

Radio & Records

THE INDUSTRY'S NEWSPAPER

VOL. 4, NUMBER 27

FRIDAY, JULY 16, 1976

Driscoll Resigns KSTP

Mark Driscoll turned in his resignation as the program director of KSTP/Minneapolis, last week. Driscoll told R&R "I felt that I did my job well, I just don't like the cold weather and it was time to move on."

Driscoll noted that there was a major project he would be involved with and that announcement would be forthcoming in the next couple of weeks. Driscoll commented "The time I spent at KSTP was a very exciting, productive and happy relationship. Jack Nugent is one of the finest GM's I've ever worked with...and I mean that."

C&H Back To San Diego

Gerry Peteron, PD of KCBO, announced that contracts have been signed to bring Charlie & Harrigan back to San Diego, this time to do mornings at KCBO. The team will exit KLIF/Dallas to join the "Q" on July 30.

World Broadcasting To Drop XHEM

World Broadcasting, which leases the sales rights to XEROK-AM and XHEM-FM out of Juarez, plans to drop their involvement with XHEM as of August 31 when their current lease with the Mexican ownership expires. Both stations broadcast to the El Paso market. According to program director Bob Payton, XHEM which has been formatted AOR, has not been able to bring in enough revenue to warrant World to renew the lease, especially in the light of the Mexicans' demands for a rent increase. World will maintain operation of XEROK (X-Rock-80) and continue with its Top 40 format.

Quickies

Bill Bailey has resigned his PD position at WIXY/Cleveland. Bailey announced no future plans at this time. He can be reached at (216) 467-2306.

Beau Weaver is exiting his swing man position at KHJ/Los Angeles to join KILT/Houston as afternoon drive personality and assistant to PD Bill Young.

How's
your ARB?

Check yours against the rest of the country when we include the "ARB Special" issue with your August 6 R&R.



Ode recording artists Cheech & Chong visited KSLQ/St. Louis to do an on-air zany bit. They took calls from listeners and acted out their version of "Sleeping Beauty." Pictured here are (L to R); production director Terry Fox, afternoon drive man Jo-Jo Kincaid, Cheech & Chong and mid-day man Bobby Day.



Big WAYS and Jay Thomas hosted a welcome for Cheech and Chong when they arrived in Charlotte on a promotional swing. Jay's listeners flocked to the airport in hundreds carrying welcome signs. The largest sign was to receive a prize of \$100, but there were so many signs Big WAYS awarded a total of five one-hundred dollar prizes, and everyone who brought a sign received an album.



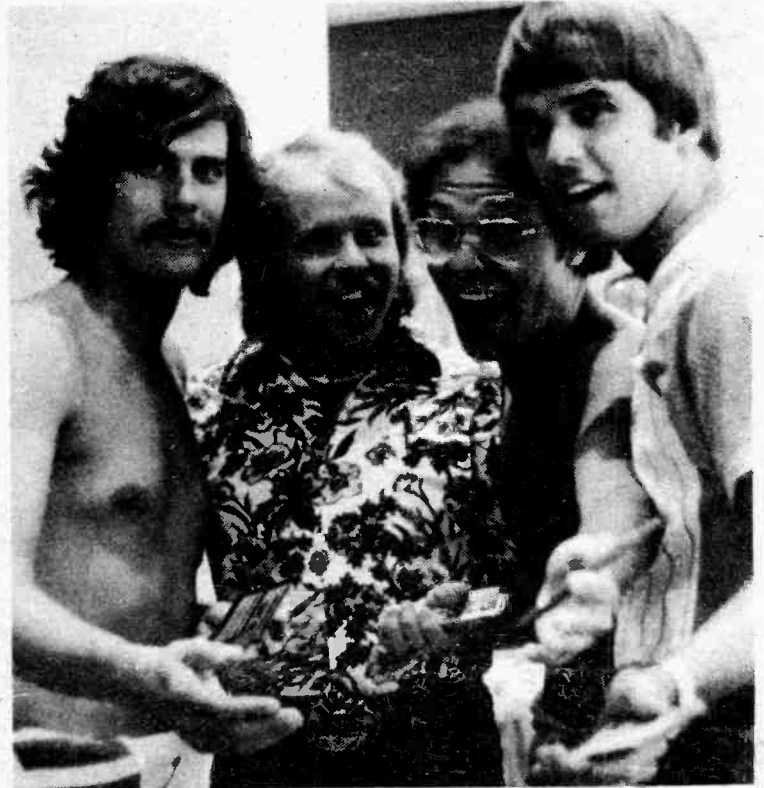
KJR/Seattle's morning man Charlie Brown huddles close to the mike with visiting celebrity Donny Osmond during Donny's recent station visit.

INSIDE R&R:

NEW PARALLEL ONE
PLAYLIST PAGE
PAGE 10

AN INSIGHT TO
JOHN SEBASTIAN
PAGE 20

R&R FORUM INCLUDED
WITH THIS ISSUE



KINTI/El Paso's morning team of Guy Phillips and Mike Wall recently performed an El Paso radio first, a nude two-man radio show. Response was so great that Phillips and Wall went to a local shopping center to pass out nude pictures and sign autographs. Helping out the towel clad team at the shopping center were Music Director J.J. Mitchell (second from left) and Operations Manager Rish Wood (right).

RADIO SAYS

GR

WQXI 14-7
WOKY 17-12
WPIX 20-13
WIXY New

Y100 28-24
WMPS New
WCOL 25-20
U100 15-13

WQPD 27-18
WAVZ New
KLUE 6-3
KMHT 11-8

**“Steppin’ Out”
by Neil Sedaka.**

From the LP “Steppin’ Out”
(50,000,000 VIEWERS WILL SEE NEIL SEDAKA PERFORM “STIPPIN’ OUT”
ON HIS NBC SPECIAL TITLED “STIPPIN’ OUT”.)
**AVAILABLE ON ROCKET RECORDS
DISTRIBUTED BY MCA**

RADIO

RADIO NEWS

KOALASTOU.S.A.

During RKOVP of Programming Paul Drew and KFRC/San Francisco's Operations Manager Michael Spears' recent Australian tour, RKO negotiated a transfer of the rare Koala Bear to the San Diego Zoo. The San Diego colony is the only place in the U.S. where the Koalas can survive. Two male and four female Koalas will be presented to the United States in San Francisco later this month. RKO Radio disc jockeys and Australian air personalities will make the official presentation of the bears, completing the three day disc jockey exchange between RKO and Australian radio "Friends Across The Pacific." Australians Olivia Newton-John and Helen Reddy are scheduled to "world premier" their new releases during the broadcasts as well as a premier release by The Eagles. Special messages will be broadcast by Paul McCartney, Elton John, Neil Diamond and other superstars.

Y-CENTENNIAL WEEKEND

Y100/Miami held a monstrous Bicentennial weekend celebration, with three separate free dances all over Southern Florida. On Friday night, over 3000 turned out for the first phase of the celebration. Saturday's dance moved to Key Biscayne, where numerous thousands danced to live local talent. The 4th of July Y100 party drew nearly 200,000 listeners to the beaches to watch offshore fireworks displays, a sky-diving exhibition and yet another free concert. Y100 plans to hold weekly dances throughout the summer.

ROCK & ROLL PRIMARY

KEWI/Topeka listeners are holding their own primary election, voting for all time favorite songs and superstars. Voting will take place on the KEWI request line and by registering at local department stores. Over \$1000 in prizes, including record albums and a stereo system, will be given away to voters. The countdown of the results of the primary will be counted down later this month during the station's 14th anniversary celebration.

CYCLE GIVEAWAYS

WCGQ/Columbus has given away a Harley-Davidson motorcycle in their Great Summer Cycle Steal. Listeners were given 25 clues to num-

bers that added up to the Secret Cycle Code number. First person to break the code won the bike.

WERC/Birmingham's Super Cycle Search has a number of Kawasaki motorcycles to be given away. The cycles are "hidden" in different locations. Station personalities give daily clues to the sites, and listeners call in to guess the city and state one of the bikes is hidden in. Consolation prizes of albums and T-Shirts are awarded to incorrect callers.

FOGHAT BEATS 13Q

A capacity crowd of 40,000 Pittsburgh baseball fans saw Bearsville artists Foghat beat the 13Q jocks at a softball game held prior to the professional Pittsburgh Pirates' game. Later that evening, Foghat played an exclusive concert on 13Q.

FREE DISCO

KING/Seattle will hold a free outdoor disco during Student Day at their country fair. The four hour disco party will feature all the KING air personalities who will handle the turntable chores, and play requests from the crowd.

COOKOUT CONTEST

WCVS/Springfield personalities are pitting their cooking skills against each other in the station's recent promotion. Listeners are invited to send in their favorite barbecue recipes to their favorite jocks.

Each jock will then prepare their selected dish on the grill. The recipe judged best will reap that listener a barbecue valued at over \$150, and their favorite jock will also win a grill of their own.

WCAO SINGS, SWIMS & STICKS

WCAO/Baltimore's recent series of promotions started with their "Sing It and Win" contest, inviting listeners to sing the station jingle to win prizes. Phase two was "Sing It and Swim," which awarded a swimming pool to jingle singers. Recently, WCAO kicked off their "Stick It & Win" promotion, distributing bumperstickers and giving away prizes to listeners who display them on their cars.

INDEPENDENCE WEEKEND

Million selling singles were played exclusively during the Fourth of July weekend at WHHY/Montgomery, with one exception. The first listener to correctly identify the one record played that didn't make the gold category, won \$100 cash.

CELEBRITY BIKE-A-THON

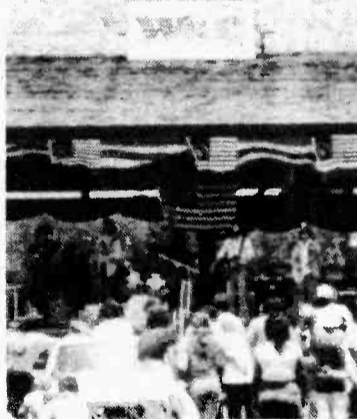
KDAY/Los Angeles will hold its first annual celebrity charity bike-a-thon this month, with proceeds benefiting the High Blood Pressure association. Celebrities who have already recorded promos for the upcoming event include The Staple Singers, Lou Rawls, and Smokey Robinson.



WISM/Madison recently held a "Four Season Fly-In," welcoming Frankie Valli and the Four Seasons to their city. Listeners had the chance to make welcoming banners for the group's airport arrival. Concert tickets and LPs were awarded for the biggest and most creative banner. An autograph and picture taking session followed the airport arrival. Frankie and the Four Seasons did a 45 minute on the air interview prior to their concert appearance. Pictured front row left to right: WISM's Gary Bonds, Frankie Valli, WISM's Charlie Simon and Jonathan W. Little. Back row; the Four Seasons.



This WRNR/Martinsburg, West Virginia listener poses with some of the station's customized beach towels, beach balls and bags the station is currently giving away on the air.



WTOC/Savannah's "Great American Picnic" was a roaring success, with a turnout of nearly 25,000 listeners. Among the festivities in the picnic was a wet T-Shirt contest, who's winner is pictured here being congratulated by "Big Boy." A series of free concerts capped off the activities.

Random Thoughts

"Random Thoughts" will reflect the questions and comments of our subscribers and our editorial staff regarding the day to day activities and occurrences in our industry. Your "Thoughts" are welcome.

Ever notice how much the current Queen single sounds like an old David Cassidy & the Partridge Family record? Check it out. Then ask yourself why it's "hip" to play Queen and unhip to play the Partridge Family oldie or David Cassidy's new records. Is radio operating on a double standard?

With the success that AOR stations have experienced with Teen ratings, while the Top 40 stations are not necessarily losing that many teens, possibly there are two or more different types of teen listeners. Maybe Arbitron and radio programmers should breakout out and research teens as fully as they do other demographics. Understanding today's teens is understanding tomorrow's 18-49 year olds.

Advertisers do not buy heavy schedules on Monday and Tuesday, but rather concentrate their schedules Wednesday through Sunday... why then don't radio stations run their jock schedules where the heavy listenership and sponsorship is? Who said Monday through Friday is correct?

With the solid proven success of the great Pop/Adult format stations such as WCCO, WSB, and WOR, that are able to run 18 minutes of commercials each hour, why do Rock programmers feel they cannot be successful unless they have a low commercial spot load?



WERC/Birmingham's "ERC Spirit Of Sprite" hot air balloon has been making several trips around the countryside, while afternoon drive man Superfoxx broadcasted live. Listeners were invited to follow the balloon from launch site to landing point, where everyone received free Sprite and other prizes. The balloon was followed by ERC Spirit of '96 Trafficopter who took in-flight pictures. After one of the flights, WERC newsperson Rich Ryder, balloon pilot Denise Wiederker and Superfoxx took time out for a photo session.

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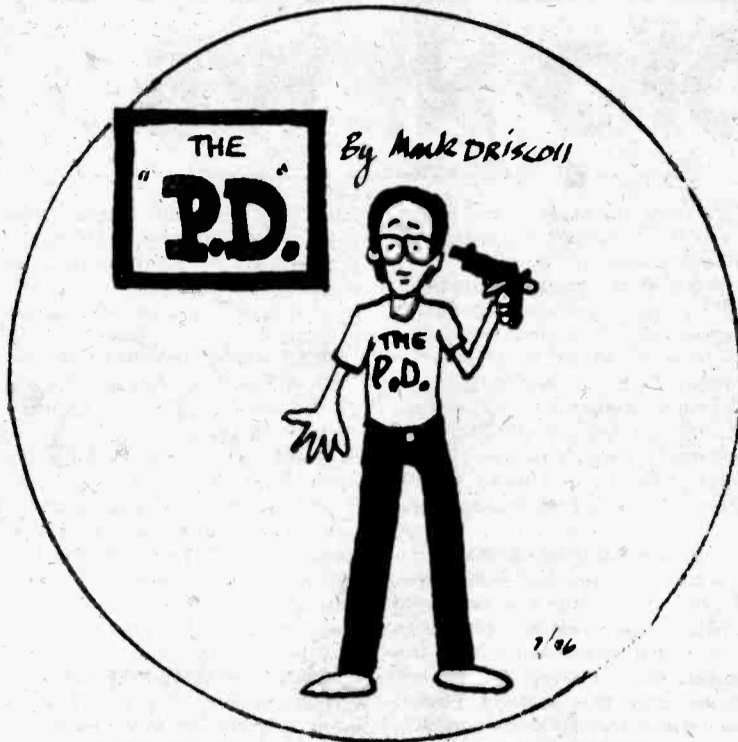
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RADIO



Broadcast Music Inc. recently awarded a commendation of excellence to Orange County's KWIZ, currently celebrating its 50th broadcast anniversary. The award is presented to stations with a long record of community involvement and participation. Bill Milliken, BMI's Regional Manager of Radio Relations presents the award to KWIZ station manager Pat Michaels.



Somehow I'll get my name in the trades!



KFRC San Francisco's Rick Shaw receiving a "kiss" from a killer whale during KFRC's 4th of July bas at Marine World/Africa U.S.A.



WMAV/Springfield's Bob Stevens (left), Brian McGregor (center) and morning man Sandy Travis are shown during the Springfield Bike-A-Thon for the juvenile Diabetes Foundation. The pair on the bike rode 37 miles in an effort that helped raise nearly \$11,000 for the cause.



"Eskimo Airlines" chief mechanic, pilot, President and ace Columbia Records' promotion man Eddie Esserman (left) presents 98Q/Vidalia PD Ken Curtis with Les Dudek's new single "City Magic" just prior to take-off. The promotion flight included a spectacular chicken banquet in flight, while Esserman displayed his flying talent. Also aboard during the promotion was Columbia's Atlanta Regional promo exec Paul "Tree" Black.



Coyote McCloud, ex WMAK 7:00 til midnight disc jockey, has turned rock and roll singer. Coyote, now a night time jock at WQXI in Atlanta, has a record on Midland International (distributed by RCA) called "Nitty Gritty Rock and Roll." The record was produced by Sonny Limbo, a well known Atlanta producer.



KARR-AM & KOPR-FM/Great Falls Montana recently solicited for donations of clothing, housewares, and food to aid the victims of the Teton Dam disaster in nearby Idaho. Nearly 8 tons of donated items and cash were collected by the stations, and hand delivered in the truck pictured here to the Idaho Falls chapter of the Salvation Army. The stations also received word that a Wisconsin business, hearing of the donation drive, donated a check for \$3000 in KARR-KOPR's name to help the victims.



CKGM/Montreal gave away over \$1,500 in Olympic gold coins and Olympic gold pins in their recent "CKGM Olympic Gold Rush" promotion. Pictured is CKGM's Scott Carpenter awarding a \$100 gold coin to a listener, as promotion director Chuck Morgan looks on.



Billy Joel and his band were interviewed at WMC-FM/Memphis during Joel's recent local club appearance. Pictured during the station visit are (top row left to right); band drummer Liberty DeVitto, Billy Joel, WMC-FM salesman Clarence James and morning personality Michelle. (Bottom row left to right); jock Ron Olson, Bryan Ruggles and Al Stegmyre of Joel's group.



Shown above is the artwork for KXXK/Denver's (96KX) creative "Bullshirt"

Every once in a while there's a record that's so good it becomes an "automatic"...

"The Reaper"

BY

Blue Oyster Cult

IS

THAT GOOD!

**WLAC, WGCL, WIXY, WYSL, WBBF, KJOY, KJR, KJRB, KERN,
WORG, KRKE, WORD, WCUE.**

All agree because they're playing it.

If you're not...Perhaps you should listen again!



ON COLUMBIA RECORDS

BUSINESS NEWS

BUSINESS NEWS

FCC Shaken Over Bar Assoc. Opinion

A number of Washington D.C. law firms may be barred from arguing cases before the Federal Communications Commission, and other federal agencies, under an opinion adopted by the D.C. Bar Association. Law firms whose members are also government officials, as is the case with a number of FCC staffers, would be barred from any government cases. Such a case recently developed when a D.C. law firm whose membership includes FCC Chairman **Dean Burch**, was assigned to argue a case before the Commission. Under the new guidelines of the Bar Association, such legal representation would come to a halt. The opinion also bars any law firm member who has ever worked for a federal agency.

Clear-Channel Research Released

An **Arbitron** study, released by the FCC, shows that radio listeners in towns with weak local radio nighttime signals rarely switch to high powered clear channel stations. The study will undoubtedly hurt the chances of possible FCC approval of more power to 25 clear channel stations.

Well Educated Americans

A much greater portion of the American population is higher educated than they were 15 years ago, according to a **Census Bureau** study. The trend toward higher education has continued throughout the first half of the 1970's as well. Two out of three adults 25 plus have completed high school by 1975, compared with only one out of three in 1950. College educated adults increased to 1 out of 7 by the mid '70's.

Radio Rating Task Force

The radio rating task force, put together with the help of the **Radio Advertising Bureau**, will start their study by asking broadcasters nationwide what their needs and problems are with current rating measurement services, and how further research can help radio with local and national buyers. Headed up by **Plough Broadcasting** chairman **Harold Krelstein**, the task force was created in response to what they term a "growing concern" over the dominance of Arbitron ratings.

Radio Tries Harder

The **Radio Advertising Bureau** estimates that radio is now the number two advertising media for retailers. **Robert Alter**, exec VP for the RAB noted that a survey by the **National Retail Merchants Association** shows that 91% of retailers now use radio buys, a sharp rise within the past 10 years. The RAB also forecasts more co-op advertising, and will release a radio co-op directory containing plans of 750 different manufacturers.

New Postal Rates

Effective this Sunday (18), the U.S. Postal Service has announced new rates for second and third class mail, as well as new rates for special services. Second class and special rates will rise, but third class bulk mail costs will be reduced.

Court Ruling On Tax Deductions

A U.S. appeals court has ruled that taxpayers who deduct the use of a room at home for business purposes cannot base their deduction on a full 24 hours a day rate. The court said that such deductions should be based on actual hours the room is used for business related purposes only.

New Denver Outdoor Ad Ruling

The city of Denver has initiated a new ordinance restricting placement, size and structure of all outdoor advertising. The ordinance overrides a 1971 law which banned all outdoor ads of any kind in the city. That law called for a complete halt to new ads and dismantling of older billboards. The law was overruled by the Colorado Supreme Court when it was challenged by **Combined Communication Corp.**'s outdoor advertising subsidiary. The new ordinance will provide guidelines to other cities who have considered partial restrictions of billboards.

Sold Out Concorde

Both **Air France** and **British Airways**, pioneers in trans-Atlantic Concorde flights, report that seats on all flights are sold out in both directions. Novelty seekers are declining on the flights, and the businessmen that the airlines hoped to lure are apparently taking advantage of the short flight length.

Consumers Buying Video Recorders

Response to the recently introduced **Sony Betamax** videocassette recording system has been climbing rapidly among wealthy buyers. The equipment, which records TV shows while others are being watched, are selling at the rate of about 2500 a month, according to Sony spokesmen. Console models are retailing at \$2,295, cheaper models go for \$1300. **New York** and **Los Angeles** seem to be the main points of sale for the expensive toys, one Dallas store reports interest in the recorders, but no buyers after they are told the price.

FTC Studies Advertising

The **Federal Trade Commission** continues its investigation into advertising practices, with their new chief economist stating that he will look into whether or not advertising is a help to consumers. The new FTC staffer says that advertising sales promotions are important for product development, but that advertising sometimes generates little useful information for consumers.

Vacationers Head For The Camps

A 10% rise in campsite use is predicted by the **National Park Service** for this year, with many vacationers heading for Bicentennial oriented sites. **California's Yosemite Park** expects to have 300,000 visitors this season, while similar increases are expected for parks nationwide. Smaller park budgets may create some problem later in the season, when some parks plan to cut back some services.

Older Brides

More and more American women are waiting longer for marriage, and are spending more money after they are wed. A survey done by **Bride's** magazine notes that nearly 95% of newly married women expect to work for some years after tying the knot, 80% will buy color TV's, and all of them will buy stereo systems. Generally, new brides will spend 1/2 more on their homes than brides five years ago.

Radio-TV Push For Barry White

Continental Communications has been pacted by singer **Barry White** to handle an extensive national radio-TV promotional push. Continental will handle all of White's marketing and creative efforts.

THE FCC [So You Can Understand It]

1977 COMPOSITE WEEK DATES FOR AM AND FM LICENSEES FOR PROGRAM LOG ANALYSIS

The following dates will constitute the composite week for use in the preparation of (1) program log analysis submitted with renewal applications for AM and FM station licenses which have expiration dates in calendar years 1977 and (2) assignment of license and transfer of control applications for AM and FM stations which are filed in calendar year 1977.

Sunday, June 13, 1976, Monday, August 4, 1975, Tuesday, January 30, 1976, Wednesday, April 14, 1976, Thursday, October 30, 1975, Friday, November 21, 1975, Saturday, March 6, 1976.

Radio & Records

FREE BONUS: Subscription to R&R Forum

Name _____

Company/Station _____

Address _____

City _____

State _____

6430 Sunset, Suite 1221, Hollywood, 90028 ONE YEAR - \$130

Tel: (213) 466-9561

ONE QUARTER - \$40

SUBSCRIBE TODAY

Nationwide A&W Spots

A major radio campaign for **A&W Root Beer** will be kicked off in July, to run through September. 400 stations in 85 markets will be used for the 30 and 60 second spots, themed "You get A&W Root Beer and a lot more." Highlights of the complete A&W menu will be played up. The campaign will run four to six weeks.

Bic Cuts Into Razor Market

The **Bic Pen Co.** has planned a \$9 million ad campaign for their new **Bic Shaver**, a disposable razor sold for 25¢. Initial distribution has already begun in 6 states, with nationwide saturation by fall. Suggestive spots will feature lines by ladies such as "He really got stroked this morning," played up by the Shaver's ability to turn shaving into "stroking." Competition for the Bic company has already been started by **Gillette's** "Good News" cheap disposable.

Strike Over, Spots Begin

Anheuser-Busch beer will resume multimillion dollar advertising for their products in 13 western states following a strike which shutdown their breweries nationally. The spots for **Michelob** and **Budweiser** beers will run through September on radio and TV.

Denim Fad Fades

Wall Street experts are anticipating a slowdown of the blue jean fad. Projected sales for manufacturers this year are still healthy, but some investors are starting to worry about next year's figures. Overstock on many brands of blue jeans and a fashion trend toward more dressy clothes are noted as reasoning for the pessimistic outlook.

New Quantas Theme For Radio

Radio advertising supporting **Quantas Airlines U.S. and Canada to Australia** flights will feature a new musical "Far Away Places" theme. Fifteen markets will run the 60 second commercials, which run throughout the summer.

Bumper Almond Crop

A \$2 million campaign by the **California Almond Growers Exchange** is planned for later this fall. Radio ads in selected markets will back up a massive print effort for **Blue Diamond** brand almonds.

Congressional Scandal Sticker

The most creative bumpersticker award for the week goes to one which spotlights the recent Capitol Hill scandals. It reads: "It's 10 p.m. Do you know where your Congressman is?"

Twinkies Honored

The city of **Cleveland** has officially changed the name of it's W. 20th Street to **Twinkie Lane**. It seems **ITT Continental Baking**, manufacturers of **Twinkies** snack cakes has its main plant on that street.

IT'S GOING GREAT...

**We've Already Cleared The Top
Stations In The Top 100 Markets!**

The 15 Year History Of

The Beach Boys

The Best Summers Of Our Lives

Co-produced by the Beach Boys, Warren Duffy, and R&R publisher Bob Wilson.

SIX HOURS — 72 COMMERCIAL AVAILS

***Availabilities in the 101+
markets are now being cleared
for broadcast.***

***Get Your Station Involved With The
Fastest-Growing Radio Special In History.***

**Contact Audio Stimulation, Inc.
for details/demo/availability in your market**

213/466-5201

Ron and Larry Saul
are in their own
business together...

IT'S ABOUT TIME!!!

Want your hits broken faster?
Want them brought home quicker?

A new national independent promotion service is being offered to you.
The company RLS Entertainment is jointly run by Ron and Larry Saul.

We promise to give you that additional support and back-up built on a
reputation of years of solid delivery on breaking product.

The company has a complete staff of marketing pros located in key
break-out markets (San Francisco, Philly, Atlanta, etc.) who know how
to deliver at radio stations and follow through at retailers, and most
important, the company is run by two of the best promotion men in the
business.

We're proud of our accomplishments over the years and we're ready to
put it all to work for you.

Our service will provide not only direct contact but:

- Special mailings and back-up to key single accounts
- Special mailings to key break-out programmer's homes
- Special mailings to Gavin, R&R, Rudman and Billboard Stations
- Special emphasis paid to getting the product on those
difficult major top 40 stations

Our first-hand knowledge and personal working experience in this area
can offer you the best possible exposure and follow-through.

Remember, "the future is purchased by the present" and a good
promotion man is worth his weight in gold.... get the best!

TO GET IT-ON!

(213) 461-3734



RLS Entertainment
6255 Sunset Boulevard
Suite 908
Los Angeles, CA 90028

KRBE

- 1 1 STARLAND VOCAL BAND
 - 2 2 MANHATTANS
 - 3 3 GARY WRIGHT
 - 4 4 WINGS (old)
 - 5 5 HALL & OATES
 - 6 6 CAPTAIN & TENNILLE
 - 7 7 STARBUCK
 - 8 8 SYLVERS (old)
 - 9 9 SEALS & CROFTS
 - 10 10 ERIC CARMEN
 - 11 11 STEVE MILLER
 - 12 12 BROS. JOHNSON
 - 13 13 LEON & MARY RUSSELL
 - 14 14 BEACH BOYS
 - 15 15 THIN LIZZY
 - 16 16 AMERICA
 - 17 17 QUEEN (new)
 - 18 18 DOROTHY MOORE
 - 19 19 BEE GEES
 - 20 20 DIANA ROSS
 - 21 21 ELTON & KIKI
 - 22 22 WINGS (new)
 - 23 23 GEORGE BENSON
 - 24 24 WALTER MURPHY
 - 25 25 MARVIN GAYE
 - 26 26 VICKI SUE ROBINSON
 - 27 27 BAD COMPANY
 - 28 28 CHEECH & CHONG
 - 29 29 SILVER CONVENTION (old)
 - 30 30 LOU RAWLS
- ADDS: REAL THING
JEFFERSON STARSHIP
- ON: STEELY DAN
WAR
WILD CHERRY
ROLLING STONES ("Hot")
SONS OF CHAMPLIN
CHICAGO

KJR AM 950

- 1 1 STARLAND VOCAL BAND
 - 2 2 WINGS (new)
 - 3 3 WINGS (old)
 - 4 4 ANDREA TRUE
 - 5 5 JOHN TRAVOLTA
 - 6 6 QUEEN (new)
 - 7 7 CAPTAIN & TENNILLE
 - 8 8 SEALS & CROFTS
 - 9 9 GARY WRIGHT
 - 10 10 DOROTHY MOORE
 - 11 11 CYNDI GRECCO
 - 12 12 THIN LIZZY
 - 13 13 BEACH BOYS
 - 14 14 SYLLAGHER & LYLE
 - 15 15 SILVER CONVENTION (old)
 - 16 16 AEROSMITH (new)
 - 17 17 ENGLAND OAN
 - 18 18 BROTHERS JOHNSON
 - 19 19 AMERICA
 - 20 20 ELTON & KIKI
 - 21 21 BEATLES
 - 22 22 WALTER MURPHY
 - 23 23 KEITH CARRADINE
 - 24 24 CLIFF RICHARD
 - 25 25
- ADDS: NEIL DIAMOND
PETER FRAMPTON (new)
FLEETWOOD MAC (new)
KC & SUNSHINE BAND
- ON: DR. HOOK
GEORGE BENSON
BLUE OYSTER CULT

KRKO WNBQ

- 1 1 GARY WRIGHT
 - 2 2 BROTHERS JOHNSON
 - 3 3 MANHATTANS
 - 4 4 STARLAND VOCAL BAND
 - 5 5 STEVE MILLER
 - 6 6 AEROSMITH
 - 7 7 GEORGE BENSON
 - 8 8 THIN LIZZY
 - 9 9 SEALS & CROFTS
 - 10 10 DOOBIE BROTHERS
 - 11 11 CAPTAIN & TENNILLE
 - 12 12 WINGS (new)
 - 13 13 ELTON & KIKI
 - 14 14 STARBUCK
 - 15 15 PETER FRAMPTON (new)
 - 16 16 JOHN TRAVOLTA
 - 17 17 KEITH CARRADINE
 - 18 18 VICKI SUE ROBINSON
 - 19 19 QUEEN (new)
 - 20 20 AMERICA
 - 21 21 ENGLAND OAN
 - 22 22 RED SAVINE
 - 23 23 ARETHA FRANKLIN
 - 24 24 LOU RAWLS
 - 25 25 ERIC CARMEN
 - 26 26 BEACH BOYS
 - 27 27 PARLIAMENT
 - 28 28 BEE GEES
 - 29 29 WALTER MURPHY
 - 30 30 WILD CHERRY
- ADDS: 28, 29

KTLK

- 1 1 STARLAND VOCAL BAND
 - 2 2 ELTON & KIKI
 - 3 3 ANDREA TRUE
 - 4 4 WINGS (old)
 - 5 5 MANHATTANS
 - 6 6 SEALS & CROFTS
 - 7 7 EDDIE RABBITT
 - 8 8 AMERICA
 - 9 9 WINGS (new)
 - 10 10 SYLVERS (old)
 - 11 11 QUEEN (new)
 - 12 12 STARBUCK
 - 13 13 BEATLES
 - 14 14 ENGLAND OAN
 - 15 15 WAR
 - 16 16 CHICAGO
 - 17 17 SILVER CONVENTION
 - 18 18 BROTHERS JOHNSON
 - 19 19 CAPTAIN & TENNILLE
 - 20 20 KC & SUNSHINE BAND
 - 21 21 QUEEN (old)
 - 22 22 HENRY GROSS (old)
 - 23 23 JAMES TAYLOR
 - 24 24 NEIL DIAMOND
 - 25 25 SILVER
 - 26 26 BEE GEES
 - 27 27 GARY WRIGHT
 - 28 28 BELLAMY BROTHERS
 - 29 29 DOROTHY MOORE
 - 30 30 BEACH BOYS
- ADDS: LADY FLASH

WEST

93.7 KHJ

- 3 1 STARLAND VOCAL BAND
 - 4 2 MANHATTANS
 - 1 3 ANDREA TRUE
 - 2 4 DOROTHY MOORE
 - 6 5 BROTHERS JOHNSON
 - 5 6 STARBUCK
 - 9 7 NEIL DIAMOND
 - 18 8 ELTON & KIKI
 - 14 9 WINGS (new)
 - 12 10 JOHN TRAVOLTA
 - 11 11 GARY WRIGHT
 - 7 12 SILVER CONVENTION (old)
 - 19 13 SEALS & CROFTS
 - 8 14 HALL & OATES
 - 13 15 CAPTAIN & TENNILLE
 - 10 16 WINGS (old)
 - 27 17 PETER FRAMPTON (new)
 - 25 18 THIN LIZZY
 - 23 19 BEACH BOYS
 - 16 20 PARLIAMENT
 - 26 21 QUEEN (new)
 - 28 22 BEE GEES
 - 17 23 BRASS CONSTRUCTION
 - 20 24 ENGLAND OAN
 - 20 25 DIANA ROSS
 - 21 26 CYNDI GRECCO
 - D 27 GEORGE BENSON
 - 24 28 QUEEN (old)
 - D 29 LOU RAWLS
 - 29 30 JOHN SEBASTIAN (old)
- ADDS: WILD CHERRY
TAVARES

KCBQ

- 2 1 MANHATTANS
 - 1 2 STARLAND VOCAL BAND
 - 3 3 DOROTHY MOORE
 - 4 4 STARBUCK
 - 5 5 WINGS (new)
 - 11 6 PETER FRAMPTON (new)
 - 9 7 CHEECH & CHONG
 - 14 8 JOHN TRAVOLTA
 - 6 9 ROLLING STONES ("Hot")
 - 16 10 PARLIAMENT
 - 7 11 DIANA ROSS
 - 9 12 GARY WRIGHT
 - 10 13 STEVE MILLER
 - 12 14 HALL & OATES
 - 19 15 SON'S OF CHAMPLIN
 - 18 16 BELLAMY BROS. (new)
 - 13 17 DOOBIE BROS.
 - 17 18 WINGS (old)
 - 23 19 CAPTAIN & TENNILLE
 - 15 20 GARY WRIGHT
 - 25 21 ALICE COOPER
 - 20 22 SILVER CONVENTION
 - 24 23 AVERAGE WHITE BAND
 - 28 24 ELVIN BISHOP (new)
 - 22 25 BEACH BOYS
 - 24 26 SEALS & CROFTS
 - 30 27 DR. HOOK
 - A 28 ANDREA TRUE
 - 9 29 ORLEANS
 - A 30 ELTON & KIKI
- ADDS: 28, 29, 30

KFRC 610 SAN FRANCISCO

- 2 1 STARLAND VOCAL BAND
 - 3 2 PARLIAMENT
 - 1 3 HALL & OATES
 - 4 4 ANDREA TRUE
 - 8 5 JOHN TRAVOLTA
 - 6 6 GARY WRIGHT
 - 5 7 STARBUCK
 - 10 8 THIN LIZZY
 - 7 9 WINGS (old)
 - 11 10 VICKI SUE ROBINSON
 - 12 11 STEVE MILLER
 - 14 12 NEIL DIAMOND
 - 16 13 MANHATTANS
 - 15 14 WINGS (new)
 - 17 15 PETER FRAMPTON (new)
 - 9 16 HENRY GROSS (old)
 - 18 17 CHICAGO ("It")
 - 20 18 ELTON & KIKI
 - 21 19 GEORGE BENSON
 - 13 20 DOROTHY MOORE
 - 22 21 LOU RAWLS
 - 24 22 DOOBIE BROS. BROS.
 - 26 23 FLEETWOOD MAC (new)
 - 19 24 DIANA ROSS
 - 27 25 JEFFERSON STARSHIP
 - 28 26 ERIC CARMEN
 - D 27 BOZ SCAGGS (new)
- ADDS: ENGLAND OAN
QUEEN

The Parallel One Playlists

We are now publishing the complete playlists of each reporting P1 station. The advantage of this is that you can see, at a glance, the entire music activity at a station, per their list. Each hit record will continue to be broken out in full in the Parallels. From time to time we will include "guest" stations from Parallel 2 and 3. All playlists shown reflect the latest information available to us.

