

Radio & Records

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ISSUE NUMBER 252

THE INDUSTRY'S NEWSPAPER

OCTOBER 6, 1978

PRECEDENT-SETTING CASE

WQAL Gets Short Term Renewal

The Hearing Division of the FCC's Broadcast Bureau recommended last Friday (9/29) that WQAL-FM/Cleveland be given a one-year license renewal for airing public affairs programming during so-called graveyard times during 1973-76 and for proposing less than 6% non-entertainment programming.

The final decision will be made by FCC Administrative Law Judge David Kraushaar, who has the option of throwing the case into a hearing. Given the option, attorneys for SJR Communications, owners of WQAL, told R&R that they will suggest that SJR accept the short-term renewal rather than go to hearing; they stated, "one sees the past better than it was; one finds the present worse than it is; one hopes for a future happier than it will be."

The Hearing Division says that a "one year renewal will afford WQAL an opportunity to demonstrate the *bona fides* of its promises and extinguish those remaining doubts about its commitment to serve the public interest."

Broadcasters have been watching this case closely to determine

the extent to which the FCC intends to get involved in a programming issue, specifically looking for an interpretation of policies regarding scheduling and quantity of public affairs programs. The Hearing

Division's recommendation provides little guidance for broadcasters except that the Commission's approach will continue to be one of enforcement by "raised eyebrow."

Capitol's Arnold Moves To Arista

Larkin Arnold, Vice President/Soul Division at Capitol Records, will be leaving the company after nine years (having been drafted by Capitol upon graduation from law school) to become a Senior Vice President in charge of acquiring and developing black acts at Arista Records.

Arnold told R&R, "I'm looking forward to the challenge of the new job. Since I've been here at Capitol, I've accomplished all I've set out to do — five of our seven black acts now sell gold albums." Arnold also stated that he was pleased with Capitol's success in establishing their Black Music department in the mainstream marketplace.



Larkin Arnold

He will be located in Arista's West Coast offices. No successor at Capitol has yet been named.

CHANGES IN STORE FOR RADIO?

Supreme Court To Rule On CBS/BMI Blanket License Battle

The Supreme Court has agreed to review a lower-court decision which held that price-fixing was involved in BMI and ASCAP's blanket license arrangements with radio and other music users. CBS Inc. had filed an antitrust complaint against BMI when renewal negotiations broke down, charging that its right to pay for only the

music it used was being denied, and that the blanket license arrangements, in which for example radio stations pay the licensing organizations a flat percentage of their gross for use of music, constituted "nothing less than the delegation by all sellers, to a central committee, of the authority to fix prices on their products."

A New York Federal Appeals Court agreed to an extent, sending the case back to a district court which had originally dismissed CBS's suit, instructing it to find a remedy, either a "per use" formula for payment (favored by CBS and others) or a blanket arrangement which would not raise price-fixing questions. However, a number of prominent composers petitioned the Supreme Court in favor of the blanket license concept, as did the licensing organizations themselves. BMI asserted that it was "no more a price fixer than is a wholesaler of eggs," and that blanket licenses were in use because users regarded them as "a less expensive alternative than collecting direct licenses with their attendant transaction costs." The Supreme Court's eventual decision, many observers feel, could have a far-reaching effect on radio's music use.

TEN-Q Sold For \$8 Million, Heading For Spanish Format

As reported last week in R&R, Storer Broadcasting has sold its Top 40 AM outlet KTNQ/Los Angeles to K-Love Radio Broadcasting Inc. The purchase price was given at \$8 million in cash. K-Love currently operates KLVE-FM in Los

Angeles, a Spanish format, and the company will in all likelihood shift TEN-Q's approach to Spanish as well, giving the market its first strong-signal AM Spanish facility. The transaction is pending FCC approval.

Combined Swaps Two Phoenix Stations For KSD/St. Louis

Combined Communications Inc. has agreed in principle to a swap of its Phoenix radio properties, KTAR and KBBC-FM for Pulitzer Publishing Co.'s KSD/St. Louis, according to Combined President John Bayliss. The transaction is regarded as mutually advantageous, as the acquisition of KSD, a strong Pop/Adult station, added to Combined's pending purchase of KCFM, gives Combined a strong St. Louis presence; while Pulitzer will be getting two stations in Phoenix (KTAR is All-News, KBBC- AOR) in place of one AM

facility in St. Louis. The swap also effects a newspaper/radio separation for Pulitzer, which owns the St. Louis Post-Dispatch as well as KSD-TV.

Bayliss commented that the swap still leaves Combined open for the purchase of one more AM-FM combination. In addition to KSD and KCFM when those arrangements are completed, Combined owns KHIS-AM-FM/Los Angeles, WDEE/WCZY-FM/Detroit, WWWE/WDOX-FM/Cleveland, KSDO/KEZL-FM/San Diego, and WVON/Chicago.

FOURTEEN-YEAR FIASCO AT END?

KRLA Ownership Merger Outlined

KRLA/Pasadena, CA has a new owner. In fact, if the FCC approves a proposed merger, it will have several new owners, thus ending a 14-year battle for the license, during which countless applicants dropped in and out of the race while interim operators Oak Knoll Broadcasting presided over several format changes and considerable controversy. A former FCC staffer informed R&R that various charges brought against Oak Knoll in past testimony would not be pursued if the merger goes through.

The proposed merger would work as follows: Bob Hope's Western Broadcasting Co. would get 40% of the stock, but would control five of nine seats on the board of directors. Voice of Pasadena gets 25% of the

stock, while Goodson-Todman (the game show proprietors) and Pasadena Broadcasting get 15% each.

Not included in the stock deal are Orange Radio, which will be paid up to \$1 million in costs for getting out, and Pacific Broadcasting, which will be paid \$100,000 in expenses. Also receiving payment from the newly-formed corporation will be Charles Jobbins who will get \$150,000 and 5% of the action.

The merger ends a license contest which, in the words of one FCC staffer, would have gone on for another 20 years.

The newly formed corporation has until November 15 to file a combined application consisting in part of a joint ascertainment, engineering and programming review and employment profile.

R&R's Arbitron Special Mails Next Week

R&R's Arbitron Breakout Special, the most comprehensive overview of the rating results in the top 100 radio markets, will be mailed next week. This year's issue goes into greater detail than ever before, showing a three-year rating trend for all stations in markets where applicable. The Arbitron Special mails free to all R&R subscribers.

It's Done!



ALICE COOPER FROM THE INSIDE

BSK 3263

Alice Cooper's newest album featuring the single
"How You Gonna See Me Now" WBS8695

Produced by David Foster

Original concept, lyrics and direction
by Alice Cooper and Bernie Taupin

Shipped Insane on Warner Bros. Records & Tapes

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GOOD NEWS/BAD NEWS:

FCC Returning Radio Dollars

The FCC proposes to return \$33 million to broadcasters which the courts ruled were illegally collected between August 1, 1970 and January 1, 1977. That's the good news. But the Commission is also looking to institute a new fee system which they say will be based on "the value of the spectrum to the user." A spectrum-use fee has already been advocated by the House Communications Subcommittee in its proposed Rewrite of the Communications Act.

Bureaucratic Mess — FCC Nightmare?

Estimates of the number of requests for refunds from broadcasters are over 75,000. The total for all other categories of refunds over twenty dollars is 300,000. The FCC will spend over a million dollars and employ 67 people to implement the refund program. In addition, the Commission says that there are 10 million people who paid the FCC a fee under twenty dollars during the six and a half years and they note that it may cost as much as \$5 million to process these refunds (it remains to be seen if the courts really intended for the FCC to make refunds in this category, however).

Added to the confusion is the

fact that the refunded dollars appear to be taxable, which prompted Commissioner Robert Lee to point out that the government will be getting some of the money back.

How It Works

Once adopted, it will be up to radio broadcasters to file with the FCC for a refund. They will be given one year to do so using a special claim form. Claims will be processed in the order in which they are received.

Clearly, the Commission is anxious to expedite the refund program with both Commissioners Joe Fogarty and Tyrone Brown emphasizing their desire to get the job done. Broadcasters have until November 8 to tell the FCC what they feel about the proposal to refund fees.

Bill Sommers Named KLOS GM



Bill Sommers

Bill Sommers has been appointed General Manager of ABC's Los Angeles AOR outlet KLOS. Sommers replaces John Winnaman, who recently suffered a fatal heart attack. Sommers was formerly General Sales Manager of KLOS, and has been with the ABC Radio organization since 1973. His replacement as GSM at KLOS is Lee Larsen, who has been with ABC since 1975 and was most recently National Sales Manager at KLOS.

Williams Exits KUTE; Purchases KINC

Larry Williams, Program Director of KUTE/Glendale, has exited the station as of last Monday (10-2), having recently purchased KINC in Independence, California. Williams, regarded as the architect of KUTE's Black/Disco format, which gathered impressive ratings gains within the Los Angeles market recently, intends to institute a Pop/Adult format at the new station.

Commenting on the move, Williams told R&R, "I'm leaving with mixed emotions, but it's an opportunity for me to achieve a personal goal which I've had since I've been in radio (15 years). It's just that my leaving is ironically happening at the same time that KUTE started to reach its new heights. The opportunity for me is such that



Larry Williams

I feel I'm entering a new plateau in my career. I've reached my heights as a programmer and I'm satisfied that I've done a good job."

Williams' replacement will be Bill Stevens, who is currently the station's morning man and a five-year veteran of KUTE.

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Broadcast Rating Council Backs Arbitron Diary Distortion Policy

The Broadcast Rating Council has adopted a resolution commending Arbitron for its policy on diary distortion. Another related resolution took a strong stand against stations trying to "exhort the public to cooperate with station audience measurement services whether over the air or by any other means." This would apparently include "public service"-styled blanket announcements made by an entire market's stations, as recently attempted in San Diego with Arbi-

tron's cooperation. The BRC recommended to "syndicated audience measurement services" that "the practice be discouraged because of its possible biasing effects."

The Arbitron commendation also contained a recommendation for "rigid and consistent application" by Arbitron of its diary distortion rules, and continued guidance from Arbitron to stations desiring to know the kinds of promotions which might "conflict with Arbitron rules."

Taylor Resigns As P.D. At WWRL

Sonny Taylor, longtime Black radio luminary and Program Director of WWRL/New York, has handed in his resignation at the station. Taylor told R&R that he had no immediate plans, saying, "It's been a hard and grueling three and one half years here, and now I'm going to devote some time to rest and relaxation."



Sonny Taylor

Mack Allen, National Program Director for the Sonderling Broadcasting Company, stated, "He (Taylor) feels as though it's graduation time . . . I'm sorry to see him go. We had a delightful relationship."

No replacement for Taylor has yet been named, according to Allen.

Dick Logan Named Arbitron's Sales VP

Dick Logan has been appointed Vice President of Arbitron Radio Sales, replacing Bill Engle, who resigned to become General Manager of WTIW/New Orleans (R&R 9-29). Logan comes to Arbitron from WNBC/New York, where he was most recently General Sales Manager. Logan previously served as General Sales Manager of WMAQ/Chicago, and has 20 years of radio

experience to his credit. Arbitron sources indicated that Logan's strong radio background will be of substantial aid to the rating service, as he will be able to communicate the viewpoint of the radio community, a viewpoint upon which Arbitron plans to place increasing emphasis in making policy decisions.



ARIOLA'S FIRST CUSTOM LABEL BOWS—Ariola Records has acquired its first custom label, the newly-formed Ocean Records, headed by noted disco producer/promoters Marc Kreiner and Tom Cossie. As MK Productions/Dance Promotions, Cossie and Kreiner introduced the group Chic and Ariola acts Chanson and Linda Evans. Ocean will have offices in New York and Beverly Hills. Pictured at the signing are (l-r) Ariola President Jay Lasker, Ocean Chairman Tom Cossie, Ocean President Marc Kreiner, Ariola Executive VP Howard Stark, and Ariola Senior VP Scott Shannon.

WASHINGTON REPORT

Update

By Jonathan Hall

Broadcasters Face New Threat To Licenses

"The court's decision on WESH," FCC Commissioner James Quello told R&R, "should stimulate broadcast support for legislative relief and add impetus to the rewrite."

In a unanimous three-judge decision by the U.S. Court of Appeals for the District of Columbia last week, an FCC action renewing the license of WESH-TV/Daytona Beach, Florida was reversed. At issue was whether or not a broadcaster with a "superior" record should receive extra consideration when challenged by a competing applicant. Going beyond the FCC's 1969 action denying the license of WHDH-TV/Boston in favor of a competing applicant, the court puts all broadcasters on notice that an incumbent cannot assume it will get favorable treatment in a comparative hearing.

R&R has learned that Cowles Broadcasting Inc., licensees of WESH, plans with the help of other major broadcasters to appeal the lower court action all the way to the Supreme Court, if necessary.

Because of the serious implications for radio and TV, broadcasters and communications attorneys are already talking of pushing for legislation that would supersede the decision and provide guidelines for the FCC in this area. The decision is expected to aid the efforts of Rep. Lionel Van Deerlin, Chairman of the House Communications Subcommittee and cosponsor of the Communications Act of 1978.

Until last week, the mood of the Commission was to support the incumbent consideration premise. Now, that has changed.

Station Hit For \$5000 Fine In "Treasure Chest" Fiasco

WHNE/Portsmouth, VA. announced the fourth in a series of treasure hunt contests, placed a \$2000 certificate in a medicine bottle, buried it in a vacant lot, and aired clues that would lead listeners to its location. But complaints about traffic jams and trespassing on private property caused an FCC investigation resulting in a fine of \$5000.

The Commission decision was influenced by the local police having to explain to WHNE that their promotion was creating community problems. Though the station had stressed that the treasure was not hidden on private property, it was, in fact, buried in a privately-owned field.

The station insisted that none of the clues, announcements or rules were misleading and said that its definition of "private property" is consistent with popular usage. However, the Commission stuck by its legal definition.

In adopting a contest rule in 1976, the Commission agreed that "abuses can be prevented by diligent licensee attention to the planning and conduct of contests." In other words, stations are responsible for watching their contests carefully so that they may correct problems or, if necessary, end the promotion before local authorities intervene.

Some Things Should Be Buried

In November, members of the Anchorage FCC Field Operations Bureau found antenna radials lying on the frozen ground and operating logs lying in a frozen state. Operators at KIFW/Sitka, Alaska had not signed the logs when starting and going off-duty, had failed to make required transmitter readings, and, when the station stopped supplying power to the antenna, had failed to make entries in the operating log. Station was fined \$4000 for these offenses and for falsifying operating logs at sister TV facility.

FTC Actions

Radio broadcasters, because of severe time restrictions on advertising, are particularly worried about the implications of a Federal Trade Commission proposal to require that antacid advertisements include product label information. Brenda Fox, Assistant General Counsel for the National Association of Broadcasters, called the FTC idea impractical and counterproductive in formal comments filed this week.

Most broadcasters feel that messages such as "read the label" and "take as directed" can do more toward informing consumers of a product's contents than the actual airing of a list of ingredients. In addition, NAB cautions the FTC about reverse effects, contending that warnings might convince consumers that they had heard all the important information about the product and that it is therefore not necessary to read the product labels. Consumers might also wrongly conclude, says NAB, that all products bear the same potential risks for users, thereby discouraging "self-medication in those areas deemed appropriate by the Federal Drug Administration."

Pass It On . . .

FTC acts this this week to aid consumers in two additional areas: 1) it will allow the public to examine advertising claims for energy-saving products made by manufacturers and their advertising agencies; and 2) it urges consumers to contact the FTC Division of Credit Practices if they have complaints about debt collectors.

Black Broadcasters Win Pledges Of Cooperation



Elliott Franks (left) and NBN Pres. Gene Jackson

The September 27-28 meeting of the National Association of Black Owned Broadcasters (NABOB), sponsored by NAB in Washington D.C. produced promises of vital support from the Association of American Advertising Agencies (AAAA). NABOB is composed of over 30 black station owners.

In what NABOB President Elliott Franks III, VP/GM at WAIC/Columbia, SC, called the key session of NABOB's third annual conference, William Hesse, President of AAAA, explained a six-point program "to improve market performance and penetration by minority broadcasters." Franks said he was "encouraged by his candor" and Darryl Dillingham, Director of NAB's Office of Community Affairs, noted Hesse's "sense of cooperation."

Some of the goals of the unprecedented program are to increase the awareness of black broadcasters through sales presentations and packages, to provide research assistance, and to study the impact of rating services.



Rep. William Clay

In another important session dealing with finances, representatives of banks, government, and broadcast syndicators outlined policies for funding minority operations. NAB Board Chairman Donald A. Thurston said "the market is beginning to work for blacks. FCC policies of tax certificates and distress sales are assisting in acquisition of broadcast properties, and the sale of the first VHF station to a black is underway."

Thurston added that NAB is attempting to establish a charitable trust to administer a fund to assist minority owners, and that NAB would soon be requesting funds from the broadcast industry to create a capital investment pool. Congressman William Clay (D-Mo.), co-chairman of the Congressional Black Caucus Subcommittee on Communications, also addressed the seminar, saying that advertisers and manufacturers are not reinvesting money spent by black consumers to buy advertising on black-owned media. But Congressman Clay stressed that more govern-

ment advertising money is going to black-owned stations due to the work of the Caucus.

In his speech to the conference, Frank Washington, legal assistant to FCC Chairman Charles Ferris, emphasized a recent Ferris remark on Capitol Hill that increased minority programming will lead to decreased regulation. "The whole reason behind the minority interest thrust is to take the Commission out of the programming area," Washington said.

NABOB plans to open an office in Washington, D.C., but a date has not been set.



David Grigsby

In an example of minority broadcaster expansion, David Grigsby, a former account executive with Arbitron has become the new Exec. VP & GM of WENZ, a full time Black-formatted station in Richmond, programmed by William Moore. Grigsby is part of a new group called Drum Communications, which is composed primarily of black businessmen. Drum's plans call for acquiring several more stations.



Tyrone Brown, Charles Ferris, Broadcast Entertainment Network's Ragan Henry, Margita White.

Washington Street Talk

Whisperings

Look for Heftel Broadcasting to name new president.

Rumor has it that likely candidate to succeed FCC Commissioner Margita White is Anne Jones, who is Federal Home Loan Band Board counsel and a former law school classmate of FCC Chairman Charles Ferris. Mrs. White told R&R that she is continuing to seek reappointment.

People

Marilyn O'Connor, former editor of NAB's weekly newsletter "Highlights," has been named to newly-created position of Director of Special Projects, Public Affairs Department of NAB.

Delaney Young appointed to position of Manager, Program Operations, NBC Radio Network. He was with NBC's TV Division as a Financial Manager.

Larry Bernstein, attorney in FCC's Hearing Division and head of Commission's payola investigation, will become counsel for the law division of the American Hospital Association in Chicago.



Delaney Young



It's Time To Get Off Walter Egan!

("Magnet And Steel" A Bonafide Hit
That Has Broken An Exciting New Artist!)

...and Get On The *New* Walter Egan! "Hot Summer Nights"

(Note: The Lyric Line Refers To "Hot Summer Nights" In The PAST TENSE,
So The Timing's Absolutely Right!)

Walter Egan Now On Tour With Tom Petty; Soon To Tour With Heart, And With Foreigner!

From The "NOT SHY" LP



on Columbia Records

Mediascope

Storer Files For FCC Approval Of MESBIC Venture

Storer Broadcasting Co. announced it has filed with the FCC for approval of a plan to establish a Minority Enterprise Small Business Investment Co. in the broadcast industry.

Following FCC approval, Storer intends to create a subsidiary company which will then ask for MESBIC status from the Small Business Administration.

According to spokesmen for Storer, the reason they sought FCC approval was to avoid future problems with the proposed subsidiary regarding such issues as the limit on the number of broadcast properties one company can own, as Storer presently owns the full complement of seven VHF and UHF television stations.

Storer also claims it intends to invest \$1 million in the subsidiary, which, if licensed, would then be eligible for up to \$4 million in loans from the SBA.

Radio Spots For Music Retailers To Be Subject Of New NARM Contest

The best radio commercials for retail music outlets will be the subject of a new contest sponsored by the National Association of Recording Merchandisers.

This first year, the number of categories and awards will be decided by the judging panel and NARM's radio ad committee. Probable categories will include store image, price and item, special sales, and artists introduction, with entries due no later than November 5. Winners will be announced at the NARM convention on March 25, 1979, in Hollywood, Florida.

Wolfman Jack Subject Of "Shootout At XERF" Film

Wolfman Jack will be the subject of a motion picture entitled "Shootout At XERF". The film, which is being made by Howl Productions, will be based on the Wolfman's experience as a disc jockey at a radio station in Mexico. Wolfman, who had some memorable on-screen moments in "American Graffiti", will appear in the film. However, he will not portray himself.



Everybody Loves Radio (Arbitron Book Says)

Arbitron has produced an illustrated booklet entitled "Everybody Loves Radio", using excerpts from an Arbitron survey of listeners to illustrate radio's far-ranging appeal. Some examples: "Radio's the best place to get the weather reports", says a 47-year-old female, while a 19-year-old male claims, "My radio goes everywhere with me because I really enjoy it." Many other listener comments are included.

The booklet is being made available from Arbitron to their radio subscribers on a bulk basis for a small fee.

(Advertisement)

A CHRISTMAS ALBUM

This Season's Biggest Radio Event

KFMB... WEBC... WSSC... WPRO... CFCN...
WCIL... WKIX... and more. Celebrate a musical Christmas with us.



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TV News

Ashford & Simpson Hosting 20-Part PBS Black Music Series

MUSIC ON TV: Nickolas Ashford & Valerie Simpson, longtime successful songwriters and Warner Bros. recording artists, will host a 20-part educational TV series covering black musical history on the Public Broadcasting System. The program, called "From Jumpstreet", will feature historical film footage, special graphics, and live performances from Ashford & Simpson and others. The pilot for the series is in production, and the series is subject to HEW Dept. approval of the pilot. If that is gained, the series will probably air starting in fall 1980.

In other music/television notes, the Rolling Stones will make a live appearance on "Saturday Night Live" (NBC) October 7, claimed to be their first live shot in over a decade (which would place the last appearance in the "Shindig" era). The CMA Awards Show is set for CBS on October 9, 9:30, with Glen Campbell, Dolly Parton, Johnny Paycheck, Bill Anderson, Roy Clark and Eddie Rabbit among the performers and presenters.

Anne Murray has a lot of TV in her immediate future, including spots on "Merv Griffin" October 12, "Midnight Special" October 13, "Dinah" October 31, and "NBC's 50th Anniversary Salute To Mickey Mouse" on November 19. Polydor's Stormin' Norman & Suzy appear on "Don Kirshner's Rock Concert" in most major markets during the weekend of October 20-22.

ABC Wins New Season's First Week; CBS, NBC In Virtual Tie

ABC won a solid victory in the first week acknowledged by all three networks as the new season's premiere. In Nielsen's rating figures for the week ending September 24, ABC registered a 20.9 average, with NBC edging CBS for second, 17.4 to 17.3. Top rated shows of the week included a number of established favorites, with only one new program (ABC's "Taxi") among them. "Laverne & Shirley" led the pack, followed by 2) "Three's Company" (ABC) 3) "Charlie's Angels" (ABC) 4) "Happy Days" (ABC) 5) "MASH" (CBS) 6) "One Day At A Time" (CBS) 7) "Taxi" 8) "All In The Family" (CBS) 9) "Love Boat" (ABC) and 10) "Alice" (CBS).

Of the new shows for the season, "Taxi", with its favored time slot following "Laverne & Shirley", "Happy Days", and "Three's Company" on Tuesday night, was far and away the big winner. ABC's "Mork & Mindy", a leading candidate for hit status, finished a solid 13th, while the same network's "Battlestar Galactica" tied with "Vega\$" (also ABC) for 16th. Outside the top 20, "People" (CBS) was 22nd, Mary Tyler Moore's variety debut (CBS) was 28th but gave "Battlestar Galactica" a pretty good battle, and "WKRP In Cincinnati" (CBS) was 29th, but did manage to tie NBC's "Little House On The Prairie" for time slot dominance. Dick Clark's "Live Wednesday" (NBC) was 44th. Among the also-rans for the newcomer brigade were "Apple Pie" (ABC) 55th, "Eddie Capra Mysteries" (NBC) at 57, "Paper Chase" (CBS) 58th, "Waverly Wonders" (with Joe Namath, NBC) in 59th, "W.E.B." (NBC) 60th, "The American Girls" (CBS) 64th, and bringing up the rear, "Who's Watching The Kids" (NBC) in 65th place.

ABC almost duplicated its last week's sweep of the New York and Los Angeles Arbitron top tens, but CBS managed to take one place in L.A. during the week ending September 22. ABC did manage to sweep New York, starting with "Laverne & Shirley," followed by 2) "Happy Days" 3) "Mork & Mindy" 4) "What's Happening" and "Three's Company" tied 6) "Bad News Bears" (Friday movie) 7) "Battlestar Galactica" 8) "Soap," and 9) a four-way tie between "Barney Miller," "Charlie's Angels," "Taxi" and an ABC Special Report.

In Los Angeles, "Battlestar Galactica" triumphed, followed by 2) a tie between "Laverne & Shirley," "Mork & Mindy," and "Three's Company" 5) another tie between "Barney Miller," "Bad News Bears," and CBS's NFL telecast 8) a tie between "Happy Days" and "Charlie's Angels," and 10) "What's Happening."

