

CHUM/Toronto, CAN.
 Brad Joane
 STEVIE WONDER
 NICK LOWE
 Hottest:
 EAGLES 1-1
 LED ZEPPELIN 3-2
 STYX 7-4
 BLONDIE 11-7
 FOREIGNER 14-8

CEGM/Montreal, CAN.
 Joyce Pillarallo
 LRB
 ELYON JOHN
 TRIUMPH
 ANNE MURRAY
 PABLO CRUISE
 STEVIE WONDER
 FOREIGNER
 Hottest:
 EAGLES 3-1
 STYX 9-3
 KC & BAND 14-8
 BOB DYLAN 13-10
 FLEETWOOD MAC 19-13

WABC/New York, NY
 Soledad Jones
 RUPERT HOLMES
 Hottest:
 HERB ALPERT 2-1
 M 5-2
 DIANNE WARWICK 3-3
 B&D 12-8
 KENNY ROGERS 14-9

WCAO/Baltimore, MD
 Ron Riley
 ANNE MURRAY
 LRB
 CLIFF RICHARD
 RUPERT HOLMES
 Hottest:
 EAGLES 1-1
 KC & BAND 9-3
 FLEETWOOD MAC 10-5
 STYX 18-8
 KOOL & THE GANG 15-10

WFIL/Philadelphia, PA
 Jeff Robbins
 JEFF, STARSHIP
 RUPERT HOLMES
 ALAN PARSONS
 MOON MARTIN
 COMMODORES
 SUPERTRAMP
 Hottest:
 EAGLES 4-1
 STYX 8-3
 JOURNEY 13-7
 CARS 15-10
 JOHN COUGAR 14-11

WWSW/Dulles, NY
 Jon Summers
 RAINBOW
 FRANCE JOLI
 FRANK MILLS
 CARS
 Hottest:
 STYX 4-1
 BARRY MANILOW 7-3
 SUPERTRAMP 16-10
 ANNE MURRAY 18-13
 ABBA 27-20

WNBC/New York, NY
 Ros Frank
 HERB ALPERT
 KENNY ROGERS
 Hottest:
 DIANNE WARWICK 1-1
 FRANCE JOLI 6-5
 B&D 11-10
 RACER 21-14
 COMMODORES 23-16

WPEZ/Pittsburgh, PA
 Mark Fritagee
 FOREIGNER
 FOGHAT
 KC & BAND
 Hottest:
 EAGLES 2-1
 STYX 6-2
 FLEETWOOD MAC 9-5
 COMMODORES 19-10
 RAINBOW 24-17

WPGC/Washington, DC
 Jim Ellison
 FOREIGNER
 Hottest:
 EAGLES 1-1
 KENNY ROGERS 4-3
 KC & BAND 7-4
 B&D 11-5
 RUPERT HOLMES 26-13

WKRO/Boston, MA
 Harry Nelson
 CAPT. & TENNILLE
 CRYSTAL GAYLE
 IAN LLOYD
 Hottest:
 FRAC 1-1
 FRAC 4-2
 KENNY ROGERS 5-3
 B&D 14-7
 COMMODORES 19-9

WYTH/Springfield, MA
 Ken Capurro
 STEVIE WONDER
 RUPERT HOLMES
 JEFF, STARSHIP
 ISAAC HAYES
 SMOKEY ROBINSON
 FOREIGNER
 SUPERTRAMP
 Hottest:
 DONNA SUMMER 2-1
 KC & BAND 5-3
 EAGLES 6-4
 BOB SEGER 9-5
 COMMODORES 10-6

WFBZ/Baltimore, MD
 Andy Sullivan
 FRANK MILLS
 HALL & OATES
 KOOL & THE GANG
 STEVIE WONDER
 SUPERTRAMP
 Hottest:
 STYX 8-1
 EAGLES 3-2
 FLEETWOOD MAC 9-4
 KC & BAND 14-5
 J.D. SOUTHER 16-12

WBEN/FM/Buffalo, NY
 Roger Christian
 CLIFF RICHARD
 CHEAP TRICK
 CAPT. & TENNILLE
 KENNY LOGGINS
 RUPERT HOLMES
 LRB
 CARS
 STEVIE WONDER
 ALAN PARSONS
 Hottest:
 STYX 1-1
 BARRY MANILOW 5-2
 EAGLES 9-4
 B&D 23-6
 KC & BAND 25-7

WBLI/Long Island, NY
 Bill Terry
 FOREIGNER
 STEVIE WONDER
 ALAN PARSONS
 POLICE (dp)
 Hottest:
 B&D 4-1
 STYX 8-3
 EAGLES 12-9
 KOOL & THE GANG 19-15
 IAN LLOYD
 STEVIE WONDER
 Hottest:
 HERB ALPERT 1-1
 EAGLES 5-2
 CRUSADERS 17-11
 B&D 22-13
 BRENDA RUSSELL 21-16

WTIC-FM/Hartford, CT
 Rick Donabue
 CRYSTAL GAYLE
 PABLO CRUISE
 FOREIGNER
 BONNIE RAITT
 JOHN COUGAR (dp)
 PAT BENATAR (dp)
 Hottest:
 HERB ALPERT 1-1
 STYX 8-3
 EAGLES 7-4
 B&D 11-7
 COMMODORES 21-10

Q106/Phila, PA
 Liz Curtis
 J.D. SOUTHER
 ELO
 RONNIE MILSAP
 YVONNE ELLINAN
 Hottest:
 STYX 2-1
 KC & BAND 5-2
 B&D 10-6
 SUPERTRAMP 18-9
 JIMMY BUFFETT 17-10

W101/Phila, PA
 Jim Buchanan
 CHEAP TRICK
 STEVIE WONDER
 RUPERT HOLMES
 PABLO CRUISE
 JEFF, STARSHIP
 Hottest:
 COMMODORES 1-1
 KENNY ROGERS 4-2
 STYX 9-3
 KERMIT THE PROG 15-9
 B&D 17-10

W102/Huntington, WV
 Garry Miller
 JEFF, STARSHIP
 SMOKEY ROBINSON
 M. MANCHESTER
 JOHN COUGAR
 SPORTS
 FRANK MILLS
 ABBA
 Hottest:
 EAGLES 1-1
 STYX 3-2
 FLEETWOOD MAC 9-4
 COMMODORES 10-5
 KC & BAND 11-6

WPST/Trenton, NJ
 Tom Taylor
 LRB
 CAPT. & TENNILLE
 CLIFF RICHARD
 Hottest:
 STYX 1-1
 EAGLES 4-2
 B&D 10-5
 COMMODORES 13-6
 FLEETWOOD MAC 12-9

WAEW/Allentown, PA
 Jeff Frank
 J.D. SOUTHER
 Hottest:
 FLEETWOOD MAC 2-1
 STYX 13-10
 ANNE MURRAY 20-13
 LAUREN WOOD 27-22
 STEVIE WONDER 0-25

EC101/New Haven, CT
 Curt Hansen
 SMOKEY ROBINSON
 RUPERT HOLMES
 CAPT. & TENNILLE
 Hottest:
 STYX 2-1
 COMMODORES 8-3
 B&D 12-5
 FRANCE JOLI 15-11
 J.D. SOUTHER 24-15

EVIL/Dallas, TX
 Mike Hey
 KC & BAND
 STYX
 KERMIT THE PROG
 DR. HOOK
 J.D. SOUTHER
 LAUREN WOOD
 BARRY MANILOW
 CHRIS THOMPSON
 CRYSTAL GAYLE
 Hottest:
 HERB ALPERT 2-1
 KENNY ROGERS 7-6
 COMMODORES 16-7
 FRANCE JOLI 25-18
 B&D 23-19

WGUY/Bangor, ME
 Mark Laurence
 DR. HOOK
 CRYSTAL GAYLE
 FOREIGNER
 ALAN PARSONS (dp)
 BLEND (dp)
 RUGGLES
 Hottest:
 STYX 8-1
 EAGLES 3-2
 FLEETWOOD MAC 9-4
 KC & BAND 14-5
 J.D. SOUTHER 16-12

WLBZ/Bangor, ME
 Michael O'Hara
 STEVIE WONDER
 CHEAP TRICK
 CLIFF RICHARD
 JEFF, STARSHIP
 KERMIT THE PROG
 Hottest:
 CRYSTAL GAYLE 1-1
 KENNY ROGERS 3-2
 DIANNE WARWICK 6-4
 STYX 9-7
 JIMMY BUFFETT 13-9
 EAGLES 10-7

W100/Miami, FL
 Robert Muxxy
 MICHAEL JACKSON
 DONNA SUMMER
 RUPERT HOLMES
 CUCINI
 JOHN COUGAR
 Hottest:
 HERB ALPERT 1-1
 B&D 6-3
 LED ZEPPELIN 8-5
 STYX 16-10
 IAN GOMM 20-15

Z93/Atlanta, GA
 Dale O'Brien
 FOREIGNER
 OTHERS FINEST
 Hottest:
 EAGLES 1-1
 J.D. SOUTHER 4-2
 STYX 5-3
 KC & BAND 9-6
 LAUREN WOOD 15-8

Z97/Fort Worth, TX
 Gary Mack
 COMMODORES
 FLEETWOOD MAC
 Hottest:
 JOURNEY 2-1
 EAGLES 6-3
 SUPERTRAMP 12-4
 LED ZEPPELIN 11-8
 STYX 19-12

94Q/Atlanta, GA
 Jeff McCarty
 JEFF, STARSHIP
 STEVIE WONDER
 FOREIGNER
 RITA COOLIDGE
 Hottest:
 STYX 3-1
 J.D. SOUTHER 4-3
 LAUREN WOOD 10-7
 RICHIE FURAY 12-8
 KENNY LOGGINS 15-10

WYRE/Annapolis, MD
 Steve Kingston
 FOREIGNER
 LRB
 CLIFF RICHARD
 Hottest:
 EAGLES 1-1
 STYX 7-4
 KC & BAND 9-6
 B&D 17-9
 KOOL & THE GANG 27-19

W101/Orlando, FL
 Terry Long
 MICHAEL JACKSON
 JOHN COUGAR
 CHRIS THOMPSON
 MISTRESS
 MOON MARTIN
 SAMANTHA SANG
 Hottest:
 HERB ALPERT 3-1
 KENNY ROGERS D-3
 JIMMY BUFFETT 6-4
 STYX 9-6
 KENNY ROGERS 14-8

KEEL/Shreveport, LA
 Marty Johnson
 ISAAC HAYES
 CLIFF RICHARD
 POTLIQUOR
 KENNY LOGGINS
 JOHN COUGAR
 AC/DC
 EWY
 JIMMY BUFFETT (RA)
 Hottest:
 KENNY ROGERS 1-1
 KC & BAND 14-6
 MICHAEL JACKSON 18-12
 FRANCE JOLI 22-14
 B&D 23-17

KLIF/Dallas, TX
 Kelly Nelson
 CLIFF RICHARD
 ELO
 KENNY LOGGINS
 Hottest:
 JENNIFER WARNES 2-1
 DONNA SUMMER 4-2
 STYX 13-3
 COMMODORES 24-17
 LAUREN WOOD 23-19

KNOW/Austin, TX
 Lenny White
 JOE JACKSON
 FOREIGNER
 SANTANA
 MOON MARTIN
 BLUE STEEL
 PAT BENATAR
 SMOKEY ROBINSON
 FOGHAT
 STEVE FORBERT
 CARS
 Hottest:
 EAGLES 1-1
 STYX 5-2
 IAN GOMM 2-5
 COMMODORES 17-8
 POINT BLANK 19-14

WIDE/Jackson, MS
 Steve Keller
 RUPERT HOLMES
 SUPERTRAMP
 CAPT. & TENNILLE
 EMULAND DAN & JFC
 KENNY ROGERS
 Hottest:
 COMMODORES 1-1
 STYX 7-5
 B&D 10-6
 EAGLES 17-11
 ELO 19-13

W101/Raleigh, NC
 Ron McKay
 STEVIE WONDER
 SUPERTRAMP
 KENNY ROGERS
 CRYSTAL GAYLE
 Hottest:
 COMMODORES 2-1
 KENNY ROGERS 6-3
 KC & BAND 8-4
 STYX 15-7
 FLEETWOOD MAC 17-11

W101/Nashville, TN
 Rick Harris
 FOREIGNER
 CARS
 KOOL & THE GANG
 JEFF, STARSHIP
 DAVID JOHANSEN
 Hottest:
 JOURNEY 2-1
 KENNY ROGERS 3-2
 STYX 10-5
 COMMODORES 18-10
 BARRY MANILOW 19-13

WNOE/New Orleans, LA
 Wayne Harris
 STEVIE WONDER
 PRINCE
 LRB
 FOREIGNER
 TIM CURRY
 JEFF, STARSHIP
 VILLAGE PEOPLE
 JOHN COUGAR
 Hottest:
 COMMODORES 3-1
 DONNA SUMMER 7-3
 STYX 10-6
 B&D 26-16
 BARRY MANILOW 23-18

WRJZ/Knoxville, TN
 Bob Egan
 STEVIE WONDER
 SMOKEY ROBINSON
 FRANK MILLS
 KOOL & THE GANG
 JUDY TUZKE
 FOGHAT
 Hottest:
 EAGLES 5-4
 COMMODORES 1-1
 EAGLES 3-2
 STYX 5-3
 FLEETWOOD MAC 10-5
 J.D. SOUTHER 19-11

WBGW/Savannah, GA
 Brady McGraw
 SUGAR HILL GANG
 KENNY ROGERS
 RUPERT HOLMES
 ISAAC HAYES
 Hottest:
 EAGLES 3-1
 STYX 7-4
 B&D 11-7
 BARRY MANILOW 12-9
 SUGAR HILL GANG A-10

W8M/Birmingham, AL
 John Reed
 SMOKEY ROBINSON
 JEFF, STARSHIP
 RUPERT HOLMES
 RICHIE FURAY
 Hottest:
 MICHAEL JACKSON 2-1
 KC & BAND 5-2
 EAGLES 13-4
 STYX 10-5
 FLEETWOOD MAC 18-10

Y103/Jacksonville, FL
 Male Pih
 FOREIGNER
 CAPT. & TENNILLE
 JEFF, STARSHIP
 ELO
 CHEAP TRICK
 RUGGLES
 DIANNE WARWICK
 39 SPECIAL
 EAGLES
 Hottest:
 DONNA SUMMER 2-1
 COMMODORES 11-5
 LED ZEPPELIN 14-9
 CHRIS THOMPSON 20-15
 SUPERTRAMP 25-20

Y98/Tampa, FL
 J.J. Walker
 KENNY LOGGINS
 LED ZEPPELIN
 FLEETWOOD MAC
 EAGLES
 J.D. SOUTHER
 Hottest:
 COMMODORES 1-1
 STYX 10-2
 KC & BAND 4-3
 JIMMY BUFFETT 13-9
 B&D 21-10

Z98/Little Rock, AR
 Karen Williams
 KENNY LOGGINS
 Hottest:
 STYX 3-1
 ANNE MURRAY 10-6
 B&D 20-12
 SUPERTRAMP 26-15
 BOB DYLAN 30-17
 KC & BAND 19-13

WRVQ/Richmond, VA
 Bill Thomas
 RUPERT HOLMES
 Hottest:
 M 1-1
 LED ZEPPELIN 3-1
 B&D 18-9
 MICHAEL JACKSON 24-10
 LRB 19-12
 KENNY LOGGINS 25-19

WAAJ/Huntsville, AL
 Jim Kendrick
 SMOKEY ROBINSON
 STEVIE WONDER
 MICHAEL JACKSON
 BLACKFOOT
 RUPERT HOLMES
 JEFF, STARSHIP
 Hottest:
 KENNY ROGERS 2-1
 COMMODORES 4-2
 RONNIE MILSAP 4-5
 STYX 8-5
 CRYSTAL GAYLE 11-10

WCOQ/Columbia, GA
 Joe McClure
 STEVIE WONDER
 RITA COOLIDGE
 HALL & OATES
 CARLENE CARTER
 ISAAC HAYES
 Hottest:
 LED ZEPPELIN 6-1
 EAGLES 10-2
 J.D. SOUTHER 11-6
 STYX 13-7
 B&D 29-20

WTLN/Taylorsville, NC
 Larry Cannon
 JEFF, STARSHIP
 YVONNE ELLINAN
 CHEAP TRICK
 FOGHAT
 OAF
 Hottest:
 COMMODORES 4-1
 STYX 11-7
 STYX 15-8
 MICHAEL JOHNSON 13-9
 EAGLES 18-12

WHYY/Montgomery, AL
 Rich Thomas
 FOREIGNER
 RITA COOLIDGE
 STEVIE WONDER
 KOOL & THE GANG
 Hottest:
 EAGLES 1-1
 FLEETWOOD MAC 8-4
 CRYSTAL GAYLE 9-5
 JIMMY BUFFETT 10-6
 BARRY MANILOW 15-10

WISE/Asheville, NC
 Ray Williams
 SPORTS
 MICHAEL JACKSON
 PEACHES & HERB
 Hottest:
 COMMODORES 4-1
 EAGLES 5-2
 ALAN PARSONS 10-3
 DONNA SUMMER 7-4
 STYX 14-7

WSEA/Chattanooga, TN
 David Carroll
 JEFF, STARSHIP
 STEVIE WONDER
 ROBERT JOHN
 Hottest:
 EAGLES 1-1
 J.D. SOUTHER 12-5
 RUPERT HOLMES 18-7
 BLONDIE 15-8
 LRB 25-14

WSGF/Savannah, GA
 C.B. Goffney
 ALAN PARSONS
 JEFF, STARSHIP
 KENNY LOGGINS
 STEVIE WONDER
 Hottest:
 EAGLES 3-1
 STYX 8-3
 KC & BAND 10-5
 COMMODORES 16-7
 B&D 23-13

CK101/Cocoa Beach, FL
 Steve Ocean
 JEFF, STARSHIP
 CHRIS THOMPSON
 TOM PETTY (dp)
 Hottest:
 EAGLES 1-1
 STYX 6-2
 BARRY MANILOW 17-9
 SUPERTRAMP 22-11
 PABLO CRUISE 26-15

G100/Mobile, AL
 Jim Roberts
 JEFF, STARSHIP
 RUPERT HOLMES
 Hottest:
 KC & BAND 1-1
 EAGLES 8-2
 LED ZEPPELIN 10-5
 FLEETWOOD MAC 14-9
 STYX 20-10

KAAY/Little Rock, AR
 Jack Randall
 KC & BAND
 CRYSTAL GAYLE
 DR. HOOK
 LAUREN WOOD
 LRB
 DIANNE WARWICK
 Hottest:
 BARRY MANILOW 1-1
 KENNY ROGERS 12-9
 IAN GOMM 18-12
 J.D. SOUTHER 19-13

KILE/Galveston, TX
 Terry Davis
 BLONDIE
 CHRIS THOMPSON
 LRB
 ANNE MURRAY
 CHEAP TRICK
 Hottest:
 COMMODORES 4-1
 EAGLES 5-2
 KENNY ROGERS 10-5
 STYX 17-7
 FLEETWOOD MAC 15-8

ESL/Lubbock, TX
 Jeff King
 STEVIE WONDER
 JEFF, STARSHIP
 LRB
 CAPT. & TENNILLE
 Hottest:
 EAGLES 1-1
 KENNY ROGERS 4-2
 COMMODORES 9-3
 STYX 15-9
 KC & BAND 19-13

WAAJ/Huntsville, AL
 Jim Kendrick
 SMOKEY ROBINSON
 STEVIE WONDER
 MICHAEL JACKSON
 BLACKFOOT
 RUPERT HOLMES
 JEFF, STARSHIP
 Hottest:
 KENNY ROGERS 2-1
 COMMODORES 4-2
 RONNIE MILSAP 4-5
 STYX 8-5
 CRYSTAL GAYLE 11-10

SOUTH

SOUTH Parallel One

ERBE/Houston, TX
 Clay Gibb
 B&D
 FOGHAT
 JEFF, STARSHIP
 RUPERT HOLMES
 Hottest:
 STYX 3-1
 EAGLES 4-2
 B&D 10-5
 FLEETWOOD MAC 12-6
 COMMODORES 19-11

W101/Orlando, FL
 Terry Long
 MICHAEL JACKSON
 JOHN COUGAR
 CHRIS THOMPSON
 MISTRESS
 MOON MARTIN
 SAMANTHA SANG
 Hottest:
 HERB ALPERT 3-1
 KENNY ROGERS D-3
 JIMMY BUFFETT 6-4
 STYX 9-6
 KENNY ROGERS 14-8

KLIF/Dallas, TX
 Kelly Nelson
 CLIFF RICHARD
 ELO
 KENNY LOGGINS
 Hottest:
 JENNIFER WARNES 2-1
 DONNA SUMMER 4-2
 STYX 13-3
 COMMODORES 24-17
 LAUREN WOOD 23-19

Y103/Jacksonville, FL
 Male Pih
 FOREIGNER
 CAPT. & TENNILLE
 JEFF, STARSHIP
 ELO
 CHEAP TRICK
 RUGGLES
 DIANNE WARWICK
 39 SPECIAL
 EAGLES
 Hottest:
 DONNA SUMMER 2-1
 COMMODORES 11-5
 LED ZEPPELIN 14-9
 CHRIS THOMPSON 20-15
 SUPERTRAMP 25-20

Z98/Little Rock, AR
 Karen Williams
 KENNY LOGGINS
 LED ZEPPELIN
 FLEETWOOD MAC
 EAGLES
 J.D. SOUTHER
 Hottest:
 COMMODORES 1-1
 STYX 10-2
 KC & BAND 4-3
 JIMMY BUFFETT 13-9
 B&D 21-10

WRVQ/Richmond, VA
 Bill Thomas
 RUPERT HOLMES
 Hottest:
 M 1-1
 LED ZEPPELIN 3-1
 B&D 18-9
 MICHAEL JACKSON 24-10
 LRB 19-12
 KENNY LOGGINS 25-19

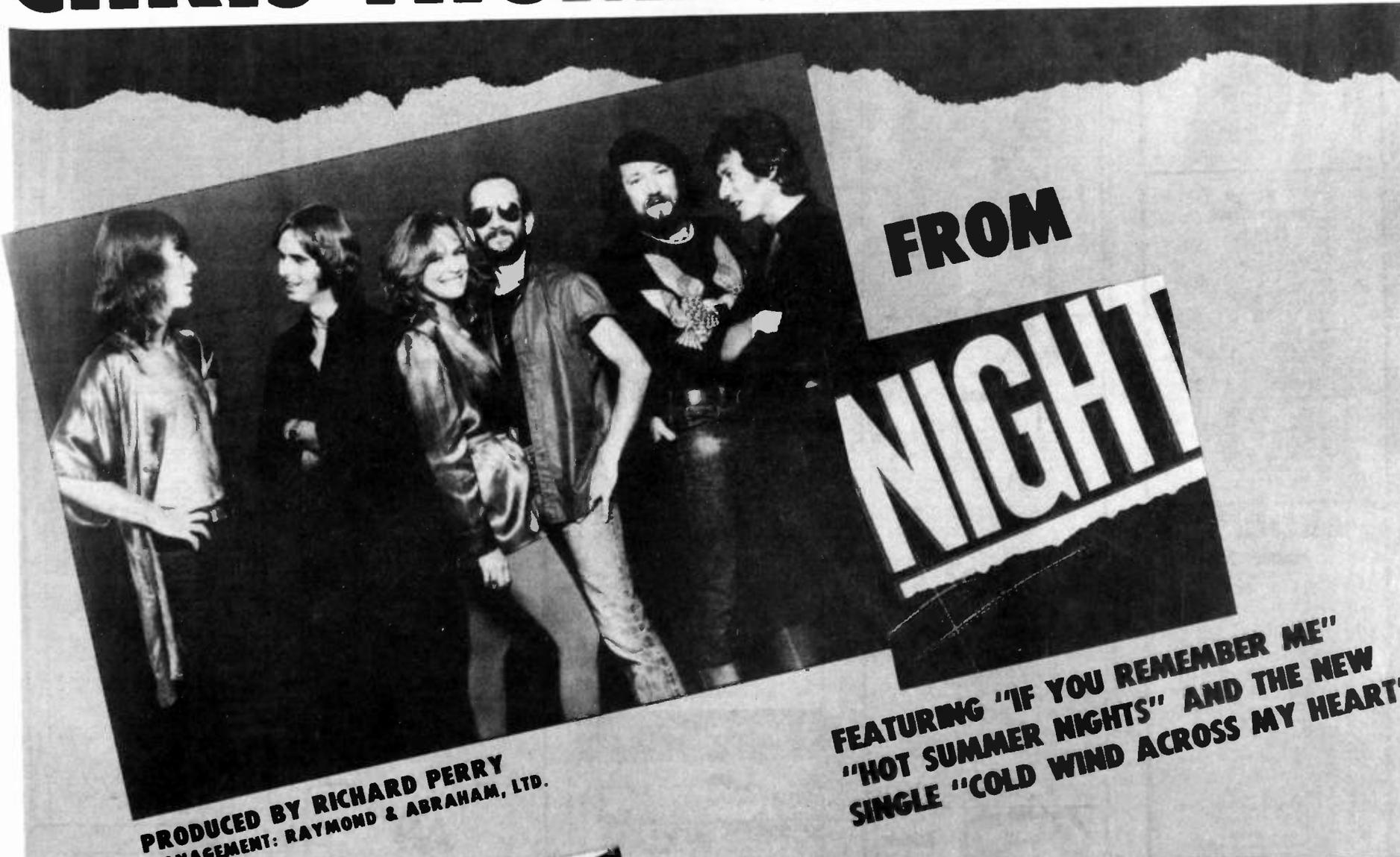
WAAJ/Huntsville, AL
 Jim Kendrick
 SMOKEY ROBINSON
 STEVIE WONDER
 MICHAEL JACKSON
 BLACKFOOT
 RUPERT HOLMES
 JEFF, STARSHIP
 Hottest:
 KENNY ROGERS 2-1
 COMMODORES 4-2
 RONNIE MILSAP 4-5
 STYX 8-5
 CRYSTAL GAYLE 11-10

THE BACK PAGE BREAKERS

CHRIS THOMPSON & NIGHT
If You Remember Me (Planet)

59% of our reporters on it. Moves: Up 72, Same 14, Down 10, Adds 14, including KVIL, Q105, KFRC, WAXY, BJ105, WNCI, KTAC, CK101, WKXY, KWIC, KILE, KKXL, KEARTH 28-24, KFI 26-23, B100 28-24, KIMN 22-18. See Parallels, charts at number 30.

"IF YOU REMEMBER ME" IS CHRIS THOMPSON & NIGHT



PRODUCED BY RICHARD PERRY
MANAGEMENT: RAYMOND & ABRAHAM, LTD.

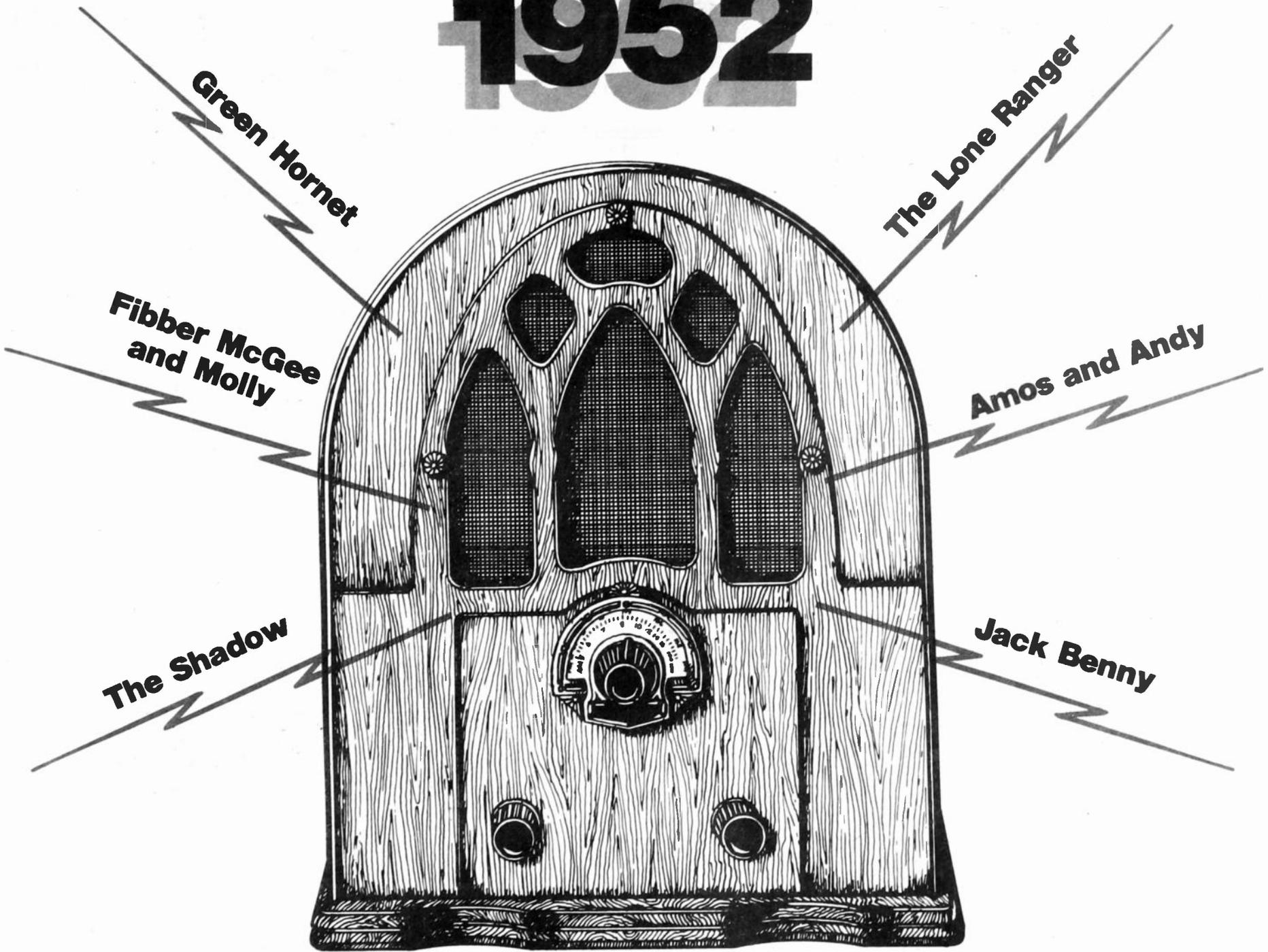
FEATURING "IF YOU REMEMBER ME"
"HOT SUMMER NIGHTS" AND THE NEW
SINGLE "COLD WIND ACROSS MY HEART"



The members of NIGHT wish to thank
BRUCE COHEN and the DOOBIE
BROTHERS (cast and crew) for making
their 1st American tour such a delight.



1952



“Video Killed The Radio Star”

THE BUGGLES



Manufactured and Distributed by Warner Bros. Records

DANCEMUSIC RADIO

BREAKERS

SMOKEY ROBINSON

Cruisin' (Tamla)

64% of our reporters are on it, 6 new adds including WKTU, WPEG, WDAI, KHYT, WXKS and KHYS. Key moves: 29-24 WKTK, 22-17 KJLA, 27-24 KTLK, medium airplay WMAS, WDMT, debut 35 WDMT, debut 18 WGN, debut 20 KIIS-FM, debut 22 KRLY, on WBOS, WBLX, WMJX, KXTC, KCBS-FM. Charts at number 22 on Airplay/30.

MICHAEL JACKSON

Rock With You (Epic)

61% reporting airplay, 8 new adds including WKTK, WMAS, WOKF, WRMZ and KTLK. Key moves: 3-3 WDMT, hot rotation WWOM, WGCI, KXTC, debut 19 KRLY, debut 36 KJLA, on WGN, WDAI, WOKV and KIIS-FM. Charts at number 23 on Airplay/30.

PEACHES & HERB

Roller Skatin' Mate (Polydor)

55% reporting activity, 5 new adds, WWOM, WMAS, WBLX, WOKV and WRMZ. Key moves: medium airplay WDAI, debut 28 WDMT, debut 30 KLA, on the following stations: WBOS, WXKS, WPEG, WMJX, KSET, KJLA, WGCI, WDMT, KXTC, KTLK. Charts at number 25 on Airplay/30.

SPINNERS

Body Language (Atlantic)

52% of our reporters are on it, added at KHYT and KSFX. Key moves: 15-13 WDMT, 27-23 WCAU, 31-29 KHYS, medium airplay WMAS, WDAI, debut 26 KRLY, debut 29 KLA, on the following stations: WGN, WRMZ, KJLA, WOKV, WDMT, KXTC, KTLK, KCBS-FM. Moves from 30-29 on Airplay/30.

STEVIE WONDER

Send One Your Love (Tamla)

52% reporting activity, 17 new adds WKTK, WDMT, WBOS, WKTU, WCAU, WMAS, WMJX, KJLA, KCBS-FM, KKCS, KSET, WDAI, KHYT, WGCI, WBLX, KXTC and WDMT. Charts at number 30 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

SUGAR HILL GANG "Rapper's Delight" (Sugar Hill) 48% reporting action, 3 new adds WWOM, KHYT and KTLK. Key moves: 1-1 WSOQ, 21-10 WBLX, 18-11 KIIS-FM, 2-2 WDMT, 20-11 WMJX, hot rotation KSFX, medium airplay WOKF, WKTU, debut 30 KRLY, debut 13 WBOS, debut 1 WGN, on WPEG and WDAI.

KC & THE SUNSHINE BAND "Please Don't Go" (Sunshine/TK) 45% reporting activity, added at WKTU. Key moves: 17-12 WSOQ, 12-8 KHYT, 8-5 KHYS, 9-7 KJLA, 16-11 WKTK, medium airplay WMAS, KSFX, on WXKS, WXAP, WOKV and KIIS-FM.