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JULY, 1976

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Radio
Reporter
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To Dallas

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3 MINUTES AND 6 SECONDS
OF SOMETHING TO BELIEVE IN.



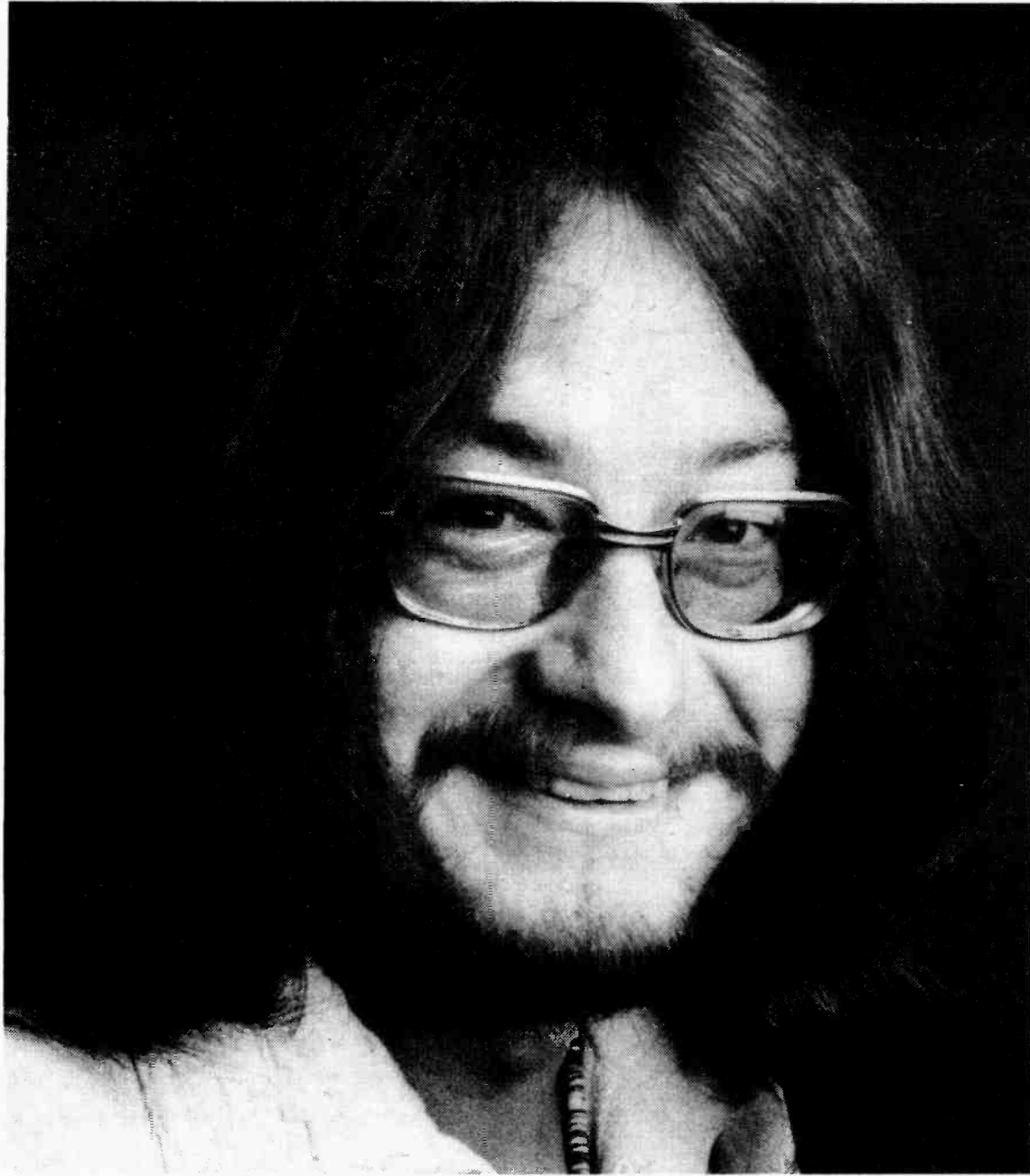
“DON'T BELIEVE IT”
THE NEW SINGLE FROM
PABLO CRUISE
From the album, "Lifeline"

AM 1834

SP 4575



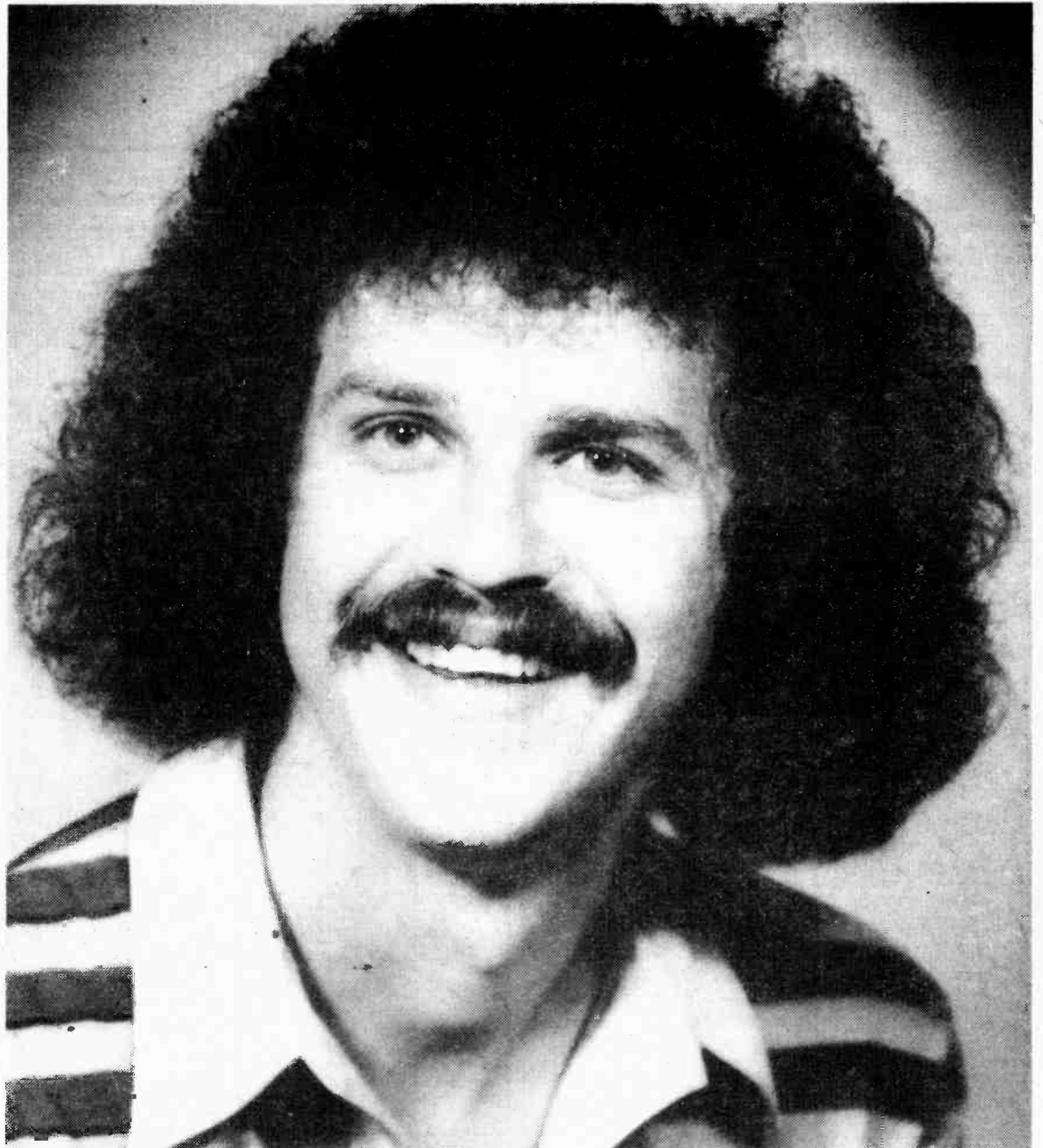
Produced by Val Garay with Pablo Cruise

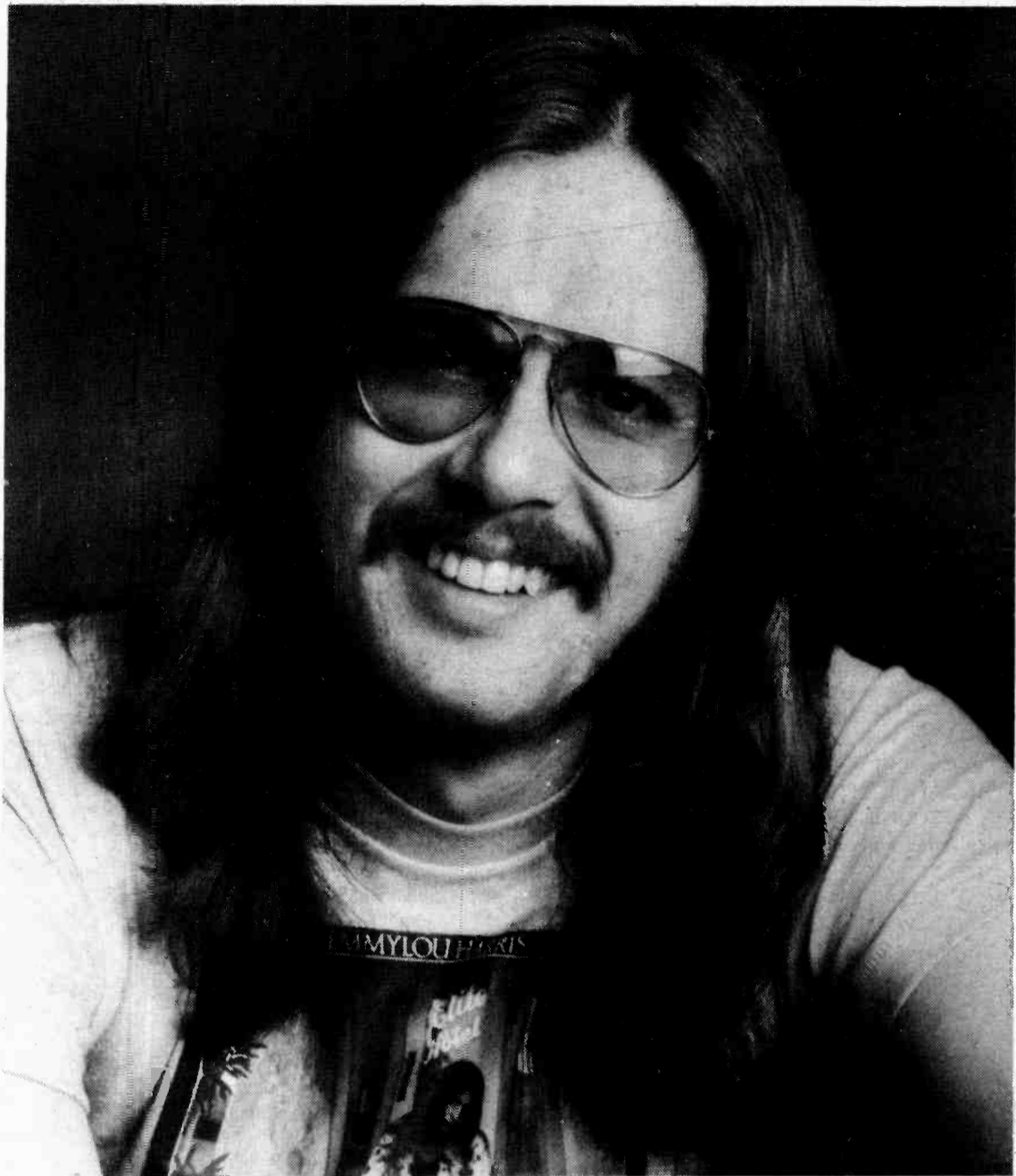


DANNY DAVENPORT
Regional/Southwest



DAVE DANNHEISSER
Charlotte





AL MOSS
Atlanta



RICHARD DAVIS
Memphis



THE PICTURE PAGE

ABC Fetes Dalton & Dubarri



When Dalton & Dubarri throw a party, a good time is had by all!! To celebrate their recent signing with ABC Records, the rock duo hosted a bash at Los Angeles' Over the Rainbow and previewed their soon-to-be-released album. Pictured above (left to right) are: Lindsay Blaskey, ABC's Managing Director of A&R; Ned Shankman, an attorney for D&D; Ken Dubarri; Jerry Rubinstein, Chairman of ABC Records; Gary Dalton; George Derado, President of TEAC Corporation, makers of the tape machines upon which Dalton & Dubarri recorded their LP; Jay Morgenstern, President of ABC's Publishing Division; Herb Belkin, ABC's Vice President, Marketing and Creative Services; and Jon Troy, Dalton & Dubarri's manager.

Kiss Of Gold



During a recent Kiss Canadian tour, Quality Records (Canadian distributors of Casablanca) presented Kiss with 8 gold albums and 4 platinum for their "Alive" LP (gold and platinum) and "Destroyer" (gold). The presentation was made in Toronto during the group's SRO concert at The Maple Leaf Gardens. Photo: (left to right) Kiss—Ace Frehley, Gene Simmons, Paul Stanley and Peter Criss.

A King's Welcome



The staff of Rocket Records joyfully welcomed Tony King back to the United States after an extended trip abroad in a kick line reception in front of their Beverly Hills office building. Left to right: John Hair, Susan Harrington, National Promotion co-ordinator, Billy Bass, National promotion director, David Larkham, Tony King (exec. VP), Francine Vanous, Teri Dougherty, Hogie McMurtrie.

American Flyer Takes Off



Members of the new United Artists recording group, American Flyer, were joined in the studio last week by UA president Artie Mogull (front, center) and producer George Martin (rear, center) for a listening of their first album to be released nationally Aug. 6. Each of the group members (from left) Steve Katz, Eric Kaz, Craig and Doug Yuel, have been with other bands including BS&T, Pure Prairie League and Velvet Underground; and all wrote songs for and perform solos on the album 'American Flyer.'

Cole Goldmine



Natalie Cole is presented with R.I.A.A. Gold Records Awards for her two Capitol albums, Natalie and Inseperable. Natalie (sitting center of group) is shown at a party, which was hosted by Capitol Records President, Chairman and Chief Executive Officer, Bhasker Menon, to honor her recent sales and chart victories. She is surrounded by numerous Capitol executives offering their congratulations.

Skeeter Signs



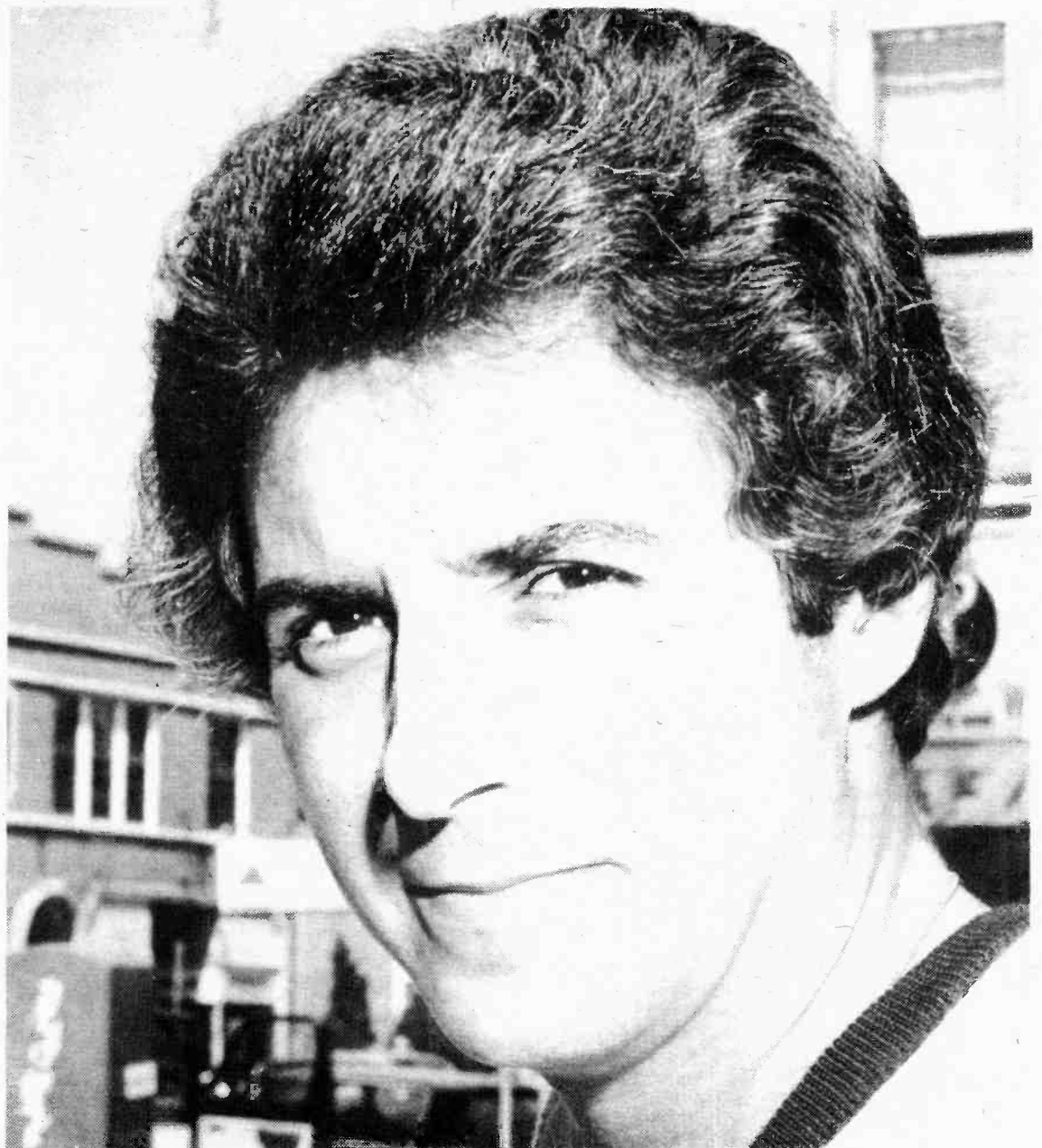
Phonogram, Inc./Mercury Records has signed Skeeter Davis, one of the premier female country singers since 1959, to an exclusive recording contract. Her first Mercury single, produced by Pete Drake, will be release shortly and is entitled, "I Love Us." Pictured left to right is Frank Leffel, Mercury National Country Promotion; Ronnie Light, Co-Producer; Pete Drake, steel guitar player and also a co-producer for Ms. Davis; and in the middle Skeeter Davis.



CLIFF SIEGEL
Regional/Midwest



ROY CHIOVARI
Chicago



The R&R Interview:

JOHN SEBASTIAN

by

Bob Wilson

R&R: Let's go back to the beginning, how did you get into radio?

SEBASTIAN: My first interest was basketball. I broke my back in 1968 and while I was in the hospital for about 3 months, I heard ads on the radio saying to go to Columbia School of Broadcasting and become a disc jockey.

R&R: What year was this?

SEBASTIAN: 1968. So, not having an opportunity to play basketball like I was thinking about doing, I had a tentative basketball scholarship, so I just kind of on a whim, while I was in the hospital, started taking the course. By the time I was out of the hospital I had already passed that, and then I just quit that course and went out on my own, went door to door to all the small radio stations. And finally got a job at KACI in The Dalles, Oregon, which is 75 miles east of Portland.

R&R: What city?

SEBASTIAN: The Dalles, the only city in America with the article "the" in front of it, its only claim to fame. I worked there for 6 months or so, and then I went to Portland, KPAM, when they first went Rock. Was there maybe 8 months, and went across the street to KISN. Afternoon drive there, and then I went to KRUX, to do 6 to 9, was there for 2 years, and went up to program KPAM, and attempted to beat KISN, which I did in the first book.

R&R: Where did you learn your programming?

SEBASTIAN: I think I learned my programming from watching the Star Stations' organization, which at that time was still fairly tight, still together, before it fell apart completely, and under Todd Wallace, the pseudo-Drake kind of thing he was doing, and a lot of people said it was the closest fake Drake in the country. Also from listening and idolizing KFRC and KHJ.

R&R: What next?

SEBASTIAN: I went back to work for Todd who had gotten KRIZ. I worked for him 6 to 9 at KRIZ. Was there until Gary Stevens left to go to KDWB, and Buzz went to work at KDWB, and kind of in a screwy roundabout way I ended up at KDWB. So I did 6 to 9 there until Buzzy left to go to L.A. And then kind of as a desperation move, Gary gave me the PD job kind of tentatively. And then the book came out from the January/February ARB, which was a total disaster. It was Buzzy's last book. I went into Gary with a battle plan at that point. I think I kind of impressed him, and he let me have the job for a book to see if I could reinstate a dying station, and we did, we doubled our ratings to 7.4, and the next one was good, and now we've gone through this one.

R&R: Let's talk about, what did you do, I don't mean what did you change of Buzzy's, but what is your philosophy of winning?

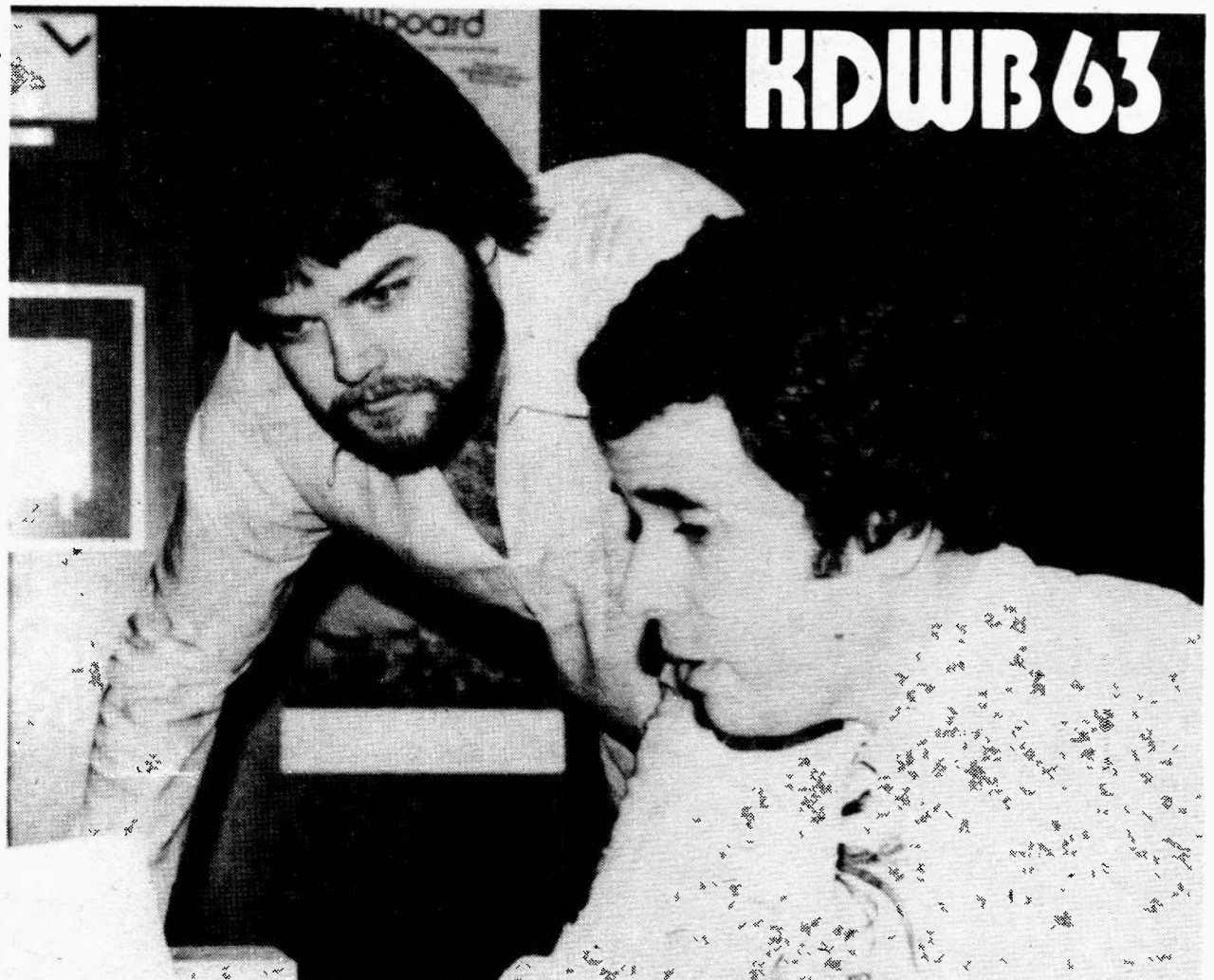
SEBASTIAN: Getting rid of all the subjective decisions that all programmers that I can see still have a lot of in them. Totally reacting to what your research says, and doing adequate research first of all. Then reacting to that research and not passing it off as saying "well, that's what the research says, but you know I know that that's not true." I think I've really reacted to exactly what people say, and are saying, and I just do that. Buzzy's whole approach was, gotta have all this electricity, dynamics, scream, totally up. All the people I talked with and all the schools I had visited, all the people on the street were saying, "Why do you scream, why don't you just talk to us like progressive stations do?" I took that seriously. The first thing I did was take out all the Donny Osmond records that Buzzy was playing, the Jackson Five, and Paper Lace and all those. Then I told all the disc jockeys that it has to be totally turned around into a human approach on the air. I also did some music things, really loosened up the list for a little while there, I added 7 records one week, blew everybody's mind. I just wanted a totally abrupt image change for the station.

R&R: Took out the jingles too, didn't you?

SEBASTIAN: Yeah, no jingles, and no hype.

R&R: What was the reason that you pulled the jingles? Especially when you're in a situation like yours, battling with 3 other rockers for identity?

SEBASTIAN: Again, I just went by what people said. People always asked why do you have to sing us the call letters, why do you have to sing us the name of the station? Again, taking some things that we've learned from the successes of progressive, or AOR radio, I say why do we need that. That's part of the disc jockey's job, to let people know what station they're listening to. It's just, I think, ultimately it's to get away from the teeny bopper image. It's one more thing that people, everytime they hear a jingle they say or think that's easily exemplified as a teeny bopper station.



John Sebastian (left) with KDWB VP/GM Gary Stevens.

R&R: You still have maintained a very strong share of the teens, right?

SEBASTIAN: Yeah, I want to. I think what I've proved ultimately is that you don't have to do those things to get teens. In my first book I had a 35 share of teens, that was with 4 AM Rockers cutting away at the pie. Where KHJ, as the only AM Rocker, I think that same book had like a 16 or 17, one of the worst teen books ever. I proved that you don't have to be hype, you don't have to have jingles, you don't have to use those type of contests where you're putting somebody on the air every 20 minutes. You can present a human adult presentation from your disc jockeys, your jingles, your contests, and play the right music, researched properly, and get not only teens but extend into your upper demographics. That first book we were also number 1, 18 to 24 males. Which was absolutely astounding.

R&R: Plus you have an AOR station there too.

SEBASTIAN: Yeah.

R&R: You use the word research a lot of times. Can we talk about what you do without giving away too many trade secrets?

SEBASTIAN: I think you have to add your own feel to everything. There's still what they call "gut feel" involved, in that you have to take all this research and then make it make sense. Different people read the same research differently. KRIZ does basically the same research and yet they sound a lot different than I do, and do a lot of things differently than I do. To what extent do you want to get into it?

R&R: Let's take your local record research on singles, how do you do that each week?

SEBASTIAN: Just like everybody else, I just call a bunch of record stores and tabulate the top 30 or 40 singles, and the top 20 albums, and we do pretty extensive request research in that we divide it into 12 to 15 year old males, and females, and 15 to 17 year old males and females.

R&R: How do you ask them on the phone how old they are?

SEBASTIAN: How old are you?

R&R: You just say that?

SEBASTIAN: You just say "KDWB," and they say "I want to hear 'I Honestly Love You,'" and you go "how old are

you," and they say "17" and then you mark down female, 17.

R&R: What about if they lie, don't you find a lot of people think you'll pay more attention to them if they say they're older?

SEBASTIAN: Yeah. That's one reason why you don't use requests very much. There's a million reasons why not to use requests and sales. If you add sales, the people that buy singles and the people that call a radio station, maybe that's 10 to 15% potentially of your entire audience. So what about the rest of the people, the 85% that are passive, and never react to any of that type of research. And what has ultimately come down over the years in Top 40 radio is that we always were appealing to that 15%. And the other 85% were missing out.

R&R: But you just said you use sales and you use requests.

SEBASTIAN: But simply as an additional area of reference. My main influence is this new type of research that Todd Wallace has been using for a few years, and we're doing our own now. Where we develop a sample base of people who listen to Top 40 radio. They can listen to KSTP, WDGY, U100, or us, it doesn't matter which one, just so they listen some of the time to one of those four, and we develop it out of 12 to 24 year olds, because we don't care about people younger or older than that. It's a very long process in getting people that will respond to a survey each week.

R&R: Do you use the same people each week?

SEBASTIAN: No, you take about 300, and we get a sample base of 100 each week, so those other 200 will float for a week or two, we just keep calling until we get our base in each demographic.

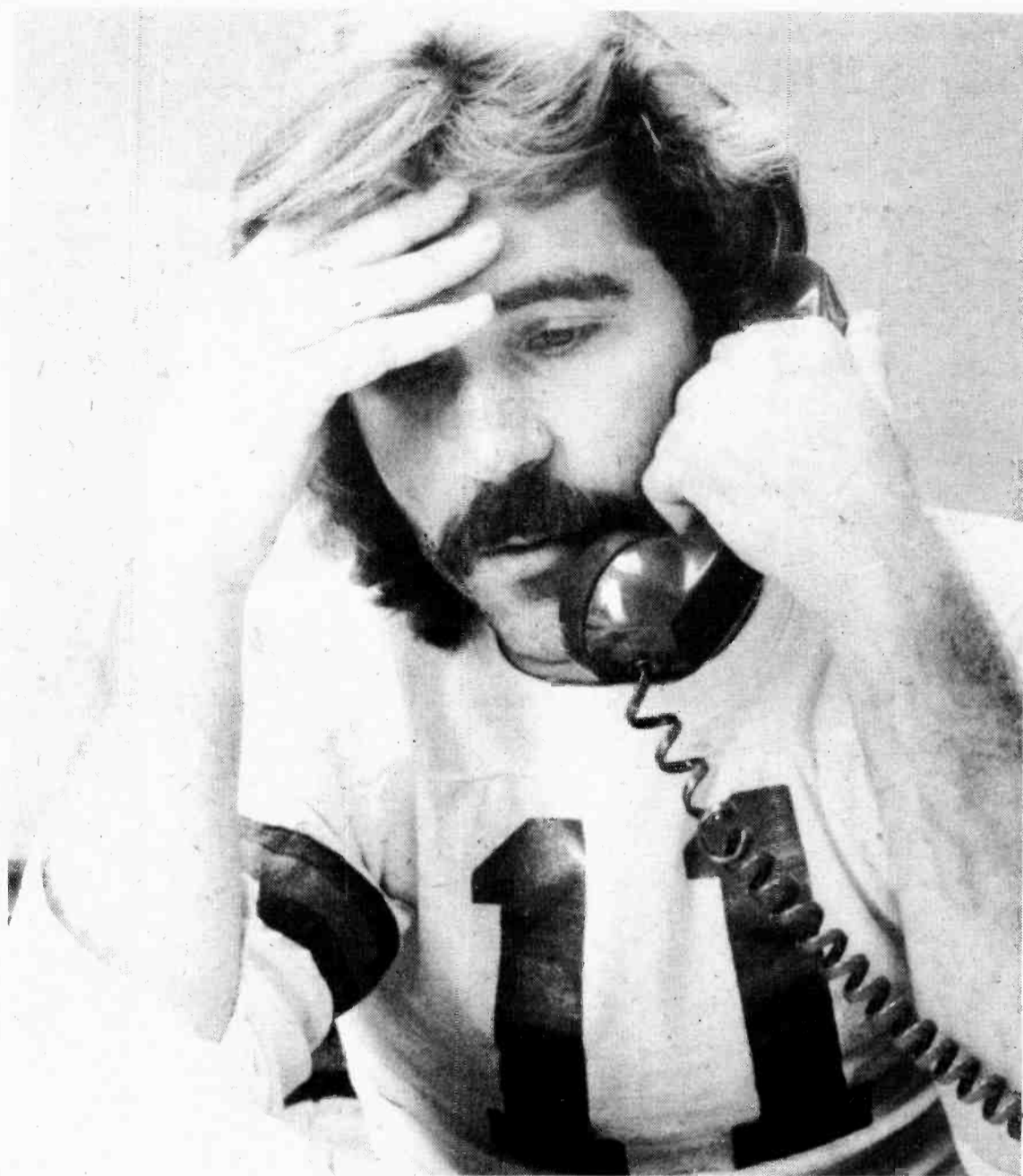
R&R: Is it call out research?

SEBASTIAN: Right. Calling people...the methodology is so similar to ARB, that I think that's the reason it's successful.

R&R: Who does it?

