

# Radio & Records

## Will Daytimers Become Fulltimers?

... SEE WASHINGTON REPORT PAGE 4

## Dr. Lutz: Researching New Records

... SEE PAGE 10

ISSUE NUMBER 260

THE INDUSTRY'S NEWSPAPER

DECEMBER 1, 1978

RETAIL, RACK INFO IN CUSTOMIZED FORMAT

HUSBAND-WIFE COMPETITION AT KULF, KYND

### R&R To Provide Sales Data In New Section

Radio & Records has always been dedicated to providing the radio and record industries with the most accurate, comprehensive information possible. The industry's newspaper takes a momentous step forward in that direction with the advent in January of our new weekly sales information section. Working in tandem with MusicVision, a national marketing development and research company staffed by some of the industry's leading sales/marketing authorities, R&R will present information on the nation's best-selling records in both the retail and rack sectors, present-

The staff of MusicVision will be constantly on the phones or travelling to different markets to provide the most detailed, accurate data available. MusicVision is a full-service marketing company, and as such will be handling projects for a number of record companies in addition to compiling sales figures for R&R. Therefore, R&R has taken great pains to institute proper safeguards in monitoring all research and figures, and pledges that the information presented in the paper's sales section will be certified for accuracy, with no opportunity for hyp-

## MusicVision

ed in an innovative fashion geared to supplying instant, functional data to both radio programmers and record industry personnel. The combination of the new MusicVision sales information with R&R's already-comprehensive and constantly-expanding radio airplay data will give R&R an unparalleled array of music information.

### The MusicVision Line-Up

MusicVision was founded by Dennis Lavinthal, whose family operated a top distribution/rack jobbing concern, and who has served as Vice President of Sales and Marketing at ABC Records, among many other industry positions. Working closely with Lavinthal is Lenny Beer, former Vice President of Record World, who designed and maintained the most scientific and credible sales-based chart system of its time for that publication, before joining 20th Century-Fox Records as Vice President of Promotion and then coming to MusicVision. Beer's longtime associate Toni Profera, who was also instrumental in developing the Record World charts, is also part of MusicVision, as is former ABC marketing executive and financial expert Howard Gillman.

ing or distortion to affect the results.

R&R has always been the industry's leader in providing accurate, easy-to-use airplay information. The new MusicVision sales information section will be the final complement which will allow R&R to provide our readers with the best available information in every sector of the industry.

### CAVIANO TO HEAD BOTH

## Warners Establishes Disco Department, New Label

Warner Bros. Records has launched an "intensive" disco campaign, as widely rumored for some time, with a new Disco Department within the company and a new custom label, RFC Records, specializing in disco product. Both will be headed by Ray Caviano, former Vice President, Special Projects/National Disco Promotion Director for TK Records. Caviano has been named Executive Director of Warner Bros.' Disco Department, and will acquire disco product for both RFC and the parent label. Staff appointments and signings will be announced soon.

In making the announcement,

Dick French, General Manager of WHBQ/Memphis, and Vici Williams, General Sales Manager of WEZI/Memphis, have been named to the General Manager positions at Harte-Hanks Southern Communications' KULF and KYND/Houston respectively. French and Williams are husband and wife, and their upcoming professional relationship managing major market stations in the same city and chain makes for an unprecedented broadcasting situation.

The couple have competed, although not both on a GM level, in Memphis already, however, and are both excited about their new opportunities. French told R&R, "It's the perfect situation," stressing the potential existing in an "up-and-coming group"'s largest market outlet. He had nothing but praise for the RKO organization (owners of WHBQ), saying, "I don't know how anybody could be in a group situation and enjoy it more. I've been privileged to learn from my fellow general managers in the chain." French was credited with tripling WHBQ's billing from 1976 to 1978.

Gary Edens, Vice President in charge of Harte-Hanks Southern's five Southwestern stations, as well as GM of KOY/Phoenix, told R&R in making the announcement,

"Dick French and Vici Williams bring to these two fine facilities outstanding track records of success in broadcasting. We are excited about our future in Houston with these dynamic managers at the helm." He added, in discussing Williams, whose new appointment is a promotion within the chain, "Vici will be the first female General Manager in our company, and we're very proud. She has a very good background; she's been in radio and television, in research, sales, and promotion, and has been Sales Manager of WEZI since 1974."

William Bosse, previous General Manager of both Pop/Adult KULF and Beautiful Music-for-

matted KYND, has resigned, and will announce future plans subsequently. No format changes are planned at either station. At KULF, currently lower-rated than its sister station, Edens commented that French will "assess the situation and make recommendations. Obviously, we're hiring him to give us his professional guidance to lead the station to greater heights than it has enjoyed recently."