SWITCH "I Call Your Name" (Gordy) 45% of our reporters are on it. Key moves: 34-31 WDMT, 22-12 WBLX, 22-17 WRMZ, 5-4 KHYT, 1-1 KKCS, hot rotation WDMT, medium airplay WGCI, on WMJX, KJLA, KTLK and WDAI.

STARGARD "Wear It Out" (WB) 45% reporting action, added at WBOS and WDMT. Key moves: 28-22 WKTK, 24-18 WDMT, 30-22 WPEG, 13-8 WCAU, 29-26 WXKS, hot rotation WWOM, medium airplay WKTU, KXTC, on KKCS, KTLK, WRMZ, KSFX.

PAMALA STANLEY "This Is Hot" (EMI America) 45% reporting airplay, 5 new adds WKTU, WOKF, KFMX, KSFX and WXAP. Key moves: 8-8 KIIS-FM, medium airplay WMAS, WDMT, KCBS-FM, debut 24 WBOS, on WOKV, KLA, KXTC and KTLK.

PRINCE "I Wanna Be Your Lover" (WB) 42% reporting action, 4 new adds WSOQ, WXAP, WWOM, WOKF. Key moves: 21-14 KHYS, 20-18 KJLA, 18-17 KTLK, hot rotation KCBS-FM, WGCI, debut 30 WXKS, on WCAU, WDAI, KXTC.

NATURE'S DIVINE "I Just Can't Control Myself" (Infinity) 42% reporting activity, added at WSOQ. Key moves: 44-21 KHYS, 33-28 KJLA, 15-13 WCAU, medium airplay WGCI, WWOM, WDMT, debut 17 WDMT, on KHYT, KXTC, WDAI, KTLK, KCBS-FM.

SLY STONE "Dance To The Music" (Epic) 42% reporting airplay, added at WKTU, KKCS. Key moves: 38-23 WDMT, 30-27 KLA, 18-16 WBOS, hot rotation KFMX, medium airplay WDAI, WWOM, on WKTK, WGN, WGCI, KIIS-FM, WXAP and KTLK.

EARTH, WIND & FIRE "In The Stone" (ARC/Columbia) 42% of our reporters are on

THE BEAT

Pam Bellamy & Gail Mitchell

Dancemusic: Alive And Well In Cleveland

Usually when Dancemusic stations are being discussed, people tend to mention those in large markets such as New York, Los Angeles and Chicago. However, Dancemusic stations are making an impact in other markets as well, as seen below in the following interview with Wynn Rosenberg, PD/MD of WDMT/Cleveland.

R&R: Tell us about WDMT, and your particular market situation ideas?

WR: We are in a unique situation here, for

a number of reasons. One is that we are the only radio station in Cleveland on the FM dial exposing black product. There is no Black FM in Cleveland. Our station is based on the

November 2, 1979

Radio & Records

Airplay/30

12	4	3	1	KOOL & THE GANG/Ladies' Night (De-Lite)
1	1	1	2	MICHAEL JACKSON/Don't Stop 'Til You... (Epic)
—	24	8	3	STREISAND/SUMMER/No More Tears (Col/Cas)
2	2	2	4	FRANCE JOLI/Come To Me (Prelude)
4	3	4	5	M/Pop Muzik (Sire)
10	8	6	6	DESTINATION/Move On Up (Butterfly) — LP
3	5	5	7	DONNA SUMMER/Dim All The Lights (Casablanca)
5	6	7	8	HERB ALPERT/Rise (A&M)
18	12	12	9	CHIC/My Forbidden Lover (Atlantic)
24	16	10	10	FUNKADELIC/Knee Deep (WB)
20	18	11	11	GLORIA GAYNOR/Let Me Know (Polydor)
26	19	16	12	COMMODORES/Still (Motown)
21	15	15	13	SUZI LANE/Harmony (Elektra)
7	7	9	14	CRUSADERS/Street Life (MCA)
9	10	14	15	ISLEY BROTHERS/It's A Disco Night (T-Neck)
—	26	21	16	ISAAC HAYES/Don't Let Go (Polydor)
27	21	17	17	FRONT PAGE/Love Insurance (Panorama)
28	27	22	18	ELTON JOHN/Victim Of Love (MCA)
11	11	13	19	COMMODORES/Sail On (Motown)
6	9	18	20	ASHFORD & SIMPSON/Found A Cure (WB)
17	17	19	21	CAMEO/Just Want To Be (Chocolate City)
—	—	—	22	SMOKEY ROBINSON/Cruisin' (Tamla)
—	—	—	23	MICHAEL JACKSON/Rock With You (Epic)
16	20	24	24	BRUNI PAGANI/Fantasy (Elektra)
—	—	—	25	PEACHES & HERB/Roller Skatin' Mate (Polydor)
—	28	27	26	BRENDA RUSSELL/So Good, So Right (Horizon/A&M)
—	—	28	27	KAT MANDU/The Break (TK)
29	29	29	28	KAREN SILVER/Hold On I'm Comin' (Arista)
—	—	30	29	SPINNERS/Body Language (Atlantic)
—	—	—	30	STEVIE WONDER/Send One Your Love (Tamla)

*Unless otherwise stated, all above records are available in 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.

it, added at WMAS, WPEG. Key moves: 42-36 KHYS, 28-24 KRLY, 31-27 WSOQ, hot rotation KFMX, medium airplay KSET, debut 20 WMJX, debut 29 KJLA, on WDAI, KTLK, WXAP, WDMT.

FEVER "Pump It Up" (Fantasy) 42% reporting action, 3 new adds WCAU, WGN, WOKF. Key moves: 20-16 WPEG, hot rotation KXTC, medium airplay WDAI, KCBS-FM, on KLA, KJLA, WMJX, WOKV, KTLK, KRLY, KHYT.

TAANA GARDNER "When You Touch Me" (West End) 39% reporting activity. Key moves: 13-11 WDMT, 18-17 WPEG, medium airplay WDAI, KSFX, WMAS, WDMT, KXTC, on WXKS, WRMZ, KKCS, WKTU, KTLK.

DONNA SUMMER "On The Radio" (Casablanca) 36% reporting airplay, 6 new adds WBOS, WMJX, KXTC, KSET, WXKS, WGN. Key moves: hot rotation WDMT, medium airplay WDAI, debut 10 WDMT, on KIIS-FM, WCAU, KSFX.

ANITA WARD "Don't Drop My Love" (Juana/TK) 36% reporting action. Key moves: 39-29 WSOQ, 36-25 WDMT, medium airplay KCBS-FM, debut 23 WMJX, debut 25 KRLY, debut 30 WRMZ, on KKCS, WDMT, KXTC, WXAP, WXKS, KLA.

FAT LARRY'S BAND "Looking For Love" (WMOT/Fantasy) 33% reporting airplay, added at WXAP. Key moves: 35-26 WDMT, 24-19 WPEG, 10-8 WSOQ, medium airplay WKTU, KCBS-FM, on WDMT, WWOM, KSFX.

PLEASURE "Glide" (Fantasy) 33% of our reporters are on it, added at WPEG, WDAI, KLA. Key moves: 3-3 WBLX, hot rotation KCBS-FM, medium airplay WGCI, WWOM, debut 26 WCAU, debut 31 KHYT, on WGN, KXTC.

SHALAMAR "Second Time Around" (Solar/RCA) 33% reporting activity, 5 new adds WWOM, WGN, KJLA, KXTC, WXKS. Key moves: 19-15 WCAU, medium airplay KCBS-FM, WGCI, on WBOS, KTLK.

CORY DAYE "Pow Wow" (New York International) 30% reporting airplay. Key moves: 11-8 WXAP, 13-12 WXKS, 23-22 KLA, hot rotation KCBS-FM, medium airplay KSFX, WDAI, WKTU.

O'JAYS "Sing A Happy Song" (Philadelphia International) 30% reporting activity. Key moves: 30-27 WRMZ, 18-16 KHYT, hot rotation WMAS, medium airplay WOKV, KSFX, on WXAP.

DUNCAN SISTERS "Boys Will Be Boys" (Earmarc) 30% reporting activity. Key moves: 26-25 WBOS, 28-23 WRMZ, medium airplay WWOM, WDMT, KXTC, on KSFX, WDAI, KRLY, WMAS.

DON ARMANDO "Deputy Of Love" (Ze) 30% reporting airplay, added at WWOM, KRLY. Key moves: medium airplay WKTU, WDAI, KCBS-FM, on WXKS, WMJX, WRMZ, KXTC, WMAS.

best music possible for the most available audience to listen to it, and there is a need in this city to expose black product. There are a lot of people black and white that want to hear Smokey Robinson, Funkadelic, Mass Production, songs that aren't played on Top 40's or AOR's here. We have a lot of advantages, in that there is no one in contention with us. We are the first radio station to have blacks and whites listening to us in large numbers. There are a lot of people in this market that want to hear black music, but would never admit it. Disco became such a

vogue thing, that it was okay for whites to openly admit that they listen to black music. As much black music as we play, we're playing white music too. We are trying to fit a certain blend of music. The bread and butter of our format is the Donna Summers, Michael Jacksons, Herb Alperns, the Chics, the Smokey Robinsons, etc. We are the only station exposing this product to whites and blacks.

R&R: Let's explore the music played on WDMT. Do you program it as a radio station or like a club? *Continued on page 43*

DANCEMUSIC

RADIO

Radio & Records

ADDS & HOTS

EAST		SOUTH		MIDWEST		WEST	
Most Added	Hottest	Most Added	Hottest	Most Added	Hottest	Most Added	Hottest
Stevie Wonder Michael Jackson "Rock"	Streisand/Summer Kool & The Gang Stargard	Donna Summer "Radio" Stevie Wonder	Streisand/Summer Donna Summer "Dim"	Stevie Wonder	Streisand/Summer Destination	Stevie Wonder Rick James	Streisand/Summer Kool & The Gang Suzi Lane

EAST

WKTU FM 92
WKTU/New York, NY
ADDED: Stephanie Mills "You Can"
Deborah Washington
Patricia Stanley
Sly Stone
"Dance"
Ian Dury
"Reasons"
Loose Change
Barry Manilow
KC & Sunshine Band
"Pleasure"
Smokey Robinson
Cameo
"Sparkle"
Diana Ross "All"
Stevie Wonder

HOTTEST: Michael Jackson
M
Donna Summer
"Dim"
France Joli
Streisand/Summer
Kool & The Gang
— Michael Ellis

WDON
WDON/Washington, DC

ADDED: Stevie Wonder
Chicago
Musique
Brooklyn Dreams
Bar-Kays

HOTTEST: Streisand/Summer
Donna Summer
"Radio"
Rufus & Chaka
Nature's Divine
Stargard
Stephanie Mills
"You Can"
Anita Ward
— Barry Richards

WISQ 103.5 AM
WISQ/Syracuse, NY

ADDED: Michael Jackson
"Rock"
Fever "Beat"
Nature's Divine
Isaac Hayes
Freddie James
"Hollywood"
Prince

HOTTEST: Sugar Hill Gang
Kool & The Gang
Funkadelic
Commodores
"Still"
Dynasty
Stephanie Mills
"You Can"
Raydio "More"
— Mike Roberts

DISCO 96
WMLX/Miami, FL

ADDED: Donna Summer
"Radio"
Barry Manilow
"Sleeping"
Michael Jackson
"Rock"
Stevie Wonder

HOTTEST: Destination
Streisand/Summer
Sugar Hill Gang
Ren Woods
Suzi Lane
Fatback Band
EW&F
— Frank Walsh

WKGN
WKGN/Knoxville, TN

ADDED: Freedom
Shalamar
Dynasty
Stephanie Mills
"You Can"
Ian Dury
"Reasons"
Fever
"Pump"
Donna Summer
"Radio"
Jimmy Buffett
Kenny Rogers

HOTTEST: Sugar Hill Gang
Herb Alpert
Streisand/Summer
Foxy
Stephanie Mills
"What"
Commodores
"Still"
— Mike Swaggerty

DISCO 94.7
WDAI/Chicago, IL

ADDED: Sylvester
Diana Ross
"House"
Pleasure
Stevie Wonder
Smokey Robinson

HOTTEST: Herb Alpert
M
Michael Jackson
"Don't"
Kool & The Gang
France Joli
Front Page
Donna Summer
"Dim"
Streisand/Summer
Isaac Hayes
Suzi Lane
— Mary Klug

WOKY
WOKY/Cincinnati, OH

ADDED: Peaches & Herb
Phyllis Hyman
Kenny Rogers
J. D. Souther
Styx

HOTTEST: Streisand/Summer
Bob McGilpin
Ronnie Milsap
M
Donna Summer
"Dim"
Michael Jackson
"Don't"
— Charlie Brown

KSFX 104
THE BAY AREA'S BEST
KSFX/San Francisco, CA

ADDED: Queen Samantha
Spinners
Pamela Stanley

HOTTEST: Front Page
Suzi Lane
Streisand/Summer
Sugar Hill Gang
Crusaders
Karen Silver
Destination
Isley Bros.
Kool & The Gang
— Jim Smith

DISCO 101
WVOM/Albany, NY

ADDED: Stephanie Mills
"Better"
Hall & Oates
Rufus & Chaka
Funkadelic
Sugar Hill Gang
Peaches & Herb
Prince
Bell & James
"Make"
Body Shop
Sergio Mendes
Don Armando
Shalamar

HOTTEST: Stephanie Mills
"Put"
Michael Jackson
"Don't/Rock/Off"
Kool & The Gang
Isley Bros.
Cameo
Destination
Stargard
Elton John
Ren Woods
Phyllis Hyman
Karen Silver
— Walt Adams

WKSX
WKSX/Boston, MA

ADDED: Donna Summer
"Radio"
Sylvester
Barbara Law
Janice McClain
Shalamar
Rupert Holmes
Smokey Robinson

HOTTEST: Streisand/Summer
M
Gloria Gaynor
Commodores
"Still"
Sergio Mendes
— Vinnie Peruzzi

WTKT
WTKT/Baltimore, MD

ADDED: Stevie Wonder
Tom Johnston
Adrius Bros.
"As Long"
Isaac Hayes
Michael Jackson
"Rock"
Streisand/Summer
"Pleasure"

HOTTEST: Commodores
"Still"
Elton John
Chic "Feet"
KC & Sunshine Band
"Pleasure"
Chic "Forbidden"
Lauren Wood
Stargard
Suzi Lane
Smokey Robinson
— Lou Erlinger

wblx
WBLX/Mobile, AL

ADDED: Stevie Wonder
Gene Chandler
"Do What"
Bobby Bland
Phyllis Hyman
Peaches & Herb

HOTTEST: Funkadelic
Rufus & Chaka
Sugar Hill Gang
Switch
"Call"
Bell & James
Freedom
Patrice Rushen
— Carmen Brown

KSET
KSET/El Paso, TX

ADDED: Janis Ian
Little Nell
Donna Summer
"Radio"
Rick James
Stevie Wonder

HOTTEST: Michael Jackson
"Don't"
M
Chic "Forbidden"
Bob McGilpin
Destination
Suzi Lane
Streisand/Summer
Kool & The Gang
Al Hudson & Partners
— Chuck Kelly

WDMT
WDMT/Cleveland, OH

ADDED: Brenda Russell
Stargard
Village People
"80's"
Stevie Wonder

HOTTEST: Donna Summer
"Dim/Radio"
France Joli
Michael Jackson
"Don't"
M
Herb Alpert
Chic "Forbidden"
Funkadelic
Kool & The Gang
Cameo
Streisand/Summer
Switch
— Wynn Rosenberg

KJLA
KJLA/Kansas City, MO

ADDED: Stevie Wonder
Shalamar
Deniece Williams

HOTTEST: M
Kool & The Gang
Commodores
"Still"
Doobie Bros.
Streisand/Summer
Smokey Robinson
Lauren Wood
Ronnie Milsap
— Mark Gelder

KLAV
KLAV/Las Vegas, NV

ADDED: Brooklyn Dreams
Pleasure
Malloween
Evelyn Thomas
Rick James
Phyllis Hyman

HOTTEST: Herb Alpert
Kool & The Gang
Kat Mandu
Chic "Forbidden"
Karen Silver
Elton John
— Susan Komgold

WCAU
WCAU/Philadelphia, PA

ADDED: Stevie Wonder
Claudia Barry
Emotions
Gary's Gang
Fever
"Pump"
Kinsman Dazz
Peaches & Herb
"Gypsy/Pledge"
Phyllis Hyman
"Heavenly/Spell"
Jean Carn
"Need/Mind"

HOTTEST: Kool & The Gang
Stargard
Streisand/Summer
Shalamar
Suzi Lane
Eruption
Spinners
— Roy Perry

DISCO 95
WMA5 FM
WMA5/Springfield, MA

ADDED: Dr. Hook
EW&F
Dionne Warwick
"Deja"
Michael Jackson
"Rock"
Diana Ross
"House"
Stevie Wonder
Peaches & Herb

HOTTEST: Streisand/Summer
Crusaders
Kool & The Gang
Gloria Gaynor
Fever
"Beat"
Donna Summer
"Dim"
Rufus & Chaka
Elton John
O'Jays
— Mike Adams

KHYS 98
DISCO STEREO FM
KHYS/Beaumont, TX

ADDED: Jimmy Bo Horne
Rufus & Chaka

HOTTEST: Commodores
"Still"
KC & Sunshine Band
"Pleasure"
Streisand/Summer
Prince
Brenda Russell
Minnie Riperton
Nature's Divine
Gloria Gaynor
— Doris Thompson

WXAP
WXAP/Columbia, SC

ADDED: Gibson Bros.
Fat Larry's Band
Freddie James
"Hollywood"
Prince
Pamela Stanley
Village People
"Rock"

HOTTEST: Donna Summer
"Dim"
Destination
Kool & The Gang
Front Page
— Doug Enlow

98 FEVER
WOKF/Tampa, FL

ADDED: Michael Jackson
"Rock"
Fever
"Pump"
Pamela Stanley
Prince

HOTTEST: Michael Jackson
"Don't"
France Joli
Rory Block
Destination
Stephanie Mills
"What"
Foxy
Kool & The Gang
Chic "Forbidden"
Gene Chandler
"Number"
Jimmy Bo Horne
— Roshon

WDCI
WDCI/Chicago, IL

ADDED: Stevie Wonder
M
Rick James
Lenny White
Jean Carn

HOTTEST: Prince
Ashford & Simpson
"Nobody"
Eddie Rabbitt
Capt. Sky
Michael Jackson
"Rock"
Rufus & Chaka
Patrice Rushen
Diana Ross
"House"
— Barry Mayo

KJAZZ
KJAZZ/Tucson, AZ

ADDED: Spinners
"Body/Working"
Smokey Robinson
Dynasty
Lakeside
Sugar Hill Gang
Mary Wilson
Stevie Wonder
Pablo Cruise
Lobo

HOTTEST: Kool & The Gang
Switch
"Call"
Funkadelic
Jane Flores &
Bonet Band
Streisand/Summer
— Rich Brother Robbin

KKCS
KKCS/Colorado Springs, CO

ADDED: Sly Stone
"Dance"
Fleetwood Mac
"Angel"
Streisand/Summer
Bob McGilpin
Destination
Stevie Wonder
Rick James

HOTTEST: Switch
"Call"
Cameo
Michael Jackson
"Off"
Raydio
"More"
Suzi Lane
Funkadelic
— Jed Blakovich

Dancemusic: Alive And Well
Continued from page 42

WR: A radio station, absolutely. Some of our jocks have experience in the clubs, and I'm trying to explain to them that 90% of our audience has never been to a club in their lives. From the research I've done we have a very big passive audience. They just want to listen to the music. To do mixes on the air sounds nice, but the listener does not know what the jocks are doing. We are a radio station first; we just play Disco. Discos are not the biggest thing in Cleveland. We play the long versions. We plan to ex-

and play LP cuts from France Joli, and artists that are really doing well here. AOR stations **WMMS** and **M105** play the LP cuts and the listeners love it; **MMS** and **M105** handle 23%-25% of the market. We want to expose new product. We will use the AOR type of format by playing the album cuts.

R&R: What format were you before Dancemusic?

WR: We were mellow rock, and then the owners decided to switch the format to Disco. Disco is different in Cleveland than it is in New York. I'm a very street-oriented person, I feel I really know what this city wants.

kfmw
KFMW/Minneapolis, MN

ADDED: Blondie
Jefferson Starship
Supertramp
Fotomaker
Rick James
Phyllis Hyman
Pamela Stanley

HOTTEST: Streisand/Summer
Lauren Wood
Yvonne Elliman
Crusaders
EW&F
"Stone/Star"
Michael Jackson
"Don't"
Elton John
Fern Kinney
Donna Summer
"Dim"
France Joli
Front Page
Isaac Hayes
Herb Alpert
Sly Stone
"Dance"
Chic "Forbidden"
— Gary De Maroney

WWMZ
WWMZ/Columbus, OH

ADDED: Peaches & Herb
Gregg Diamond
Michael Jackson
"Rock"
Diana Ross
"House"

HOTTEST: Donna Summer
"Dim"
Chic "Forbidden"
Destination
Kool & The Gang
Streisand/Summer
Switch
"Call"
Karen Silver
Duncan Sisters
Bobby Caldwell
— Ken Pugh

97K
KCBS-FM
San Francisco, CA

ADDED: Linda Clifford
Dobie Gray
Scherrie & Susaye
Stevie Wonder
Ronnie Milsap
Janis Ian
George Duke

HOTTEST: Cameo
Chic "Forbidden"
Destination
Funkadelic
Gloria Gaynor
Giorgio Moroder
"Baby"
Isaac Hayes
Elton John
Kool & The Gang
Suzi Lane
Pleasure
Prince
Rose Royce
Rufus & Chaka
Streisand/Summer
Ashford & Simpson
"Nobody"
Cory Daye
"Pow"
Pablo Cruise
— Marc Richardson

KXTC
KXTC/Phoenix, AZ

ADDED: Stevie Wonder
Rick James
Phyllis Hyman
Noel
Tim Curry
Donna Summer
"Radio"
Shalamar
Joe Ciulla

HOTTEST: Destination
Michael Jackson
"Don't/Working/Rock"
Suzi Lane
Kool & The Gang
Isaac Hayes
Stephanie Mills
"What/Can/Put"
Fever
"Pump/Beat"
Bob McGilpin
"Sexy/Got"
Sister Power
"Affair/Potion"
Kat Mandu
"Break/Don't"
— Rick Nuhn

THE PICTURE PAGE

Bottom Line On Bonoff



Columbia Records singer-songwriter Karla Bonoff recently performed at the Bottom Line in New York. Pictured backstage are (l-r) CBS Sr. VP/IGM Paul Smith, band member Werner Fritzsching, CBS VP Frank Mooney, Karla, CBS Records President Bruce Lundvall, Columbia's Peter Jay Philbin and Columbia VP's Mickey Eichner and Arma Andon.

Amii Amasses Awards



Pictured amidst a myriad of U.S., Canadian, and Australian gold and platinum record awards for the album, "Knock On Wood," and the single of the same title, are (l-r) Hansa co-principal Trudy Meisel, Ariola/Hansa recording artist Amii Stewart, and Hansa co-principal Peter Meisel.

Records Rally Dallas



Following their recent performance at the Palladium in Dallas, Virgin recording group the Records were congratulated backstage by a variety of record and retail reps. Seen on the scene are, from left: Records members Phil Brown and John Wicks, Atlantic's Bill Collins, Virgin's Sue Byrom, Atlantic's Jim Scheuchl, a guest, Records members Will Birch and Huw Gower, and Peaches store director Jerry Phillips.

Phonogram Pacts Mac



Phonogram Inc./Mercury Records has pacted former Faces keyboardist and full-time wine connoisseur Ian McLagan with his debut solo album, "Little Troublemaker," to be released in December. Pictured displaying grape expectations are, from left: Phonogram/Mercury President Bob Sherwood, McLagan and McLagan's manager Jason Cooper.

E/A's Summer-time Bliss



Elektra/Asylum Records has inked L.A.-based rock group Sumner, with the group's debut album to be released in early 1980. Pictured following the pacting at one of the group's recent Whisky performances are (l-r) Sumner members Novi Novog and Larry Treadwell, E/A Chairman Joe Smith, group's Mark Sanders, E/A's Laura Plotkin, group's Robert Louis DeChiro and Sumner Mering, and group's attorney Steven Steinberg.

RSO Welcomes Warren



RSO Records has signed former studio musician and Nite City member Paul Warren. Seen at the signing ceremony are (l-r) RSO Sr. VP Rich Fitzgerald, Warren's manager Charles Weinberger, Paul Warren, RSO President Al Coury, Coastal Artists' Greg McCutcheon, and attorney Steve Knapp.

Works A.M. and P.M. for AM & FM



TOM JOHNSTON "SAVANNAH NIGHTS"

94Q 16-14
KBEQ add
KNOW on
KXX106 deb 29
WSGA 22-20
95SGF 22-15
WBBQ deb 30
WSKZ 24-21
WNOX deb 25

Y94 add
WAAY 16-12
WFOX 30-28
WCGQ 37-31
WANS-FM on
WROV add
KQWB-FM add 33
KOOK on
KRLC 25-20

Radio & Records Album Airplay/40 #39

Produced by Ted Templeman  on Warner Bros. Records

THE PICTURE PAGES

Polydor Adores Bram's Jams



When Polydor/Radar Records recording group Bram Tchaikovsky performed at the Whisky in Los Angeles recently, a variety of label reps were on hand to celebrate. Showing their appreciation for classical rock are (top row, l-r) Polydor VP Jerry Jaffe, Polygram's Jack Lombardo and Kathy Hope, Polydor's Jeff Laufer, group's Micky Broadbent and Bram Tchaikovsky, co-manager John Barack, Polygram's Gregg Miller and Polydor VP's Marty Goldrod and Rick Stevens; (bottom row, l-r) Polydor's Dave Greenwald and Polygram's Bob White.

Inga Rocks Over To RCA



RCA Records has signed German rock singer Inga to a solo recording contract. Her debut album is due this month. Pictured are (l-r) producer Richard T. Bear, Inga and RCA President Robert Summer.

Capitol's Gladly, Madly For Natalie



Pictured backstage following Capitol recording artist Natalie Cole's recent performance at Hollywood's Greek Theatre are (top row, l-r) Sharon Zimmermann, Capitol/EMI America/UA Records Group President Don Zimmermann, Natalie Cole, Capitol/EMIA/JUA VP Helmut Fest and Capitol VP's Dan Davis, Walter Lee, and Dr. Cecil Hale; (bottom row, l-r) Capitol's Don Mac, Jemy Cheers, and Reve Gipson.

Home Run's Clout Attracts Sports



Arista recording group the Sports recently signed a management agreement with New York City-based Home Run Management. Pictured at the pacting are, from left: Home Run's GM Frank Weber, attorney Paul Schindler, Home Run's Jeff Schock, and Mushroom Records-Australia's Mike Gudinski, with whose label the group is signed in their native land.

Columbia's Comic Canines



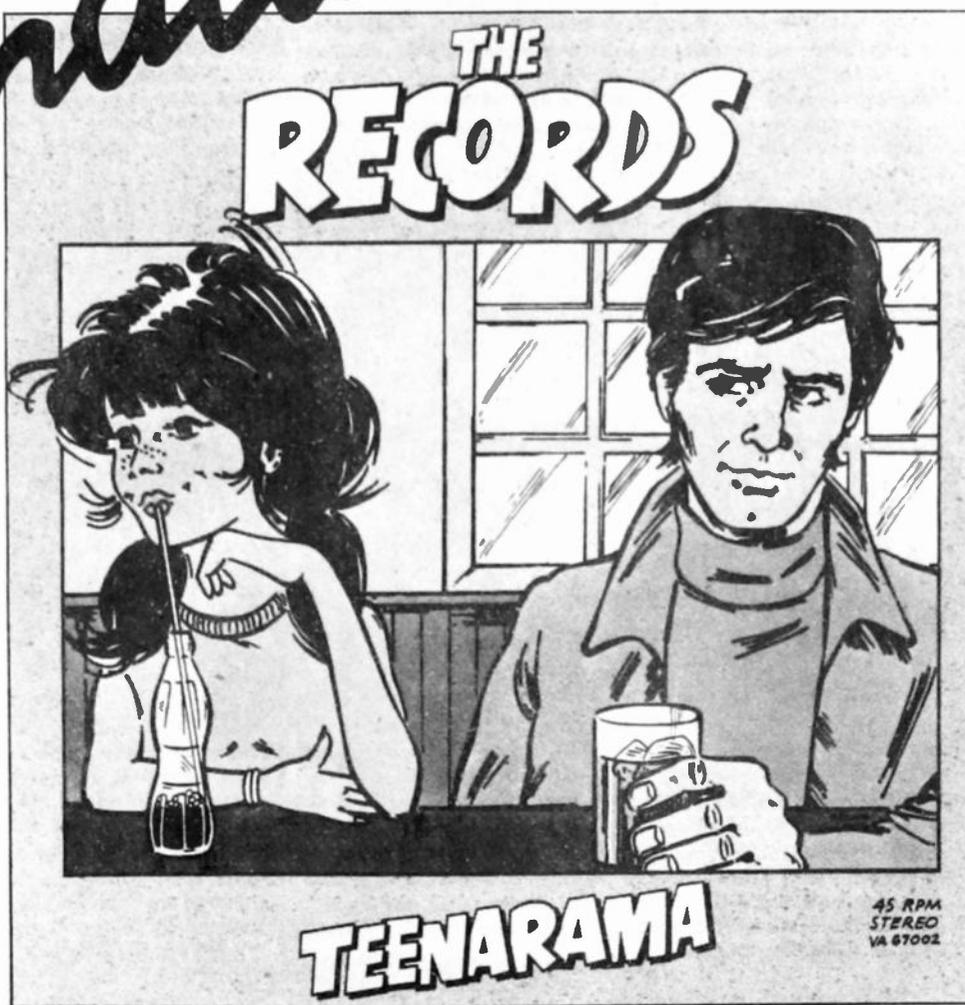
Following their recent performance at the Bottom Line in New York City, Columbia recording group the Laughing Dogs were congratulated backstage by label execs. Pictured dogging around are (l-r) group members James Leonard and Carter Cathcart, CBS Records VP Frank Mooney, Laughing Dog Moe Potts, Columbia VP Mickey Eichner, group's Ronny Carle, CBS Sr. VP/GM Paul Smith and Columbia VP Joe Mansfield.

New Chap For Chinnichap



Blondie bassist Nigel Harrison has signed a publishing deal with Chinnichap Music, co-founded by the group's producer Mike Chapman. Pictured at the signing are (l-r) Chinnichap attorney Steven Steinberg, VP Nicky Chinn, Harrison, and Harrison's attorney Joe Serling.

Gimme,
Gimme, Gimme,
Gimme
Teenarama!



"Teenarama" brings out the
juvenile delinquent in you.

"Teenarama." The new single
from The Records. ⁶⁷⁰⁰²
VA 13130

"Teenarama." Specially remixed
for single release.

On Virgin Records.

Produced by Robert John Lange from The Records' album.

Virgin

Distributed by Atlantic Recording Corporation

THE PICTURE PAGES

Stealing The Show



Infinity's Blue Steel recently performed at the Boston Gardens. Shown backstage after the concert are (standing, l-r) Intrepid Productions' Brian Blatt, Blue Steel's Howard Burke, Infinity VP Gary Mankoff, group's Leonard Arnold, Infinity VP/GM Bud O'Shea, Infinity's Mary Beth Medley, group's Michael Huey and Richard Bowden, Intrepid Productions' Dean McDougall and Blue Steel stage manager Harley Stambaugh; (kneeling, l-r) Blue Steel's Marc Durham, Intrepid Productions' Hugh Surratt, and Infinity's Ellen White.

Ashford & Simpson Get 25 Plaque Salute



ASCAP recently presented Warner Bros. recording duo Ashford & Simpson 25 different plaques honoring their success as writers, publishers, artists, and producers. Pictured are (l-r) ASCAP's Paul S. Adler, Valerie Simpson, Nicholas Ashford and ASCAP's Arthur Hamilton.

Banding About



Columbia recording artists Moe Bandy and Joe Stampley recently put on a show at Nashville's Exit/In, following which they were met backstage by a throng of well-wishers. Pictured (standing, l-r) are CBS's Joe Casey, Moe's producer Ray Baker, Moe, Joe, CBS VP Rick Blackburn, Epic's Craig Brashear, recording artists Janie Fricke and Freddy Weller, and Encore Talent's Ronnie Spillman; (kneeling, l-r) Columbia's Jim Carlson and Jeff Lyman, BMI's Del Bryant, CBS's Mary Ann McCready, Epic's Rich Schwan, Columbia's Tom Chaltas, the Jim Halsey Company's Bob Burwell, Epic's Jim Kemp, and BMI's Joe Moscheo and Jerry Smith.

Tanya Takes It To Radio



MCA recording artist Tanya Tucker will be featured on an upcoming ABC Radio Network program, "Country Greats In Concert." Pictured following the taping are (standing, l-r) Chinnichap Inc.'s Nicky Chinn, MCA Records President Bob Siner, Tanya and Tanya's father Beau; (seated, l-r) MCA's Larry White and Backstage Ltd.'s Rick Ridder.

Ray, Goodman, & Brown's Moment



Polydor Records has signed Harry Ray, Al Goodman and Billy Brown, formerly known as the Moments. Pictured at the inking are (standing, l-r) Polydor's Rowena Harris, Polydor Executive VP Dick Kline, Harry Ray, Al Goodman, and Billy Brown, Polydor Sr. VP Harry Anger and Polydor's Bob Frost; (seated, l-r) producer Vince Castellano, Dark Cloud Productions' Barbara Baker, Polydor President Fred Haayen and Polydor VP Sonny Taylor.