SEBASTIAN: We have a research staff that does it. During this last book Todd Wallace's Radio Index staff was doing it. And giving us the information. He was calling long distance to Minneapolis. We're doing it, we're going to be doing it,

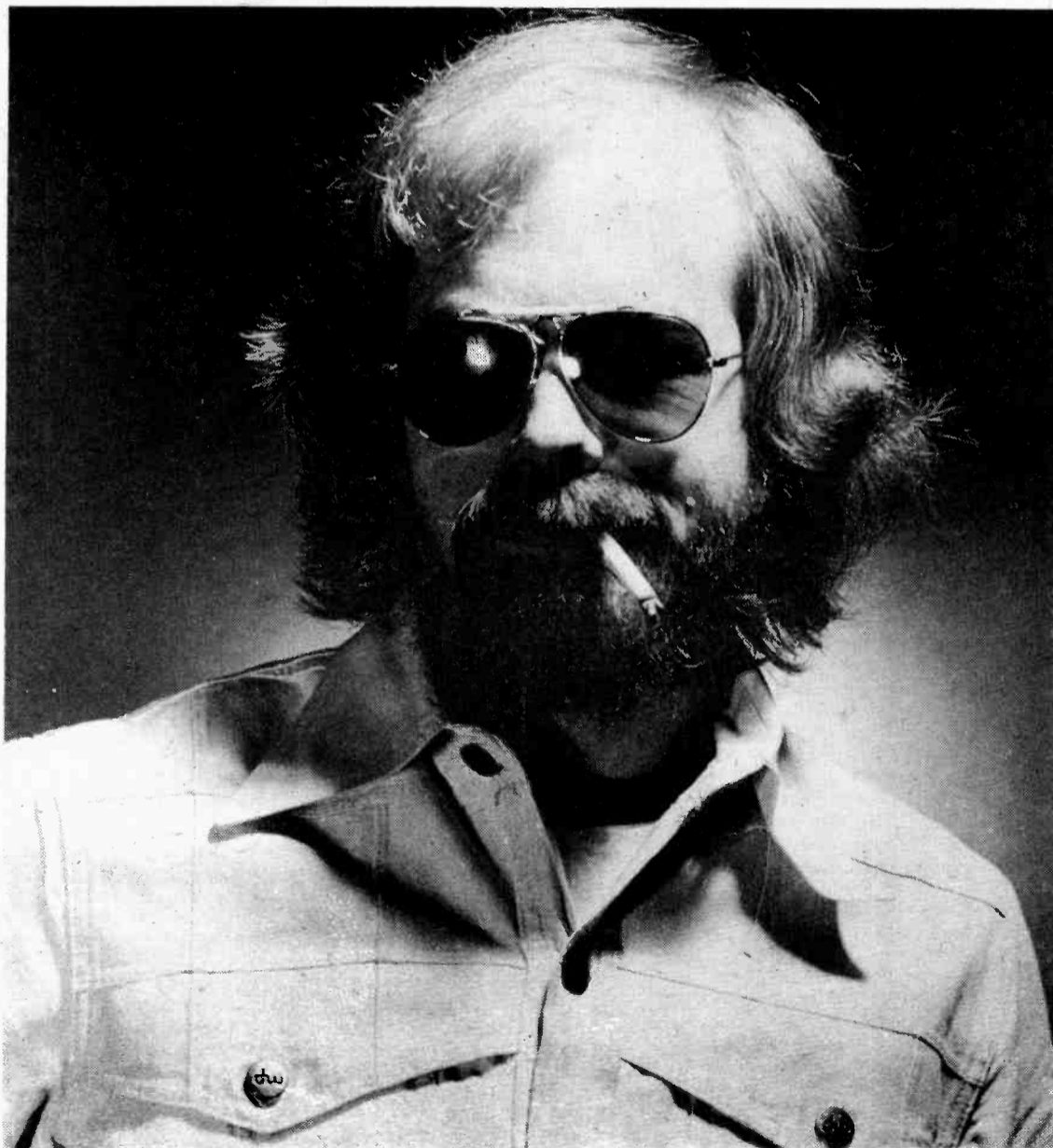
Continued on page 24



BRIAN ROONEY
Minneapolis



DAVID KRAGSKOW
St. Louis/Kansas City

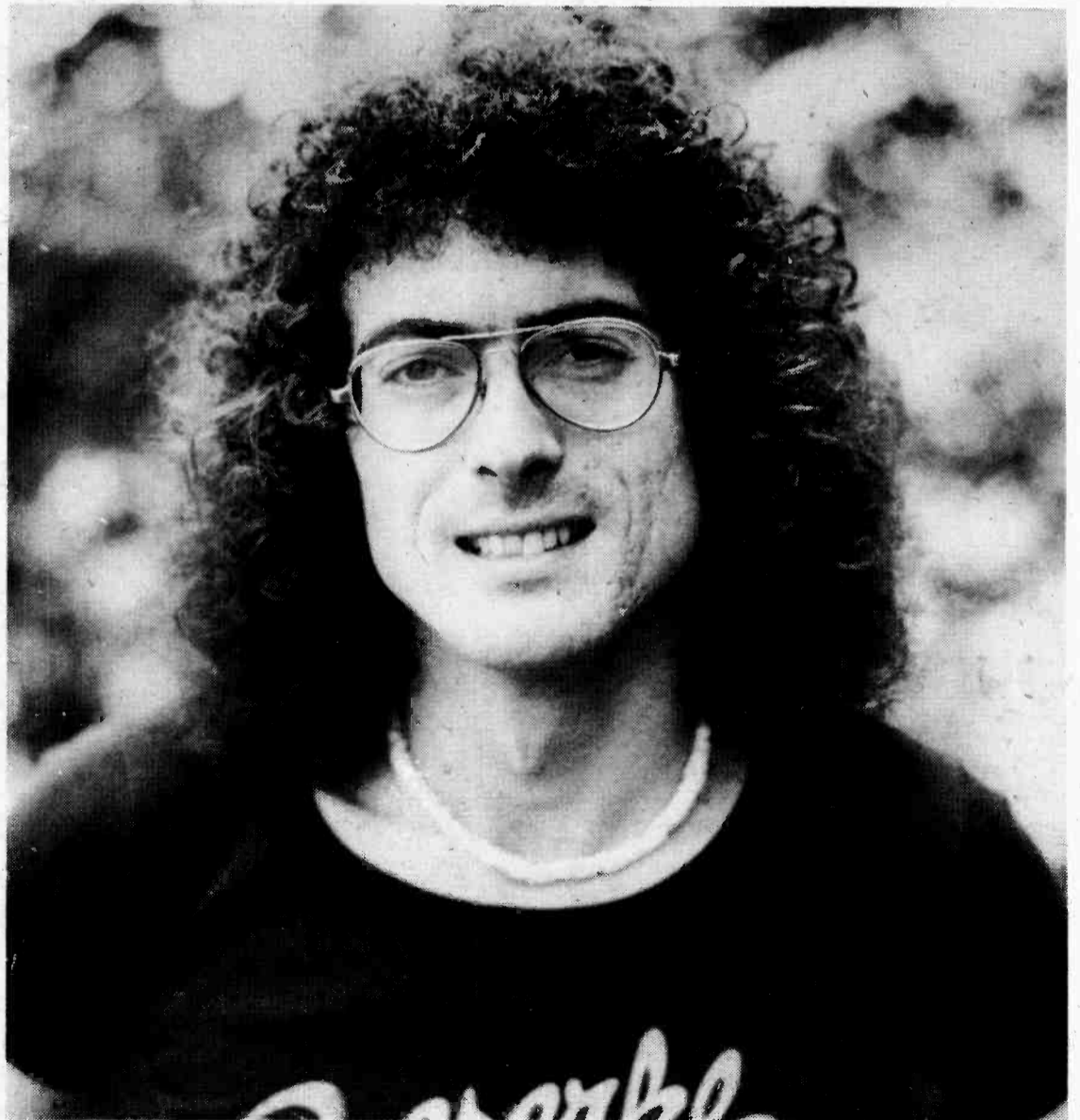


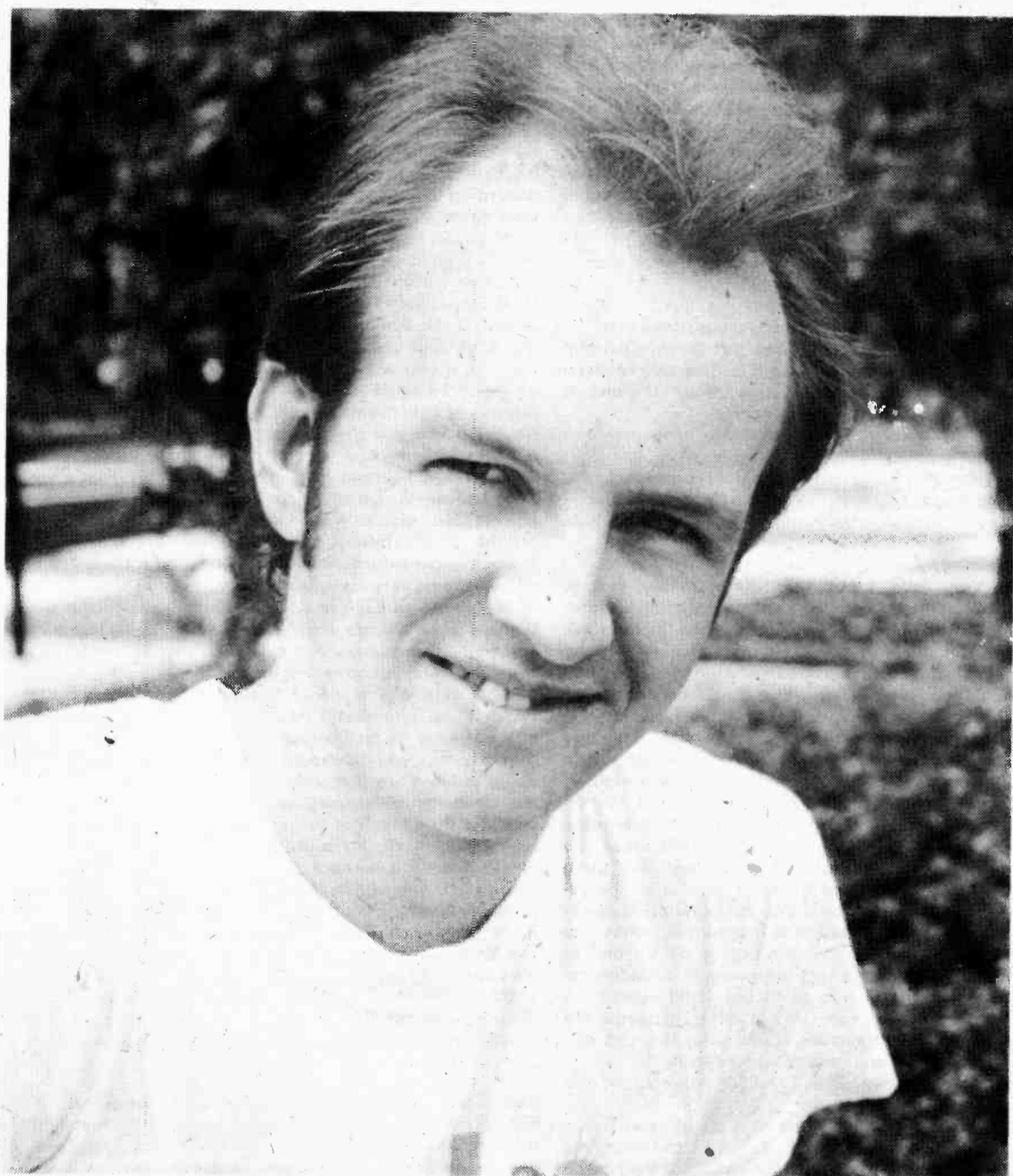


AL FRONTERA
Regional, Mid-West



DAVID LUCAS
Cleveland

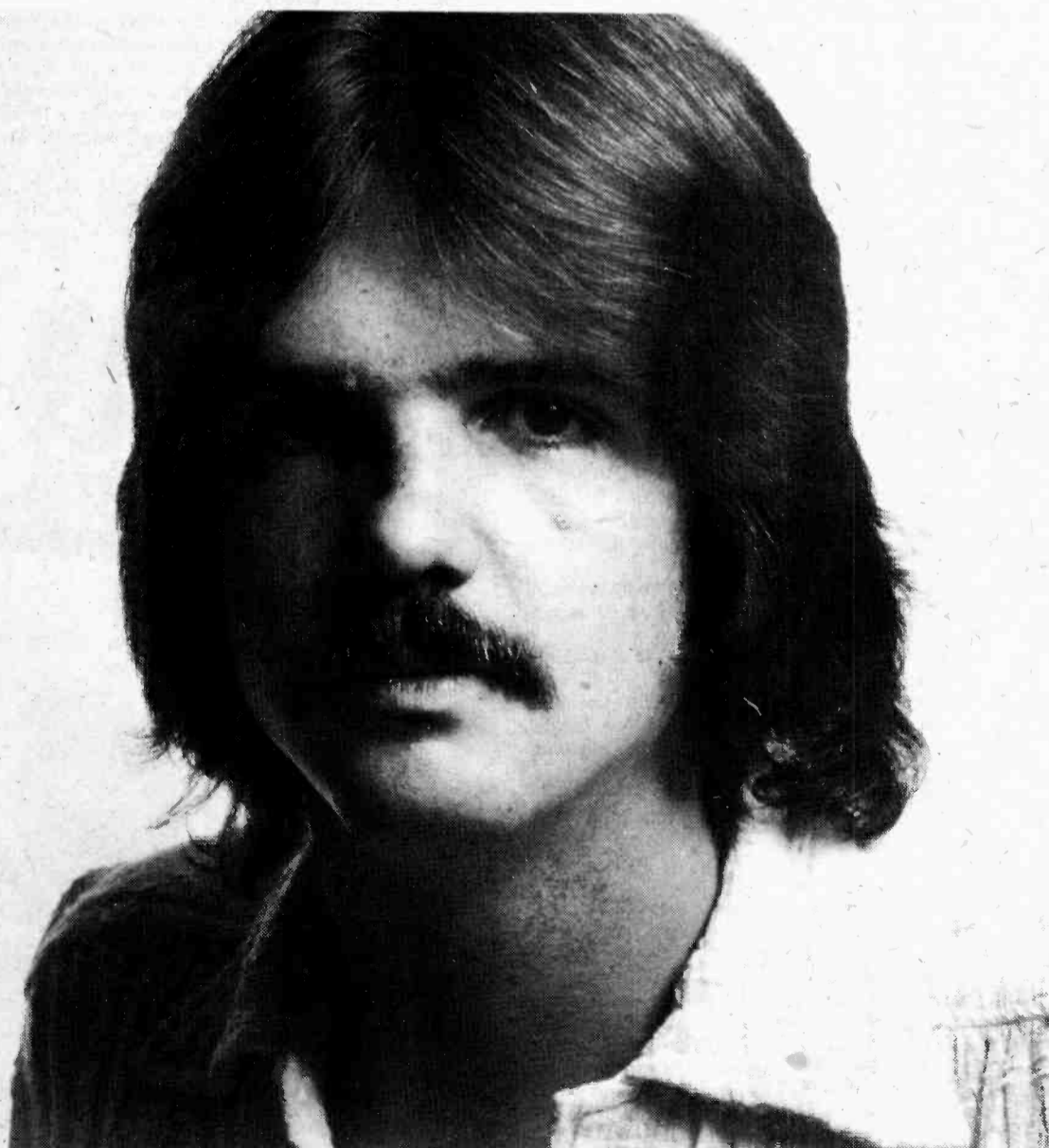




DAN KELLEY
Pittsburgh



AL STANN
Cincinnati



SEBASTIAN

Continued from page 20

locally obviously with our own computers, and probably with our own staff that will be set up over in the old U100 studios.

R&R: When you get the people on the phone, what do you ask them?

SEBASTIAN: First of all we ask them if they'd like to participate in a music survey. We're calling them, and we already know what station they listen to, what patterns of listening they have, how old they are, all that. So we ask them if they'd participate in a music survey. They don't know what station it is, or even if it's a station. And if they seem pretty into it, then we set up a time. First of all we tell them we're going to mail them a list of 60 songs a week, we ask them for a convenient time for us to call them back and do the interview. Then we call them back at that time. Meanwhile we've mailed them the list and they're able to go over it and maybe even fill it out before we call them.

R&R: Do they get anything for that, like albums or singles?

SEBASTIAN: No, I'm thinking about maybe starting that, maybe concert tickets or something, but so far that hasn't seemingly been necessary. You're only getting people that are interested in doing this type of thing. The same type of person, incidentally, that would be inclined to fill out an ARB diary. They're contacted the same way, and they only get a quarter for it, which is virtually nothing. And they give pretty accurate research. So we then call them back at the prescribed time. And again, they've got the sheet in front of them, maybe they've already marked it off, but we re-

"My philosophy is against any type of contest that destroys the flow of the music. For years we've known that 80, maybe 90% of all listeners don't care about contests. They say they don't."

affirm it to make sure that they didn't get one off. We're always sure to check that they're really talking about "I'm Sorry," while we're talking about "I'm Sorry," etc. We go over it again, we say OK, how did you rank "I Honestly Love You" by Olivia Newton-John and they have it placed 1 through 7, from 1 haven't heard it, all the way up to 7 which means it's their favorite song.

R&R: Obviously you test a great deal of oldies on this too, your re-currents and gold.

SEBASTIAN: Right, I've tested every oldie that I'm playing right now, in fact.

R&R: Are you able to determine like any particular given week, or say after 2 or 3 weeks, or over a month, certain artists have peaked in your area as far as popularity, or certain oldies by an artist are not required to be heard as much. Is it that sophisticated, that you can do that?

SEBASTIAN: You could make those judgements, but what I've found is that it's not important, and it's not really always relevant to be thinking in artists terms, but strictly by songs. Because from one song to the next by the same artist, you're going to be vastly surprised. So you have to take each song individually.

R&R: So you're saying that a Neil Diamond fan or a Helen Reddy fan would not necessarily like to hear or be exposed to the new one, to make their own judgement?

SEBASTIAN: No. Not from that we can tell.

R&R: Do they treat every song individually?

SEBASTIAN: They treat every song individually. I think it's important that we're talking about mass appeal here. Ultimately really what mass appeal radio is, I think that's what we're doing. If it weren't for WCCO, I think we would be getting numbers in very high age groups. We're very listenable. We don't have any of the irritants that a lot of Top 40 stations have. I mean every song is so mass appeal. If a song is only appealing to a teen group, like a lot of Sweet records, a lot of Kiss records, we won't play it, at all. If it has negatives 18 to 24 males, or 18 to 24 females, we won't play it, it has to be across the board. Most of your big songs are across the board.

R&R: What about songs that begin negative, or certain groups.

SEBASTIAN: Then we wait until they become positive.

R&R: In other words, you're content to be late, it doesn't bother you at all?

SEBASTIAN: I prescribe to the philosophy that Todd Wallace once taught me, and that is: "What you don't play won't hurt you."

R&R: You added an Eric Carmen record the first week out. What caused you to do that?

SEBASTIAN: That was my own ear. It remains to be seen whether or not I was right or not. But I was not taking as big a risk as some think, because all the other stations in the market added it a day after I did.

R&R: What about balancing the list from week to week?

SEBASTIAN: As far as having so many up records, and so many down records?

R&R: Yes...

SEBASTIAN: I don't do that.

R&R: In other words, if you're running a week for some reason, where everything proved out to be 60% medium or slow, what would you do then? How would your station sound, would you change the gold?

SEBASTIAN: It would sound very mass appeal. See I think that we're constantly hearing more and more, particularly in AOR and some Top 40 stations saying now, well we've taken the initiative now and we are going to start educating the public. I just disagree with that totally. I think that what we need to do is let the public educate us. I think that's what's happening now is that rock and roll is not a term to be used. I don't call our station a rock and roll station, it's a mass appeal popular music station if you have to give

it a term. Rock is not making it. Almost every song that really goes all the way is MOR, mass appeal, easy to listen to, lots of strings, just very quality produced. It's popular music, a lot of it is up music, but there's very few rock and roll records making it. During the years when rock and roll was very big, a few years ago, the progressive type of rock and roll, the acid rock, I think that's when we saw the Top 40 audience getting very very narrow. It is still very narrow. But I think what caused that is that the people that were not into that just were so turned off by it, and were so fragmented that we could only appeal to teens and those 18 to 24's that were into the Stones or Kiss or Bad Company or something like that.

R&R: What do you do with a record like "Tie A Yellow Ribbon," would you call that mass appeal?

SEBASTIAN: Totally. It still is, mass appeal.

R&R: You feel totally confident in playing a record like that?

SEBASTIAN: Yep, it's not bubble gum, but Donny Osmond is. Almost every Donny Osmond record is. The only Michael Jackson record that isn't bubble gum is "Ben." It's one of the biggest records there is, total mass appeal.

R&R: So each week you do re-current and oldie research as well as current research.

SEBASTIAN: I do about 30 currents and the rest are oldies.

R&R: What about Jack McCoy's system, you do have it.

SEBASTIAN: Well, I'm not very impressed with the whole thing.

R&R: Are you using it?

SEBASTIAN: Very little. I put it in, quite frankly, just to make sure nobody else in the market could have Chapter 1. And to have the computer that U100 had just so we could find out if it was any good. He doesn't give you any selections of ideas, he doesn't give you any individual records that you should play or anything like that. The only thing I got from him is that he gave me Chapter 1 which is 3 big volumes of pages of material from the ARB. Like my sales manager said, we could have done it only it would have taken us hours and hours. He has access to a computer, he has some new methodology that is very helpful, there's some interesting things in there that you can use to determine and study and maybe go into slightly different areas. So from that standpoint it's helpful. The number one thing that I think is interesting and possibly helpful is the recycling item they have. Which I did an experiment on in this book. But I did it in addition to my normal, what you call quarter hour maintenance, I didn't slack off on that at all. The only place I used the recycling area is in additional promotion. So I felt that I was protected, I did everything I had done in the past plus recycling in different areas. We traded out some microwave ovens, some color TVs, and got some \$1000 bills and stuff and used only in recycling.

R&R: Promoting the other person, to get them back into the other time period.

SEBASTIAN: You're taking different pockets of listenership where, say a lot of 18 to 24, males listen in the morning, to KDWB, they also listen at night to the radio, but they listen to say KSTP or U100 and not us. The same people will listen to us in the morning. So what you're doing is convincing them to listen since they're already listening to the radio, to listen to you at that time of night. So in the morning you might say it's 7:10, hey tonight Smokin' Joe has a \$1000 bill, you can call in and win at 7:10 tonight, be listening at 7:10. If it's a big enough prize it catches their

fancy, done in the proper way, then they're probably going to try you out, since they're already listening to the radio.

R&R: Doesn't he have a music service?

SEBASTIAN: If he does, I don't know about it. Maybe you're talking about the computer which we do have, where he can tell me different places to play records.

R&R: Right

SEBASTIAN: He doesn't tell you individual records. What he does is he first of all leaves it to you to ultimately be correct. In other words, if your assumptions aren't correct, according to your other research, then you're just multiplying your problems. If you determine that a record is 18 to 24 male and in reality it's 12 to 17 female, and you feed it into the computer, the computer's not going to give you back the correct information.

R&R: So he says to play a certain record at a certain time.

SEBASTIAN: According to what you feed it. So based on the ARB, and based on the Chapter 1 information, he can tell you, if you want to hide a record from females and get as many 18 to 24 males as you can play it at 7:15 in the morning, 12:10 in the afternoon, etc.

R&R: Do you buy the philosophy of being able to actually program so perfectly?

SEBASTIAN: I would if I believed the ARB. That's what it finally comes down to, is do you believe the ARB is exactly correct. No I don't. What happens if somebody had books on the other stations, what happens if I did. Then you know that the information is not 100% correct and you might come to some very inaccurate conclusions.

R&R: Let me go back to your 300 sample base for a second. Do you ever change that? Do you constantly take 25 out and add 25 new ones over the next month, or do you use the same 300 over and over again?

SEBASTIAN: Well since we really haven't used it that long, Todd is the one that I have to rely on, cause he's been doing it kind of on the sly for several years, and he says that basically you can begin to tell when people don't want to do it anymore, because they'll say "Well I didn't do it this week," and then you don't use them that week, maybe you just then attempt to get 25 more. So it should be, the way I look at it, an evolutionary process, after so many weeks there's a burnout factor and these people get tired of doing it for nothing, as you pointed out. And so you probably want to continually be changing the list of people.

R&R: You mentioned certain kinds of promotions that turn certain kinds of audiences away, what kind of promotions are you talking about?

SEBASTIAN: My philosophy is against any type of contest that destroys the flow of the music. For years we've known that 80, maybe 90% of all listeners don't care about contests. They say they don't.

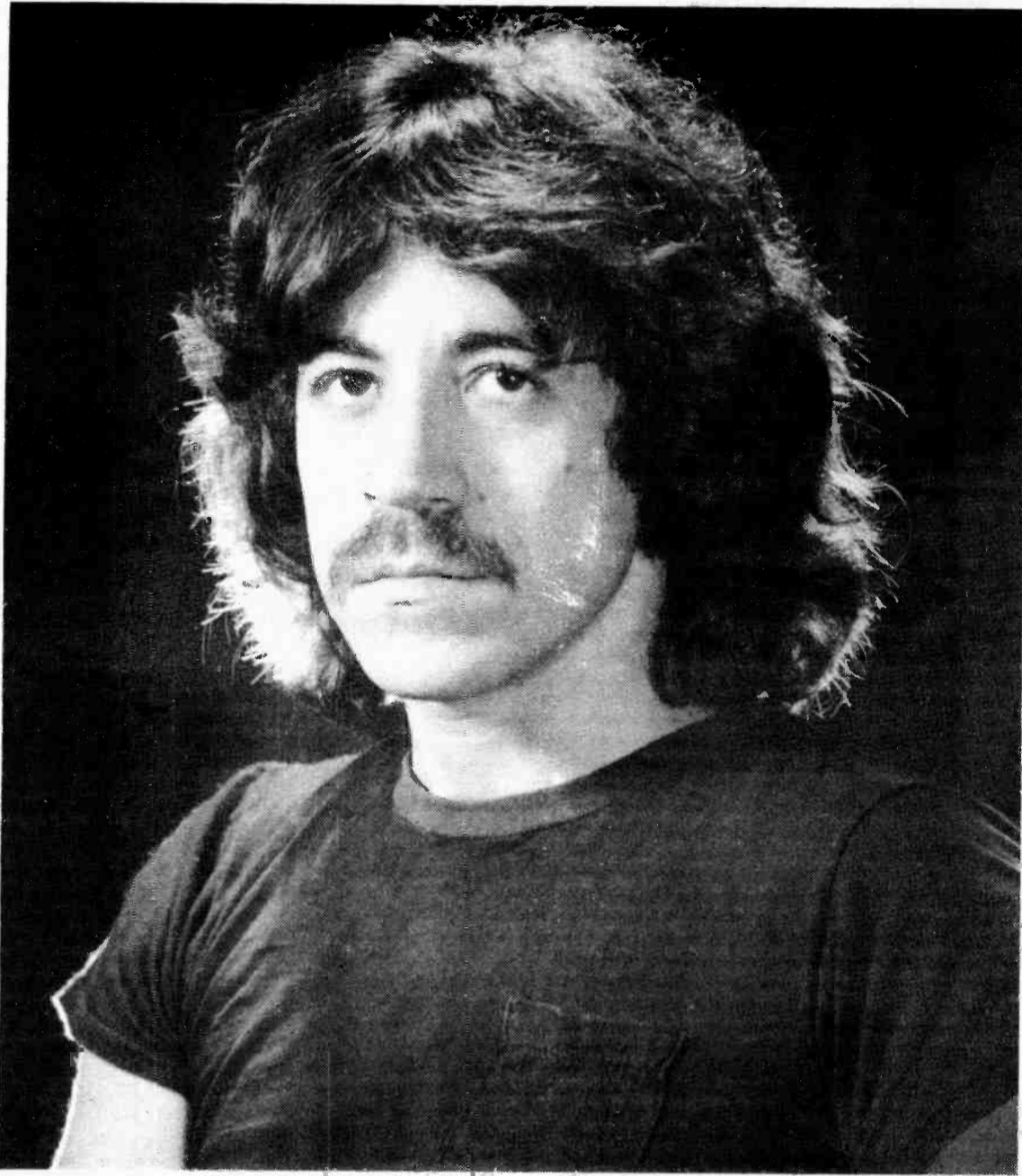
R&R: You say we've known, how have we known that?

SEBASTIAN: That's just been a commonly known figure in the business that very few people really participate and very few people say they care about contests on radio. There was a survey taken in Minneapolis that said that 80% of the people listen exclusively for one reason, and that was the music. So I spend the vast majority of my time with the music, which brings me to another side point and that is that I believe that a program director that doesn't program his

Continued on page 28



Bill Hartman, Promotion Director, Jeff McKee (12 noon-3 pm) sitting, with Stevens in the main control room.