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Dr. Hook's New Single "Sharing The Night Together"

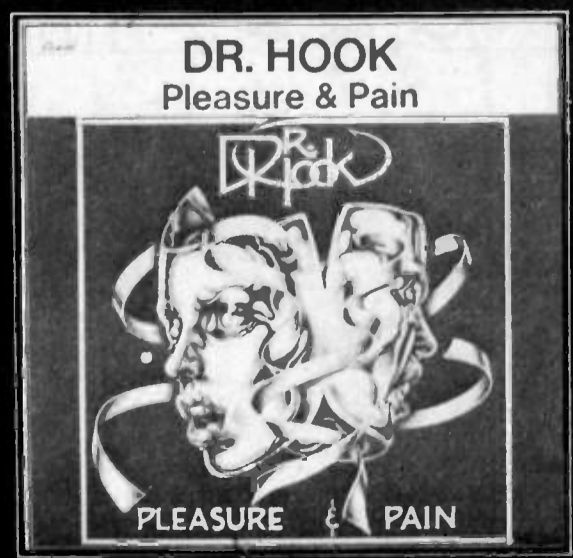
BREAKERS

DR. HOOK

Sharing The Night Together (Capitol)

66% of our reporters on it, 16 adds including WFIL, KHJ, WTIX, Y103, KEEL, WKY, KLEO, KEZY, KENI, KFXM, KKLS, WAAY. Key moves: 24-19 WKBW, 27-23 Z93, 35-32 KRBE, 37-32 WAVZ, 26-17 WAYS, 23-18 WSGN, 27-22 WOHO, 30-23 WHOT, 27-20 K104, 17-8 WHHY, 30-24 WANS, 20-13 CK101, 27-22 KRSP, debut 29 KFRC, on KJR, KIMN. See Parallels, charts at number 29.

FROM THE FORTHCOMING ALBUM
"PLEASURE & PAIN" SW-17412



Produced By Ron Haffkine
Management: Ron Haffkine
And Bobby Heller.



WHAT'S NEW



McElwee Named V.P. At ABC

B.J. McElwee has been named Vice President of Field Sales at ABC Records.

Commenting on the appointment, ABC Vice President of Sales and Merchandising **Arnie Orleans** said, "B.J.'s significant abilities and broad understanding of distribution and retail will be used to greater advantage in his new position."

McElwee was formerly National Sales Manager for ABC. Prior to that appointment, he had served as Sales Manager for the label's country division.

New, Improved Aphex Aural Exciter

New electronic improvements in the Aphex Aural Exciter have increased the device's ability to produce even-order harmonics (which the human ear finds pleasing) and almost totally eliminate odd-order harmonics (which sound disharmonious). The improved models also have greater head room (which means the units can handle a louder signal) and greater dynamic range in terms of amplitude (which makes it sound fuller). What this means to the listener is that the harmonics generated now bear a closer relationship to the harmonics the brain generates without the aid of Aphex processing.

Marvin Caesar, President of Aphex Systems, commented, "We are pleased at these refinements which come at no extra cost to our clients. This also justifies our marketing approach because we didn't want to sell Aphex units which would become obsolete when refinements were made. We will continue to do research on the Aphex and improve it any way we can."

The improved versions of the unit have already been shipped to all Aphex offices worldwide.

Interbank Readies Signet "Debit" Card

Interbank Card Association plans to make **Signet**, a debit card giving consumers access to their checking account funds without writing a check, available by yearend.

While Interbank's largest competitor, **Visa**, has been operating nationally for nearly a year, the two companies have taken different approaches in their use of the debit cards.

Signet will be a separate card, unrelated to and looking nothing like a **Master Charge**. A green and white logo in the lower right corner of each member bank's card indicates access to bank accounts. In contrast, **Visa** intends to rely on their established name and is allowing member banks to issue **Visa** cards with the debit indicator imprinted on the card.

Since **Visa** is using the same card for all services, consumers can use **Visa** anywhere the card is accepted. **Signet**, on the other hand, is designed to be used strictly as a debit card, having no relation to credit. A spokesman for Interbank explained that the idea was to not compete with retailer's credit cards and hopefully, to attract consumers who are wary of credit cards but who would not be adverse to using a card which acts as a substitute for a personal check.

Music Business "Survival" Seminar Uses TV Approach

A record industry-oriented seminar, the "Basic Music Business Survival Training Program," is using the rather unusual approach of presenting closed-circuit TV discussions on various music business areas rather than live presentations. The seminar, scheduled from October 16-20 at Los Angeles's Century Plaza Hotel, consists of 18 hours worth of educational industry-slanted programs divided into 36 half-hour

episodes, featuring notables such as **CBS Records Group President Walter Yetnikoff**, producer **Thom Bell**, manager **Dee Anthony**, **ABC Records President Steve Diener**, and several others. A series of live mealtime "workshops" hosted by industry figures will also take place, according to organizer **Ron Zalkind**. Students and others interested in the seminar series can contact **Practical Learning For The Arts, Inc.**, Two Pennsylvania Plaza, Suite 1500, New York, N.Y. 10001, (212) 695-0705.



Biegel To Head Casablanca's East Coast Operation

Irv Biegel has been appointed Vice President and General Manager of East Coast operations for **Casablanca Records and FilmWorks**, announced **Casablanca President Neil Bogart**. In his new position, Biegel, formerly Executive Vice President and partner in **Millennium Records**, which is distributed by **Casablanca**, will be responsible for all divisions of the label's East Coast operations and will also become a member of **Casablanca's** executive committee. He will be working out of **Casablanca's** newly opened offices in New York at 137 W. 55th Street.

Arista Has Best Year Ever At \$66 Million

Arista Records announced its biggest year ever for its 1978 fiscal year, in addition to record breaking six-month and fourth quarter periods. The label, according to Executive VP/GM **Elliot Goldman**, racked up net revenues of \$66.2 million, an 80% jump from last year's \$36.7 million. The six-month period showed a 45% jump over fiscal 1977 (\$34.4 million compared to \$23.8 million), while the fourth quarter showed \$15.4 million, up 10% from 1977's equivalent figure of just under \$14 million.

Pickwick Predicts \$500 Million Year In '78

Pickwick International looks toward a \$500 million sales year by the end of 1978, according to a speech by President **Charles Smith** at the company's annual convention last week. **Smith** added that **Pickwick** was shooting for the \$1 billion mark by 1983. Much of the **Pickwick** total was earned in its hundreds of retail outlets, including the recently-purchased **Sam Goody** chain on the East Coast, along with the company's large-scale budget record enterprises.

Orbison Heard But Not Seen At Concert By Proxy

Approximately 4200 people in Cleveland, N.C. recently paid up to seven dollars apiece to attend a **Roy Orbison** concert that, even given **Orbison's** reputation for on-stage immobility, must have been something less than satisfying.

After all, **Orbison** was touring Europe that night.

Although the audience heard **Orbison** via tapes of his records, what they saw was one **Earl Owensby**, a Shelby, N.C., millionaire-turned-film actor and producer, in effect, lip-synching **Orbison's** material.

The strange event, probably the first of its kind, was recorded as part of a scene for **Owensby's** upcoming film project, "Living Legend", the tale of the last years of **Eli Canfield**, a rock star who reportedly bears more than a slight resemblance to the late **Elvis Presley**. Among the film's featured players are former **Presley** bodyguard **Ed Parker** and his fiancée **Ginger Aiden**. **Owensby** himself plays **Canfield** and has become somewhat of a celebrity around Shelby, which may explain why the audience was willing to pay money to see him while hearing **Orbison**.

ERR WAVES

BY BOBBY OCEAN



Sony Markets Video Motion Analyzer

The **Sony Corporation** has developed a new portable video motion analyzer, the video-strobe, which can record any action or movement and play it back at normal speed, in slow motion, stop motion or reverse. It will be marketed in Japan next month.

Between 2-3000 sets, consisting of a rotary shutter video camera, a video motion analyzer and a nine inch monochrome television monitor, will be produced per month and will retail for \$3420. **Sony** plans to export the system, primarily to the U.S., beginning early next year.

"GROOVE" HAS THE MOVES:

| | | |
|------------|-------------|-------------|
| WIFI 20-14 | WZZP 20 | WSGN deb 28 |
| WPGC 8-3 | 13Q add | WKIX add |
| WCAO 10-9 | WAVZ 1-1 | KBEQ add 29 |
| 96X 24-19 | WKBO deb 28 | KROY add |
| Z93 add | WAYS 22-13 | WFLB 3-3 |
| WLCY 29 | Q105 add | WAAZ deb 29 |
| CKLW 4-4 | WSGA 17-14 | WAIR 27-23 |
| WDRQ 28-22 | Q94 deb 26 | WANS add 27 |
| KSLQ 30-25 | WBBQ on | KAYC add |
| WGCL 10-8 | WLCY deb 29 | WTMA add |
| | WZZP 35-20 | |

FUNKADELIC

"One Nation Under A Groove"



Produced by George Clinton

on Warner Bros. Records



STREET TALK

Where has ABC Radio President Hal Neal been? For nearly four weeks he's been "incommunicado" and the Street Talk is that he's on a "forced sabbatical." ABC sources deny that one, but we say Marty Greenberg, General Manager of WLS/Chicago, will wind up with a major promotion within the corporate structure.

There's no way this one was intentional (we hope!) . . . KHTZ/Los Angeles interrupted its automation system's Country music format for a live news bulletin last Monday night (9/25). The newsmen soberly related that Pope John Paul I had just passed away. Following the announcement, the newsmen restarted the automation and the first song up was "Drop Kick Me Jesus Through The Goal Posts Of Life" by Bobby Bare. Is it any wonder why some programmers still fear automation?

Phoenix Records is in the news again this week, but this time it's to announce their first signing . . . Mike Gibbons. Remember him? Well, he sang lead for the Heywoods! We warned you about this last week!

Dennis Waters sure knows how to get press. WYNY-FM/New York kicked off their new format Monday (10/2) as promised, but nobody was really ready for "all Beatles". Not only did Dennis's new "all Beatles" format make the local news in Los Angeles, but it was on the NBC Nightly News too. In reality, the "all Beatles" approach will last for a full two weeks, at which time the "new improved soft rock" format will make its official debut.

Dan Carlisle, formerly of K-WEST/Los Angeles, has crossed over and will join the independent promotion firm of Gorov-Kaplan in Los Angeles. Dan will offer an AOR promotion service to compliment the Top 40 and BPR areas Cliff and Sammy already cover.

Congratulations to the staff of WKBW/Buffalo on moving into their new facilities. The mighty "KB" has been on Main Street in Buffalo for over 53 years (ah, if those walls could only talk). Their new address is: WKBW, 695 Delaware Ave., Buffalo, N.Y. 14209.

If the great Northwest is your territory, KTAC/Tacoma has a rare opening in middays. It's a great staff and a very stable situation for the right person. Contact Ric Hansen at the station.

Rock and roll rip off revealed . . . a clever impostor has hit up several West Coast record companies for countless albums and free concert tickets. He has been posing as "Reggie Brown," supposedly of Soul Magazine, calling different people within the same companies asking for albums and then arranging to pick them up "after business hours" to avoid direct contact. He's used other fake names and so far has struck CBS, Capitol, WB, A&M and others.

Wedding bells for Tony Mitchell, Music Director of KENI/Anchorage, and Vicky Riggs, who were married last Saturday (9/30) in Bakersfield, CA. The couple is now honeymooning in California.

Dan Steele, PD of WKBO/Harrisburg, makes his national debut this weekend on CBS-TV's new "30 Minutes". The show this Saturday (10/7) features a segment on a station contest which gave away tickets to a Shaun Cassidy concert. Dan's the one in the hospital bed . . . that's all I'm gonna tell you. Watch.

Appointments . . . Guy Zapolean has left KRLA/Los Angeles and is now Music Director of KRTH/Los Angeles . . . Bruce Murdock (aka Murdock In The Morning) of KING/Seattle has been named Assistant to PD Rob Conrad . . . Captain Whammo has left WMET/Chicago and joined KENO/Las Vegas in the night slot.

If you keep track of figures, mark down that RSO has sold nearly 30 million units (world-wide) of the soundtrack LP from "Saturday Night Fever". Amazing? Well, keep your pencil handy because the "Grease" soundtrack is reportedly far outpacing the incredible sales already racked-up for "Saturday Night Fever". By the way . . . "Grease" has just opened in Europe.

Memo from Ken Curtis, WLEE/Richmond . . . be very careful when dialing your telephone to call "The Industry's Newspaper" here in beautiful Century City. Seems that Ken mis-dialed just one digit and got connected with the Girls' Gym at South High School in Torrance, California. He tells me he's saving *that* number for Convention '79!



YOU PROMISED US A BAG OF USED HUNDREDS! — You know you've hit the "Big Time" (elusive, but obtainable) when Atlantic Records signs you to an exclusive short-term recording contract. Dreams do come true, as witnessed by the above photo of the Blues Brothers "signing on the dotted line." Shown at the ceremony (l-r) Atlantic President Jerry Greenberg, Jake Blues, personal manager Bernie Brillstein, Elwood Blues, and Senior Vice President Michael Klentfner. The brothers, who grew up in Calumet City, IL, cited Richard Daley, Paul Mauriat and Huey Long as their main musical influences. Their first album, entitled "Shades Of The Blues Brothers", will be released later this year . . . no doubt in time for the Christmas crush!



AA 1082

STEPHEN BISHOP

"EVERYBODY NEEDS LOVE"

AB 12406

THE HOT NEW SINGLE APPEARING NOW

- | | | | |
|-------|--------|------|------|
| KSTP | KTKT | WRFC | KILE |
| B100 | KENI | WFOM | WCGQ |
| KRTH | KERN | WLOF | WTMA |
| WAYS | KQEO | WFLB | KKRC |
| WTIX | KVI-FM | WGLF | WRKR |
| WBBQ | WEEO | WISE | WAKX |
| KNOW | K104 | WAIR | WEBC |
| KEEL | WHHY | WANS | WJON |
| KX106 | WYND | KHFI | WISM |
| WKIX | | | WSPT |
| BJ105 | | | KQWB |
| WIFE | | | WKAU |
| KZ93 | | | KKXL |
| WOW | | | KEWI |
| WHB | | | KENO |
| WNAP | | | KYSN |
| KING | | | KSLY |
| KJRB | | | KDZA |
| KTAC | | | KBIM |



THE CARS

MY BEST FRIEND'S GIRL

(E-45537)

T H E C A R S



OUR CARS MAKE RECORDS!
"MY BEST FRIEND'S GIRL,"
THE SECOND SINGLE FROM
THE CARS' SMASHING
PREMIER ALBUM

ON ELEKTRA RECORDS

PRODUCED BY ROY THOMAS BAKER
MANAGEMENT: FRED LEWIS ORGANIZATION



Elektra © 1978 Elektra Album Enterprises • A Warner Communications Co.

TOP-40



John Leader

Last week in Jeff Gelb's AOR column Sam Bellamy, Program Director of KMET/Los Angeles, made some statements that bear repeating. She said, "If we see something happening out there that is causing a great listener reaction, positive or negative, we're going to be right in the middle of it with and for our listeners. We're talking about a full-service radio station. That's how I perceive the station and how I want to keep working it."

I couldn't agree more. Not only has Ms. Bellamy's philosophy been successful for her and KMET, but it's really the philosophy that started Top 40 radio off to its winning ways way back when. Top 40 radio used to be all things to all people. There was music, personality, news, weather, information and it all added up to entertainment. As more and more stations began going for the same lucrative demographics that Top 40 radio had mastered, more specialized formats were born. Free form was distilled into what we now call AOR. Top 40 radio became "Drake radio" and/or "the Q format." And finally, in its latest incarnation, Top 40 became research radio.

With each and every format adjustment along the way Top 40 radio lost a little something. Some formats took out the news. Others "hushed" the jocks. Still others dropped jingles, contests and involvement with their communities in favor of the one element everyone said they listened to the radio for . . . music!

Well, if music was the only reason that people listened to the radio, then KMET would not be in the dominant position they currently enjoy. Because they offer their listeners a lot more than music . . . and I feel they offer their listeners a lot more than any other so-called "music station" in Los Angeles.

The ability to offer more is contingent upon knowing what that elusive "more" should be, and the only way to know that is to get out and observe. Programmers who spend endless hours within the station readjusting the oldies, drawing new music clocks and figuring that putting the sweep at :11 instead of :07 will change things for the better, may be kidding themselves. Granted those activities are all necessary parts of running your station, but they are just nuts and bolts compared to the total product. If your station knows what's going on within the marketplace and reflects that in its on-air presentation, the position of the record sweeps may not be that big a deal.

I've said it before, but Sam's words of last week prompt me to say it again . . . if you are programming a radio station you have to spend a certain amount of your time outside the radio station finding out what people (listeners) are "into." KMET offers their listeners a lot more than just music and I think any successful radio station has to. If all they wanted to hear was nonstop music, there would be a lot more tape decks in this world than radios and so far, that isn't the case!

This week, a look at confusion on the radio dial — where did you say you were? And our usual crop of promotions new and old. Coming next week . . . what happens when you play the second or third LP cut from a big album before it's released as a single. And what happens when you don't play it and decide to wait. There are some strange patterns developing and we'll find out why.

Dial Positioning

It's always nice to hear from an old friend, especially when he offers something to share with all our readers. Art Vuolo, owner and Director of Logos Unlimited, the firm that prints the Radio Guides for various cities around the country, sent me an article he originally wrote the Detroit News. Since Art is constantly keeping track of all stations, their call letter and format changes, as well as where they are on the dial for the updated versions of his Radio Guides, his input on the subject of dial positioning is very interesting.

"When's it all gonna end? Probably when the FCC says — enough already! What I'm talking about is a situation on the radio dial, especially on the FM radio dial known as 'rounding off the frequency.'

"Convinced that the average radio listener is not very bright, the broadcasters of this land have, en masse, decided to make things a lot easier for them when it comes to remembering their position on the dial. Round it off to the closest number actually printed on most radio dials. Example: 1310 on AM would be 13, or 100.3 of FM would be considered 100. People see a 13, they don't see a 1310 on their dial. If there's not a 13, there's a 12 and a 14, and most folks know 13 is right between the two. On the FM dial the situation is even more critical. FM frequencies sound like advanced calculus or trigonometry which you need a slide-rule to figure out. 100.3 or 94.7, how very technical that sounds. Let's round off the 94.7 up to a nice clean and easy to remember 95 . . . and there's where the problems begin.

"In Detroit, Chicago and Indianapolis there are (or have been) three radio stations all claiming to be 95 on the dial. In all three cities two are FM and one is AM. Here in the Motor City, WWJ is NewsRadio 95, WMJC is Magic 95 and now the new WCZY is Cozy 95. Mr. Listener gets very confused when three different stations claim the same spot on his dial, even though two are FM and one is AM. You must remember that our Mr. Listener is the same guy that identified with the monkey in the old color TV commercials that showed the little chimp activating the one-button color control a few years ago. That monkey represents millions of Americans who the television industry thought really needed one-button automatic color.

"The radio industry is going to be forced into some changes though. The rounding off is going to have to be controlled. Stations in some cases are losing more than they're gaining through simplification. In Detroit the last Arbitron ratings showed that WMJC-95 had lost rating points, while WCZY-95 jumped up from nowhere to a significant audience share. WWJ (the AM 95) has always enjoyed good ratings. When two FM stations 'hugging' one another on the dial identify the same way, the public has to be somewhat bewildered.

"If the broadcasters don't realize what this is doing to them, the manufacturers of newer radios might give the matter an added push away from rounding-off. Digital clocks, watches, and calculators were an instant hit with the American public and have changed the way we tell time and how we add and subtract. Now, the digital radio readout is going to affect the way listeners identify their favorite radio station(s).

"According to Tom Krikorian, president of RPM (Radio Programming/Management) a Detroit-based format service, 'As more and more people get radios in their cars and homes which display the exact frequencies of the AM and FM stations, they will get used to memorizing the numbers that they actually see on the readout.' Krikorian, whose company programs stations throughout the nation, also noted that 'in the near future stations may send out a special coded signal which will allow the call letters to be displayed right on the dial!'

"All of this will probably affect the contemporary radio stations who have flocked (in great numbers) to the coded nickname approach. In reality Y100 is 100.7; B100 is too. 13Q is 1320, Z93 is 92.9 and 14ZYQ is 1370. As the digitals become more abundant, first in dash-boards then in family rooms, the code will be broken and the cat out of the bag. Rockers aren't alone in this situation. WJEZ-FM/Chicago just became Z104 as it adapts to a live Country format. AOR station WIOT-FM/Toledo is FM-104, not 104.7, closer to 105 — while 105 was claimed by Toledo rocker WXEZ (Z-105). In Detroit, WWW, known as W-4, bills itself as 106, yet at 106.7 is closer to 107. WJZZ in the Motor City is 105.9, almost right on 106. Confused? You're not alone. Like most situations though, it will probably take governmental intervention to clear the air of all the secret codes and duplications of similar frequency claims. While you try to figure it out, I'm gonna go out and buy a digital radio and find out where everybody really is!"

Art makes some very good points, but I can't let them all pass without commenting on one or two. First, in defense of radio in general, stations that choose to identify themselves with a "code" such as Y100, do so for the very reason Art points out in his article. It helps the listener remember not only the station, but where they are on the dial. Since Arbitrons have a great deal to do with the popularity of your radio station, if there is any way you can make your radio station easier to remember in the listeners' minds then you are that far ahead of the competition. To me, and I'm sure to Bill Tanner also, Y100 is a lot easier to remember than WHYI-FM, 100.7.

Now, about stations claiming to be on the same frequency . . . that's a very real problem that has already faced a legal battle in the courts of El Paso, Texas (R&R 5/5/78). A new FM station was about to come on the air with the call letter designation of KFIM. The "I" in the call letters was stylized to look like a "slash," so the station became KF/M. Further, they were at 92.3 on the dial so the complete designation for the station was to be 92-KF/M. KELP, an AM station at 920, had already used the slogan 92K from late 1974 to August of 1976 and went to court hoping to block 92-KF/M from using that particular identification on the air. The judge ruled in favor of KELP and further ruled that KFIM could not use the letter "K" (capital or small) in any promotional activity (from business cards and letter-heads to billboards) unless as a part of the exact call letters KFIM. He would allow a four times monthly mention on the air of 92-KF/M as a part of the legally-required identification of the station's owners (92-KF/M, Inc.). The judge also ruled that the station could not use the "K" proceeding or following the numerals "92" and forbade the company to use its corporate name on any promotional material.

(Continued on page 16)



HAVEN'T WE MET SOMEPLACE BEFORE?—In this clever candid we have Q-105/Tampa's morning man Cleveland Wheeler disguised as his alter-ego T.J. Rainwater. T.J. is a gossip collector and resident neighborhood commentator whose hobby is listed as — weather. Anyway, Cleveland is welcoming the newest member of the Q-105 staff to the station. She's Cile Milligan, who is now Programming Assistant for the Tampa rocker.

JESSE COLIN YOUNG

"RAVE ON" (E-10540)

JESSE COLIN YOUNG · AMERICAN DREAMS



RAVE ON, JESSE!

We're delighted to announce
Jesse Colin Young's first
single on Elektra Records,
"Rave On."

From his forthcoming album,
"AMERICAN DREAMS" (E-104)

Produced by Jef Labes and
Jesse Colin Young



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TOP-40



STICKING TO IT—KYA/San Francisco morning man Mike Rivers was visited by Playboy Playmate Debra Jo Fondren recently, and he developed an overpowering urge to sticker her all over. The partial results are pictured above.



THREE TIMES A COMMODORE—Three members of the Commodores visited K100/Los Angeles recently. Pictured at the studios are (l-r) Motown's Larry Tollin, K100's Carl Goldman, Walter Orange, Lionel Ritchie, and Thomas McClary of the Commodores, and K100's Don Chandler and Jay Coffee.



DR. HOOK MAKES STATION CALLS—Capitol's Dr. Hook dropped in at KMGK/Des Moines recently to guest on the air with midday man Dave McKay. McKay (seated at right) is pictured with the all-smiles group above.



TRAVOLTA WELCOMES BACK CODDERS—John Travolta visited WLOM/Cape Cod recently and was interviewed by Program Director Phil Redo (pictured at right). With Travolta pictured at left, the only mystery left to explain is exactly who is "Elmo"?



ALICE WELL AT KHJ—Alice Cooper was interviewed on a KHJ/Los Angeles public affairs program recently. Pictured at the taping session are (l-r) Cooper, showing off a dazzling new smile; KHJ's Greg Barbacovi; and Cooper's new songwriting partner, Bernie Taupin.



WRKO'S NEW CARS SEASON—The Cars, Boston-based, visited their hometown recently and were interviewed by WRKO's Willie B. He's pictured at right with the group's Ric Ocasek (left) and Elliot Easton.

Journey

“Lights”

“One of the strongest call-out records at KFRC so far this year.”

—Dave Sholin
National Music Director, RKO

“Top 3 call-out record, 7th in single sales, 8th in LP sales . . . this should be a hit in any market.”

—Gary Firth, Program Director, WDRQ/Detroit

“This is a non-stop record. Non-stop phones, non-stop demographics . . . broad appeal . . . won't burn out.”