Robinson, Ginsburg Mix Media



Capitol/Harvest recording artist Tom Robinson (right) recently performed at a gay rights benefit held at the Entermedia Theater in New York City, where he also provided musical backing for poets Peter Orlofsky (left) and Allen Ginsburg (center).

THE PICTURE PAGES

Toto Previews "Hydra" For Label Heads



Upon completion of Columbia recording group Toto's second album, "Hydra," the group members invited label execs to a listening session. Seen at the session are, from left: Columbia VP Ron Oberman, group's manager Larry Fitzgerald, Toto members Steve Lukather and David Paich, CBS Records President Bruce Lundvall, Toto's Steve Porcaro, group's manager Mark Hartley, group member Jeff Porcaro, Columbia VP Michael Dilbeck, Columbia's Terry Powell, Columbia VP Joe Mansfield, and label's Ken Sasano.

Starship Enlists Coast Guard's Aid



Pictured atop the U.S. Coast Guard Cutter "Midgett" where RCA recording group Jefferson Starship photographed the cover for their upcoming album, "Freedom At Point Zero," are, from left: Jefferson Starship members Aynsley Dunbar, Mickey Thomas and Craig Chaquico, U.S.S. "Midgett" Captain Floyd Rice, First Mate Mike Shidele, and Starship members David Freiberg, Pete Sears and Paul Kantner; (in front) the album's cover boy Tyrone Thompson.

AC/DC's "Highway To Hell" Gold



While in New York City recently, Atlantic recording group AC/DC was presented with U.S. gold record awards for their latest album, "Highway To Hell." Pictured at the presentation are, from left: attorney John Clark, Atlantic's Perry Cooper, group's manager Steve Leber, tour manager Ian Jeffrey, group's manager David Krebs, AC/DC's Bon Scott, Atlantic Chairman Ahmet Ertegun, AC/DC's Angus Young, Leber-Krebs Inc.'s Peter Mensch, group's Malcom Young, Atlantic Exec. VP Sheldon Vogel, group's Phil Rudd, label Sr. VP/GM Dave Glew, and AC/DC's Cliff Williams.

Source Hits Bluenotes



Source/MCA Records has signed veteran vocal group Harold Melvin and the Bluenotes. Seen at the signing ceremonies held at Alpha Studios in Philadelphia are (standing, l-r) Bluenotes Dwight Johnson and David Ebo, Source President Logan Westbrooks, and Bluenotes William Spratley and Jerry Cummings; (seated, l-r) Harold Melvin and Bluenote Sharon Paige.

U.K. O.K. At N.Y.C.'s M.S.G.



When Polydor/E.G. Records recording group U.K. recently performed at New York City's Madison Square Garden, a number of label staffers were on hand to offer their congratulations. Pictured are (l-r) U.K.'s John Wetton, Polydor's Billy Cataldo, U.K.'s Terry Bozzio, E.G. Records GM Ed Strait, Polydor's Randy Roberts, group's Eddie Jobson, Polydor VP Jerry Jaffe, and Polydor's Cynthia Cox and Tony Orr.

Whisky Wets Willies



Following their recent performance at the Whisky in Los Angeles, Epic recording group Wet Willie met backstage with various label execs. Seen asking the musical question, "Which one's Willie?," are (top row, l-r) Epic's Jeff Siroty, Wet Willie's Jack Hall, Epic's Larry Schnur, group's Marshall Smith and T.K. Lively, Epic's Larry Stessel, and Wet Willie's Mike Duke; (middle row, l-r) group's road manager Doug Casmus, Epic's Sam Harrell, Richard Korner (cover boy on the band's last LP), Epic's Frank Rand and group's Larry Berwald; (in front) Wet Willie's Jimmy Hall.

Black Radio

Maze Days At WBLS



Capitol's Maze visited New York recently for a club date and leader Frankle Beverly (second from right) stopped by WBLS. Pictured at the station (l-r) are WBLS MD Al Roberts, Capitol's Don Mac and Rusty Moody, and air personalities Billie Berdet and J.D. Holiday.

We Will "Barry" You



Chrysalis artist Claudja Barry visited KDIA/Oakland during a promotional tour recently. Pictured (l-r) are Pickwick's Andy McQuade, Chrysalis's Rachelle Fields, KDIA PD Jerry Boulding, Barry, and the label's Robert Nesblitt.

LTD Action In New Orleans



A&M recording artists LTD recently performed at the Municipal Auditorium in New Orleans. Pictured backstage after the concert are (l-r) LTD members Jake Riley, Henry Davis, Lorenzo Carnegie, WDSU-TV/New Orleans anchorman Warren Bell, LTD's Jeffery Osborne, WBOK/New Orleans PD Hank Spann, and LTD members Carle Vickers, Onion Miller and Alvino Bennett.

Mills Says "What"



20th Century-Fox's Stephanie Mills undertook a promotional tour recently, and one of the stops was WHAT/Philadelphia, where she is pictured at left in the midst of an on-air interview with air personality Reggie Lavong.

Gato Get-Down At KKGO



A&M's Gato Barbieri presented a saxophone to the winner of KKGO/Los Angeles's "Gato Sax" contest. Pictured at the presentation are (l-r) winner, KKGO GM Gordon Potter, and Barbieri.



**This man is
"Walking on Sunshine,"
and on top of the world.**

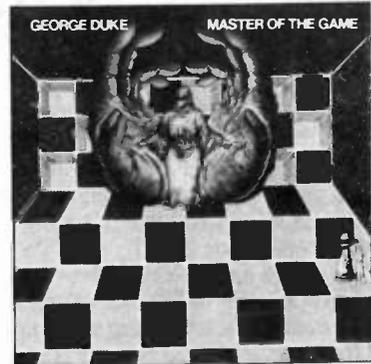
Eddy Grant has a hit. All over Europe and now America, too. He's reggae, pop, R&B and African. And he plays, sings, writes, arranges and produces it all himself. "Walking on Sunshine" is the album, the hot single has the same name. Produced, Arranged and Engineered by Eddy Grant



JE 36244



JE 36263*



**George Duke, leaning
on his laurels, after
completing another
good-as-gold album.**

This wizard of the keyboard has a brand new title: "Master of the Game." He's dispensing funk from every cut, and a single that's a sure thing: "I Want You for Myself." 9-50792

Produced by George Duke for George Duke Enterprises *Also available on tape

On Epic Records.

"Epic" is a trademark of CBS Inc. © 1979 CBS Inc.



**Webster Lewis has
"Hit" philosophy:
"You Deserve to Dance."**

Everyone's gonna buy this happy message, this single, "You Deserve to Dance," from Webster Lewis' latest album, "8 for the 80's." Good advice is to get on it, because nobody can sit this one out. Produced by Webster Lewis and Herbie Hancock



JE 36197

Black Radio



**Bill
Speed**

Talk Programming In Black Radio Pt. II — The KDAY Approach

Can talk programming be successful in Black radio? Last week we talked with WVON/Chicago President Earnest L. James about his station's experiment with a nighttime talk block. This week we turn to KDAY/Los Angeles, where News Director Roger Aldi and Roy Latimer Wood cohost a weekly talk program from 8-11pm Sundays.

R&R: You introduced your talk show a few months ago. How is it working out?

RA: We have been surprised at how favorable the response has been. It looks as if the ratings are going up in that time period, and that's very encouraging. The people have been supportive. We're getting letters and phone calls saying, "How great! I like it," and that's what it's all about. We're here to serve the people and give them a voice in their own affairs. I think we in news especially talk at people and never really get a chance to talk to people or let them have a say in what's going on. This of course is the opportunity — I don't think there are too many Black stations doing this type of thing.

R&R: How do you think this idea will take hold in Black radio?

RA: I hope the idea will catch on. I don't know what it will do for Black radio, and I think that's secondary to what it will do for the people. Let me trace my thinking on this. There's been a great deal of talk about deregulation. My point of view is that news and public affairs may go away with deregulation unless we in the news and public affairs business present the kind of product the people want.

It occurs to me that if we had TV deregulation CBS would not wipe out "60 Minutes." It's a moneymaker, a very popular program. We in Black radio, or in radio in general, could produce that type of quality programming. There's a demand for it and it can be sold. Then we won't have to worry about deregulation. I'm looking at it as a job preserver. In order to save my job or anyone's in news, we've got to do the kind of job the people want.

R&R: Do you have any difficulty in selling the show now?

RA: Right now we are just beginning to feel the squeeze of the coming recession. Ad-revenues are down generally, and it's not easy to sell anything. Some efforts have been made, and I don't really know what success they have had. They are trying to sell it as hourly block instead of on a spot basis, but we've got commercials all over the place.

R&R: What are some examples of topics that come up?

RA: It has run the gamut. Everything from Jesse Jackson's recent trip to the Middle East to officials debating anti-busing amendments. We've had City Council members come

"Keep the calls short, as short as possible. People love to hear themselves on the radio, and tend to go on and on. You've got to find a nice way to tell them to shut up and get on with it. Long calls tend to make people bored."

in to talk about things affecting the city. We talk about the oil crisis. You name it — we've been all over the place, and it makes it exciting when you have a guest that talks about a subject and someone calls in and something totally unrelated, and the guest responds, and we're off.

R&R: It sounds like you're having a good time with it.

RA: It's an enormous amount of fun, something I've always wanted to do. As a journalist, you become somewhat isolated sitting in the newsroom reading the wires and stories others have filed from the field. This is the first opportunity that I've had in a long time just to sit down and talk with real people. You rarely get feedback from the audience. I think it's tremendously illuminating.

R&R: Do you have any advice for other stations who might want to try this sort of program?

RA: As far as the technical aspects, a lot depends on the person that screens the calls. Being a music station, that first hour you're going to get a lot of calls asking, "Hey, would you play this particular record?" A good screener will get the more urgent calls in ahead of others that may have been waiting to get on. They do some juggling around just to keep the show moving. The screener will really dictate which way the show goes. Rochelle Lucas actually produces our show. She lines up all the guests and screens the calls.

One other very important point for someone who's considering doing this type of show. Keep the calls short, as short as possible. People love to hear themselves on the radio, and tend to go on and on. You've got to find a nice way to tell them to shut up and get on with it. Long calls tend to make people bored. If that particular call doesn't interest them, they tune out. If you keep it short, it keeps the whole thing moving, and you get more calls, which means more involvement. And don't be afraid to be controversial.

R&R: Roy, we were just talking to Roger about the show. What is your role as cohost?

RW: Roger and I are basically oriented to the same political viewpoint, but he takes the offensive and I'll do the defensive side, trying to give the show some kind of balance.

"My point of view is that news and public affairs may go away with deregulation unless we in the news and public affairs business present the kind of product the people want."

If you're both on the same side, there's no controversy, so he'll take one side and I'll take the other. Usually I'll take the more conservative side.

R&R: Then a lot of the show is preplanned?

RW: Yes, we don't plan it ahead every show, but that's the way it works out. Aside from reading background material on our guests, I personally do very little planning ahead. I find that the impromptu approach works out for me a lot better than a prepared bunch of notes.



ASHFORD & SIMPSON DUET TO KJLH — Warner Bros. recording artists Nick Ashford and Valerie Simpson recently visited the studios of KJLH/Los Angeles where the duo shared a few words of kindness, joy, love and happiness with air personality Ted Terry (center).

People

Holly Pruitt, Publicity Manager for Source Records, has exited that position. No future plans have yet been announced . . . WJMI/Jackson, MS is searching for an addition to their airstaff. Inquiries should be directed to Carl Haynes, P.O. Box 320, Jackson, MS 39207. No calls, please . . . Lynn Tolliver has popped up at WJLB/Detroit as their 7-11pm air personality. He was most recently at WVON/Chicago where he acted as an announcer and Music Director. Prior to WVON he was PD at WJMO/Cleveland . . . 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 . . .

Places

NEW HOME: WJLB/Detroit has relocated to new facilities. Their new address is, 2050 City National Bank Building, Detroit, MI 48226 . . . PEANUT BUTTER SURPRISE: That's what Elektra recording artist Lenny White received in Detroit when WLBS-FM presented him with the largest peanut butter sandwich in history at a recent benefit show. The six foot by six foot sandwich was a salute to his current "Peanut Butter" single . . .

Things

A TEST OF MUSICAL KNOWLEDGE: WDIA/Memphis is currently running a \$10,000 music sweepstakes with questions being fielded over the air regarding some element of black music history. Listeners are being asked to call in and correctly answer the questions with cash values assigned according to how difficult each question is — they range from \$10.70 up to \$1070 . . . Those who are in our business have probably all heard the old adage, "Don't call us, we'll call you." Well, WILD/Boston is initiating that same policy in their latest promotion. Listeners are sending in postcards listing their work and home phone numbers as well as the best time to telephone. If he or she, when called, correctly identifies the last record played on the air, they win a prize ranging from a living room set to a Chrysler Cordoba . . . MIDNIGHT AND YOU: Another "Midnight Movie" promotion is being sponsored by WKND/Hartford whereby participants gain entrance to see films which are popular within the black community by donating two cans of food. These food gifts are then being distributed to the local food bank and various charities . . .

Pop/Rhythms

BREAKERS

STEVIE WONDER

"Send One Your Love" (Tamla)

74% reporting airplay. Debuting in the East at WDAS, WWIN, WXYV, WAMO, WKND, WWRL and WILD. In the South, it is an add at WAOK, WGIV, KMJQ, WVEE, WHRK, WOWI, WOIC, WLOK, WPDQ, WANT, WNOO and WYLD. The Midwest shows adds at WTLC, WCIN, WJMO, KKSS, KPRS, WKWM, KATZ and WBMX. Debuting in the West at KDKO and KDIA.

HOTTEST

Following are listed in order of their airplay activity.

- FUNKADELIC**
"Knee Deep" (WB)
- KOOL & THE GANG**
"Ladies' Night" (De-Lite)
- COMMODORES**
"Still" (Motown)
- PRINCE**
"I Wanna Be Your Lover" (WB)
- NATURE'S DIVINE**
"I Just Can't Control Myself" (Infinity)
- RUFUS & CHAKA**
"Do You Love What You Feel" (MCA)
- SMOKEY ROBINSON**
"Cruisin'" (Tamla)
- SUGAR HILL GANG**
"Rapper's Delight" (Sugar Hill)
- MICHAEL JACKSON**
"Rock With You" (Epic)

CLIMBERS

Following are listed in order of their airplay activity.

ISAAC HAYES "Don't Let Go" (Polydor) 41% of our reporters are on it. New in the East at WWIN, climbing at WAMO and hot at WKND and WILD. Hot throughout the South at WAOK, WGIV, WDIA, KMJQ, WLOK, WJMI and WTMP. In the Midwest it is hot at WBMX and WCIN while climbing at KPRS and KKSS. In medium airplay in the West at KDKO.

FATBACK BAND "King Tim III" (Spring/Polydor) 41% reporting airplay. Hot in the Midwest at WDAO, while climbing at WCIN and WLOU. In medium airplay in the South at WAOK while hot at WGIV, WDIA, WKXI, WOIC, WLOK, KOKY, WJMI, WANT and WLE. Hot in the East at WDAS, WKND and WILD.

BAR-KAYS "Move Your Boogie Body" (Mercury) 41% reporting airplay. New in the East at WAMO; hot at WWIN. Medium in the West at KDKO. In the Midwest it is new at WBMX and climbing at WKWM while hot at KATZ, WCIN, WTLC and WLOU. Hot in the South at WANT, WDIA, WGIV and WAOK; climbing at KOKY, WJMI and WLOK.

DAVID RUFFIN "Break My Heart" (WB) 38% of our reporters are on it. Record declining because of new single just released. Hot in the East at WAMO and in medium airplay at WILD and WWRL. New in the South at WANT and climbing at WLE, WDIA, and WAOK while hot at WJJS, WOWI, WLOK and WTMP. Hot in the Midwest at WJMO and WLOU; climbing at WKWM. In medium airplay in the West at KDIA.

PLEASURE "Glide" (Fantasy) 38% reporting action. In the East it is climbing at WKND; hot at WDAS. New in the South at WNOO and WGIV; medium airplay at WLE while hot at KOKY, WANT and WYLD. In the Midwest it is a new add at WCIN and in medium airplay at KATZ while hot at WTLC and WBMX. In the West it is hot at KDIA and medium at KDKO.

BRENDA RUSSELL "So Good, So Right" (Horizon/A&M) 36% reporting activity. In the West it is hot at KDKO and climbing at KDIA. In medium airplay in the Midwest at KATZ, WCIN and WKWM. New in the South at WJJS, hot at WTMP, WOWI and WDIA and climbing at KMJQ, WYLD and WLOK. Medium at WWIN in the East while hot at WAMO.

Album Airplay

Following are listed in order of their airplay activity.

- O'JAYS "Identify Yourself" (Phil Int'l) "Forever Mine" "Sing A Happy Song"
- MICHAEL JACKSON "Off The Wall" (Epic) "Rock With You" "Don't Stop 'Til You Get Enough" "Working Day And Night"
- FUNKADELIC "Uncle Jam Wants You" (WB) "Knee-Deep"
- ASHFORD & SIMPSON "Stay Free" (WB) "Stay Free" "Found A Cure" "Nobody Knows"
- CHIC "Risqué" (Atlantic) "My Forbidden Lover" "Good Times" "My Feet Keep Dancing"
- COMMODORES "Midnight Magic" (Motown) "Still" "Sail On" "Midnight Magic"
- LTD "Devotion" (A&M) "Stranger" "Share"
- PLEASURE "Future Now" (Fantasy) "Glide"
- CURTIS MAYFIELD "Heartbeat" (Curtom/RSO) "Between You Baby And Me"
- KOOL & THE GANG "Ladies' Night" (De-Lite) "Ladies' Night"

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

MAYFIELD/CLIFFORD "Between You Baby..." (Curtom/RSO) 33% reporting action. Decline in activity due to new single release by artists. Hot in the West at KDIA. Hot in the Midwest at WKWM and KATZ while medium at WJMO. It is new at WANT in the South while climbing at WDIA and WLE; otherwise hot at WOIC, WLOK, WNOO and WTMP. Hot also in the East at WKND and WWIN.

SHALAMAR "Second Time Around" (Solar/RCA) 33% reporting airplay. Climbing in the East at WILD and hot at WDAS. New in the South at WANT; medium at KOKY, WLE, WJMI and WKXI. In the Midwest it is climbing at WTLC, WLOU, and WKWM while hot at WDAO. Hot in the West at KDIA and KDKO.

LOVE UNLIMITED "High Steppin', Hip Dressin' Fella" (Unlimited Gold/Col) 31% reporting action. New in the Midwest at WJMO; otherwise hot at WLOU and WDAC. New in the South at WJMI, medium at WKXI, WYLD and WLE; hot at KOKY and WGIV. New in the East at WKND while hot at WAMO.

RICK JAMES "Love Gun" (Gordy) 31% of our reporters are on it. Added in the East at WDAS and WKND. Picking up adds in the South at WJJS, KOKY, WJMI, WPDQ and WANT and climbing at WKXI and WDIA while hot at WAOK. Midwest reflects climbers at WKWM and WTLC.

HERB ALPERT "Rise" (A&M) 28% reporting airplay. Decline in activity due to newly released single. Meanwhile, hot in the West at KDKO and KDIA. Hot also in the Midwest at KATZ, WTLC and KKSS. Climbing in the South at WPDQ and WOWI while hot at WILD, WLE, KMJQ and WJJS.

KC & THE SUNSHINE BAND "I Betcha Didn't Know That" (Sunshine/TK) 28% reporting action. New in the South at WANT and climbing at WJJS while hot at KMJQ, WYLD, WOIC and WOWI. Hot in the East at WWIN and WKND. Medium at KATZ and hot at KPRS in the Midwest. Medium airplay in the West at KDKO.

JIMMY "BO" HORNE "You Get Me Hot" (Sunshine/TK) 28% reporting airplay. In the East it is climbing at WKND. In medium airplay in the South at WJMI and KMJQ; hot at WKXI and WOWI. Medium airplay in the Midwest at KATZ, WKWM, WDAO and WTLC. The West reflects medium airplay at KDIA.

EARTH, WIND & FIRE "In The Stone" (ARC/Col) 28% of our reporters are on it. New in the East at WWIN. Debuting in the South at WTMP and WLE; climbing at WJMI, WLOK, WOIC and WOWI. The Midwest reflects it climbing at WJMO and WLOU. Climbing in the West at KDIA.

CHIC "My Forbidden Lover" (Atlantic) 27% reporting activity. In the East it is medium at WAMO and WKND while hot at WWRL. Medium at WJJS in the South as well as at WLOK and WPDQ while hot at WLE and WOWI. Medium at WDAO and WJMO in the Midwest.

NEW & ACTIVE

FIVE SPECIAL "You're Something Special" (Elektra) 21% reporting airplay. New in the East at WWRL while climbing at WAMO and WWIN. Medium in the South at WDIA while the Midwest reflects it climbing at WBMX, WDAO and WLOU and hot at KPRS.

VERNON BURCH "Never Can Find The Way" (Chocolate City) 18% reporting airplay. In medium airplay in the East at WKND. New in the South at WLE; otherwise hot at WOWI and WTMP. Hot in the Midwest at WLOU, KATZ and WTLC.

PHYLLIS HYMAN "You Know How To Love Me" (Arista) 15% reporting action. New in the East at WAMO. New in the South at KOKY and WPDQ while climbing in the Midwest at KKSS, WTLC and WDAO.

DYNASTY "I Don't Want To Be A Freak" (Solar/RCA) 15% reporting airplay. Hot in the Midwest at WLOU and WKWM. Added in the East at WAMO; otherwise hot at WILD, WKND and WDAS.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- LONNIE LISTON SMITH..... A Song For The Children (Columbia)
..... Various Cuts
- BOB JAMES..... Lucky Seven (Tappan Zeel/Col)
..... Various Cuts
- JEFF LORBER FUSION..... Water Sign (Arista)
..... "Toad's Place"
- STAN GETZ..... Children Of The World (Columbia)
..... Various Cuts
- GATO BARBIERI..... Euphoria (A&M)
..... Various Cuts
- NOEL POINTER..... Feel It (UA)
..... Various Cuts
- BEN SIDRAN..... The Cat And The Hat (A&M)
..... Various Cuts
- STIX HOOPER..... The World Within (MCA)
..... "Cordon Blue"
- JEAN-LUC PONTY..... Taste Of Passion (Atlantic)
..... Various Cuts

NEW & ACTIVE

No records qualified for N&A this week.

EAST: WRVR/New York, NY Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/Baltimore, MD, Chauncey Lewis. SOUTH: WCLK/Atlanta, GA, Requaya Ward. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Pastor. WEST: KADX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tenter.

Pop / Rhythms Hottest November 2, 1979

Table with 4 columns: EAST, SOUTH, MIDWEST, WEST. Lists artists like Kool & The Gang, Funkadelic, Smokey Robinson, Prince, Isaac Hayes, Fatback Band, etc.

Regionalized Adds & Hots

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

Main table with 4 columns: EAST, SOUTH, MIDWEST, WEST. Each column lists station call letters, location, and a list of songs with their status (ADDED, HOTTEST, etc.).

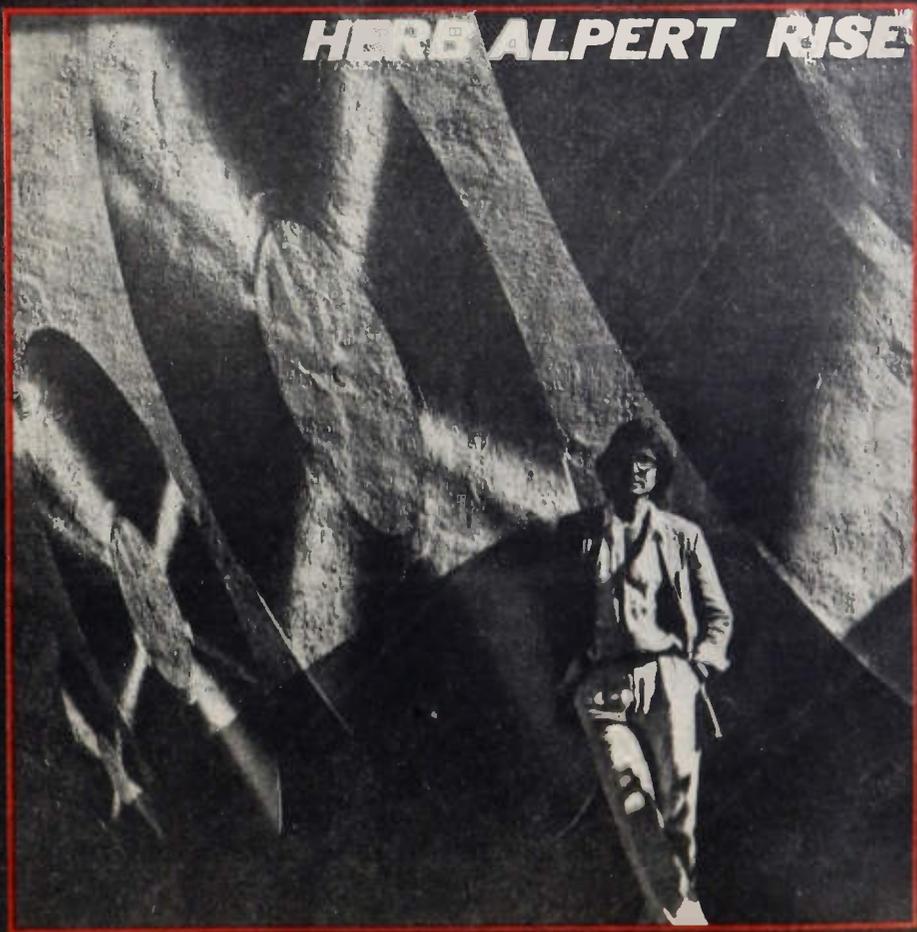
HEAVY

ROTATION

FROM

HERB ALPERT

**"ROTATION" IS THE HOT
NEW SINGLE FROM RISE.
PLAY IT IN
VERY HEAVY ROTATION.**



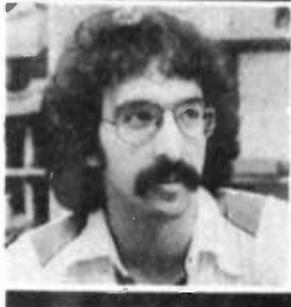
FROM HERB ALPERT AND A&M RECORDS & TAPES.

Produced by Herb Alpert & Randy Badazz. Associate Producer Andy Armer.

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

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb

WKDF: A Decade Of Dixie Rock

One of the South's seminal AOR's, WKDF/Nashville, is in the midst of its tenth anniversary celebration. The station has always been a ratings success, and in the following conversation with current PD Alan Sneed, we'll discuss some of the programming and promotion philosophies that have kept WKDF on top.

Resisting Regional Stereotypes

WKDF PD Alan Sneed joined the station in early 1978 following a programming stint at WKGK/Knoxville, then the first Burkhart/Abrams AM Superstars station. Though Sneed is Southern-born (Chattanooga) and raised, he attaches no particular importance to his origins in terms of programming a Southern AOR. "The staff is mixed in origin, with some from Tennessee and others from out-of-state. We don't try to be a Southern station as such; it's just important that we have a feel for this market and what we're doing."

Similarly, Sneed is conscious of Nashville's heavy country music tradition, but does not go out of his way to program to that segment of the listening audience. "Actually," he reported, "there's probably more of a backlash against country music here than elsewhere because it's overexposed here. Consequently we touch on it, but if it's really labeled country, we stay away from it." That goes for many of the so-called Southern rock bands as well: "Southern rock 'n' roll is, with a few notable exceptions, a dying form. The Southern bands that are surviving are doing so on the basis of something other than just their origins."

Spotlighting New Music

The WKDF musical blend favors new material; the station averages 65-80 current albums in the studio at any given time. "I never let the loads of current material overpower the superstar artists at all. We have three separate album categories and one recurrent album rotation, plus a separate rotation category for compatible hit singles. It's very structured but the jocks always have room to move within each category to make the station flow correctly."

Sneed prides the station on its exposure of new music. In addition to its liberal airplay of new music within regular airplay rotations, the station weekly airs eight new albums in their entirety. "Right now there's a whole lot happening musically," he said, "and it'd

"I want to make a listener feel that if he tunes out WKDF, even for fifteen minutes, he's going to miss something, either musically or promotionally."

— Alan Sneed



be hard for me to determine what the Nashville audience wants if I were to severely limit the playlist. By exposing a lot of new product intelligently I think you can get a feel for what the audience will respond to."

One of Sneed's musical considerations is music which projects what he calls a "subjective progressive image": "Something like a Mahogany Rush, which may not have a track record in the market, still sounds great to that rocker looking at the station as the place to go for rock 'n' roll. It's an image-builder, based primarily on gut feelings and the input of the airstaff."

WKDF's music does not rely solely on rockers, as is currently in vogue. "While I don't believe going 'modal' is necessarily the thing to do, I do try to stay away from artists who are 'ultra-wimp' in their presentation; things that would be sensitive to the rock 'n' roll listener. I'm a great believer in targeting the station to the largest available audience for each particular daypart. From 5am to 3pm we're a very listenable, mass-appeal station. At 3pm we turn into a guitar, a chainsaw. From 7pm to midnight it'd be hard for anyone to outrock us."

The WKDF/Nashville Jam Tradition

Until recently there was no Nashville station that was running a format that could out-rock WKDF. Now WKQB-FM has backed as a Superstars affiliate and a modal rocker, and acknowledged its AOR complicity in respectful terms, and added, "What we're doing to fight them is to maintain a high level of visibility in the marketplace. I want to make a listener feel that if he tunes out WKDF, even for fifteen minutes, he's going to miss something, either musically or promotionally."

The station's 10th anniversary celebration has been a co-sponsored success with the Charlie Daniels Band and guests at the "Nashville Jam" which the station sells the proceeds as a benefit. Last year's concerts were earmarked for the orphans and children of the dead Lyndon Skynny members; at the proceedings were the 100,000 members playing together again for the first time in two years. Those who were not at the sold out show heard all the good news on WKDF, as did listeners at the other Tennessee stations plus WLIB/Long Island. Sneed hopes to increase the AOR network for the station in the coming year.



KSHE CONDUCTS MAS — Mercury recording artist Carolyn Mas paid a recent visit to the studios of KSHE/St. Louis. Pictured (l-r) are KSHE air personality John Ulatt, Mas's manager Faris Bouhafa, KSHE PD Ted Habeck, Mas, Mercury Director of Promotion Billy Brill, Mercury's Joey Grossman.

Concerts play a large role in WKDF's promotional stance. Beyond the Nashville Jam, the station produces two outdoor shows each summer; this year shows benefitted child abuse and muscular dystrophy associations. The station just completed an anniversary concert starring Blackfoot, Hotel and Marshall Chapman. Admission was \$1 for listeners with WKDF "Rock Cards," which will also allow for substantial discounts with area merchants.

Also adding to the station's high level of visibility are the half-million window stickers distributed to the Nashville community in recent years. There's merchandising which always benefits charity groups. And this ratings period there's also an airplane. An airplane? Sneed explained the idea behind giving away an airplane as a promotional prize: "It's a very impractical prize, but it's an incredible vehicle for street talk. We feel it's countering the street talk on WKQB. Besides, the winner can take \$10,000 in cash instead of the airplane if he wants."

All In The Family

WKDF's ongoing success story becomes even more interesting when it is remembered that Sneed is also responsible for the format and programming decisions at their AM Country sister station WKDA. Sneed guides the overall direction of the station while WKDA PD Mike Beck (once Sneed's Assistant PD at WKGK) oversees the station on a day-to-day basis. It's also noteworthy that Sneed's wife Mary Catherine is PD at neighboring Pop/Adult WSM-FM and also serves as MD at WSM-AM (Country). That could make for some very interesting conversations over the supper table, but Sneed said, "We take our jobs very seriously. We don't go home and discuss anything of a confidential nature with one another. In fact, a lot of times she's the last to know what I'm doing and I only hear what she's doing when I listen to her stations!"