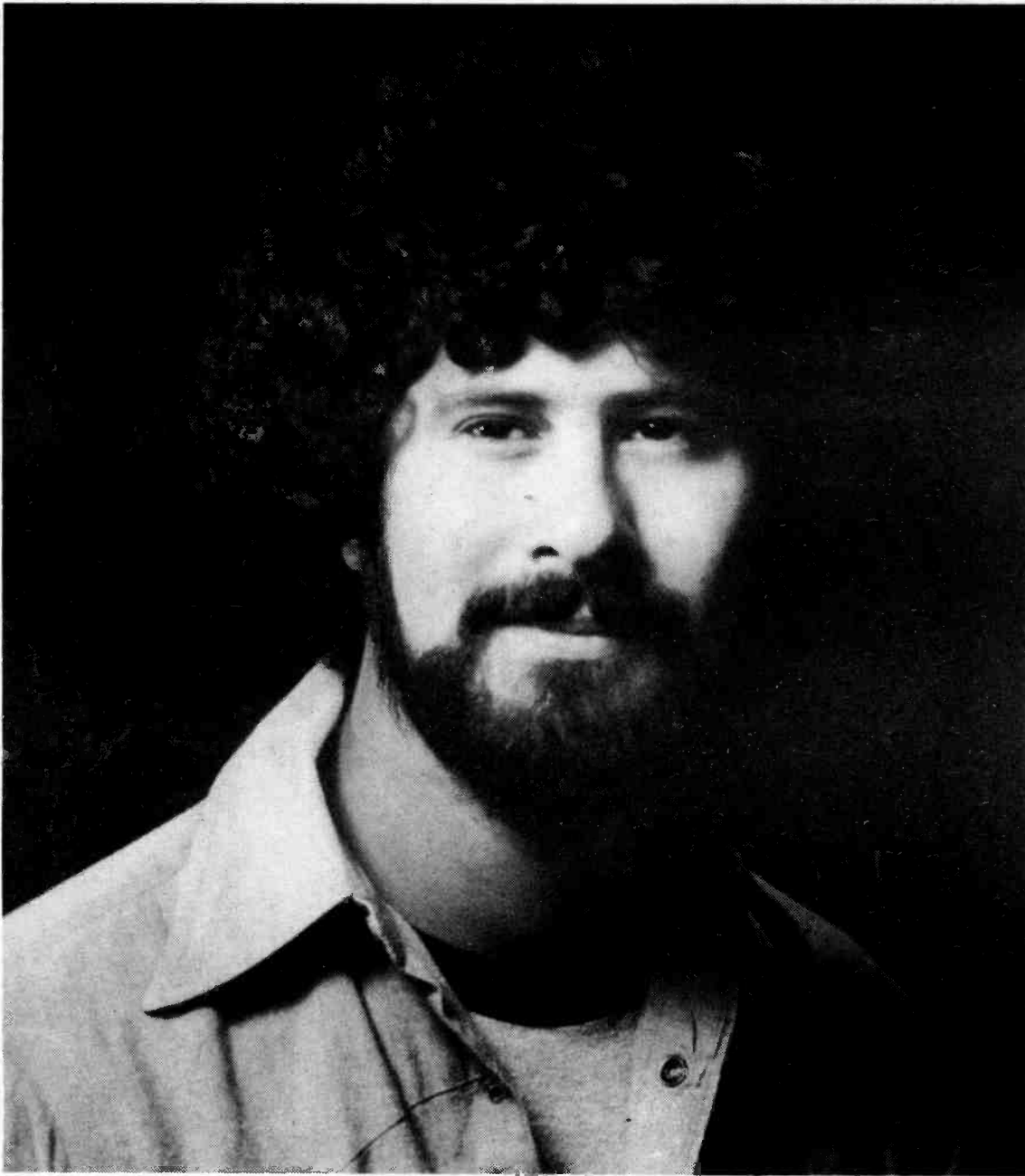


DAVID CAHN
Buffalo



MIKE STONE
Detroit

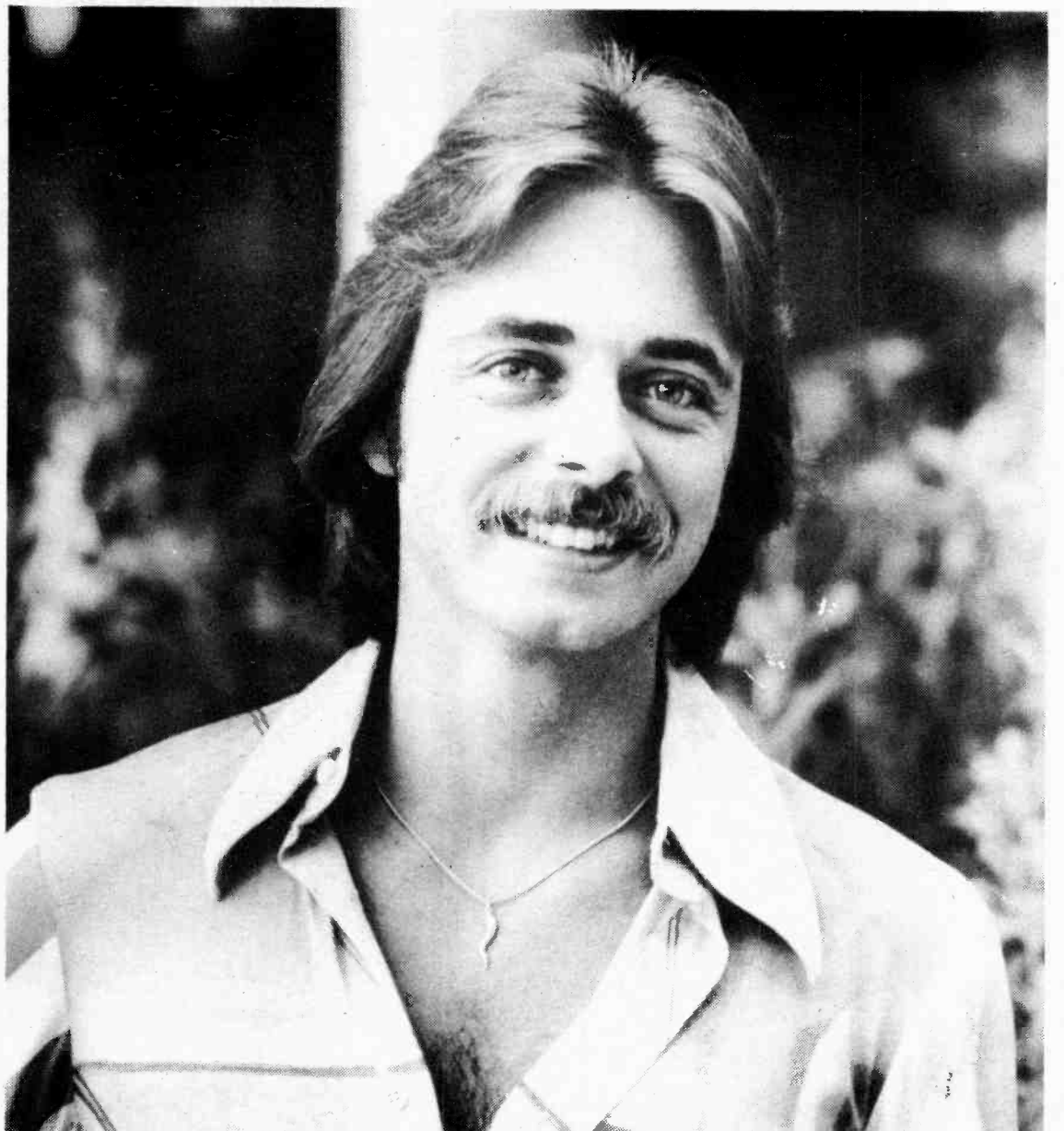


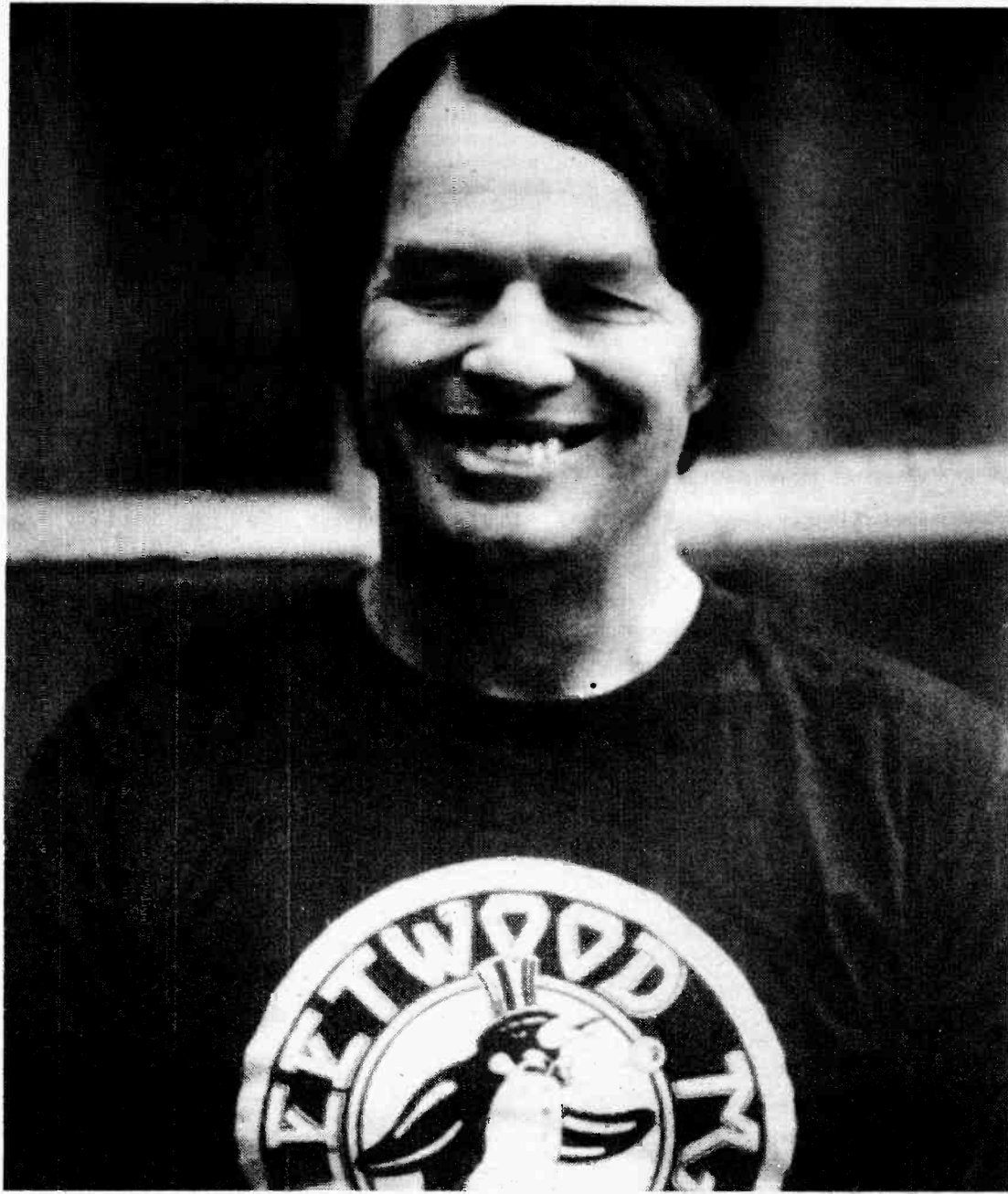


MURRAY NAGEL
Regional, Southwest



JAMES LEWIS
Dallas

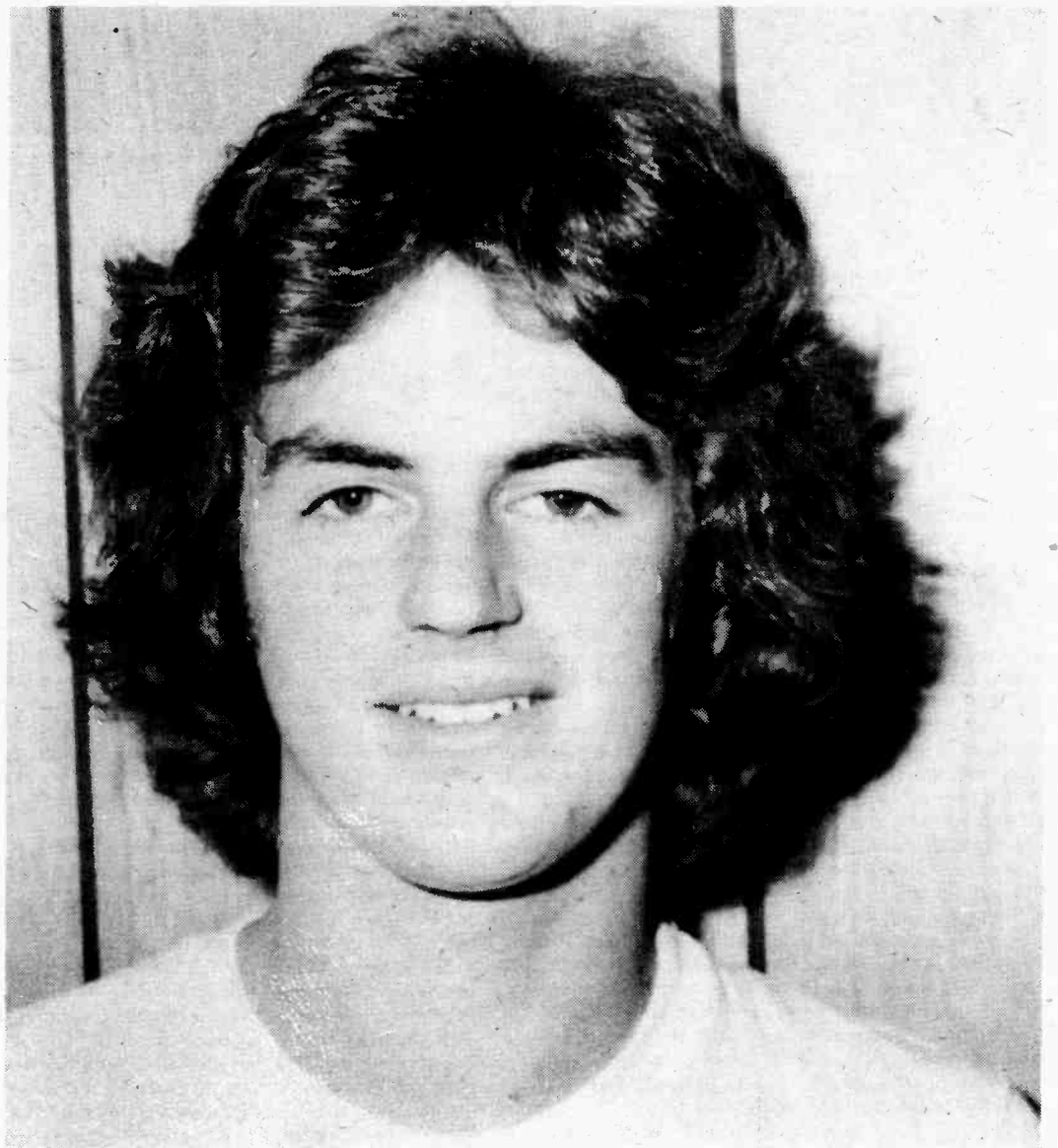




**NORRIS GREEN
Houston**



**ROB SIDES
Houston**



SEBASTIAN

Continued from page 24

music is not being a program director. I can't believe that some of the big companies that have music directors and let the music directors really decide a lot of the time on what music is played. The music director must really ultimately be the program director. But that's just my philosophy. In contests that break the flow of the music, or destroy the music, like putting on listeners over the beginnings of records, or the back end of a record. According to some research I did right after I became program director, people were totally turned off by hearing kids and older people constantly screaming over the intros of their favorite records. Sometimes over the first part of the vocals. So again, I just reacted to what seemed common sense to me, I took it off.

R&R: Are you saying that basically you're running an AOR radio station, but a very tightly formatted one, because AOR does not have jingles, they do not run high energy contests, they don't have high energy jocks, they're going after 18 to 34 year old listeners.

SEBASTIAN: Well, the difference would be that I am also going after 12 to 17's. Obviously my base is teens, and that we have a very high percentage of teens. But to a certain extent, that would be very flattering to believe that. I know that during the meeting that you were at in Minneapolis, several of the people from outlying areas commented to me that they were shocked to hear KDWB because they thought it sounded MOR or as you say almost AOR in approach.

R&R: So does KSTP. I thought the Minneapolis market was unique in that the only ones that were really rockin' and rollin' in the form of a true Top 40 station was WDGY, and U100, with the "you" jingles and that kind of thing.

SEBASTIAN: Yeah, you're probably right. However, KSTP just right at the beginning of the book turned 180 degrees and started screaming and doing U100 trips, which I love because I really thought they were very hard to beat doing what they were doing. I think I learned some things from KSTP. I think I learned some things about approach from KSTP, and probably ultimately Kent Burkhart, but I think his music is totally wrong.

"I believe that a program director that doesn't program his music is not being a program director..."

R&R: Getting back to contests, when do you run contests?

SEBASTIAN: We don't want to present the view that I don't run contests, cause obviously I do. I slot them in a way that makes them less of an irritant to the type of person that isn't interested in them, or that might be able to label that as bubble gum. I try to keep that foremost in my mind, someone that doesn't want to listen to bubble gum radio, what can I do to take that element away, and still keep my other people. It's a total balance act, I suppose. We ran a bumpersticker promotion, where we gave away 2 prizes of \$19,999.

R&R: Do you find cash to be the best thing for the age group you're going after?

SEBASTIAN: I think cash is the best thing for mass appeal. As Buzzy says, "Money screams," he was quoting Bob Dylan I think. That just rings true, you can give away all the trips you want, and all the cars you want, which we've done, but nothing makes people just go nuts more than plain cash, and a lot of it. I'm a firm believer in that.

R&R: Do you use a lot of outside media advertising?

SEBASTIAN: Sure. The idea being that obviously it's money and outside advertising is a come builder. We're trying to get people that don't normally listen to KDWB, or in my case I think people that a long time ago used to listen to KDWB, and had exemplified it as being a bubble gum station and we're trying to jolt them back in to give it a try again, because I think that we're so vastly different than that now than when they do give it a fair trial that they'll be pleased. So we're using it strictly as an audience builder and an audience rebuild, trying to get a lot of different people to sample us again. That's what you can use the money for. You scream \$19,999.00 on TV, radio, newspapers, you're going to get a lot of people sampling to find out about that and then when they get there, hopefully your product, what you're doing on the air is good enough, that they're going to stay.

R&R: We haven't even begun to touch on your disc jockeys, your approach, how you hire them, what you look for, how you direct them, so why don't we begin that? Did you change the staff much after Buzz left?

SEBASTIAN: I didn't, but because, quite frankly, very few people had much confidence in me, a lot of people left. A lot of people thought we were down to a 3.9 with Buzzy and we'd go to zero with me. A lot of people took the attitude that this kid really didn't have much experience at programming and was going to really blow it and so they got out as soon as they could. So I was forced to find some new people, and we got some pretty good people that sent tapes. I was just listening to what I had in my mind for human approach. People that just talk to people. It's as simple as that. People that just talk.

R&R: How about call letters? Are they formatted as to what they have to say when they come out of a record?

SEBASTIAN: Yes, it is very tightly formatted. That's again a balancing act in that, that's something I've had some problem with. When I first say I want you to be human and talk to people, people think that they've got to talk a lot. And just the opposite. I'm a firm believer in the basics. Again, because people say they listen to the radio for one

reason, to listen to music. One of the biggest complaints to this day is too much talk by the disc jockey. Disc jockey's trying to be corny, trying to be funny, I think if the disc jockey is really that funny, like Charlie Tuna for example, if he's really that funny he ought to be a stand-up comedian, and go on the Johnny Carson show. That's not where a disc jockey is at. Maybe a morning man can get away with it more than anybody else, but it's still the biggest complaint I get from people about disc jockeys, is trying to be funny, trying to be corny and taking away from their music. It's just the opposite. I want a down-to-earth human approach but I don't want to have people talking too much.

R&R: Do you get any positives about disc jockeys. What do they like about them?

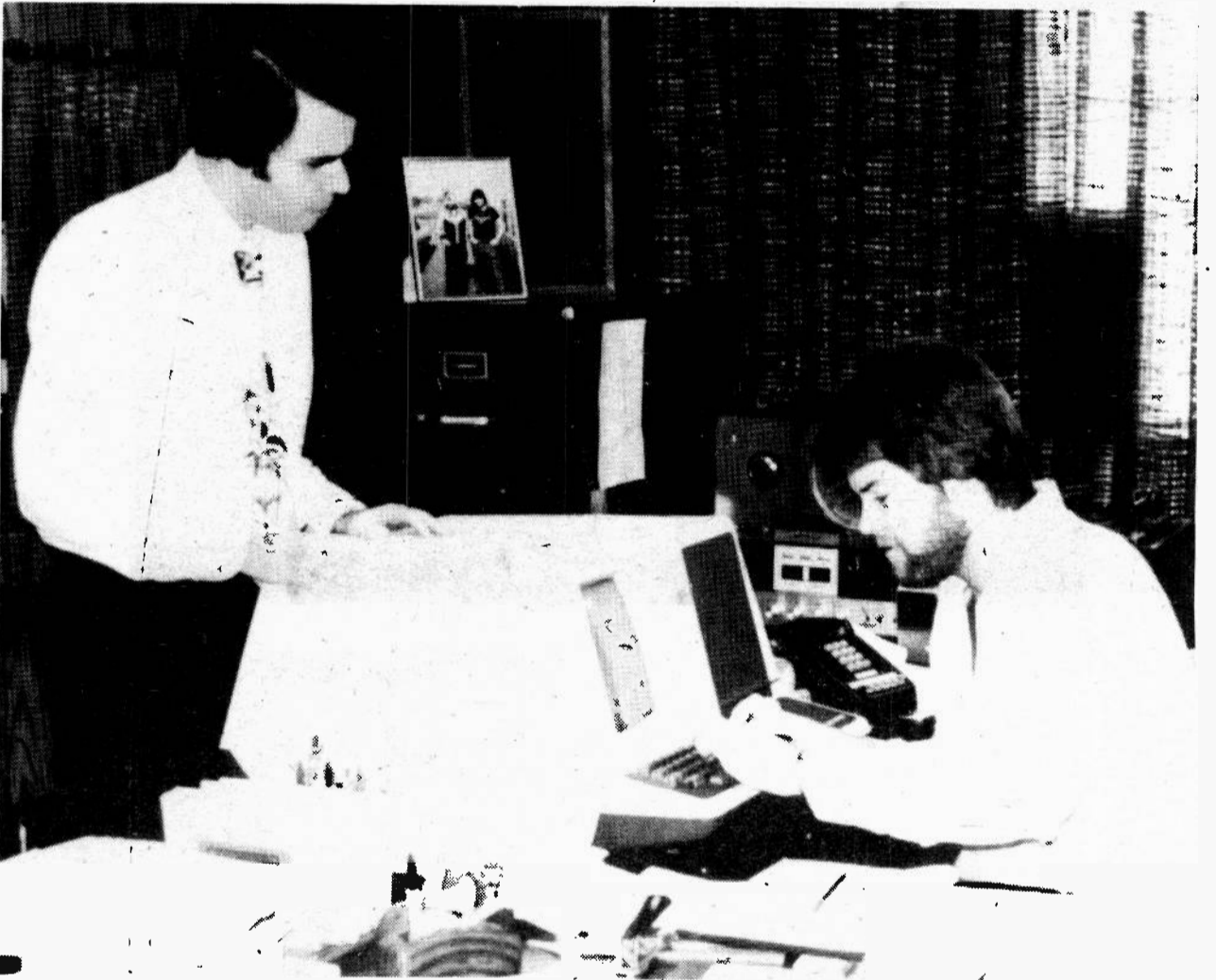
SEBASTIAN: Well, we've gotten some positives on Mike Butts, he's our morning man. The same old traditional things, some 24 year old secretary writes in and says "He sounds friendly, he sounds warm." We've gotten a lot of response on a very strange simple old image liner that I put in which is "More Music and Less Talk" on KDWB. It's situated in a sweep area during the book where we did play several records in a row and we had the talk down to a minimum and that was one of the image liners we used and we got a lot of letters from people driving to work or driving home that said that is the first time I've ever listened to your radio station and I just love your idea of more music and less talk. It's so basic and yet they react to that because that's what they talk about. That's what they say. That's

R&R: How many do you run together?

SEBASTIAN: One minute. So that takes care of the problem. We run either two 30's or a 60 in each stop and never more. No 10's. Just 60's and 30's, and no more than a minute in each stop set. So that basically takes care of the problem. I know a lot of stations, particularly AOR's and some Top 40 stations that have a dominant situation in their market and are able to say that's not a good commercial, we won't play it, we will reproduce it for you. We haven't quite reached that level because we have three other AM Rockers that would be glad to take the business under any circumstances.

R&R: What about involvement in the community? What about the jocks getting out there and doing things?

SEBASTIAN: We do as much as the union really lets us, in that we have such a strong union that technically everything beyond someone's airshift and production they should be paid the minimum whatever it is, \$100 extra to make an appearance, or do anything, but we do as much in that context, with that framework as we can. We do all of the March of Dimes, Cystic Fibrosis, Muscular Dystrophy, things that we can. We have the van going out in the summer like every other station in America. Every public service announcement is tied in to a disc jockey in that he becomes the chairman or representative for that idea. If it's a Boy Scout-A-Rama, the PSA might read "The Annual Boy Scout-A-Rama happens this Saturday at so and so park, if you'd like more information, give Mike Butts a call here at KDWB." When they call they're referred to Mike or the Operator



Stevens watches as Sebastian works the CRT Computer for music testing.

what a listener would say. "I want to hear more music and less talk." "I want to hear less commercials" and all those other phrases. It's really what people say when you go to a service station and just ask them, that's really what they say. I believe people mean what they say.

R&R: Do you day-part a good deal?

SEBASTIAN: Not a great deal. To some extent. The reason I don't do it to a great degree now is that we have researched every song to such a degree and made them reach a certain criteria of being mass appeal across the board, that with very few exceptions every song is totally relative, familiar, accepted by every listener that we're interested in. So, the only songs that would be day-parted are songs that maybe we shouldn't be on anyway.

R&R: Well, what about Led Zeppelin's "Stairway To Heaven?"

SEBASTIAN: No, that's not day-parted at all.

R&R: Would you play it in morning drive?

SEBASTIAN: No, that's not day-parted at all.

R&R: Would you play it in morning drive?

SEBASTIAN: Certainly. Because all demographics love it, and the only problem with that is length.

R&R: How many commercials an hour do you run?

SEBASTIAN: Right now we're at 12. That's the most it's been in a long time. We do cut down, I probably shouldn't give you the exact levels, but we do cut down substantially in and around the books. Certain periods of the year.

R&R: Do you format the commercial flow? Are you as careful with the commercials and how they're presented as you are with your music?

SEBASTIAN: No. I guess I couldn't honestly say that I am. In that the competitive situation we're in, we cannot afford to turn down a commercial because of its content.

gives them a referral number or the basic information. That's another way to jock plug and tie it all together.

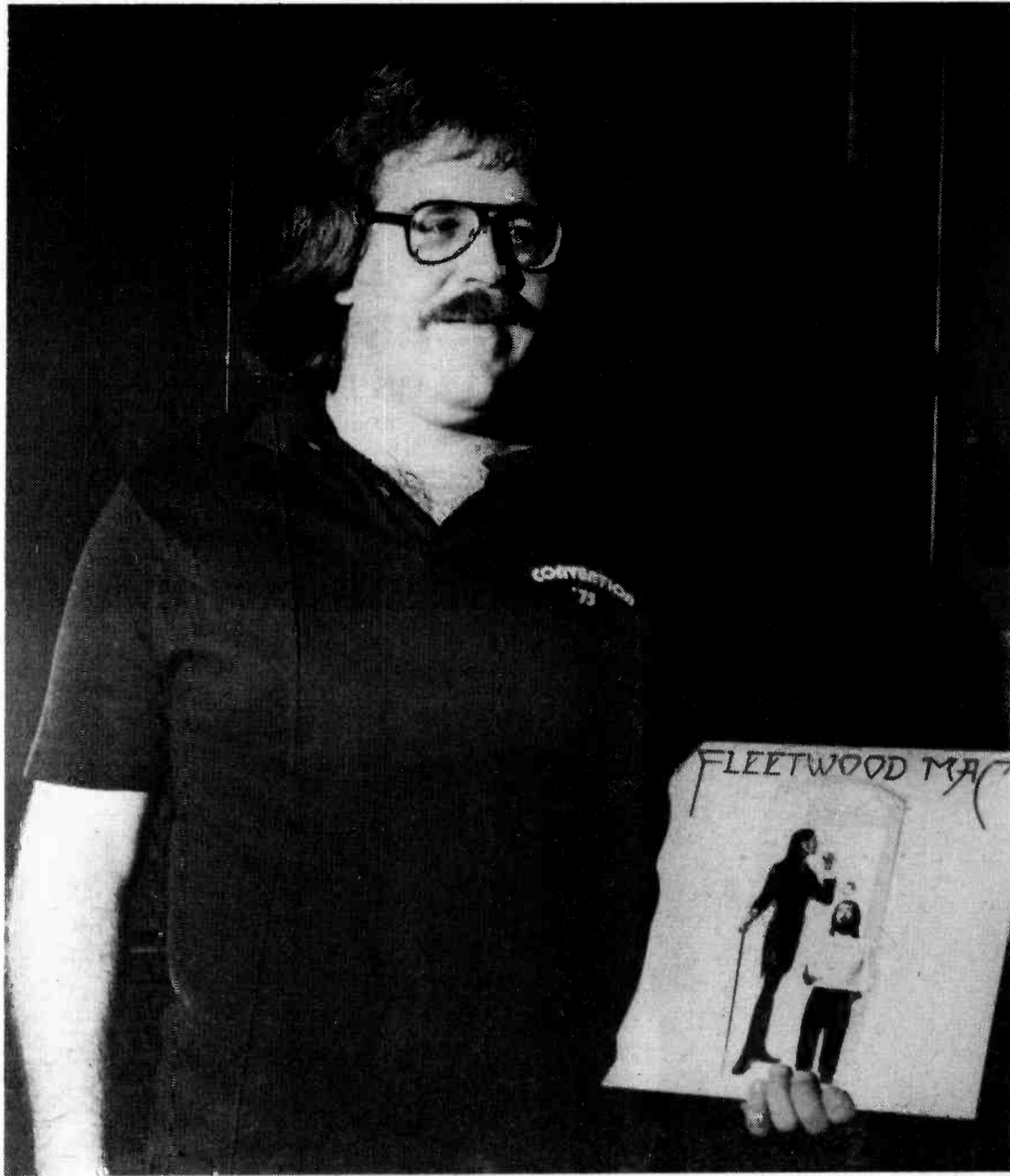
R&R: While we're on that, how about Public Affairs, do you bury it?

SEBASTIAN: We have three locally produced, fairly good Public Affairs shows. I think most stations bury their Public Affairs.

R&R: More of them are getting out of it. They're going to 60 seconds where they'll run thirty 60 second programs sometime during the week and come up with 30 minutes rather than take one 30 minute show on a Sunday morning 4-9am type thing. Or put 60 second bits in the news, that kind of stuff. Does the God Squad still exist at KDWB?

SEBASTIAN: Yes, to a certain degree. I don't think we could afford to do it any other way. I have very opinionated views on that. I think that radio stations are by their own description and by the FCC, supposedly there for the public's use, for what the public wants. For the age demographic that we're reaching and what we're going for I think we're doing exactly what they want. They aren't craving for us to run more Public Affairs information, they're craving for music, and they're craving for, if it were possible to play no commercials, and probably not to run too many contest and probably to having less disc jockey rap, and a lot of other things that are very hard for us to really believe, particularly if we've been disc jockeys, because we like to believe that even when we're on the air that the people are really listening to us and for us, from what I can tell that isn't true. So I think that's the reason we have it very hard to believe that the only reason people are listening is for the

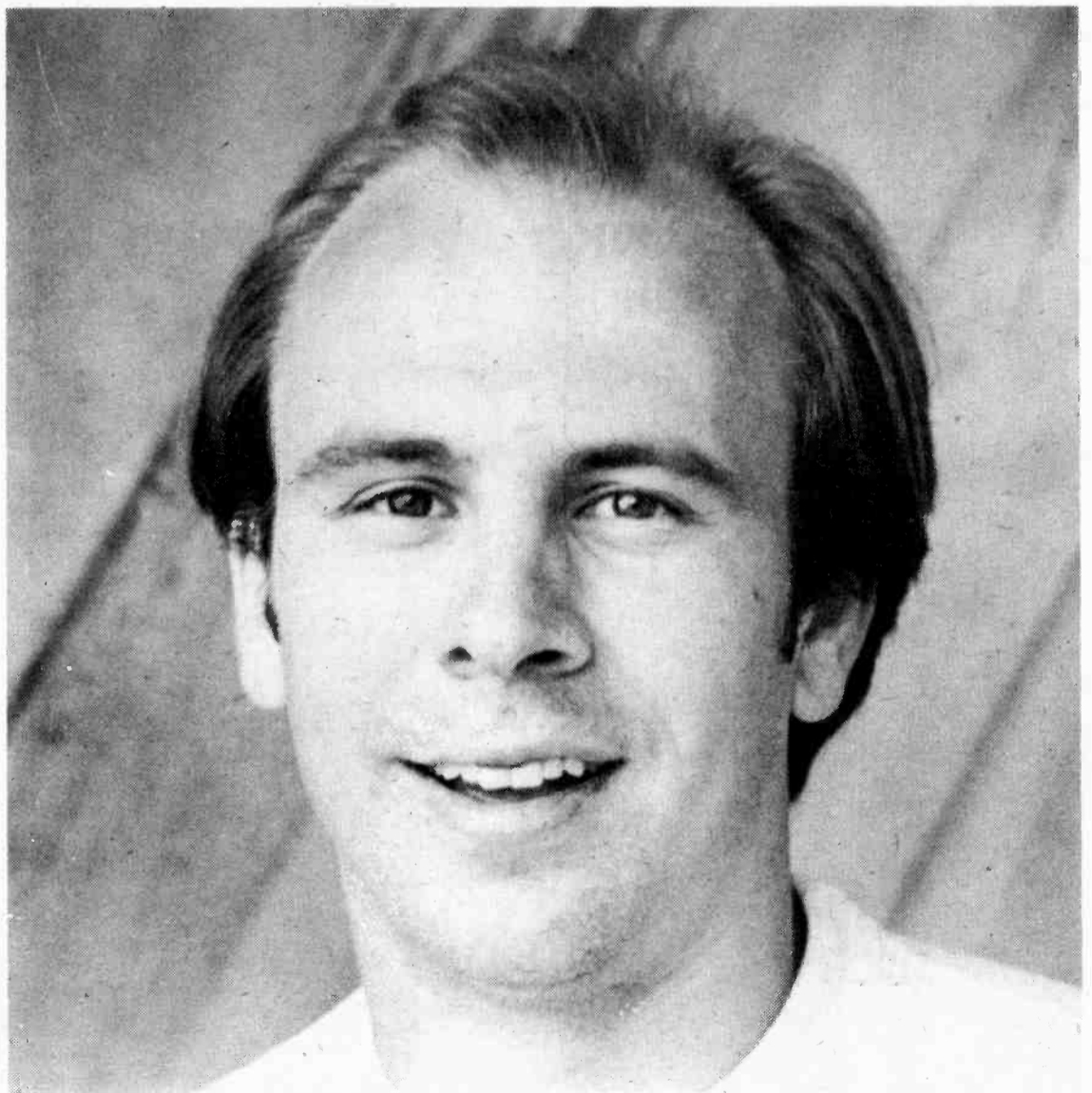
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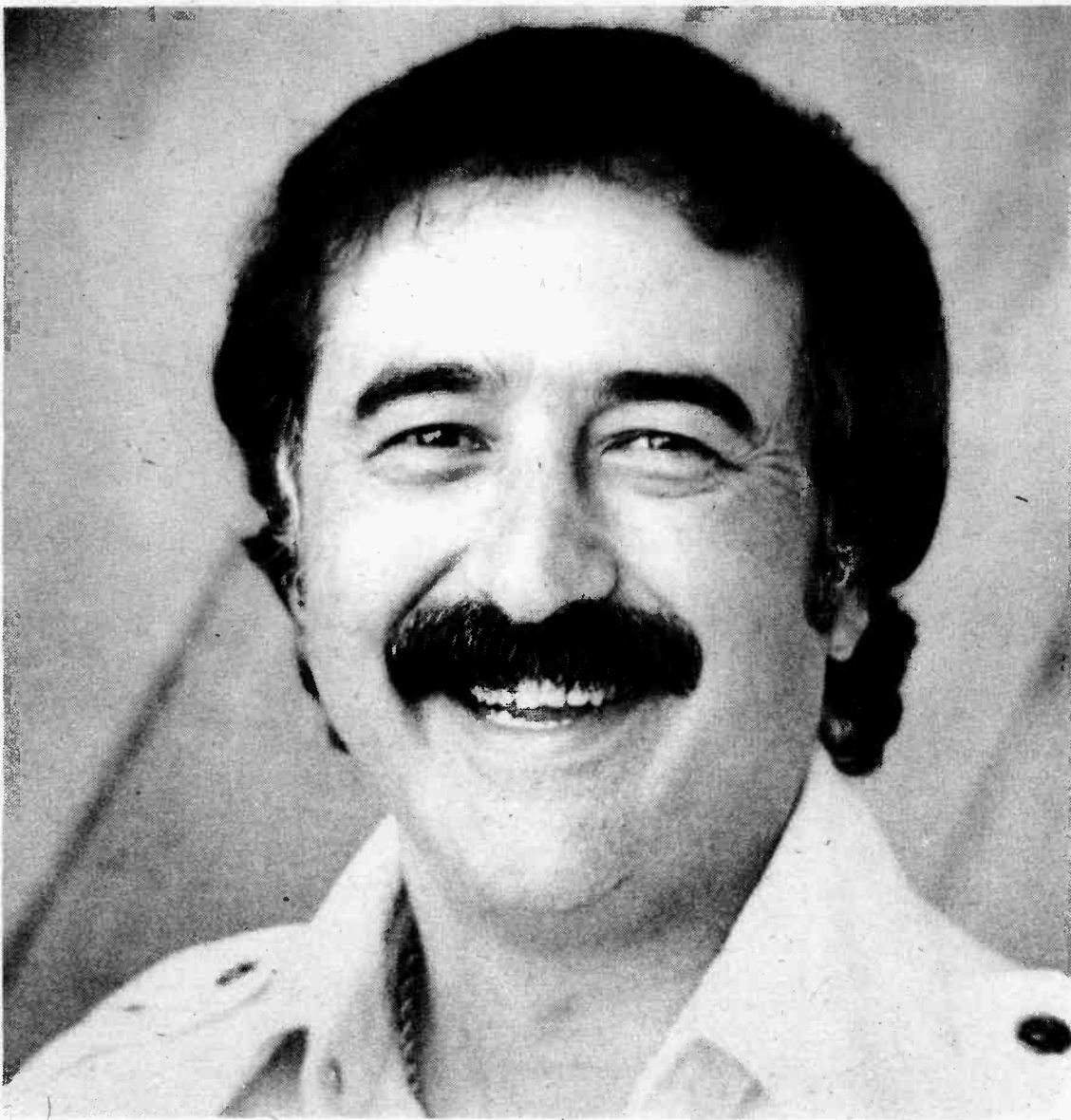