—Pat Evans, Music Director, KYA/San Francisco

From The “INFINITY” Album . . . Now PLATINUM!



on Columbia Records



NORTHEAST
Most Added Hottest
Chicago
Gino Vannelli
Barry Manilow
Al Stewart

SOUTH
Most Added Hottest
Chicago
Al Stewart
Starbuck

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

NORTHEAST

Parallel One
WJIB/Washington NY
Tom West
Chicago
Gino Vannelli
Barry Manilow
Al Stewart
Exile
Kenny Loggins
Nick Gilder
Donna Summer

SOUTH

WJIB/Oakland ME
Amy Carey
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy

MIDWEST

Parallel Two
WJIB/Oakland ME
Amy Carey
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy

MIDWEST

Parallel One
WJIB/Oakland ME
Amy Carey
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
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Rob Kennedy

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Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy

SOUTH

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Starbuck
WYOL/Wayneboro PA
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Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy
Chicago
Al Stewart
Starbuck
WYOL/Wayneboro PA
Rob Kennedy

| MIDWEST | | WEST | |
|--------------------|-------------|------------|---------------|
| Most Added | Hottest | Most Added | Hottest |
| Al Stewart | Exile | Chicago | Nick Gilder |
| Fogelberg/Weisberg | Anne Murray | Al Stewart | Exile |
| Firefall | Nick Gilder | Andy Gibb | Kenny Loggins |
| Donna Summer | | | |

WEST

| | | | |
|--|--|---|--|
| KJLS/Rapid City, SD Klar/Stone Fogelberg/Weisberg Al Stewart Donna Summer Dr. Hook Barry Manilow HOTTEST: Exile 1-1 Gerry Rafferty 3-3 Nick Gilder 6-4 Capt. & Tennille 12-9 Ambrosia 23-19 | Parallel Two KRKE/Albuquerque, NM Chris Carey Gino Vannelli Crystal Gayle Firefall Al Stewart HOTTEST: Kenny Loggins 3-1 Billy Joel 19-10 Rolling Stones 17-11 Donna Summer 26-19 Dr. Hook 28-23 | KGW/Portland, OR Terry Donner Pablo Cruise Paul Davis Glen Campbell HOTTEST: Billy Joel 1-1 Anne Murray 3-2 Capt. & Tennille 14-9 Stenebolt 15-12 Crystal Gayle 20-17 | KYNO/Fresno, CA Kris Van Kamp The Cars (RA) Heart Dan Hill Gabriel Dolly Parton Kenny Loggins (RA) Crystal Gayle (RA) Linda Ronstadt Tender City Boy HOTTEST: Taste Of Honey 1-1 Nick Gilder 3-2 Robin Gibb 11-8 LBB 14-9 Ambrosia 29-23 |
| KEWI/Topeka, KS J.R. Greenley Billy Joel Dr. Hook Gino Vannelli Stephen Bishop HOTTEST: Chris Rea 2-1 Olivia 3-2 Robin Gibb 11-7 Teddy Pendergrass 13-8 Gerry Rafferty 14-10 | KVI/Seattle, WA Frank Colbourn Chicago Stonebolt Leo Sayer Andy Gibb Lou Rawls Life HOTTEST: Nick Gilder 4-1 Village People 3-2 Donna Summer 10-8 Foreigner Hot 12-10 John Paul Young 16-12 | KERN/Bakersfield, CA Pete Shannon Dr. Hook Pablo Cruise Alicia Bridges HOTTEST: Boston 4-1 Steely Dan 6-3 Exile 11-8 Taste Of Honey 14-10 Nick Gilder 15-11 | KDZA/Pueblo, CO Rip Avina Styx Heart Ross/Jackson HOTTEST: Nick Gilder 1-1 Gerry Rafferty 6-5 Linda Ronstadt 14-10 Ambrosia 20-16 Rolling Stones 24-18 |
| KLMS/Lincoln, NE Rob Hagger Hall & Oates Pablo Cruise James Walsh HOTTEST: Exile 1-1 LBB 4-3 The Who 9-7 John Paul Young 11-8 Billy Joel 17-13 | KEYZ/Anaheim, CA Larry Norman Michael Johnson Dr. Hook Al Stewart HOTTEST: Boston 1-1 E.C. King 2-2 Exile 9-3 Foreigner 24-19 Styx 30-23 | KCBO/San Diego, CA Joel Denver Rolling Stones Dr. Hook Gino Vannelli Chicago Heart Walter Egan HOTTEST: Taste Of Honey 1-1 Linda Ronstadt 11-6 Foxy 23-16 Crystal Gayle 30-20 Hall & Oates 27-23 | KBDN/Roswell, NM Lynn Moore Barry Manilow Gino Vannelli Robin Trower Paul Anka Chicago Eric Clapton Andy Gibb HOTTEST: Bob Seger 3-1 Kenny Loggins 4-2 Gerry Rafferty 7-5 The Who 10-8 Linda Ronstadt 16-10 |
| WKRC/Racine, WI Ron Richards Gabriel Linda Farné Chuck Mangione Children ARS HOTTEST: Exile 1-1 Gerry Rafferty 5-3 Boston 11-4 Steely Dan 16-10 Hall & Oates 17-12 | KLUC/Las Vegas, NV Dave Anthony Rolling Stones ELO Blues Pablo Cruise Worlds (dp) Styx (dp) Justin Hayward (dp) HOTTEST: Boston 1-1 Gerry Rafferty 12-8 Pablo Cruise 22-16 The Who 23-17 Robin Gibb 26-18 | KROY/Sacramento, CA Chris Mitchell Chicago Zwei Funkadelic Journey Toto HOTTEST: Exile 1-1 Nick Gilder 3-2 Kenny Loggins 12-9 John Travolta 25-20 Foreigner 28-21 | KSLY/San Luis Obispo, CA John Tobin ELO Over Chicago Eric Clapton Bob McElgin Cooper Bros. Toto Todd Rundgren HOTTEST: Journey 1-1 Pablo Cruise 4-2 Rolling Stones 10-8 Justin Hayward 16-11 ARS 17-12 |
| WEST Parallel One KHJ/Los Angeles, CA John Sebastian Donna Summer The Cars Dr. Hook Cheap Trick HOTTEST: Exile 2-1 LBB 12-7 The Who 22-11 Gerry Rafferty 21-13 Barry Manilow 23-17 | Y94/Fresno, CA Dan Spears None HOTTEST: Nick Gilder 3-1 LBB 4-3 Donna Summer 13-9 Ambrosia 19-13 Foreigner D-26 | KRUX/Phoenix, AZ Tom Hutyler Andy Gibb Zwei Chicago HOTTEST: Exile 1-1 Kenny Loggins 10-6 Ambrosia 20-14 The Who 30-20 Rolling Stones 33-27 | KENQ/Las Vegas, NV Steve Summers Donna Summer Al Stewart Dolly Parton Michael Johnson (RA) Journey (RA) HOTTEST: Exile 1-1 BG/Frampton/ Nicholas 12-4 Kenny Loggins 10-8 Nick Gilder 13-10 Billy Joel 26-15 |
| B100/San Diego, CA C.C. McCartney Chris Rea ARS Toby Beau Tom Petty HOTTEST: Exile 6-1 Boston 2-2 Kenny Loggins 8-3 Nick Gilder 12-7 Chris Rea A-11 | KIRB/Spokane, WA Tom Huttyler Stephen Bishop Andy Gibb Van Halen Starbuck HOTTEST: Boston 3-1 Kenny Loggins 7-5 David Gates 10-7 Crystal Gayle 23-18 Gino Vannelli 26-19 | KOEO/Albuquerque, NM Frank Ragan Eric Clapton Chicago Kila Coolidge Al Stewart Justin Hayward Toby Beau Cooper Bros. Prism HOTTEST: Nick Gilder 1-1 Boston 4-3 Linda Ronstadt 14-11 Steely Dan 18-12 Rolling Stones 22-14 | KRSP/Salt Lake City, UT Alan Hague Gino Vannelli Firefall HOTTEST: Taste Of Honey 1-1 Capt. & Tennille 15-5 Foreigner 12-7 Ambrosia 16-11 Billy Joel 19-12 |
| KFI/Los Angeles, CA Roger Collins Billy Joel Chicago HOTTEST: Nick Gilder 6-1 LBB 4-3 Donna Summer 13-9 The Who 20-10 Ambrosia 29-20 | KTKT/Tucson, AZ Ed Alexander Clout Firefall HOTTEST: Nick Gilder 1-1 Kenny Loggins 5-3 John Paul Young 14-10 Billy Joel 22-14 Steely Dan 29-20 | KRFX/San Bernardino, CA Mitch Montrose Crystal Gayle Dr. Hook Al Stewart Alicia Bridges HOTTEST: Billy Joel 1-1 Exile 4-2 Wings 11-5 Anne Murray 19-12 Ambrosia 31-26 | KYSN/Colorado Springs, CO Marc McCoy Alicia Bridges Player Paul Davis Stephen Bishop Van Morrison Al Stewart Firefall HOTTEST: Taste Of Honey 2-1 Nick Gilder 6-2 Rolling Stones 14-11 Capt. & Tennille 19-13 Ambrosia 21-15 |
| KJR/Seattle, WA Tracy Mitchell Chicago Don Ray Leo Sayer Fogelberg/Weisberg HOTTEST: Nick Gilder 2-1 Gerry Rafferty 10-5 David Gates 14-8 Ambrosia 17-9 Foreigner 19-10 | KOPA/Phoenix, AZ Steve Rivers Al Stewart Toto HOTTEST: Taste Of Honey 1-1 Kenny Loggins 7-4 E.C. King 18-10 Foreigner 20-16 Gerry Rafferty 25-17 | KTAC/Tacoma, WA Ruc Hansen Crystal Gayle Stephen Bishop Foreigner Alicia Bridges HOTTEST: Exile 1-1 Nick Gilder 8-4 Kenny Loggins 11-8 Gerry Rafferty 16-9 Capt. & Tennille 20-14 | KYSA/Salt Lake City, UT Alan Hague Gino Vannelli Firefall HOTTEST: Taste Of Honey 1-1 Capt. & Tennille 15-5 Foreigner 12-7 Ambrosia 16-11 Billy Joel 19-12 |
| KIMN/Denver, CO Ed Greene Gino Vannelli Crystal Gayle Chicago HOTTEST: Exile 1-1 Kenny Loggins 7-3 Gerry Rafferty 12-6 Anne Murray 18-12 The Who 24-19 | KEM/Anchorage, AK Sean Lynch City Boy Dr. Hook Lolly Parton Paul Davis Styx HOTTEST: Nick Gilder 4-1 Eric Clapton Cocaine 6-2 Gerry Rafferty 14-3 Ambrosia 19-9 Kenny Loggins 17-10 | KFXD/Boise, ID Charlie Fox Barry Manilow Al Stewart (dp) HOTTEST: Exile 1-1 Nick Gilder 3-2 LBB 5-3 Boston 6-4 Anne Murray 13-7 | KYSA/Salt Lake City, UT Alan Hague Gino Vannelli Firefall HOTTEST: Taste Of Honey 1-1 Capt. & Tennille 15-5 Foreigner 12-7 Ambrosia 16-11 Billy Joel 19-12 |
| KFRC/San Francisco, CA Gairland/Sholin Donna Summer HOTTEST: Exile 2-1 The Who 11-8 Journey 12-10 Gerry Rafferty 16-13 Anne Murray 23-18 | KCPX/Salt Lake City, UT Gary Waldron Al Stewart Andy Gibb Firefall Pablo Cruise HOTTEST: Exile 1-1 Nick Gilder 4-2 Rolling Stones 10-6 Barry Manilow 16-11 The Who 26-16 | Parallel Three KFXD/Boise, ID Charlie Fox Barry Manilow Al Stewart (dp) HOTTEST: Exile 1-1 Nick Gilder 3-2 LBB 5-3 Boston 6-4 Anne Murray 13-7 | KYSA/Salt Lake City, UT Alan Hague Gino Vannelli Firefall HOTTEST: Taste Of Honey 1-1 Capt. & Tennille 15-5 Foreigner 12-7 Ambrosia 16-11 Billy Joel 19-12 |
| KRTH/Los Angeles, CA Bob Hamilton Chicago Andy Gibb Toto Livingston Taylor HOTTEST: Exile 1-1 Anne Murray 5-4 Gerry Rafferty 12-7 Barry Manilow 20-14 Donna Summer 28-18 | KING/Seattle, WA Tom McKay Al Stewart Glen Campbell Toto Pablo Cruise HOTTEST: Nick Gilder 2-1 Kenny Loggins 6-3 The Who 12-6 Billy Joel 16-10 Donna Summer 22-16 | | |



ANOTHER HIT SINGLE
"(OUR LOVE) DON'T THROW IT ALL AWAY"
RS-011
 FROM THE TRIPLE PLATINUM ALBUM
"SHADOW DANCING"
RS-1-3034

PRODUCED BY: BARRY GIBB, ALBHY GALUTEN AND KARL RICHARDSON



56=WHBQ Memphis

- 1 ERILE
- 2 TASTE OF HONEY
- 3 NICK GILDER
- 4 ANNE MURRAY
- 5 COMMODORES (label)
- 6 LTD
- 7 BOSTON
- 8 EVELYN C RING
- 9 FOREIGNER (label)
- 10 KENNY LOGGINS
- 11 FRANKIE VALLI (label)
- 12 MACRABY
- 13 O JAYS (label)
- 14 ROSS & JACKSON
- 15 LRB
- 16 TEDDY PENDERGRASS
- 17 JOHN & OLIVIA
- 18 DR HOOR
- 19 GERRY RAFFERTY
- 20 WHO
- 21 OLIVIA NEWTON JOHN
- 22 DONNA SUMMER
- 23 PABLO CRUISE (label)
- 24 STEELY DAN
- 25 CAPTAIN & TENNILLE
- 26 ROLLING STONES (label)
- 27 ROLLING STONES (label)
- 28 CHRIS REA
- 29 ANDY GIBB (label)
- 30 WALTER EGAN (label)

ADDS: CHICAGO
D.J. ROGERS
PAUL ANNA
GINO VANNELLI

ON: CHASIA RHAN
JOHN BELLUMI
AMBROSIA
PABLO CRUISE (label)
STARBUCK
LEO SAVER

96.1 Miami

- 1 ERILE
- 2 DONNA SUMMER
- 3 LRB
- 4 DON RAY
- 5 JOHN PAUL YOUNG
- 6 CHRIS REA
- 7 TASTE OF HONEY
- 8 KENNY LOGGINS
- 9 WALTER EGAN (label)
- 10 LTD
- 11 ROSS & JACKSON
- 12 ANNE MURRAY
- 13 GERRY RAFFERTY
- 14 BOSTON
- 15 NICK GILDER
- 16 KE & SUNSHINE
- 17 PETER DINKlage
- 18 MUSOU
- 19 FUNKY BUNCH
- 20 WHO
- 21 ERAS
- 22 LINDA RONSTADT
- 23 AEROSMITH
- 24 ROLLING STONES
- 25 KAREN YOUNG
- 26 MICO
- 27 BILLY JOEL
- 28 FRANKIE VALLI (label)
- 29 BARRY MANLOW
- 30 FOREIGNER (label)
- 31 CLOUT
- 32 JIMMY BUFFETT ("Miami")
- 33 CHIC
- 34 TBT
- 35 EVELYN C RING (label)
- 36 SYLVESTER

ADDS: BARRY GIBB ("L.A.")

2.97 FM STEREO FT. WORTH/DALLAS

- 1 BILLY JOEL
- 2 LRB
- 3 ARS (label)
- 4 BEATLES
- 5 COMMODORES (label)
- 6 BETA COOLIDGE
- 7 JOE WATSON
- 8 ERILE
- 9 PABLO CRUISE (label)
- 10 JACKSON BROWNE
- 11 DONNA SUMMER (label)
- 12 OLIVIA NEWTON JOHN
- 13 STEELY DAN
- 14 CARLY SIMON (label)
- 15 ANNE MURRAY
- 16 JOHN & OLIVIA
- 17 WALTER EGAN (label)
- 18 BILLY JOEL (label)
- 19 BOSTON
- 20 AEROSMITH
- 21 CHRIS REA
- 22 KENNY LOGGINS
- 23 FOREIGNER (label)
- 24 LINDA RONSTADT
- 25 BOB SEGER (label)
- 26 GERRY RAFFERTY
- 27 SEAT LOAF (label)
- 28 FOREIGNER
- 29 EDDIE MONEY
- 30 MICHAEL JOHNSON (label)

ADDS: 19 21 26 28

WEST

64KFI Los Angeles

- 1 NICK GILDER
- 2 ERILE
- 3 BOSTON
- 4 TASTE OF HONEY
- 5 GERRY RAFFERTY
- 6 JOHN & OLIVIA
- 7 KENNY LOGGINS
- 8 DONNA SUMMER
- 9 WHO
- 10 OLIVIA NEWTON JOHN
- 11 COMMODORES (label)
- 12 STEELY DAN
- 13 ANNE MURRAY
- 14 BARRY MANLOW
- 15 LINDA RONSTADT
- 16 FOREIGNER (label)
- 17 ROBIN GIBB
- 18 ROLLING STONES
- 19 AMBROSIA
- 20 FOREIGNER
- 21 ERILE
- 22 JOHN PAUL YOUNG
- 23 BOB SEGER
- 24 EVELYN C RING (label)
- 25 STONE ISLAND
- 26 AEROSMITH
- 27 BILLY JOEL
- 28 FRANKIE VALLI (label)
- 29 CHICAGO

ADDS: 28 30

ON: ROSS & JACKSON
PABLO CRUISE (label)
DR HOOR
CRYSTAL GAYLE
VILLAGE PEOPLE ("Miami")
CLOUT
LINDA RONSTADT ("Oak")

104.9 Los Angeles

- 1 ERILE
- 2 TASTE OF HONEY
- 3 NICK GILDER
- 4 JOHN & OLIVIA
- 5 OLIVIA NEWTON JOHN
- 6 BOSTON
- 7 LRB
- 8 COMMODORES (label)
- 9 FRANKIE VALLI (label)
- 10 EVELYN C RING
- 11 WHO
- 12 LINDA RONSTADT
- 13 GERRY RAFFERTY
- 14 FOREIGNER
- 15 STEELY DAN
- 16 ANDY GIBB (label)
- 17 BARRY MANLOW
- 18 FOREIGNER (label)
- 19 EVELYN C RING
- 20 CHRIS REA
- 21 ANNE MURRAY
- 22 DONNA SUMMER
- 23 CARL
- 24 AMBROSIA
- 25 CRYSTAL GAYLE
- 26 ROLLING STONES
- 27 CHICAGO
- 28 EDDIE MONEY
- 29 DR HOOR
- 30 CHEAP TRICK

ADDS: 22 23 29 30

KJR 95 Seattle

- 1 NICK GILDER
- 2 TASTE OF HONEY
- 3 KENNY LOGGINS
- 4 JOHN & OLIVIA
- 5 GERRY RAFFERTY
- 6 ANNE MURRAY
- 7 ERILE
- 8 DAVID GATES
- 9 AMBROSIA
- 10 FOREIGNER (label)
- 11 BILLY JOEL
- 12 BOSTON
- 13 EVELYN C RING (label)
- 14 CAPTAIN & TENNILLE
- 15 DONNA SUMMER
- 16 FOREIGNER
- 17 WHO
- 18 PABLO CRUISE (label)
- 19 LRB
- 20 ROLLING STONES
- 21 CRYSTAL GAYLE
- 22 COMMODORES (label)
- 23 HEART
- 24 BARRY MANLOW
- 25 GINO VANNELLI

ADDS: CHICAGO
DON RAY
LEO SAVER
FOGELBERG & WEISBERG

ON: AL STEWART
GABRIEL
LINDA RONSTADT ("Oak")
JOHN PAUL YOUNG
HEART ("The Jam")
TOTO
AEROSMITH
STY
DR HOOR

KEARIB 101 FM Los Angeles

- 1 ERILE
- 2 NICK GILDER
- 3 KENNY LOGGINS
- 4 ANNE MURRAY
- 5 BOSTON
- 6 LRB
- 7 GERRY RAFFERTY
- 8 WHO
- 9 TASTE OF HONEY
- 10 JOY
- 11 FOREIGNER
- 12 CAPTAIN & TENNILLE
- 13 JOHN PAUL YOUNG
- 14 BARRY MANLOW
- 15 BILLY JOEL
- 16 CRYSTAL GAYLE
- 17 DONNA SUMMER
- 18 DAVID GATES
- 19 DR HOOR
- 20 ROLLING STONES
- 21 ALICIA BRONDES
- 22 AL STEWART
- 23 GINO VANNELLI
- 24 STEPHEN BISHOP
- 25 STONE ISLAND
- 26 PAUL DAVIS
- 27 ERIC CLAPTON
- 28 CHICAGO
- 29 ANDY GIBB (label)
- 30 TOTO
- 31 LIVINGSTON TAYLOR

ON: LINDA RONSTADT ("Oak")
SYLVESTER
DAN HARTMAN
KAREN YOUNG
VILLAGE PEOPLE ("YMCA")

B100 San Diego

- 1 ERILE
- 2 BOSTON
- 3 KENNY LOGGINS
- 4 LRB
- 5 GERRY RAFFERTY
- 6 BOB SEGER
- 7 NICK GILDER
- 8 ROLLING STONES
- 9 FOREIGNER
- 10 STEELY DAN
- 11 CHRIS REA
- 12 CARL
- 13 AMBROSIA
- 14 WHO
- 15 BILLY JOEL
- 16 HEART
- 17 JEFFERSON STARSHIP (label)
- 18 STY
- 19 PABLO CRUISE (label)
- 20 FOREIGNER (label)
- 21 LLO
- 22 WALTER EGAN (label)
- 23 PLAYER
- 24 BRUCE SPRINGSTEEN
- 25 HALE & DATES
- 26 STEPHEN BISHOP
- 27 FINE ALL
- 28 FOGELBERG & WEISBERG
- 29 MICHAEL JOHNSON
- 30 STONE ISLAND
- 31 ARS (label)
- 32 TOBY BEAT (label)
- 33 TOM PETTY

ROCKY MOUNTAIN DENVER

- 1 ERILE
- 2 CHRIS REA
- 3 KENNY LOGGINS
- 4 LRB
- 5 OLIVIA NEWTON JOHN
- 6 GERRY RAFFERTY
- 7 NICK GILDER
- 8 COMMODORES (label)
- 9 BOSTON
- 10 BOB SEGER
- 11 JOHN & OLIVIA
- 12 ANNE MURRAY
- 13 JOHN PAUL YOUNG
- 14 TASTE OF HONEY
- 15 STEELY DAN
- 16 ARS (label)
- 17 EVELYN C RING
- 18 LINDA RONSTADT
- 19 WHO
- 20 BEACH BOYS
- 21 AMBROSIA
- 22 CAPTAIN & TENNILLE
- 23 FOREIGNER (label)
- 24 ERAS
- 25 BILLY JOEL
- 26 HALL & OATES
- 27 ROBIN GIBB
- 28 ROLLING STONES
- 29 BARRY MANLOW
- 30 DAVID GATES

ADDS: GINO VANNELLI
CRYSTAL GAYLE
CHICAGO

ON: FOREIGNER
DR HOOR
JOHN TRAVOLTA

KFRC 610 San Francisco

- 1 ERILE
- 2 TASTE OF HONEY
- 3 NICK GILDER
- 4 CARL
- 5 BOSTON
- 6 KENNY LOGGINS
- 7 LRB
- 8 WHO
- 9 STEELY DAN
- 10 JOURNEY
- 11 EVELYN C RING
- 12 ROLLING STONES (label)
- 13 GERRY RAFFERTY
- 14 FLY
- 15 TEDDY PENDERGRASS
- 16 CAPTAIN & TENNILLE
- 17 FOREIGNER
- 18 ANNE MURRAY
- 19 WALTER EGAN (label)
- 20 PABLO CRUISE (label)
- 21 ROLLING STONES
- 22 OLIVIA NEWTON JOHN
- 23 GINO VANNELLI
- 24 JOHN & OLIVIA
- 25 COMMODORES (label)
- 26 JOHN PAUL YOUNG
- 27 JEFFERSON STARSHIP (label)
- 28 PABLO CRUISE (label)
- 29 DR HOOR
- 30 TOM PETTY

ADDS: DONNA SUMMER

ON: AMBROSIA
BOB SEGER ("Tonight")
TOTO
CHICAGO

"STRAIGHT ON"

By

HEART

Is A

HIT

New:

- WDRQ add 30
- KSLQ add 29
- WGCL add 29
- KCBQ add 34

- WKBO add
- 92Q add
- WAIV add
- WMEE add 28

- KLEO add
- WRFC add
- WFOM add
- KYNO add
- KDZA add 40

Action:

- WCAO on
- WKBW on
- KRBE 23-21
- CKLW deb 30
- Q102 23-21
- WZUU 16
- WZZP on
- B100 19-16
- KJR deb 23

- JB105 on
- WPHD on
- 94Q on
- WTIX 38-34
- KNOW on
- KX106 24-20
- WIFE on
- KBEQ on
- WHB 39-32
- WNAP 28-24