Crystal Ball Gazing

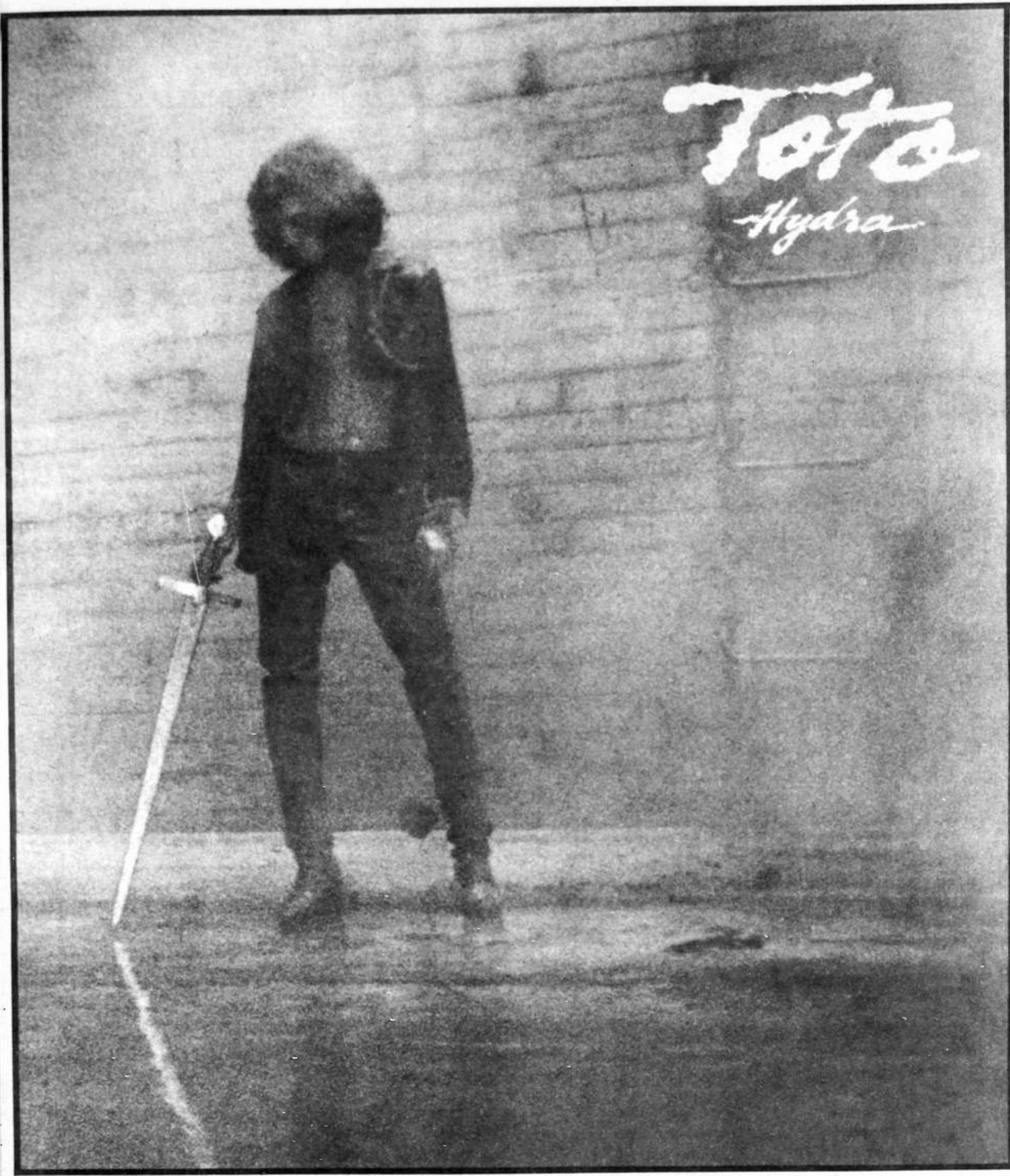
In charting the future course for WKDF, Sneed has kept a watchful eye on the aging postwar baby boom that comprises a large portion of AOR radio's audience. He theorized, "I hope AOR will respond to this group of people and not let the Pop/Adult or Beautiful Music stations take them away. The right kind of AOR station could be the station of the future for that audience." What kind of station would that be? "I think AOR is going to evolve into two separate and distinct formats: one that targets 16-24, and another aimed at 25-49's. If the second does develop I don't see it as a format based on oldies; just because a person liked Deep Purple when he was 19 doesn't mean he'll like them now. But a really adult AOR, targeting its music to older rock 'n' rollers. It'll be mellower to a certain extent, but not by playing people like Barry Manilow or Kenny Rogers; it'll remain an uptempo-based format."

Sneed didn't hypothesize further into the divergent futures of AOR radio, but one thing's certain: WKDF will continue to be Sneed's showcase for a unique and impressive AOR radio vision. Happy tenth.

Continued on Page 59

Evolution

Kansas City has a new AOR — KFAX, with Bishop Cheen as PD... WBYG/Kankakee, IL is a new 50,000 watt AOR with Bill Taylor in as PD. Welcome to both new stations... WSRZ Tampa PD Jeff Ranz called to relate the news that following some confusion when former PD Steve Huntington exited and the station changed call letters from WQSR, WSRZ is indeed an AOR radio station... Colin McNickle has exited as MD at WOMP-FM Wheeling... Derek Ryan has exited as MD at WAPL Appleton... Tom Barker is the new KJHQ Lincoln MD... Jon Yearwood is exiting as Promotions Director at KZEL/Eugene. Greg Lee is Jack's successor... Contrary to information in last week's Columbus column, Pam P. Ann is still PD at KLOL/Tombson. Gene Austin is the station's afternoon drive, as per usual.



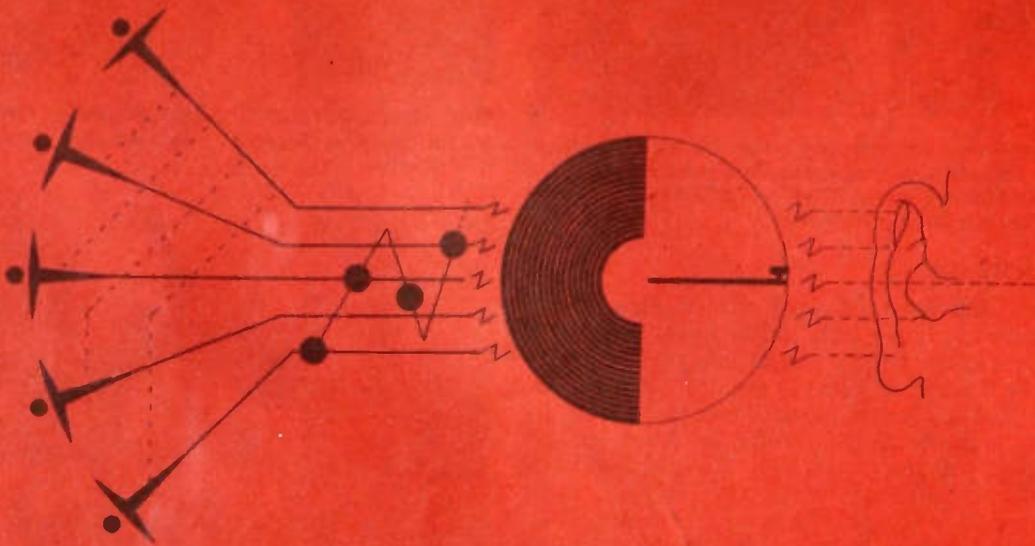
STUNNING!

Management:
FITZGERALD HARTLEY CO

on
Columbia
Records 



BUILDING A BETTER FUTURE FOR ROCK & ROLL.



CORNERSTONE

is the strongest Rock and Roll album in STYX' career. Their Tour, seen by millions, establishes Styx as the premier Rock and Roll band in America. Rockers like "Borrowed Time," "Lights" and "Never Say Never" are just what the country needs to insure the future of Rock and Roll!

R&R: AOR TOP 40: 5-4
HOTTEST: #4

BILL HARD:
AIRPLAY INDEX: #6
SONG INDEX:
"NEVER SAY NEVER" #35
"LIGHTS" #37
"BABE" #41
"BORROWED TIME" #47
"EDDIE" #84
"WHY ME" #100

ALBUM NETWORK:
HOTTEST: 6-4

GOODPHONE: ROCK LP's: #6

TOP TRACKS:
"BABE" #6
"NEVER SAY NEVER" #23
"LIGHTS" #43
"BORROWED TIME" #44
"WHY ME" #53
SINGLES: #1

BILLBOARD: #4 MOST
REQUESTED NATIONALLY

RECORD WORLD:
MOST AIRPLAY: #6

CASHBOX:
TOP 30 AIRPLAY: #6

RMR: TOP 50 LP's: 5-4
TOP 50 CUTS:
"BABE" #7
"NEVER SAY NEVER" #23
"LIGHTS" #34
"BORROWED TIME" #48

RMR/SUPERSTARS: #3
MOST REQUESTED CUTS:
"BABE" #2

STYX.....CORNERSTONE.

The Foundation for Rock and Roll in the Eighties

FROM A&M RECORDS & TAPES 

Produced by Styx. Agency: ICM

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

Jeff Gelb

Continued from Page 56



KZEW SCORES TRIUMPH — RCA recording artists Triumph were visited backstage by members of the Dallas AOR radio community following an area appearance. Pictured (back, l-r) are group's Mike Levine, KZEW MD Doris Miller, group's Gil Moore, KTXQ's Becky Rhea, group's Ric Emmett; (front, l-r) RCA's Bill Kennedy and Pat Kelleher.

Update

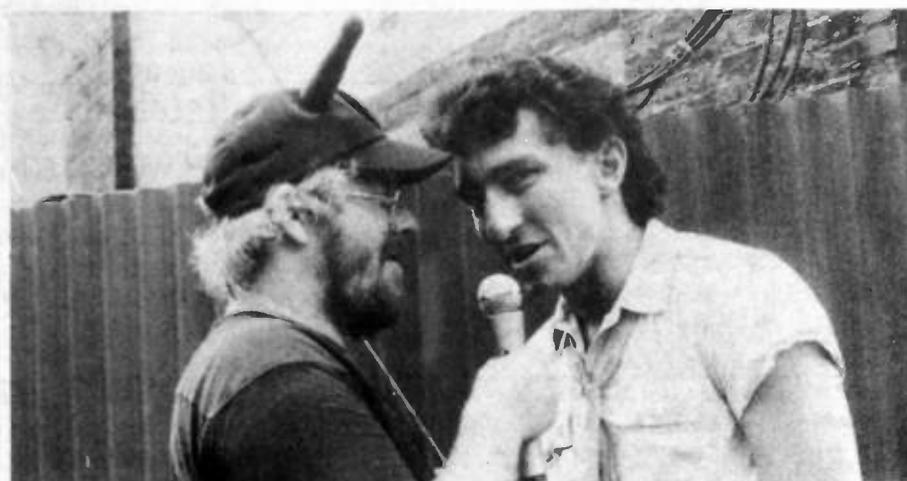
WIBA/Madison celebrates its tenth AOR anniversary this week, and has retained much of its initial freeform spirit for the entire decade. Happy tenth and ten more (at least!) to PD Peter Bolger and crew . . . Halloween-conscious AOR's took advantage of the holiday for a number of promotions, on which we'll report in weeks to come. WBIR/Knoxville sponsored a Rock Haunted House which fixed up different rooms in rock star themes. Included were rooms devoted to AC-DC's "Highway To Hell" theme and Black Sabbath . . . WXLN/Savannah celebrated its second AOR anniversary with 97-cent admission and drinks at a local nightclub . . . KQRS/Minneapolis has upped its power to 100,000 watts . . . WYDD/Pittsburgh produced its own Lynyrd Skynyrd special on the occasion of the second anniversary of the tragic air crash that took the lives of several members. Included in the special was an exclusive interview with surviving members of the group about their new bands . . . When one of KICT/Wichita's turntables broke, the station turned the potential problem into a plus by creating an instant special, tracking entire albums all weekend long, to great response. In fact, the "instant special" worked so well the station is contemplating more of the same for the future, regardless of the condition of turntables . . . Chicago Sun-Times film critic Roger Ebert has joined WMET/Chicago for regular movie reviews . . . On a recent swing through Cleveland, Joe Walsh declared WMMS to be the "Official Campaign Headquarters" for his presidential try . . . KSMB/Lafayette's free listener appreciation party at an area nightclub gathered 2000 for free beer and live music . . . KPAS/El Paso is offering a "Colombian Connection," that is, a free backpacking trip to Bogota, Colombia to a winning pair of listeners in a promotion . . . KAZY/Denver morning team Brock Whaley and Mark Semansky traded donuts for jokes with their audience on a remote broadcast in front of the station one morning. Meantime, Fred Silverman doesn't know it yet, but the team is also searching for the replacements for departing "Saturday Night Live" regulars John Belushi and Dan Ackroyd by videotaping listeners who work up their own impressions of the comedy duo . . . KXFM/Santa Maria has moved. While its P.O. Box remains the same (#1964), its street address is now 211 East Fesler, Santa Maria, CA 93454 . . . DIR has set up its largest-ever live rock broad-



WMMS HONORS HUNTER — Chrysalis recording artist Ian Hunter was presented with a commemorative plaque during Hunter's recent Cleveland concert. Pictured onstage with Hunter is WMMS MD Kid Leo, presenting Hunter with an award thanking him for his contributions to Cleveland rock 'n' roll.



MESSINA FINDS DENVER OASIS AT KBPI — Touring in promotion of his new album and single for Columbia Records, Jimmy Messina made fast friends with Bigfoot, the mascot of KBPI/Denver.



MIGHTY MET MEETS TUBES — WMET/Chicago's Mike Bechtel (left) spoke with Fee Waybill (right) of A&M recording artists the Tubes during the Chicago Jam II, an outdoor rock concert festival covered in depth on Chicago's Mighty Met

cast for November 15th with Atlantic recording artists Foreigner. The show is set to run on 175 stations in the U.S. as well as outlets in Canada, the U.K., France, Italy, Germany, Japan and Australia. Total estimated audience for the broadcast is 25 million. AOR's are already gearing special promotions around sending listeners to the concert site in Atlanta, and we'll report further on those promotions in weeks to come . . . KEZY-AM/Anaheim suspended regular musical programming for nine hours last weekend to dedicate a day to the environment with a Greenpeace telethon. Among those who stopped by the station or called to offer comments and encouragement were Bonnie Raitt, Graham Nash, Ambrosia, Greg Kihn, Melissa Manchester, and several movie and TV actors. Over \$8,000 was raised during the day's activities.

Concerts & Conversations

PRESENTATIONS: WNOR/Norfolk presented Pat Benatar for \$2.99 . . . WMYK-WZAM/Norfolk presented Commander Cody for \$2.94 . . . KNAC/Long Beach presented Judas Priest for free . . . WJKL/Elgin presented Shirts for \$1.94 . . . KMEL/San Francisco presented Point Blank for \$1.06 . . . KZOK/Seattle presented Judas Priest, Point Blank for free.

RADIO CONCERTS: Winters Brothers on WBAB/Long Island . . . City Boy, David Werner on WNEW-FM/New York . . . Yipes! on WBRU/Providence . . . Cars, Charlie Daniels Band on WLIR/Long Island . . . Carlene Carter on WAER/Syracuse . . . City Boy, Genya Ravan on WBCN/Boston.

GUEST DJ'S: Ronnie Montrose on KSJO/San Jose . . . Charlie Daniels, Rainbow on WLIR/Long Island.

CONVERSATIONS: Foreigner, Charlie on WIOQ/Philadelphia . . . Michael Nesmith, FM on CHEZ-FM/Ottawa . . . Tom Johnston on KSAN/San Francisco . . . Styx, Ramones on KAZY/Denver . . . Glenn Frey, Yipes!, Shoes on WCOZ/Boston . . . Sammy Hagar, Journey, Tom Petty, Ronnie Montrose on KSJO/San Jose . . . Kenny Loggins on DC101/Washington, DC . . . Talking Heads on WLPX/Milwaukee . . . UK, City Boy on WBAB/Long Island . . . Yipes!, Members on WBRU/Providence . . . Talking Heads on KMOD/Tulsa . . . Lonnie Liston Smith on WRVR/New York . . . Sea Level on WSRZ/Tampa . . . Joe Walsh, Timothy Leary, Dave Marsh ("Rolling Stone"), Beatlemania Cast, Kenny Rankin on LOVE-94/Miami . . . Timothy Leary on KSMB/Lafayette . . . Ronnie Van Zandt on WLIR/Long Island . . . Foreigner on WYSP/Philadelphia . . . Shirts on WJKL/Elgin . . . Ramones on WIBZ/Parkersburg . . . Point Blank, Jefferson Starship on KTIM/San Rafael . . . LRB on WKDQ/Grand Forks . . . Yachts, City Boy on WQBK/Albany . . . Alias, 38-Special, Knack on WJAX/Jacksonville . . . Robert Palmer, Charlie Daniels Band on WDHA/North Jersey . . . Members, Yachts on WAER/Syracuse . . . Judas Priest, Clash, Molly Hatchet, REO Speedwagon on KISW/Seattle . . . Blue Steel on WKQQ/Lexington . . . Ian Anderson, Members on WBCN/Boston . . . NRBQ on WPLR/New Haven.

Radio & Records

Album Airplay/40

Chart Summary

November 2, 1979

163 REPORTERS

Album cuts are listed in order of airplay preference.

10/12	10/19	10/26	11/2	Artist	Album	Label	Album Cuts
4	1	1	1	EAGLES	The Long Run (Asylum)	A&M	"Heartache" "Shoes" Title
-	11	3	2	FLEETWOOD MAC	Tusk (WB)	WB	"Sara" Title "Angel" "Sisters/Moon"
1	2	2	3	LED ZEPPELIN	In Through The... (Swan Song)	SWAN	"Fool" "All" "Saurez" "Evening"
6	5	5	4	STYX	Cornerstone (A&M)	A&M	"Babe" "Never" "Lights" "Time"
3	4	4	5	CHEAP TRICK	Dream Police (Epic)	EPIC	Title "Voices" "Hell" "Tonight"
2	3	6	6	FOREIGNER	Head Games (Atlantic)	ATLANTIC	Title "White Boy" "Rev" "Day"
9	8	8	7	MOLLY HATCHET	Flirtin' With Disaster (Epic)	EPIC	"Whiskey" Title "Boogie" "All Over"
8	7	7	8	JETHRO TULL	Stormwatch (Chrysalis)	CHRYSALIS	"Move" "Oil" "Orion" "Ages"
25	14	10	9	BLONDIE	Eat To The Beat (Chrysalis)	CHRYSALIS	"Dreaming" "Accidents..." "Union"
19	12	12	10	FOGHAT	Boogie Motel (Bearsville/WB)	WB	"Sleepin'" "Lucky" Title "Motion"
18	17	13	11	SANTANA	Marathon (Columbia)	COLUMBIA	"Wanted" "Lightning" "Times"
-	32	14	12	JOE JACKSON	I'm The Man (A&M)	A&M	Title "Different" "Radio" "Kute"
-	-	16	13	POLICE	Reggatta de Blanc (A&M)	A&M	"Botle" "Moon" "Alright" "Night"
7	9	11	14	ALAN PARSONS PROJECT	Eve (Arista)	ARISTA	"Damned" "Man" "Won't" "Dogs"
5	6	9	15	BOB DYLAN	Slow Train Coming (Columbia)	COLUMBIA	"Serve" "Train" "Wake Up"
26	21	15	16	BONNIE RAITT	The Glow (WB)	WB	"Coming" "Thank" "Baby" "Boy"
-	-	-	17	T. PETTY & HEARTBREAKERS	Damn The... (Backstreet/MCA)	MCA	"Refugee" "Do Me" "My Girl"
33	23	23	18	KENNY LOGGINS	Keep The Fire (Columbia)	COLUMBIA	"This" "Love" Title "Chance"
12	15	17	19	JIMMY BUFFETT	Volcano (MCA)	MCA	"Fins" Title "Explain"
-	-	40	20	OUTLAWS	In The Eye Of The Storm (Arista)	ARISTA	"Blueswater" "Miracle" "Gone"
11	18	22	21	CARS	Candy-O (Elektra)	ELEKTRA	"Go" "Do" Title "Type"
15	13	20	22	TALKING HEADS	Fear Of Music (Sire)	SIRE	"Wartime" "Paper" "Cities" "Zimbra"
10	10	18	23	KNACK	Get The Knack (Capitol)	CAPITOL	"Good" "Selfish" "Tara" "Sharona"
16	20	19	24	AC/DC	Highway To Hell (Atlantic)	ATLANTIC	Title "Bush"
40	27	25	25	SHOES	Present Tense (Elektra)	ELEKTRA	"Tomorrow Night" "Late"
39	37	30	26	HALL & OATES	X-Static (RCA)	RCA	"Wait" "Bebop" "Intravino" "Radio"
31	34	28	27	PAT BENATAR	In The Heat Of The... (Chrysalis)	CHRYSALIS	"Heartbreaker" "Think"
20	25	24	28	QUADROPHENIA	Various Artists (Polydor)	POLYDOR	"5:15" "Joker" "Faces" "Real Me"
13	16	21	29	IAN GOMM	Gomm With The Wind (Stiff/Epic)	STIFF/EPIC	"Hold On" "Hooked"
30	33	26	30	KARLA BONOFF	Restless Nights (Columbia)	COLUMBIA	"Trouble" Title "Walk" "Baby"
-	-	39	31	APRIL WINE	Harder... Faster (Capitol)	CAPITOL	"Rock" "Hello" "Ladies Man"
34	29	29	32	JOHN COUGAR	John Cougar (Riva)	RIVA	"Need" "Think"
21	24	35	33	NEIL YOUNG	Rust Never Sleeps (WB/Reprise)	WB/REPRISE	"My, Blue" "Sail" "Hey, Black"
35	38	31	34	JUDAS PRIEST	Unleashed In The East (Columbia)	COLUMBIA	"Manalishi" "Diamonds"
-	-	-	35	HEADBOYS	Headboys (RSO)	RSO	"Shape" "Stone" "Kickin'" "Ripper"
-	-	-	36	STEVE FORBERT	"Jackrabbit Slim" (Nemperor)	NEMPEROR	"Tune" "Goodbye" "Oil" "Sweet"
-	-	-	37	NICOLETTE LARSON	In The Nick Of Time (WB)	WB	Title "Go" "Back" "Always"
27	26	27	38	TIM CURRY	Fearless (A&M)	A&M	"Do The Rock" "Money" "Paradise"
38	-	33	39	TOM JOHNSTON	Everything You've... (WB)	WB	"Outlaw" "Savannah" "River"
28	30	34	40	LRB	First Under The Wire (Capitol)	CAPITOL	"Change" "Wonder" "Middle Man"

Our record-breaking number of AOR reporters this week continued their airplay love affair with EAGLES, keeping them on top. MAC inched up to second place and should provide a very close race for the top spot next week depending on rotational increases. ZEP dipped but remains very strong in hot reports. A very close race continued between STYX (who inched up this week), TRICK and FOREIGNER (who held steady). All continued to receive a significant number of hot and medium reports. HATCHET and BLONDIE inched up as FOGHAT hit top ten. SANTANA, JACKSON and POLICE all had a good week. PETTY was this week's most added album and highest debut with an excellent number of adds plus some early rotational increases. LOGGINS moved up as OUTLAWS leaped forward with significant reports in all rotations. CARS inched up as SHOES maintained. H&O jumped and BENATAR inched up. WINE moved up as YOUNG resurged. Debuting this week were HEADBOYS, FORBERT and LARSON, while RICK DERRINGER came close to charting.

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

Artist	11/2	10/26	10/19	10/12	10/5
1 TOM PETTY... Damn... (Backstreet/MCA)	137/131	0/0	0/0	0/0	0/0
2 OUTLAWS In The Eye Of The... (Arista)	99/58	68/68	0/0	0/0	0/0
3 STEVE FORBERT "Jackrabbit..." (Nemperor)	60/50	15/15	0/0	0/0	0/0
4 CINDY BULLENS Steal The... (Casablanca)	33/31	7/7	0/0	0/0	0/0
5 HEADBOYS Headboys (RSO)	50/29	53/39	18/13	1/1	0/0
6 APRIL WINE Harder... Faster (Capitol)	67/27	69/62	17/18	0/0	0/0
7 SPECIAL Rockin' Into The... (A&M)	42/24	28/22	14/14	0/0	0/0
8 HORSLIPS Short Stories... (Mercury)	24/24	2/2	0/0	0/0	0/0
9 SPORTS Don't Throw... (Arista)	30/15	35/31	8/2	4/3	0/0
10 PETER GREEN In The Skies (Sail)	17/14	12/12	0/0	0/0	0/0
11 NICOLETTE LARSON In The Nick Of Time (WB)	48/12	54/45	10/10	0/0	0/0
12 HALL & J. OATES X-Static (RCA)	71/11	57/8	55/23	64/51	8/8
13 RICK DERRINGER Guitars &... (Blue Sky)	46/11	36/18	37/28	17/12	7/3
14 JOE JACKSON I'm The Man (A&M)	109/10	102/33	81/80	2/2	0/0
15 DUNCAN BROWNE Streets Of Fire (Sire)	18/10	18/17	4/4	0/0	0/0

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.

MEDIUM

Artist	11/2	10/26	10/19	10/12	10/5
1 SANTANA Marathon (Columbia)	120/71	108/71	82/46	95/19	38/0
2 JETHRO TULL Stormwatch (Chrysalis)	122/69	123/82	115/58	119/63	113/45
3 FOGHAT Boogie... (Bearsville/WB)	112/81	108/64	98/58	108/78	34/0
4 JOE JACKSON I'm The Man (A&M)	109/53	102/43	81/0	2/0	0/0
5 BONNIE RAITT The Glow (WB)	100/59	89/54	80/38	80/37	68/8
6 SHOES Present Tense (Elektra)	68/53	67/50	54/38	47/31	70/20
7 HALL & J. OATES X-Static (RCA)	71/51	57/40	55/26	64/2	8/0
8 POLICE Reggatta de Blanc (A&M)	97/50	110/78	15/1	0/0	0/0
9 PAT BENATAR In The Heat... (Chrysalis)	68/43	57/44	57/39	51/35	36/21
10 ALAN PARSONS PROJ. Eve (Arista)	98/48	103/48	102/43	115/50	110/58
11 TALKING HEADS Fear Of Music (Sire)	72/45	79/49	88/50	86/49	82/53
12 BLONDIE Eat To The... (Chrysalis)	109/42	106/41	83/37	89/8	5/0
13 KENNY LOGGINS Keep The Fire (Columbia)	84/39	74/38	68/37	63/5	13/1
14 QUADROPHENIA Various Artists (Polydor)	57/39	73/53	58/37	75/42	65/21
15 APRIL WINE Harder... Faster (Capitol)	67/38	69/8	17/0	0/0	0/0
16 TOM JOHNSTON Everything You've... (WB)	47/38	54/37	43/28	51/27	54/21

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

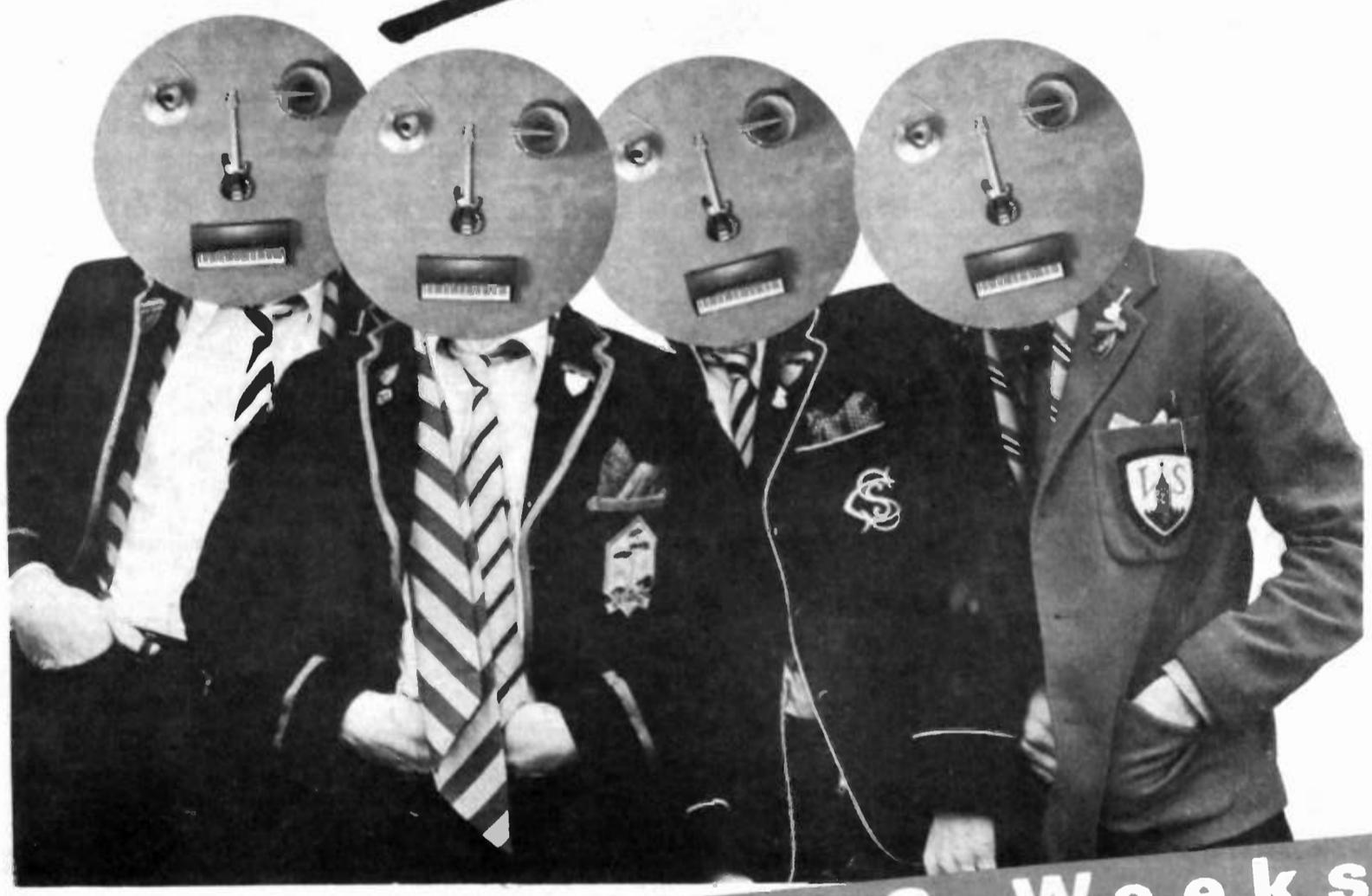
Artist	11/2	10/26	10/19	10/12	10/5
1 EAGLES The Long Run (Asylum)	160/157	158/154	151/141	148/108	102/10
2 FLEETWOOD MAC Tusk (WB)	158/143	149/124	134/8	0/0	0/0
3 LED ZEPPELIN In Through... (Swan Song)	148/142	144/138	141/135	147/143	145/141
4 STYX Cornerstone (A&M)	141/128	138/120	127/105	130/84	108/3
5 FOREIGNER Head Games (Atlantic)	138/126	134/121	128/118	138/129	131/119
6 CHEAP TRICK Dream Police (Epic)	138/120	137/118	129/107	135/113	133/98
7 MOLLY HATCHET Flirtin' With Disaster (Epic)	120/83	115/79	103/64	107/68	105/58
8 BOB DYLAN Slow Train Coming (Col)	97/84	110/72	112/61	125/82	127/87
9 BLONDIE Eat To The... (Chrysalis)	109/83	108/51	83/34	88/8	5/0
10 ALAN PARSONS PROJ. Eve (Arista)	98/50	103/55	102/58	115/62	110/52
11 JETHRO TULL Stormwatch (Chrysalis)	122/49	123/48	115/58	118/42	113/34
12 FOGHAT Boogie... (Bearsville/WB)	112/48	108/38	96/26	108/8	34/7
13 JIMMY BUFFETT Volcano (MCA)	73/44	80/47	77/48	85/49	82/49
14 POLICE Reggatta de Blanc (A&M)	97/43	116/73	15/0	0/0	0/0
15 SANTANA Marathon (Columbia)	120/42	108/28	82/23	95/13	38/0

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.

**THE SHAPE OF THINGS TO COME
IS HERE...NOW!!!**

RS-1005

The Headboys



In Just 2 Weeks:



PRODUCED BY: PETER KER

**Debut #35 Radio&Records
Album Airplay/40**

49-28 FMQB AIRPLAY INDEX

REMEMBER: THE HEADBOYS GIVE GREAT MUSIC





The Great New LP featuring: "Someone's Looking At You,"
"When The Night Comes," "Keep It Up," "I Don't Like Mondays."

The Boomtown Rats **Incredibly Buoyant!!**

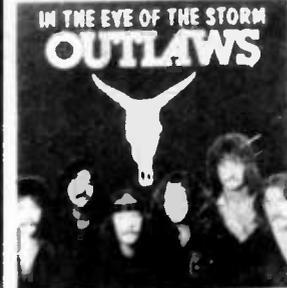
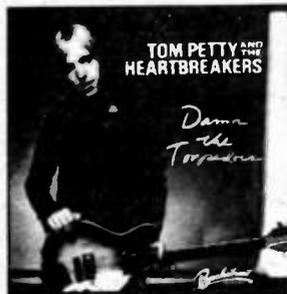


On Columbia Records

AOR BREAKERS

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

TOM PETTY & THE HEARTBREAKERS
Damn The Torpedoes (Backstreet/MCA)
"Refugee" "Do Me" "My Girl" "Losers." 84% of our reporters on it. Total album reports: 137. A-131, M-1, H-5. Debuted this week at number 17.



OUTLAWS
In The Eye Of The Storm (Arista)
"Blueswater" "Miracle" "Gone" "Home." 61% of our reporters on it. Total album reports: 99. A-58, M-28, H-13. Charted this week at number 20.

SINGLES

- 1 JEFFERSON STARSHIP
"Jane" (Grunt/RCA)
- 2 RICK DERRINGER
"Something Warm" (Blue Sky)
- 3 JOURNEY
"Lovin' Touchin'..." (Columbia)
- 4 ROBERT PALMER
"Jealous" (Island)
- 5 GAMMA
"I'm Alive" (Elektra)
- 6 MOON MARTIN
"Rolene" (Capitol)
- 7 J.D. SOUTHER
"You're Only Lonely" (Columbia)
- 8 NICK LOWE
"Switch Board Susan" (Columbia)
- 9 VAN MORRISON
"Bright Side Of The Road" (WB)
- 10 SPORTS
"Who Listens To The Radio" (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 JEAN-LUC PONTY Taste Of Passion (Atlantic)
"Stay With Me" "Beach Girl" Title
- 2 BRAND X Product (Passport)
"Waves" "Rhesus"
- 3 WEATHER REPORT 8:30 (ARC/Columbia)
"Birdland"
- 4 DAVE VALENTIN The Hawk (Arista)
"Marcosinho" "Wonder World"
- 5 B. JAMES/E. KLUGH One On... (Tappan Zeel/Coll)
"Kari"
- 6 CRUSADERS Street Life (MCA)
Title "Rodeo Drive"
- 7 JEFF LORBER FUSION Water Sign (Arista)
"Toad's Place" "Sparkle" Title
- 8 HERB ALPERT Rise (A&M)
"Rise"
- 9 BOB JAMES Lucky Seven (Tappan Zeel/Coll)
Various
- 10 ANGELA BOFILL Angel Of The Night (GRP/Arista)
Various

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

104 WQBK FM
Albany 518-482-5555

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WAAL FM stereo 99
Binghamton 607-772-8850

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Z95 WZZO
Allentown 215-694-0511

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

104 FM WBCN
Boston 617-266-1111

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

104 FM WBCN
Boston 617-266-1111

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

104 FM WBCN
Boston 617-266-1111

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

104 FM WBCN
Boston 617-266-1111

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

104 FM WBCN
Boston 617-266-1111

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

MOST ADDED

T. PETTY & THE HEARTBREAKERS
Damn... (Backstreet/MCA) 32/30

CINDY BULLENS
Steel The... (Casablanca) 17/16

STEVE FORBERT
"Jackrabbit..." (Nemparor) 21/15

OUTLAWS
In The Eye Of... (Arista) 25/11

38-SPECIAL
Rockin' Into The... (A&M) 12/9

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

BONNIE RAITT
The Glow (WB) 30/17

SANTANA
Marathon (Columbia) 25/17

JOE JACKSON
I'm The Man (A&M) 31/16

DARYL HALL & JOHN OATES
X-Static (RCA) 21/16

PAT BENATAR
In The Heat... (Chrysalis) 17/15

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

EAGLES
The Long Run (Asylum) 37/37

FLEETWOOD MAC
Tusk (WB) 37/37

LED ZEPPELIN
In Through... (Swan Song) 35/34

BLONDIE
Eat To The... (Chrysalis) 33/30

CHEAP TRICK
Dream Police (Epic) 34/28

FOREIGNER
Head Games (Atlantic) 30/28

STYX
Cornerstone (A&M) 30/28

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.