JERRY BARRETT
New Orleans



KENT CRAWFORD
Regional, West Coast

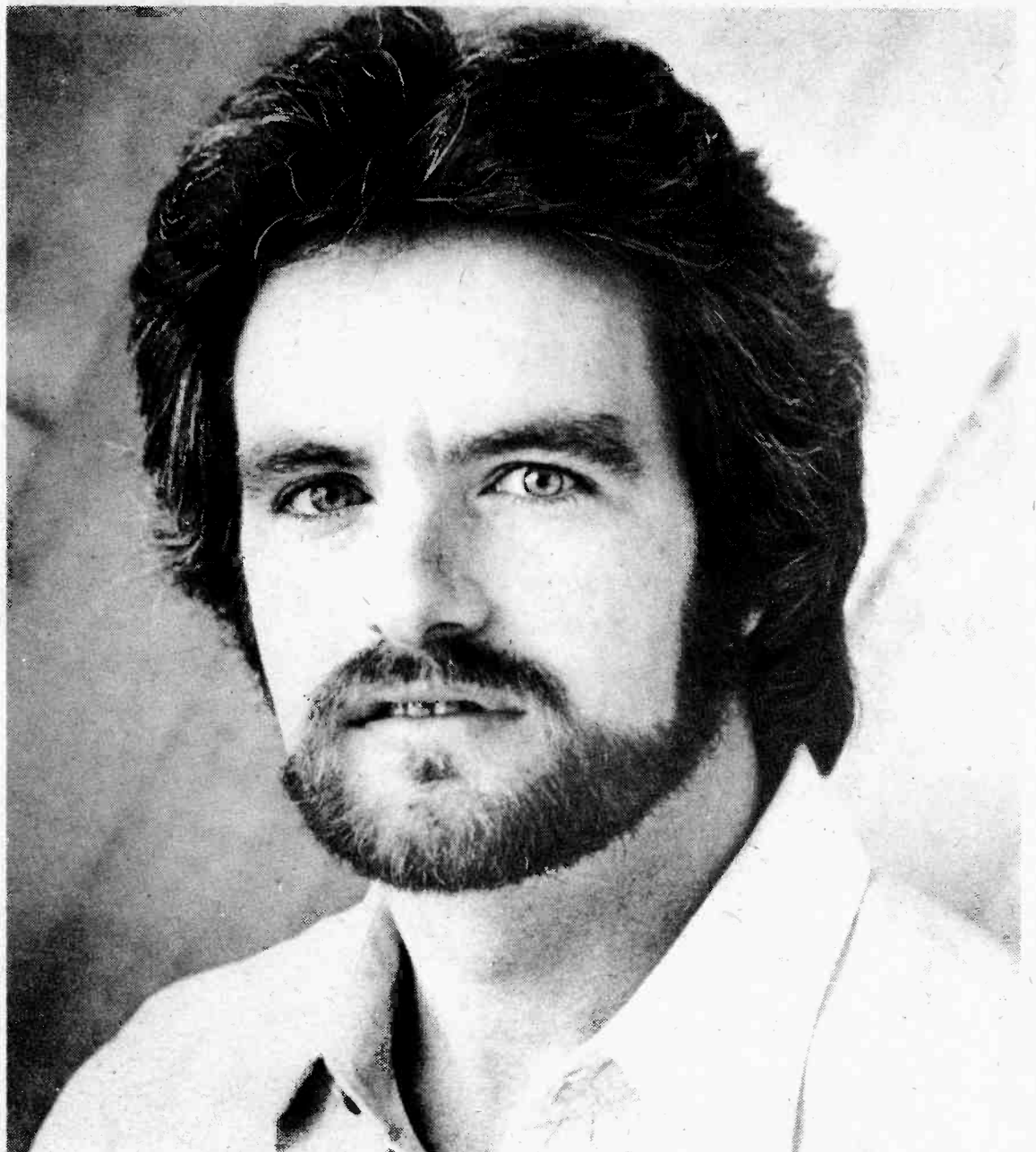


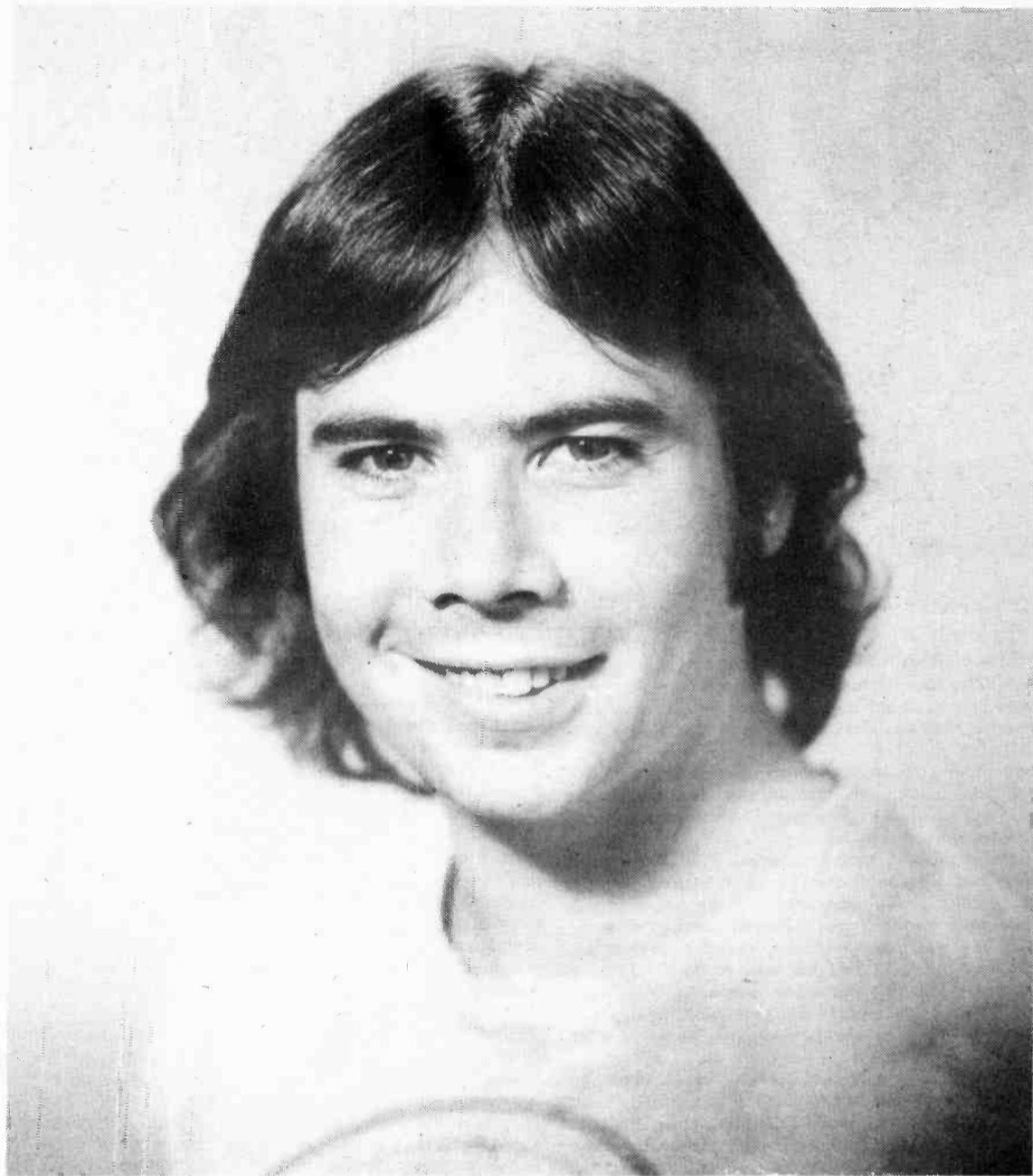


CHRIS CRIST
Los Angeles



KENNE SWINK
Los Angeles

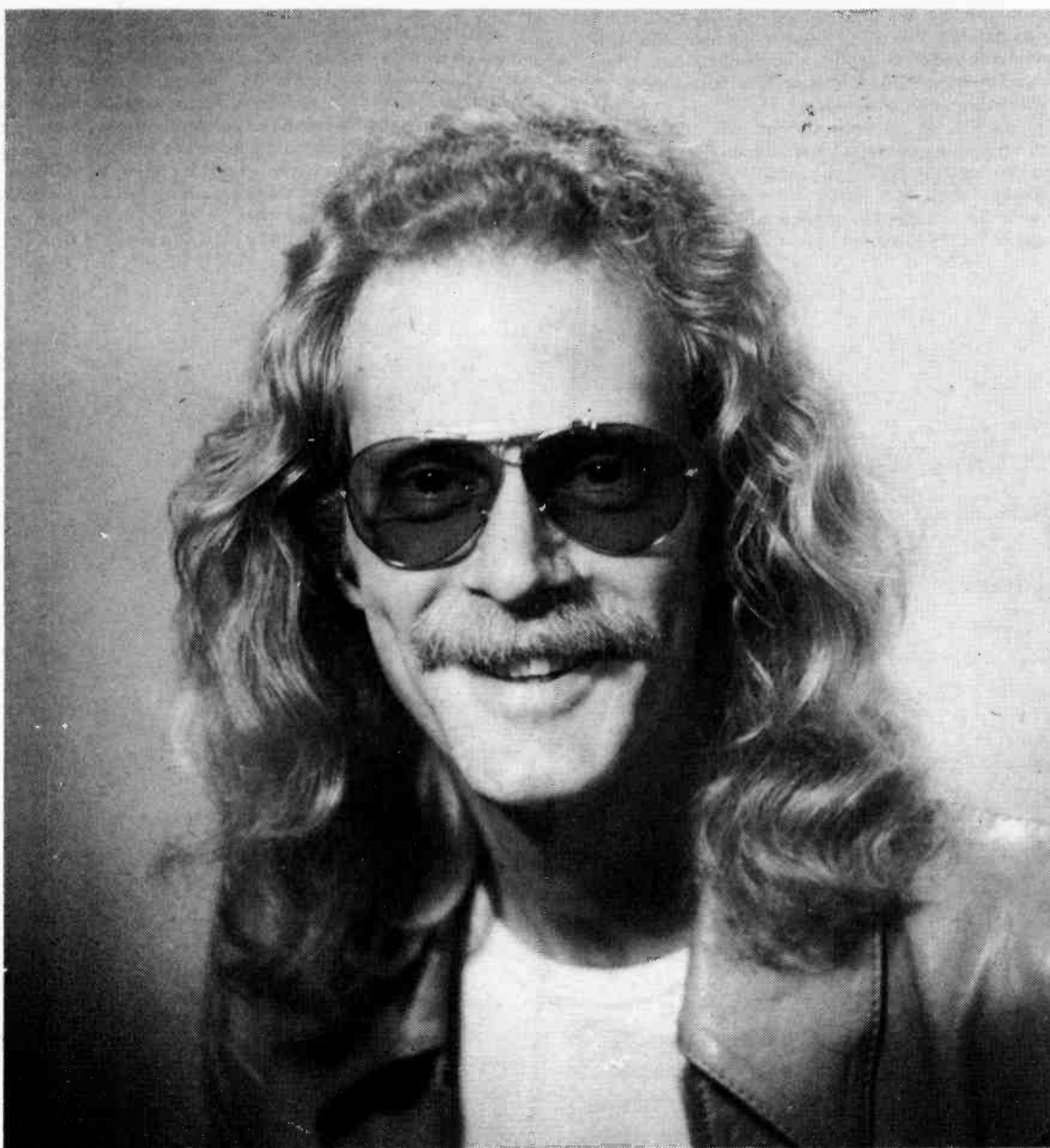




BERT KEANE
San Francisco



CARL WALTERS
San Francisco



JOHN SEBASTIAN

Continued from page 28

music and we have to present it in the best way we can, and disc jockeys are important in that you have to have people that aren't negative, that don't cause irritants to the people. But a lot of times it's not how good they are, it's whether or not they do less negatives than the guy opposite them.

R&R: How do you handle station promos and contest promos. Are they heavily produced or low keyed.

SEBASTIAN: They're low keyed. I guess they'd be similar to the Buzz Bennett promos.

R&R: His reasoning for that doesn't go along with yours though. His reasoning for that was that the rest of the radio station and the music at that time was such high energy, high level that the promo stood out. If you're running a low energy radio station don't your promos kind of blend in and don't stand out at all? How can you not be excited about giving away \$20,000 cash?

SEBASTIAN: We let the listener be excited. Because when you go out and give away \$20,000 cash we tell someone that they've won, just won \$20,000, they go berserk and we have that on tape and we produce a promo around it and we let them go berserk and we present that on the air every hour for three or four days or whatever. It gets the idea across pretty well. There is excitement on KDWB. I just think it's true excitement. I think its quality rather than phony.

R&R: Who answers the request lines?

SEBASTIAN: We have request operators.

R&R: Jocks don't do it?

SEBASTIAN: Only when, like our morning man does, but from noon on there's a request operator.

R&R: Butts does stuff on the air with people, doesn't he?

SEBASTIAN: No. We never put anybody on the air.

R&R: You don't believe in listener involvement on the air?

SEBASTIAN: I believe in listener involvement in that you're doing what they want to hear, in that they can react to what you're saying, and they can react to certain things that you're doing. As far as letting them talk on the air and things like that, I don't believe in the current competitive situation that that's the best road to go. We don't do news in the morning either.

R&R: Why is that?

SEBASTIAN: We have WCCO taking 50% of the total audience, probably in the morning maybe 60 or 70% of the people 35 plus, so we can write that off totally. KSTP, traditionally, doing very well 25-49. Probably we can't beat them 25-49, now we can't that Knapp is gone. But we couldn't then, not reasonably. So we have 12-24 maybe, that we have a chance of getting. From my research every time the news comes on in that demographic, people tune out. They never tune in to a Top 40 stations for news. They tune to WCCO.

R&R: Where do you put your news?

SEBASTIAN: On the all-night shows. 15 minutes an hour on the all night show every hour. We fill our commitment.

R&R: Do you run it during the day at all?

SEBASTIAN: None. -No news from 6am to 12 midnight. Probably the only station in America that does that.

R&R: Legally it's OK to do so?



Sebastian in front of the KDWB building.

SEBASTIAN: According to what our lawyers say, and what the FCC says, they haven't necessarily said where you have to run it, they just say how many minutes you have to run. Percentage wise, we fulfill that, we go over that. Same with our Public Affairs.

R&R: Have you been attacked as being a jukebox by anybody?

SEBASTIAN: Sure. All of our competitors. That's the first thing Driscoll called us when he came in the market, that we were a teeny-bopper jukebox.

R&R: Someone made the comment before that all the great programmers that will be remembered, Chuck Blore, Bill Drake, etc. always broke new records. In other words always broke new product and allowed product to play some part in the excitement level. The new so and so. Like KHJ or all of the RKO Stations used to have hit-bound jingles and make a whole big thing out of it. You have dismissed that entire philosophy. Do you think that makes your radio station stale. You rarely ever have new music on your radio station.

SEBASTIAN: Well, obviously we do. Like your example, we added Eric Carmen first in the market. We added Diana Ross first in the market. We added Paul McCartney the first day it came out. We added John Sebastian earlier than anyone else. But as a rule, no we don't. I think that's baloney. I think that's probably from a record executive who said that.

R&R: Yes, it was.

SEBASTIAN: Yeah, I'm sure. If our station was stale to the average mass appeal audience then they wouldn't listen to us. The point is, our viewpoint, the record peoples' viewpoint, and people in the business' viewpoint is so radically different than the average mass appeal person on that we cannot even come close to identifying with them. We have to let our research say what its going to say and then we have to react towards it because if we start thinking wow, I'm tired of that record, or all my friends say they're tired of it, then we're just going to be like everybody else and we're going to go down

the hill if somebody across the street is doing it better than we are.

R&R: Describe what you have found through your research what the average KDWB listener is. Education, employment, what he does with his leisure time. What kind of person is he?

SEBASTIAN: I haven't ever come up with an average person. I would just be guessing at this point, but it would probably be a 17 year old female that only goes to two concerts a year, that is John Denver and the Carpenters. Maybe she's never heard of the group Kiss. Her favorite song to this day is "I Honestly Love You" by Olivia Newton-John, and wishes we would play it a lot more than we do, even though we already play it every seven hours, almost as much as a current. Probably has only been dating a year. Probably is a virgin.

R&R: ...there are no 17 year old virgins.

SEBASTIAN: In Minneapolis there are. We're talking about a totally different thing than on the West Coast, or the East Coast. Talking about good old fashioned down to earth people. It's really refreshing in a lot of ways. In a lot of ways its very frustrating too, because there's a lot of things that don't cut it here that might cut it in other places. There's more risqué contests and promotions that I'd like to do. AOR type promotions that I'd like to do that won't cut it here because of the lack of hipness, I guess. Like I wanted to do baggies and things like that, but we've really discussed it and I think it would be a big mistake to do anything like that in this area. Anytime we come close to playing anything the least bit suggestive, the least bit dope oriented, the least bit strange we get a lot of irate phone calls. Not from 35 plus, because if they were I'd think that I was on the right track. But from people 17-25.

R&R: What about sales promotions? Or your relationship with the sales department?

SEBASTIAN: I have a good relationship with the sales department. But the idea is that we run sales promotions, but never during the books. I wish I was somewhere where there were four books and then I'd never have to worry about it, but I hate sales promotions.

R&R: You've brought up an interesting point here. You made reference to it a couple of times that you do things differently in a book. Do you really believe a listener changes his listening habits during the book?

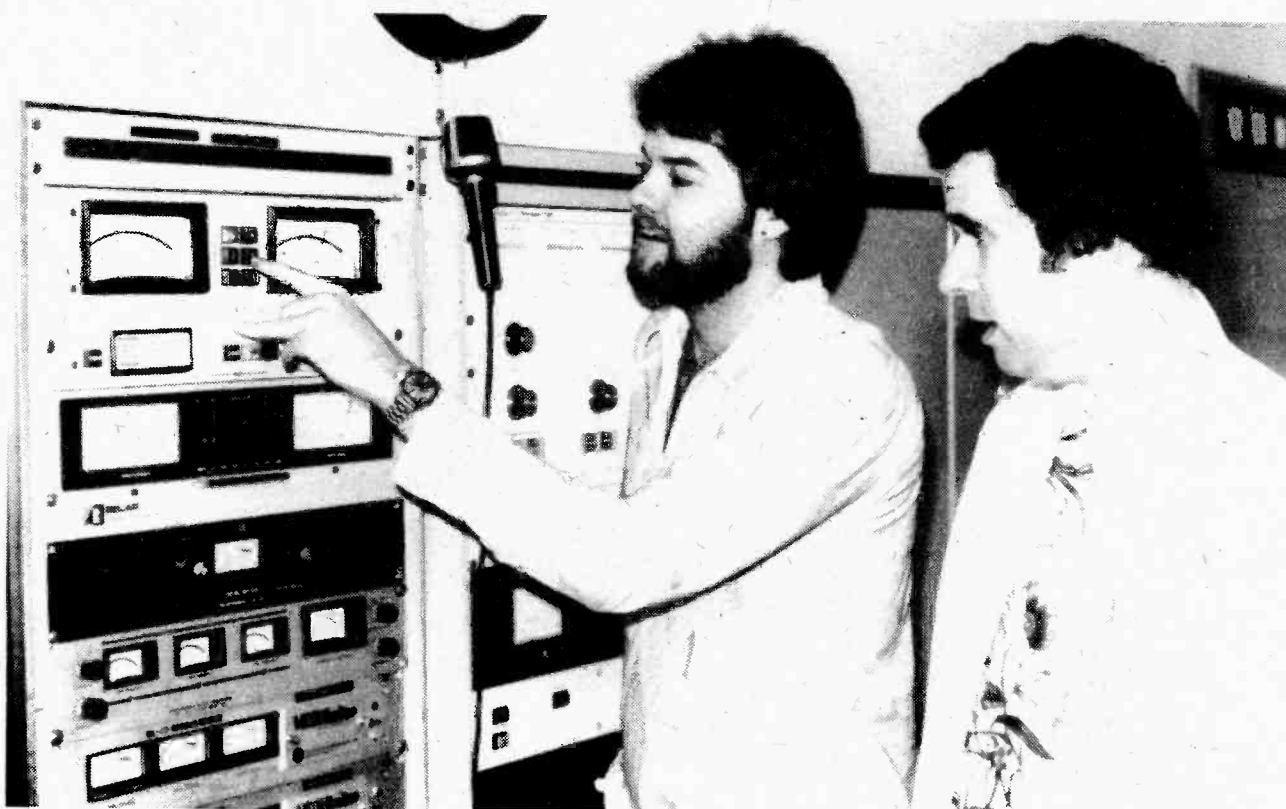
SEBASTIAN: There's some research that says that probably they do. We're not talking about the average listener. We're talking about the average person that will agree to fill out an ARB diary. We find that they do more experimentation than the average listener does. So what happens when you give them this diary you're almost saying to them "experiment." Check around the dial, and they don't normally do that. Normally they have a favorite station so the week that the book comes all of a sudden they decide now they're going to try Country and they're going to try MOR and they're going to try all these different stations that they maybe never listened to before.

R&R: Do you believe people really do that?

SEBASTIAN: Going through diaries at Beltsville several times now. I really believe that people do that, they experiment. And not only that but in our current situation as fragmented as it is, I've done this all three books now, practically, well maybe a week or two before the book starts is when we really kick it in. When we really explode and I can tell from my indexes, I can tell from everything we're doing that it works.

R&R: Do you take your promotion through the Friday after the Wednesday the book ends?

SEBASTIAN: I think, first of all, most of them fill out their diaries on Wednesday after starting on Thursday, instead of filling it out each day. Secondly, I don't think they automatically go to the mail box the next morning and mail it. They might mail it that weekend. I try to keep the level up at least through the weekend after Wednesday. As long as I can do it without the sales department going crazy because they're either trying to put in a sales promotion



Sebastian and Stevens overlooking the transmitter and antenna monitor meters, in the transmitter room.

Continued on page 36



SUE BRETT
Seattle



EDDIE GILREATH
Regional, East Coast





MICHAEL OLIVIERI
Regional, East Coast



RAY MILANESE
Philadelphia

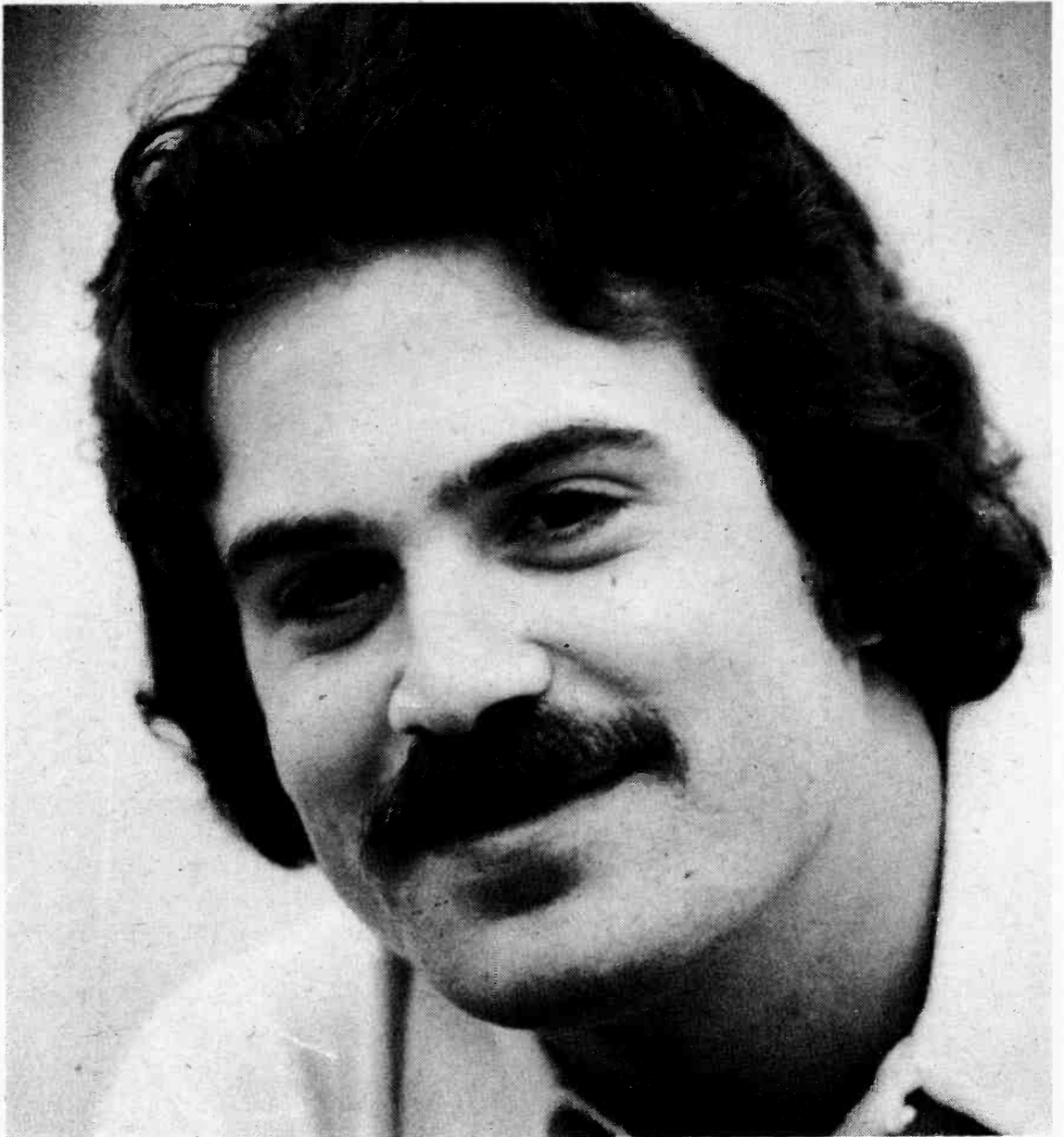




GEORGE STONE
Philadelphia



RON GREGORY
Baltimore/Washington



SEBASTIAN

Continued from page 32

or raise the limit as fast as possible.

R&R: What are your ambitions? Where do you see yourself ending up in this industry?

SEBASTIAN: I guess if I was really honest with myself I would say I want to program the number one station in the country.

R&R: WABC?

SEBASTIAN: No, I think I want to beat WABC. I think they're more ripe than KHJ. I think KHJ right now is terribly ripe. But I think, and this is an outlandish statement, and I know it, but I think that I could beat WLS, WFIL, WABC, KHJ, and KFRC right now today with what we're doing. And I would just like the opportunity to try it. We were talking about, just the other day, once you're in L.A., or New York, what do you do then? Then I really would like to be a consultant. But not do it the way that some consultants have done it, in that like you say they decide in Los Angeles that you're going to add a record in Boston, but to set up the systems in each individual place and hire the people that you know can do the job and make sure the research is done properly in each instance and then you won't have to worry about it because the research is going to be so cut and dried with what we're into and with what Todd is into and several people are into. I think there are several people that could beat all the stations I listed. I think Todd Wallace could too. I think there is maybe another person or two in Doubleday that could too. I'm very impressed with the people that are programming radio stations in Doubleday. The long range is to work or be with the number one stations in the number one market and then set up a consultancy and I guess be able to live wherever I want to live and all



Sebastian and Gary Stevens in KDWB's executive office.

those other dreams you want to do. I was raised a very competitive person and I guess I always will be. I had one of those fathers that wanted me to be the President of the United States and that rubs off on you. It doesn't matter what happens, it makes you strive for those things. Until I wanted to be a radio person I wanted to be a basket-

ball player, and if I didn't quite make it then I wanted to be a lawyer and a Senator and maybe in the back of my mind to be the President because it was harped into me so many times. I'm not sure I wouldn't like to be the President still. But I know that I have a tremendous capacity for competition.

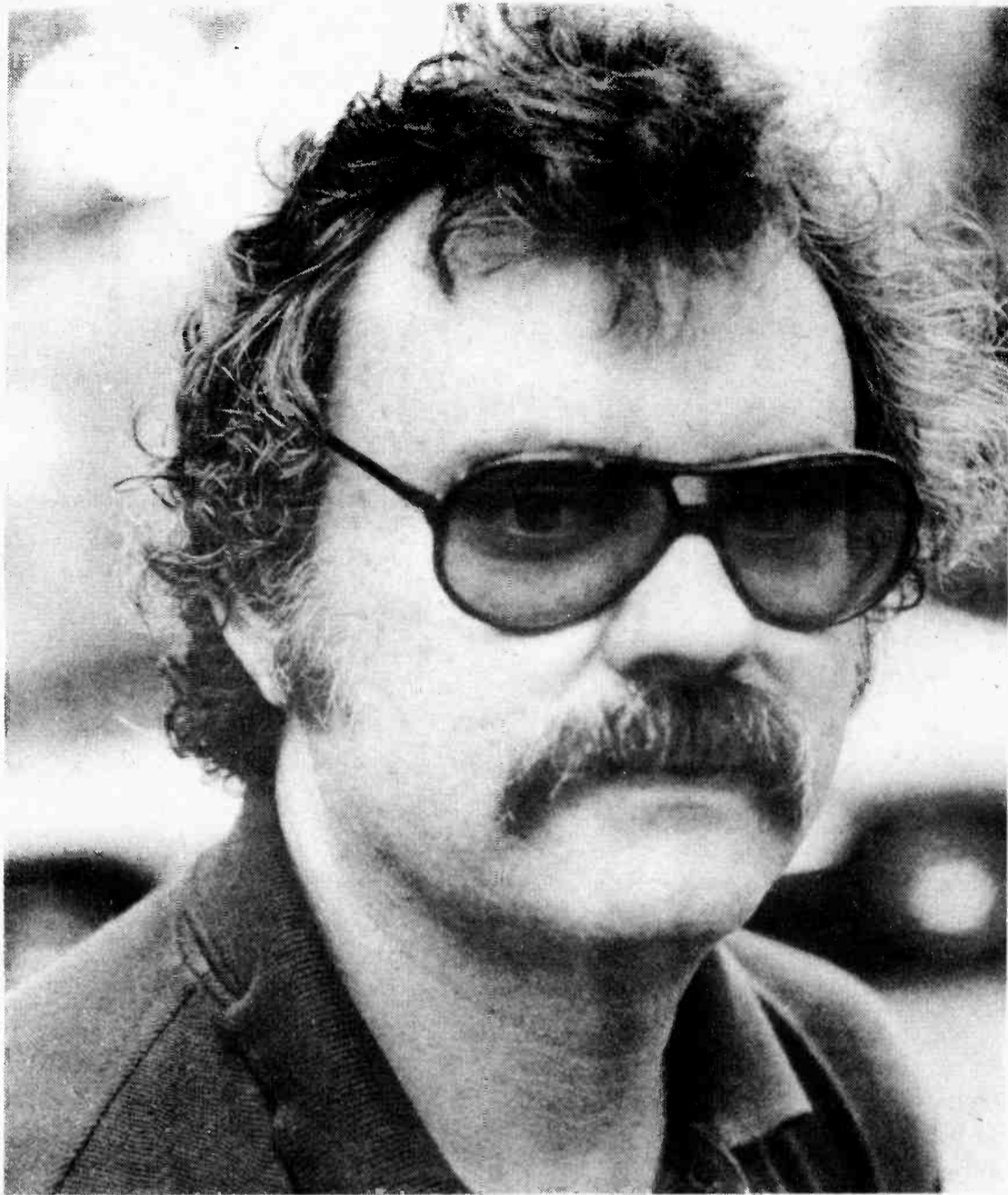
Plan To Be Around In Five Years?

1981		JULY			1981	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 trade in old Videodisc unit
4 <small>Independence Day</small>	5 <small>Capitol releases album without research testing. 1979</small>	6 pick up New gas ration card	7 <small>25th anniversary of "Heart break Hotel." 1956</small>	8	9 R&R Convention/81 Brazil	10
11 <small>Sonny & Cher remarry. 1979</small>	12	13	14	15 exchange wash pipe at Sears	16	17 <small>Fleetwood Mac album drops off R&R's AOR/Airplay chart after five year run. 1980.</small>
18	19	20 <small>Last remaining AM music station switches to talk. 1980</small>	21	22 <small>Beatles Reunion, Madison Square Garden. 1977</small>	23	24
25	26 <small>CSNY re-unite for 12th time 1980</small>	27 check test results on Elton album	28	29	30	31 <small>WOMB cuts playlist to 8 records. 1978</small>

The days when you could get by on facts & figures alone are over. Tomorrow's industry leaders need to know about the kind of topics discussed every month in R&R FORUM. With articles like The Use Of Videodiscs, and The Phenomenon of Record Research, R&R FORUM has its eye on the future. If that's where yours is, check us out.

R&R
FORUM

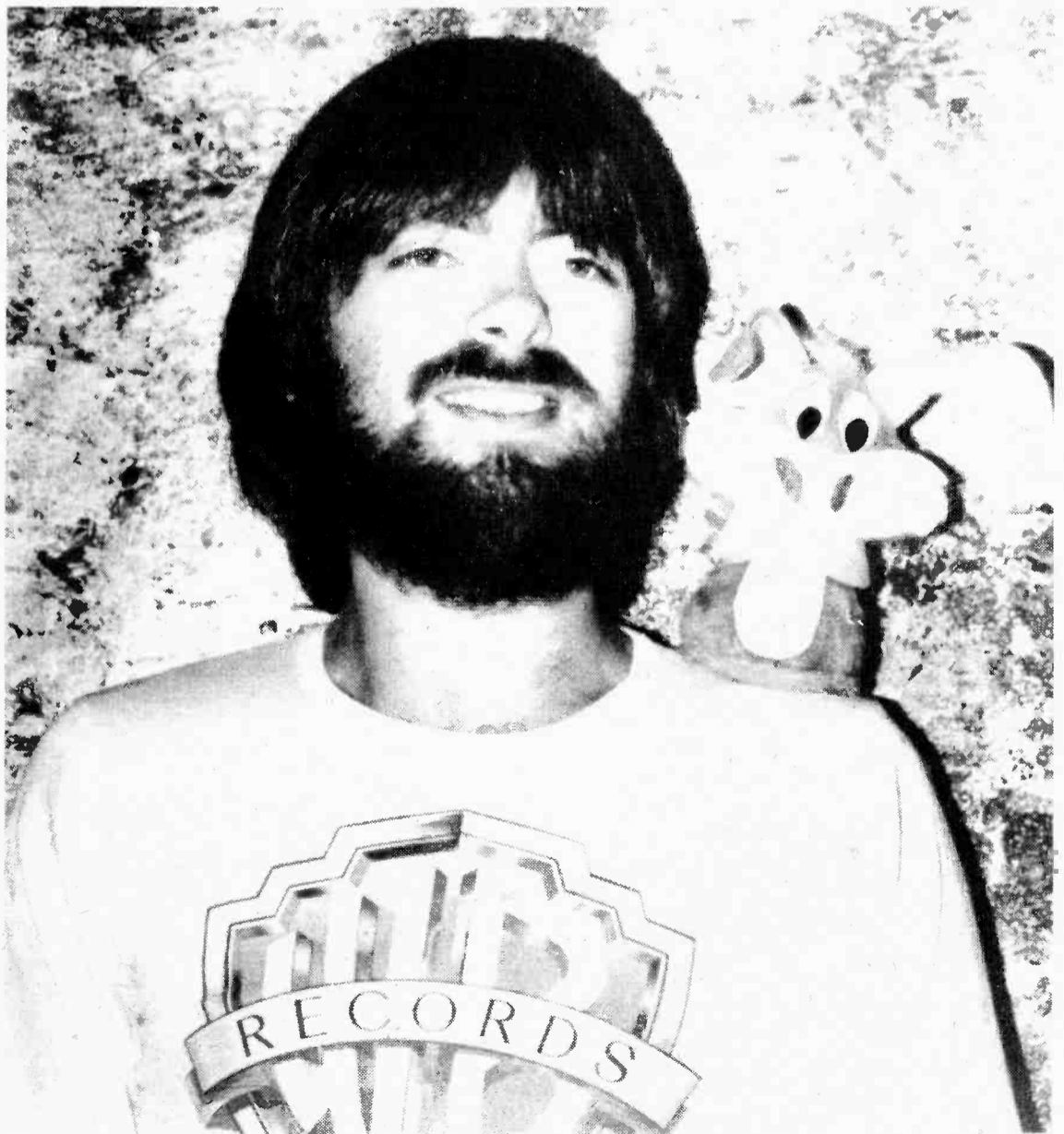
July issue enclosed with this copy of R&R



DAVID KIMMEL
Virginia



MIKE SYMONDS
Boston





PAT RUSTICI
Hartford



PETER KANE
New York





KENNY PUVOGEL
New York



CAROL HART
Administrative Assistant



AOR Radio

[ALBUM ORIENTED ROCK]



"Thank You KZEW" was the theme of a dinner party hosted by WEA and Warner Bros. Records in Dallas. Enjoying the festivities are (top row l-r) Darryl Beeson KZEW air personality; Dave Lambel, KZEW Production; Danny Smith, WEA promo; Howard Gieger, WB promo; Denny Nowak, WEA Marketing; Murray Nagel, WB Regional Marketing Mgr.; Ken Rundell, PD KZEW; Jim Stansali, KZEW operations; Bill Harrison, KZEW sales; Wally Campbell, KZEW sales. Seated (l-r) Gus Masterson, WEA promo; Paul Sheffield, WEA Dallas Sales Mgr; Jerry Barrett, WB promo; Ira Lipson, KZEW Mgr; James Lewis, WB promo; Loretta Angelino, KZEW air personality.