- KIIS-FM 21
- KEZY 26-22
- KING 25-22
- KJRB 24-22
- KTAC deb 29
- KCPX 21-17
- KOPA 24-22
- KENI on
- Y94 on
- KQEO on

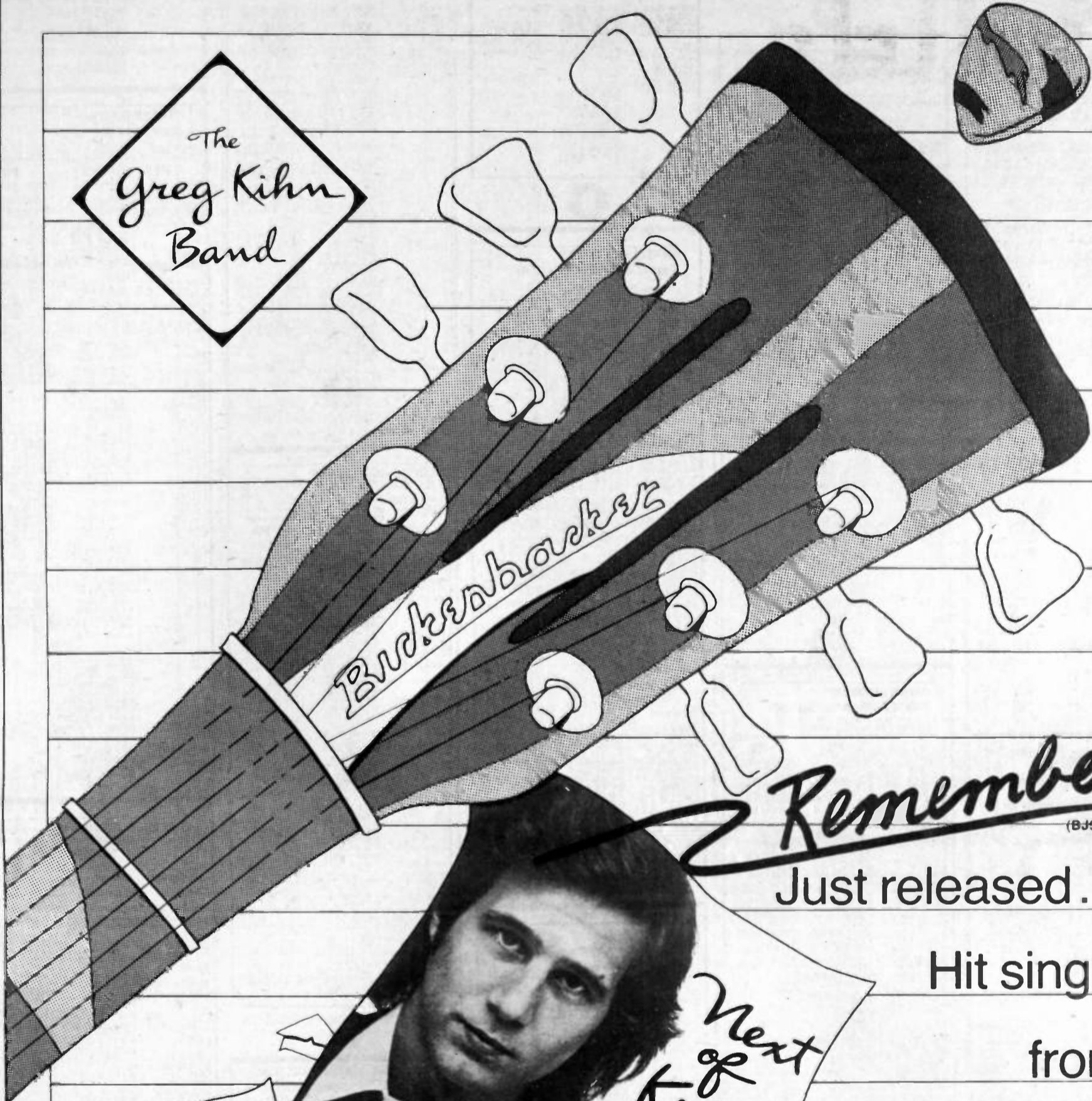
- KVI-FM 33-30
- WYND deb 38
- WGLF 26-20
- KHFI 23-21
- WRKR 30-25
- WISM deb 30
- KQWB 18-16
- KYSN 40-35
- KRSP deb 27

Produced by: Mike Flicker, Heart & Michael Fisher

Management And Direction by: Ken Kinnear, Albattross Productions

On *Heart* Records and Tapes

The
Greg Kihn
Band



Brokenbrockers

Remember

(BJ5-749)

Just released...

Hit single

from

the

Album

Next

of

Kihn



*Next
of
Kihn*

(JBZ-0056)

Beverly
"Home of the Hit"

Distributed exclusively by Janus Records
A division of GRT Corporation.



RECORDS

9034 Sunset Boulevard
Los Angeles, California 90069

LITTLE RIVER BAND
Reminiscing (Harvest)

LP: Sleeper Catcher

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Little River Band.

KENNY LOGGINS
Whenever I... (Columbia)

LP: Night Watch

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Kenny Loggins.

OLIVIA NEWTON-JOHN
Hopelessly... (RSO)

LP: Grease Soundtrack

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Olivia Newton-John.

BARRY MANILOW
Ready To Take A... (Arista)

LP: Soundtrack "Foul Play"

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Barry Manilow.

ANNE MURRAY
You Needed Me (Capitol)

LP: Let's Keep It That Way

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Anne Murray.

OLIVIA NEWTON-JOHN
Hopelessly... (RSO)

LP: Grease Soundtrack

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Olivia Newton-John.

(Olivia Newton-John continued)

Table with 3 columns: West, Northeast, South. Lists radio stations and call letters for Olivia Newton-John.

(Rolling Stones continued)

Table with 3 columns: West, Northeast, South. Lists radio stations and call letters for Rolling Stones.

GERRY RAFFERTY
Right Down The Line (UA)

LP: City To City

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Gerry Rafferty.

CHRIS REA
Fool If You Think... (UA)

LP: What Ever Happened To Benny...

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Chris Rea.

ROLLING STONES
Beast Of Burden (R. Stones)

LP: Some Girls

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Rolling Stones.

(Rolling Stones continued)

Table with 3 columns: West, Northeast, South. Lists radio stations and call letters for Rolling Stones.

Table with 3 columns: West, Northeast, South. Lists radio stations and call letters for Rolling Stones.

LINDA RONSTADT
Back In The U.S.A. (Asylum)

LP: Back In The U.S.A.

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Linda Ronstadt.

BOB SEGER
Hollywood Nights (Capitol)

LP: Stranger In Town

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Bob Seger.

(Bob Seger continued)

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Bob Seger.

STEELY DAN
Josie (ABC)

LP: Aja

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Steely Dan.

DONNA SUMMER
MacArthur Park (Casablanca)

LP: Live And More

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters for Donna Summer.

Black Radio



**Bill
Speed**

How To Make The Best Of Your FM Facility

Over the past several weeks we've discussed some of the "how to's" of the radio industry. This week we return with Operations Manager of KKSS/St. Louis Al Ramirez to where we left off — namely how sound reproduction on FM can be improved.

Ramirez says, "FM stations have a harder time because they have to be almost perfect. It's much easier to find fault with an FM station. Audio-wise you hear distortion and you have stereo separation that's not there. There are several stations that I'm very familiar with that have those real problems. There is a station among the ones I'm talking about that has the compressor turned up so much that if the disc jockey were talking and paused, and there was no sound, the compressor would literally turn up nothing. So you have an increase in room noise until you get to the point where you can almost hear the disc jockey's heartbeat. Or if he's reading a live commercial and he breathes between sentences, it sounds like he has asthma because the compressor turns up his breath, literally makes his breath as loud as his regular voice."

As Ramirez has pointed out, "this particular problem is the same for AM or FM but it's more audible on FM than on AM. The conditions exist for AM too, but on FM it's just the man sounded like he was wheezing, and had heart problems."

"The other pitfalls come with cartridges," adds Ramirez. "Using stereo cartridge machines and cartridges in FM is much more critical." Why? Because (people are generally unaware of this) during the daytime almost 60% to 70% of FM listening is done in mono not in stereo. Ramirez adds that during the daytime, most people listen to FM on small portable radios, while at night they listen on big involved Hi-Fi systems. "However," he explains, "the station does have a sort of stereo sound, but what happens is that mono radio mixes the two stereo channels together. Now, what will happen is that if you're using cartridges and the tape is slightly out of alignment (that is, out of stereo phase) then you have a problem where you have a swishy type of high end, and the highs tend to be lost. You have to watch your cartridge head alignment in stereo much more critically than you do in mono. But with the advent of AM stereo, AM stereo stations are going to have to do the same thing. So you might as well be prepared for all of that."

According to Ramirez, "The other problem in FM is tape hiss. The tape medium has some disadvantages to it, and one of them is tape hiss. On FM, since tape hiss is basically high frequency in content, you'll tend to hear it on FM more than you would on AM."

"In fact," Ramirez continues, "you'll hardly hear it at all on AM but then again, there's something else you'll need to know. One of the other big things in watching an all cart operation is watching your recording levels going into a recording cartridge. Make sure that the VU meters on the cartridge machine also never go into the red and also modulate from 60% to 80% at most. That's the optimum level for a cart machine; that cuts down on distortion on FM. Make sure that your antenna system is also in good shape. A lot of your signal can be lost to that too."

There are several things that a programmer can do to improve his station's sound and one is watching the quality of his records. Another is to make sure you have decent needles for your turntables. But the simplest thing is to have your jocks and production people watch their audio levels. That is the single most important thing in the station. Because if they do watch the levels and your processing is set up so that it works well at those levels your station will sound good. It's really that simple. Remember, you do not sound louder or clearer by hitting everything harder.

NEXTWEEK: Agencies — A Matter Of Dollars And Sense.

.....

Incidentally, many of you have questioned the emergence of album oriented Black Music. In this week's AOR column, Jeff Gelb discusses successful experiments with BPR on

People

E. Rodney Jones has been appointed National Radio Relations Director for 20th Century Records. Jones comes to 20th after 25 years in the business, most recently spending 15 years at WVON/Chicago. Jones was previously with KXLW-AM/St. Louis and is the recipient of numerous industry awards. Jones will be enhancing relations between 20th and radio stations. . . . Linda Dukes has joined the news staff at WCIN/Cincinnati as an on-air news person. Ms. Dukes comes to Cincy from WJMO/Cleveland. . . . Beth Kardon has been appointed Promotion Director of WCIN/Cincinnati. Ms. Kardon will still maintain her duties as Assistant Traffic Director.



E. Rodney Jones

Calvin Glenn leaves KATZ/St. Louis to join the staff of KKSS/St. Louis. . . also in the move from KATZ is Tony Grey. . . Marty Mack leaves Mercury Records to join the staff of Atlantic Records West Coast. . . Lee Michaels has been appointed to the position of Operations Manager at WGIV/Charlotte effective immediately. Lee's duties will include programming, music and operations. Michaels was most recently Music Director at KDAY/Los Angeles.



WARM WELCOME — KJLH Station Manager Delores Gardner (right) welcomes Parachute recording artist Randy Brown to her (control) room as he stopped by the Los Angeles station on behalf of his single, "I Wanna Make Love To You," which is from his album, "Welcome To My Room."

Places

The Atlanta Civic Center is the place where WAOK/Atlanta gave away tickets to see Roy Ayers and the Fatback Band. The station also gave away T-shirts and LP's. . . . WAOK also recently did a call-in to win in co-operation with McDonalds. . . . The Concord Pavilion is the place where KSOL/San Mateo participated along with Lewis Grey Productions in presenting the "Slam-Jam 78," featuring such artists as Evelyn "Champagne" King, D.J. Rogers, Atlantic Starr, Cold Fire and headlining, Peabo Bryson. . . . KKTT/Los Angeles is the place where Teddy Pendergrass did a radio show with the station's Program Director Walt "Baby" Love. The show was a great success. In fact, Love seems to think Teddy's fans in Los Angeles will invite him back.

Things

Something new for Black Radio is happening at WHAT/Philadelphia. It's an all-black talk station with subjects and discussions geared toward black people. According to Program Director Reggie Lavong, "Black people want to speak out, and boogie with their minds, instead of with their behinds." Good luck, Reggie, I hope it catches on!



LISTENER'S MOTORVATION — WBMX/Chicago, in conjunction with A&M Records and Quincy Jones Productions, gave away a 1978 Sunbird automobile. Pictured (l-r) are: Robert York, A&M; the winner, James Alexander, WBMX; and Steve Pearl of the auto dealership.

London Records
introduces
a new label...



and a new musical high
with its first release by



LEJ 17000

Zulema

"Z-licious"

featuring the hit single

"CHANGE"

SN 34001

A
WBLS
SURE-SHOT

In the quest for excellence...



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Thanks to Black Radio for making us “One Nation Under A Groove.”



Warner Bros. knows its roots.



Produced by George Clinton

UNIQUE.



Meet Peter C. Johnson. Incubator baby. Dropout theology student. A drinker and a druggie. And an unusually gifted and inventive new artist.

For his first album, Peter took his advance money, and instead of wasting it on more vices, proceeded to build an intricately unique recording studio right in his own home.

The album, which took a year to record, is the culmination of ten years of playing. With musical contributions from a host of luminaries, the album is the first physical containment of the sounds of Peter C. Johnson, vocalist, pianist, producer, and true original.



"PETER C. JOHNSON"
A UNIQUE DEBUT ALBUM.
ON A&M RECORDS & TAPES 

Produced by Peter C. Johnson

Mikes' Artist Management, LTD., Mike Lembo & Mike Bone, New York City
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Golden Gossip Era Resurrected For Record Industry

Fortunately, almost everybody in the radio and record business is too young to remember the dynamic duo of the Hollywood gossip columns, Louella Parsons and Hedda Hopper. They once had about the same *power* over the industry that Hitler had over Germany. But many felt that Hitler was a nicer and more thoughtful guy than either of 'em.

Failure to tell Hedda or Louella about your planned marriage, your kids' briss, your impending divorce, your weekend in Tijuana, or what you caught while there could result in months of derisive and untruthful revenge in the columns. A real offense to either of the two could end a career as fast as it takes to call Louis B. Mayer and ask him to can you.

One reason for their decline was that the public ceased to care what anybody did with his private life as long as he could entertain. Hedda & Louella lived on whispers: is he or isn't he? Does her husband know? How many times? She was *what* age?

Nobody gives a hoot. Even the current periodicals that are somewhat gossip-oriented, such as the *Enquirer*, are pushing more and more to headlines like "UFO's Caused Me To Eat My Bicycle" and "The Secrets Behind The All-Twinkie Diet"!

Poor Louella and Hedda reported in an era when nobody did much that was "naughty" compared to today. The pickings were slim for them but the audience for what they could dredge up was enormous. I get giddy when I think of the two of them being reincarnated and finding what people do nowadays and then trying to exert the same power they once wielded over studio heads and recording moguls . . .

Louella: Hello, Mo? I just thought I'd tell you that one of your artists failed to call me to say she was going to Tijuana for the weekend with the entire NFL Football league for three full days of drugs, sex, and seven other forms of debauchery imported from the Indian subcontinent. Also, I've been hearing she is heavily into sado-masochism with snakes, used car dealers, and a bad class of dwarfs. I would appreciate it if you would blacklist her from the industry and force her out of work for life.

Mo: Gosh, Louella, I knew about the trip and everything but I hadn't heard about the S-M part. That's sensational! A whole new adjunct to her appeal. Butt-off the phone, Louella. I've got to order half a mil more pressings and book a Midwest concert tour for her.

Hedda: Jerry, are you aware your studio has a star living out of wedlock with a man twice her age? I want her fired!

Jerry: Fired? Are you crazy? Do you know how hard it's been getting her to taper off of older women, Shetland ponies, heroin and Mantovani records?

Hedda and Louella . . . Wherever you are, stay! You couldn't handle it!!!!

Did you know: it will now cost you nearly \$2000 to get your star put into Hollywood's "Walk Of Fame." The \$1925 is used for "construction fees" by the Hollywood Chamber of Commerce as well as "crowd control" (presuming you're a big enough star to draw a crowd). Steve Allen was the first disc jockey to have his star implanted.

On Ed Sullivan's radio show in 1938, Clark Gable and Myrna Loy were given the title of "King & Queen of Hollywood" in a national contest. The former title holders were Yukon King and Oscar Wilde.

In 1949, in the original audition show of "Gunsmoke" longtime Los Angeles newscaster Howard Culver played Marshal Dillon. However, in the pilot his name was Mark Dillon, not Matt. A KMPC alumnus, William Conrad, played the marshal on radio which later, with Jim Arness, became the longest running TV western. Conrad, whose ballsy voice was heard on "The Fugitive," really gained fame as TV's "Cannon." Alors!

From the Gary Owens Sports Trivia File: On this day in 1939, Claude "Fuzzy" Brodtkin, playing in the Sally League, bunted for a home run! His attempted sacrifice somehow went down inside the waistband of the pitcher's trousers, and by the time the ball was located, Fuzzy had circled the bases!

***“Raining In My Heart”
is Racing Up
The Chart!***

| | |
|-------|--------|
| WRKO | KVI-FM |
| WKBW | WHYN |
| WHBQ | WYND |
| KSTP | WFOM |
| KJR | WLOF |
| JB105 | WAAY |
| WTRY | WAIR |
| WBBQ | KAYC |
| KEEL | KKRC |
| WKIX | WRKR |
| BJ105 | WJON |
| KING | KVOX |
| KJRB | KQWB |
| KGW | KKXL |
| KENI | KFYR |
| KQEO | KTLK |



Leo Sayer
“Raining In My Heart”

Produced by Richard Perry



On Warner Bros. Records



Al Stewart. **Immediately the entire** **confirmed his newest**

First week:

- "#1 National Breakout" – *Billboard***
- "Flashmaker," #1 Most Added – *Record World***
- #1 Most Added – *Cashbox***
- #1 Most Added – *Goodphone***
- #1 Most Added – *Album Network***
- #9 Radio & Records *AOR Chart* in one week!**

And the story continues:

Second week:

- "Salesmaker of the Week" – *Record World***
- #1 Most Added – *Billboard***
- "#1 Radio Futures" – *Walrus***
- "#1 New Action Album" – *Album Network***

58* – *Billboard*

56* – *Cashbox*

43* – *Record World*

**the music industry has
masterpiece.**

And the first single,
"Time Passages,"
"Chartmaker of the Week"—
Record World

75* — *Billboard*

71* — *Cashbox*

70* — *Record World*

"Time Passages."
Al Stewart's visionary new album.
Produced by Alan Parsons.
On Arista Records and Tapes.



AB4190

THE PICTURE PAGE

Johnsons Wax Platinum



Following their opening night performance at the Greek Theater in Los Angeles, A&M recording artists the Brothers Johnson were presented with platinum record awards for their three A&M albums, "Blam", "Right On Time", and "Look Out For No. 1", at a party in their honor at Hollywood's Scandals. Shown at the fete (l-r) are: Harold Childs, Senior VP, A&M Records; Gil Friesen, President, A&M Records; Louis Johnson; Jerry Moss, Chairman, A&M Records; and George Johnson.

Pride On Pitch, Hits Gold In Toronto



RCA recording artist Charley Pride was on hand to sing the U.S. and Canadian national anthems as well as throwing out the first ball when the Toronto Blue Jays played the Texas Rangers at Exhibition Park in Toronto recently. Pride returned to the stadium later that day for a concert, receiving a gold album award from RCA Canada for his latest LP. Pictured (l-r) are: Preston Buchanan, bass player for Pride's group; Barry Haugen, RCA Canada, Pride; and Frank Mancini, Pride's manager.

Columbia Inks Jules & the Polar Bears



Columbia Records has announced the signing of Jules and the Polar Bears, whose debut album, entitled "Got No Breeding", will be released this fall. Shown at the signing (standing, l-r) are: Peter Jay Philbin, Columbia; Don Ellis, National VP, Columbia; and Eddle Reeves, manager of the group; (seated, l-r) Richard Bredice, David White, David Beebe, Jules Shear and Stephen Hague, group members.

Cincinnati Serves Buffett



ABC Regional Promotion man Jeff Pearson (left) presents Cincinnati Mayor Gerry Springer (right) with a platinum record award for Jimmy Buffett's latest album, "Son Of A Son Of A Sailor", in honor of the city's recent "Jimmy Buffett Day", marking Buffett's popularity in the area.

Land Of The Giants



Capitol Records recently hosted West Coast-based music journalists and members of Capitol recording group Gentle Giant at a listening party for the group's latest album, "Giant For A Day." Thematically tied to the LP's cover art, the gathering featured a giant, a midget, and a bathing beauty all wearing masks cut from the album's jacket as co-hosts. Pictured after the conference (l-r) are: Gentle Giant members Ray Shulman, John Weathers, Derek Shulman, Gary Green and Kerry Minnear as well as the giant, the bathing beauty, and the midget as giants for a day.

Mushroom Celebrates Independents



Pictured at the recent Mushroom Records Convention in Scottsdale, Arizona, National Promotion Manager for the label Cathy Weidman (far right), poses with independent promotion men (l-r) Harry Turner, Billy Harper, Ken Kendall and Gary Bird; Mushroom's Susie Gershon, and retailer Howard Smiley, Palm Music/Miami; and Michael Campbell, buyer, Sound Distributors/Seattle.

His 'Wavelength' Is On Their Wavelength:

WRKO
F105
PRO-FM
JB105
WPHD

WNAP
KIIS-FM
KEZY
KYYX
WHYN
WFLB

WGLF
KHFI
CK101
WRKR
WISM
WKAU

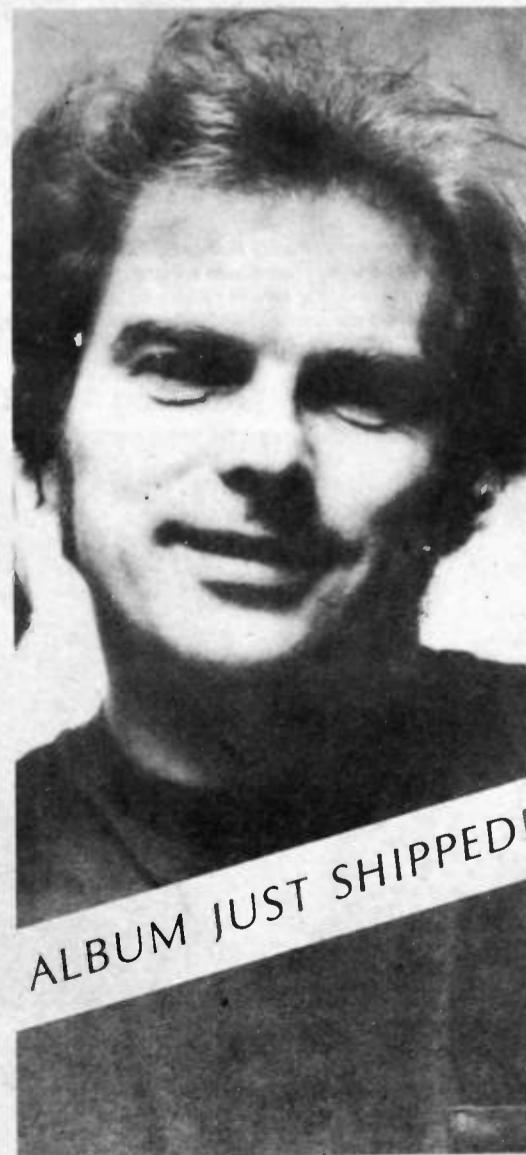
KNOW
WIFE
KDON
KYSN
KSLY

VAN MORRISON
"WAVELENGTH"

Produced by
Van Morrison
for Caledonia Productions



On Warner Bros. Records.



THE PICTURE PAGE

ARS Carter's Guests



Polydor/BGO recording artists Atlanta Rhythm Section performed at a special command engagement for fellow Georgian President Jimmy Carter and his family recently. Pictured on the White House's South Lawn following the concert and an all-day-long barbecue are (l-r): Buddy Bule, co-manager/producer of the group; Fred Haayen, President, Polydor; Herb Rosen, independent promotion; Jim Collins, Polydor; Fred Disipio, independent promotion; Dick Kline, Executive VP, Polydor; Cliff Gorov, independent promotion; and Arnie Geller, co-manager of the group.

Pendergrass's Platinum Platter



Following a recent engagement at Avery Fisher Hall in New York, Philadelphia International recording artist Teddy Pendergrass was presented with a platinum record award for his latest album, "Life Is A Song Worth Singing." Pictured at the presentation (l-r) are: Edwin Birdsong, label artist; Jim Tyrrell, VP, Epic/Portrait/Associated Labels; Pendergrass; Harry Coombs, Executive VP, Philadelphia International; Tony Martell, VP, CBS; Gordon Anderson, CBS; and Al Gurewitz, VP, E/P/A.

Ranting And Ravan



20th Century Fox recording artist Genya Ravan recently performed at the Whisky in Los Angeles. Pictured backstage after the show are (l-r): Jack Hakim, 20th VP; Genya Ravan; Mike Hektoen, her manager; Bill Donnelly, Executive VP, 20th; and Alan Livingston, President, 20th.

Joseph Joins Big Tree



Marcus Joseph has recently signed a recording contract with Big Tree Records with a debut album to be released shortly. Shown celebrating at the signing are (l-r): Doug Morris, President, Atco Records; Susan Joseph, Joseph's manager; Marcus Joseph; and Dick Vanderbilt, President, Big Tree.