WOBZ
Boston 617-247-0850

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WLOM
Cape Cod 617-255-3220

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WBLM 100
Lewiston-Portland 207-375-4208

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WOBZ
Boston 617-247-0850

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WLOM
Cape Cod 617-255-3220

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WBLM 100
Lewiston-Portland 207-375-4208

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WOBZ
Boston 617-247-0850

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WLOM
Cape Cod 617-255-3220

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WBLM 100
Lewiston-Portland 207-375-4208

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Q-FM-97
Buffalo 716-881-4555

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WLOM
Cape Cod 617-255-3220

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

WBLM 100
Lewiston-Portland 207-375-4208

Added: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

Hot: JEFF LORBER (Arista)
TOM PETTY & THE HEARTBREAKERS (MCA)
OUTLAWS (Arista)
J.D. SOUTHER (Columbia)
NICK LOWE (Columbia)
VAN MORRISON (WB)

EAS
WLIW-FM 102.5 Long Island
516-485-9200

Hostess
DANIELS (Epit)
DUFFY (Capitol)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Hostess
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

New York
212-986-8844

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Philadelphia
215-561-0933

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)



CARLENE CUDDLES — WAER/Syracuse air personality Rich Sutton is the lucky person pictured in a friendly pose with Warner Bros. recording artist Carlene Carter, in town for a concert that was carried live over WAER.

WRCN Long Island
FM 104 AM 1570
516-727-1570

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

New York
212-335-1700

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Philadelphia
215-839-7625

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

WPLR New Haven
203-777-8617

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

North Jersey
201-328-1055

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Pittsburgh
412-562-5900

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Rochester
716-232-7550

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Washington, D.C.
202-828-9932

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

WPLR New York
212-887-7777

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Ottawa
613-563-1919

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Pittsburgh
412-362-2144

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Syracuse
315-682-9538

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Wheeling
614-678-5661

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Say What You Feel!

CALL THE R&R
OPINION LINE

213-552-3525

Your Comments Are Welcome, Signed Or Anonymous.
Selected Comments Will Be Published Each Week.
All Signed Comments Will Be Verified Before Publication.

Philadelphia
215-835-6100

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Toronto
416-967-3445

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Worcester
617-752-5611

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Providence
401-272-9550

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Utica
315-797-0803

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

York
717-266-6606

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Rochester
716-288-3200

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Washington, D.C.
703-534-0320

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

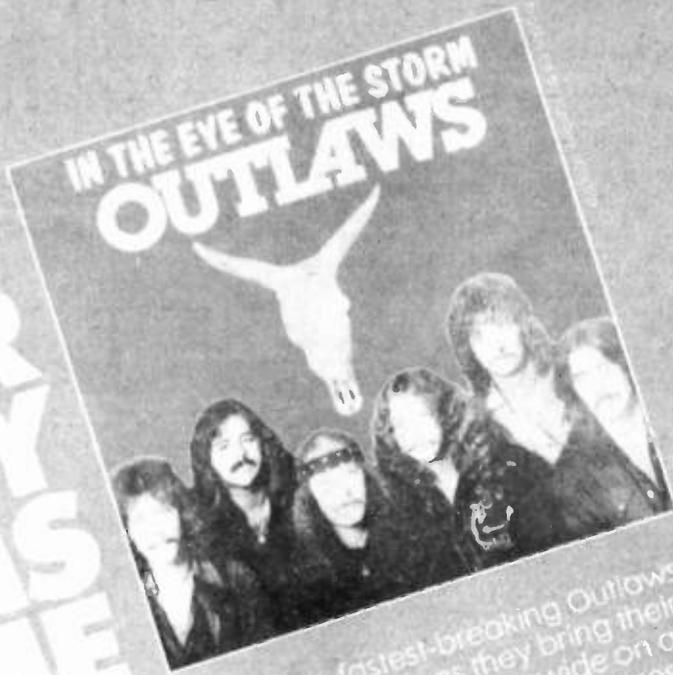
Washington, D.C.
703-534-0320

Hostess
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

Added
CINDY BULLENS (Columbia) 10-SPECIAL (AM)
MEL (Midway)
MELISSA (Capitol)

Medium
DANIELS (Epit)
DUFFY (Capitol)
LEO ZEPPELIN (Svan Song)
EAGLES (A&M)

AMERICA'S GUITAR ARMY STORMS HOME



...with the hottest, fastest-breaking Outlaws album yet -- "In The Eye Of The Storm." And all across America, as they bring their spectacular brand of rock 'n' roll excitement to audiences nationwide on a major tour of concert appearances.

The Outlaws' *In The Eye Of The Storm*.
Their scorching new album.
On Arista Records and Tapes.

ARISTA



"BREAKER!"

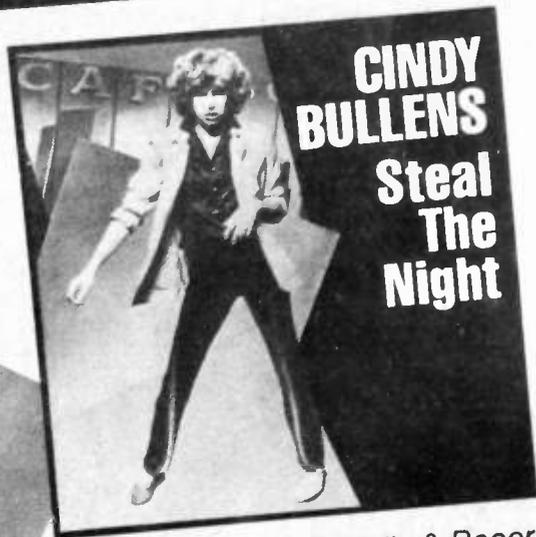
#2 Most Added/#40*-20* Album Airplay
— Radio & Records

OUTLAWS ON TOUR:

- Oct. 24
Coliseum
Macon, Ga.
- Oct. 25
Omni
Atlanta, Ga.
- Oct. 26
Robert's Stadium
Evansville, Ind.
- Oct. 27
Louisville Gardens
Louisville, Ky.
- Oct. 28
Convention Center
Indianapolis, Ind.
- Oct. 30
Met Sports Arena
St. Paul, Minn.
- Oct. 31
Auditorium
Milwaukee, Wisc.
- Nov. 1
Lakeview Arena
Marquette, Mich.
- Nov. 2-3
Aragon Ballroom
Chicago, Ill.
- Nov. 4
Keil Arena
St. Louis, Mo.
- Nov. 5
Memorial Auditorium
Kansas City, Mo.
- Nov. 7
Dane County Arena
Madison, Wisc.
- Nov. 8
Coliseum
Fl. Wayne, Ind.
- Nov. 9
Masonic Hall
Detroit, Mich.
- Nov. 10
Kent State U.
Kent, Ohio
- Nov. 11
Cincinnati, Ohio
- Nov. 23
Civic Arena
Pittsburgh, Pa.
- Nov. 24
Coliseum
New Haven, Ct.
- Nov. 25
Civic Centre
Providence, R.I.
- Nov. 27-28
Music Hall
Boston, Mass.
- Nov. 29
Madison Square Garden
N.Y.C.
- Nov. 30
Broome County Arena
Binghamton, N.Y.
- Dec. 1
War Memorial
Rochester, N.Y.
- Dec. 3
Convention Center
Buffalo, N.Y.
- Dec. 5
Civic Center
Springfield, Mass.
- Dec. 6
Capitol Center
Largo, Md.
- Dec. 7
Spectrum
Philadelphia, Pa.
- Dec. 9
Cumberland County Arena
Portland, Maine
- Dec. 26
Civic Center
Savannah, Ga.
- Dec. 27
Fl. Meyers Civic Center
Fl. Meyers, Fla.
- Dec. 28
Sports Auditorium
Miami, Fla.
- Dec. 29
Coliseum
Jacksonville, Tenn.
- Dec. 30-31
Civic Center
Lakeland, Fla.

STEAL THE NIGHT

NBLP 7185



4th most added LP Radio & Record
4th most added LP Album Network
3rd most added LP Billboard
3rd most added LP Record World
3rd most added LP Cash Box
4th most added LP Bill Hard
2nd most added LP Goodphone

A Great Beginning from

CINDY BULLENS

on Casablanca Record
and FilmWorks



Produced by Cindy Bullens
and Mark Doyle



Bonnie Raitt—“The Glow”

Featuring the single “You’re Gonna Get What’s Coming”

Plus “I Thank You,” and “Standin’ By The Same Old Love”

Radio & Records Album Airplay/40 #16

Tour Dates			
11/2	State Univ. of New York, New Paltz, NY	11/9	Bucknell Univ., Lewisburg, PA
11/3	Palladium Theatre, N.Y.C.	11/10	Capitol Theatre, Passaic, NJ
11/6	Syrai Mosque, Pittsburgh, PA	11/11	Academy of Music, Philadelphia, PA
11/7	Towson State College, Towson, MD	11/13	Constitution Hall, Washington, DC
		11/14	The Mosque, Richmond, VA
		11/15	Duke Univ., Durham, NC
		11/17	The Agora, Atlanta, GA
		11/18	Nashville Theatre, Nashville, TN
		11/29	Fox Warfield, San Francisco, CA
		12/1	Sacramento Auditorium Sacramento, CA

Produced by Peter Asher
Engineered by Val Garay



on Warner Brothers Records



Jim Duncan

Country

News Notes

On the move . . . Kris Carpenter, after more than four years, exits the PD/MD job at KAYO/Seattle to become PD/MD of KDJW-AM-FM/Amarillo. More than a month ago it was reported here that KDJW's Operations Director, Terry Amburn, had resigned. Amburn since has joined ABC-TV affiliate KVII. After many years as the dominant Northwest Country station KAYO seems to be headed for a format change. According to the departing PD Carpenter, "The station expects the new owners (Obie Communications) to take over in the next 30 to 45 days. They own a Pop/Adult station in Eugene, KUGN, and word is now that they will make the changes after their takeover." Jessica Longston, station owner, told R&R in an interview earlier this year regarding the sale, "I have spent many years overseeing this station, but now I want to enjoy the years of my work. The sale will make that possible." Dan Williams, 16-year-veteran of the all-night trucking show, has also left KAYO to do middays and music at KEED/Eugene. Carpenter's last day at KAYO will be November 16, arriving in Amarillo around Thanksgiving . . . Dave West is now gone from KOKE-AM-FM/Austin, where he was PD. When Ron Tatar joined the station a few weeks ago from KVOC/Casper, West indicated he was stepping down to pursue other interests in Florida. No replacement has been named as PD, but Rick Shaw, from KTON/Belton, TX has joined KOKE-FM to do middays . . . Contrary to some rumors, KENR/Houston is not for sale. Ric Libby, who as reported last week is moving to sales, called to say, "I do not know how these things get started, but KENR is definitely not for sale. We are still looking for the right person to take over the Operations Director job here." . . . Good to hear Robert W. Knight is back in radio. Bob and I have known each other since his days as PD of WWVA/Wheeling and at Plough stations WCOP and WMPS. He will take over the Operations Manager reins of WKXA/Brunswick, MA. Under the name of Bob Adams he will be doing afternoon drive . . . Bill Conway, PD of WBCS/Milwaukee, will take over the music for the station, as Mark Franklin resigns as MD and evening personality. Dick Woodkey has been promoted from weekends to the seven to midnight air slot . . . Bill Campbell, PD, KICD/Spencer IA, called to report Mike Hoyer is doing fine from his kidney operation of last Monday. He will be in the hospital 10 days to two weeks, and off the air for about 4 weeks. He is in room 227 of Spencer Municipal Hospital . . . Rich Kimball is the new PD of WBGW/Bangor, ME . . . At KGRZ/Missoula, MT, Craig Johnson is now Operations Manager and Karl Lange is Music Director . . . From afternoon drive at KERE/Denver, Jon Lawrence moved crosstown to KLAK to do the evening show . . . Tom Becka has taken over the PD/MD job at KUGR/Green River, WY. He returns to radio from his last job at KOOO/Omaha. KUGR's former PD, Russ Roundtree, has joined the sales staff of sister station, KVSE/Santa Fe, NM . . . Charlie Champion, from KACY/Oxnard, CA, is now doing afternoon drive at WSUN/St. Petersburg . . . Congratulations to WDGY/Minneapolis and air personality Paul Johnson on being named "Best Country Station" and "Best Country D.J." by the Country Entertainers Association of the Upper Midwest . . . Sister Sledge on a Country station? WEEP/Pittsburgh's Barry Mardit said the station was forced to play the Pittsburgh Pirates' official theme song, "We Are Family," during and after the recent World Series. He told R&R, "Let's face it, the whole town became a family during that time and everyone wanted to hear the song." . . . The first annual Music City Song Festival was held last weekend at Nashville's Airport Hilton. Dale Turner of WSAI/Cincinnati was Chairman of the Song Judging Committee; King Edward Smith IV of WSLC/Roanoke, VA supervised the lyric judging, and Jerry Adams of KFDI/Wichita was chairman of the Vocal Performance judging. A banquet was held last Saturday night (27) to name the winners in each category . . . Before I get gone, R&R's Lee Wade takes a look at a will-power promotion from KVOC/Casper that had some unique effects on participants. It's not a new idea; I remember spotlighting a couple of other stations over the years with similar contests. The results were very much the same: strong local media coverage . . . Have a great week . . . Next time around: WCXI/Detroit brings a new meaning to "radio and records." . . .



AUSTIN ANGELS — KVET/Austin air personalities, Lydia Anderson (midnight to 5am) and Penny Reeves (afternoon drive) are pictured backstage during the recent Kenny Rogers show tour to Austin's Special Events Center.



Contestants listen as KVOC VP and General Manager Fred Hildebrand reads the rules of the "Touch & Go" Marathon.

Winning Hands Down

Reminiscent of the 20's dance-a-thons, KVOC/Casper, WY held its 2nd Annual "Touch & Go Marathon" last week, with the winner departing the scene in a 1979 Mercury Zephyr Z-7, valued at \$5574.

The contest revolved around perseverance and stamina: participants were required to keep one hand on the car at all times, while continuing to stand up, supporting themselves on at least one foot. Five-minute breaks were allowed every 2 hours. Whoever held on longest won the auto.

Thirty-four hopefuls took the dare, all wearing KVOC T-shirts with local sponsors' names stenciled on the back. This year's winner held on and stood up for 79 hours and 9 minutes, almost 3 1/2 days! (Pro-rating the cash value of the car for time, that's about \$1858 per day, which is considerably more than the going pay rate for almost everybody.)



KVOC's "Touch & Go" participants look on as Susan Raye (left) and then station Music Director Barb Richardson talk with Mercury dealership owner Bob Tripeny who hosted the marathon. Ms. Richardson is currently PD of KVOC's sister station KLO/Ogden.

One contestant, in her zeal to win the car, gave up a chance to attend a Susan Raye concert; Ms. Raye got word of the woman's disappointment, and to the delight of everyone, the recording artist stopped by the promotion site, signing autographs and wishing everyone well. Pictured below is winner "Tired" Tony Mori (left) accepting his hard-earned prize from KVOC manager Hildebrand.



Program Reminders

Finally had a chance to hear some of the segments for the 24-hour fantasy music festival produced by TM of Dallas. The show, called "Clear Creek — The Music Festival," is hosted by Eddie Rabbitt and features 50 of the top names of Country music: Crystal, Willie, Kenny, Waylon, Dolly, Charley, Tanya, M-M-Mel and m-m-more. Jay Hoffer, PD of KERE/Denver, was a consultant to the project and KERE's Bill Ashford did many of the excellent backstage interviews. On a trip to Denver this year, Jay and Bill told me the details of the project. It sounded like a great program/sales tool. A demo is available from TM's Ron Nickell or Jack Alix, (214) 634-8511 (collect) . . . Bill Robinson morning air personality at WIRE/Indianapolis and President of Musicworks, Inc. syndicators, has announced that Charlie Douglas, legendary all-night airman at WWL/New Orleans, will now be available to local stations for a six-hour daily show. For more details (317) 291-9400 . . . Good response from many of our stations on a new program, "Live From The Lone Star Cafe." The show is hosted by WHN's Mike Fitzgerald. Featured so far have been Moe & Joe, and Tom T. Hall, with Johnny Rodriguez, Mickey Gilley, and Hank Williams, Jr. set to go. Jay Goldman or Rita Catz of Clayton Webster/St. Louis have more information, (314) 726-0906 . . . Former WBAP/Fort Worth PD Don Thompson's "Country Doctor" consulting firm has been retained by Century 21 Programming syndicators to take their "Super Country Format" beyond automated radio into full music and management services for live stations . . . Doing this portion of the column, I was listening to the Sammy Jackson show on KLAC here in Los Angeles. He was interviewing fellow air personality Art Nelson and Art's wife, Nancy. As you may know, a regular feature on Sammy's show is "Coffee With . . ." an interview portion of his program. As part of KLAC's salute to its "Decade Of Country Music," a year-long promotion into 1980, the station decided to let the audience get to know the main air staff and each person's wife better. The results, from what I have heard, have been fun and very interesting. Each day this week a different personality will be interviewed, with spouse . . . While on the subject of programs and Sammy Jackson, he is currently the host of an Osmond Productions syndicated television series entitled "Country Roads." The program is now in over 100 markets . . . Enough T.V. talk . . . Now back to your radios . . .

OUR BULLETS COME IN THREES



SYLVIA

"You Don't Miss A Thing"

PB 11735

BB*45 CB*55 RW*48

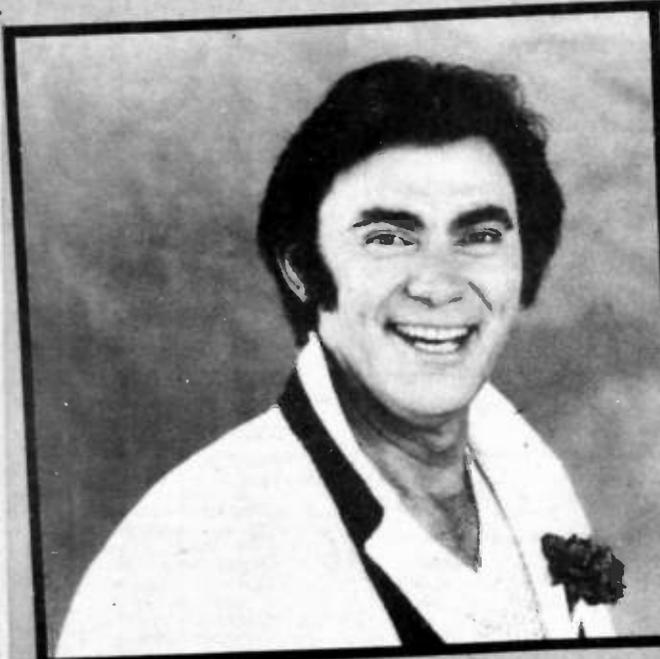


CHARLEY PRIDE

"Missin' You"/
"Heartbreak Mountain"

PB 11751

BB*35 CB*33 RW*43



JIM ED BROWN

"You're The Part Of Me"

PB 11742

BB*57 CB*60 RW*65

on **RCA**
RECORDS
NASHVILLE



Country

BREAKERS

CHARLEY PRIDE Missin' You (RCA)

On 63% of reporting stations; one of the "Most Added" records this week. New adds include WEEP, WIRE, WIL, WCXI, KLAKE, KLZ, WNVY, WPOR, KWKH, KLVI, KVET, WKDA, WTHI, KVOC, KRAM. Charts: 30-28 WMAQ, 42-29 CKLW-FM, 38-30 KFGO, debut 25 KRGO, 31-25 WQQT. R&R Chart Debut 31.

DAVE & SUGAR

My World Begins And Ends With You (RCA)
58% of our reporters on it. Charts: 36-28 WCMS, 39-24 WSLR, 27-14 KEED, 34-28 WONE, 27-19 WWVA, 37-29 WHK, 34-24 KWKH, 38-25 KHAK. Adds: KRZY, WKMF, WCUZ, KNOE, WYVA, WADR, WPOC. R&R Chart Debut 32.

EDDIE RABBITT

Pour Me Another Tequila (Elektra)
On 57% of reporting stations. Adds: KLAC, KSOP, KNIX, WDAF, WHK, WGTO, WDN, WKSJ, KVET, WPOR, WADR. Charts: 38-30 WFMS-FM, debut 24 KCKC, debut 30 KEEN, debut 27 WEEP, debut 25 KLAKE, 28-21 WOKQ, debut 24 KRGO. R&R Chart Debut 33.

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.

CONWAY TWITTY "Happy Birthday Darlin'" (MCA) 71/14, WSAI, WINN, WYVA, WADR, KLZ, KRGO, KSSS, KIDN, KFTN, KGRZ, WHBF, KBMR, WGTO, WDN, Charts: 31-25 KEEN, 29-15 WONE, 27-15 WFMS-FM, 28-20 WEEP, 30-24 WQQT, 41-25 WKDA, 37-30 WDG, 39-25 KFEQ, 24-14 KCKC, 28-20 WBAM. Flip added at KSSS, KKAL, KBMR. R&R Chart Debut 37.

STATLER BROTHERS "Nothing As Original As You" (Mercury) 72/17, KLAC, KLAKE, WSLR, WONE, WINN, WKDA, KOKE, WKSJ, WHOO, WKXA, WSEN, WGTO, KGRZ, WTHI, KKAL, KRAM, KMAK. Charts: 32-27 WQQT, 21-15 WMC, debut 29 KRGO. R&R Chart Debut 39.

BRENDA LEE "Tell Me What It's Like" (MCA) 69/17, WCMS, WHOO, WIL, WONE, WHK, CKLW-FM, KHEY, KIKK, WSUN, KXLR, KNOE, WQQT, KWMT, KSSS, KCUB, KMAK, KFEQ. Charts: 18-13 WUNI, 44-29 KUZ, 38-27 KNIX, 36-26 WWVA, 33-28 KRMD, 27-21 KMP, debut 24 WMC, 34-28 KHAK, 17-11 KCKC, 38-20 WMZQ-FM, 33-25 WBAM. R&R Chart Debut 40.

MARTY ROBBINS "Buenos Dias Argentina" (Columbia) 69/10, KLAC, KLAKE, WONE, WUBE, WIRE, WWJO, WVM, WQQT, WBAP, WEEP. Charts: 12-9 WCXI, 37-23 WSLR, 18-13 KUZ, 40-28 KEEN, 34-25 KEED, 34-29 WPOR, 32-24 KHAK, 38-30 KFEQ, 19-13 KFGO, 19-12 KRGO, 22-17 CKLW-FM, 37-30 KIKX, 29-19 KCUB.

MEL McDANIEL "Lovin' Starts Where Friendship Ends" (Capitol) 67/11, WHK, KSON, KMP, KLZ, KCUB, KRGO, KMAK, KWMT, KVET, WSM, WCMS. Charts: 37-29 WBAM, 33-24 KXLR, 42-30 KUZ, 22-17 KUGR, 31-21 KWKH, 27-22 KFGO, 28-20 KHAK, 32-27 WTHI, 33-28 WONE.

ETC BAND "Stranded On A Dead End Street" (WB) 66/14, KSON, KNIX, KLAC, WSLR, WIL, WKCC, WWJO, WMC, WSUN, KHEY, WBAP, WCMS, KRDR. Charts: 9-7 WUNI, 20-15 KUZ, 36-25 KLZ, 32-16 KVOC, 32-24 WWVA, 21-16 KRGO, 28-23 KFGO.

JOHNNY RODRIGUEZ & CHARLY McCLAIN "I Hate The Way..." (Epic) 66/14, WRCP, WYVA, WHN, WKXA, WADR, WNVY, WINN, KLVI, KWMT, WHBF, WDG, KUGR, KCUB, KVOC. Charts: 40-25 WSLR, 37-27 KLZ, 37-29 KXLR, 34-28 WFMS-FM, 39-27 WKDA, 38-30 WUBE, 34-28 KFGO, 32-26 KSOP, 29-23 KRGO.

DOTTIE WEST "You Pick Me Up (And Put Me Down)" (UA) 64/10, WIRE, WYVA, WADR, KSSS, KRAK, KUGR, KWMT, WHBF, KGRZ, WWJO. Charts: 24-16 WUNI, 36-29 KRMD, 37-22 KFEQ, 39-29 KHAK, 31-28 WSM, 24-19 KKAL, debut 30 WKMF, debut 29 WSUN, debut 28 KRGO, debut 29 KLAKE.

JOHN WESLEY RYLES "You Are Always On My Mind" (MCA) 63/15, WYVA, WSM, WIRK-FM, WINN, WSUN, WQQT, WGTO, WHOO, KIKK, KWMT, WSAI, KSON, KLAKE, KLZ, KIDN. Charts: 10-8 WUNI, 34-27 KRMD, 33-28 WKDA, 34-27 WHK, 40-27 KSOP, 32-23 KWKH, 10-5 KRGO.

LACY J. DALTON "Crazy Blue Eyes" (Columbia) 59/7, KSON, KVOC, KLAC, WSM, WHOO, WBAP, WMZQ. Charts: 15-12 WCXI, 39-27 KWMT, 30-20 KUZ, 36-27 KXLR, 30-24 KFTN, 28-22 KEED, 28-22 KRMD, 33-27 WFMS-FM, 26-18 WWVA, 15-11 WIRK-FM, 31-24 WKDA, 12-9 KRGO.

MEL STREET "The One Thing My Lady Never Puts Into Words" (Sunset) 58/5, KEEN, WKDA, WSUN, KOKE, WHOO. Charts: 33-23 KWMT, 28-21 KXLR, 23-11 KVOC, 31-26 KKYX, 28-20 WONE, 29-22 KMP, 16-12 KFTN, 29-20 WEAT, 27-19 WQQT, 35-25 KIKX.

LYNN ANDERSON "Sea Of Heartbreak" (Columbia) 54/10, WCMS, KNOE, WTSO, WIRE, WHBF, WFMS-FM, WSAI, WHK, KGRZ, KEED. Charts: 36-29 KFTN, 35-27 KWKH, 24-19 KRGO, 28-18 WMZQ-FM.

JIM REEVES "Oh How I Miss You Tonight" (RCA) 53/21, KLAKE, KBET, KSOP, KTOM, WONE, KYNN, KMBR, WDAF, WTSO, KGFX, WCXI, KTYN, KWMT, WSLR, WFMS-FM, WAXX, WGTO, WNVY, KVET, KNOE, WEAT. Charts: 29-24 WUNI, 35-25 KCKC, 30-21 CKLW-FM, debut 24 WMZQ-FM.

Others Getting Significant Action

ERNEST TUBB & FRIENDS "Walkin' The Floor" (Cachet) 49/5, KSON, KNIX, WSAI, KHAK, WHK. Charts: 38-27 KGFX, 34-28 KUZ, 36-28 WAXX, 37-27 KEED, 20-16 WDAF, 24-19 WKMF, 18-12 KFEQ, 24-18 KFGO, 34-23 KYNN, 33-24 KCUB, 27-20 KIKK.

JOHNNY CASH "I'll Say It's True" (Columbia) 47/10, KRGO, WDAF, KYNN, KHAK, WIRE, WTSO, WGTO, WSM, WYVA, WPOR. Charts: 34-28 KXLR, 31-24 KRMD, debut 24 WEAT, 37-29 KCUB.

RANDY BARLOW "Lay Back In The Arms Of Someone" (Republic) 46/20, KRAK, WONE, WGTO, KXLR, KHEY, WCAW, WYII, WKCC, KTYN, KFGO, WHBF, WSLR, WAXX, KBMR, KSSS, KLAKE, KBET, KRGO, KVOC, KTOM.

C. TWITTY & L. LYNN "You Know Just What I'd Do The Sadness..." (MCA) 44/43, the "Most Added" song this week. "Know" new at KEEN, KNEW, KNIX, KMP, KRAK, KEED.

Radio & Records

NATIONAL AIRPLAY/40

Three Weeks Two Weeks Last Week

November 2, 1979

Three Weeks	Two Weeks	Last Week		
8	2	1	1	KENNY ROGERS/You Decorated My Life (UA)
7	5	3	2	CRYSTAL GAYLE/Half The Way (Columbia)
5	1	2	3	LARRY GATLIN/All The Gold In California (Columbia)
17	11	4	4	WAYLON JENNINGS/Come With Me (RCA)
16	12	5	5	GENE WATSON/Should I Come Home (Or Should I Go Crazy) (Capitol)
21	13	7	6	MERLE HAGGARD/My Own Kind Of Hat (MCA)
24	18	14	7	ANNE MURRAY/Broken Hearted Me (Capitol)
20	16	9	8	EMMYLOU HARRIS/Blue Kentucky Girl (WB)
30	19	15	9	MEL TILLIS/Blind In Love (Elektra)
9	7	6	10	DOLLY PARTON/Sweet Summer Lovin' (RCA)
18	15	11	11	JOE STAMPLEY/Put Your Clothes Back On (Epic)
1	4	8	12	JOHN CONLEE/Before My Time (MCA)
31	26	22	13	JOHNNY DUNCAN/The Lady In The Blue Mercedes (Columbia)
23	20	20	14	ROSANNE CASH w/BOBBY BARE/No Memories Hangin' Round (Columbia)
3	6	13	15	OAK RIDGE BOYS/Dream On (MCA)
32	28	23	16	CHARLY McCLAIN/You're A Part Of Me (Epic)
38	33	27	17	JACKY WARD/You're My Kind Of Woman (Mercury)
26	23	21	18	TOM GRANT/Sail On (Republic)
-	35	30	19	MOE BANDY/I Cheated Me Right Out Of You (Columbia)
6	8	16	20	RONNIE MILSAP/In No Time At All (RCA)
12	14	19	21	RAZZIE BAILEY/I Ain't Got No Business Doin' Business Today (RCA)
-	34	31	22	TOM T. HALL/You Show Me Your Heart (And I'll Show You Mine) (RCA)
4	9	12	23	BARBARA MANDRELL/Fooled By A Feeling (MCA)
-	37	32	24	HANK WILLIAMS JR./Whiskey Bent And Hell Bound (Elektra)
39	30	26	25	JOE SUN/I'd Rather Go On Hurtin' (Ovation)
10	10	17	26	BELLAMY BROTHERS/You Ain't Just Whistlin' Dixie (WB/Curb)
1	3	10	27	T.G. SHEPPARD/Last Cheater's Waltz (WB/Curb)
19	24	24	28	WILLIE NELSON/Crazy Arms (RCA)
-	-	35	29	LORETTA LYNN/I've Got A Picture Of Us On My Mind (MCA)
11	17	18	30	DON WILLIAMS/It Must Be Love (MCA)
-	-	→	31	CHARLEY PRIDE/Missin' You (RCA)
-	-	→	32	DAVE & SUGAR/My World Begins And Ends With You (RCA)
-	-	→	33	EDDIE RABBITT/Pour Me Another Tequila (Elektra)
-	39	36	34	HANK THOMPSON/I Hear The South Callin' Me (MCA)
-	-	→	35	HOYT AXTON/A Rusty Old Halo (Jeremiah)
-	-	→	36	CHARLIE DANIELS BAND/Mississippi (Epic)
-	-	→	37	CONWAY TWITTY/Happy Birthday Darlin' (MCA)
33	25	28	38	RONNIE McDOWELL/Love Me Now (Epic)
-	-	→	39	STATLER BROTHERS/Nothing As Original As You (Mercury)
-	-	→	40	BRENDA LEE/Tell Me What It's Like (MCA)

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.

NEW ENTRY

Most Requested

LW	TW	
1	1	KENNY ROGERS (UA)
2	2	LARRY GATLIN (Columbia)
3	3	CRYSTAL GAYLE (Columbia)
4	4	ANNE MURRAY (Capitol)
5	5	HANK WILLIAMS JR. (Elektra)
6	6	WAYLON JENNINGS (RCA)
7	7	GENE WATSON (Capitol)
8	8	MERLE HAGGARD (MCA)
9	9	MEL TILLIS (Elektra)
10	10	JOE STAMPLEY (Epic)

Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- BELLAMY BROTHERS
You Ain't Just Whistlin' Dixie (WB/Curb)
- JOHN CONLEE
Before My Time (MCA)
- CHARLIE DANIELS BAND
The Devil Went Down To Georgia (Epic)
- KENDALLS
I Don't Do It Like That No More (Ovation)
- BARBARA MANDRELL
Fooled By A Feeling (MCA)
- RONNIE MILSAP
In No Time At All (RCA)
- MOE & JOE
Just Good Ol' Boys (Columbia)
- T.G. SHEPPARD
Last Cheater's Waltz (WB/Curb)
- DON WILLIAMS
It Must Be Love (MCA)

KRAK, KMAK, WTHI, KFGO, KSO, WKMF, WAXX, WONE, CKLW-FM, KFDI, WSLR, WIRK-FM, WUNI, WKDA, KRMD, WEAT, KXLR, WHOO, WRCP, WOKQ, WYII, WMZQ-FM. "Sadness" added at KEEN, KEED, KRDR, KCKC, KTOM, WTHI, WNR, KFEQ, WFMS-FM, WUBE, WUNI, WKDA, KRMD, KLVI, KKYX, KXLR, WSM, WLAS, WBAM, KHEY, KWKH, WWVA, WCAW, WYII, debut 30 WSEN (both).