Mike Harrison's column will return next week.



AOR News

FRANK CODY has resigned his position as program director of KMYR to become program consultant of KBPI and to do an airshift on the station...NILSON ROSS has left his morning slot at KDEO, being replaced by MIKE FINN from KIMN...LOBSTER left KOME to work across the street at KSJO...WLIR program director, JOEL MOSS, is ill with a case of hepatitis. We wish him a speedy recovery...WXRT's JOHN PLATT is the proud father of a new baby girl, EMILY. The station ran a contest based on the question, "What would you bring to the WILLIE NELSON picnic?". The winner won a trip to the picnic by coming up with the answer, "A case of Solarcaine—for red-necks"!!! The station has a new newsman, CD JACO...The JEFFERSON STARSHIP played a free concert for WNEW-FM listeners in Central Park. In spite of the heavy rain, which caused many delays in the program, 60,000 people showed up and stayed for the performance. The concert was also broadcasted live on the station...WHCN music director PAUL PAYTON is now writing a column for "Aslan", a Connecticut music magazine...WBRU presented "2 Days In The Park" which featured arts, crafts, music, food, and entertainment...WDBS did live coverage of the 3 day North Carolina Bicentennial Folklife Festival...WDVE presented SEALS & CROFTS in a live radio concert...WLIR presented BEN SIDRAN in a live radio concert and celebrated the bicentennial by broadcasting 5 days of concert tapes. The station interviewed BERNIE TAUPIN and IAN HUNTER...WRPL interviewed JAMES TALLEY...KZAP interviewed IAN MATHEWS...BLUE 92 interviewed BEN SIDRAN...WMMS interviewed ZZ TOP, BLUE OYSTER CULT, and PETER BERGMAN...WBCN presented the SONS OF CHAMPLIN in a free outdoor concert...WCOZ interviewed LESLIE DUNCAN and ELTON JOHN (by phone)...WBAB interviewed POCO, and GENTLE GIANT...WHCN interviewed NATURAL GAS, LOGGINS & MESSINA, and IAN HUNTER...ANITA LENZ is no longer music director of WORJ. Program director,



Atlantic recording artists, The J. Geils Band, appeared before 20,000 people at Tampa Stadium. Pictured after a backstage interview (l-r), Bill Mims of WQSR-FM, Seth Justman, J. Geils Band; Peter Wolf, J. Geils Band; and Neil Mirsky of WQSR-FM.



Terry Reid, ABC recording artist whose brand new album (and return to recording after a self-imposed exile) is entitled "Seeds Of Memory" dropped in to KSAN in San Francisco recently to talk and play some cuts from the LP. Pictured above (left to right) are: John Bettencourt, ABC's San Francisco Promotion Representative; Terry Reid; Phil Buchanan, KSAN disc jockey; and Jack Ashton, ABC's Southern California Promotion Representative.

BILL MCGATHY will now handle music in addition to his other responsibilities...Congratulations to JIM McKEON Epic's West Coast AOR Promotion Director, who just got married...JAMES P. BROWN-OLD, Production Director of WPLJ-FM, has won a CLIO award for the best commercial produced by a radio station in the past year. The

CLIO is the radio industry's highest award for advertising excellence. The winning entry was entitled "Pith and Fluff" a radio ad for 51 News-magazine, which he wrote, produced and voiced. "Pith and Fluff" was also a finalist in the International Broadcasting Awards earlier this year, sponsored by the Hollywood Radio and Television Society.



More in our continuing series of creative logos.

Progressive Singles:

- | | |
|--|--|
| BEE GEES
"You Should Be Dancing" (RSO) | BRIGATI
"Groovin'" (Elektra) |
| WAR
"Summer" (UA) | TAVARES
"Heaven Must Be Missing An Angel" (Capitol) |
| ELTON JOHN & KIKI DEE
"Don't Go Breakin My Heart"/
"Snow Queen" (Rocket) | WILD CHERRY
"Play That Funky Music" (Epic) |
| LITTLE RIVER BAND
"It's A Long Way There (Capitol) | CLIFF RICHARD
"Devil Woman" (Rocket) |
| EASY STREET
"I've Been Loving You" (Cap./WB) | OZO
"Listen To The Buddha" (DJM) |
| OHIO PLAYERS
"Who'd She Coo?" (Merc) | MICHAEL FRANKS
"Popsicle Toes" (Reprise/WB) |
| | BEN SIDRAN
"Feel Your Groove" (Arista) |

Have your AOR station represented in the multi-media slide presentation on AOR radio to be shown at the convention. Send photos of your station, its staff, control room, and the city it serves on 2 inch mounted slides along with a short taped presentation of your station's sound to Sharrison, Radio & Records, 6430 Sunset Blvd., Hollywood, California 90028 as soon as possible.



"Our Thanks To The Finest Promotion Team On The Streets Today"



Russ, Dave, Don, Mo, and John

Album Airplay/ 40

Chart Summary

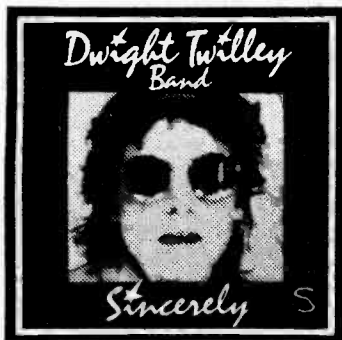
1	JEFFERSON STARSHIP	Spitfire (Grunt)	"With Love" "St. Charles" "Cruisin"
2	STEVE MILLER	Fly Like An Eagle (Capitol)	"Rockn Me" Title "Money" "Honey"
3	JEFF BECK	Wired (Epic)	"Pork Pie" "Dancing" "Wind"
4	JAMESTAYLOR	In The Pocket (WB)	"Shower" "Money" "Have It" lead
5	CHICAGO	Chicago X (Col)	"Rainy" "Leave Me" "My Mind" lead
6	ROD STEWART	A Night On The Town (WB)	"Flamingo" "Tonight" "Balltrap"
7	AEROSMITH	Rocks (Col)	"Child" "Dog" "Saddle" "Lead Out"
8	CROSBY/NASH	Whistling Down The Wire (ABC)	"Darkness" "Spotlight" "Dancer"
9	BEACH BOYS	15 Big Ones (Bro/Reprise)	"Palisades" "OK" "Chapel" "Rock"
10	STEELY DAN	The Royal Scam (ABC)	"Kid" "Alive" lead
11	BLUE OYSTER CULT	Agents Of Fortune (Col)	"Reaper" leads
12	CARLY SIMON	Another Passenger (Elektra)	"Stand" "Runnin" "Chance"
13	AVERAGE WHITE BAND	Soul Searching (Atl)	"The One" Title "Queen" lead
14	WINGS	At The Speed Of Sound (Capitol)	"Let Em In" "Hide" "Beware"
15	JON ANDERSON	Olias Of Sunhollow (Atl)	"Flight" "Runner" "Ocean" "Space"
16	GRATEFUL DEAD	Steal Your Face (G Dead)	"El Paso" "Rain" "US Blues"
17	SOUTHSIDE JOHNNY	I Don't Want To Go Home (Epic)	"Fever" Title "Mean"
18	PETER FRAMPTON	Comes Alive (A&M)	"Baby I Love" "Doobie" "Flash"
19	FIREFALL	Firefall (Atl)	"Livin" "Mexico" "Matter"
20	GORDON LIGHTFOOT	Summertime Dream (WB)	"Wreck" "Race" "Do It" Title
21	DOOBIE BROTHERS	Takin It To The Streets (WB)	"8th" Title "Runnin" "Rio"
22	FLEETWOOD MAC	Fleetwood Mac (WB)	"Letter" "Say You" "World" lead
23	GEORGE BENSON	Breezin (WB)	"Masquerade" Title "6-4"
24	HEART	Dreamboat Annie (Mushroom)	"Magic" "Crazy" "Lightning"
25	ALICE COOPER	Goes To Hell (WB)	"Hell" "Gently" "Guilty" "Break"
26	BOZ SCAGGS	Silk Degrees (Col)	"Lowdown" "Over" "Georgia"
27	ROLLING STONES	Black And Blue (Rol Stn)	"Mama" "Hot Stuff" "Cry" "Fate"
28	SPIRIT	Farther Along (Merc)	"World Eat" Title lead
29	MARSHALL TUCKER	Long Hard Ride (Capricorn/WB)	"Streets" Title "Alone"
30	JAY FERGUSON	All Alone In The End Zone (Asylum)	"Goo" Title "Island"
31	CITY BOY	City Boy (Merc)	"Delicious" "Kid" "Oddball"
32	STEPHEN STILLS	Illegal Stills (Col)	"Closer" "Loner" "Time"
33	ALAN PARSONS	PrOject (20th)	"Tarr" "Raven" lead
34	NEIL DIAMOND	Beautiful Noise (Col)	"Think" Title lead
35	BILLY JOEL	Turnstiles (Col)	"James" "Hollywood" "Miami"
36	WILD TCHOUPITOULAS	Wild Tchoupitoulas (Island)	Variety of cuts
37	THIN LIZZY	Jailbreak (Merc)	"Boys" Title "Running"
38	ARS	Red Tape (Polydor)	"Jukin" "Spirit" "Emotion"
39	VOLUNTEER JAM	Volunteer Jam (Capricorn/WB)	Variety of cuts
40	BEATLES	Rock 'N Roll Music (Capitol)	"Life" "Bulldog" lead

The Radio & Records "AOR Group of 1975," **JEFFERSON STARSHIP**, wasted no time in forging into the the boss position. **MILLER** moves to a very strong number two after dominating the roof for six consecutive weeks. **BECK** is firm. **TAYLOR** nudged up. **CHICAGO** is doing very well. **ROD** had a healthy second week out of the box, showing major increases. **AEROSMITH** maintained solid airplay. **C/N** took a tremendous leap. The **BOYS** also made major turntable breakthroughs. **BOC** continues a steady climb, receiving raves from both programmers and listeners, especially the cut "Fear The Reaper" which looks like it has the stuff to be a smash. **AWB** maintained. **WINGS** are still solid. **ANDERSON** had another successful week. It looks like it could be the biggest of the recent "Yes-men" solo efforts. The **DEAD** are holding steady. **JOHNNY** maintained strong support. **FRAMPTON** is far from gone. The **DOOBIES** enjoyed a nice resurgence. **MAC** had a sensational week. **HEART** is hanging in there. **COOPER** picked up more play. **FERGUSON** seems to be gathering support, nudging up. **STILLS** bounced back onto the chart. **DIAMOND** seems to have gained AOR acceptance with this album. He was the week's highest debut. Many programmers credit their initial interest in the album to the fact that it was produced by **ROBBIE ROBERTSON**. **JOEL** bounced back onto the chart. **TCHOUPITOULAS** finally debuted. **ARS** bounced back onto the chart. **JAM** debuted. The **BEATLES** are hanging in there. **JAN HAMMER**, **ANDY PRATT**, and **TODD RUNDGREN** almost made the chart.

This chart is based solely on airplay and does not attempt to fabricate a trend. The artists in italics are those receiving the most rapid gain in airplay.

Suggested Albums

DWIGHT TWILLEY



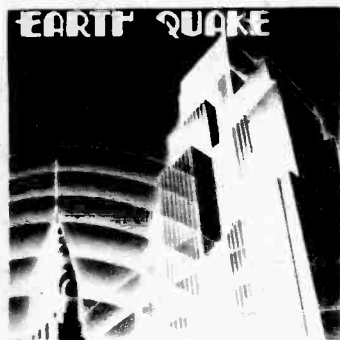
The long awaited album from the group that had one of the biggest AOR singles in years. They play a straight ahead refreshing brand of Rock and Roll that combines some of the simple elements of the early British invasion with the early American reaction to it. The type of stuff that sounds good on the radio. Includes the already classic, "I'm On Fire." Every cut is easy to program. Some goodies are "Could Be Love" "TV" "Baby Lets Cruise" and "England" (Shelter)

POINT BLANK



Crushing guitars and grizzly vocals abound in this debut album which should please enthusiasts of the heavy metal ilk. They move through all the right combinations and quite proficiently at that. "Moving" "Bad Bees" "That's The Law" "Lone Star Fool" and others. (Arista)

EARTHQUAKE



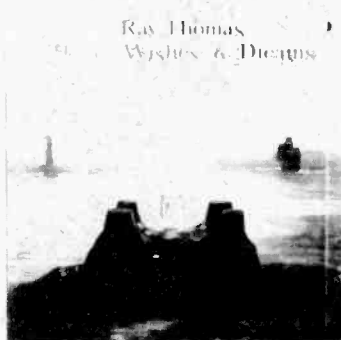
This their first studio album in years, their last live album still getting lots of AOR airplay. In this fine collection of hard hitters they justify the faith that many almost-cut followers maintained in the group for years. Powerful from start to finish and most worth of your attention. "Fingers Keepers" "Little Cindy" "Hit The Floor" "A Girl Named Jesse James" (Berserker)

RICK SPRINGFIELD



He's been around quite some time now and shows superb musical maturation in what is his most impressive effort to date. If you like good production, musicianship, lyrics, and programability, then you'll like this one "Take A Hand" "Goldfever" "Life Is A Celebration" and others. (Chelsea)

RAY THOMAS



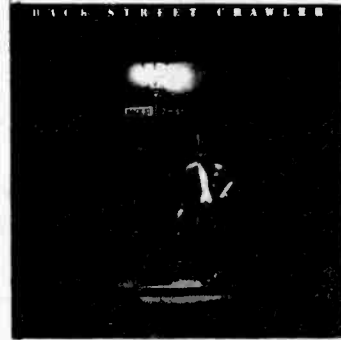
Another tasty entry from an individual Moody Blueser, this is Ray Thomas' second. This one has a lot more aggressiveness, punch, and variety than the first and is a definite step in the right direction. "In Your Song" "Friends" "One Night Stand" "Keep On Searching" "Migration" "Carousel" (Threshold)

ROXY MUSIC



This group has gotten better and gathered more acceptance from American audiences with each successive album. It could just be a live one that puts them over the hump. All the artistry and offbeat pop style that they are known for is captured on stage in this well recorded produced set of performances before English audiences. "Out Of The Blue" "Both Ends Burning" "Do The Strand" and others (Atco)

BACKSTREET CRAWLER



Recorded prior to his passing, this is the last project in which we are treated to the musicianship of Paul Kossoff. His lead guitar is captured here in good form in this group's second outing. A fine combination of heavy duty Rock and Roll and definitive British Blues. "Selfish Lover" "Raging River" "On Your Life" "Sweet Sweet Beauty" (Atlantic)

WIDOWMAKER



Exciting new band makes an impressive debut on a new label. They combine many elements electric hard Rock, punk funk, raw energy and slick instrumentation resulting in a collection with hardly a weak cut. Ariel Bender and Steve Ellis form the nucleus of what will become a major AOR act. "Such A Shame" "Straight Faced Fighter" "Ain't Telling You Nothing" "Leave The Kids Alone" (Jet/UA)

TRIUMVIRAT



Formerly a trio, now a quartet, this improving German ensemble has come up with one of the year's finest cerebral albums. Its nice when music is not commercially compromised yet turns out to have mass appeal qualities and potential. They blend classical strains with sophisticated Rock movement and the result is an auditory feast. "The History Of Mystery (parts one and two)" and the rest. (Capitol)

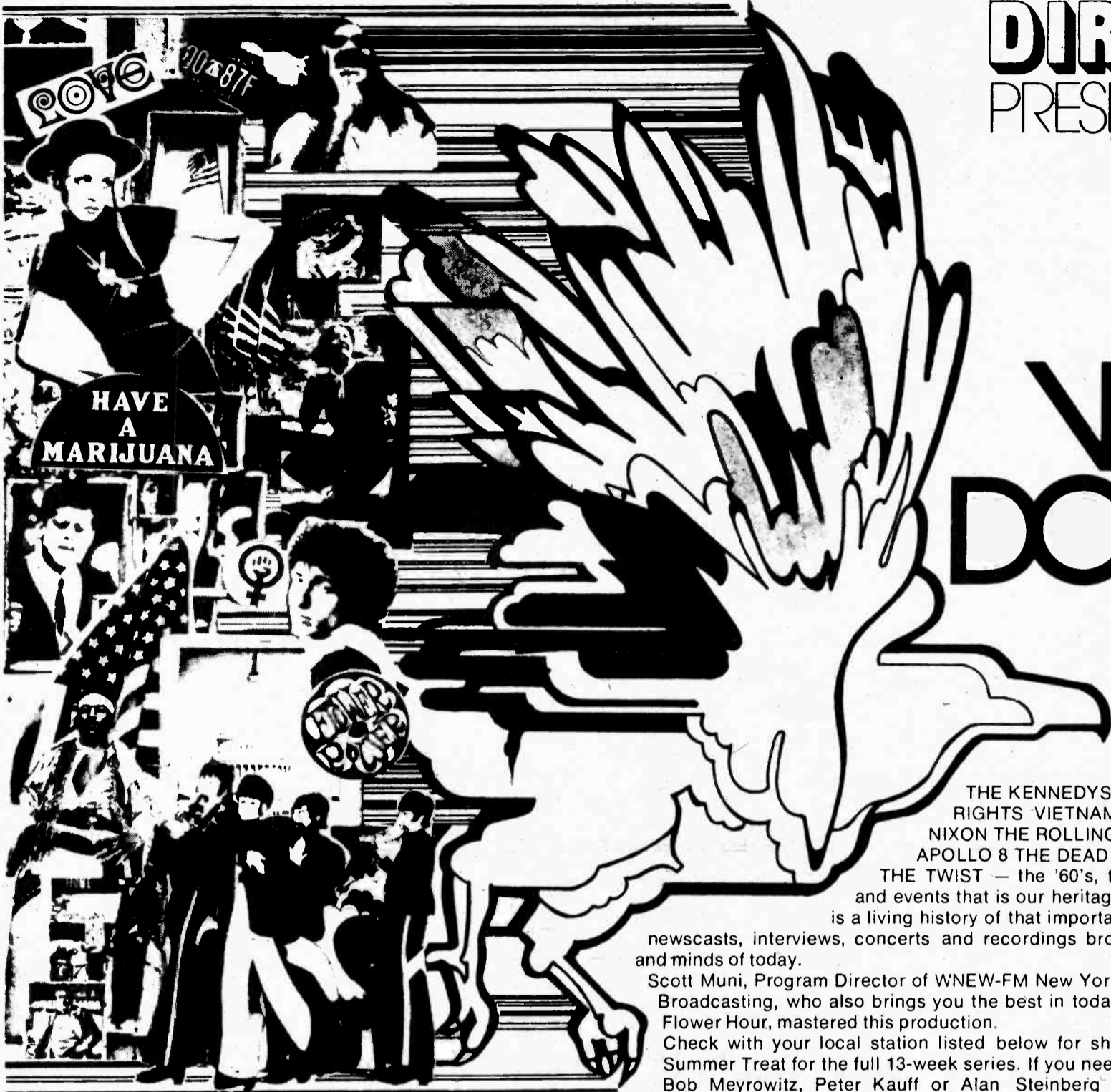
Ol' Black Eyes Is Back
Alice Cooper Goes to hell



BS 2896



On Warner Bros. records and tapes



DIR PRESENTS THE WAY IT WENT DOWN

THE KENNEDYS THE BEATLES DYLAN CIVIL RIGHTS VIETNAM BUDDY HOLLY JOHNSON NIXON THE ROLLING STONES THE BEACH BOYS APOLLO 8 THE DEAD KHRUSHCHEV KENT STATE THE TWIST — the '60's, that seminal period of music and events that is our heritage. THE WAY IT WENT DOWN is a living history of that important decade, made up of tapes, newscasts, interviews, concerts and recordings brought together for the hearts and minds of today.

Scott Muni, Program Director of WNEW-FM New York, provides the narration. DIR Broadcasting, who also brings you the best in today's music on the King Biscuit Flower Hour, mastered this production.

Check with your local station listed below for showtimes and give yourself a Summer Treat for the full 13-week series. If you need further information, contact Bob Meyrowitz, Peter Kauff or Alan Steinberg at DIR Broadcasting Corp., 445 Park Avenue, New York, N.Y. 10022 (212) 371-6850.

ALABAMA	WFR1 FM 97.7	Atlanta	WKLS FM 96	MICHIGAN	WBRN FM 100.9	NORTH DAKOTA	KQWB FM 98.7	Brownsville	KIXY FM 94.7
Auburn	WERC FM 106.9	Augusta	WAUG FM 105.7	Big Rapids	WABX FM 99.5	Fargo	KKXL FM 92.9	San Angelo	KEXL FM 104.5
Birmingham	WIRB FM 96.6	Columbus	WWRH FM 104.9	Detroit	WWCK FM 105.5	Grand Forks		San Antonio	
Enterprise	WQLT FM 107.3	Savannah	WZAT FM 102.1	Flint	WLAV FM 97	OHIO		UTAH	
Florence	WAHR FM 99.1	HAWAII		Grand Rapids	WVIC FM 94.9	Athens	ACRN FM 99.3	Logan	KVWJ FM 94
Huntsville	WABB FM 97.5	Honolulu	KMQM FM 93.1	Lansing		Bellaire		VERMONT	
Mobile	WKLH FM 92.3	IDAHO		MINNESOTA		(Wheeling, W. Va.)	WOMP FM 100.5	Lyndonville	WVM FM 91.1
Montgomery		Boise	KBBK FM 92.3	Brainerd	KLIZ FM 95.7	Belleuve	WNNR FM 92.1	Springfield	WCFR FM 93.5
ALASKA		Pocatello	KSNN FM 96.1	Duluth	WQX FM 98.9	Cincinnati	WEBN FM 102.7	VIRGINIA	
Anchorage	KCOT FM 101.3	Rexburg	KADQ FM 94.3	Minn./St. Paul	KQRS FM 92.5	Cleveland	WMMS FM 100.7	Blacksburg	WVVV FM 105
ARIZONA		ILLINOIS		Pipestone	KLOH FM 98.7	Columbus	WCOL FM 92.3	Lynchburg	WGOL FM 98
Phoenix	KDKB FM 93.3	Bloomington	WIHN FM 96.7	MISSISSIPPI		Dayton	WVUD FM 99.9	Norfolk/Virginia Beach	WMYK FM 94
Tucson	KWFM FM 92.9	Carbondale	WIDB FM 104	Jackson	WZZQ FM 102.9	Jackson	WCJO FM 97.7	Richmond	WRVQ FM 94.5
ARKANSAS		Champaign	WPGU FM 107.1	Meridian	WALT FM 97	OKLAHOMA		WASHINGTON	
Fayetteville	KKEG FM 92.1	Rockford	WYFE FM 95.3	Natchez	WQNZ FM 95.1	Ada	KTEN FM 93.3	Bellingham	KISM FM 93
Ft. Smith	KISR FM 93.7	INDIANA		MISSOURI		Oklahoma City	KOFM FM 104.1	Seattle	KISW FM 99.9
Little Rock	KLAZ FM 98.5	Evansville	WKDQ FM 99.5	Branson	KIRK FM 106.3	Tulsa	KMOD FM 97.5	Spokane	KHQ FM 98.1
CALIFORNIA		Ft. Wayne	WPTH FM 95.1	Columbia	KFMZ FM 98.3	OREGON		Yakima	KIT FM 94.5
Carmel	KLRB FM 101.7	Indianapolis	WNAP FM 93.1	Greenfield	KRFQ FM 93.5	Eugene	KZEL FM 96.1	WEST VIRGINIA	
Eureka	KFMI FM 96.2	Lafayette	WAZY FM 96.7	Kansas City	KY 102	Medford	K95	Charleston	WVAF FM 100
Fresno	KFIG FM 101.1	South Bend	WBRB FM 103.9	St. Louis	KSHE FM 94.7	Portland	KGON FM 92.3	Morgantown	WCLG FM 100
Los Angeles	KMET FM 94.7	Terre Haute	WVTS FM 100.7	MONTANA		PENNSYLVANIA		Parkersburg	WIBZ FM 99.3
Sacramento	KZAP FM 98.5	IOWA		Missoula	KYLT FM 100.1	Bloomsburg	WMLM FM 106.5	WISCONSIN	
San Bernardino	KDLA FM 99.9	Davenport	KIHK FM 103.7	NEBRASKA		Erie	WMDI FM 102.3	Eau Claire	WBIZ FM 100.7
San Diego	KPRI FM 106.5	Des Moines/Ames	KCCQ FM 107.1	Columbus	KTTT FM 93.5	Lancaster/Starview	WRHY FM 92.7	Green Bay	WIXX FM 101.1
San Francisco	KSAN FM 94.9	KANSAS		Lincoln	KFMQ FM 101.9	Linesville		La Crosse	WSPL FM 95.9
San Jose	KOME FM 98.5	Hays	KJLS FM 103.3	Omaha	KKQK FM 98.5	Philadelphia	WVCC FM 101.7	Madison	WIPA FM 101.5
San Rafael	KTIM FM 100.9	Junction City	KJCK FM 94.5	NEVADA		Pittsburgh	WYDD FM 104.7	Milwaukee	93-QFM
Santa Barbara	KTYD FM 99.9	Wichita	KEYN FM 103.7	Reno	KGLR FM 105.7	SOUTH CAROLINA		Wausau	WIFC FM 95.5
Santa Maria	KXFM FM 99	KENTUCKY		NEW HAMPSHIRE		Anderson	WANS FM 107.3	WYOMING	
COLORADO		Ashland	WAMX FM 94	Conway	WBNC FM 93.5	Charleston	WVWZ FM 93.5	Casper	KAWY FM 94.5
Breckenridge	KLGY FM 102.3	Lexington	WKQF FM 98.1	NEW JERSEY		Myrtle Beach	WKZQ FM 101.7		
Denver	KBPI FM 105.9	Louisville	WLRS FM 102.3	Princeton	WPRB FM 103.3	SOUTH DAKOTA			
Ft. Collins	KTCL FM 93.3	LOUISIANA		NEW MEXICO		Rapid City	KKLS FM 93.9		
CONNECTICUT		Baton Rouge	WFMF FM 102.5	Alamogordo	KYLO FM 90	Sioux Falls	KCHF FM 93.5		
Hartford	WHCN FM 105.9	Lafayette	KPEL FM 99.9	Albuquerque	KMYR FM 99.5	Vermillion	KVRF FM 102.3		
DISTRICT OF COLUMBIA		Monroe	KNOE FM 101.9	Las Cruces	KASK FM 103.1	TENNESSEE			
Washington	WMAL FM 107.3	New Orleans	WRNO FM 99.5	NEW YORK		Chattanooga	WSIM FM 94.3		
FLORIDA		Shreveport	KROK FM 94.5	Albany	WQBK FM 104	Johnson City	WQUT FM 101.5		
Ft. Lauderdale	WSHE FM 103.5	Thibodaux	KXOR FM 106.3	Buffalo	WGRQ FM 96.9	Memphis	WMC FM 100		
Gainesville	WGVL FM 105.5	MAINE		Elmira	WXXY FM 104.9	Nashville	WKDA FM 103.3		
Jacksonville	WAIV FM 96.9	Lewiston	WBLM FM 107.5	Ithaca	WBRB FM 93.5	Oak Ridge/Knoxville	WOKI FM 100.3		
Orlando	WORJ FM 107.7	Presque Isle	WDHP FM 96.9	New York	WNEW FM 102.7	TEXAS			
Panama City	WP FM 107.9	MARYLAND		Rochester	WCMF FM 96.5	Beaumont	KAYD FM 97.5		
Sarasota/		Baltimore	WKTK FM 105.7	Utica/Syracuse	WOUR FM 96.9	Corpus Christe	KCNF FM 101.3		
St. Petersburg/		MASSACHUSETTS		NORTH CAROLINA		Dallas	KZEW FM 97.9		
Tampa	WQSR FM 102.5	Boston	WBCN FM 104.1	Charlotte	WRQQ FM 95	El Paso	XHEM FM 104		
Tallahassee	WGLF FM 104	Pittsfield	WGRG FM 95.9	Durham	WRQR FM 94.3	Houston	KLQ FM 101.1		
GEORGIA		Springfield	WQY FM 102.1	Farmville	WRQK FM 98.7	McAllen/	KB FM 104.1		
Athens	WJSR FM 104.7	Worcester	WAAF FM 107.3	Greensboro	WKVO FM 104.9				

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WKDA FM/NASHVILLE
ADDED Rod Stewart (WB)
HOT Jeff Beck (Epic)

WYDD FM/PITTSBURGH
ADDED Rod Stewart (WB)
HOT Jeff Beck (Epic)

KZAP FM/SACRAMENTO
ADDED Crosby/Nash (ABC)
HOT Jefferson Starship (Grunt)

KTIM FM/SAN RAPHAEL
ADDED Rod Stewart (WB)
HOT Jefferson Starship (Grunt)

WIOT FM/TOLEDO
ADDED Curtis Bros (Poly)
HOT Jeff Beck (Epic)

DAVE WALTON, Music Director: ROD's "Killing" "Balltrap"
COOPER's Title "Gently" PRATT's "Karan" "Miracles"

STEVE DOWNES, Program Director: Playing entire Lps.

BRUCE MEIER, Music Director: Playing entire Lps. Playing
SONS OF CHAMPLIN and PABLO CRUISE singles.

TONY BERADINI, Music Director: Playing entire Lps. Playing
EW&F, and ELTON & KIKI singles.

GREG GILLESPIE, Music Director: FIREBALL's "Mexico"
"Mattar" STARSHIP's "Rain" "Crushin'" "Dragon" AWB's
Title "The One" "Love Life" Playing EW&F, HEART, AERO-
SMITH, and BOZ SCAGGS singles.

WNEW FM/NEW YORK
ADDED Heart (Mushroom)
HOT AJ Jarras (WB)

WBRU FM/PROVIDENCE
ADDED Jefferson Starship (Grunt)
HOT Steve Miller (Capitol)

KEXL FM/SAN ANTONIO
ADDED Jefferson Starship (Grunt)
HOT Jeff Beck (Epic)

KTYD FM/SANTA BARBARA
ADDED Bob James (CTI)
HOT Stonyground (Flat Out)

KMOD FM/TULSA
ADDED Jon Anderson (At)
HOT Jeff Beck (Epic)

WPLJ FM/NEW YORK
ADDED Beach Boys (Brother/Reprise-WB)
HOT Wings (Capitol)

WQDR FM/RALEIGH
ADDED Felix Pappalardi (A&M)
HOT Chicago (Col)

KDEO AM/SAN DIEGO
ADDED AWB (At)
HOT Steve Miller (Capitol)

KXFM/SANTA MARIA
ADDED Earthquake (Beserkley)
HOT Aerosmith (Col)

WOUR FM/UTICA
ADDED Beach Boys (Bro/Reprise)
HOT Wild Tchoupitoulas (Island)

LARRY BERGER, Program Director: BOYS' "R&R" "Pali-
sades" STARSHIP's "Water" "St. Charles" "With Love"

BILL HARD, Program Director: CHICAGO's "Together" "Ma-
ma" "Skin" "Rainy" CARLY's "Stand" "Chance" TAYLOR's

MEME KINSELLA, Music Director: AWB's "Going Home"
REO's "Pushing" C/N's "Darkness" MILLER's "Send Me"

LAURIE COBB, Music Director: Playing entire Lps. Playing
TONY JOEWHITE, and ETTA JAMES singles.

JIM RICHARDS, Music Director: Playing various cuts.

WNOR FM/NORFOLK
ADDED Heart (Mushroom)
HOT AWB (At)

KGLR FM/RENO
ADDED James Taylor (WB)
HOT Keith Carradine (ABC)

KPRI FM/SAN DIEGO
ADDED Grateful Dead (G Dead)
HOT Jefferson Starship (Grunt)

KREM FM/SPOKANE
ADDED Yusef Lateef (At)
HOT Jefferson Starship (Grunt)

WAL FM/WASHINGTON
ADDED Crosby/Nash (ABC)
HOT Jefferson Starship (Grunt)

WMMR FM/PHILADELPHIA
ADDED Backstreet Crawler (At)
HOT Jefferson Starship (Grunt)

WROV AM/ROANOKE
ADDED Rod Stewart (WB)
HOT Fools Gold (Arista)

KSAN FM/SAN FRANCISCO
ADDED Scoops (Beserkley)
HOT Rod Stewart (WB)

KSHE FM/ST. LOUIS
ADDED Vol Jam (Capricorn-WB)
HOT Jeff Beck (Epic)

WQSR FM/TAMPA
ADDED Vol Jam (Capricorn-WB)
HOT Jefferson Starship (Grunt)

KDKB FM/PHOENIX
ADDED Roxxy Music (At)
HOT Wings (Capitol)

Y95 FM/ROCKFORD
ADDED Grateful Dead (G Dead)
HOT Chicago (Col)

KOME FM/SAN JOSE
ADDED City Boy (Merc)
HOT Jeff Beck (Epic)

WQSR FM/TAMPA
ADDED Vol Jam (Capricorn-WB)
HOT Jefferson Starship (Grunt)

KSFM/WOODLAND
ADDED Neil Diamond (Col)
HOT Aerosmith (Col)

WDVE FM/PITTSBURGH
ADDED Andy Pratt (Nemperor)
HOT James Taylor (WB)

BARRY CHASE, Music Director: Playing various cuts. Play-
ing BEE GEES, JETHRO TULL, BEACH BOYS, STARBUCK,

DANA JANG, Music Director: Playing various cuts. Playing
ELTON & KIKI, EASY STREET, and WAR singles.