Meisner Meeting



Elektra/Asylum recording artist Randy Meisner (second from right) performed at the Roxy in Los Angeles recently. Shown congratulating the former Eagle are (l-r): EIA executives Scott Burns, David Cline, and Rip Pelley.

London's Hoehn Grown



London Records celebrated the release of Tommy Hoehn's debut album, "Losing You To Sleep," with a reception at Trax. Pictured at the fete (l-r) are: Harry Apostoleris, President, Alfa Distributing Corp.; Bob Paiva, London; Don Wardell, London; and (seated) Tommy Hoehn.

Styx

A Song For Everyman.

WQXI-FM
Z-93
WPRO-FM
JB105
WYSL
WMET
WEFM
WCUE
KRBE
K100

KIIS-FM
KCBQ
B-100
WLAC
WAPE
WZUU
WIFE
WPEZ
WNOE
WTIX

99X
KPAM
KYTE-FM
KJR
KING
KYYX-FM
KJRB
KSLQ
KBEQ-FM
WBBQ

WFOM
WKXX
WHHY
WVBF
WGUY
WOLF
WFLB
WAIR
WTMA
KZUE

KCPX
KRSP
KQEO
WDRQ
WTIC-FM
KEYZ
KAAZ
Z-98
Y-103

WISM
KROK
WAEB
WCRO
KRUX
KLIV
CKGM
WTRY
Q-105

KENI
WAAY
KILE
WCGQ
KDZA
KLUC
KLEO
BJ105



The single. On A&M Records & Tapes

Produced by Styx. Production assistance: Barry Mraz.
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THE PICTURE PAGE

SCBA Ratings Services Seminar



The Southern California Broadcasters Association recently held a seminar entitled "Radio Ratings: Who's Who & What's What," attracting over 300 research directors, programmers, managers and salespeople to the day-long event. Mervin Field, Chairman of Mervin Field Research (far left) moderated the panel, which was made up of representatives from five radio ratings services. Present were (l-r): James Seiler, Media Statistics; Harry Bolger, Burke Broadcast Research; Jack Fawcett, Arbitron Radio; Avery Gibson, Audits & Surveys/Trac 7; and Jack McCoy, RAM Research.

Pips' London Trip



Casablanca recording artists the Pips are shown at a reception following their recent performance at the London Palladium. From left: Cecil Holmes, Senior VP, Casablanca Records; Edward Patten, William Guest, and Bubba Knight, group members; and Sid Seidenberg, manager of the group.

Publisher's Parish



Pictured at the 1978 Screen Gems-Colgems-EMI Convention of music publishers held recently in Los Angeles are (front row, l-r): Brian Hopkins, GM, Screen Gems-EMI Music, London; Nicole Lhuillier, Screen Gems, France; Lee Reed, Copyright Supervisor; Lester Sill, President; and Joan Schulman, Manager, Copyright Dept; (second row, l-r) Bob Currie, Screen Gems, New York; Paul Tannen, VP, Professional Activities; Vincent Perrone, VP & General Counsel; Ira Jaffe, VP, Creative Affairs; Janis Zavola, Professional Dept.; Barry Kimmelman, Executive VP; and Lindy Goetz, National Promotion; (third row, l-r) Jeff Runyon, Royalty Manager; Jerry Isaacson, Comptroller; Jack Rosner, Business Affairs; and Gary Wishik, Staff Attorney; (fourth row, l-r) Kim Espy, General Professional Manager, West Coast; Tad Maloney, West Coast; and Charlie Feldman, GM, Nashville; (top) Kevin Stewart, Assistant Engineer.

Henderson, Buddah Renew



Buddah Records has announced the renewal of their recording agreement with Michael Henderson (left). Shown at the signing ceremony are Henderson and Art Kass, President of Buddah.

Chicago In New York



Pictured backstage following Columbia recording group Chicago's recent opening night engagement at New York City's Central Park are (l-r): Jack Craig, Senior VP, Columbia Records; Laudir deOliveira, Peter Cetera, and Donnie Dacus, group members; Phil Ramone, Co-producer of Chicago's upcoming album; Robert Lamm, Danny Seraphine, and Lee Loughnane, group members; Walter Yetnikoff, President, CBS/Records Group; James Pankow, group member; Jeff Wald, manager of the group; Walter Parazaider, group member; and Rick Sklar, VP, ABC Radio.

When You Walk In The Room, I Write The Songs



The second annual Songwriters Expo was held in Los Angeles recently with Jackie DeShannon (left) and Bruce Johnston among the many tunesmiths in attendance.

PRISM

Their New Single

"See Forever Eyes"

7724

From The LP:



SW50034



Ariola Records & Tapes

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb

Experiments At Integration

While AOR news departments are discussing continued attempts at integration nationwide, AOR music departments are recognizing the need to integrate new musical styles under the AOR umbrella. At WJKL/Elgin, for example, jazz music makes up as much as 20% of the station's daily musical diet, while WNOE-FM/New Orleans is playing up to 25% Black Popular Rhythms. Both programmers, contacted in separate phone conversations, made substantially similar statements about why and how the music is being programmed.

Why play jazz music on an AOR station? WJKL MD Wally Leisering said, "We can't find a good reason not to! The music is awfully strong locally; there is a lot of street talk about jazz artists who have come or who are coming to town. And we're finding that by playing jazz it helps to increase our age demographics. We find we can get people 25-34 years old sticking with us longer than they would if they thought we were just playing non-stop rock." WJKL's jazz programming always elicits phone response; in fact, Leisering pointed out, "We're more likely to get calls on a new jazz album that's playing than we are a new rock release. People are interested in who's playing and how long we've been playing jazz music." And these calls, he added, are not predominantly from the suburban Chicago station's large college community, tending instead to be mostly rural in origin.

"We don't try and make people like Chick Corea or McCoy Tyner look like jazz artists on a rock station, but like musicians who have new albums out which deserve our listeners' attention," commented Leisering. WNOE-FM PD Lee Armstrong echoed the thought: "If the song is good it's good, and never mind its label. All we're trying to do is play good music."

That music is always played within the context of more familiar artists and tunes to make listeners feel comfortable with the new material and its sound. "We could go from David Gilmour to Pat Metheny, for example," said Leisering, "or Gil Scott-Heron, who uses a lot of vocals, which is helpful as a bridge to rock cuts."

New Orleans' roots are steeped in jazz and black music, a fact which makes playing such music logical in that area. But WNOE-FM PD Lee Armstrong is convinced that there are "closet BPR listeners" everywhere who "go home at night, roll down the shades, and put on black music." Armstrong feels these listeners are searching for AOR stations who can "legitimize" their interest in black music by playing more of it. When listeners hear black music on WNOE-FM, according to Armstrong, "they assume that if we are playing the record it's okay for them to like it."

Armstrong stresses, however, that he is "not playing black music for black people. There are already five black music stations in town," he said. "I am playing black music for white people who like black music!" As for AOR stations who have not yet experimented with black music, Armstrong says, "They're afraid to do it; afraid that people will call to complain about the music. And a few will. But only a certain type of person calls a radio station to voice an opinion pro or con anyway; these are the vocal minority, and you just can't let them scare you."

A decade ago AOR's forefathers were searching for a radio vehicle to legitimize a new era of rock music created by artists from Great Britain and the Bay Area. We are all the results of their efforts, but not the end result, for the experiments at integration going on at stations like WNOE-FM and WJKL insure the continued growth and evolution of the AOR form.

Sacramento Gets New AM AOR

The number of Sacramento AOR stations increases to five with the announced sale of Top 40 KNDE-AM to Brown Broadcasting, owners of the city's Soft AOR KXOA-FM. Concurrent with the station's sale, the entire present airstaff has been let go to accommodate the new AOR team, headed up by KXOA-FM PD Art Schroeder, who will also oversee music and programming for the new AM AOR. The AM will, according to Schroeder, concentrate on hard rock while the FM will continue its successful Soft AOR musical approach so that, as he put it, "our combined Sacramento radio operation can now reflect the total Seventies album music picture."

I spoke with Art about the challenges involved in making AOR work on the AM dial. "I agree there are obstacles," he said. "People will be skeptical and suspicious at first, wondering about our credibility. I think people who have become comfortable with FM radio tend to mistrust AM programming; they don't care for it. We'll have to win them over by offering something they just can't hear on any other Sacramento AM station: sweeps of music that aren't being played on AM radio."

Another possible stumbling block to presenting rock music on AM is its monaural sound. Art seemed unworried: "Whereas the AOR music of five years ago was progressive and complex, utilizing the stereo sound almost as an instrument of the music, today's rock music has returned to the basic idea of beat-oriented simplistic production that can be as effective in the car or on a portable radio as it is on a stereo system."

KXOA's musical mix will include a liberal smattering of new product. As Schroeder put it, "We intend to reflect the best rock and roll, so we can't just sit around waiting for things to establish themselves. We'll be going on things that are new and unproven. We will be flexible."

KXOA AM's airstaff has solidified as follows:

6-10am: Steve Kennedy from WMJQ/Rochester

10-2pm: Ray Tyler from KTYD/Santa Barbara

2-7pm: John Dice from KGB-FM/San Diego

7-12pm: Ron Garrett from KKXX/Bakersfield

Overnights will be engineered with the jocks on tape.

Highly Visible Dylan On Current Tour

At least two AOR reporters have had "Close Encounters of the Dylan Kind" over the past week. After his recent appearance in Rochester, New York Dylan showed up at a local club called Red Creek where bluesman Robert Jr. Lockwood was performing. WCMF/Rochester MD Gary Whipple reports Dylan sat with an entourage of friends and bodyguards, listening to the entire show and talking with Lockwood, but not playing. After his New York show he personally invited staff members of WNEW-FM/New York back stage to talk for awhile. According to WNEW-FM MD Tom Morrera, Dylan was as much in awe meeting station PD and air personality Scott Muni, whom Dylan mentioned listening to in his younger days, as the staff was to meet Dylan. Morrera called Dylan "shy but talkative; a regular human being." While Dylan expressed interest in coming up to the station's studios sometime during his New York stay, the visit did not materialize.

Update

First I'd like to thank my Canadian reporters CHOM-FM/Montreal, CHUM-FM/Toronto and CHEZ-FM/Ottawa for taking the time to send me some examples of Canadian AOR releases. Some are sung in French but the music is universal. In an upcoming issue we'll be spotlighting AOR North of the Border, asking our Canadian reporters how their stations differ in programming to our closest foreign audience. . . . Incidentally, CHOM-FM MD Rob Braide did a mini-telethon during his four hour airshift recently for the Canadian Heart Fund, which netted \$3,000 in pledges. . . . WYXE/Madison's "Walk for Mankind" raised an admirable \$25,000 for Project Concern. Great job, gang. . . . KSAN/San Francisco needs celebrity participants for its walk-and-skate-athon for Greenpeace coming up Oct. 15th. Record companies, here's a chance to get some great publicity for a public-spirited artist. Contact anyone at the station for more details by calling (415) 986-2825. . . . WWCK/Flint MD Jeff Holbrook is recovering from an emergency appendectomy (seems to be a lot of that going around these days). Your cards are welcomed at the station, 3217 Lapeer Street, Flint, MI 48503. Get well soon, Jeff. . . . WRPL/Charlotte, MD Lou Mills asked me to pass along his thanks to all of the kind record company reps who helped restock the station's shelves after the still-unsolved theft of over 800 albums a few weeks back. . . . WCOZ/Boston jocks have been greeting returning college students with remote broadcasts from the area's many schools where the air personalities have given out albums and such. . . . Drea Besch has been named producer of DIR's Rock Radio Awards show (November 22) to be carried on 250 AORs nationwide. . . . Bruce Springsteen called WBCN/Boston air personality Mark Parenteau to publicly thank Boston listeners for attending a show he did in the area the night before. The phone call turned into a twenty-minute interview, complete with Springsteen-voiced station ID. Speaking of WBCN (a busy station lately) midday air personality Matt Siegal has been named "DJ of the Month" by 16 magazine. . . . A tip of the AOR hat to WZMF/Milwaukee, currently planning events to celebrate their tenth AOR anniversary. . . . KFML-FM/Denver needs singles record service, all labels. Contact PD Randy Sutton at (303) 751-1390.

Continued on Page 52



EVERYTHING'S OK WITH TED — Epic recording artist Ted Nugent (right) in a rare moment of humor gave the KZOK/Seattle "OK" sign on a recent visit with station MD Mavis Mackoff (left) and an obviously delighted PD Norm Gregory (center).

Neil Young - Comes A Time



**AOR AIRPLAY/40
Debut 22
MOST ADDED**

- 10/5 *Memorial Auditorium
Rochester, New York*
- 10/7 *William & Mary College
Williamsburg, Virginia*
- 10/8 *Coliseum
Charlotte, North Carolina*
- 10/10 *Omni
Atlanta, Georgia*
- 10/11 *Rupp Arena
Lexington, Kentucky*
- 10/12 *Notre Dame University
South Bend, Indiana*

Ten Brand New Performances

**Produced By Neil Young, Ben Keith,
Tim Mulligan & David Briggs.
On Reprise Records & Tapes**



- 10/14 *Stadium
Chicago, Illinois*
- 10/15 *St. Paul Arena
St. Paul, Minnesota*
- 10/16 *Dane County Coliseum
Madison, Wisconsin*
- 10/22 *Cow Palace
San Francisco, California*
- 10/23-24 *Forum
Los Angeles, California*
- 10/19 *Denver, Colorado*

Jeff Gelb Continued from page 50

Evolution

Greet these new AOR stations: WLMH/Laconia, New Hampshire, Roger Curtis PD; WXLN/Quad Cities, Iowa, Jim O'Hara PD; WAIM/Anderson, So. Car., Dan Scott PD; WKQB-FM/Nashville, Ron Lake PD. Good luck to you all . . . As you may have read elsewhere this issue Bill Sommers has been named GM at KLOS/Los Angeles. Bill was the station's General Sales Manager. The new G.S.M. is Lee Larsen, formerly the station's National Sales Manager. Good luck to both . . . Bruce Holberg has been named VP and GM of WMMR/Philadelphia, replacing departing GM Dom Fioravanti. Holberg was most recently PD at WIP/Philadelphia . . . Bob Kaake is the new PD of WKTM/Charleston . . . Stan Garrett has gone off-the-air for the first time in nine years to devote full-time to his PD chores. The event was so newsworthy in Eugene that it was televised on a local newsprogram . . . Marion Seymour has been upped to MD from Asst. MD at KZAM/Seattle . . . KQRS/Minneapolis MD Kevin St. John leaves to do local Atlantic promotion next Monday (9). Luck to you, Kevin . . . Some changes at the Century stations this week: Raechel Donahue has stepped out of a fulltime airshift and into weekends at KWST/Los Angeles to devote more time to her daughter and other projects. Her 6-10pm replacement at KWST is Dusti Rhodes, from KMET/Los Angeles. Meantime KWST weekender Steve Randall has moved to San Francisco to do 2-6pm fulltime at KMEL. Also new to the station is Nadine in mornings from WGLF/Tallahassee. MD Mark Cooper is now on middays . . . Jack Ellstrom is new to middays at WZZO/Allentown . . . Tom Sermons has been upped from part-time to overnights at WQXM/Tampa . . . Carl Nelson has joined KNAC/Long Beach's news team from WBSL/New York's news department . . . Jeff Schwartz has been upped to Retail Sales Manager at WKQX/Chicago from account exec.

Color

LUXURY LISTENERS CAN AFFORD: WNEW-FM/New York, in conjunction with Asylum Records and the new Joe Cocker album, sponsored a contest wherein listeners registered their names at local retail outlets in a drawing for an expenses-paid weekend for two at New York's St. Regis Hotel. Additionally the winners were picked up by limousine for a thousand-dollar shopping spree and dinner. Runners-up received stereo systems and copies of the album.

FAMOUS FURNITURE: WMMS/Cleveland is doing a postcard entry drawing for a winner and guest to be chauffeured to dinner and the Martin Mull concert where they will meet him backstage. And after the show the prop furniture he uses in his act will go home with the winning listener!

BROADCAST BREAKFAST: KRST/Albuquerque listeners have a weekly opportunity to win an on-air breakfast with morning man Dave Holland. The ongoing postcard promotion nets the winner a catered breakfast at the air studio.

MERRY KISS-MAS TO YOU . . . WIOT/Toledo, in conjunction with Casablanca Records, is offering two listeners a flight to Kissimmee, Florida and the nearby Disneyworld Hotel for two days and nights. Listeners call the station to register their names for the contest during special airings of the solo albums by the four Kiss members. Other winners get portable cassette players and entire Kiss catalogues.

AND GOOD WILL TO ALL: WQXM/Tampa listeners donated over ten thousand pounds of goods for Goodwill in trade for record albums. The largest contribution of material netted its donor a free stereo system.

LIFE BEYOND TEXAS: KTXQ/Dallas, in conjunction with Warner Bros. Records and the new Ambrosia album, did a postcard drawing for a five-day trip for two to Hawaii. The runner-up got the album and a promised postcard from the vacationing winner!

TEN BIG ONES: KSAN/San Francisco's first bumper sticker promotion gives groups of ten albums by major artists to listeners spotted driving cars with the station sticker plainly visible.

HAPPY ANNIVERSARY: In celebration of its fifth AOR anniversary, KFMI/Muscatine is giving away over \$2500 in gifts to its loyal listeners in a series of promotions. Gifts include a Honda express, two Pioneer stereo systems, Schwinn ten-speeds and albums galore, of course.

Concerts & Conversations

PRESENTATIONS: WSIE/Miami presented Fandango for free . . . WLIR/Long Island presented Larry Carlton for free . . . WLSR/Louisville presented Tom Petty and Walter Egan for \$1.02 . . . KGON/Portland presented Nantucket for \$2.

RADIO CONCERTS: Robin Trower on KAZY/Denver . . . Willie Alexander on WBCN/Boston . . . Wayne Cochran, Nighthawks on CIUM-FM/Toronto . . . Fandango on WSHE/Miami . . . Larry Carlton on WLIR/Long Island . . . Pierce Arrow on WNEW-FM/New York . . . Nantucket on KGON/Portland . . . Bruce Springsteen on WQBK/Albany . . . Yes on WKQX/Chicago.

GUEST DJs: Cars on WAAF/Worcester.

CONVERSATIONS: Talking Heads, Michael Stanley on KWFN/Tucson . . . City Boy on WPIX/New York . . . Fuller-Kaz on WQBK/Albany . . . Ian MacDonald on KPAS/El Paso . . . Gil Scott Heron on KZEL/Eugene . . . Janis Ian, Jack Tempchin on KZOK/Seattle . . . Cars, Derringer, Al Stewart on KNAC/Long Beach . . . Talking Heads on KISW/Seattle . . . Stephen Stills on WRNO/New Orleans . . . Kevin Godley on CHOM-FM/Montreal . . . Peter Criss on WNEW-FM/New York . . . Nick Gilder on KMOD/Tulsa . . . Derringer on KOME/San Jose . . . Lynyrd Skynyrd, Paul Stanley, Genesis on ZETA 4/Miami . . . Cars, 1984, City Boy, Robert Klein on WLIR/Long Island . . . Firefall on WQXM/Tampa . . . Michael Stanley, Al Stewart on KDKB-FM/Phoenix . . . Bob Seger on WBCN/Boston . . . Hall & Oates, City Boy, Frank Zappa on WSHE/Miami . . . Frank Zappa, Cheech & Chong, REO Speedwagon on WABX/Detroit.

COMING NEXT WEEK: One of the newest AOR stations is also one of its most unique. At WAQX/Syracuse there is only one staffer over 26 years of age. Next week we'll talk with the 24-year-old GM and similarly-aged PD, and their 22-year-old MD about the station's genesis and goals.



WMIR TURNS TO AC-DC — Atlantic recording artists AC-DC dropped by the studios of WMIR/Lake Geneva, Wisc. for a recent interview session. Pictured afterwards (l-r) are Atlantic's Rick Sudakoff, group's Angus Young, WMIR MD Mark Hollingsworth, and group's Bon Scott.



ELO ALIGHTS IN ATLANTA — While in Atlanta for a concert appearance Jet Records artist Bev Bevan of ELO stopped in at 96 ROCK (WKLS) for an interview. Pictured at the proceedings (l-r) are CBS Associated Labels Promotion person Lewis Lewow, 96 ROCK PD Keith Allen, Bevan, Jet Records Director of National Promotion Gary Diamond, station personality Sandra Abrams and GM Dick Needer.



NEW YORK RADIO HONES IN ON HOEHN — London recording artist Tommy Hoehn greeted New York area AOR radio people at a reception commemorating the release of his new album. Pictured (l-r) are London National AOR Promotion Director Billy Smith, London's Northeast Promotion Manager John Boulos, WBAB/Long Island air personality Sandy Fagin, Hoehn, and London's National Promotion Director Bob Paiva.



LOS ANGELES MEDIA CAPTURES WILD CHILD — Columbia recording artist Valerie Carter met with Los Angeles AOR station staffers at a reception for her new album "Wild Child." Pictured (l-r) are Columbia Regional Promotion Manager Paul Rappaport, KZLA/Los Angeles Promotion Director Steve Gaspar, Carter, and Columbia National Album Promotion Director Fred Humphrey.



CENTURY UNDER MUSHROOM'S UMBRELLA — Century Broadcasting VP and National Operations Director Shelley Grafman (left) and National Program Director Bob Burch (right) took part in a special panel at the recent Mushroom Records convention organized by Mushroom President Shelly Siegel (center).



THE NEW SINGLE

together
again!

AB-12396

Traveler

From the album: Lost in the Late Late Show

On ABC Records And GRT Tapes



AA-1101



Tour Dates

| | | |
|--------|-------------------|--|
| Oct. 4 | Lubbock, Tx. | The Rox |
| 5 | El Paso, Tx. | University of Texas in El Paso |
| 6 | Las Cruces, N.M. | New Mexico State University |
| 7 | Portales, N.M. | Eastern New Mexico State University (w/Rick Derringer) |
| 9 | Levelland, Tx. | South Plains College (w/Rick Derringer) |
| 10 | Lubbock, Tx. | Texas Tech. University |
| 12 | Albuquerque, N.M. | Alfalfa's |
| 13 | Albuquerque, N.M. | Alfalfa's |
| 14 | Albuquerque, N.M. | Alfalfa's |
| 15-28 | West Coast Tour | TBA |

Produced by Craig D. Hillis & Traveler for No Grease Productions in collaboration with Stuart Alan Love & David Chackler for Chalice Productions, Inc. Direction: Moon - Hill Mgmt. Inc.

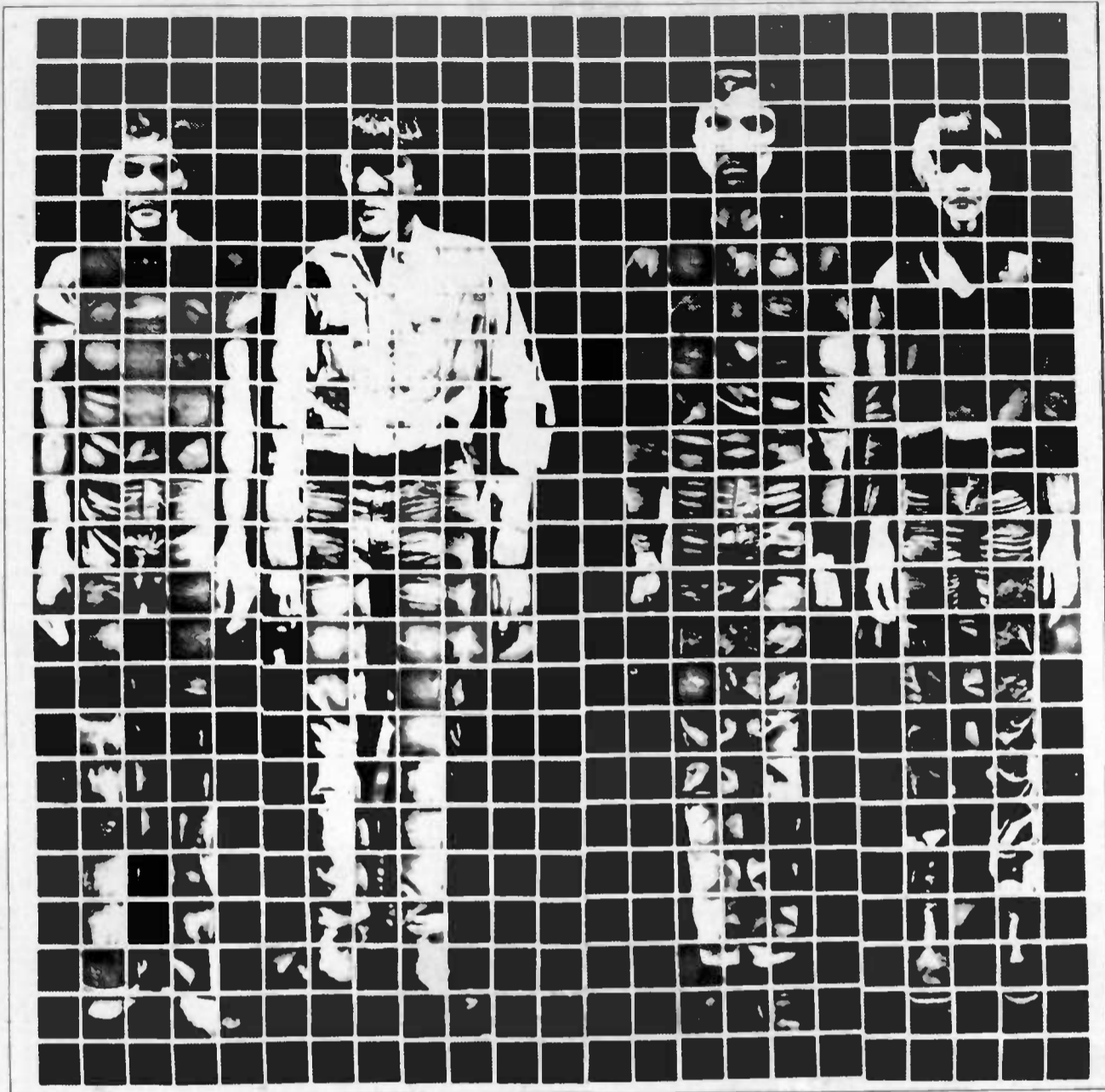
*We Thank You
With All Our*
HEART.