RKO Radio President Dwight Case told R&R, "They got it together. I'm happy for them both." He added that a replacement for French at WHBQ will be named from inside the company in a matter of days.

## Rock Named To National Post At Insilco

Bill Rock has been appointed National Director of Program Development for the Insilco Broadcast Group. He will also retain his present position as Operations Manager at Insilco's WELI/New Haven. Insilco also operates WKSS-FM/Hartford, KPOK/KZUE-FM/Oklahoma City, WGSO/WQUE-FM/New Orleans, and the Oklahoma News Network; and will operate, pending FCC approval, WVCG/WYOR-FM/Miami-Coral Gables.

Rock described his new responsibilities as having two main functions. "One, I'll help bring awareness to the industry of the Insilco group as a group. Our stations are known individually, but we want to be represented more as a group. Secondly, I'll be bringing expertise to the group as a corporate programming staff member. We'll develop more of a coordinated effort with our stations, operating more as a group than we have in the past. I'll be providing another dimension of expertise to our stations, working with one station at a time." Rock stressed that programming for Insilco's stations will still be determined by the individual stations, and will not be "dictated from a central office," emphasizing again that his job will concentrate on coordination.

Prior to his joining Pop/Adult News/Talk WELI, Rock was Oper-  
(Continued on page 3)

## Sonny Taylor New VP At Polydor



Sonny Taylor

Sonny Taylor, longtime Program Director at Black-formatted WWRL/New York, has been appointed Vice President, Special Markets at Polydor Records. Taylor had recently resigned his position at the radio station.

Taylor told R&R, "I'm going to try to bring all the things I learned in radio into the record industry, because some of the paths and goals of the record business are the same as radio's."

In addition to Taylor's appointment, Polydor has named Bob Frost National Promotion Manager, Special Markets. Frost was most recently with Warner Bros., doing promotion in the Northeast.

RADIO & RECORDS CONVENTION / 79

Details and Convention Registration Form Appear On Page 2

# RADIO & RECORDS CONVENTION '79



**March 1-4**

## Century Plaza Hotel/Los Angeles

### THURSDAY:

- Registration
- Individual Format Discussion Sessions—Part I . . . AOR, Country, Black
- Production Technique/New Equipment Seminar—Part I
- Video Displays
- Hospitality Suites

### FRIDAY:

- Breakfast
- Keynote Address
- Marketing Research Session "Learning About Your Listeners' Lifestyles"
- Multi Media Show "A Salute To Radio Across America"
- Air Personality Panel
- Individual Format Discussion Sessions—Part II . . . Top 40, Pop/Adult, Production Technique/New Equipment, Video Displays
- Cocktail Party & Buffet Supper
- Hospitality Suites

### SATURDAY:

- Breakfast
- Keynote Address
- FCC Seminar
- The Radio & Records Game Show
- Ratings Session . . . Representatives of Arbitron, Ram, Burke, and A&S
- Banquet and Superstar Show

### To Register

Send completed coupon below with check or money order, made payable to Radio & Records, to: Radio & Records, Convention '79, 1930 Century Park West, Los Angeles, CA. 90067.

**Registration is \$150**  
(must be received by February 10, 1979)

Registration includes all sessions and listed food functions.

NAME \_\_\_\_\_

STATION/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Multiple registrations may be submitted on a separate sheet of paper.

## Hotel Reservations

Century Plaza Hotel **SOLD OUT**  
Beverly Hilton **Approaching sold out status**  
Ramada Inn **Rooms still available**

*All reservations are being coordinated by the Century Plaza Hotel. Please call Jackie, in Convention Reservations Department at*

**(213) 277-2000**

# McCoy Names New GM's At KLAK, KPPL/Denver

McCoy Broadcasting has appointed new General Managers at its Denver radio stations, KLAK (formatted Country) and KPPL-FM (Pop/Adult). Ev Wren takes over the KLAK position, replacing Robert Prangley, who left to start his own sales and marketing business. Wren is a 30-year broadcasting industry veteran who most recently headed his own radio production/consultation business.

At KPPL, Station Manager Jim Teeson has been promoted to General Manager. Teeson, who has been in radio since 1963, was credited by McCoy President Arthur H. McCoy with creating KPPL's current format.