RON STEVENS, Music Director: Playing entire Lps.

GENE MITCHELL, Music Director: DIAMOND's "Noise"
"Think" "Feel" "Junglisme" DERRINGER's "Envy" "Comes
A Woman" "Universe" WIDOWMAKER's "Fighter" "Run-
ning Free" "Road" STARSHIP's "Water" "City" "Switchblade"

AOR CONVENTION COUPONS

Registration forms must be received with payment by R&R before September 1, 1976.
Any registrations received after that date will be returned. Late Registrations made
at the convention will be \$100, and payment must be in cash or money order, no
personal checks will be accepted.

NOTE: PLEASE FILL OUT BOTH COUPONS BELOW

MAIL THIS COUPON TO R&R:

International R&R
AOR Radio Convention
6430 Sunset
Suite 1221
Hollywood, Calif 90028

PLEASE REGISTER ME AT THE INTERNATIONAL
R&R AOR RADIO CONVENTION. ENCLOSED IS
MY CHECK/MONEY ORDER (payable to Radio &
Records) FOR \$76.00.

Name
Company/Station
Address
City State Zip

NOTE: MULTIPLE REGISTRATIONS CAN BE MADE ON AN
ACCOMPANYING SHEET OF PAPER.

MAIL THIS ROOM RESERVATION DIRECT TO HOTEL



AOR Convention
Netherland Hilton
5th and Race Streets
Cincinnati, Ohio 45202

ROOM REQUEST - CIRCLE RATE DESIRED

CHECK OUT TIME IS 1:00 P.M.

Arrival Date time M. Check Out Date

- Singles (1 Person) \$25
Doubles (2 Persons - 1 Bed) \$33
Twins (2 Persons - 2 Beds) \$35
Each Additional Person \$8
Suite (Parlor with Connecting Double)
Suite (Parlor with Connecting Twin)
Suite (Parlor with Connecting Double & Twin)

RATES SUBJECT TO 7 1/2% TAX

RESERVATIONS MUST BE RECEIVED not later than 2 weeks prior to opening date of convention and
will be held only until 6 p.m. on day of arrival unless later hour is specified.
If a room is not available at rate requested, reservations will be made at the next available rate.

MAIL CONFIRMATION TO: (Please Print)

ADDRESS CITY and STATE ZIP CODE

Free Parking for Registered Guests - 1 Car Per Room
(\$1.25 service charge for each in and out)

COUNTRY

Direct From Duncan



One of my old bosses, CHRIS COLLIER, Operations Director of KIKK, Houston, got himself married a week ago Friday. He tied the knot with the former MERILEE LEATON. A typical Texas-style wedding reception was held at KIKK General Manager AL GREENFIELD's place, complete with champagne and hot dogs. Congratulations to two super people.

KBUL, Wichita, is losing Operations Manager MIKE HOYER. Mike has taken on a position with KFGO, Fargo, North Dakota. He'll return to the all night show on KFGO. Hoyer spent many years on WHO, Des Moines, doing the swing shift. He'll be with KBUL through the end of July. STEVE BAUER will handle the music chores and GARY HIGHTOWER will remain in the PD slot. The station needs an afternoon jock. Tapes and resumes should be sent to Hightower at KBUL, P.O. Box 9001, Wichita, 67212. Even though Hoyer put me on his Top 40 "Ugly" list, he is a good friend and I wish him well in Fargo.

Quickies: The country Music Foundation of Colorado has given a few awards to KERE, Denver. First, for "Most Outstanding Contribution to Country Music." General Manager ED HARDY and Program Director R.T. SIMPSON both were inducted in to the "Hall Of Fame," also as outstanding contributors to Country music. (Where they were standing, I do not know)...WDEE, Detroit, is now owned by Globe Broadcasting. Formerly they were with Globe Trotters Communications, which was sold to Metromedia. According to Operations Director TOM COLLINS, "The name is the only change at this time within the company."...WGSE, New Bern, North Carolina, has switched formats from R&B to Drake-Chenault's "Great American Country," which is a syndicated automated modern Country format...A correction for the new mailing address for WUNI, Mobile, P.O. Box 2567, Mobile, Alabama 36601...WWOL, Buffalo, according to PD DAVID R. SNOW, has increased their involvement with locally produced news. More local and regional newscasts will be featured on the station...KGA, Spokane, celebrates their 50th Anniversary this year. They went to a Country format in 1968 according to Program Director RON NORWOOD...New call letters for WKDA, Nashville, have been approved by the FCC. New owner JIM DICK has picked WNIM. (try to say that five times fast.) After a few negatives about losing such strong calls as WKDA, I understand Dick is having second thoughts about the change.

BOB YOUNG at WMC, Memphis, has started using active recurrences in his programming. (You may have noticed this in the R&R "Back Page" section for Rock stations.) He told me the audience reaction has been very good. Could be an interesting programming tool for your Country station. If we get enough stations listing re-currents, we will start listing them in the Country section.

A special "thank you" to Hitsville artist T.G. SHEPPARD for sending me a couple of boxes of Beignet Doughnuts from the Farmer's Market in New Orleans. I was in New Orleans about five years ago and I've had a craving for those doughnuts ever since. I mentioned the place to Sheppard when he called from New Orleans, during a recent engagement, and unexpectedly he picked me up a couple of boxes. Thank you again Mr. Browder. (As the doughnut hole once said to the doughnut: "If I had a little more dough, I wouldn't be in the hole.")

DUDLEY LAMB has been appointed Vice-President of the Charlie Lamb Agency and General Professional Manager of the B.M.I. affiliate, Slither Music Company...CON BRIO Records has undergone some changes. R&R contributing editor BIFF COLLIE has been named VP responsible for promotion and marketing co-ordination. CAROLE MARRERO has been named as his assistant...SKEETER DAVIS, formerly with RCA has signed with Mercury Records...ABC/Dot artist ROY CLARK has been set to host the NBC-TV "Tonight Show" for three consecutive nights August 2, 3, 4...Footprint Productions, Toronto, Canada, has begun marketing its latest production, "The Countryside," to radio stations in the United States. It consists of 13 one-hour documentary profiles of major Country recording artists such as BILL ANDERSON, RONNIE MILSAP, LORETTA LYNN, HANK SNOW and others. The program is hosted by FRED TRAINOR of WEEP, Pittsburgh and CFGM, Toronto.

WSM's RALPH EMERY is set to do another of his "Around The Country" remote broadcasts. This time from the Conway Twitty-Loretta Lynn concert in Phoenix on July 15...For the third consecutive season, KLAC, Los Angeles, will air Monday Night Football from the Mutual Sports Network. Also, KLAC has begun using the Diamond P Production "Solid Gold Country" syndicated show featuring KLAC's HARRY NEWMAN as host. It will run for three hours on Sunday evenings...JAY HOFFER from KRAK, Sacramento, has begun using a locally produced racing feature to up-grade the weekend programming on the station. Hoffer said the station plans to produce various feature reports on auto racing.

I understand that many of the government agencies in Washington D.C. are looking for qualified typists. It seems many of the secretaries they have now are "hunt 'n peckers."



Epic recording artist Charlie Daniels visits with friends from WHN Radio in New York to perform at Central Park. The Central Park concert was a complete sell out as thousands of additional CDB fans crowded into the concert area waving banners and dancing to the music. Pictured above from left to right are Lee Arnold, WHN Radio Personality; Jessie, WHN Radio Personality; Charlie Daniels; Ray Free, Local Promotion Manager, Epic Records and The Associated Labels; and Ed Salamon, Program Director, WHN Radio.



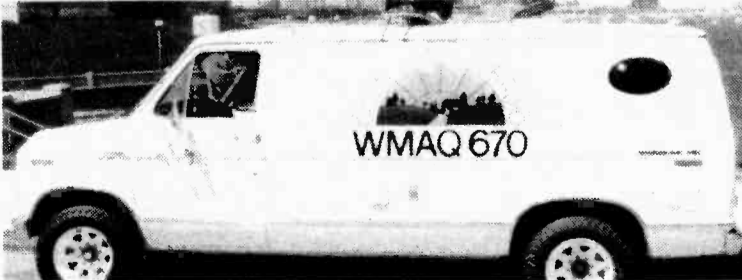
Fred Wright, manager of Lamar Outdoor Advertising presents the Institute of Outdoor Advertising Award for the best locally designed outdoor board in the nation for the month of April. The award went to Jim Tandy of WSIX AM-FM and agency representatives Hank Sherwood and Frank Waggoner of Bill Hudson & Associates Advertising, Nashville.



Mercury recording artist Johnny Rodriguez took time out between shows at Lanierland Music Park in Cumming, Georgia, to pose with Roger Sayles, Mercury Promotion (left) and Hank Walker, WNRJ/Gainesville Program Director.



Music personality Don Rhea (l) of KCKN, met with Hitsville recording artist Jud Strunk during the latter's recent visit to Kansas City. Strunk congratulated Rhea who had been selected the winner of the contest which re-named "Melodyland" to "Hitsville."



Chicago's WMAQ has just put the above pictured "Q" Van on the streets looking for vehicles with the official "WMAQ Is Gonna Make Me Rich" bumper stickers. The cars spotted will be followed to their destination. When the driver stops, the driver of the "Q" Van will have four envelopes labeled "W," "M," "A," and "Q." The stopped vehicle gets a choice of one. The winnings are listed inside. One of the four envelopes will always be worth at least \$100 and once a week one envelope will be worth at least \$1000. One million bumper stickers have been printed for the contest.



Biff Collie INSIDE NASHVILLE

HEADLINES: Country music's "First Lady" is set to meet the Country's "First Lady." TAMMY WYNETTE has been invited to perform and have dinner at the White House next Tuesday. Tammy will have to delay her honeymoon a couple days because of his special "one-nighter." Of course, you know Ms. Wynette is scheduled to be married again this Sunday (18)...BOB LUMAN works the Opry tonight & tomorrow night!...FARON YOUNG spent the weekend in jail! (His new nightclub, The Jailhouse, at the corner of Broadway and 3rd ave., North downtown, had its grand opening over the weekend)...BOBBY GOLDSBORO got his new hit "Butterfly For Bucky" out of the mail. It was a poem by DOUG COX. Bobby finished the song, made a melody and sang a hit...RED SOVINE got "Teddy Bear" from BILLY JOE BURNETTE who bought it from DALE ROYAL, who's been trucking for 23 years, written over 100 songs, but never had one published before, much less recorded. It's over 3/4 million now and still flying... "Volunteer Jam," the first full length Southern Rock music motion picture, will be released in late August, according to producers ROGER GROD and JOE SULLIVAN. They filmed it here at Middle Tennessee State University in nearby Murfreesboro at last year's "Volunteer Jam" concert live, and it stars CHARLIE DANIELS BAND, MARSHALL TUCKER BAND, ALLMAN BROS. BAND members DICKIE BETTS and CHUCK LEABELL, WET WILLIE's JIMMY HALL and DREW LOMBAR, and STEVE MILLER of GRINDERSWITCH. Also included were MYLON LE FEVRE, "Hee Hawist" RONI STONEMAN and PAUL HORNSBY, who also supervised the 16-track recording and mixdown for the soundtrack. It'll likely premiere in Nashville...Taping for 1976-1977 season of ALLEN FUNT's legendary "Candid Camera" begins this Tuesday (20th) at WTVF studios in Nashville. JO AN PFLUG will co-shot this season with host and producer ALLEN FUNT. T. TOMMY CUTRER has been the announcer...Channel 17, the newest TV facility in Music City, is into the music syndication game with a new daily Gospel-talk-music noontime show with Gospel personality-booker LOU HILDRETH. She operates Nashville Gospel Talent Agency...Remember "Buckwheat" from the old "Our Gang" comedies? Spanky, Porky, nor Alfalfa were here, but "Buckwheat" remembered 40 years ago when he and kid actors ROBERT BLACK, DARLA HOOD, JOE CHURCH, and CARL SWITZER created the unforgettable "Our Gang" comedies. He was here last week for a fund-raising event for a Black community in nearby Waverly, Tennessee.

QUICKIES: "Hee Haw" is in 221 markets, more than any TV series anywhere!...CARL PERKINS has grown his own band! (His two sons)

COUNTRY

BREAKERS

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

RONNIE MILSAP

(I'm A) Stand By My Woman Man (RCA)

Getting instand phone action in most markets. Good early gains. Newly added at WJJD, WDEE (pick), WMC, WMNI, WCOP, KSOP, KBFV, KJJJ, KUZZ, KPOK, KHAK, WONE. Chart action: debut 24 WWOK, debut 29 KFOX, 30-24 KCKC, debut 29 KRMD, 37-28 WPOC, debut 34 WIL, debut 25 WKDA, debut 31 WSUN, 28-24 KBUL, debut 27 KCKN.

TOMMY OVERSTREET

Here Comes That Girl Again (ABC/Dot)

Starting to break in many markets. Picking up good chart movements: 40-28 WONE, 34-26 KERE, 28-19 WSLR, 39-30 WSUN, 40-24 KRMD, 38-27 KRZY, 25-18 KWMT, 25-20 WBHF, 28-23 KGA, 38-29 KFBW, debut 28 KPOK, 33-28 KLAJ, debut 30 WXCL, 30-24 KHAK, debut 28 KBUL, 33-28 KCUB, 38-29 WCMS. Add at WCOP.

NEW & ACTIVE

WILLIE NELSON "If You've The Money" (Columbia) Off to an even stronger start than his last two. "Most Added" of the week. Stations include WIL, WJJD, KENR, WIRE (pick), KERE, KKYX, KHOS, WBAM, KJJJ, WBHF, KCKC, KGA, WIXZ, WXCL, KFOX, KRAK, WPOC, KLAJ, WUNI, KCUB, KIKK, WSM, KSOP, WAME and more.

JOHNNY RODRIGUEZ "I Wonder If I Ever Said Goodbye" (Mercury) Starting to get good phone action. New adds at KCKC, WMC, KFOX, WAME, WIL, KSOP (pick), WMNI, WBHF, KHOS, KBFV, KJJJ, WUBE, KRAK, WONE, WWOK, WXCL, WTHI, KPOK, WUNI, KCUB, KBUL, KHAK. Early charts: 22-13 WKDA, debut 32 WITL.

GLEN CAMPBELL "See You On Sunday" (Capitol) Still gaining more stations including: WHK, KJJJ, WSLR, WMC, WLOL, KERE, KIKK, KUZZ, WPOC, WCAW, KRZY, WIXZ, WXCL, WWVA, KPOK, WCMS, KBFV, KHAK, KKYX. Early charts: debut 33 KCKC, 40-34 KFOX.

BILLY "Crash" CRADDOCK "You Rubbed It In All Wrong" (ABC/Dot) Latest add are WHN, KCUB, KXRB, WONE, KRZY, KJJJ, KFGO. Charted: 27-19 WTHI, 20-16 KFOX, 30-19 KBFV, 35-29 KCKC, 36-29 WHK, debut 20 KCKN, debut 29 KBUL, 35-26 KHAK, debut 28 WCOP, debut 31 WIL, debut 26 WKDA.

CHARLIE DANIELS BAND "Wichita Jail" (Epic) Looks like his first national Country hit. Added at WIL, KRMD, KBUL, WJQS, WCAW, KSOP, KXRB, WUBE, WONE, KBFV, WIXZ. Early charts: 34-24 WSLR, 20-13 KERE, debut 35 WHK, 23-17 WKDA, 38-25 WSM.

BILLIE JO SPEARS "Misty Blue" (UA) Picking up many key markets. Added at WMAQ, WJJD, KLAC, KRMD, KERE, WCAW, WWJO, WVMJ. Charts: 34-27 KWMT, debut 30 KJJJ, 32-23 WPOC, 26-18 KLAJ, debut 26 KUZZ, 21-16 WKDA, debut 29 WCOP.

MOE BANDY "Here I Am Drunk Again" (Columbia) Gaining in many areas. Added WIRE, WAME, WKDA, KCUB, WCMS, KJJJ, WMC, WONE, KRZY, KWMT. Charted: 27-19 WWOK, 41-32 WTHI, 33-28 KCKC, 21-17 WIXZ.

JOHNNY CARVER "Afternoon Delight" (ABC/Dot) Getting good phones in some markets. Added KKYX, KSOP, WXCL, WKDA, WMC. Charts: 39-30 KDJW, 31-26 KFOX, 25-20 KCKC, 35-24 KERE, debut 34 WHK, 36-24 WSM.

JOHNNY CASH "Sold Out Of Flag Poles" (Columbia) Many new stations on it including WLOL, KKYX, KSOP, KWMT, KLAJ, WKDA, WXCL, KRAK, KAYO, KGA. Chart: debut 33 WITL.

MARY LOU TURNER "It's Different With You" (MCA) Picking up well. Added KLAC, KGA, WBAM, WAME. Charted: 32-28 WWVA, 29-24 KWMT, debut 22 KUZZ, debut 34 WSUN, 32-28 WCMS, 39-26 WSM, 30-25 WCOP.

BOBBY BARE "Put Some Lovin' On Me" (RCA) New station adds WHK, WUBE, KBUL, KHOS, WCAW, KPOK, WONE, WBHF, KUZZ. Early charts: debut 19 KFGO.

Radio & Records

July 16, 1976

3 Weeks Ago	2 Weeks Ago		
7	1	1	RED SOVINE/Teddy Bear (Starday)
10	5	2	GEORGE JONES & TAMMY WYNETTE/Golden Ring (Epic)
1	2	3	JOE STAMPLEY/All These Things (ABC/Dot)
27	13	4	CONWAY TWITTY & LORETTA LYNN/The Letter (MCA)
2	3	5	DAVE & SUGAR/The Door Is Always Open (RCA)
29	15	6	DON WILLIAMS/Say It Again (ABC/Dot)
5	4	7	FREDDY FENDER/Vaya Con Dios (ABC/Dot)
3	6	8	JOHNNY DUNCAN/Stranger (Columbia)
8	8	9	TOM BRESH/Homemade Love (Farr)
9	7	10	PORTER WAGONER & DOLLY PARTON/Is Forever Longer Than Always (RCA)
13	11	11	SONNY JAMES/When Something Is Wrong With My Baby (Columbia)
14	14	12	MEL TILLIS/Love Revival (MCA)
22	16	13	MARGO SMITH/Save Your Kisses For Me (Warner)
20	18	14	EDDIE RABBITT/Rocky Mountain Music/Do You Right Tonight (Elektra)
25	17	15	GARY STEWART/In Some Room Above The Street (RCA)
12	12	16	MERLE HAGGARD/Here Comes the Freedom Train (Capitol)
35	29	17	EMMYLOU HARRIS/One Of These Days (Warner-Reprise)
21	19	18	BOBBY GOLDSBORO/Butterfly For Bucky (UA)
28	22	19	T.G. SHEPPARD/Solitary Man (Hitsville)
6	9	20	WAYLON JENNINGS & JESSI COLTER/Suspicious Minds (RCA)
30	25	21	HOYT AXTON/Flash Of Fire (A&M)
4	10	22	MARTY ROBBINS/El Paso City (Columbia)
-	33	23	MICKEY GILLEY/Bring It On Home To Me (Playboy)
11	21	24	CRYSTAL GAYLE/I'll Get Over You (UA)
17	20	25	TOM T. HALL/Negatory Romance (Mercury)
38	32	26	VERNON OXFORD/Redneck! (RCA)
16	24	27	WILLIE NELSON/I'd Have To Be Crazy (Columbia)
36	30	28	SHIRLEY & SQUIRRELY/Hey Shirley (GRT-Mable)
37	34	29	EDDY ARNOLD/Cowboy (RCA)
-	36	30	BILLIE JO SPEARS/Misty Blue (UA)
19	23	31	RAY STEVENS/You Are So Beautiful (Warner)
18	27	32	BARBARA MANDRELL/That's What Friends Are For (ABC/Dot)
15	26	33	TANYA TUCKER/You've Got Me To Hold On To (MCA)
-	-	34	ROY CLARK/Think Summer (ABC/Dot)
-	-	35	TOMMY OVERSTREET/Here Comes That Girl Again (ABC/Dot)
-	-	36	RANDY CORNOR/Heart Don't Fail Me Now (ABC/Dot)
-	-	37	MEL STREET/I Met A Friend Of Yours Today (GRT)
-	39	38	CONNIE SMITH/So Sad (Columbia)
-	40	39	DICKEY LEE/Makin' Love Don't Make Love Grow (RCA)
33	31	40	LA COSTA/Lovin' Somebody On A Rainy Night (Capitol)

NEW ENTRIES

DR. HOOK "A Couple More Years" (Capitol) Still doing very well in several areas. Added KRMD, KUZZ, WJQS. Charts: 35-27 WWJO, debut 30 KPOK, 30-17 KERE, 19-15 WITL, 32-23 WUNI, 41-30 WCMS, 33-19 WKDA.

MEL STREET "I Met A Friend Of Yours Today" (GRT) Good gains. Added WWJO, WCOP. Chart action: 36-26 WWVA, 35-29 WXCL, 32-27 KDJW, 38-25 WONE, 29-25 KGA, debut 30 WCOP, 26-22 KBUL, 36-29 WSUN.

GENE WATSON "Because You Believed In Me" (Capitol) Starting to pick up a little strength. Added KLAC, WPOC, WWJO, WSUN, WCOP. Charts: 36-30 KFOX, 40-29 WWVA, debut 30 KGA, 36-22 KWMT, debut 36 WIRE.

RED STEGALL "Truck Drivin' Man" (ABC/Dot) Some good activity reported. Added at WIRE, KRZY, KUZZ, WCOP, KBUL. Charted: 36-27 KRAK, 33-26 WSLR, debut 20 WIXZ, 28-21 WKDA, 31-22 KRMD.

JIM ED BROWN & HELEN CORNELIUS "I Don't Want To Have To Marry You" (RCA) In the last week started to gain. Added WWVA, KFOX, WMC, WMNI. Charts: debut 16 KCKN, 38-24 KENR, 28-24 KBUL, 31-25 KIKK, 38-30 KHAK.

C.W. McCALL "Crispy Critter" (Polydor) New station on it include KRMD, KCUB, KBUL, WMC, WONE, KUZZ, KHOS. Charts: 39-28 WEAT, 37-27 KHAK.

JEAN SHEPARD "Ain't Love Good" (UA) Early reports are favorable. Added at WPOC, WBAP, WLOL, WXCL, KDJW, WONE, KWMT. Charted: 28-23 KRMD, debut 17 KFGO.

RAY PRICE "We're Getting There" (ABC/Dot) New station adds WCMS, BBOX, WITL, WBAP, KDJW, WEAT, KRAK, WJQS, KMPs.

Continued on Page 50

Most Added

- WILLIE NELSON
If You've Got The Money (Columbia)
- JOHNNY RODRIGUEZ
I Wonder If I Ever Said Goodbye (Mercury)
- GLEN CAMPBELL
See You On Sunday (Capitol)
- RONNIE MILSAP
Stand By My Woman Man (RCA)

Most Requested

- | LW | TW | |
|----|----|---------------------------------|
| 1 | 1 | RED SOVINE (Starday) |
| 3 | 2 | CONWAY & TWITTY (MCA) |
| 9 | 3 | SHIRLEY & SQUIRRELY (GRT-Mable) |
| 2 | 4 | GEORGE & TAMMY (Epic) |
| 6 | 5 | BOBBY GOLDSBORO (UA) |
| - | 6 | RONNIE MILSAP (RCA) |
| 10 | 7 | DON WILLIAMS (ABC/Dot) |
| 8 | 8 | EMMYLOU HARRIS (Reprise) |
| 4 | 9 | EDDIE RABBITT (Elektra) |
| - | 10 | JOHNNY RODRIGUEZ (Mercury) |

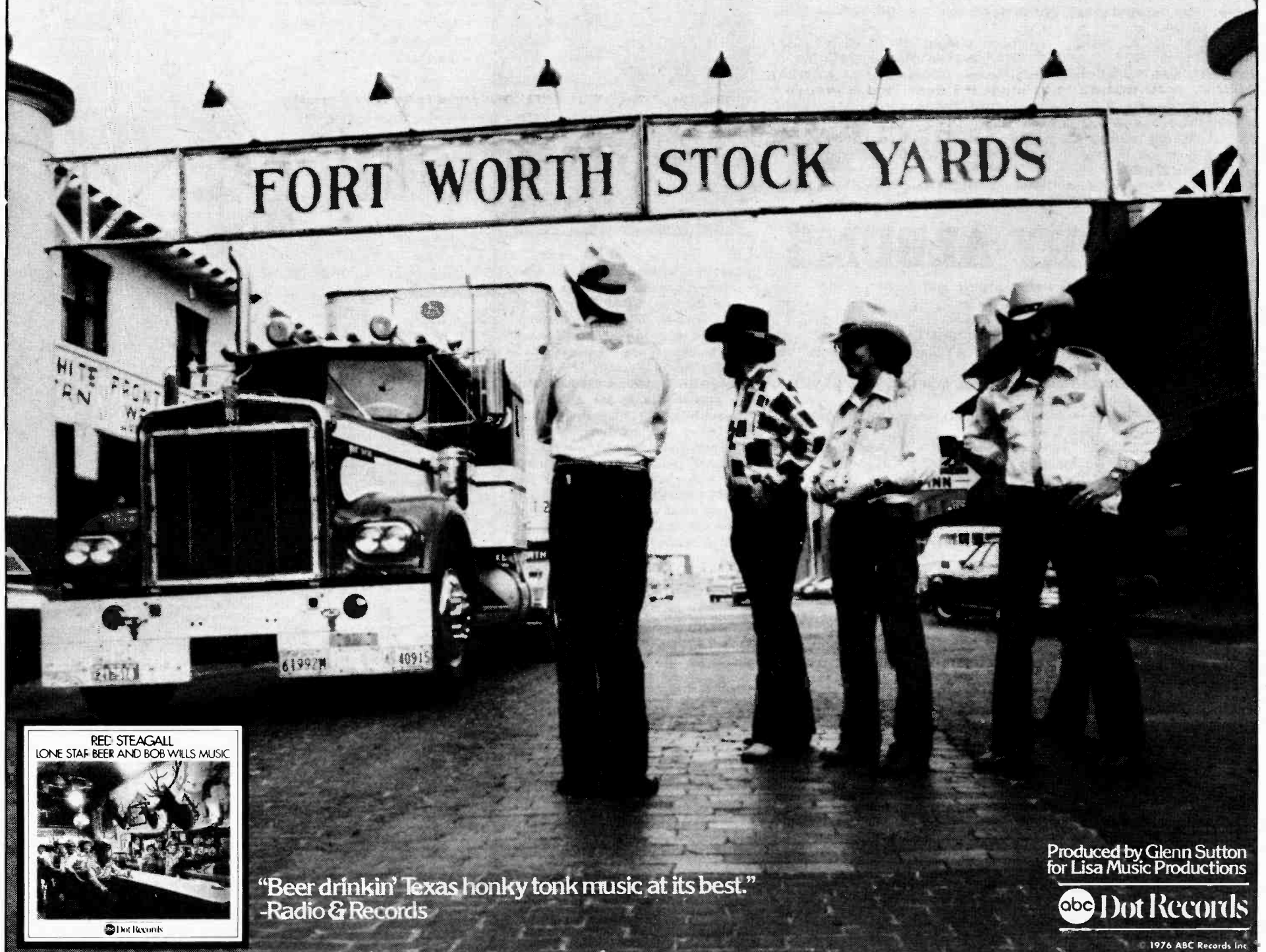
“Truck Drivin’ Man”

(DOA 17634)

He’s pulled out of Texas
and he’s rolling up the charts.

From Red Steagall and the Coleman County Boys.
Out of Red’s album “Lone Star Beer And Bob Wills Music.”

(DOSD 2055)



RED STEAGALL
LONE STAR BEER AND BOB WILLS MUSIC



Dot Records

“Beer drinkin’ Texas honky tonk music at its best.”
-Radio & Records

Produced by Glenn Sutton
for Lisa Music Productions

abc Dot Records

© 1976 ABC Records, Inc.

NEW & ACTIVE

Continued from Page 48

VERNON OXFORD "Redneck!" (RCA) Just added at KUZZ, WMAE, WWJO, WUBE, KRZY, WHBF, WVMI. Chart: 40-30 KWMT.

BUCK OWENS "Hollywood Waltz" (Warner) Picking up. Added KCKN, WWVA, WMC, WSUN (pick), WLOL. Charts: 24-19 KFOX, 35-28 KWMT, 27-23 KBUL.

OTHERS GETTING SIGNIFICANT ACTION

CHET ATKINS "Forg Kissin" (RCA) Getting good phone response in markets playing this cut. Added KBUL, WCAW. Charts: 23-17 WONE, 9-5 KCKC, 31-15 KJJJ, debut 31 WITL.

PAT BOONE "Texas Woman" (Hitsville) Added KCKN, KSOP, KWMT.

BRUSH ARBOR "Emmylou" (Monument) Added at KAYO, WJQS, KYAL (pick).

MUNDO EARWOOD "Lonesome As A Cowboy" (Epic) Added WSLR, KBOX, KVOO. Charts: debut 27 KERE, 24-16 KENR, 21-16 KIKK.

BARBARA FAIRCHILD "Mississippi" (Columbia) New station adds KAYO, KSOP, WDEE, WSM, WCSM (pick).

DONNA FARGO "I've Loved You All Of The Way" (Warner) Added KKYX, KHAK, WWVA, KBFW, WSLR, WBAP.

LINDA HARGROVE "Fire At First Sight" (Capitol) Added WBAP, WLOL. Early chart: debut 20 KFGO. All stations on it report very strong phone response.

JERRY JAYE "Honky Tonk Women" (Hi) Added WONE, WMNI. Charted: 29-24 KDJW, 17-8 WMC, 15-10 WUNI, debut 30 KIKK.

MARIE OSMOND "A My Name Is Alice" (Polydor) Added KERE, WIRE, KCKN. Chart: 31-26 KCKC.

DOLLY PARTON "All I Can Do" (RCA) Early station adds include KERE, KKYX, KIKK, WCAW, WHK, WBAP.

JOHNNY PAYCHECK "11 Months and 29 Days" (Epic) New stations on it are WDEE, KDJW, KBFW, KJJJ, KSOP.

JERRY REED "Gator" (RCA) Picking up a few more markets including stations WWVA, KPOK, WONE, WSLR, KRMD.

BOBBY G. RICE "You Are My Special Angel" (GRT) New adds KSOP, WXCL, WOKO, KAYO, KKYX.

KENNY ROGERS "While The Feeling's Good" (UA) Added KUZZ, WAME. Charts: 32-28 WHK, 20-14 WKDA, 29-21 KRMD.

SAMMI SMITH "From Sunday School To Broadway" (Elektra) New station adds are KENR, WWOK, KRMD, WWOK, WBAM, KLAK, KKYX, KBFW.

JOE STAMPLEY "The Night Time and My Baby" (ABC/Dot) First week station adds included WSM, WUNI, KENR (pick), KCUB, WBAM, KERE, WJQS, WKDA.

STARLAND VOCAL BAND "Afternoon Delight" (RCA) Added KJJJ. Charts: 21-10 WTHI, 31-26 KBFW, 5-3 WIXZ, 28-23 WCOP, debut 26 WUNI.

WYNN STEWART "After The Storm" (Playboy) Added KKYX, KFGO, WEAT, KCKN.

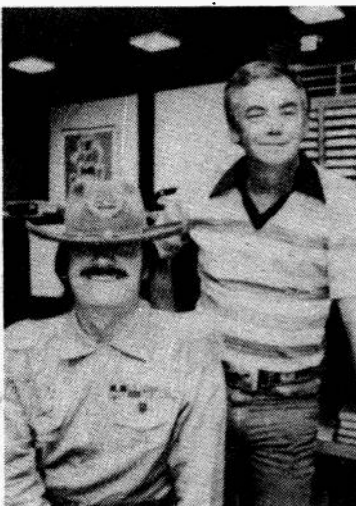
NAT STUCKEY "The Way He's Treated You" (MCA) Charts: 36-30 WPOC, 20-14 WUNI, 14-11 KFGO, 37-29 WLOL.

SHEILA TILTON "Half As Much" (Con Brio) Still early, but good reaction from stations on it. Added WXCL, KRMD, WLOL. Charts: debut 26 KCKN, debut 27 KBUL.

BILLY WALKER "Love You All To Pieces" (RCA) New station adds KCKN, WBAP, KKYX, KSOP, WOKO, WEAT, WMNI, WITL.



Tommy Overstreet donned "star-sized" glasses to aid in checking out the fine print on his new ABC/Dot Records recording contract, during recent ceremonies in Nashville in which he resigned with the label. Overstreet has recorded for Dot since 1970. Some observers thought Mr. Overstreet was making a "spectacle" of himself.



Mystery question of the week: "Who is Robert Lee Jackson?" He is pictured next to WBAP, Fort Worth air personality Bill Mack (Standing). Jackson went to Fort Worth to unveil his new single "Request Line" on Big Name Records. The song deals with listeners calling a Country station asking for all of the "heavy hits," but not really knowing the titles. (It has been rumored Jackson is also a well-known Country radio personality. If you think you know the answer send the R&R Country Editor a \$1000 bill and he will send you 25 words or less. Void where Country music is prohibited by law.)