“Dog & Butterfly”

Portrait
Records & Tapes

Produced by: Mike Flicker, Heart, and Michael Fisher
Management and Direction by: Ken Kinnear, Albatross Productions



TALKING HEADS

“MORE SONGS ABOUT BUILDINGS AND FOOD”

10/13 University of Maryland, College Park, Maryland

10/14 Georgetown University, Washington, D.C.

10/26 C.W. Post, Long Island, New York

10/28 Princeton University, Princeton, New Jersey

10/30 Walnut Street Theater, Philadelphia, Pennsylvania

10/31 Bardovan Theater, Poughkeepsie, New York

11/1 Madison Theater, Albany, New York

11/3 Brown University, Providence, Rhode Island

11/4 Berkeley Performing Center, Boston, Massachusetts

11/6 University of Massachusetts, Amherst, Massachusetts

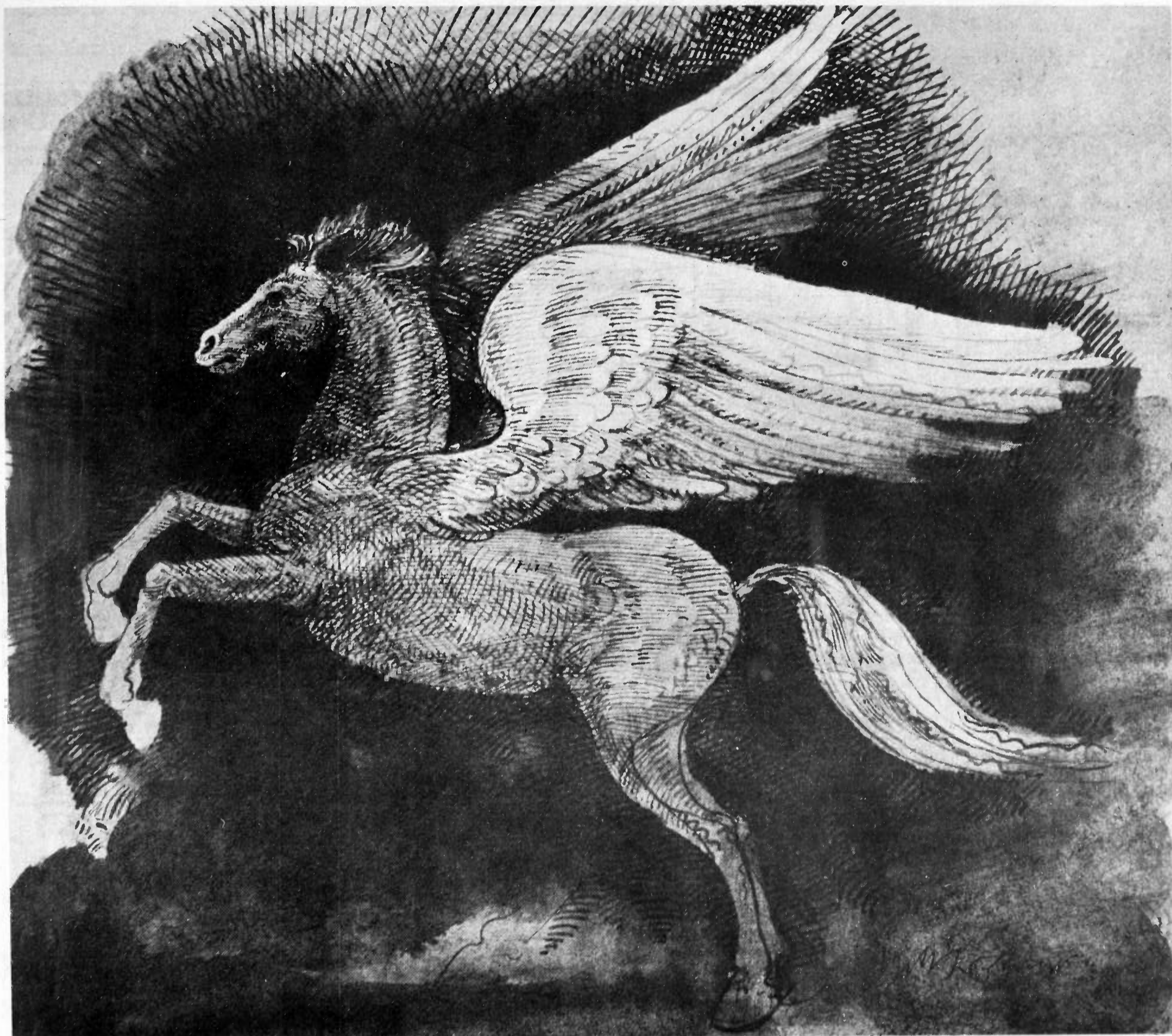
PRODUCED BY BRIAN ENO AND TALKING HEADS

ON SIRE RECORDS

MARKETED BY WARNER BROS. RECORDS, INC.



Matthew Moore has arrived. On winged horses.



Singer-songwriter Matthew Moore's first solo album has just arrived on "Winged Horses." And it's right on time. **On Caribou Records and Tapes.**

JZ 35611

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WIOQ Philadelphia 215-639-6100
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WCMP Rochester 716-288-3200
ADDED: Tom Donohue (ABC), Steve Linn (WB), etc.

KZAM Seattle 206-454-1540
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

FM 104 Toledo 419-248-3377
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WYSP Philadelphia 215-639-7655
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WMAJ Rochester 716-232-7550
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KOME San Jose 408-246-8911
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KZOK Seattle 206-223-3913
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

chum Toronto 416-375-0606
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KDKB Phoenix 602-833-8888
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

Y95 Rockford 815-877-8084
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KSJO San Jose 408-246-8080
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

Spokane 509-534-0423
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KWFM Tucson 602-624-5588
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

wydd 104.7fm Pittsburgh 412-362-2144
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

ksfm Sacramento 916-422-1028
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KTIE San Raphael 415-459-1510
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KADI St. Louis 314-721-2323
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KMOD Tulsa 918-748-4631
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KGON Portland 503-655-9181
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

k108FM Sacramento 916-446-4955
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KTMS-FM Rock 97 Santa Barbara 805-963-1975
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WOLU St. Louis 314-842-1111
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WOUR Utica 315-797-0803
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WBRU Providence 401-272-9550
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KCAL 96.7 THE ROCK SPECTRUM San Bernardino 714-825-5070
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

PXEM Santa Maria 805-922-2156
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

wqsr 102.2fm Tampa 813-366-0424
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

WORC Worcester 817-752-5611
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KCB RADIO San Diego 714-297-2201
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

KISW Seattle 206-624-4305
ADDED: Steve Perry (WB), Andy Powell (WB), etc.

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98 WQXM ROCK Tampa 813-391-9988
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COUNTRY



**Jim
Duncan**

News Notes

Happy to announce Country Radio veteran Jay Hoffer is back. Hoffer takes over as Director of Programming for Mission Broadcasting's KERE/Denver. Hoffer for many years was the driving force behind the success of KRAK/Sacramento. He had been VP of Programming for Hercules Broadcasting at the time of leaving the company earlier this year. Hoffer is joined by John McRae, who had been VP of Sales for Hercules. McRae is the GM of KERE. Hoffer told R&R, "I am really excited about being back in radio. Denver is one of the fastest growing markets for Country music. This really will be a fun challenge. We plan to increase our promotion and community involvement right off the bat." (Good luck to a great radio man!) . . . Another super radio dude, Dugg Collins, is back in Amarillo after a brief visit to Music City as a record executive. Collins had been PD/MD of KDJW prior to going to Nashville for a gig as Promotion Director for MRC Records. He returns to Amarillo as MD of KZIP. He will also be doing an air shift. Collins had also been a good friend for many years and the first thing I asked when I talked with him was: "Are you still going to have your weekly 'Bullshit Sheet' with your music survey?" He assured me and many fellow industry followers of what had to be the funniest, if not the dirtiest, radio newsletter around, that the first new edition will be out this week. (Good seeing you're back, Dugg. Especially after seeing your face!!) . . . More shakeups at WWOK/Miami. First the deal with Pueblo International, the Puerto Rican group which was going to purchase Jack Roth's WWOK, is now off. GM Barry Potter is out. PD Tom Bigby is now the interim GM/PD for the station. There may even be a possibility that Roth will keep his property in Miami. Details later . . . Mike Civiletti is the new VP/GM of WIXZ/Pittsburgh. He had been Sales Manager of WEEP prior to joining WIXZ . . . More rumbles from Cincinnati: WKRC, the Taft-owned station now under the programming hand of Randy Michaels (from Taft's WDAF/Kansas City) has applied for membership in the CMA. Right now WKRC is a Top 40-oriented station, but there have many rumors about them going Country in the past. Some thinking there had been that there'd be no change because of WSAI's recent change to Country. Time will tell . . . KFJH/Wichita, the oldest radio station in Kansas, has changed formats to Country. For years the station has been formatted Pop/Adult. KFJH will be programmed by Jason Drake. They need product to get things rolling. If you can assist: KFJH, 104 South Emporia, Wichita, Kansas, 67202. (316) 262-4491 . . . Dan O'Brien is the new morning man and Music Director of KIDN/Pueblo, Colorado. PD and former morning man Doug Wilson has moved to the afternoon drive slot. O'Brien came to the station from KODE/Joplin, Mo. . . . Jeff Williams joins KRDR/Portland to do afternoons and be their Production Director. Williams had been with KGAY/Salem . . . Charley Cook has been upped to the MD position at KNOE/Monroe, Louisiana . . . Pictured below are WIRK-FM/West Palm Beach air personalities Barry Grant (PD), Simon Train and James Howie (MD). All three were recently nominated for the Country Music DJ of the year awards by the CMA. That has to be a rare honor for a radio station . . .



Jay Hoffer

HELP NEEDED: KBOX/Dallas needs someone for the all-night show. Contact PD Pete Porter, (214) 348-3800 . . . KFGO/Fargo, needs some air people. Tapes and resumes to Bill Hoverson, Box 2966, Fargo, North Dakota, 58107. (701) 237-5346. At least 3-5 years experience . . . KUGR/Green River, Wyoming needs a mid-day person and production director. Tapes and such to Russ Roundtree, P.O. Box 980, Green River, 82935. (307) 875-6666. More jobs listed in the R&R Classifieds . . .

CONVENTION UPDATE: The 1978 edition of the Country Music Convention in Nashville will be here in a couple weeks. Looking forward to visiting with many old friends and shaking hands with some new ones. The list of functions was printed a couple weeks back in R&R. Since then a few functions have been added. Lone Star Records will be showcasing many of their artists, along with Mercury and Monument Records, Wednesday, Thursday and Friday, October 18-20, at the Possum Holler Club in Printer's Alley. Showtimes will be 9:00pm until 2:00am each night . . . Con Brio will have their third annual "Pickin' Party" on Thursday, October 19, at 2:00 in Columbia Studio A. It will give you a chance to see and hear a real recording session . . . Joe and Betty Gibson's annual "Homemade Chili and Suds" is always a fun event. The date is Friday, October 20, noon to 6pm, and will be at the Nationwide Sound offices. It's by invitation only, so if you want to join in call "Mother Hype" for details: (615) 385-2704 . . . CBS Records will be hosting an artist showcase on Thursday night of that week at the Exit-In Club . . . See you in Music City!!



MEMORIES — Chris McQuire, General Manager of KFTN/Provo, Utah, sent along a classic picture taken a few years ago at one of the Country Music Conventions in Nashville. It was taken at the studios of WKDA Radio. At the time here were the names and the positions: (left to right) Chris McQuire, Music Director WKDA; Mike Haines, PD of WKDA; ABC/Dot recording artist Freddy Fender; Larry Baunach, VP of Sales and Promotion ABC/Dot Records; Sherry Bryce, MGM Records; an unidentified hitchhiker; and R&R Country Editor Jim Duncan. How the times have changed. Today it would read: Chris McQuire, GM KFTN/Provo; Mike Haines, Manager of the Loretta Lynn Clothing Stores; Freddy Fender, ABC Records; Larry Baunach, The Halsey Company, Los Angeles; Sherry Bryce Sanders, wife of Mac Sanders, radio station owner; Joe Deters, ABC Records; and still the same, Jim Duncan, R&R Country Editor. Here's looking at you! (By the way Carson Schrieber took the picture. At the time he was Music Director at KLAC/Los Angeles, and today is with RCA Records as a Regional Promotion Manager.)

Contests, Concerts & Conversations

WMAQ/Chicago has presented for the last two weekends a total of four broadcast days live from Marriott's "Great America" amusement park. Air personalities Lee Sherwood, Nancy Turner and Charlie O'Neil did their air shows from the park. After the Saturday remote broadcasts, a live concert was aired for the WMAQ listeners. On Saturday, September 23, Johnny Rodriguez did his show over WMAQ, and the following Saturday night had the sounds of the Tom T. Hall show . . . Nashville's WKDA has set October 15, a Sunday, for their second "50% Off Fair" to be held at the Municipal Auditorium. The first fair was held earlier this year and the response was so great from area merchants and WKDA listeners that the station decided to do it again. WKDA invited various merchants to display their wares and sell them for 50% off the regular price . . . During the month of September, WJJK/Eau Claire, Wisconsin, did interviews with a variety of artists, including Eddy Raven, Charlie McCoy, Bobby G. Rice, David Wills and Don King. The interviews were conducted by PD Dave Shannon and MD Joe Benkert, and were broadcast during Shannon's afternoon show. WJJK invites interested recording artists to call and arrange for an interview on 14 K Country. Contact Ms. Joey Benkert at (715) 835-5111 . . . WHK/Cleveland airmen Don Imus and Gary Dee are taking part this weekend in the Radio 14 "Rib-Off Contest." At a local restaurant, Lucky Ray's, Imus and Dee will compete to see who can consume the most ribs in 14 minutes. Listeners are told to send in their guess as to the pounds and ounces of ribs the two will consume. The winner gets dinner for six at the restaurant. Consolation prizes of albums will also be awarded . . . KOKE/Austin is giving away 50-yardline tickets to the University of Texas games. Each week listeners are asked to guess the games' scores. The winner gets two tickets to the next game . . . WCOS-FM/Columbia, SC recently did phone interviews with Nate Harvell and Mundo Earwood . . . WFNC/Fayetteville, NC is also doing a football contest. The station's audience is asked to guess the scores of the University of North Carolina games. Each week the winner gets \$94. Other prizes will include UNC mugs, key chains, glasses and T-shirts . . . WMC/Memphis did remote broadcasts at this year's Mid-South Fair . . . As a promotion for new air personality Simon Train, WIRK-FM/West Palm Beach, gave away a train trip for two to anywhere in the United States. After the contest the trains went on strike, so the station is using the phrase: "The only Train you can catch is on WIRK-FM from 7-12." (There has to be a Johnny Cash song in that story somewhere!) . . . Catch you next week . . .



POP ADULT



Mike Kasabo

Tripped Up In Turkey

We've been following the progress of the WISN/WLPX Great Race of '78 as Steve York and Jim McBean wing their way around the world and everything was smooth until last week when McBean managed to get himself thrown in the slammer in Istanbul, Turkey. This un-scheduled pit stop occurred as Jim was in the midst of performing one of the various proof of performance tasks; specifically McBean was to cross the New Bosphorus Bridge that leads from modern to old ethnic Istanbul and have his picture taken on that side. Unfortunately, he was unaware of the 11pm curfew that is imposed on all females and tourists, so when, at 1am, he decided to complete his mission, McBean found himself being asked questions by the local constabulary who were not impressed with any of his answers and was promptly whisked off to jail. To make matters worse, he left his passport and visa locked in the hotel safe. After four hours on ice, the authorities verified his story with hotel officials and released him.

Steve York, WISN's Great Race entry, also encountered problems there, but of a different nature. York, who was to fly from the Turkish city to the Oktoberfest in Germany, was unable to get a seat on a flight to Munich due to the tremendous amount of people flying to the event. He hurriedly made other transportation arrangements, but had much of his twelve hour lead over McBean wasted by the delay.

Both are now on the last leg of their journey, so we'll have a wrap up, and know the winner next week.

Update

Congratulations to KMBZ/Kansas City PD Steve Bell, who has received (after a lot more years than he'd care to remember) his Masters degree in Educational Philosophy and now will go for his PhD . . . Gary Owens will be the Grand Marshal for the October 8th Diabetes Bike-A-Thon in the Southern California area. Gary, a diabetic himself, has given a great deal of his time in recent years helping others afflicted to deal with and conquer the problem . . .

WHIO/Dayton personality Carl Day served as MC at the annual Autumn Faire to benefit the Good Samaritan Hospital recently; it included a guest visit from TV's Phil Donahue . . . WCBM/Baltimore engineers, with razor blades in hand, combined the Elvis and Linda Ronstadt versions of "Love Me Tender" and got great listener reaction on airing . . . WHOK/Lancaster celebrating 30 years of broadcasting by giving away AM/FM radios daily and a grand prize drawing that will net some lucky person a \$1000 trip of their choice . . . After hearing of a daring young lady who swam in a tank full of sharks, WGAR/Cleveland morning man John Lannigan will attempt his own version of bravery by floating down a local river in a carp cage . . . it's a slow news week . . . WNEU/Wheeling sponsoring a 10-mile marathon run to raise money to be used for food for the poor in the area . . . A local chapter of the Kiwanis Club voted WLNH/Laconia's alcohol abuse program as the best public service program of 1978 . . . WFYR/Chicago got a twenty-eight hour jump on competition by airing the new Chicago album exclusively last week . . . WBZ/Boston is set to again carry the Boston Celtics games . . . Soccer interest is growing in this country and WHIO/Dayton is taking heed by broadcasting select games of the University of Dayton . . .

Late item - congratulations to the aforementioned Gary Owens for his inclusion in People's Almanac #2 . . .

Transition

HOLBERG UPPED AT METROMEDIA: Bruce Holberg, most recently Program Director of WIP/Philadelphia, has been named VP and GM of FM sister WMMR. See story for complete details on this page . . . Bob Welch to KVI/Seattle as Sports Commentator after five years as Assistant General Manager of basketball's Seattle SuperSonics . . . Kathy Calhoun has been appointed Promotion Director of WNEW/New York, coming back to radio from an Assistant to the President position at Private Stock Records . . . Mike Weber is the new Music Director of WLW/Cincinnati and will also retain his night air shift . . . Bill North to WTVN/Columbus as Production Director from WDIF/Marion, where he served as Program Director . . . Bruce Bisson to KTLK/Denver as air talent from K96/Provo . . . Bob Kidd to WMAZ/Macon as air talent from across the street at WNEK . . . Johnny MacBrown from WMYC/Mayfield, Kentucky to WKOA/Hopkinsville, which is also in the Blue Grass State . . . KBLF/Red Bluff sold to Communications By Design by Concerned Communications, pending FCC approval. No format or staff changes are expected . . .

Color

KSL'S DUCK TROUP: Seventh East, which is Salt Lake City's major thoroughfare, was the site of the recent "missing duck" mystery. A large park borders the traffic artery and has, among other park appointments, a duck pond that offers shelter and food (no quackers please) for our little feathered friends. Anyway, one of the more adventurous



SCOOBIE-DO-BE-DO: WGAR/Cleveland air personality, Joe Mayer, looks on approvingly as the Ice Capades mascot, Scoobie Doo, selects a winner in a recent client-Ice Capades contest. The "Grand Skate" winner got to take his or her entire school (up to 1,500) to the biggest show on ice.

ducks wandered away (some say escaped) from the pond area and was sighted later on Seventh East. Motorists swerved, bent fenders and generally did everything to avoid making duck squash. For a short time, KSL traffic reporter Duane Southwick, flying at 2000 feet, observed the animal but soon lost sight and it hasn't been spotted since. Feeling sorry for the little creature out there somewhere on his own, station outdoor editor Doug Miller and morning man Mark Van Waggoner decided that it was time to call him home and asked everyone to turn up their radio, roll down home and car windows while Miller (and maybe this is why they keep him outdoors) did his famous duck calls. Imagine, it's seven in the morning and your auto-alarm radio snaps on and serenades you with duck calls. As a public service, the station has established a duck alert with listeners calling in with duck sighting reports. Van Waggoner also remoted from the park pond and encouraged listeners to help in finding the webfooted creature. Reports indicate that thousands participated in the search that ended on a happy note. The duck was found and safely returned to his pond, and during an exclusive interview and wing-clipping session with Van Waggoner, the duck (through an interpreter) apologized and vowed never to fly the coop again.

HOLD YOUR HORSES: WTVN/Columbus is holding a "Dollar Derby" in conjunction with a local race track. The last six digits of the day's winning tickets will be aired and listeners have to match those numbers with the last six digits on any one-dollar bill. A match can win the amount in the jackpot at the time. First winner last week carted off \$1300. Station figures to give away over \$5000 during the three-month promotion.

NEW YORK WEST LOVE-IN: WGR/Buffalo is running a "We Love Western New York State" promotion based on a tourism theme utilized by the Empire State. The station is localizing the promotion mainly to combat the seasonally poor press their area gets during the late fall and winter which bring all the horrible weather. Questions are asked of listeners in clue form as to local points of interest that have a positive flair about them. A correct answer will yield T-shirts and certificates to fast food outlets. The grand prize winner will receive tickets to all the opening ceremonies of the brand new Buffalo Convention Center due to open in late October and will include a champagne brunch hosted by Ed McMahon.

SCREENING A MARRIAGE: You neck in one, why not be married in one? That's what WJNO/West Palm Beach thought as they (in conjunction with the movie "Wedding") decided to marry off an engaged couple in a theater. Couples to be married simply send in cards stating why they'd like to be united in holy matrimony (yuk!) in a theater. Letters will be judged on originality, and the winning couple will be treated by the station, which will buy matching rings of the couple's choice, offer limo service, a catered reception, photographer, wedding presents (luggage, etc) and will be furnished with a bridal suite in a hotel on fabulous Singer Island.

DISCO SHIP TRIP: KGIL/San Fernando PD Rick Scarry will host a four-day "Disco Dance Party" cruise aboard the S.S. Veracruz. The journey along the coast of California and Mexico will be the scene of a disco party and a nightly dance, with winning couples receiving various prizes and the grand prize being a seven-day jaunt to the same area. Station has invited a number of listeners to be a part of the event, and expects to have six or seven hundred people on board.

Over The Management Hurdle

Fresh on the heels of R&R's Programming to Management feature with Ted Atkins, we're pleased to report that another long-time PD, Bruce Holberg, has been named Vice-President and General Manager of WMMR-FM/Philadelphia. Holberg had been PD of AM sister WIP and prior to that programmed WCBM/Baltimore. Asked to comment on his climb into the management circle of Metromedia, Bruce stated, "One of the reasons that I wanted to join Metromedia in the first place over four years ago, was the fact that their minds were open about programming people going beyond programming and do other things in the company. We now have at least six General Managers with essentially non-sales backgrounds. It was the company that really allowed me to learn a lot of the things I needed for the GM position. I'm thrilled because it's a brand new situation and radio station to me. We'll maintain our AOR format, but will build many things from scratch. WMMR will be one of the first proto-types of a whole new generation of AOR stations. Basically what that is we're going to do the things that any good radio station in any format should do, and not just play records. We're looking for community involvement a very good and credible news department and meaningful community affairs plus some personalities with good visibility too."

At press time, the PD position at WIP was still available, so those who feel they have proper credentials might want to apply.

NEIL SEDAKA

"ALL YOU NEED IS THE MUSIC"

*All you need is Neil Sedaka's new
single from his forthcoming album!*

"All You Need Is The Music"

6E-161

*Produced by Neil Sedaka
and Artie Butler
on Elektra Records*



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TOM WAITS

“SOMEWHERE”

(E-45539)

*tom waits, snarling at life from the
seamy side and making us look at what
we don't want to see, has found
his place.....*

*somewhere, where trees grow on rooftops,
and flowers bloom in concrete, and the
sun shines even on the dark side
of the street.*

*tom waits, “somewhere.” the first single
from tom's new album,
on asylum records*

produced by bones howe



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KRBE

(Continued from page 18)

screaming teenybop radio, and AOR radio, and he's kind of mellowed into a little niche in between there. His energy level is up, but he has a tremendous awareness of the artists. He relates a lot of information. We also have midnight specials. The radio station is totally unique during any given day-part. Each hour has been totally directed at a specific demographic and each hour is totally different than the last, and yet at the same time, there is a continuity of the music that holds it all together.