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## ANGRY AT SAN DIEGO PAPER'S AD

### KGB's Man In Chicken Suit Files \$3 Million Chicken Suit

The KGB Chicken, the nation's most notorious station mascot, is generally regarded as highly popular in the San Diego area, but apparently it's not quite unanimous, and a \$3 million lawsuit against a San Diego weekly newspaper is the result of one citizen's public distaste for the Chicken.

in real life) decided to sue for \$3 million in punitive damages and an unspecified amount in general damages. Giannoulas claims that he has "developed an acute condition of paranoia" as a result of the ad, suffering mental anguish and incurring \$600 worth of medical expenses.

Giannoulas was cautious about commenting on the case for legal reasons when contacted by R&R, but said, "I didn't find it very funny. I'm sure a lot of people in the public eye receive a lot of threats, but I don't think any newspaper should print them."

In the November 23, 1977 issue of the San Diego Reader, an anonymous classified ad was printed reading: "For the sake of San Diego, let's assassinate the chicken. Interested persons respond in Reader classifieds." Reader policy allows anonymous classifieds, so the perpetrator cannot be identified. Subsequent chicken-related ads have been monitored closely to avoid repetitions, and Reader officials were described as "furious" that the assassination ad appeared, but the Chicken (Ted Giannoulas

### Elvis Impersonator Claims Credit For Dubious Disc

Mike Conley, an Elvis impersonator hailing from Madison, Maine, has claimed that he is the real vocalist on a record entitled "Tell Me Pretty Baby," which was represented as Elvis Presley's first recording (R&R 9-29). Distributed by Cin-Kay Record Distributors of

Nashville, the record has been the subject of a fair amount of controversy and, most recently, two temporary restraining orders filed on behalf of RCA Records and the late singer's father, Vernon Presley. The restraining orders prevent the sale, pressing or distribution of the discs until the matter is settled in court.

battle over the validity of the record, he felt compelled to confess his role. Conley also stated that he would be willing to submit to a polygraph test in order to prove he is telling the truth. RCA's attorneys have expressed a desire to meet with Conley to determine whether his story is accurate.

According to Conley, he was pressured into making the records for fear that his contract with Cin-Kay would be terminated, and that upon reading of the pending legal

Meanwhile, Hal Freeman, head of Cin-Kay, earlier characterized Conley's claim as "a cheap publicity gag"; however, when contacted by R&R, he was unavailable for comment.

### KFWB Delivers Findings To D.A.'s Office

The controversy surrounding former Managing News Editor Ken Draper's departure from All-News KFWB/Los Angeles due to charges of financial irregularity has resurfaced, with the station's delivering the results of their internal audits and investigations into the matter to the local District Attorney's office.

As detailed in R&R (9-1), Draper allegedly had made out false overtime checks to station personnel, who would then endorse the checks and return them to Draper. Sources claimed that approximately \$30,000 was siphoned off in this manner.

KFWB General Manager Frank Oxarant told R&R that the station's attorneys have been coordinating the on-going investigation and "advise against further comment, as the matter is in the hands of the District Attorney."

When the station management learned of Draper's supposed indiscretions, Draper was placed on "indefinite suspension" and the station began conducting the investigation which is now in the hands of the District Attorney's office.

ough, and did not serve as a sufficient deterrent to youth who may be involved with drugs.

However, if Richards is not served with a notice of appeal within the boundaries of Canada during the next six months, he is technically a free man. Once the appeal has been filed, his sentence will have been stayed and therefore he is not bound to either perform at a benefit concert for the blind as ordered, or even to report to his probation officer. Nonetheless, Richards is said to be proceeding with plans for the concert as ordered.

### Canadian Govt. To Appeal Richards Sentence

Although Rolling Stones' guitarist Keith Richards's recent trial in Toronto on drug charges ended with his receiving a suspended sentence (R&R 10-27), his legal difficulties may not be over. Canadian Justice Minister Otto Lang said Tuesday (11-21) that he intends to order an appeal of the original sentence.

Sources claim that pressure from the citizens of Toronto upon the office of the Attorney General there have caused the appeal, based upon the feeling that Richards's original sentence was not harsh en-

### Broadcasters Charge ASCAP, BMI With Antitrust Violations

A suit filed Monday (11-27) in New York Federal Court by the All-Industry Television Music License Committee, an organization composed of a number of group and individual broadcasters, charged ASCAP and BMI with being in violation of the Sherman Antitrust Act.

Charges levelled against the publishing organizations in the suit include 1) they force local television stations to pay for all music compositions regardless of whether or not the music is actually broadcast, 2) royalties must be paid based upon the station's revenues regardless of the value of the music, and 3) local stations must pay more than other broadcasters.