KENNY DALE "Sharing" (Capitol) 42/16, KSD, WUNI, KIKX, WPOR, KUZ, WKKN, KNOE, KXLR, KGRZ, KBET, WCMS, KVET, WKMF, WHOO, KYNN, KWKH. Charts: 43-30 CKLW-FM, debut 28 WEAT.

BILLIE JO SPEARS "Rainy Days And Stormy Nights" (UA) 38/17, KIKK, KSOP, KSO, WUNI, KFDI, WTHI, WDN, WSM, KVOC, KNIX, WHBF, WAXX, WKMF, KXLR, KBET, KRGO, KIDN, debut 27 WOKQ.

WILLIE NELSON "Help Me Make It Through The Night" (Columbia) 35/29, one of the "Most Added" this week. Some new adds include WHN, WKDA, WIRE, KNEW, WSUN, WSM, KEEN, KRZY, KLZ, WQQT, WEAP, KLAKE, KCUB, WWVA, WRCP, KUZ, KHEY, KHAK, KEED. Charts: 28-18 KCKC, debut 27 WSEN, 28-18 KKAL, 26-22 WUBE.

JIM ED BROWN "You're The Part Of Me" (RCA) 32/9, WRCP, KEED, KBMR, KHEY, KWKH, KVOC, KIKX, KRAM, KTOM. Charts: 31-17 KSOP, debut 27 WUNI, 28-20 KRGO, debut 27 WEAT.

ALABAMA "I Wanna Come Over" (MDJ) 29/11, WTSO, WHK, KSO, KVET, WCMS, KUZ, KIKX, KWMT, WHBF, WAXX, KSSS, 37-28 WWVA.

CON HUNLEY "I Don't Want To Lose You" (WB) 29/8, KRMD, CKLW-FM, WWVA, WKKN, WTHI, KFGO, KRAM, KTYN. Charts: 30-18 WUNI, 31-22 KCKC.

VERN GOSDIN "Sarah's Eyes" (Elektra) 28/12, KCKC, KRMD, WCXI, WWVA, WKCC, KYNN, WNR, KNIX, KGFX, WFMS-FM, WMZQ-FM, WPOR.

JIM WEATHERLY "Smooth Sailer" (Elektra) 21/6, KLAC, KLAKE, WSEN, WDN, CKLW-FM, WTSO.

DOTSY "When I'm Gone" (RCA) 20/16, KEED, KSO, KRMD, KMP, KRAK, KFGO, WLAS, KFEQ, KEEN, KUZ, KNIX, WONE, WAXX, KFDI, KVOC, KRDR, debut 30 WUNI.

JANIS FRICKE "But Love Me" (Columbia) 15/12, WRCP, KIKX, KLAKE, KHAK, WWVA, KBET, KRAK, KEED, KFEQ, WBAM, WOKQ, WCAW, 33-29 KCKC.

ROY HEAD "In Our Room" (Elektra) 14/5, WWVA, WBAM, KFGO, KIDN, WMZQ-FM.

BILLY "CRASH" CRADDOCK "Till I Stop Shaking" (Capitol) 12/12, WSLR, WMC, WIRK-FM, KCKC, KNIX, WBAM, KFGO, KLAKE, KFDI, WWVA, WLAS.

MOE & JOE "Holding The Bag" (Columbia) 12/11, initial activity in the West, including KLAC, KLAKE, KRZY, KEED, KRDR, KMP, KRAK, KIKX, KIDN. Also new at KIKK, WNR, Debut 30 KCKC.

MICKEY GILLEY "A Little Getting Used To" (Epic/Playboy) 10/10, KIKK, KRZY, KRAK, KCKC, WYII, KCUB, KTOM, KFTN, WLAS, KMP.

HANK WILLIAMS, JR.

He's living proof of
a family tradition.
And his new single is
rocking the country charts
... again.

"WHISKEY BENT AND HELL BOUND"

E 46535

From the album,
**WHISKEY BENT
AND HELL BOUND**

SE-237



Produced by Jimmy Bowen.

On Elektra
Records and Tapes.

Exclusive management:
J.R. Smith

BREAKERS

HANK WILLIAMS JR.
Whiskey Bent And Hell Bound (Elektra)
On 65% of reporting stations. Charts: 24-13 WUNI, 10-7
WCXI, 30-29 WINN, 30-23 KRMD, 28-22 KMP8, 28-21 WOME,
27-18 KZZZ, 40-30 WIL, 32-25 KWKH, 34-25 WKDA, 28-20
KRAK, 23-17 WYDE. New adds include WHK, WFMS-FM,
K80, WBUN, WHOO, KHAK. R&R Chart: 37-32.

CURT
RECORDS

© 1979 Elektra/Asylum Records A Warner Communications Co.

Country



Biff Collie Inside Nashville

GNASHVILLE GNEWS: George Burns came to Nashville to record with Jerry Kennedy and Charles Fach for Phonogram/Mercury . . . Brenda Lee, Cal Smith and Faron Young are the first signees for the Pro-Am Celebrity events of the \$50,000 Conway Twitty Country Classic at the nearby Hendersonville Bowling Center, set for December 2-8. For celebrity info call or write Dan Holder at the Hendersonville Center (615) 824-5685 . . . Ed Bruce, super-songster-writer who's known here for his TV role as "The Tennessean" of tourism fame, is shooting a dramatic role in the upcoming CBS mini-series called "The Chisholms." Filming in Colorado, the series stars Robert Preston and Rosemary Harris. Bruce just recently signed a recording contract with MCA Records . . . Merle Haggard is working on his first film in Boise with Clint Eastwood and Sondra Locke. The movie's "Bronco Billy." Hag picks a little and fights a little in a barroom scene . . . Misty Rowe got out of the hospital but her doctors told her she wouldn't be able to work or go home to California for about four weeks. Those broken ribs and punctured lungs caused serious damage. Her boyfriend Dave Rowland provided the "Sugar" during her recovery . . . Kris Kristofferson and Rita Coolidge have separated, according to Kris when he visited Tom Snyder last week . . . Rumors of rift between Waylon & Jessi were rumbling on the row recently . . . During the recent Moe Bandy and Joe Stampley show at the Exit-In, a newsmaking publicity stunt made a few people do a double take. Moe and Joe were "arrested" just prior to their show by two Nashville sheriffs. Bandy is shown here during the unsuspecting gag. Both were released in time for the show.



TREE INTERNATIONAL, the giant music publisher here headed by Jack Stapp and Buddy Killen, had a confirmed offer from a major motion picture company (Columbia Pictures Corp.?) for reportedly more than \$40 million. Stapp said the offer was not even considered, and that the company's just not for sale. With about 100 writers on staff and a catalogue of more than 6000 songs, Tree has consistently been BMI's #1 Nashville publisher in recent years, based on its number of hit songs. Affiliated with the international conglomerate EMI, Tree is



FOR THE RECORD — RCA's Jim Ed Brown is shown with Arkansas Governor Bill Clinton receiving a special citation naming him an Ambassador of Goodwill. The ceremonies were held at the State Capitol and was presented for Jim Ed's part in setting an attendance record at the recent Arkansas State Fair.

now represented in more than 100 countries around the world. The company doubled its gross sales this year over 1978's figure of about \$4 million. Jack Stapp was long ago Program Manager and Manager of the Opry for WSM; later manager at Nashville's WKDA radio during the ownership days of Pat Boone. Buddy Killen when he first came to town was bass player with Cal Smith on the Grand Ole Opry. Later Tree bought the giant Pamper Music catalogue, which included hits of Willie Nelson, Hank Cochran, Harlan Howard and many more. It's the story of an American dream.

ODDS & ENDS: Mercury's Jerry Kennedy and Jacky Ward were judges for the WSUH/WOOR-FM "Ole Miss-Miss Red-Hot" beauty contest. (Billy Bob Bowman saw a beauty contest with only three contestants; the winner came in second!) At last weekend's event Ward also sang the National Anthem . . . Jimmy C. Newman writing a book called "The Happy Cajun"? . . . Will Hank Jr. & Waylon's "The Conversation" be a single? . . . Roy Clark will reportedly earn \$5 million this year . . . Who's the beautiful young starlet Johnny Rodriguez is reportedly romancing these days? . . . A famous national magazine to do a story about Dyan Cannon (ex-wife of suave Cary Grant) and her new role in the Willie Nelson movie called "Dyan And The Men In Her Life." (Cary & Willie?) . . . Dolly's million \$-plus Rivera Hotel deal has her singing 6 weeks every year for three years, starting June 1980. Dolly joins Kenny Rogers, Olivia Newton-John, Mac Davis, Cher, Willie Nelson and Donna Summer. Along with her three-picture 20th Century-Fox deal and working on a novel and a book of children's stories, that \$800,000 bus may sit idle for a while . . . On a programming-consulting trip this week I met Rufus P. Show, who asked about the real Charlie Daniels. I said "He's as real, dynamic, and successful as anybody I know." C.D.B. and Mac Davis guest on the Kenny Rogers and the "American Cowboy" special November 28th on CBS . . . Don Williams will team with Dave & Sugar on six concert dates in November. Don just completed

taping the PBS network's "Austin City Limits." . . . Dottie's RCA single "When I'm Gone" features the guitar work of Waylon Jennings. Waylon performed on her recent single for the label, "Tryin' To Satisfy You" . . . Jerry Wallace has just been inked by Door Knob Records' Gene Kennedy . . . Jerry Clower returned to college. He did some undergraduate studies at the University of Mississippi, but this time will be there as a guest lecturer for three days . . . The Oak Ridge Boys will appear on Dick Clark's "Rockin' New Year's Eve Show" airing on ABC December 31-January 1st.

T. Tommy Cutrer, 30-year radio-TV veteran, top disc jockey, busy commercial voice, and now Senator from the great state of Tennessee, will be "roasted" and railed, cooked and flailed by his friends and admirers in radio-TV-country music-advertising and politics at the Grand Ballroom of the Hyatt Regency Hotel in Nashville Thursday (15th) with dinner, toasting, and roasting. People in all walks of life will be present in the audience and on the dais to honor one of the most likeable and productive individuals the Country music business has enjoyed. Buddy Killen and Jack Stapp of Tree International, Fred Foster of Monument Records, radio-TV personality Ralph Emery, and Lt. Governor James Wilder of Tennessee are on the planning committee for this special star-studded fun tribute which will show T. Tommy they love him by "calling him names." For ticket information call (615) 373-3448.

POST SCRIPT: ETC lost his hairstyle and beard, once again proving you should never go to sleep in the barber's chair. Earl Thomas Conley (ETC) did, and you won't recognize him next time you see him . . .

George Burns recorded Wednesday (31st) at Nashville's Soundstage Studios . . . Joe South pleaded guilty in Atlanta to two firearms charges . . . They finished the "Urban Cowboy" shooting at Mickey Gilley's club in Pasadena (Houston) . . .

T.G. Sheppard did a bunch of stuff while in Los Angeles to tape "Mike Douglas," "Dinah" and "Make Me Laugh;" interviews with Sammy Jackson, Harry Newman, Bob Kingsley and Gene Price . . . Heading for Germany are the Kendalls, Tommy Overstreet, Buck Owens, Charly McClain, Hank Thompson, and the Osborne Bros . . . Floyd Cramer takes his piano to play this weekend (10th) with the Memphis Orchestral Society. He'll keyboard this winter with Knoxville, Houston and Minneapolis symphonies . . . Wesley Rose says "Hank Williams; The Show He Never Gave," after a highly-successful six months tour in Canada, opened in St. Louis this week (30th) for 4 days, then goes to Cincinnati; Detroit; Kansas City; Rapid City, SD; Wilmington, DE; Omaha, and maybe L.A. It features Sneezy Waters as Hank, was written by Maynard Collins and produced by Dawn Harwood Jones and Robin McNeil of Producers, Inc., now a part of Acuff-Rose musicals, a new wing of the Wesley Rose-headed combine.



T.G. Sheppard & Mike Douglas

They came from nine different directions to be

Banded Together

JOHNNY PAYCHECK, THE CHARLIE DANIELS BAND, RAYO ALIAN CUI, JOHNNY CASH, WILLIE NELSON, BUDDY BAUM, GEORGE JONES

It is the most star studded musical journey of the year, and it's all on one album. Great bits starring Johnny Cash, Willie Nelson, George Jones, Johnny Paycheck, and a host of their very special friends. Banded Together, a new spectacular album.

Epic On Epic Records & Tapes.

Epic and On are trademarks of CBS, Inc. © 1979 CBS, Inc.

THANKS FOR PICKING IT UP, AND PUTTING IT ON

DOUPE
WEST



You Pick Me Up (and Put Me Down)

WITL	WXOX	WVOJ	WBIE	KOYN	KDJW	KVET	KKAL
WSDS	WNYN	WWOK	KCUB	KAYO	KXOL	KBUC	KFTN
WTOD	WWVA	WIRK	KJJJ	KROR	KWKH	KTRM	KERE
WKMF	WADR	WGTO	KNIX	KGAY	KRMD	KCCW	KLZ
CKLW	WHOO	WEAT	KIKX	KGEM	KLLL	KOKE	KLAK
WNRS	WMC	QYK	KCKN	KTCR	KHEY	KLVI	KSSS
WUBE	WIVK	WPLO	KFDI	KHAK	WYNK	KOUL	KSOP
WSAI	WKDA	WPNX	KFEQ	KWMT	KEND	WCMS	KIDN
WINN	WSM	WYDE	KRAK	KSO	WSHO	WSLC	WESC
WTMT	KXLR	WBAM	KMAK	KSJB	WWL	WKCW	WBT
WMNI	WJQR	WDEN	KBET	KIMM	KDQQ	WHIM	WFAI
WIRE	WDOD	WQQT	KCEY	KBOX	KYKR	KLAC	WCOS
WXCL	QIK	WJAZ	KTOM	KUOO	KENR	KUZZ	WCBX
WYTL	WSUN	WLWI	KGA	KEBC	KKYX	KBBQ	WWNC
WKKN							

from the forthcoming album

“SPECIAL DELIVERY”

Produced by Brent Maher & Randy Goodrum



On United Artists Records and Tapes

© 1979 Liberty/United Records, Inc.

P/A

POP/ADULT



Mike Kasabo

Update

Music news from WCCO/Minneapolis has been temporarily shut down due to AFTRA members (specifically Music Director Denny Long) refusing to cross picket lines of striking International Brotherhood of Electrical Workers members. Input, according to Long, will resume as soon as the dispute is settled (see Page 3) . . . KMBZ/Kansas City crazy Curt Merz has been attempting to contact beings from outer space by asking listeners to open doors and car windows when he plays the five universal tones from the movie "Close Encounters." Reaction has been strong, especially from a small area in France known as Remulac — that is some signal skip! . . . KRMG/Tulsa morning man John Erling lost a bet with "Otis," who works at corporate sister KFJZ/Ft. Worth, recently. The wager, on the outcome of a recent college football game, had Erling making the trip to the Lone Star state to allow Otis a day off from his regular shift . . . World famous Jim Heath, now with KPPL/Denver has decided to take that magical, mystical step into the marriage circle. His future bride, the lovely Trisha Raisbeck of Dallas, has consented to the arrangement, and both will tie the knot on Thanksgiving Eve (I'll spare the turkey jokes) in the Mile High City . . . KRKK/Rock Springs has phenomenal response to a psychic guest they had on the air for Halloween; she did spooky readings for listeners over the phone . . . WGY/Schenectady aired an in-house "Million Dollar Weekend" recently, playing the No. 1 hits of all time along with short histories on various artists such as the Beatles, Creedence Clearwater, Chicago and others . . . KAKE/Wichita all-nighter Mike Matson says that nighttime people are special too, he has encouraged nocturnal types to send in their "graveyard" nominations for a Special Person of the Night. Prizes suggested so far are a gift certificate from a local shop dealing in headstones, a free pint of blood from the blood bank, and a new cape from the Count's Speciality Shoppe . . . Speaking of basketball, KSL/Salt Lake City has added Utah Jazz basketball to its schedule and will have Hot Rod Hundley doing the play-by-play . . . WSIX/Nashville and a local beer distributor are co-sponsoring the "Great Cycle Rally." The event will benefit the Olympic Cycle team and will feature a 6 1/2-mile endurance run, a 6 1/2-mile challenge run, a 50-yard cycle spring for kids 11 and under, plus a celebrity challenge run. Over \$1000 was raised, 50,000 people attended the 2nd annual river City Roundup and Gold Rush Jubilee, which was co-sponsored by KGRN/Sacramento and that city's active 20/30 club. The full week of events, held as a fund-raiser for the club, included a gala parade, choosing of a queen, and a contest for the best beard, and finally a three-day rodeo at the area state fairgrounds . . . Jumping from the dreaded West Coast Middle America, while still staying on fair grounds, WHOK/Lancaster, OH is broadcasting live from the Fairfield County Fair and will hold various drawings, including the biggie, which will see one lucky attendee receive a moped . . . A little to the north, Fred Winston, WFYR/Chicago morning ace, has been asked again to serve on the Board of the Chicago Heart Association . . . KUKI/Ukiah personality Rick Baca finally got it up — nerve that is — and he and the lovely and talented Denise Adler eloped recently. We'll keep you abreast . . . Finally, (I can hear the applause) Golden West Broadcasting Group Program Director Michael O'Shea and I found ourselves at Anaheim Stadium last week just in time to see the Baltimore Orioles bly into the World Series. While there, I had the pleasure of meeting KVI/Seattle Vice President and General Manager Jim Johnson, who was actually caught smiling once, and KMPC Program Director Jim Davis and his lovely child-bride, Connie . . .

Transition

Doubleday Broadcasting has announced the appointment of Sam Sherwood as General Manager of KHOW/Denver. The 30-year radio veteran comes to the Colorado city after ten years as GM of WAYL-AM-FM in Minneapolis . . . Mike Jetter has been hired as the new Production Manager of WBEN/Buffalo, replacing David Dibic, who has taken a position with TM Programming. Jetter comes to the station from WKHI/Ocean City, MD, where he was afternoon drive and PD . . . Lois Sugar (pictured) has been named Director of Community Affairs at WFTL/Ft. Lauderdale, after an in-house position as producer of the award-winning John Stupak talk show . . . PARKER & FRIDAY SWITCH ON THURSDAY: KYUU-FM/San Francisco personalities "Big" Tom Parker and Jack Friday have swapped slots, as Parker, who will continue to assist Program Manager Mike Phillips, takes over the morning drive position, allowing Friday to sleep in so he can handle afternoon drive . . . Grayle Howlett has been named producer of the KVI/Seattle "Sports Page" show. Howlett comes to the station from the sports information directorship at Cal Poly University . . . Tom Michaels has been named Program Director of WDLB/Marshfield, WI, from assistant PD and air shift at WXYQ/Stevens Point, WI . . . KUKI/Ukiah afternoon personality and Music Director Rick Baca, has moved on to the same responsibilities at KUHL/Santa Maria. Replacing him from within is Craig Hayworth . . . Hoy Murphy is the new News Director of WHIZ/Zanesville and comes to the station from WADC/Parkersburg, WV . . . Dick Bryan is now doing full time at KBLF/Red Bluff in the 6-10pm slot . . .



Color

KFMB Radio's OFFICIAL "Racing Expert"



LONGSHOT "LES" HELPS JOCK WIN AT TRACK: KFMB/San Diego personality Scruff Evans, after taking a bath with human advice at the track last year, decided to use the expertise of San Diego Zoo's champion chimp, Les. She picked the horse — as pictured — by a numbered ping-pong ball. The chimp was in the money for seven straight weeks, bettering most other tipsters; in fact one of the pick was a 27-1 longshot that went on to place!

SHORT & SWEET: WTBC/Canton gave away multiple dozens of roses recently for their "Sweetest Day" promotion. The little known national celebration sparked the contest, which called for the correct-numbered caller to give a reason why his or her specially-selected person deserved to be honored with flowers. That person was then sent a dozen roses compliments of the station.

HOT AIR: WSM-FM/Nashville was final city host to a professional travelling hot-air balloon air show recently, with over 30 pros taking part. Each balloon was sponsored by various station clients as two different "floats," one in the morning and the other in late afternoon, took place. There were several different kinds of competition, with a grand prize of \$40,000. The station picked up the tab for food and beverages for the attendees, who numbered over 5000.

THE GOLDEN YEAR: WGAR/Cleveland is kicking off its 50th anniversary celebration by giving away over \$12,000 in gold and gold prizes. Spotters are sent out to check for station window stickers. Those being tagged will have the frequency's time (12 minutes and 20 seconds) to call in and win. Prizes include 20-gram Swiss Credit gold ingots worth \$400 apiece, 14-karat fingernails, gold chains and bracelets, and other items.



A CAGEY QUARTER: WBNS/Columbus Program Director Jeff Ryder recently locked up his wacky morning duo, Dick Zipf (left) and Jack Evans at a busy downtown intersection. The promotional stunt was held in order to raise funds for the Columbus Zoo — nearly \$4000 was collected! The two lovely ladies are seen completely ignoring Evans, who attempts to get attention by removing his nose.

GUY GANNI BROADCASTING SERVICES -AM-FM-TV



WRAPPED — WGAM/Portland, ME Music Director Marji Adams seems to be rapt up as Paul Stookey hand delivers his new "Band & Bodyworks" album.



POP/ADULT

BREAKERS

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

DIONNE WARWICK Deja Vu (Arista)

64% of our reporters are on it. Adds include KHOW, WISN, KFMB, WELI, WBOW, WLVA, KRNT, WSBA, KSTP, WCHV, KOLO, WYMC. Key moves: 23-15 WHAG, 22-15 WRIE, 27-22 KRKO, 21-16 WBEN, 23-18 KMPC, 19-16 WBT, 37-31 WSGW, debut 28 WSM-FM, debut 28 WORG, debut 29 WJBO. Heavy rotation: WKHM. Jumps 39-26 on P/A chart.

CAPTAIN & TENNILLE

Do That To Me One More Time (Casablanca)

62% of our reporters are on it. Off to a blazing start — this week's Most Added which includes WHAS, KOY, WGY, KSL, WELI, WGIR, WASH, KGNR, WBEN, WQUD, KRNT, WSLI, WCWA, WSIX, WNEU, KAKE, WHDH, WRVA, WSGW. Key moves: 29-21 WBT, 28-25 KOLO, debut 20 KDWN, debut 24 WJBO, debut 28 WLOW, debut 28 WPRO, debut 31 WORG. Debuts at No. 29 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.

E. DAN & J.F. COLEY "What Can I Do With This Broken Heart" (Big Tree) 58/12 add WSBA, KAKE, WSIX, WFTL, WELI, KDWN, KMRJ, WCMB, WHAG, WCHV, WHOK. Key moves: 38-30 KUKI, 34-24 WSGW, 21-17 WISN, debut 24 KEX, debut 23 WBOW, debut 26 WLVA, debut 29 WHBC, debut 30 KSTP, debut 30 WJBO, debut 32 WORG. Increased 31-27 on P/A chart.

YVONNE ELLIMAN "Love Pains" (RSO) 42/6 add WISN, KRKD, KOLO, KFMB, WTAR, KRKO. Key moves: 11-4 WLOW, 16-14 K59, 26-20 WBT, 24-21 WSM-FM, 30-26 WQUD, 33-26 WHBC, 31-26 WORG, debut 26 WYMC. Increased 33-28 on P/A chart.

KERMIT THE FROG "Rainbow Connection" (Atlantic) 39/6 add WGY, WHDH, WLW, KAKE, WPTF, FM97. Key moves: 1-1 WGR, 20-15 KRMG, 25-20 WPRO, 30-25 WCWA, debut 30 WORG, debut 34 WSGW. Increased 38-32 on P/A chart.

KC & THE SUNSHINE BAND "Please Don't Go" (TK) 37/4 add WASH, KRKD, KBLF, WCMB. Key moves: 7-3 WSM-FM, 22-14 WLW, 14-9 WORG, 19-11 WYMC, 28-22 WQUD, 24-18 WCWA, debut 20 WFYR. Heavy rotation: WIP. Increased 37-34 on P/A chart.

JIMMY BUFFETT "Fins" (MCA) 34/2 add KAKE, WRVA. Key moves: 17-12 WPRO, 3-1 WLOW, 9-4 WCWA, 24-14 WQUD, 19-14 WDFI, 18-14 WNEU, 25-20 WYMC, 23-19 WJBO, debut 20 WBOW, debut 22 KEX, debut 27 WQUD. Heavy rotation: KNBR, KRKK. Increased 36-33 on P/A chart.

LITTLE RIVER BAND "Cool Change" (Capitol) 37/9 add WGIR, KPPL, WIP, KFMB, KAFM, WHOK, KSTP, WCWA, WBOW. Key moves: 18-13 WLOW, 25-22 KOLO, 34-26 WCHV, 40-30 FM97, 25-22 WSM-FM, 33-27 KBLF, debut 27 WPRO. Debuts at No. 35 on P/A chart.

RUPERT HOLMES "Escape (The Pina Colada Song)" (Infinity) 32/7 add WIP, WSIX, WCMB, WGR, WLNH (dp), KFMB, WCWA. Key moves: 13-8 KOLO, 18-10 KDWN, 25-12 WBT, 30-22 WDFI, 27-23 KRKD, 27-23 WSM-FM, 30-23 WYMC, 39-30 WCHV, debut 21 WBEN, debut 25 WLOW, debut 24 WYMC, debut 27 WBOW. Debuts at No. 36 on P/A chart.

CLIFF RICHARD "We Don't Talk Anymore" (EMI America) 28/14 adds include WFYR, KEX, WGR, WTAE, WISN, WSIX, WPRO, WRIE, KDWN, WSLI, WLNH (dp). Key moves: 28-24 WSM-FM, 29-25 WQUD, debut 20 WBEN, debut 25 WDFI, debut 28 WCHV. Debuts at No. 37 on P/A chart.

EAGLES "Heartache Tonight" (Asylum) 27/1 add WSB. Key moves: 7-2 WOWO, 11-7 WLW, 28-13 KUKI, 20-14 WLOW, 14-9 WBZ, 19-6 KOLO, debut 28 WBOW. Increased 40-38 on P/A chart.

MELISSA MANCHESTER "Pretty Girls" (Arista) 25/5 add WGIR, WGY, WSIX, KOLO, KRKK. Key moves: 11-9 WSM-FM, 32-29 KBLF, 27-24 WORG, 30-27 KSTP, 30-25 WPRO. Heavy rotation: WKHM. Debuts at No. 39 on P/A chart.

FRANK MILLS "Peter Piper" (Polydor) 24/10 add WBZ (dp), KMPC, KEX, WBEN, WKHM, KAKE, WLVA, KSL, KHOW, WPRO. Key moves: 31-24 WBT, 27-24 WOWO, 39-26 WSGW. Heavy rotation: WRVA. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

ELO "Confusion" (Jet) 24/3 add WHBC, WGR, WQUD. Moves 28-22 WCHV, 35-28 FM97, debut 28 WNEU.

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) "I Have A Dream" "If It Weren't For The Nights"
- ALESSI BROTHERS (A&M) "Words And Music"
- JIMMY BUFFETT (MCA) "Dreamscape" "Chanson Pour Les Petits Enfants" "Volcano" "Survive"
- CHEAP TRICK (Epic) "Voices"
- CHICAGO (Columbia) "Life Is What It Is" "Runaway" "Loser With A Broken Heart"
- RITA COOLIDGE (A&M) "Sweet Emotion"
- BOB DYLAN (Columbia) "I Believe In You" "Do Right To Me Baby (Do Unto Others)"
- EAGLES (Asylum) "Long Run"
- FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Sara" "Angel" "Over & Over" "Storms" "Think About Me"
- RICKIE LEE JONES (WB) "Night Train"
- BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"
- GERRY RAFFERTY (UA) "Tourist"
- KENNY ROGERS (UA) "Goodbye Marie" "Coward Of The County"
- DIANA ROSS (Motown) "No One Gets The Prize"
- CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do"
- DDNNA SUMMER (Casablanca) "On My Honor"
- RANDY VANWARMER (Bearsville) "Losing Out On Love"
- JENNIFER WARNE (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
- WINGS (Columbia) "Baby's Request" "Winter"

Radio & Records POP/ADULT AIRPLAY / 40

Three Two Last
Weeks Weeks Week

November 2, 1979

1	1	1	1	KENNY ROGERS/You Decorated My Life (UA)
5	4	2	2	ANNE MURRAY/Broken Hearted Me (Capitol)
12	8	4	3	CRYSTAL GAYLE/Half The Way (Columbia)
21	11	7	4	BARRY MANILOW/Ships (Arista)
22	12	10	5	COMMODORES/Still (Motown)
4	5	5	6	HERB ALPERT/Rise (A&M)
19	18	8	7	J.D. SOUTHER/You're Only Lonely (Columbia)
40	27	15	8	STYX/Babe (A&M)
2	2	3	9	COMMODORES/Sail On (Motown)
11	9	9	10	BRENDA RUSSELL/So Good, So Right (A&M/Horizon)
-	-	23	11	BARBRA STREISAND & DONNA SUMMER/No More Tears (Enough...) (Col/Casa)
24	19	13	12	IAN GOMM/Hold On (Stiff/Epic)
7	7	11	13	MICHAEL JOHNSON/This Night Won't Last Forever (EMI America)
6	6	6	14	RITA COOLIDGE/One Fine Day (A&M)
-	38	30	15	DR. HOOK/Better Love Next Time (Capitol)
-	32	25	16	LAUREN WOOD/Please Don't Leave (WB)
25	22	17	17	LEIF GARRETT/When I Think Of You (Scotti Bros.)
3	3	12	18	LOBO/Where Were You When I Was Falling In Love (MCA/Curb)
32	25	20	19	DONNA SUMMER/Dim All The Lights (Casablanca)
27	21	19	20	BARBARA MANDRELL/Fooled By A Feeling (MCA)
38	31	27	21	ORLEANS/Forever (Infinity)
15	16	16	22	DOOBIE BROTHERS/Dependin' On You (WB)
9	13	14	23	MARY MACGREGOR/Good Friend (RSO)
17	20	24	24	ROBERT JOHN/Sad Eyes (EMI America)
16	15	21	25	WINGS/Arrow Through Me (Columbia)
-	-	39	26	DIONNE WARWICK/Deja Vu (Arista)
-	35	31	27	ENGLAND DAN & JOHN FORD COLEY/What Can I Do With This... (Big Tree)
-	39	33	28	YVONNE ELLIMAN/Love Pains (RSO)
-	-	-	29	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
8	17	22	30	EARTH, WIND & FIRE/After The Love Has Gone (ARC/Columbia)
10	14	18	31	GERRY RAFFERTY/Get It Right Next Time (UA)
-	-	38	32	KERMIT THE FROG/Rainbow Connection (Atlantic)
-	40	36	33	JIMMY BUFFETT/Fins (MCA)
-	-	37	34	KC & THE SUNSHINE BAND/Please Don't Go (TK)
-	-	-	35	LITTLE RIVER BAND/Cool Change (Capitol)
-	-	-	36	RUPERT HOLMES/Escape (The Pina Colada Song) (Infinity)
-	-	-	37	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
-	-	40	38	EAGLES/Heartache Tonight (Asylum)
-	-	-	39	MELISSA MANCHESTER/Pretty Girls (Arista)
-	-	-	40	FRANK MILLS/Peter Piper (Polydor)

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.

New Entry

Most Added:

- CAPTAIN & TENNILLE**
Do That To Me One More Time (Casablanca)
Added at 30% of our reporting stations.
- STEVIE WONDER**
Send One Your Love (Tamla/Motown)
Added at 19% of our reporting stations.
- CLIFF RICHARD**
We Don't Talk Anymore (EMI America)
Added at 17% of our reporting stations.
- DIONNE WARWICK**
Deja Vu (Arista)
Added at 15% of our reporting stations.
- ENGLAND DAN & JOHN FORD COLEY**
What Can I Do With This Broken... (Big Tree)
Added at 14% of our reporting stations.
- BARBRA STREISAND & DONNA SUMMER**
No More Tears (Enough Is Enough) (Col/Cas)
Added at 14% of our reporting stations.
- LAUREN WOOD**
Please Don't Leave (WB)
Added at 13% of our reporting stations.

Hottest:

- KENNY ROGERS**
You Decorated My Life (UA)
Reported hot at 64% of our stations.
- COMMODORES**
Still (Motown)
Reported hot at 60% of our stations.
- ANNE MURRAY**
Broken Hearted Me (Capitol)
Reported hot at 60% of our stations.
- BARRY MANILOW**
Ships (Arista)
Reported hot at 57% of our stations.
- J.D. SOUTHER**
You're Only Lonely (Columbia)
Reported hot at 40% of our stations.
- CRYSTAL GAYLE**
Half The Way (Columbia)
Reported hot at 37% of our stations.
- STYX**
Babe (A&M)
Reported hot at 29% of our stations.