(l-r) Gish; Fauser, reviewing upcoming promotion—Fauser's office.

R&R: What is the underlying factor that holds it all together? The music?

CG: Yes, basically it's the music, and although we may have a very MOR type approach in the morning with our disc jockey—his actual delivery—and we have a screaming rock and roll disc jockey in the afternoon, the music is still the same.

R&R: So, at any given point that you tune in, you know it's KRBE.

CG: Yes. Without fail, if you listen to any two songs on this radio station, those two songs are unique from any other station in the market. The thing that has made KRBE hard for anybody to counterprogram is the fact that when I hear a record that I know is a smash, the day I hear it, it's in power rotation. Therefore, nobody else in town is even playing it. Our audience catches on real fast to it; they pick up on it, and it breaks almost immediately. In many cases, other people programming in the market won't play it, for one reason or another. They just don't believe the record, or they don't want to support me in breaking another record, or they're programmed out of another city and in the other city they have never even heard of the record—that timing and the ability for us to make last-minute changes has kept us with an edge and an ability to redirect ourselves so that the competition has an extremely difficult time in tearing down our base of listeners.

R&R: When you say you hear a record—let's use Exile because it's a highly visible example at this point—when you hear a record like that, what tells you that a new record qualifies to go into power rotation just based on listening to it?

CG: Well, I think that the biggest factor that has enabled me to be as accurate in picking hit singles as I have been is the marketing and promotion experience I had for 2½ years with Columbia Records when I was trying to make something happen with records that weren't any good, and I went through the frustrations of really getting involved. The company says, "Here are your work projects for the week," and you get totally caught up in it. I never listened to any of the product of other people; I knew everything about anything that somebody could ask me about any given album that Columbia had at that particular time. I could tell you the best cuts; I could tell you, this song was better than that; that I was doing something with this one—but I wasn't aware of other

people's product. Having been programming and picking music for a long time now, a lot of similarities come out in particular songs, that when you first hear them, you instantly say, that's a number one record. Like the Commodores' "Three Times A Lady". It was so obvious. Now the Exile is a great single record. My comment upon hearing it off of a cassette of the album was that's a number one record, and I didn't even know at the time that it was going to be a big work record or anything else; I just heard it and said that that record has got everything that it takes to be a number one record. Those things are becoming more and more defined daily as I see more and more records make it and more and more that fall short.

There are a lot of very critical things that have to be evaluated before you make a

statement: "That record is a number one record." First, the record may be a number one or have the potential to be a number one record, but a particular company may not have the marketing and promotion expertise to bring it home. So, when I look at a record—let's say I hear a great record—if it's on a label that has never brought one home, I'm a little hesitant to run around and tell everybody because it would be a miracle if that company had the ability to bring it home. Let's say it's with a company that has the marketing and promotion expertise, and it just jumps out and says I'm a smash—at the time Exile was released Warner Brothers didn't have a lot of product. The song had a universal message. With the importance of physical contact in our society, I would say just about everybody has someone that they would like to kiss all over. It was a very universal message. It also contained no semantic differentials; it was a totally non-directed record. It was directed so that everybody could relate to it. Records that pinpoint a particular city like "New York, You've Got Me Dancing", immediately limit the potential of that becoming a Top 10 record, in that it may be a great record in New York City, but what does it mean to Galveston, Texas or Houston, or anyplace else other than New York City. Joe Brooks was in a few weeks ago to this station and, of course, "You Light Up My Life" had initially broken in Houston, Texas, and then in a matter of 3 or 4 days later, it broke in Seattle, off TV spots. I had talked to him about that record,

"... when I hear a record that I know is a smash, the day I hear it, it's in power rotation."

and at the time I told him it was a great record. In fact, I said I don't know how early I'll be playing it, because I usually don't play down-tempo records real early. I'm usually late on those. I like to play uptempo exciting records. He came back in with his latest, which was "California", and we got into a conversation about doing a song about California—it's the greatest place in the world, ten years ago when everybody was enthralled with Hollywood and California the Beach Boys were very successful in that particular type of music because everybody in Texas probably wanted to go to California and Los Angeles and lay out on the beach and whatever. At this point, the influx of people from California moving to Houston is greater than the influx of Houstonians moving to Los Angeles, and so the appeal of that particular record is not nearly as important as it was 10 years ago. I think you will see a continuing trend away from particular records about geographical locations like "Galveston", which was a national record. Someone in Minnesota wouldn't get off about Galveston, Texas. I think we've seen the era pass when everybody was consumed and caught up with the idea of being someplace else—that they weren't happy. Now people have become more mobile. They're moving to the city they want to be in and they're proud of it. So, you know, a record like "New York, You've Got Me Dancing", should probably sell 150,000 copies in New York City alone. It probably is still the hub, where they can generate sales in a Boston and those cities up in the East where they're still interested in New York. New York is still the hub of the East Coast, but New York is very unimportant to Houston, Texas. So, I see that thing developing, and by mentioning semantic differentials, that basically says... if you limit yourself to those you're talking to—let's say a disc jockey on the radio is on middays and he's saying, "Hey, sweetheart, you're the best looking baby I've ever seen", he's eliminated 50% of his audience by using a semantic differential—obviously, he's referring to women. So by staying away from any semantic differential, or by getting into songs with one particular name like "Susan, Susan I Love You"... If it's "Darling Darling I Love You", the universal appeal of the record is enlarged.

So then, by combining a song with universal appeal with the basic production skills of the record, and then adding that to my own knowledge of what any particular record company in the United States—what their ability or what their track record of bringing home records that were good records has been, I just put that all together and look at

it and say, that record is a number one record.

R&R: It's not magic at all then.

CG: No, it really isn't. There is very little guesswork involved. I mean, it's taken a lot of practice and a lot of time to be able to put all of the ingredients in determining what would be a hit record, but now that I've got the formula, or what I feel is the formula, I don't look at it as guesswork at all.

R&R: We've already talked about the integration of Top 40, AOR, country, R&B, all sorts of different types of music into the KRBE framework. What about teen music? What about Shaun Cassidy? Leif Garrett? Bay City Rollers? What about those kinds of records? Do you play them any more?

CG: On rare occasions.

R&R: What would prompt that rare occasion?

CG: Well, there is one teen record that comes to mind that we are programming. That's the Bay City Rollers' "Saturday Night". The record is, however, limited to airplay only on Saturday night from 6-10pm.

R&R: If Top 40 stations no longer play the kind of music that the younger generation likes, can't we, in fact, run the danger of creating a vacuum wherein those kids will grow up not listening to the radio, and, therefore, might not listen to the radio when they get older?

CG: No, I really don't think so at all. I think that young children... and, of course, I think that everybody universally, and younger people specifically, are under a lot of peer pressure. There is still that instinctive thing in a younger person to like what their older brother or sister likes—to do what is hip, fashionable. Almost everything that we do is from a sociological standpoint, learned reflex... men wear blue jeans because our society dictates that men wear blue jeans. Everything is the result of the total media mix that has been forced down our throats through television, radio, newspapers. It's total reinforcement, so our lifestyles are very directed. I don't think we have a whole lot of choice. No, they're not going to turn off the radios. They're going to listen to whatever you're playing and they're going to like that. They may not like all of it, but they will hear something within that framework that they will like. When I came to KRBE, as I said, KRBE was playing Donny and Marie Osmond, and the Shaun Cassidy-type records in high rotations. You know, a Donny and Marie record would come out prior to my arrival and they'd play it every hour. The station at that point was Number 2 in teens to KILT. KILT had a 19 share, and KRBE had a 12 share of teens. The first change we made was to drop all Donny and Marie records, and inject Jethro Tull oldies—not just Jethro Tull oldies... we're speaking in generalities... but to put that kind of image song into the oldie rotation instead of a "Billy Don't Be A Hero." The immediate result was that in less than six months, our teen share went from a 12 to a 32; KILT's share dropped from a 19 to a 10, and that was dropping the "teen" music. So, I don't think that this is an isolated example. Look in Los Angeles. Look who has the number one teen station now—KMET, and they're a rock and roll radio station.

R&R: Promotionally, what kind of things have you found to be really successful?

CG: From a promotion standpoint, I'm an old believer in the bigger-than-life promotion—make it exciting, make it fun to listen to, involve the audience, and give everything



Matt Quinn, 9-noon d.j. in main studio.

(Continued on page 22)

JOE COCKER

"FUN TIME" (E-45540)

*"It's fun time,
let yourself be happy...
It's fun time.*

*"It's shake time,
Give yourself a break time,
It's fun time..."**

"FUN TIME"
IT'S THE NEW SINGLE FROM
JOE COCKER'S NEW ALBUM,
"LUXURY YOU CAN AFFORD"
(6E-145)

YOU CAN'T AFFORD
TO MISS IT...ON
ASYLUM RECORDS

PRODUCED BY ALLEN TOUSSAINT
*Maralnt Music, Inc. BMI



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John Leader

(Continued from page 14)

A severe case? Perhaps, but with it a precedent has been set. Were another station to come into the Miami market at, say 99.9 on the FM dial and attempt to identify itself as "100," Y100 would have an apparently viable court case to stop them. Why the three stations in Detroit have allowed similar identifications with the numerals "95" is a mystery to me. It would make very good "radio-business-sense" to avoid confusion, especially when it comes to your location on the dial. I wonder who Arbitron credits the diary to if the only notation in the diary is "95"?

I don't think there is anything wrong with giving your station a greater identification edge by shortening, rounding-off or encoding your call letters and frequency. However, when that process steps into another station's territory, both stations can suffer. As long as people must "write down" what station they listen to, the easier you can make it for them to remember who (and where) you are the better! But as you make it easier for your listeners, make sure you aren't setting yourself up for incorrect identification at the same time.

Thanks again to Art Vuolo for his thought on this subject . . . as always, I'd welcome your comments.



RITA ROLLS INTO ATLANTA—Rita Coolidge visited WQXI-AM-FM/Atlanta recently during a concert tour. Pictured at the station are (l-r, rear) Program Director Don Benson, A&M's Johnny Shuler, and Assistant PD for the FM Jim Morrison; (l-r, front) AM air personality Barry Chase, Rita Coolidge, and AM Music Director J.J. Jackson.

Bits

DON'T SAY HELLO — Here's an old contest with a new twist. WKIX/Raleigh has begun a new "Cash Call" contest, but instead of calling residences the station will be placing hourly calls to pay-phones in and around the Raleigh area. To win you must answer the pay-phone saying, "I keep it on KIX." The payoff for the correct answer is \$25.85 and the contest has the potential of awarding over \$25,000 in cash. PD Bob Bolton told me, "We are really excited about this KIX cash call to pay phones, because it's not too often that you hear a pay phone ring in a library or restaurant — we could have some pretty interesting stories to tell after this contest." The staff of WKIX has spent the entire summer collecting phone numbers from pay phone locations in Raleigh, Durham and Chapel Hill. The entire promotion is being supported by a heavy TV advertising budget and should be a successful contest for WKIX.



LEGGO MY LEG—It was Charity baseball time for CFTR/Toronto and the Toronto Sun newspaper. Shown legging it up prior to the game are (l-r): Bobby Day of the station; two of the Sunshine girls and Sandy Davis. I hope the CFTR Softies played better than they looked . . . the final score of the picture should be Toronto Sun 2, CFTR 0.



COPING WITH BARRY—KFRC/San Francisco staged a Barry Manilow promotion in conjunction with the singer's local appearance, with the winner taking home an album catalog and receiving a limo ride to the show, meeting Manilow and his backing group Lady Flash, backstage. Pictured with Manilow (third from left) and Lady Flash are the winner (second from right) and KFRC air personality John Mack Flanagan.

COOPERATION MAKES IT — I received a letter from Jerry Dean, Group Program Director for Smith Broadcasting, who own WAAY/Huntsville along with Channel 31 TV, and he explained how the two stations recently got together. An election held recently in Alabama was a matter of "above average" public interest since it was the first primary in a number of years in which George Wallace could not run for Governor. WAAY radio set up a remote studio within the studio of their TV station and the two outlets combined to offer complete coverage of the election results. Jerry said, "The image of Top 40 AM radio is bad enough the way it is, but I feel that things of this nature help to create a healthy community-oriented image and that by doing things such as our election coverage, people will depend on our station to give them not only hit music but necessary information as well. Our coverage is a good example of how radio and TV combinations can work together to cover local events of public interest." Apparently the cooperation between the two Smith facilities in Huntsville worked very well for both sides.

GOING ON AND FOR THE RECORD — "It will be in the book!" Those were the words of Rick Brady GM of KWEN/Tulsa regarding his morning man's attempt to break the Guinness Book of Records mark for continuous broadcasting. That 229 hour on-air achievement currently belongs to a Honolulu jock and KWEN's morning man Wilkie is going to have a go at it during this year's Tulsa State Fair. Brady said, "We will move our entire programming operation to the Fair, which is a monumental technical achievement because we are a full stereo station." The idea started as a challenge to Wilkie from his morning newsman Lance Lamotte. Listeners soon picked up on the challenge and the stage was set. Wilkie commented, "Have you ever been in a situation where your eyes are bigger than your stomach? That's how I feel." He's looking forward to the attempt at the Fair, which will afford a maximum exposure for the stunt and the station has arranged a special telephone line for other interested jocks around the country to call Wilkie during his marathon. Call (918) 587-9500 person-to-person for Wilkie and the station operator will give you another number to dial him direct at the special studio. Medical personnel will be on hand to assist him and see to his needs. We'll let you know if he makes it. The record broadcast should end on Sunday (10/8).

Motion

Bob Savage has relocated from 13Q/Pittsburgh to WNOX/Knoxville as that station's new Program Director. He's real happy to be in Knoxville and definitely has his eye on those big shares currently being enjoyed by WRJZ. Patte Sullivan, who was Music Director of 13Q, has left Pittsburgh and will join Bob in Tennessee. Bill Beason will remain as WNOX MD, but Patte and Bob will become Mr. & Mrs. Savage in January. Congratulations to all . . . B.R. Bradbury has joined the air staff at KJR/Seattle. Seguing from his News Director's slot at KPOL/Los Angeles, B.R. will be doing one-minute sports specials for KJR. His reports will be heard in morning and afternoon drive, adding yet another dimension to KJR's news coverage. The reports will differ from a traditional sports format and instead, use a commentary approach including weekly predictions involving local pro teams . . . As alluded to in Street Talk two weeks ago, Don Nordine is the new Program Director at KREM/Spokane following his departure from KQDI/Great Falls . . . Jim Quinn is now Music Director at 13Q/Pittsburgh . . . Finally, there is a B.R. Bradbury KJR/Seattle rare opening at WLS/Chicago, but before you ready your tapes and resumes, read on. Program Director John Gehron needs a production person who will also do a weekend air-shift and vacation relief. The person must be able to write and produce station promos and commercials as well as being good enough in John's words, "to fill in for Larry Lujack when he goes on vacation." If you can fill that large bill, go ahead and ready your resume, but include some production work you are particularly proud of. Incidentally the current WLS production man didn't get fired, he just got so many free-lance opportunities that he could no longer devote his full time to WLS. Hey, we've all got problems, you know what I mean?





JOE WALSH

"OVER AND OVER"

(E-458 06)

SERIOUSLY, FOLKS...

Life's been so good to Joe Walsh that he's doing it over. Over and over and over.

"Over and Over". The second single from Joe's first platinum album,

"But Seriously, Folks..." (E-141)

On Asylum Records.

Produced by Bill Szymczyk
for Pandora Productions, Ltd.



Asylum © 1976 Federal Asylum Records • A World Communications Co.



(Continued from page 20)

Painted board promoting upcoming contest.

but the kitchen sink, and the kitchen sink if you can get a trade on it.

Our most recent promotion, which just ended, was called 'The \$100,000 Super Getaway,' and it was a contest where we had 50 prize packages, from custom pickup trucks and pairs of motorcycles to Kawasaki Jet Skis, vacations in Acapulco and New York—a total of 50 packages, including a pair of tickets to a concert (the Rolling Stones concerts in Los Angeles), where you'd take care of airfare for 4 people and hotel accommodations, and a limo to go to the concert, plus backstage passes, etc. The whole concept was that the contest was a getaway contest. All prizes dealt with motion. They were either motorcycles, cars or trips someplace. Everything was to get away. Leave your troubles and get away. Total value of cash and prizes given away in the contest was in excess of \$100,000.

R&R: Now, we've already talked about dayparting of music and the format clocks being different from daypart to daypart. What kind of spot load are you dealing with?

CG: Right now, we have 12 units an hour—that actually translates to 10 minutes in commercial load.

R&R: Do you use any jingles?

CG: No jingles.

R&R: Why not?

CG: We do have a jingle. We've got an old shotgun jingle that is the drum roll—KRBE—we do use that if we're coming out of a stop set, going into music with no talk. That's the only time we use it... maybe once every two hours.

R&R: Have you done any outside advertising—any billboards, TV, newspapers?

CG: We have never done any TV, although for the upcoming book, we will be doing some. We have done billboards during the last two books.

R&R: How do you evaluate outside promotion of the station?

CG: If somebody says, "Here's \$50,000 to spend promoting your radio station, I would much rather run a \$50,000 contest than to buy \$50,000 worth of billboards and give away albums. If you have the budget to put a good promotion together on the air, and you have excess money that can be earmarked for outside—sure, as much as you can get. Anything you can do to raise your own visibility within your market is certainly going to help you.

R&R: How is your relationship with your GM? How often do you get together and talk about what's going on at the station?

CG: I think one of the biggest reasons that we have been as successful is that the General Manager here, Bob Fauser, and I have had an extremely open positive and honest relationship with each other and have dealt with the problems that have come up with promotions, with getting everything together as a partnership. It hasn't been a situation that many people find themselves in... where the GM is sneaking spots on the log and is trying to sponsor this and that. Bob is very cognizant of programming problems and has been extremely proficient in being able to help me solve those problems and implement contest promotions, outdoor. He's an incredible General Manager—the best I've ever worked with.

R&R: What is your biggest day-to-day problem as the Program Director of your station?

CG: I would say, probably because I am Music Director, as well as being in charge of the programming, that every time I get started doing a programming job, I get a call from a national record promoter who wants to talk for 30 minutes about their record, and that's the biggest problem that I have.

R&R: But you do still talk to them?

CG: Oh yes. I think it's very important. I might not think so had I not done promotion for 2½ years and been kicked out of offices—you know, waited out in the lobby just trying to get a glimpse of the guy after I've been told eight times that he was busy. Calling and being put on hold, and finally calling back and being put on hold again, and waiting another 20 minutes. I've gone through the frustrations of promotion and I have a lot of respect for many of the people in the music industry. I have an understanding of what they're trying to accomplish and I feel that being able to converse and to tell those people my honest opinions is very important. I've found that one important thing to eliminate much of the rhetoric involved in radio/record dealings is to be really honest with people, instead of listening to a guy's record and saying, "Hey, I like it. It's real good," knowing in your mind that you'll never play it. That's doing a total disservice, not only to the promoter but, to the entire industry. I think that if there is a lot more honesty, then people know where they stand and they have a lot better capability of being able to deal with not only your liking or disliking a record, but with actually as to whether they have a record in the beginning and to what extremes they should go to bring it home.

and I guess that's probably why I still have some close friends, because I've never given them the runaround.

R&R: What kind of goals do you have for the station? The maintenance of a radio station with the level of listenership that you have has got to be a tough thing to deal with. How are you dealing with keeping the radio station in a position of dominance?

CG: My feeling has always been that competition is good for everybody; it makes everybody try a little harder. My philosophy has always been that you program a radio station to win 12 months out of the year, not just for two rating periods. I work just as hard the day after the book ends as I do the week before it starts. My goal when I came to this station and took over programming was to make the station number one in the market, which has already happened. When it happens, of course, the admiration or whatever that comes with it is exciting, but at that point you realize that getting it there was the easy part—maintaining it is a whole lot harder. When you're on the climb, unique programming things that you may do are totally unique to the market. Now that we're the top rock station in town, all of the others who want our audience obviously are going to listen and start emulating what we're doing. So, yes, the competition gets much harder once you get to the top.

R&R: How do you keep your guys motivated in a situation like that? It's very easy for them to take a look at the ARB and say,



(l-r) Gish, Carol Peluso, Operations Director, John Kelly, Diane Ladd, assistant to Gish—coffee room.

"Hey, we're number one, no problem, I'll just lay back". You've really got to keep them fired up. How do you do that?

CG: Well, I think it's just a sense of pride that has been instilled within the people that work here, because I think probably as an employer, I'm a pretty unique person to work for; in that I can't even remember a

R&R: Where do you see the future of Top 40 radio right now? Many of the old-line radio stations are having big problems. Do you think any radio station, obviously with a decent facility and proper signal, can come back and do what it did five or ten years ago?

CG: I think that any facility, AM or FM, given the right programming, can be a winner.

You're talking about programming, and I'm not saying just Top 40 programming. I think that you and I would probably be much more philosophical and would lean more towards Top 40 (you know that whole Top 40 thing—AM vs. FM Top 40). But I don't think it's that at all because AM radio will be around forever, just as long as FM... the programming will just change. I think you'll see more and more news/talk information things going to AM. I wouldn't even be surprised if you see a return of some radio serials—like the Lone Ranger episodes and those type of things—to AM stations. I think your full-service adult information services are going to be found on your AM band. I think your Top 40 rock music will go to FM. Now, the erosion from AM in Top 40 depends on the particular market and the signal situation. In New York, where you have a ton of buildings, you can't hear the FM signals in many parts of the city because the FM doesn't penetrate through the walls and around the corners. So I think that, there AM will maintain even the Top 40 situation—to be maintained for years due to the fact of the signal problem. Again, San Francisco is another situation like that because of the hills. It just depends on the market. In markets that are real flat, that have both AM and FM signals that are really good, and that have good programming on both, I think the FM will win out musically because of the quality. And I don't think that AM stereo is going to bring people back to AM.



(l-r) Bill Hill, General Sales Manager, Gish; John Kelly, noon-3 jock—production room.

R&R: Yes, how actively they pursue it. If they get the same negative answer from 10 people, they can move on to the next one.

CG: I don't think that you're doing any promotion person a service by stroking him and telling him it's a great record or a good record if, in fact, you don't think it is. And so many people do that just because they don't want to get hassled by the guy. They feel if they tell him that it's a piece of garbage, and why don't you take it and shove it, that the guy is going to take it personally and it might affect their own relationship. I've never worried about personal relationships in the business because I'm as open with people I don't know as the ones I'm the closest friends to,

case of ever yelling at a person that works for me. It's something that I got from Vietnam—that people don't work for you, they work with you. And if they respect you, then they'll work with you and they'll give everything they've got. If they don't respect you and you're trying to do the whole thing yourself you'll never make it because you need all of those people... and you know, I feel if you give them the respect, they in turn will return it to you, and it gives you both a mutual ground to build a base that is going to be hard for anybody to tear down.

R&R: What are your own personal goals as an individual?

CG: I've been toying with the idea that,

***Take the Long
Way Around
the World with
Ronnie Milsap***

Pop Adult

Country



***'Let's Take the Long Way
Around the World'***

PB-11369

RCA
Records



POP ADULT

BREAKERS

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

GINO VANNELLI

I Just Wanna Stop (A&M)

75% of our reporters are on it. 18 new adds including WIP, KNBR, KVI, WGAR, WISN, WLW, WNEU, KMPC, WASH, WHAS, WBAL, WELI, KSD. Key moves: 20-15 K96, 23-17 KBLF, 25-20 WWWE, 26-17 WRIE, 27-22 WMAZ, 23-17 WCWA, 37-30 WCHV, 25-22 WLOW, 20-16 FM97, debut 29 WPRO, debut 30 WLVA. Heavy rotation: WKIQ. Moves 35-25 on P/A chart.

DR. HOOK

Sharing The Night Together (Capitol)

63% of our reporters are on it. 14 new adds including WWWE, WLOW, WSBA, WPRO, KNBR, WLW, WSJS, WORG, WQUD. Key moves: 24-16 WMAZ, 35-29 WNEU, 25-21 WATR, 36-27 WCHV, 28-22 WRIE, debut 20 K96, debut 23 KVI, debut 25 WFYR, debut 30 WSAR. Heavy rotation: WNEW. Increased rotation: WGY. Moves 40-29 on P/A chart.

NEW & ACTIVE

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

STEELY DAN "Josie" (ABC) 33/5 add WSJS, WSB, WISN, WFDF, WHOK. Key moves: 7-2 K96, 30-23 WMAZ, debut 28 WORG. Heavy rotation: KMPC, WCER. Moves 28-26 on P/A chart.

WINGS "London Town" (Capitol) 44/4 add WSBA, WSJS, KRMG, WFDF. Key moves: 18-14 KBLF, 28-25 WNEU, 23-20 WMAZ, 29-26 WPRO. Moves 32-28 on P/A chart.

STEPHEN BISHOP "Everybody Needs Love" (ABC) 45/16 adds include WFYR, WFDF, WLVA, WORG, WRMG, WISN, WBAL, WSD, KOB, WASH, KMBZ, WCWA. Key moves: 26-23 WWWE, 29-26 WLNH, debut 23 WIBW, debut 24 KVI, debut 27 WRIE, debut 30 WPRO. Heavy rotation: WTVN, WHIO. Increased rotation: KRKK. Debuts No. 32 on P/A chart.