While the suit does not ask for financial damages, it seeks an injunction against the blanket copyright licenses currently offered by ASCAP and BMI. In addition, it seeks to end the practice of splitting performance and synchronization rights which allows a television producer to pay the music licensors only for his use of the music while each television station must subsequently pay a performance fee.

In 1969, CBS brought suit against the two organizations, charging that issuing blanket licenses amounts to price-fixing. The case is currently on appeal before the U.S. Supreme Court.

### Warner Bros. New Label

(Continued from page 1)

duct, we see Ray's appointment and the distribution pact with RFC to be especially timely. With the formation of a special disco department within the company, and the acquisition of the RFC label... we feel that Warners will be able to anticipate and initiate new directions in disco music and artist development."

## INSIDE R&R:

- WASHINGTON REPORT ..... 4
- MEDIASCOPE ..... 6
- WHAT'S NEW ..... 8
- MEDIA MARKETING ..... 10
- STREET TALK ..... 12
- TOP 40 SECTION ..... 14
- PICTURE PAGE ..... 32
- GARY OWENS ..... 40
- BLACK SECTION ..... 42
- AOR SECTION ..... 44
- COUNTRY SECTION ..... 58
- POP/ADULT SECTION ..... 64
- OPPORTUNITIES ..... 68



Paul Cassidy

### Cassidy Named Century West Coast Sales Director

Paul Cassidy has been appointed to a newly created position, Director of Sales, West Coast for Century Broadcasting. Cassidy was most recently Vice President/General Manager of KTNQ-KGBS/Los Angeles. Century President Howard Grafman commented in making the announcement, "Paul represents the executive we've been looking for. His management and sales background offer us the top-caliber radio executive Century wanted."

Cassidy, selected in 1978 for Who's Who In America, has an extensive background in radio management, having worked for Westinghouse, RKO, ABC and Storer Broadcasting at stations covering a variety of formats. He was General Manager of KHJ/Los Angeles several years ago, and is a board member of the Southern California Broadcasters Association.

### Subscription Rate Increase

Beginning December 1, 1978, Radio & Records will raise its subscription rate for the first time in five years, owing to continuing price increases in newsprint and postage. The rate increase is \$10 a year, setting the rate for new yearly subscriptions and renewals at \$140. All R&R subscribers will continue to receive two rating breakout special editions each year at no extra charge.

### Rock

(Continued from page 1)

ations Manager at WMEX/Boston and WTRY/Albany-Troy, and had been Assistant Program Director at WNBC/New York. He was previously Production Director at WIXZ/Pittsburgh and worked as an air personality at a number of stations since the midsixties, including WIXY/Cleveland.

# WASHINGTON REPORT

## Update

By Jonathan Hall

### FCC Denies KIKX In Continuing "Kidnap" Case

It's been almost five years since KIKX/Tucson staged a kidnapping hoax involving the mysterious disappearance of jock Arthur "Crazy Man" Gopen. Apparently the station had created the promotion/contest to cover several days that Gopen, a highly rated morning man, would be away from the station. It was so convincing, however, that it aroused the interest of the local police and had to be called off.

In an initial decision, an FCC judge said the station's owner, John Walton of El Paso, should forfeit the license because of his abdication of responsibility. The judge also noted Walton's failure to make sure that his EEO policy had been implemented prior to including it in his renewal application in 1974.

### GM Versus PD

That decision is being appealed and on Tuesday, Norman Goldstein, a Commission attorney and Walton's counsel rehearsed the case before all seven commissioners.

In what could have easily been script material for "WKRP In Cincinnati" (were it alive and well), a traditional love/hate relationship was constructed between the station's GM (Forsythe) and PD (Inksted). Both men subsequently left KIKX.

On one hand, Forsythe was characterized by Walton's attorney as having been double-crossed by Inksted. The PD, on the other hand, was portrayed as a "very interesting character" who disregarded manuals he found too difficult to understand and who defended his actions leading to an FCC investigation of the station claiming he was "irritated."

### Compared With CBS

Asked how this promotion differed from CBS's "Winner Take All" promotion (a tennis match judged a misrepresentation, for which CBS was penalized) Commissioner Jim Quello said that the CBS action was not a staged event and that it had not used false actualities during news reports in its promotion.

### Licensees Beware

Walton's attorney attempted to convince the commissioners that the licensee through well-established procedures and lines of communication had control. The Broadcast Bureau contends that while that may be the case, there was a breakdown in its implementation. The outcome will alert licensees of the Commission's most recent thinking.