Beautiful Music

With this issue, **R&R** begins a new biweekly section covering the Beautiful Music radio format. Beautiful Music stations, many of which are consistently among the ratings leaders in their markets, have never enjoyed detailed coverage on their music, methodology, and key personnel. Although BM is not an active musical format in the sense of breaking new records, it is certainly as active in applying all the elements of winning radio in order to gain good ratings. In addition to presenting a forum for BM stations, the new section will for the first time allow other formats to gain insights into the workings of this successful format.

R&R's new Beautiful Music section will feature articles and columns by various guest editors and writers. The following introduction was written by **Tom Moran**, Director of Beautiful Music Operations for Southern Broadcasting (and soon to join Churchill Productions, a leading syndicator, as a VP). Tom's help was instrumental in getting this section started. Following Tom's piece is a detailed look at Beautiful Music radio in New York City by **R&R Senior Editor Mark Shipper**.

An Introduction

"Everything is beautiful in its own way"

— Ray Stevens

Dozens of musical styles and variations on styles are flooding the airwaves these days, and every kind is beautiful to someone. Within the broadcast industry, though, Beautiful Music is one of the hottest radio formats around.

In many markets, the Beautiful Music-formatted radio station is among the top five-rated in the market. There are reasons why, and one of the purposes of this section will be to study this phenomenon known as Beautiful Music radio — why and when it works and why it doesn't work. The section should also serve as a sounding board for formatic successes, air talent information, sales problems (there are many in this format), and sales success. Also, a detailing of the currently available commercial tunes being played on Beautiful Music stations may be developed. The purpose is to share information that helps the radio industry.

Beautiful Music is a strong format now that should become stronger in the near future. The baby boom of the 1940's is now pushing the popu-

lation swell into the lucrative 25-54 demographic, with the median age rapidly approaching the front end of the Beautiful Music target demo, 35-49. Forecast: the majority of the available radio audience in most areas will be in that demo for some time to come.

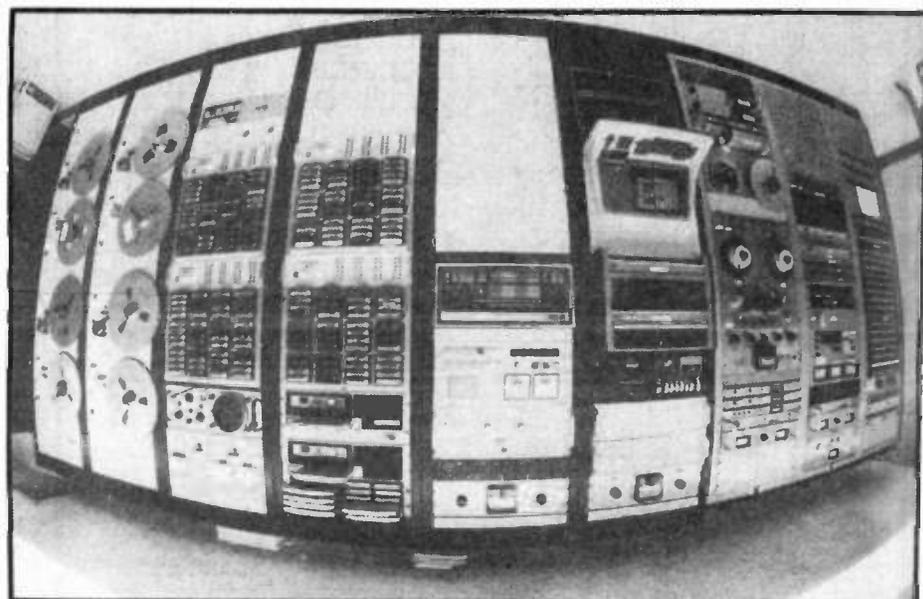
Another point in favor of Beautiful Music stations: stations successful in **Arbitron** ratings sweeps historically are the ones which keep their listeners tuned to the station for long periods of time. We're talking about quarter-hour maintenance. For example, there are many number one or number two-rated stations in quarter-hour share (that's what your agencies and sales departments look for) which may be rated fourth or fifth in the market in *cume*. Beautiful Music stations, when programmed properly, are among the best at keeping their audiences tuned.

The techniques used by BM stations to retain that audience will be explored in the future, along with many other topics. For now, it has been a great pleasure to help launch this new section in **R&R**, and with your help I'm sure it will make a vital contribution to the industry.

— Tom Moran



Computer terminals aid air talent in WPAT studio.



Fish-eye lens view of WPAT's automation equipment bank.

Photos By Andrea Bruzzi

A Look At The Format From New York

By Mark Shipper

"Most people think Beautiful Music stations are all run by old farts who are too washed up to cut it in another format, or that we're a dumping ground for misfits who can't do anything else.

"I know these are strong words," continues **Ken Lamb**, Operations Director of **WPAT/Clifton, NJ**, "but that's really how I feel about it. The fact is that most of us at WPAT are under 35, are experienced professionals, and could program any kind of format. Good radio is good radio, period. And we program a good radio station."

In her midtown Manhattan office, **WRFM/New York** programmer **Norma Sams** discusses the biggest problem her format faces: lack of suitable new product.

"God, I would kill for more girl singers. **Shirley Bassey, Anne Murray, Helen Reddy**... they've all got perfect Beautiful Music voices, but I'm lucky to find even one cut on any new album of theirs that we can use."

What's this? The programmer of a major New York station literally asking for new product to add? This must be what promotion people dream of, but it's actually happening at a station with a 5.5 share in New York City! Beautiful Music stations would love to play acts like **Helen Reddy, the Carpenters, John Denver, or Barbra Streisand**, but only if the music is right for them.

"Linda Ronstadt's 'Ooh Baby Baby'"

was perfect for us," Ms. Sams says, "but those records are few and far between. We're very particular."

Why such a lack of product?

"They say that Beautiful Music listeners don't buy music," says Ken Lamb, "but we're always getting calls from listeners wanting to know the name of a song they just heard. Usually what they heard is either out-of-print or unavailable commercially."

Because record companies don't believe Beautiful Music listeners buy music, Beautiful Music stations are forced to buy it themselves.

"Twice a year our music director goes to Europe to buy product," Lamb says. "It's still selling out there, especially in London, which is the Beautiful Music capital of the world. He picks up everything he can there, then travels to Munich, Paris, and Rome, bringing back several copies of every record he thinks might be suitable for the station."

"One record he brought back was called 'Verdi' by **Guido & Marcico**. We got an incredible response on it. The phones just lit up every time it was on. I don't know exactly why, but our

Please turn to the next page

"The record companies say there's no audience, but our ratings and our phones don't say that. If I were running a record company, I'd sure do something about it."

Ken Lamb

"TM has helped us remain #1 in beautiful music for seven years."

- Bill Clark, General Manager
KABL/KABL-FM, San Francisco



Bill Clark, General Mgr.
KABL/KABL-FM

But even Bill Clark was pleasantly surprised with his #2 overall* in the "Baseball Book," as he calls the Apr/May Arbitron. His formula for consistent success: Aggressive, innovative management and the flexible TM Beautiful Music format.

At TM, we feel that programming exists only to help you run a profitable operation. If that means altering the "traditional" beautiful music format, your TM Beautiful Music consultant will not only let you change it around, he'll help you do it.

"TM was the only beautiful music format with the flexibility we needed."

Take commercial load, for instance. Bill Clark carries 12 units per hour until 8:00 P.M. There are some beautiful music suppliers that "wouldn't allow" 12 units per hour. But if 12 units is the most profitable load for your station in your market, TM Beautiful Music is flexible enough to handle it for you.

"We've made changes in the format over the years, to keep up with changing listening habits and competition."

This is something else you can do with TM Beautiful Music that you can't do with some other beautiful music services. With help from TM, Bill Clark has molded KABL into a very personal radio station, especially in the morning hours. He's made a distinct personality out of his morning announcer. The announcer doesn't dominate the music, but he adds just enough to make the station mean something special to its morning drive audience.

Now this is highly unusual programming for a beautiful music station. Like a high commercial load, it's something that's "not allowed" by other beautiful music suppliers. But TM Beautiful Music is flexible. We help you do what it takes to stay on top.

Call or write for FREE market analysis.

Another reason Bill Clark has kept KABL on top all these years is his knowledge of the market's needs. TM Programming can help you find out more about your market, absolutely free. Call or write today for a free market analysis.

This research system probes your market and finds its soft spot. TM Programming is the only music consulting service that can offer you this sophisticated market analysis. And it's absolutely free.

Call 214-634-8511, right now. Call collect, and ask for Tim Moore, Executive Vice President.

Beautiful Music

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

*Combined shares of KABL and KABL-FM,
total persons 12+, 6:00 AM-midnight, Mon-Sun, Metro.



A subsidiary of Shamrock Broadcasting Company, Inc.

"OUR RATINGS DOUBLED ..."

Bill McElveen, VP & GM, WNOK-FM, Columbia, SC



"... and our share jumped from a 6 to a 12 when we changed our programming to the Z Format from Century 21

"Arbitron shows us #1 in teens, 18-34 & 18-49 for both the metro and total survey areas! Our success has been long-lasting. In this tough top-100 market, we've had top ratings for three years in a row!

"Other Columbia stations suffer ups & downs due to their passing parade of personnel, but our consistency gives WNOK-FM a sound that is much easier to sell.

"The bottom line is what really counts. Working with Century 21 is the most cost-effective approach to a superior sound. Our yearly FM profits since we teamed with Century 21 have been more than our annual billing used to be!

"The Z Format is more than a programming service. It's a comprehensive success package. I'd sure hate to have to compete against a Century 21 station!"

WNOK-FM is one of 150 success stories. Whether you want country, contemporary, disco, M-O-R, album rock or beautiful music, Century 21 can produce winning profits for you. Call us toll-free today for full details.



TOLL FREE

The Z Format

The E-Z Format

SUPER COUNTRY

Album Oriented Z

Simply Beautiful DISCORADIO

century21

Programming, Inc.
2825 Valley View, Dallas, Tx 75234
(800) 527-3262 or (214) 243-6721

April-May 1979 Arbitrons, Mon-Sun 6AM-Mid 12+ share estimates. See reports for qualifications.

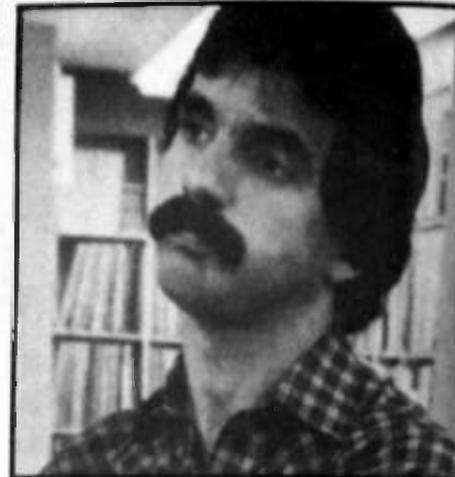
(ADVERTISEMENT)



WRFM President and General Manager John Moler, who says anyone who listens to WRFM and describes it as Elevator Music "... just hasn't listened to WRFM."



WPAT Operations Director Ken Lamb.



WPAT Music Director Ralph Sanabria travels extensively to Europe in search of suitable material for programming. Sanabria was just named Vice President of Schulke Radio Productions, a position he assumed November 1.



Continued from previous page

audience happened to love this particular sound. So we tracked the artists down in Italy and contracted them to custom-record several songs of our choosing just so we could get more of their sound on the station."

Not every Beautiful Music station can afford to hire an Italian orchestra at \$2000 per song, so the majority are forced to rely on the syndicated Beautiful Music services. In New York, only WPAT is independent. **WVNJ/Livingston, NJ**, uses TM for its FM programming, and WRFM is wholly owned by **Bonneville**, a giant Beautiful Music supplier.

The advantage of belonging to a syndicated service, according to WPAT's Lamb is that "you eliminate the headache of tracking down enough music to keep the station going."

And the disadvantage? "You can't tailor your station's sound to take advantage of everything you know about your particular market. We're always adjusting our sound, adding some of this and taking out some of that. But," he quickly adds, "not everyone is fortunate enough to be programming to a market the size of New York. I can certainly understand how a Beautiful Music station in Roanoke, Virginia would be forced to go with syndication."

It's because Ken Lamb knows the size of his audience, and the respect that advertisers have of their buying power, that he says with disbelief: "Do you realize the record companies have dropped **Ferrante & Teicher**, **Steve & Eydie**, and **Tony Bennett**? Music like this was the cornerstone of our format in its early days. The record companies say there's no audience, but our ratings and our phones don't say that. If I were running a record company, I'd sure do something about it."

"The salesmen don't like it, but we can't afford to let just anything over the air. One of those loud, obnoxious stereo salesman spots would just drive our listeners away."

Ken Lamb

Two Words To Avoid

There are two words that everybody in the format hates, and they are "Elevator Music." You learn that the first time you say it in the company of a station executive.

"Anybody that would listen to us and say we're 'Elevator Music,' snaps WRFM President and GM **John Moler**, "just hasn't listened to us."

It's a battle they all face, to be taken seriously within the industry. And the only thing they agree on in a format that's as hotly competitive as the rest: that they are putting out legitimate and worthwhile radio.

They've got the numbers to back it up. In New York, for example, the latest overall **Arbitron** figures show WRFM beating stations like **WHN**, **WMCA**, **WPLJ**, **99X**, **WCBS**, and — with its 5.5 — only three-tenths of a point behind **WABC**. In Los Angeles, **KBIG** is well ahead of **KMPC**, **KLAC**, **KNX**, **KFI**, **KLOS**, and **KRTH**. And they all talk about the cume you can roll up when listeners put you on in the morning and leave you there all day.

Throughout the format, they're proud of their numbers, and a little bewildered at all the attention directed at the comparatively small numbers of much of their competition. One Beautiful Music syndicator says: "If Top 40 programmers were getting anything like the numbers their Beautiful Music counterparts are,

they'd be instantly recognized as new superstar geniuses throughout the industry. They'd have more power than the leaders of many foreign nations. But why is it that when you play a different kind of music it's like you don't exist? To find out who the top programmers in Beautiful Music are, you'd have to bring in the **FBI**."

"They try to discredit our success by saying it's guaranteed, that the market for Beautiful Music is so big that anybody could get those numbers just by programming it. But that's as ridiculous as saying that Top 40 is so big that all you have to do is play it and you can't possibly fail. In the world of Beautiful Music Radio, that's what we refer to as 'bullshit.'"

Inside The Format

The world of Beautiful Music does have its own little language. **WVNJ** Music Director **Bob Taylor** speaks of "Going one-on-one," which turns out to describe his station's ratio of one vocal followed by one instrumental. Other stations go "one-on-two," "two-on-one," or "one-on-five," all depending on certain secrets which they refuse to reveal to **R&R** readers.

You also hear a lot of conversation about "Background" and "Foreground." Judging on how WRFM promotes itself to advertisers, "Foreground" is currently in vogue:

WRFM... New York's Foreground Beautiful Music Radio

Yes. It was called "Elevator Music"... or "Background." Now... WRFM offers a new kind of Beautiful Music Radio. For listeners and buyers.



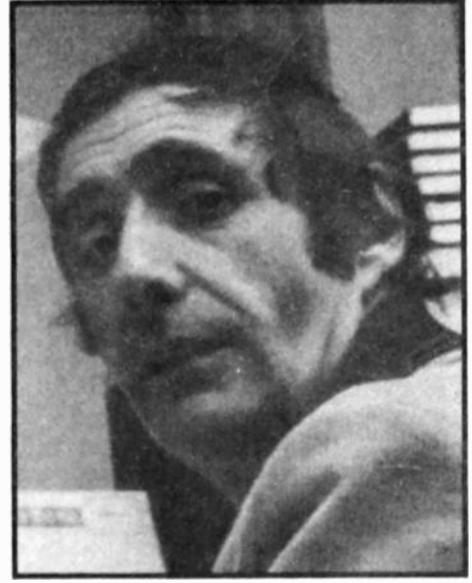
WRFM/New York Vice President, Programming, Norma Sams.



Morning drive personality Jim Aylward.



WVNJ/Livingston, New Jersey Program Director Arnie Raskin.



WVNJ morning man Bob Taylor on the air.

The emphasis on "Foreground" has created a similar kind of split in Beautiful Music as has occurred in Pop/Adult and Country.

"To me," WPAT's Lamb says of his primary competition, WRFM, "the biggest difference between us and them, is that we're a true Beautiful Music station, and they're not. We don't get into playing a lot of Anne Murray or Linda Ronstadt like they do. We could, of course. I could play fifteen Anne Murrays on WPAT, but that's just not what our audience wants to hear."

Obviously, WRFM has its own ideas about what that audience wants. According to Norma Sams, "Our audience looks for two things in music. They like older songs done in a newer style, and newer songs done in an older style." She illustrates this: "The music of the 50's is just not interesting anymore. It has the familiarity we look for, but it has to be updated to sound more contemporary. And something current, like Barry Manilow — who I love — I just can't use. Rearranged and done by a big symphony orchestra, then I could use it."

Meanwhile, over at WVNJ, programmer Arnie Raskin has his own ideas. While the FM side of the station is standard TM syndication, the AM is enjoying good results with the music of a bygone era, namely that of the Big Bands of the late 40's and the pre-rock sound of the early 50's, including Perry Como, Mitch Miller, and novelty songs like "How Much Was That Doggie In The Window." A bizarre concept perhaps, but it's working in giving WVNJ a highly-definable identity in a New York race dominated by WRFM and WPAT.

The Machines That Took Over Radio!

The thought of a large, flat building in the middle of a vacant lot, inside of which a wallfull of gigantic machines are endlessly pumping out pleasant music to an entire city apparently in desperate need of it — and all of this happening without a human being anywhere in sight — this thought is just too eerie for most radio fans to accept.

But it's a common one, according to one Beautiful Music air personality. "Most people in this profession are surprised to learn that I'm not a machine,"

"They try to discredit our success by saying it's guaranteed, that the market for Beautiful Music is so big that anybody could get those numbers just by programming it. But that's as ridiculous as saying that Top 40 is so big that all you have to do is play it and you can't possibly fail."

he says half-seriously. "But a lot of Beautiful Music stations are live a good part or even all day.

In New York, they're all live and competing heavily in morning drive, when the need for time, weather, news and traffic is at its height. Ken Lamb simulcasts his morning drive show over both the AM and FM at WPAT (the only time the station simulcasts all day). The music is a little brighter than during the rest of the day, and news is prominently featured. Lamb feels the station's acquisition of longtime New York area newsman George Engle demonstrates its commitment to making WPAT a major factor in New York's morning drive sweepstakes.

WRFM is similarly proud of its morning show, which features two newscasters and air personality Jim Aylward. The show, aided by an excellent series of public affairs reports written by investigative reporters Carol Colman and Ellen Goosenberg, is one of New York's highest-rated.

And Now For The News . . .

On a beautiful music station, where a certain mood is trying to be created, news is something handled with care.

In other words, you don't want to follow Ferrante & Teicher with Rape & Recession.

"We emphasize news in the morning," says WPAT's Lamb. "then cut it way back during the day, and increase it again during evening drive. Our research tells us that at the end of the day there is far less desire for news than at the beginning, so we adjust accordingly."



Studios of WPAT AM & FM, Clifton, New Jersey.

As for commercials, a Beautiful Music clock typically breaks down in quarters — 15 minutes of music, a back announce, a commercial cluser, then another quarter-hour. Eight commercial units per hour seems to be the norm.

In R&R's November 16 issue, we interview the three leading syndicators of Beautiful Music programming — Jim Schulke of Schulke Radio Productions, Marlin Taylor of Bonneville Broadcast Consultants, and Tom Churchill of Churchill Productions. It's a special feature you won't want to miss.

Beautiful Music stations are cordially invited to send their news, pictures, promotions, and other information to Beautiful Music, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067. As always in R&R, we want it to be your section.

But what about those commercials? Are they heard after an audience has been lulled into a state of perfect tranquility? Does the advertiser's message penetrate pacified people?

WRFM had the research firm of Frank Magid look into the matter for them, and the conclusion was that the advertiser's message was actually enhanced in Beautiful Music. "It seems," says Ms. Sams, "that people are a bit more attentive to a little bit of interruption."

The words 'a little bit' are the key. Too much interruption brings dreaded tune-out. That's why, at WPAT, Ken Lamb will occasionally refuse advertising that is too strident or jarring to be compatible with the station's sound. "The salesmen don't like it," Lamb says, "but we can't afford to let just anything over the air. One of those loud, obnoxious stereo salesmen spots would just drive our listeners away."

It may all sound the same to outsiders, but those inside the Beautiful Music format understand the music they're playing. They're enthusiastic and opinionated about it, expressing tastes and preferences that vary from programmer to programmer. Asked why they added this record and not that one, the typical response will be, "It feels right." This is a format programmed totally intuitively, done completely on what's commonly known as "Gut Reaction." There are no Beautiful Music Breakers, and nobody cares if Mantovani was just added at KBIG, but somehow the right records keep getting added to the right presentation, and the right people continue to keep Beautiful Music the most consistently-healthy format in radio. **R&R**

OPPORTUNITIES

Openings

San Francisco station looking for weekend and vacation relief combo DJ. Mature sounding, warm, natural delivery and personality for big band format. 3 yrs minimum experience, preferably in Pop/Adult. Send tapes and resumes to Rick Wagstaff, PD, KMPX FM, 655 Sutter St., San Francisco, CA 94102. EOE (11-2)

Small market Top 40 daytimer looking for right person for possible future jock announcer opening. Experience not necessary. Send tapes and resumes to Gene Raymond KAMP, Box 1018, El Centro, CA 92243. EOE M/F (11-2)

Future openings with the Gilcom Corporation. Looking for news personnel and air talent. Send tapes and resumes to Tony Booth, Group Program Director, Box 2005, Altoona, PA 16803. EOE M/F (11-2)

Needed immediately, full time experienced announcer with production skills. Must be willing to work evenings. Good starting pay, large company, excellent fringe benefits. Contact Jim Henneman, KIZZ, Box 2188, Minot, ND 58701. Call (701) 852-2492 or toll free (800) 472-2619. EOE M/F (11-2)

WIGY FM, Maine's No. 1 contemporary Rocker, looking for PD/MD. Must have prior experience, be good with music and extremely good with people. Tapes and resumes to Bruce Biette, Operations Mgr., WIGY, Box 329, Bath, ME 04530. EOE (11-2)

KGOT FM (KG 101)/Anchorage has immediate opening for PD with AOR background. Good production a very important. Send tapes and resumes to KGOT FM, 2800 E. Dowling Rd., Anchorage, AK 99507 or call Bill Brink or Nancy Johnson at (907) 349-2531 (11-2)

KEYY Provo, UT has immediate opening for mid day personality with heavy production skills. Send tapes and resumes to Gaylen Palmer, KEYY, Box KEYY, Provo, UT 84601. EOE M/F (11-2)

Looking for announcer with various duties. Third class FCC license required plus valid Florida drivers license. Send tapes and resumes to Paul Sebastian, WAPE, Box 486, Orange Park, FL 32073. EOE M/F (11-2)

If you're an Engineer, capable of doing airshift, or if you're a jock capable of doing engineering, then we want you. Tapes and resumes to Ken Paige, KGEN/KBOS, Box 444, Tulare, CA 93274. 1st class license required (11-2)

Openings

KHOW/Denver has an opening for a radio engineer. Applicants shall have a valid 1st class radio-telephone license plus at least 3 yrs experience in the field of radio broadcast engineering. Applications will be accepted through Nov 9th. Interested individuals should contact Hue Beavers at (303) 873-8300 to set up appointment for interview. EOE (11-2)

KRSP-FM/Salt Lake City now accepting tapes and resumes for future openings. Send to Randy Rose, KRSP FM, Box 7760, Salt Lake City, UT 84107. No calls (11-2)

WOKV/Cincinnati is looking for News Director for 50,000 Dancemusic station. Also accepting tapes and resumes for future jocks openings. Must sound enthusiastic. Tapes and resumes to Charlie Brown, WOKV, 1st Nat'l Bank Bldg., 3rd & High, Hamilton, OH 45011 (11-2)

KENR/Houston has a rare opening for Program Director. Tapes and resumes to Robert M. Chandler, GM or Ric Libby, Operations Dir., KENR, 2 Greenway Plaza E., Houston, TX 77046 (713) 621-1550 (11-2)

Country station WVOV/Huntsville, AL is in need of air people. Contact Operations Dir., Mark Albritten with tapes and resumes to Box 5188, Huntsville, AL 35805 (205) 859-2441 (11-2)

Production/Copywriter: A dynamite Pop/Adult leader in one of America's most beautiful markets is actively seeking someone who writes creative copy, and can do great production - possible occasional board shift. Good money for right person. Tapes and resumes to Richard Sands, P.D., KTAHOE, Box A M, So. Lake Tahoe, CA 95705, or call (916) 544-6471 after 2pm. EOE (11-2)

PD Wanted. Minimum of 5 yrs broadcasting experience required. Send tapes and resumes to Jim Ray, KOKE AM/FM, Box 1208, Austin, TX 78767. No calls please. EOE M/F (11-2)

Southeastern New Mexico's No. 1 station needs two 1st phone Pop/Adult and Top 40 personalities yesterday. Excellent opportunities for small or medium market jocks ready to move up to 50,000 watts. Send tapes and resumes to Chris Kay, KBCC, Box 870, Roswell, NM 88220 or call (505) 622-6450. EOE (11-2)

Openings

KFDI-FM/Wichita, KS has opening for part time weekend announcer for AOR/Progressive Country station. Send tapes and resumes to John Speer, PD, Box 1402, Wichita, KS 67201 or call (316) 838-9141. EOE (11-2)

WMEE-FM/Ft. Wayne, IN looking for bright, young stars for future openings. Tapes and resumes to Steve Christian, WMEE-FM, Box 6000, Ft. Wayne, IN 46816. EOE M/F (11-2)

WHSY/Hattiesburg, MS looking for Chief Engineer familiar with AM/FM maintenance. A real challenge with a good company. If you're good, we'll pay you for it. Need to hear from you now. Send tapes and resumes to Box 2078, Hattiesburg, MS, 39401 or call Blake Hooper at (601) 645-1230. EOE M/F (11-2)

News Director needed for Eastern North Carolina Pop/Adult formatted station. Will be responsible for entire news operation in rapidly expanding market. Tapes and resumes to George Micheels, WRMT, Box 283, Rocky Mt., NC 27801. EOE M/F (11-2)

V100/Charleston seeking qualified News Director who can relate and is contemporary. Send tapes and resumes to Dan O'Toole, Box 4318, Charleston, WV 25304 (11-2)

Major market adult appeal AOR looking for jocks, male and female. New station, prestige location, beautiful apacious, extremely well-equipped. Flagship for a growing chain. If you have experience and know the music, send tapes and resumes to Bishop, KFIX, 4722 Broadway, Kansas City, MO 64112. No calls please. EOE (11-2)

News reporter needed for Mobile's No. 1 Country station. 1 yr experience required. Opening in January. Send tapes and resumes to Jim Sands, News Director, WKSJ, 3943 Airport Blvd., Mobile, AL 36608. EOE M/F (11-2)

Morning character - only the very best. Tapes and resumes to National PD, Sunbelt Communications, 1422 Monterey Plaza, San Luis Obispo, CA 93401. No calls please. EOE M/F (11-2)

WLVA/Number One Pop/Adult station in Lynchburg, VA is looking for a midday conversational personality. Send tapes and resumes to John Hook, Box 2179, Lynchburg, VA 24501 (11-2)

Openings

WZZR/Grand Rapids, MI is looking for a creative air personality to fill a position on the Wizzard's air staff. Applicants must possess excellent production skills and have a strong desire to be part of a team on the hottest Top 40 FM'er in Grand Rapids. Send tapes and resumes to Lucian Jay, WZZR, Box 96, Grand Rapids, MI 49501. EOE M/F (11-2)

Here's your chance to settle in the South before the winds of winter hit. The only AOR radio station in Southeast Texas has rare openings for full and part time air personalities. Send airchecks and resumes to Bobbie Choate, PD, KZOM, Rte. 3, Box 483-E, Orange, TX 77630 (11-2)

Needed Yesterday! Midday announcer, country format in growing coastal market with low cost of living. Minimum one yr. experience. Tapes, resume and salary requirements immediately to Mark Robertson, WBEU, 3040 Boundary Street, Beaufort, SC 29902. EOE M/F (11-2)

Central California's No. 1 FM rocker is looking for super air talent for possible future openings. At least 1 yr. experience. Tapes and resumes to Ken Paige, KBOS, Box 444, Tulare, CA 93274 (11-2)

Needed - a part timer to write and deliver newscasts on Washington's hottest rocker - Q107. Should be available for vacation and sick relief. Conversational writing style and air delivery a must. Contact Doug Limenck, News Director, Q107, 4400 Jennifer St., NW, Washington, DC 20015. EOE M/F (11-2)

Z-97/Dallas-Ft. Worth, has 6-10pm opening for major and medium market applicants only. Good salary for young sounding person. Tapes and resumes to Gary Meck, Box 1317, Ft. Worth, TX 76101. EOE (11-2)

A Program Director job is open at WVMI/Biloxi. Contact Operations Mgr., Bob Lima, Box 4806, Biloxi, MS 39531 (11-2)

WPOC-FM/Baltimore needs a midday air personality. Tapes and resumes to Larry Clark, PD, WPOC, 711 W. 40th St., Baltimore, MD 21211. No calls please. (11-2)

KGEN is looking for newperson with conversational style to anchor morning news. If you're a hard worker, let's talk. Tapes and resumes to Ken Paige, KGEN, Box 444, Tulare, CA 93274 (11-2)

CHANGES

Radio

RICHARD BRISKIN promoted to PD at K-TAHOE/So. Lake Tahoe, CA.
 MARK LENNARTZ named MD at K-TAHOE/So. Lake Tahoe, CA.
 BOB TURNER, formerly of KPUA/Hilo, HI, now doing evenings at K-TAHOE/So. Lake Tahoe, CA.
 JAY JOHNSON appointed Operations Manager at KQD/Great Falls, MT.
 SCOTT GREELEY named PD at KQDI/Great Falls, MT.
 BILL BRETHERTON appointed Sales Manager of KOOZ-FM/Great Falls, MT.
 PHIL MURPHY appointed Production Director for both KOOZ-FM-KQDI/Great Falls, MT.
 JOANNE ADAMS named Sales Manager, Western Region for RKO Radio Network.
 BILL BRINK (Wade Hawkins) returns to KYAK/Anchorage, AK.
 DENISE JIMENEZ joins WMAQ/Chicago, IL as Anchor/Reporter.
 ELEANOR LAZENBY appointed Continuity Director for KLAC/Los Angeles, CA.
 COREY DEITZ, former PD and morning air personality at WLOX/Biloxi, MS, moves to WOHO/Toledo, OH to do the 6pm-11pm show.
 TOMMY HAWKINS named Sports Director for KABC/Los Angeles, CA Talkradio.
 CRAIG HAWORTH promoted to MD from Promotion/Production Director for KUKI/Ukiah, CA.
 RICK BACA formerly with KUKI/Ukiah, CA joins KUHL/San Maria, CA as MD as well as doing afternoon drive.
 NANCY BRINGHURST from Continuity Director to News Director at KEYY/Provo, UT.
 BARBARA RICHARDSON from MD of KVOC/Casper, WY to PD of KLO/Ogden, UT.
 KIT SNELL promoted to GM from PD at KEEN/San Jose, CA.
 JAY ALBRIGHT named PD at KEEN/San Jose, CA.
 BRAD STAPLETON appointed MD at KEEN/San Jose, CA.
 STEVE SNELL named GM at KBAY-FM/San Jose, CA.
 TIM BYRD from PD of WZZP-FM/Cleveland, OH to MD and 1pm-3pm air person at WHK/Cleveland, OH.
 RIC LIBBY moves into Sales Department at KENR/Houston, TX.
 RON SCOTT named PD/MD of WVOV/Huntsville, AL formerly with WBHP/Huntsville, AL.
 SCOTT BURTON appointed Operations Director of KJJJ-KXTZ/Phoenix, AZ from KMBR/San Francisco, CA.
 LARRY ENGLISH joins WIST/Charlotte, NC.
 RICH KIMBALL appointed PD/MD and morning drive WBGW/Bangor, ME.
 BOB KNIGHT former PD of WMPS/Memphis, TN named Operations Director and afternoon drive at WKXA/Brunswick, MA.
 TOM BECKA appointed PD/MD of KUGR/Green River, WY.
 RUSS ROUNDTREE joins KVSF/Santa Fe, NM.
 KURT PICKERING (Rik Curtis) former MD & Morning Man for WAXU/Georgetown-Lexington, KY now at WFKY/Frankfort as afternoon newscaster.
 JOHN GILLIAM and TERRY HIGGINS named new weekenders at WYND/Sarasota, FL.

Station Line-Ups

KHYS/Beaumont, TX LINE-UP: 6am-10am Phil Riddle, 10am-3pm Jim Moore, 3pm-7pm Doris T. (MD), 7pm-12mid David O'Neil, 12mid-6am Dave Benson. Weekends: John Allen, L'Ret Patrice.