ERIC CARMEN "Change Of Heart" (Arista) 37/13 adds include FM97, WPRO, WIP, WGY, KRMG, KBLF, WOWO, WTVN, WCWA. Key moves: 19-11 WGAR, 23-20 WNEU, debut 27 WSAR. Moves 39-33 on P/A chart.

PLAYER "Prisoner Of Your Love" (RSO) 25/3 add WOWO, WASH, WGAR. Key moves: 21-17 WNEU, 32-29 WORG, 24-21 WRIE. Debuts No. 35 on P/A chart.

CLOUT "Substitute" (Epic) 19/4 add KMPC, WCER, WIP, KBLF. Key moves: 33-28 WNEU, 22-18 WLOW, 30-26 WORG. Heavy rotation: WYMC. Debuts No. 39 on P/A chart.

JEFFERSON STARSHIP "Crazy Feelin'" (RCA) 19/1 add KMPC. Key moves: 26-23 WLNH, 16-13 KBLF, 28-24 WLOW, debut 27 WPRO, debut 31 WORG. Debuts No. 40 on P/A chart.

Others Getting Significant Action

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

JACKIE DeSHANNON "Things We Said Today" (Amherst) 31/1 add WJNO. Moves: 30-27 WLNH, 22-18 WIBW.

MARGO SMITH "Little Things Mean A Lot" (WB) 22/2 add KGNR, WIBW. Heavy rotation: WHIO, WKIQ.

AL STEWART "Time Passages" (Arista) 21/18 adds include KEX, WHAM, WHAS, WTMJ, WHIO, KSL, KMPC, KMBZ, WTVN, WWWE. Debuts 32 on WLOW.

Pop/Adult Album Airplay Tracks

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

PAUL ANKA (RCA) "Listen To Your Heart"
STEPHEN BISHOP (ABC) "Looking For The Right One," "Losing Myself In You"

JIMMY BUFFETT (ABC) "Son Of A Son Of A Sailor"

CAPTAIN & TENNILLE (A&M) "Dixie"

CHICAGO (Columbia) "No Tell Love," "Hot Streets," "Love Was New"

ROBERTA FLACK (Atlantic) "Knowing That We're Made For Each Other," "When It's Over"

FOGELBERG & WEISBERG (Epic) "Intimidation"

MICHAEL JOHNSON (EMI/America) "Sailing Without A Sail"

LITTLE RIVER BAND (Harvest) "Lady"

KENNY LOGGINS (Columbia) "Wait A Little While"

J. MATHIS & D. WILLIAMS (Columbia) "Heaven Must Have Sent You"

MOODY BLUES (London) "Driftwood," "Had To Fall In Love"

GERRY RAFFERTY (UA) "City To City"

CHRIS REA (UA) "Standing At The Door"

LINDA RONSTADT (Asylum) "Love Me Tender," "Just One Look," "Ooh Baby Baby"

LEO SAYER (WB) "Stormy Weather"

AL STEWART (Arista) "End Of The Day"

CARLY SIMON (Elektra) "Tranquillo"

Radio & Records POP/ADULT AIRPLAY / 40

OCTOBER 6, 1978

Three Weeks Two Weeks Last Week

| Three Weeks | Two Weeks | Last Week | | Artist/Record |
|-------------|-----------|-----------|----|---|
| 3 | 3 | 2 | ① | LITTLE RIVER BAND/Reminiscing (Harvest) |
| 2 | 1 | 1 | 2 | CHRIS REA/Fool (If You Think It's Over) (UA) |
| 6 | 6 | 4 | ① | JOHN PAUL YOUNG/Love Is In The Air (Scotti Bros.) |
| 9 | 5 | 5 | ① | BILLY JOEL/She's Always A Woman (Columbia) |
| 12 | 11 | 6 | ① | GERRY RAFFERTY/Right Down The Line (UA) |
| 21 | 17 | 12 | ① | BARRY MANILOW/Ready To Take A Chance Again (Arista) |
| 15 | 13 | 7 | 7 | KENNY LOGGINS/Whenever I Call You Friend (Columbia) |
| 11 | 10 | 8 | 8 | DAVID GATES/Took The Last Train (Elektra) |
| 10 | 9 | 9 | 9 | CAPTAIN & TENNILLE/You Never Done It Like That (A&M) |
| 13 | 12 | 11 | 10 | CARLY SIMON & JAMES TAYLOR/Devoted To You (Elektra) |
| 5 | 8 | 10 | 11 | ANNE MURRAY/You Needed Me (Capitol) |
| 1 | 2 | 3 | 12 | OLIVIA NEWTON-JOHN/Hopelessly Devoted You (RSO) |
| 7 | 7 | 13 | 13 | EXILE/Kiss You All Over (WB/Curb) |
| 16 | 14 | 14 | 14 | MICHAEL JOHNSON/Almost Like Being In Love (EMI/America) |
| 22 | 18 | 16 | 15 | DAN HILL/All I See Is Your Face (20th) |
| 33 | 25 | 21 | ① | AMBROSIA/How Much I Feel (WB) |
| 30 | 21 | 18 | 17 | DOLLY PARTON/Heartbreaker (RCA) |
| 18 | 15 | 15 | 18 | ROBIN GIBB/Oh! Darling (RSO) |
| 34 | 29 | 24 | ① | PAUL DAVIS/Sweet Life (Bang) |
| - | 36 | 26 | ② | DONNA SUMMER/MacArthur Park (Casablanca) |
| 14 | 19 | 20 | 21 | TRAVOLTA & NEWTON-JOHN/Summer Nights (RSO) |
| 26 | 24 | 23 | 22 | LINDA RONSTADT/Back In The U.S.A. (Asylum) |
| 4 | 4 | 17 | 23 | COMMODORES/Three Times A Lady (Motown) |
| 8 | 16 | 19 | 24 | ANDY GIBB/An Everlasting Love (RSO) |
| - | - | 35 | ② | GINO VANNELLI/I Just Wanna Stop (A&M) |
| 38 | 32 | 28 | ② | STEELY DAN/Josie (ABC) |
| 29 | 22 | 22 | 27 | TASTE OF HONEY/Boogie Oogie Oogie (Capitol) |
| - | 35 | 32 | ② | WINGS/London Town (Capitol) |
| - | - | 40 | ② | DR. HOOK/Sharing The Night Together (Capitol) |
| 28 | 28 | 27 | 30 | STONEBOLT/I Will Still Love You (Parachute) |
| 32 | 31 | 31 | 31 | BARBRA STREISAND/Love Theme From 'Eyes Of Laura Mars'... (Columbia) |
| - | - | → | 32 | STEPHEN BISHOP/Everybody Needs Love (ABC) |
| - | - | 39 | 33 | ERIC CARMEN/Change Of Heart (Arista) |
| 31 | 34 | 34 | 34 | CRYSTAL GAYLE/Talking In Your Sleep (UA) |
| - | - | → | 35 | PLAYER/Prisoner Of Your Love (RSO) |
| - | 39 | 36 | 36 | HALL & OATES/It's A Laugh (RCA) |
| 27 | 26 | 33 | 37 | EVELYN "Champagne" KING/Shame (RCA) |
| 20 | 23 | 25 | 38 | WALTER EGAN/Magnet And Steel (Columbia) |
| - | - | → | 39 | CLOUT/Substitute (Epic) |
| - | - | → | 40 | JEFFERSON STARSHIP/Crazy Feelin' (RCA) |

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

CHART SUMMARY: Little River Band just did overtake Chris Rea this week, giving the group their first No. 1 P/A single ever. Locked in solid at numbers 3, 4, 5 and 6 with plenty of hot reports to back them up are John Paul Young, Billy Joel, Gerry Rafferty and Barry Manilow respectively. Kenny Loggins 7-7, David Gates 8-8, Captain & Tennille 9-9 and Carly & James 11-10 lost their black circles this week, but are still very active and may continue an upward trend next week. Last week's Breakers continue to rack up the points, as Paul Davis enjoys the sweet life 24-19 and Donna Summer jumps 26-20. This week's Breakers are Gino Vannelli, who surged an impressive ten points to 25, and Dr. Hook who came on very strong, moving eleven from 40-29. Debuts are Stephen Bishop No. 32, Player No. 35, Clout No. 39 and Jefferson Starship back in the race again at No. 40.

LEO SAYER "Raining In My Heart" (WB) 20/8 add KPPL, KRKK, WTMJ, WGR, KGIL, KRMG, WLOW, KVI. Moves 26-23 WATR.

DIANA ROSS & MICHAEL JACKSON "Ease On Down The Road" (MCA) 20/0. Moves 29-26 WRIE.

MECO "Theme From The Wizard Of Oz" (Millennium) 19/4 add WTVN, WATR, WWWE, WBT. Heavy rotation: KEX.

NICK GILDER "Hot Child In The City" (Chrysalis) 19/2 add KMPC, WCBM. Moves: 16-12 WLVA, 5-4 WHAG, 26-23 WORG. Heavy rotation: WHAM, KEX.

DOUCETTE "All I Want To Do" (Mushroom) 19/1 add KPPL. Debut 29 WATR.

PABLO CRUISE "Don't Want To Live Without It" (A&M) 17/4 add WLOW, KOGO, WCHV, WPRO. Moves: 22-15 KBLF, debut 21 K96, debut 28 WRIE.

O.C. SMITH "Love To Burn" (Shady Brook) 17/4 add WJNO, WCER, KPPL.

WHIZ. Moves: 20-17 KDWN, 24-19 WIBW.

KENNY NOLAN "But Love Me" (Polydor) 17/3 add WHOK, WIBW, KRKK. Moves 21-15 WLOW.

GENE COTTON "Like A Sunday In Salem" (Ariola) 14/5 add KSD, KBLF, KOGO, WNEW, KGIL.

FIREFALL "Strange Way" (Big Tree) 13/9 add WLNH, KBLF, WYMC, KRKK, KSD, KOGO, WORG, WHIZ, WLOW.

ALICIA BRIDGES "I Love The Night Life (Disco 'Round)" (Polydor) 12/1 add FM97. Moves: 29-23 WNEU, 33-22 WGAR.

Most Added:

- AL STEWART** Time Passages (Arista) Added at 24% of our reporting stations.
- GINO VANNELLI** I Just Wanna Stop (A&M) Added at 24% of our reporting stations.
- STEPHEN BISHOP** Everybody Needs Love (ABC) Added at 21% of our reporting stations.
- DR. HOOK** Sharing The Night Together (Capitol) Added at 19% of our reporting stations.
- ERIC CARMEN** Change Of Heart (Arista) Added at 17% of our reporting stations.
- AMBROSIA** How Much I Feel (WB) Added at 13% of our reporting stations.

Hottest:

- LITTLE RIVER BAND** Reminiscing (Harvest) Reported hot at 46% of our stations.
- KENNY LOGGINS** Whenever I Call You Friend (Columbia) Reported hot at 40% of our stations.
- BILLY JOEL** She's Always A Woman (Columbia) Reported hot at 36% of our stations.
- GERRY RAFFERTY** Right Down The Line (UA) Reported hot at 33% of our stations.
- JOHN PAUL YOUNG** Love Is In The Air (Scotti Bros.) Reported hot at 28% of our stations.
- BARRY MANILOW** Ready To Take A Chance Again (Arista) Reported hot at 27% of our stations.

NEW ENTRY

OPPORTUNITIES

Openings

KQDI/Great Falls, MT looking for air personality for the best radio sound in the state. Must be creative, intelligent and solid. If you are able to work hard and commit to being a real pro send tapes and resumes to Charlie Stone, Box 6760, Great Falls, MT 59403 or call (406) 761-2800. EOE (9-29)

NEEDED, one conversational news man for No. 1 Rocker. Strong Writing, some streets. Tapes and resumes to Greg Adams News Director, WKXX, Box 10904, Birmingham, AL 35205 or call (205) 254-3082. EOE M/F (9-29)

WSKY/Asheville, NC looking for a night person. Some experience needed. Good production. Tapes and resumes to Zeb Lee, Box 2956, Asheville, NC 28802 (9-29)

O97(KCMQ) Columbia, MO looking for natural sounding AOR Top 40 announcers. Must be hot in production. Need someone who knows sports/play-by-play. University city. 2 to 3 yrs commercial experience. Tapes and resumes to J. Jay Stone, Box 459, Columbia, MO 65202. EOE M/F (9-29)

KTHO South Lake Tahoe, CA, regional Pop/Adult station looking for experienced air personality with 1st phone. Tapes and resumes to Michael Bennett, KTHO AM&FM, S. Lake Tahoe, CA 95705. EOE (9-29)

KOFM Oklahoma City, OK needs chief engineer and weekend air talent. Contact Mike Miller, PD (405) 478-0444. EOE M/F (9-29)

Openings

KBST/Big Spring, TX looking for entertainer who can be a part of the community and keep our mornings number one. Good pay and future. No beginners. Solid pros looking for a new member of our team. Tapes and resumes to Tom Wall, Box 1632, Big Spring, TX 79720. EOE (9-29)

KFXM/San Bernardino, CA has an opening for a weekend jock. Tapes and resumes to Mitch Montrose, 666 Fairway Drive, San Bernardino, CA 92408. (9-29)

KSLM/Salem, OR is looking for a one-to-one personality to do morning drive. Three to five yrs experience in a medium market Pop/Adult or Top 40 station is requested. Production experience is also required. Tapes, resumes and photo to Wally Sale, PD, Box 631, Salem, OR 97308 (9-29)

KSEK/KMRJ needs Pop/Adult personalities with experience and things to say. If you can provide an entertaining air sound, we want to talk to you. Rush tapes, resumes and salary requirements to Program Director, KSEK/KMRJ, Box 610, Pittsburgh, KS 66762. No calls please (9-29)

KGAB/Ventura, CA needs announcers for this Abrams Superstars affiliate. Tapes and resumes to Chester Coleman, PD, 2284 S. Victoria Ave., Ventura, CA 93003. (9-29)

Openings

Air Talent needed A S A P. for shift on small market adult station. Production skills, newsreading and playing the hits. Beginners considered. Tapes and resumes to Terry Terio, PD, KEEP, Box 348, Twin Falls, ID 83301. EOE (9-29)

Top station in Pennsylvania's third largest market needs a quality newperson. Good voice and crisp writing important. Tapes and resumes to Matt Korp, ND, WEEK WQQQ, Box 190 Easton, PA 18042. EOE (9-29)

WANTED. Male or female personality for Pop/Adult station. Broadcast without the pressure of the "book". West Virginia. Tapes and resumes to Don Blyeu, GM, WABD, Box 521, Ft. Campbell, KY 42223 or call (615) 431-4984 between 9am-12noon. EOE (9-29)

WLAY/Muscle Shoals, AL looking for announcer/production person who can handle duties as Music Director. Highly Competitive market. Need an up and comer, but not a beginner. Tapes and resumes to Tom Pepper, PD, WLAY, Box 220, Sheffield, AL 35660, or call (205) 383-2525 between 1-5pm. EOE (9-29)

Country radio station KFGO/Fargo, ND is looking for a couple of experienced air persons. 3 to 5 yrs experience required. Top working conditions. Good money. Tapes and resumes to Bill Hoverson, PD, Box 58107, Fargo, ND 58107 (9-29)

Openings

WGH/Newport News/Norfolk/Virginia Beach, one million plus market needs morning newswoman for Top 40 station. Must have good voice, smooth one to one delivery and writing skills. Minimum 3 yrs experience. Excellent working conditions with stable company. Tapes and resumes to Carl Holland, ND, Box 98, Newport News, VA 23607. No calls please. EOE M/F (9-29)

Attention all jocks one step beyond WKRP? You may be my kind of people. Send tape today to Mr. Bones Wah, Programming, Fairbanks Broadcasting, 2835 N. Illinois, Indianapolis, IN 46208 (9-29)

Newscaster/Street Reporter wanted for expanding news department in small Southern market. Journalism and/or broadcasting background required. Minorities encouraged. Rush tapes and resumes to Dave Warren, ND, WCHV WWWV FM, Box 5387, Charlottesville, VA 22905. EOE M/F (9-29)

WLSQ/Montgomery, AL looking for great air personalities. Excellent opportunity for professional communicators with good pipes. Tapes and resumes to J. J. Beach, Box 5000, Montgomery, AL 36101 or call (205) 832-4295. EOE M/F (9-29)

KOIL/Omaha, NE now accepting air checks and resumes for jock position opening up on November 15th. Tapes and resumes to Jimmy O'Neil, 8901 Indian Hills Drive, Omaha, NE 68114. EOE (9-29)

CHANGES

Radio

TERRY MASON promoted to Music Director KOIL/Omaha, NE.
CHARLIE STONE promoted from Production Director to Program Director KQDI/Great Falls, MT.
JOHNNY BRADLEY (Brad Orchard) formerly KAFY/Bakersfield, CA joins KPAM/Portland, OR.
MIKE CIVILETTI formerly Sales Manager WEEP-AM-FM/Pittsburgh, PA to Vice President, General Manager WIXZ/Pittsburgh, PA.
JACKSON HUNTER formerly WHIN/Gallatin, TN joins WKDA/Nashville, TN as all night host.
WILLIAM D. (Butch) BRANNUM (David Todd) formerly WKGN/Knoxville, TN joins Dick Broadcasting as Operations Manager of WKDA-WKDF/Nashville, TN.
MARY LEINARD (Jeny Edwards) formerly WLYV/Ft. Wayne, IN joins WFMS/Indianapolis, IN as afternoon drive.
THOMAS A. WYSS appointed General Manager of KO95-FM (KOAHL)/Duluth, MN.
JOHN BRANCAMP formerly Program Director of WRWC-FM/Beckton, IL appointed Operations Manager/Program Director KO95-FM (KOAHL)/Duluth, MN.
DAN MARCUS appointed afternoon drive jock and sales representative at KO95-FM (KOAHL)/Duluth, MN.
DAN CULHANE from middays to morning drive at KO95-FM (KOAHL)/Duluth, MN.
BARBARA GRAFF formerly Senior Media Planner Doyle Dane Bernbach, joins WOR/New York, NY as Account Executive.

JEFF WILLIAMS formerly KGAY/Salem, OR joins KRDR/Portland, OR as afternoon jock and Production Director.
RICHARD MARTIN formerly WSNY/Jacksonville, FL joins WQIK/Jacksonville, FL as News Director.
ROD LEARNED formerly KKOY/Chanute, KS joins KFDI-FM/Wichita, KS doing 6pm-12mid.
MARTY ROWLAND formerly WQIK/Jacksonville, FL joins WTNT/Tallahassee, FL as Music Director and afternoon drive jock.
CHRISTOPHER T. GALLU formerly General Sales Manager of WFBR-AM/Baltimore and WBKZ-FM/Baltimore appointed General Manager of WNOX/Knoxville, TN.
JACK SHAW formerly KAUM-KXYZ/Houston joins WBCS/Milwaukee as Creative Services Director.
ROSE MATELL formerly WVTM/Milwaukee joins WBCS/Milwaukee, WI as Traffic Director.
JAY MICHAELS promoted to Asst. Program Director WBCS-AM/Milwaukee, WI.
KEN RICE promoted to Asst. Program Director WBCS-FM/Milwaukee, WI.
RANDY RICE formerly PD Z98 (KLAZ)/Little Rock, AR joins WFMF/Baton Rouge, LA as Program Director.
J.J. STONE from KWIC/Beaumont, TX to WFMF/Baton Rouge, LA as afternoon drive.
STEVE CANNON from WJBO/Baton Rouge to WFMF/Baton Rouge, LA.
JOHN FRAWLEY promoted to Program Director WCFR/Springfield, VT.
BOB ESTES promoted to Music Director WCFR/Springfield, VT.
MIKE O'NEAL formerly WHEB/Portsmouth, NH joins WCFR/Springfield, VT.
JIM ROBERTS promoted to Program Director WQFM/Milwaukee, WI.
JOHN NAVIN promoted to Program Director WKQQ/Lexington, KY.
STEVE JOHNSON formerly WKXX/Birmingham appointed Music Director WHHY/Montgomery, AL.
JOHN MARINAKOS appointed Music Director KPAS/EI Paso, TX.
FRANK INTRIERI appointed Asst. Program Director KPAS/EI Paso, TX.
DEBBIE CALTON appointed Music Director WRPL/Charlotte, N.C.
CURT GARY appointed Music Director WEBN/Cincinnati, OH.

Station Line-Ups

WMAZ/Macon, GA LINE-UP: 6am-10am Bill Powell (PD), 10am-2:30pm Jim Pryor, 2:30-7pm Steve Murphy (MD), 7pm-1am Bob Kidd. Weekends: Cyn Anderson and Ben Sandifer.
WFMF/Baton Rouge, LA LINE-UP: 5:30am-9am Randy Rice (PD/MD), 9am-12noon Steve Cannon, 12noon-3pm Gary Hail, 3pm-7pm J.J. Stone, 7pm-12mid Jimmy Mil-

ler, 12mid-5:30am Richard Kent. Weekends: Christopher Knight and Bob Perry.
WRKO/Boston, MA LINE-UP: 6am-10am Charlie and Harrigan, 10am-1pm Mike Addams, 1pm-4pm Dude Walker, 4pm-7pm Ron O'Brien, 7pm-10pm Wally B, 10pm-2am Dennis Jon Baily, 2am-6am Tom Murphy.
WBCS/Milwaukee, WI LINE-UP: 6am-10am Ken Rice, 10am-12noon Bill Conway (PD), 12noon-3pm Steve Golden, 3pm-7pm Marc Franklin, 7pm-12mid Valerie Moore, 12mid-6am Big Ernie. Weekends: Dave Duncan.
WWWZ-PM/Summerville, S.C. LINE-UP: 6am-10am Wayne Summers, 10am-3pm Michael Justin (MD), 3pm-7pm Brooks Alsbroole (PD), 7pm-12mid Bill Gray, 12mid-6am Anne Christ.
KMPS/Seattle, WA LINE-UP: 6am-10am Phil Harper, 10am-3pm Jim Williams, 3pm-7pm Chuck Urban, 7pm-12mid Charlye Parker, 12mid-6am Big Ed Dunaway.
KFDI-FM/Wichita, KS LINE-UP: 6am-8am Mike Oatman, 8am-1pm Randy Stevens (MD), 1pm-6pm John Speer (PD), 6pm-12mid Rod Learned, 12mid-2am OZ, 2am-6am Dick Houser.
KMPS-FM/Seattle, WA LINE-UP: 6am-10am Phil Harper, 10am-3pm Gary Vance, 3pm-7pm Lee Rogers, 7pm-12mid Bill Cole, 12mid-6am Brian Austin.
WCFR/Springfield, VT LINE-UP: 6am-10am John Frawley (PD), 10am-3pm Gary Bruce, 3pm-7pm Bob Estes (MD), 7pm-12mid Mike O'Neal. Weekends: Ken McDonald.
KBBQ/Ventura, CA LINE-UP: 6am-9am Earl Spencer, 9am-12noon Mark Holste, 12noon-3pm Ron Christian, 3pm-6pm Van St. James, 6pm-12mid Don Johnston, 12mid-6am Gary Lee.

Records

BOB NEWMARK appointed Director, Marketing Services for Pickwick Records.
JACK BRATEL named Director National Sales and Marketing for Venture Records.
"BIG AL" PRIVETT joins RCA Records as Manager, Regional Promotion for the Southwest.
JEAN ZIMENT promoted to Associate Director, Creative Services Costs, CBS Records.
BEVERLY PAIGE appointed General Publicist, Black Music Marketing, CBS Records.
MARSHA DIGGS-PELLMAN appointed Tour Publicist, Black Music Marketing, CBS Records.
ALAN GOODMAN appointed Copy Director, Advertising Creative Services, CBS Records.
SUSAN HARRINGTON appointed Manager, National Secondary Promotion, Western Region, Epic/Portrait/Assoc. Labels.
MIA MATHER appointed Director, Marketing Information Systems, CBS Records.
GUY SPELLMAN appointed Associate Product Manager, Columbia Records.
RAY TOWNLEY named Midwest Regional Marketing Director for Cream Records.
DURRIE PARKS appointed International Publicity Coordinator for A&M Records.
CHRIS BACA appointed Sales Aids and Display Merchandising Coordinator for 20th Century-Fox Records.
MARIA POLIVKA named National Album Director for 20th Century-Fox Records.
ED HAMILTON named National Promotion Director for Lone Star Records.
ROMAN MARCINKIEWICZ promoted to Promotion Manager for MCA Records Miami branch.
STANLEY STEWART appointed Promotion Manger for MCA Records in Charlotte, N.C.
ANDREW J. GERBER appointed General Attorney, Records Group, CBS Law Department.
JOE YOPPOLO appointed Branch Manager for CBS Records Seattle branch.
GREGG HAMILTON appointed Senior Planning Analyst, Business Development, CBS Records.
JERRY PITTI appointed Branch Manager for CBS Records, San Francisco branch.
JOCK McLEAN appointed Director, Artist Development, Columbia Records, East Coast.
JIM FISHEL appointed Associate Director, Contemporary Music, East Coast A&R, Columbia Records.

Industry Changes

DEANNE BROEN named Promotion Director for Superior Record Distributing Co.
JEFFREY BRABEC appointed Director of Business Affairs for Interworld Music Group, Inc.