### High Court Refuses To Rehear Farber Case

The Supreme Court said Monday it will not rehear the Myron Farber case, as requested by the New York Times, Farber's employer. Farber has been convicted of refusing to turn over confidential notes, calling them a sacred "tool" of journalists (R&R 11-17).

Broadcasters around the country had hoped the Justices would give credence to individual efforts to establish protection for journalists (shield laws). The only remaining recourse now seems to be legislation.

But Paul Davis, President of the Radio-TV News Directors Association and News Director at WCIA/Champaign, IL, maintains the possibility of two other logical outcomes: 1) a large number of state court cases leading to conflicting interpretations and 2) a trend toward timid journalism.

Davis adds, "It will be hard to find a case which contains as many errors in constitutional law as this one. . . . The failure of the court to clarify these basic First Amendment questions can only create confusion for both journalists and the courts."

### Working Women Make Radio Impact

Working women number some 37 million today. That number, which is expected to increase to 45 million by 1990, is having a profound impact on radio marketing, according to a report by Dick Montesano, Senior VP at the Radio Advertising Bureau.

Using a compilation of research data indicating the media listening habits of women, Montesano concludes that social and economic characteristics of working women make them an increasingly important group for advertisers — but also of interest to programmers.

With increased income and independence, working women are better than average customers for industries, such as food, apparel, travel, entertainment, financial, automotive, cosmetic, and major appliances, according to the report.

Other important characteristics of the working woman are: 1) that she is likely to be younger, better educated, and live in a higher income household, 2) almost nine out of 10 listen to radio during an average weekday, 3) more full-time female employees listen to radio than watch TV in a week and, 4) radio reaches significantly more working women in an average weekday than newspapers.

When heavy radio advertising is used in conjunction with other media regardless of the concentration, response among working women is highest, the report added.

## New Hope For Daytimers

A movement headed by the Daytime Broadcasters Association (DBA) to allow 2250 daytime radio stations to operate at night appears to be focusing on a specific solution to the complex problem.

The proposal, backed by Ray Livesay, Chairman of the Association, would reduce the width of AM frequencies from 10 kHz to 9 kHz, the spacing utilized by most countries. (Note: Momentum for adding nighttime service seems to be gaining because of recent efforts on Capitol Hill.)

Although experts told R&R that it would take years to implement, the proposal would create 14 additional AM broadcast channels within the existing AM band. This action would not disrupt domestic or shared clear channels, according to Livesay. However, some broadcasters disagree.

Livesay told R&R that this is one of several solutions to provide the only nighttime local service to an estimated 14 million rural Americans.

Formerly, Livesay had advocated restructuring the clears by reclassifying 14 of the 107 AM broadcast channels as class IV fulltime channels (currently, six class IV fulltime channels accommodate 1010 stations). A third alternative (not much discussed) would be to change the rules regarding skywaves.

Still another alternative calls for expanding the current AM band. The NAB, which supports this idea as a means for creating new stations for minorities, claims that this would be the least disruptive approach. Daytimers have been unsupportive, feeling that getting re-allocated to "graveyard" frequencies (530-540 kHz and 1600-1610 kHz) is not a satisfactory solution.

### Congressional Support

A leading backer of daytimers on Capitol Hill is Rep. Paul Findley (R-IL), who feels "there is no justification for continuing to deny nighttime local service to 45 million people," according to Bob Wichser, his administrative assistant. He does not, however, favor any one solution over others, Wichser added.

DBA sentiment is summed up by Rep. Lionel Van Deerlin (D-CA), author of the proposed rewrite of the Communications Act, who in a letter to Findley noted: "Instead of having news, weather, community information and entertainment, the 'clear channel' policy requires the vast majority of Americans living in small towns and rural areas to tune in to faraway stations in the evening and early morning and listen to programming which seldom adequately meets their local needs or desires."

Livesay says the advantages to changing the width from 10 to 9 kHz far outweigh the disadvantages, one of which would be to alter the directional patterns for many station's antennas, a major problem cited by opponents.

The primary advantages, according to Livesay, are that daytimers would keep off clear channels, regionals, 1A's and 1B's. That solution, he says, would take care of everyone, including clears, daytimers and minority stations.

### Reassigning The Clears

Duplication of frequencies is another solution advocated by Livesay. This plan would consolidate clear channel stations, such as WCCO/Minneapolis (830 kHz), WGY/Schenectady (810), WBAP/Ft. Worth (820), and WHAS/Louisville (840), on one frequency. Thus three channels — 810, 820 and 840 kHz — could be reassigned to daytimers seeking fulltime status.