COUNTRY ADDS

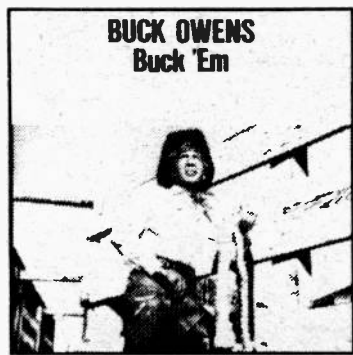
Asterisk (*) denotes records
Most Added this week

WSLR/Akron Jerry Reed David Wilkins Tenn. E. Ford Mundo Earwood Even Stevens Jerry Jave Kenny Starr Lynn Anderson Donna Fargo Glen Campbell* Randy Knight	KBOX/Dallas Ray Price WONE/Dayton Moe Bandy Bobby Bare Charlie Daniels "Crash" Craddock Jerry Jave Brenda Lee C.W. Mc Call Ronnie Milsap* Jerry Reed Johnny Rodriguez* Jean Shepard Even Stevens Freddy Weller	WDDD/Marion, Ill. Ronnie Milsap* Red Sovine Sheila Tilton Billie Jo Spears Ray Griff WMC/Memphis Buck Owens Ray Stevens Moe Bandy C.W. Mc Call Glen Campbell* Johnny Rodriguez* Ronnie Milsap* Johnny Carver Brown & Cornelious	KRAK/Sacramento Johnny Cash Ray Price Don Williams Moe Bandy Hoyt Axton Joe Stampley (Dot) Willie Nelson* David Rogers WVJO/St. Cloud, Minn. Vernon Oxford Billie Jo Spears Gene Watson Mel Street WIL/St. Louis Johnny Rodriguez* Eddy Arnold Charlie Daniels Willie Nelson*
WOKO/Albany Bobby G. Rice Eddie Smith Billy Walker	KERE/Denver Joe Stampley (Dot) Marie Osmond Billie Jo Spears Glen Campbell* James Tally Willie Nelson* Dolly Parton KLAK/Denver Willie Nelson* Sammi Smith (E) Johnny Cash	WVOK/Miami Johnny Rodriguez* Sammi Smith (E) WLOL/Minneapolis Glen Campbell* Freddy Weller Jean Shepard Johnny Carver Johnny Cash Sheila Tilton Buck Owens Linda Hargrove	WSUN/St. Petersburg Pick-Buck Owens Gene Watson KSOP/Salt Lake City Johnny Rodriguez* Billy Walker Barbara Fairchild Johnny Carver Willie Nelson* Ronnie Milsap* Johnny Paycheck Johnny Cash Bobby G. Rice Del Reeves Donny King Charlie Daniels Pat Boone
KRZY/Albuquerque Moe Bandy "Crash" Craddock Red Steagall Vernon Oxford Glen Campbell	WDEE/Detroit Ronnie Milsap* Jeannie C. Riley Die Reeves Barbara Fairchild Johnny Paycheck KFGO/Fargo, N.D. Jim Mundy "Crash" Craddock Joe Stampley (Dot) Moe Bandy Willie Nelson* Pat Daisy Earl Conley C.W. Mc Call Wynn Stewart David Rogers	WUNI/Mobile O.B. Mc Clinton Joe Stampley (Dot) David Loggins Johnny Rodriguez* Willie Nelson* WBAM/Montgomery Mary Lou Turner Joe Stampley (Dot) Mike Lunsford James Tally Sammi Smith (E) Willie Nelson*	KKYX/San Antonio Johnny Carver Bobby G. Rice Tommy Cash Johnny Cash Dolly Parton Wynn Stewart Glen Campbell* Billy Walker Donna Fargo Earl Conley Willie Nelson* Donny King Sammi Smith (E) Mike Lunsford
KDJW/Amarillo David Rogers Mike Lunsford Jean Shepard Johnny Paycheck Ray Price	WPLD/Atlanta No Adds KUZZ/Bakersfield Vernon Oxford Red Steagall Bobby Bare C.W. Mc Call Ronnie Milsap* Kenny Rogers Dr. Hook Glen Campbell	WKDA/Nashville Moe Bandy Johnny Cash Johnny Carver Joe Stampley (Dot) Willie Nelson* WSM/Nashville Roy Clark Joe Stampley (Dot) Willie Nelson* Ed Bruce Barbara Fairchild	KKCK/San Bernardino Johnny Rodriguez* Willie Nelson* KSON/San Diego No Adds KAYO/Seattle Brush Arbor Bobby G. Rice Barbara Fairchild Penny De Haven Johnny Cash
WPOC/Baltimore Waylon Jennings Willie Nelson* Jean Shepard Donny King Gene Watson Kenny Starr Glen Campbell*	KBFW/Bellingham, Ws. Sammi Smith (E) Charlie Daniels Ronnie Milsap* Johnny Paycheck Johnny Rodriguez* Linda Hargrove Glen Campbell* Johnny Lee	WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee WCOP/Boston Gene Watson Mel Street Tommy Overstreet Ronnie Milsap* Red Steagall	WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee WCOP/Boston Gene Watson Mel Street Tommy Overstreet Ronnie Milsap* Red Steagall
WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee	WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee	WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee	WVMI/Biloxi Billie Jo Spears Jim Ed Brown Vernon Oxford Reeves & Spears Dickey Lee

COUNTRY ALBUMS

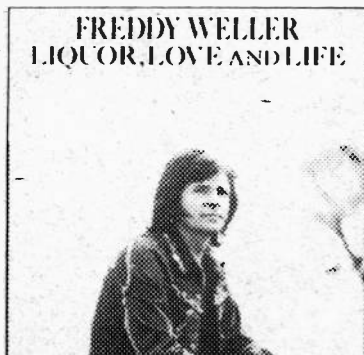
Album cuts receiving airplay and activity

- HOYT AXTON (A&M):** "Evangelina"
- BOBBY BARE (RCA):** "Baby Wants To Boogie" and "Climb The Walls"
- WAYLON JENNINGS (RCA):** "Can't You See" "Jack Of Diamonds" "Are Your Ready For Country" "Old Friend"
- BARBARA MANDRELL (ABC/Dot):** "Love Is Thin Ice" and "Can't Help But Wonder"
- RONNIE MILSAP (RCA):** "Lovesick Blues" and "Looking Out The Window"
- ELVIS PRESLEY (RCA):** "Last Farewell"
- EDDIE RABBITT (Elektra):** "Tullahoma Pizza Man" "Could You Love A Poor Boy, Dolly" and "Two Dollars In The Jukebox"
- BILLIE JO SPEARS (UA):** "Do Right Woman"
- RAY STEVENS (WB):** "Country Licks"
- MEL TILLIS (MCA):** "Gator Bar"
- FREDDY WELLER (Columbia):** "Celia Brown"
- DON WILLIAMS (ABC/Dot):** "Time"



BUCK OWENS
Buck 'Em (Warner)

The best Buck Owens album since "Tall Dark Stranger." Owens has hooked some of the more up-to-date Country sound under the direction of his new producer NORRO WILSON. JOHNNY GIMBLE is superb on fiddle throughout the album. Best cuts: "It's Been A Long, Long Time," "John Law" and "Love Don't Make The Bars." "Lady Madonna" and "California Oakie" are good possibilities.



FREDDY WELLER
Liquor, Love And Life (Columbia)

Some interesting well thought out music. Good production. Eight of the ten cuts featured are composed by Weller. Give a good look at his works as a writer. Best material: "Celia Brown," and "I Drank Myself Sober." Other strong cuts: "To Make Me Want To Stay Home," a tune written by the talented LARRY GATLIN, and the uptempo "What A Time," "A Legend In My Home" is a possible air play cut.



WIRE SPORTS NEW LOGO: WIRE, Indianapolis now has a Number 1 logo pictured above. The logo was designed by WIRE's Operations Manager Bill Robinson and is being printed as window stickers for distribution throughout the Indianapolis area.

R&R

(Rockabilly & Redneck)

Gary Stewart / In Some Room Above The Street (RCA)

No. 15

Vernon Oxford / Redneck (RCA)

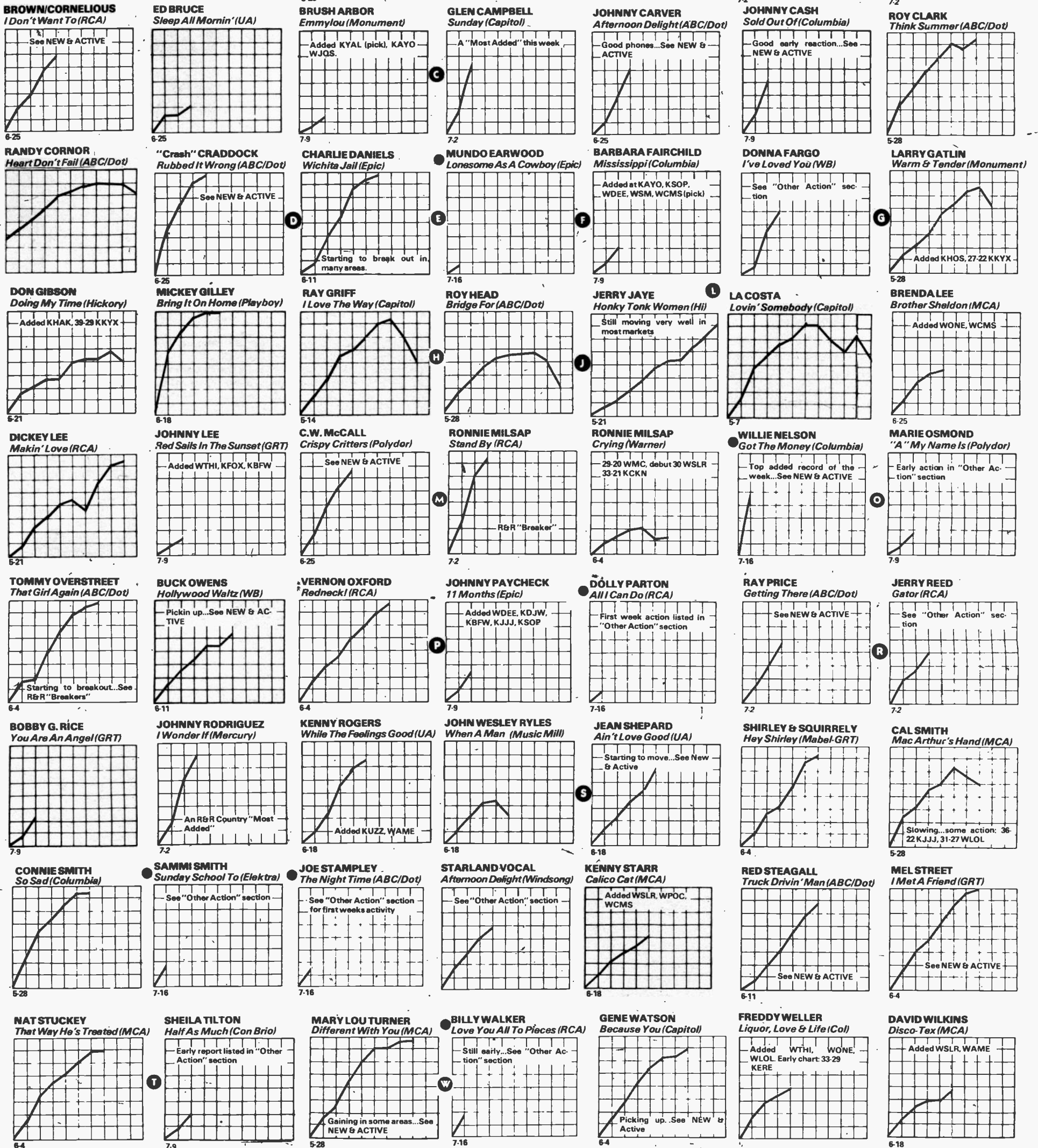
No. 26

TWO SOLID HITS

RCA Records

COUNTRY SINGLES

● new entries Circled letters indicate alphabetical order



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O'Liners

JULY 17: ALABAMA DEEP SEA FISHING RODEO, Mobile, Alabama...And let me tell you it's darn hard roping a steer underwater!

JULY 18: ANTIBIGOT DAY...So barbecue Archie Bunker for lunch today!

JULY 18: INTERNATIONAL RAILWAY DAY, commemorating the completion of North America's first international railway...In honor of this event, President Ford will drive a golden stake through Ronald Reagan's tongue!

JULY 19: ANNIVERSARY OF FIRST WOMEN'S RIGHTS CONVENTION, 1848...It was at that convention that they urged passage of the Bill of Rights that guaranteed a woman's right to keep and bear children!

JULY 20: 7th ANNIVERSARY OF MAN'S FIRST LANDING ON THE MOON...'ll never forget Neil Armstrong's immortal words: "That's one small step for mankind, one giant leap for Tang!"

Calendar, topicals, record lines, jock bits...For a free sample issue, write: O'LINERS, 366 West Bullard Avenue, Fresno, California 93704.

POP/ADULT

Radio & Records

POP ADULT / 40

3 Weeks Ago 2 Weeks Ago

1	1	①	STARLAND VOCAL BAND/Afternoon Delight (Windsong)
3	3	②	AMERICA/Today's The Day (WB)
2	2	3	STARBUCK/Moonlight Feels Right (Private Stock)
7	4	4	SEALS & CROFTS/Get Closer (WB)
19	10	⑤	NEIL DIAMOND/If You Know What I Mean (Columbia)
8	6	6	DOROTHY MOORE/Misty blue (Malaco)
10	9	7	CARPENTERS/I Need To Be In Love (A&M)
16	12	⑧	MANHATTANS/Kiss And Say Goodbye (Columbia)
12	11	9	KEITH CARRADINE/I'm Easy (ABC)
17	15	⑩	LOU RAWLS/You'll Never Find Another Love (Phil. Int)
18	14	⑪	BEATLES/Got To Get You Into My Life (Capitol)
25	16	⑫	ENGLAND DAN & JOHN FORD COLEY/I'd Really Love To See You (Big Tree)
5	7	13	WINGS/Silly Love Songs (Capitol)
4	5	14	CAPTAIN & TENNILLE/Shop Around (A&M)
29	19	⑮	CHICAGO/Another Rainy Day In New York City (Columbia)
34	24	⑯	WINGS/Let 'Em In (Capitol)
6	8	17	ERIC CARMEN/Never Gonna Fall In Love Again (Arista)
23	20	18	WALTER MURPHY/A Fifth Of Beethoven (Private Stock)
9	17	21	DIANA ROSS/Love Hangover (Motown)
-	32	⑳	ELTON JOHN & KIKI DEE/Don't Go Breaking My Heart (MCA)
31	26	23	JAMES TAYLOR/Shower The People (WB)
32	28	24	JOHN TRAVOLTA/Let Her In (Midland International)
28	25	25	FOUR SEASONS/Silver Star (WB-Curb)
37	33	㉑	GARY WRIGHT/Love Is Alive (WB)
35	31	27	BEACH BOYS/Rock & Roll Music (WB-Reprise)
14	21	28	SILVER CONVENTION/Get Up And Boogie (Midland International)
38	36	29	STEVE MILLER/Take The Money & Run (Capitol)
24	22	30	GALLAGHER & LYLE/I Want To Stay With You (A&M)
39	37	31	VICKI SUE ROBINSON/Turn The Beat Around (RCA)
13	23	32	BROTHERHOOD OF MAN/Save All Your Kisses For Me (Pye)
36	35	33	CARLY SIMON/It Keeps You Running (Elektra)
-	39	34	DR. HOOK/A Little Bit More (Capitol)
40	38	35	TODD RUNDGREN/Good Vibrations (Bearsville/WB)
-	40	36	GEORGE BENSON/This Masquerade (WB)
-	→	37	JOHN DAVIDSON/Everytime I Sing A Love Song (20th)
-	→	38	SAMMY JOHNS/Peas In A Pod (WB-Curb)
-	→	39	WAR/Summer (UA)
-	→	40	BEE GEES/You Should Be Dancing (RSO)

Most Added:

CHICAGO
 Another Rainy Day In New York City (Columbia)
 This weeks adds just about lock up all of our reporting stations. Now playing at WSAV, WGAR, WNBC, K149, KMPC, WPTF, WSB, KWAV, WLNH and others.

WINGS
 Let 'Em In (Capitol)
 Like the Chicago, virtually blanketed play...add WCBM, KSL, KRNT, WSAV, WGAR, WSIX, WNHC, WATR, 14FLB, WHAG, KCRA, WFIR.

ELTON JOHN & KIKI DEE
 Don't Go Breaking My Heart (Rocket)
 Now into its third complete week of release... adds include WTAE, KRNT, WATR, WHAG, KAKE, KDWN, KVI, WQUD, KCRA, WMBR, WDAE.

The Hottest:

NEIL DIAMOND
 If You Know What I Mean (Columbia)
 Jumping into the number five slot on the Pop/Adult 40. Hot reports from WTRX, WSAV, WSM, WGAR, WREC, WSIX, WNHC, WIP, WGN, KRMG, 14FLB, KULF, WBT and many more.

MANHATTANS
 Kiss And Say Goodbye (Columbia)
 Hot at KULF, debut no. 12 at 14FLB, debut no. 4 at KRNT, 6-2 WATR, 22-12 KRMG, 10-4 WSIX, 2-1 WNBC, 9-2 WGAR, 9-3 WSM, 20-11 WBT, 8-2 KFMB, and many more impressive moves like these.

Others reporting hot include:
 ENGLAND DAN & JOHN FORD COLEY
 I'd Really Love To See You Again (Big Tree)
WINGS
 Let 'Em In (Capitol)
 ELTON JOHN & KIKI DEE
 Don't Go Breaking My Heart (Rocket)
 LOU RAWLS
 You'll Never Find Another Love (Phil. Int.)



Shown visiting with Anthony Newley after his appearance at Valley Forge in Pennsylvania are (left to right) Judy Bloom, entertainment reporter for WPVI-TV; Newley; Dean Tyler, program director WIP; Larry Cohen, director of east coast promotion for United Artists.

NEW & ACTIVE

WAR

Summer (UA)

Considering the rapid rate of additions, this could be the biggest Pop/Adult record they've had. Adds include KFI, KEX, WASH, KHOW, WREC, K149, KIIS, KNBR, WFIR, KDWN, KUKI.

ELTON JOHN & KIKI DEE

Don't Go Breaking My Heart (Rocket)

Rolls right along...Adds include WTAE, WATR, KRNT, WHAG, KAKE, KDWN, KVI, WQUD, KCRA, WMBR, WDAE.

BEE GEES "You Should Be Dancing" (RSO) Building. Adds include WGAR, KRKK, WBT, KITE, WASH, WLNH.
 GOERGE BENSON "This Masquerade" (WB) Add WREC, WNHC, 14FLB, WQUD, WPTF, KCRA.
 TAVARES "Heaven Must Be Missing An Angel" (Capitol) Add WTRX, WBT, K149, WHAG, KIIS, 14FLB.
 ANTHONY NEWLEY "Teach The Children" (UA) Add KSL, WGN, KITE.
 QUEEN "You're My Best Friend" (Elektra) Add WBT, KDWN, WATR.
 REAL THING "You To Me Are Everything" (UA) Add WIP, KFI, WSM, KUKI.
 FRANKIE VALLI "We're All Alone" (Private Stock) Add WFIR, KNBR, KRMG, KITE.
 GLEN CAMPBELL "See You On Sunday" (Capitol) Add WSB, KRMG, WREC.
 DR. HOOK "A Little Bit More" (Capitol) Add WTRX, KULF, WBT, WMBR, KITE.
 FLEETWOOD MAC "Say You Love Me (Reprise/WB) Add WGY, KNBR, WATR.

POP/ADULT NOTES

BY MIKE KASABO



First of all, congratulations to the Pop/Adult programmers all over the country who, once again made a good showing in the ARB results. Generally speaking the Pop/Adult stations either held their position or improved in their market place. Especially good gains are noted for WGN/Chicago 11.8 to 12.6; KOGO/San Diego 5.6 to 8.3; WJR/Detroit 13.3 to 15.1; WBAL/Baltimore 12.1 to 17.1; WGAR/Cleveland 6.3 to 7.7; KHOW/Denver 9.4 to 12.7; KMBZ/Kansas City 10.8 to 13.0; WTMJ/Milwaukee 12.0 to 18.1. There are of course more good moves but these seemed to be outstanding. R&R will once again publish a complete market by market pull-out that will come to you as part of a future issue.

Eric Norberg, KEX/Portland, reports extremely strong reaction to a Captain & Tennille album cut "Muskrat Love."

A hot record from England "You To Me Are Everything" by The Real Thing is now available here on UA...and is already showing good initial airplay support...check New & Active.

The Starland Vocal Band record refuses to move from the number one spot on the Pop/Adult 40. It is still registering number one status at KULF, KFMB, WHAG, KIIS, KMPC, WOWO, WTRX, KSD, WSM, WGAR, WREC, WSIX, WNHC, KRNT, 14FLB, and many more.

We're happy to report that Tess Russell is very much improved from her recent illness. Trooper that she is, Tess feels good enough to come back to work (on a half-day basis) but the advice of her doctors is another story. Anyway, it shouldn't be too much longer until she in fact can return to the hallowed halls of KMPC.

A couple of novelties showing up as the hottest at WSB...Chet Atkins "Frog Kissin'" and Gene Price's "A Boy Named Hugh."

From the country side...Mickey Gilley's "Bring It On Home To Me" picks up important play at KULF. By the way, Mickey's cousin got off to a good start with his new record "Rock & Roll Revival" which just went on WGN. His name? Jerry Lee Lewis.

WIP reports the Vicki Sue Robinson continues to be one of the very hottest in Philadelphia.

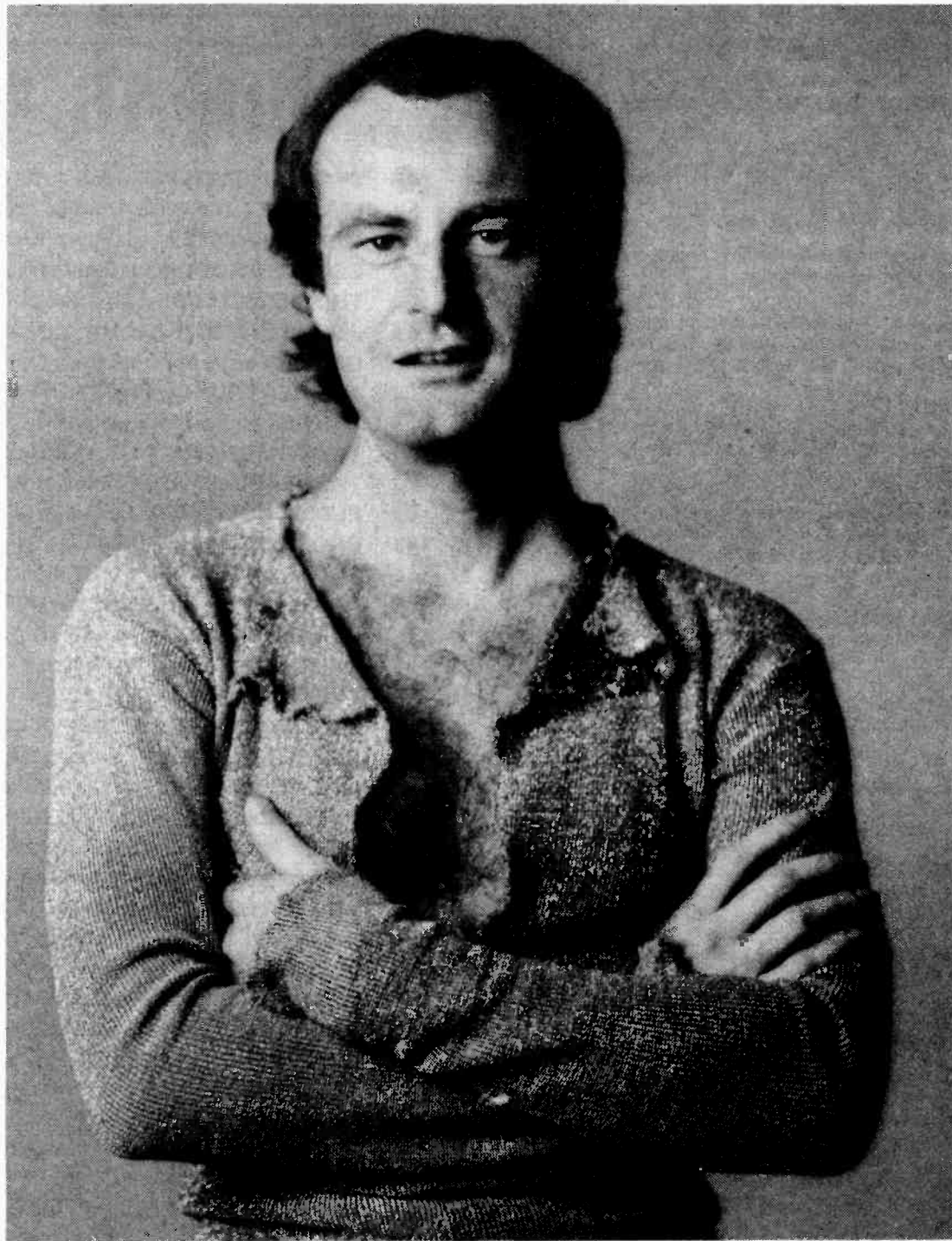
Anthony Newley appears to be making a strong bid with his latest for UA. "Teach The Children" went on WGN, KSL and KITE.

How's Your ARB?

Check yours against the rest of the country when we include the "ARB Special" issue with your August 6 R&R.

THE MORE THEY HEAR "THE MORE I SEE YOU" THE MORE THEY PLAY IT.

Peter Allen's new single, "The More I See You," is on the verge of a major market breakout. Reports from the Southeast are screaming "hit." KRMG in Tulsa has the single at #1 for the third week in a row. And stories like that are starting to pop up all over. (It sounds like the beginning of a hit.)



"THE MORE I SEE YOU" THE NEW SINGLE FROM **PETER ALLEN**

AM 1813

From the album, "Taught By Experts" ^{SP 4584}

ON A&M RECORDS

Produced by Brooks Arthur



THE MORE YOU HEAR "THE MORE I SEE YOU" THE MORE YOU'LL LOVE IT.

THE BACK PAGE

BREAKERS

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

GEORGE BENSON This Masquerade (WB)

54 percent of our reporters on it, 13 new adds including WDRC. Moves; 11-5 WIXY, 7-6 CKLW, 23-17 KSLQ, 16-14 KSTP, 16-10 WQXI, 9-7 WHBQ, 21-10 KFJZ, 21-16 Z93, 13-9 WGOW, 11-3 WSGN, see Parallels.

FLEETWOOD MAC

Say You Love Me (Reprise/WB)

53 percent of our reporters on it, 23 adds. Moves; 27-25 KSLQ, 24-19 WDRC, 30-26 at Q102, 21-15 KERN, 20-16 WSAR, 18-13 WJBQ, 20-12 KQWB, 21-15 KSLY.

NEW & ACTIVE

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

DR. HOOK "A Little Bit More" (Capitol) 49 reporters on it, 14 adds including WSAI, WERC, KJRB, WIFE, WAPE, WBBQ, WMAK, WGOW, WAKY. Moves; 10-8 KLIF, 12-9 WSGA, 6-4 WBBF, 16-8 WJBQ, 13-7 WGUY, 17-8 WHHY, 16-10 at 98Q.

WAR "Summer" (UA) 49 reporters on it, 10 adds including Y100, WCOL. Moves; 17-15 KTLK, 26-19 WBBF, 26-19 WAPE, 15-10 KTKT, 24-20 KERN, 23-19 WFOM, 35-27 KDZA.

KC & THE SUNSHINE BAND "Shake Shake Shake (Shake Your Booty)" (TK) 43 reporters on it, 17 adds including WCAO, KSTP, WQAM, KJR, WDRC, WKY, KJRB. Moves; 4-2 at Y100, 26-20 KTLK, 23-15 WLAC, 24-19 KTKT, 28-17 WSAR, 28-16 WJDX.

CLIFF RICHARD "Devil Woman" (Rocket) 37 reporters on it, 9 adds including WCOL, WGH, WEEQ, WGOW. Moves; 29-26 WRKO, 25-20 KLIF, 19-10 WGLF, 13-8 KCBN.

SILVER "Wham Bam Shanga-Lang" (Arista) 28 reporters on it, 8 adds including WGCL, WORC, WFOM, WISM, WJDX. Moves; 14-12 KDWB, 23-20 WBBQ, 7-4 KRSP.

CARLY SIMON "It Keeps You Runnin'" (Elektra) 24 reporters on it, 3 adds. Moves; 39-36 WCOL, 17-15 KEZY, 15-12 WGNG, 18-17 WBBQ, 16-13 WGUY, 27-21 KRIZ.

FIREBALL "Livin' Ain't Livin'" (Atlantic) 24 reporters on it. Moves; 20-17 KLIF, 19-17 WKY, 15-11 WBBQ, 28-25 WGH, 19-16 KERN, 15-13 WOSH, 13-9 at 98Q.

NEIL SEDEKA "Steppin' Out" (Rocket) 23 reporters on it, 3 adds including WIXY. Moves; 28-24 Y100, 20-13 WPIX, 20-17 Q102, 16-13 WSGN.

HENRY GROSS "Springtime Mama" (Lifesong) 20 reporters on it, 3 adds including WCAO, WBBF. Moves; 26-25 WRKO, 28-21 KQWB, 38-34 KEEL.

NATALIE COLE "Sophisticated Lady" (Capitol) 17 reporters on it, 3 adds including WMAK. Moves; 19-16 WPGC, 39-32 KSLQ, 20-16 WAKY, 10-7 WAYS, 23-18 WISE, 17-9 WKLO, 22-15 KEEL.

ARETHA FRANKLIN "Something He Can Feel" (Atlantic) 13 reporters on it, 2 adds. Moves; 8-8 CKLW, 18-15 KSLQ, 29-23 WHBQ, 23-15 WAKY, 14-10 WAIR, 12-7 WKLO.

RED SOVINE "Teddy Bear" (Starday) 10 reporters on it, 4 adds including KSLQ, WRFC, WJDX. Moves; 1-1 WAKY, debut 22 WHBQ, debut 15 WJON, 28-10 WVLC, 3-1 WKLO.

BOBBIE GENTRY "Old To Billy Joe" (Capitol) 7 reporters on it, 3 adds including WISM. Moves; 27-23 WKBW, 29-20 WSAI.

LADY FLASH "Street Singing" (RSO) 8 reporters on it, 5 adds including WCAO, WSAI, KTLK, WYRE, WAKY.

Others Getting Significant Action

BLUE OYSTER CULT "Don't Fear The Reaper" (Columbia) Add WIXY, KERN, WBBF, WORG, on KJR.

ORLEANS "Still The One" (Asylum) Add WSAI, Z93, KCBQ, WFOM, WSGN, 30-29 WPGC.

BOZ SCAGGS "Lowdown" (Columbia) Add KEZY, WKIX, 31-28 WIXY, 25-24 WIFI, 19-15 KFJZ, 14-6 KSLY.

SONS OF CHAMPLIN "Hold On" (Ariola America) Add KAKC, WORC, 28-26 WCOL, 19-15 KCBQ, 15-12 KRSP.

JAMES TAYLOR "Shower The People" (WB) 24-23 KTLK, 6-5 WSAR, 29-26 KCBN and others.

Continued on page 16

Radio & Records

THE INDUSTRY'S NEWSPAPER

July 16, 1976

3 Weeks Ago	2 Weeks Ago	Last Week		
1	1	1	①	STARLAND VOCAL BAND/Afternoon Delight (Windsong)
11	6	3	②	MANHATTANS/Kiss And Say Goodbye (Columbia)
5	2	2	③	GARY WRIGHT/Love Is Alive (WB)
12	5	5	④	SEALS & CROFTS/Get Closer (WB)
17	14	6	⑤	THIN LIZZY/The Boys Are Back In Town (Mercury)
20	17	16	⑥	JOHN TRAVOLTA/Let Her In (Midland Intl)
13	12	7	⑦	QUEEN/You're My Best Friend (Elektra)
6	4	4	⑧	ANDREA TRUE CONNECTION/More, More, More (Buddah)
34	23	14	⑨	WINGS/Let 'Em In (Capitol)
18	16	15	⑩	THE BEATLES/Got To Get You Into My Life (Capitol)
19	15	12	⑪	THE BEACH BOYS/Rock & Roll Music (Reprise/WB)
—	30	20	⑫	ELTON JOHN & KIKI DEE/Don't Go Breaking My Heart (Rocket)
14	13	13	⑬	BROTHERS JOHNSON/I'll Be Good To You (A&M)
10	9	8	⑭	STEVE MILLER/Take The Money & Run (Capitol)
25	19	17	⑮	KEITH CARRADINE/I'm Easy (ABC)
7	7	9	⑯	STARBUCK/Moonlight Feels Right (Private Stock)
26	22	21	⑰	PARLIAMENT/Tear The Roof Off The Sucker (Casablanca)
2	3	11	⑱	THE CAPTAIN & TENNILLE/Shop Around (A&M)
—	28	25	⑲	ENGLAND DAN & J.F. COLEY/I'd Really Love To See You (Big Tree)
—	38	26	⑳	BEE GEES/You Should Be Dancing (RSO)
33	27	22	㉑	NEIL DIAMOND/If You Know What I Mean (Columbia)
31	26	23	㉒	VICKI SUE ROBINSON/Turn The Beat Around (RCA)
—	34	28	㉓	PETER FRAMPTON/Baby, I Love Your Way (A&M)
4	8	10	㉔	DOROTHY MOORE/Misty Blue (Malaco)
39	36	32	㉕	WALTER MURPHY & BAND/A 5th Of Beethoven (Private Stock)
—	39	31	㉖	LOU RAWLS/You'll Never Find Another Love (Phil/Intl)
—	—	40	㉗	WILD CHERRY/Play That Funky Music (Epic)
8	10	19	㉘	SILVER CONVENTION/Get Up And Boogie (Midland Intl)
3	11	18	㉙	WINGS/Silly Love Songs (Capitol)
—	—	—	⑳	GEORGE BENSON/This Masquerade (WB)
—	—	34	㉚	TAVARES/Heaven Must Be Missing An Angel (Capitol)
40	37	35	㉛	AEROSMITH/Last Child (Columbia)
—	—	37	㉜	CANDI STATON/Young Hearts Run Free (WB)
9	18	24	㉝	ERIC CARMEN/Never Gonna Fall In Love Again (Arista)
21	21	27	㉞	HALL & OATES/Sara Smile (RCA)
—	40	36	㉟	CHICAGO/Another Rainy Day In New York City (Columbia)
29	29	33	㊱	ABBA/Mama Mia (Atlantic)
24	24	29	㊲	HENRY GROSS/Shannon (Lifesong)
15	20	30	㊳	DIANA ROSS/Love Hangover (Motown)
28	33	38	㊴	CYNDI GRECCO/Making Our Dreams Come True (Private Stock)

MOST ACTIVE RECORDS

ELTON JOHN & KIKI DEE
WINGS
MANHATTANS
STARLAND VOCAL BAND
BEACH BOYS
BEATLES
KEITH CARRADINE
JOHN TRAVOLTA
ENGLAND DAN & J.F. COLEY
SEALS & CROFTS
PARLIAMENT

ACTIVE ALBUM CUTS

JEFFERSON STARSHIP
"With Your Love"
CHICAGO
"If You Leave Me"
STEVE MILLER
"Rock 'N Me"
GORDON LIGHTFOOT
"Wreck Of The Edmund Fitzgerald"

ACTIVE RE-CURRENTS

CYNDI GRECCO
"Making Our Dreams Come True"
HENRY GROSS
"Shannon"
DIANA ROSS
"Love Hangover"
HALL & OATES
"Sara Smile"
SILVER CONVENTION
"Get Up And Boogie"

NATIONAL REQUEST TABULATION

LAST WEEK		
1	1	STARLAND VOCAL BAND
—	2	ELTON JOHN & KIKI DEE
5	3	WINGS "Let 'Em In"
2	4	JOHN TRAVOLTA
3	5	MANHATTANS
4	6	SEALS & CROFTS
9	7	GARY WRIGHT
6	8	CAPTAIN & TENNILLE
—	9	BEACH BOYS
7	10	WINGS "Silly"