WSGF/Savannah, GA LINE-UP: 6am-10am Doug Welldon, 10am-3pm Johnny Dunaway, 3pm-7pm C.B. Gaffney, 7pm-12mid Craig Stevens, 12mid-6am B.J. Johnson. Weekends: Gene Horan, Jack Cone.
 KIIS-FM/Los Angeles, CA LINE-UP: 6am-10am Bruce Phillip Miller, 10am-3pm Paul Freeman, 3pm-7pm Mike Wagner, 7pm-11pm Val Valentine, 11pm-2am Brother Bill. Weekends: Don Elliott, Joe Daniels, Dave Sebastian, Lon Thomas.
 KKSS/St. Louis, MO LINE-UP: 6am-10am Cliff Winston, 10am-3pm Cary Pall, 3pm-6pm Harry O. (PD), 6pm-10pm Rick Roberts, 10pm-2am Wilma Pennington, 2am-6am John Rio.
 WMAY/Springfield, IL LINE-UP: 6am-10am Sid Wood (PD), 10am-2pm Mike Stewart, 2pm-7pm Rich Douglas, 7pm-12mid Dusty Springfield, 12mid-6am Dave Allen. Weekends: Lea Denson, Tony Roberts, Jack Daniels.
 WLAM/Lewiston-Auburn, ME LINE-UP: 6am-9am Don Zihlman, 9am-12noon Mark Ericson (PD WWVA-FM), 12noon-3pm Jeff Kelly (PD), 3pm-7:30pm Gary Bruce (MD), 7:30pm-12mid Steve Harvey, 12mid-6am Tim Nicholson. Weekends: Gene May, Bob Nelson, Mark Ryder.
 K-TAHOE/Lake Tahoe, CA LINE-UP: 6am-10am Mark Lennartz, 10am-2pm Richard (Sands) Briskin, 2pm-6pm Joel Fredrickson, 6pm-11pm Bob Turner, 11pm-4am Larry King Show, 4am-6am Chuck Johanssen's Dawn Express. Weekends: Wade "Baby Luv" Axell.
 KRIG/Odessa, TX LINE-UP: 6am-9am Sam Oates & Dana Cotton, 9pm-12noon John Clay (PD), 12noon-3pm Beau Clark, 3pm-6pm Bumper Morgan, 6pm-10pm Ken Carver (MD), 10pm-2am Jim Scott, 2am-6am Craig Cook. Weekends: Elaine Lee, Kim Bengs, Herman Ortega.
 CHUM/Toronto, CA LINE-UP: 5am-9am Jay Nelson, 9am-12noon Terry Steele, 12noon-4pm Mike Holland, 4pm-8pm John Major, 8pm-12mid Bob Magee, 12mid-5am Gord James. Weekends: J.D. Roberts, Jim Van Horne, Steve Bolton, Roger Ashby.
 KYAK/Anchorage, AK LINE-UP: 6am-10am Big Country Richard, 10am-2pm Lester Snow, 2pm-6pm Don Griffin, 7pm-12mid Kathy James, 12mid-6am Freddi Lynne.

Industry Changes

CYD TAYLOR joins Advertising Department at KTNT Productions as Administrative Assistant to KIIS.
 ENID BLUE joins KTNT Productions as Account Executive.
 GAIL BOWMAN promoted to Publishing Assistant to Don Perry Enterprises, Inc.
 JOHN STAINZE appointed to Director of A&R West Coast for Mercury Records.
 PAULA H. BATSON appointed Director of Press and Public Information, East Coast, for Columbia Records.
 MARSHA GREEN named Media Director for Atlantic Records.
 MICHEL PARENTEAU appointed Director of East Coast Operations for Barbra Magazine.
 MICKI FOSTER joins Sun Records in the Marketing/Promotion Division of the Nashville-based label.
 CARLEEN ANDERSON appointed National Promotion Director for Professional Marketing Service, Inc.
 CARL MICHELAKOS promoted to Denver Branch Manager of MCA Distributing Corp.

OPPORTUNITIES

Openings

Top rated mass appeal contemporary in major market is searching for a top rate morning air personality who is entertaining, informative, topical and local with a good sense of humor. A winning radio station in a beautiful exciting city willing to pay top bucks for top talent. Stable secure operation looking for long term association. Send tapes and resumes to Radio & Records, 1930 Century Park West, Box 167, Los Angeles, CA 90067. EOE

Dependable and conscientious with 1st phone. Heavy on production. Experienced with automation. Tapes and resumes to Harry Dierke, Operations, KBIM AM & FM, Box 910, Roswell, NM 88201. E/M/F (10-26)

BM-FM/Madison, WI needs an experienced morning personality who can blend information, humor, adult contemporary music into a No. 1 morning show in one of America's most livable cities. Good news and production skills required. Tapes and resumes to Bill Vencil, Program Mgr., WISM-FM, Box 2058, Madison, WI 53701 EOE (10-26)

You like Country K's WDSM-AM/Duluth, MN. If you like Adult Contemporary it's KZIO-FM/Duluth, MN. Both stations in need of full time announcers. Send resumes, salary requirements and pictures to Bob Ridder, 1105 E. Superior St., Duluth, MN 55802. EOE (10-26)

DW/Omaha looking for professional communicator who can find, write and deliver information to a young adult audience. If you take news seriously, but don't think it has to be dull, and you have a good voice that's conversational style, send a tape and resume to Bob Kelly, News Director, WOW, 11128 John Galt Blvd., Omaha, NE 68137 EOE M/F (10-26)

Joining in station relations for fast growing syndication company. Looking for person to deal with Pop/Jazz and Beautiful Music PDs to clear radio shows. Call Ron Cutler (213) 475-0817 (11-2)

Immediate opening for Top 40/Pop/Adult PD for West Coast stations in major market. Send tape, resume and salary requirement to Radio & Records, 1930 Century Park West, Box 166, Los Angeles, CA 90067.

102 has immediate openings for Top 40 communicators. Full or part time positions available. Tapes and resumes to Kris O'Kelly, 3435 Normanbridge Rd., Montgomery, AL 36105 EOE M/F. No calls please. (10-26)

FM-102/Las Vegas now accepting tapes and resumes for current and future openings. Tapes and resumes to Jay Ford, Box 15223, Las Vegas, NV 89114. No calls please. EOE (10-26)

AM/Flint, MI has immediate opening for a NEWS DIRECTOR. Ladies are encouraged. We are looking for a person with strong ability to obtain, write and deliver local news. Heavy on Public Affairs. Good natural delivery and some production ability. We are BLACK CONTEMPORARY. Cassette and resume to General Manager, WAMM, 1223 South Grand Traverse, Flint, MI 48502. (10-26)

Program Director for medium market Country station. Looking for innovative person who is willing to learn new computer techniques. Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, Box 165, Los Angeles, CA 90067

WANTED! Young, aggressive sales-oriented winner to act as Sales Manager for top 10 market radio network via cable. The sky's the limit. Stock incentive plan. High commissions. Send resume to Apple Radio, Inc., 73 McCulloch Drive, Dix Hills, NY 11746. Information? Call (516) 587-1023 (days) or (516) 499-7625 (evenings). (10-26)

Midwest Pop/Adult looking for experienced news person. College graduate preferred. We're looking for somebody who eats and breathes news. Tapes and resumes to M. Sheridan, VP, KBKB, Box 369, Ft. Madison, IA 52627. EOE M/F (10-26)

Frank N. Magid & Associates talent search. Major market client needs strong news person. Must be able to interview well, write and anchor. Most importantly, must be able to tell news to listener. Minorities encouraged. Tapes and resumes to Ken Dennis, Frank N. Magid & Associates, Suite 522, 2225 Randolph Mill Road, Arlington, TX 76011. (10-26)

CZ93, Peoria's No. 1 ARB rated station in the nation's 103rd market, is now accepting tapes and resumes for future full time openings. No beginners please. Send tapes and resumes to Charlie Quinn, WKZW, 3131 N. University, Peoria, IL 61604. No calls please. EOE (10-26)

Bright, cheerful morning drive personality for medium market Country station. Must maintain high profile within community and enjoy participating in public service and promotional activities. Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, Box 164, Los Angeles, CA 90067.

Goods & Services

THE AIRCHECK GUIDE

New Openings

Let stations with new openings tune into your aircheck. From Canada to Hawaii THE AIRCHECK GUIDE puts your actual aircheck at the instant listening of many openings. Many unlisted. All formats and positions available daily.

All contact confidential. Computer screens you from your market (unless otherwise requested). Forward aircheck resume and \$35 handling. THE AIRCHECK GUIDE, 8 Constance Avenue, Lewiston, ME 04240. 1-207-782-0947 Mon-Fri 9am-5pm EST.

Free Cash

Or whatever your message is. We print anything on T-Shirts. One shirt to boost your ego or 1000 for a station promotion. \$4.95 per shirt plus 15 cents a letter, or for one color designs in quantities of 18 to 48, \$4.85 each. Larger quantity and multiple color design quotes on request. Please add \$1.00 for shipping & handling, & 8% sales tax for California orders. A. T.S., PO BOX 8574, Newport Beach, CA 92860.

Broadcast Calendar

We have something every radio broadcaster needs! For free sample, write to: BROADCAST CALENDAR, PO BOX 577, Lannon, WI 53048.

A Christmas To Remember

SHEPHERD MUSIC presents The Sounds Of Christmas. The most extensive collection of artists and repertoire ever assembled. Selections are matched-flow and day-part programmed in a 27 hour holiday music special. For demo and information, contact SHEPHERD MUSIC now... (419) 693-9261.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the leffs, here comes the yocks. Complimentary snack: LOLA'S LUNCH, 1789 Hamlet Drive, Suite 888, Ypsilanti, MI 48197.

One Liner Specialist

Over 500 categories plus political Deejay's, Entertainer's, Speaker's, Emcee's, Agents accepted. Lee Hass, 4472 Broadway, Suite B, Hawthorne, CA 90250 (213) 678-3154

Broadcaster's Action Line

Job Referral Service - \$25.00 for 12 months. Fee changes to \$40.00 Jan. 1, 1980. Send to: R2 Box 25-A Lexington, IN 47138. 812-889-2907. Free to employers.

You'll Be Funnier!

Hundreds of deejays renewed again this year! Guaranteed Funnier! Free sample CONTEMPORARY COMEDY. 5804-D Twining, Dallas, Texas 75227. Phone (214) 381-4779.

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

"Phantastic Phunnies"

The Industry's internationally acclaimed... most respected audience builder! One month's introductory 400 one-liners, information and gight... just \$2.00!! PHANTASTIC PHUNNIES, 1343-A Stratford Drive, Kent, OH 44240.

Goods & Services

Making your classified come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

Openings

MAGIC 91 is continuing its search for the right 7-12midnight personality. If you can really stand out as an entertainer in a competitive market and are well experienced in a medium or major market, contact Jeff Salgo immediately. KMJC, Box 2908, San Diego, CA 92112 EOE M/F (10-26)

KFXM/San Bernardino, CA has a full time opening. Contact Todd Kelly, KFXM, 555 Fairway Dr., San Bernardino, CA 92408 EOE M/F (10-26)

WPTX-AM, Pop/Adult and WMDM-FM, Top 40, Lexington Park, MD accepting tapes for current openings on both stations. Major market consultant, excellent opportunity to learn major market programming in small market environment without the hassles. Tapes and resumes to Chns Eastland, WMDM-FM, Lexington Park, MD 20653. No calls please EOE M/F (10-26)

Growing Midwest Top 40 seeks strong applicants for future openings. Program Director needed also. Minorities encouraged. Announcers send tapes and resumes; PD applications send tape of self, composite of current station and resume to Radio & Records, 1930 Century Park West, Box 163, Los Angeles, CA 90067

FM94 (The Pass) needs dedicated AOR talent. Low cost of living and Mexico next door. Rush tapes and information to Bo Jegger, KPAS, 3901 N. Mesa, El Paso, TX 79902 or call (915) 533-8211 EOE M/F (10-26)

Positions Sought

Looking for Top 40, Adult Contemporary slot in medium plus Western city. Call BOBBY after 3:30 at (602) 994-8072 or leave message at (602) 268-2377 (11-2)

Imaginative, creative, enthusiastic! A versatile communicator seeks a return to broadcasting after a year's hiatus! License, degree and plenty of experience. Interested in any format, any market. Call ROB in K.C. (816) 753-1620 for many happy returns! (11-2)

Providence/Boston: radio broadcaster, not "super-jock," "music freak," or amateur. Have experience as Music Director, jock, promotion, sales. Currently doing talk in medium market. Complete package write: 18 Hill St., Box No. 15, Norton; MA 02786. (11-2)

Midwest Music Director looking for West Coast position. On or off air. 4 yrs experience. I work cheap! Tape and resume available. Call (314) 636-2038 anytime. (11-2)

Announcer 15 yrs experience, 1st ticket. Worked Country and Pop/Adult formats. Can do production and a good newscast. Prefer to stay in Florida or would go to another state in Southeast or Gulf Coast. Call BILL SMITHSON (305) 448-1260. (11-2)

Female DJ at Disco 14/Harrisburg, PA looking to get back into radio news. 5 yrs experience, 3 yrs newspaper writing. Political Science background, Penn State University. Would prefer Northeast but will consider all. COLLEEN MORAN (717) 944-1808. (11-2)

PD/Announcer available now, experience includes Ass't. PD WTHI, Country, PD at WVTS, Pop/Adult. MIKE MOFFETT (812) 877-9728. (11-2)

Former air talent, afternoon drive at KNBR/San Francisco, seeking air talent/PD position. Call JACK HAYES at (415) 355-2282. (11-2)

Hi. J. ALEXANDER is my name and good reading is my game. You write it, I'll read it and make it sound natural. You want it; I've got it. call (213) 933-4512 early morning or evening. (11-2)

16 yrs as programmer at KBCQ, KHAK, WVOJ and WYFE. Detail work, with experience in promotions, traffic, budgets, supervision. Available now. Will relocate with family, prefer Midwest area. Call DAVE STEVENS at (815) 877-9755. (11-2)

JACK CRABBE former PD K98 and WPGM looking for new challenge. Available immediately to create a winning station or to join your staff as air personality. Call (317) 935-1785. (11-2)

Looking for medium market Top 40 jock position. Many years experience. Currently small market Operations Manager. Tapes, resumes., JOHNNY WILLIAMSON, (303) 945-6501. (11-2)

BA, communications studies, University of Detroit, seek DJ position in Michigan-Ohio-Indiana area. Call HARRY at (313) 522-0144. (11-2)

5 yrs in small markets, looking to move up. Can do all shifts, production and promotion. Prefer Northeast, but will consider all offers. Call (207) 493-3074 and leave message for KIRK (11-2)

Looking for position in CA. Small market PD or major market jock. Currently employed. (209) 625-3218. (11-2)

KEN E. MARKS is looking for a Top 40, Pop/Adult or Disco gig. just back from Reno. Super production. Will travel. Write or call 9315 Catteraugus Ave. Los Angeles, CA 90034. (213) 838-5364 (11-2)

Radio enthusiast - have been in small market radio for seven yrs. Wish to move to a medium jock position. Currently MD. Prefer contemporary or Pop/Adult. Preferably Great Lakes area, but will consider relocating. Call (419) 332-5148 between 10am and 1pm (11-2)

DJ with BA and 2 yrs air experience desires work in Southern Arizona or Southern California. Strong voice and production skills; traffic and TV background. Call (616) 775-9688 or write T. MAJERLE, 3565 U.S. 131, Cadillac, MI 49601. (11-2)

WABC, KMPC, WBZ, KFRC, WLS, WMAL, KLIF. I have never worked for any of these stations, but I would like to work for you. Call CHUCK at (716) 873-0706. (11-2)

Personality communicator with 4 yrs experience looking for medium market Top 40 or AOR opening. Good numbers, good worker, promotion and automation experience. Let me contribute and grow with your team. Call KEN at (312) 678-9268 (10-26)

Female DJ, 5 yrs experience including KYNO, KEZY, K100. Call PATTY at (805) 484-5809 (10-26)

Boost your ratings. I'm stable, same market for 8 yrs. Looking for new challenge. PD or mornings. Call MIKE at (607) 724-2928 after 1pm (10-26)

Announcer with 2 yrs experience in Pop/Adult and Country, seeks Sunday only job within 50 miles of Los Angeles. Have 1st phone and good voice. 35 yrs of age. Call (213) 789-2382 anytime and ask for JOHN (10-26)

MIKE TANNER looking. Formerly with 98KX/Denver, WLCY/Tampa. Call (309) 764-6569. (10-26)

2 yrs experience in radio/TV news. Looking to further career with more challenging and responsible position. Excellent references. Experience as talk show host. Interviewing and anchor. Call HERB GARTNER (804) 633-2785 9am-5pm (10-26)

Positions Sought

Program Director experience in repairing faltering formats looking to return to mid-Atlantic area, preferably between New York City and Washington D.C. Like current job but not crazy about all the snow to come. Adult Contemporary or Top 40 music. PD/MD position wanted. So you don't forget, send for tape and resume before midnight tonight. MATTHEW COATES, WFTN, Box -9, Franklin, NH 03236 or (603) 834-2500 (10-26)

LEE NYE exciting as Operations Director/Program Director & morning man or KCEY-KMIX/Modesto. New owners have swept me off my feet and I am currently looking to make a career change. If you want good numbers, production, 1st phone and a stable family man, call today before midnight (209) 667-0298 (10-26)

Announcer, 15 yrs experience, first ticket. Have worked Country and Pop/Adult formats. Can do production and news. Prefer to stay in FL or Southeast or Gulf Coast. Call BILL SMITHSON (305) 448-1260. (10-26)

MIKE HATCH, 2 yrs volunteer experience in radio and TV. Experience as DJ, copywriter and news. Call (209) 522-0070 or write 709 Northwood Drive, Modesto, CA 95350. (10-26)

Female personality most recently with clear channel WHAM. Professional and quality operations. Call GERRY CIPOLLA (716) 442-7363 or (305) 482-5479. (10-26)

Pennsylvania personality seeks stable PD and/or air position in northeast or central areas of state. 8 yrs experience - morning drive, programming, music, production, general programming research, general station operation. (Pop/Adult). (717) 622-2319. (10-26)

Top 40, Pop/Adult jock looking for job in Southwest, Northwest or Southeast. Call BOB late afternoons at (602) 994-8072 or (602) 268-2377. (10-26)

Trickster D.J., can drink water while reading the weather, cue up records with bare feet, do entire airshift while standing upside down. Call CHUCK at (716) 873-0706 (10-26)

Many people say I sound like Jessica Sevitch. (315) 475-0606 (10-26)

WOODY FLOE, professional impressionist, seeking air personality position with Top 40, Pop/Adult station. 3 yrs experience in medium to large markets. Prefer East Coast but will relocate anywhere. Tapes and resumes available upon request. Call anytime (512) 682-2852 (10-26)

MIKE MCCARTHY, 13 yrs experience, mornings, creative personality looking for drive time in top 50 market. Last employment KOMA/Oklahoma City. Call (405) 329-1291 (10-26)

Wanted! A professional management team to join with this young aggressive nationally known contemporary Program/Music Director with a winning track record. If you want to be on top or stay there, call (217) 787-9474 anytime (10-26)

JOHNNY MORGAN, 1st phone, 10 yrs experience, 6 yrs as PD at KDON/Salinas-Monterey. Contact JOHNNY at (408) 443-1372 (10-26)

WILLIAM HARGREAVES, 9 yrs experience Los Angeles, seeks News-production-sales-copywriter-DJ. Call (213) 277-7769, (213) 553-4972, (213) 622-3444 (service Mr. Walker's office) (10-26)

ROY ROSEN of WAYS/Charlotte, NC is looking for medium/major market Top 40 music research/air shift. Call (704) 668-1882 or (704) 392-6191 (10-26)

Top notch radio field reporter seeks major market position. New York City and Midwest experience. (914) 831-9173 mornings between 8-12noon (10-26)

Veteran news reporter KFRC, KISS seeking position in Southern California. RON FOSTER (714) 623-3095 (10-26)

Miscellaneous

WZWZ/Kokomo, IN needs AOR service from all labels. Send to Box 2208, Kokomo, IN (11-2)

KIZZ-FM/Minot, ND needs immediate record service for Rock format. Send to Jim Henneman, KIZZ, Box 2188, Minot, ND 58701 (11-2)

150,000 watt XROK/El Paso (Juarez) needs Country service from all labels. Send to XROK, Box 9112, El Paso, TX 79982 (11-2)

KSKU/Wichita-Hutchinson, KS, 100,000 watt FM. Top 40 needs immediate record service from all labels. LP's singles and oldies. Send to Dr. Don West, 1120 N. Halsted, Hutchinson, KS 67501 (11-2)

KPAC/Beaumont, TX needs record service for their Country station. Contact Doris Thompson, MD at (713) 722-9301 from 9am-7pm (11-2)

KANC/Anchorage needs any and all Country product. Thank you for helping. Send to Rick Scott, PD, KANC, 8845 Jewel Lake Rd., Anchorage, AK 99502 (10-26)

Help! Country records needed for air play. Send to KYSM, 1807 Lee Blvd., North Mankato, MN 56001. Thank you (10-26)

Attention World! WRPL/Charlotte, NC becomes WQCC "Charlotte Country" on November 1st. Need immediate current and oldies Country service from all labels. Call Mac (704) 372-1540 or write Box 4458, Charlotte, NC 28204 (10-26)

THE BACK PAGE

BREAKERS

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

RUPERT HOLMES Escape (Infinity)

71% of our reporters on it. Moves: Up 72, Same 12, Down 1, Adds 48, including WABC, WIFI, WCAO, KRBE, Y100, Q105, WLCY, CKLW, WOKY, KFRC, WBEN-FM, WHYN, 14Q, KTSA, WFMF, WSGN, WAXY, WRVQ, WVIC, WISM, KHJ, KMJC, KRSP. See Parallels, charts at number 27.

CLIFF RICHARD

We Don't Talk Anymore (EMI/America)

70% of our reporters on it. Moves: Up 73, Same 31, Down 0, Adds 27, including WXLO, WCAO, Q102, WBEN-FM, WPST, KAUM, KLIF, WAXY, FM100, KERN, KTAC, KRUX, KORL, WJBQ, WROV, KCBN. See Parallels, charts at number 29.

CHRIS THOMPSON & NIGHT If You Remember Me (Planet)

59% of our reporters on it. Moves: Up 72, Same 14, Down 10, Adds 14, including KVIL, Q105, KFRC, WAXY, BJ105, WNCI, KTAC, CK101, WKXY, KWIC, KILE, KKXL, KEARTH 29-24, KFI 26-23, B100 29-24, KIMN 22-18. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

PABLO CRUISE "I Want You Tonight" (A&M) 100/17
Moves: Up 56, Same 27, Down 0, Adds 17, CKGM, WTRY, WTIC-FM, WKBC, WAYS, WGH, WAKY, KIOA, WNAF, 92X, WHOT, KCPX, KRSP, KRQ, KORL, WFBG, KBIM.

CHEAP TRICK "Dream Police" (Epic) 100/11
Moves: Up 69, Same 17, Down 3, Adds 11, WBEN-FM, WKBO, KXX106, Y103, WNOX, KIOA, WNCI, KTAC, WJBQ, WFLB, KILE.

JEFFERSON STARSHIP "Jane" (RCA/Grunt) 98/58
Moves: Up 23, Same 19, Down 0, Adds 56, including WIFI, 96KX, KRBE, 94Q, Q105, WLCY, KBEQ, WGCL, KUPD, WTRY, WKBO, WHYN, WNOE, WSGN, WAPE, 95SGF, WSKZ, KOFM, KZ93, WMEE, KROY, KCPX.

STEVIE WONDER "Send One Your Love" (Tamla) 97/54
Moves: Up 26, Same 17, Down 0, Adds 54, including CHUM, CKGM, 94Q, Q102, WOKY, KRLA, KJR, WBEN-FM, WBLI, WKBO, WFMF, 95SGF, WNOX, WKIX, KWEN, KEYN-FM, KROY, KTKT, WLBZ, KX104, KBOZ.

CRYSTAL GAYLE "Half The Way" (Columbia) 93/19
Moves: Up 63, Same 9, Down 2, Adds 19, including WRKO, KVIL, WTIC-FM, KERP, WAKY, WMEE, WOW, WZZP, Y94, KTKT, WTSN, WFOX, WROK.

CAPTAIN & TENNILLE "Do That To Me One More Time" (Casablanca) 89/29, Moves: Up 34, Same 26, Down 0, Adds 29, including WRKO, KSLQ, KRLA, KFI, KJR, KC101, WPST, WJDX, KXX106, Y103, KWEN, WHB, WMEE, KMJC, WCIR, WSEZ, WNAM, KENI.

ELO "Confusion" (Jet) 87/9
Moves: Up 66, Same 12, Down 0, Adds 9, JB105, Q106, KLIF, Y103, KING, KRQ, KPUR, KYSN, KBDF, WPGC 23-19, KRBE 29-23.

DR. HOOK "Better Love Next Time" (Capitol) 77/10
Moves: Up 58, Same 9, Down 0, Adds 10, WFIL, KVIL, KRBE, WLCY, WZZP, WGUY, KAAV, KKXL, WROK, KBIM, WOKY 24-19.

KENNY LOGGINS "This Is It" (Columbia) 68/21
Moves: Up 33, Same 14, Down 0, Adds 21, including WBEN-FM, KLIF, KTSA, KEEL, Y95, 95SGF, WVIC, KOFM, WISM, WHB, KRUX, KKLS, 94Q 15-10, KSLQ 32-18, KOPA 21-15.

BOB DYLAN "Gotta Serve Somebody" (Columbia) 68/1
Moves: Up 34, Same 22, Down 11, Adds 1, KQWB-FM, WKBW 30-28, CKGM 13-10, WICC 27-18, Z98 30-17, KEYN-FM 10-5.

ALAN PARSONS "Damned If I Do" (Arista) 63/12
Moves: Up 31, Same 20, Down 0, Adds 12, including WIFI, KDWB, KWK, KSLQ, WBLI, JB105, 92Q, KHJ, WKBW 21-17, 96KX 17-8, KBEQ 32-27, WGCL 26-15, KUPD 9-7.

JOHN COUGAR "I Need A Lover" (Riva) 59/19
Moves: Up 20, Same 18, Down 2, Adds 19, including Y100, WGCL, KFI, B100, WTIC-FM, WNOE, KEEL, BJ105, KSTT, WISM, KJRB, KKXL, KRLC.

CARS "It's All I Can Do" (Elektra) 59/5
Moves: Up 35, Same 18, Down 1, Adds 5, WKBW, WBEN-FM, KNOW, WLAC, WROV, WIFI15-10, JB105 23-17, KRQ 19-14, WGUY 22-19, CK101 30-25.

FOREIGNER "Head Games" (Atlantic) 55/35
Moves: Up 11, Same 9, Down 0, Adds 35, including WPEZ, WPGC, CKGM, KRBE, Z93, 94Q, KEARTH, KFI, KOPA, KNOW, WHBQ, KCPX, KRUX, Z97 26-21, KWK 15-9, KSLQ d-10, KUPD 6-1.

BRENDA RUSSELL "So Good, So Right" (A&M/Horizon) 55/2, Moves: Up 31, Same 13, Down 9, Adds 2, WGH, WVIC, WCAO

Radio & Records NATIONAL AIRPLAY/30

November 2, 1979

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
3	1	1	1	EAGLES/Heartache Tonight (Asylum)
15	4	2	2	STYX/Babe (A&M)
12	8	4	3	COMMODORES/Still (Motown)
4	3	3	4	KENNY ROGERS/You Decorated My Life (UA)
13	9	7	5	FLEETWOOD MAC/Tusk (WB)
1	2	5	6	HERB ALPERT/Rise (A&M)
-	23	15	7	STREISAND/SUMMER/No More Tears... (Columbia/Casablanca)
24	15	11	8	KC & THE SUNSHINE BAND/Please Don't Go (TK)
26	18	13	9	BARRY MANILOW/Ships (Arista)
7	7	6	10	DONNA SUMMER/Dim All The Lights (Casablanca)
14	12	10	11	LED ZEPPELIN/All My Love (Swan Song)
5	6	8	12	MICHAEL JACKSON/Don't Stop 'Til You Get Enough (Epic)
-	26	19	13	JOHN DAVID SOUTHER/You're Only Lonely (Columbia)
10	10	12	14	KNACK/Good Girls Don't (Capitol)
-	30	25	15	SUPERTRAMP/Take The Long Way Home (A&M)
2	5	9	16	COMMODORES/Sail On (Motown)
29	24	21	17	ANNE MURRAY/Broken Hearted Me (Capitol)
6	11	14	18	JOURNEY/Lovin', Touchin', Squeezin' (Columbia)
28	21	20	19	JIMMY BUFFETT/Fins (MCA)
-	29	23	20	MICHAEL JOHNSON/This Night Won't... (EMI)
30	28	24	21	LAUREN WOOD/Please Don't Leave (WB)
-	27	26	22	BLONDIE/Dreaming (Chrysalis)
9	13	18	23	M/Pop Muzik (Sire)
15	14	16	24	FOREIGNER/Dirty White Boy (Atlantic)
22	17	22	25	JENNIFER WARNES/I Know A Heartache When I... (Arista)
-	-	29	26	LITTLE RIVER BAND/Cool Change (Capitol)
-	-	→	27	RUPERT HOLMES/Escape (Infinity)
17	16	17	28	IAN GOMM/Hold On (Stiff/Epic)
-	-	→	29	CLIFF RICHARD/We Don't Talk Anymore (EMI)
-	-	→	30	CHRIS THOMPSON & NIGHT/If You Remember Me (Planet)

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

JEFFERSON STARSHIP "Jane" (RCA/Grunt)
STEVIE WONDER "Send One Your Love" (Tamla)
RUPERT HOLMES "Escape" (Infinity)
FOREIGNER "Head Games" (Atlantic)
CAPTAIN & TENNILLE "Do That To..." (Casablanca)
Complete Regionalized Station Listings on page 32 and 33

HOTTEST

EAGLES "Heartache Tonight" (Asylum)
STYX "Babe" (A&M)
COMMODORES "Still" (Motown)
BARBRA & DONNA "No More Tears..." (Col/Cas)
FLEETWOOD MAC "Tusk" (WB)

17-14, WPGC 19-17, PRO-FM 21-16, WKIX 16-12, KFXM 23-19, WYRE 23-20, FM99 19-13, KBOZ 27-23.

RONNIE MILSAP "Get It Up" (RCA) 51/7

Moves: Up 27, Same 14, Down 3, Adds 7, KFI, WICC, Q106, WFBG, WEEQ, KCBN, KBIM, Z93 26-22, KJR d-26, KTSA 30-24, Z98 36-31, WSGN 29-18, WAAV 6-5.

Others Getting Significant Action

FRANCE JOLI "Come To Me" (Prelude) 47/2

Moves: Up 35, Same 2, Down 8, Adds 2, WKBW, KBIM, KVIL 25-18, B100 24-19, KOPA d-26, KEEL 22-14, KENO 17-11, WSEZ 22-9, KPUR 31-17.

ELTON JOHN "Victim Of Love" (MCA) 48/1

Moves: Up 25, Same 15, Down 5, Adds 1, CKGM, KRBE 25-20, Z93 21-17, WLAC 22-17, KFXM 20-17, KRQ 24-16.

AC/DC "Highway To Hell" (Atlantic) 43/6

Moves: Up 20, Same 17, Down 0, Adds 6, 96KX, WGCL, KEEL, KLEO, WOW, KPUR, KRBE 27-22, WRJZ 22-15, 92X 22-16, WSPT 24-19.

KOOL & THE GANG "Ladies' Night" (De-Lite) 41/15

Moves: Up 22, Same 3, Down 1, Adds 15, including Q105, KBEQ, KOPA, WFBR, PRO-FM, WLAC, KFXM, KTKT, 14WK, WRKR, WCAO 15-10, WRKO 21-13, Y100 22-18, KRLA 8-3, KHJ 16-10.

SMOKEY ROBINSON "Cruisin'" (Tamla) 41/11

Moves: Up 26, Same 3, Down 1, Adds 11, including KFRC, KC101, WHYN, WSGN, WRJZ, 13FEA, WAAV, WFOX, WROV, CKLW 10-7, KEARTH26-15, KRLA 15-8, KHJ d-17, WERC 16-8, KX104 21-13.

MELISSA MANCHESTER "Pretty Girls" (Arista) 40/11

Moves: Up 20, Same 9, Down 0, Adds 11, including WICC, WKEE, WNOX, KSTT, KLEO, KING, WTMA, KSLY, KRLC, Z93 d-29, CKLW d-21, WBBQ 16-14, WCIR 12-7, WROV 19-10.

KERMIT THE FROG "Rainbow Connection" (Atlantic) 39/4

Moves: Up 22, Same 8, Down 5, Adds 4, KVIL, KSTT, WHEB, WRKR, KRBE 12-9, KBEQ 20-17, WKBO 15-9, WHB 12-7, WNCI 24-18, WCIR 25-13, WRBR 18-8.

HALL & OATES "Wait For Me" (RCA) 37/4

Moves: Up 15, Same 18, Down 0, Adds 4, WFIL, WZUU, WFBR, WCGQ, WIFI 28-22, WPST 29-26, KXX106 29-26, KMJC 29-26, KQWB-FM 33-29.

CRUSADERS "Street Life" (MCA) 32/1

Moves: Up 22, Same 8, Down 1, Adds 1, WNOX, WXLO 13-11, Y100 10-8, KBEQ 11-9, KEARTH 18-16, KFRC 7-5, PRO-FM 17-11, JB105 16-9, WAXY 17-13, KHJ 10-9.

MICHAEL JACKSON "Rock With You" (Epic) 29/12

Moves: Up 14, Same 3, Down 0, Adds 12, including WXLO, Y100, WBEN-FM, BJ105, WHBQ, KHJ, KTKT, KORL, WERC, KX104, WABC d-26, Z93 d-28, WLCY 28-23.

BLACKFOOT "Train, Train" (Atco) 29/5

Moves: Up 17, Same 7, Down 0, Adds 5, KFRC, KCPX, WAAV, KQWB-FM, KOOK, KDWB 23-19, KXX106 20-15, WSEZ 7-3, WANS-FM 9-3, WSPT 14-6.

EARTH, WIND & FIRE "In The Stone" (ARC/Columbia) 28/2

Moves: Up 18, Same 7, Down 1, Adds 2, KEEL, WIGY, Y100 28-24, KBEQ 40-37, KEARTH 28-26, Y103 29-26, KRQ 28-17, CK101 23-19.

Continued on Page 38