"Many daytimers have been misled," charged Len Hensel, Vice President of WSM/Nashville and former NAB Radio Board Chairman. "The biggest problem is technically it's not feasible to duplicate channels."

In addition, Hensel notes the impetus at the FCC to increase frequencies is based upon finding ways to accommodate new minority applicants, not necessarily solving the plight of the daytimer.

### DBA Mounts Campaign

Livesay, who is President of WLBH/Mattoon, IL, an NRBA board member and former NAB board member, has been lobbying the Commission, NAB, NRBA, and Congress to lend support to the 9 kHz proposal.

His strategy is to seek inclusion of the proposal in the upcoming World Administrative Radio Conference (WARC) talks to be held in Geneva in September 1979 — a necessary first step.

On the other hand, Washington attorney David Hilliard of Kirkland & Ellis, who represents Clear Channel Broadcasting Service, said his group will not take a stand until after WARC, "if at all."

However, he cites several problems associated with the issue: 1) decreased coverage areas due to increased interference, 2) difficulties with directional antennas, and 3) competition on clear channels from other countries.

Livesay acknowledges the proposed solution is many years away. If WARC would adopt the 9 kHz plan for the U.S., Congress would then have to approve it and the FCC implement it. The action, he admits, would take a long time.

Livesay, however, points out the problem has been in existence for 40 years, and that a few more years to find a lasting solution would not make much difference at this point.

## Washington Street Talk

### People

Jerold Jacobs moved in as acting chief of the Broadcast Facilities Division of the Broadcast Bureau this week, replacing Dave Landis, who retired after 30 years with the Commission. Jacobs joined the FCC in 1968 out of Harvard Law School.

### Places

NAB's VP for Radio Wayne Cornils gives up on trying to get FCC Chairman to commit to staff participation in a tour of small market radio stations which NAB has run for five years. Cornils says that attempts have been made since March to schedule the tour, but that he has given up for this year.

### Things

RAB board member, Dick Harris, president of Westinghouse's Radio Group, tossed out proposal to members of NAB's Metro Market Radio Committee this week to have NAB abandon its traditional National Radio Month campaign in lieu of supporting a joint NAB/RAB multi-media project aimed at broadcast advertisers.

# AFTER 3 WEEKS!

**99X add**  
**WFIL add**  
**WHBQ add**  
**KRTH add 28**  
**KFI add**  
**KTLK add**  
**WAVZ add 32**  
**WOLF add**  
**WICC add**  
**WYRE add**  
**WKBO add**  
**KLIF add 40**  
**WAYS add**  
**Y103 add**  
**WTIX add**  
**WNOE add**  
**WSGA add 29**  
**WLAC add**  
**KEZY deb 31**

**KNOW add**  
**WSGN add**  
**WRJZ add**  
**WNAP add**  
**WOW add**  
**KLEO add**  
**WHB add 40**  
**KTAC add**  
**KRSP add**  
**KCPX add**  
**KTKT add**  
**KROY add**  
**KRKE add 28**  
**WGUY add**  
**WHYN add 41**  
**K-104 add**  
**WFLB add**  
**WAIR add**  
**WGLF 29-25**

**CK-101 add 39**  
**WTMA add**  
**KKRC add**  
**WRKR add**  
**WEBC add**  
**WTRU add 34**  
**KLMS add**  
**KDON add**  
**KYSN add 38**  
**KDZA add 38**  
**KCBN add**  
**KFXD add**  
**WPGC deb 28**  
**WCAO deb 25**  
**Z-93 deb 29**  
**CKLW deb 30**  
**KSTP 29-27**  
**WZUU on**  
**KKLS on**

## Most Added Record of The Week!

**KEWI 38-33**  
**KFRC on**  
**KJR deb 24**  
**JB-105 40-36**  
**WPHD on**  
**WQXI 24-20**  
**94-Q 17-10**  
**WAPE on**  
**Q-94 24-19**  
**WBBQ on**  
**Z-98 deb 30**  
**KX-106 32-27**  
**WKIX on**  
**KAKC 35-30**

**KSLY 27-17**  
**KING on**  
**KVI-FM deb 38**  
**KYYX on**  
**KJRB 29-26**  
**KOPA deb 29**  
**KENI on**  
**KQEO on**  
**WEEO on**  
**WFBG deb 31**  
**WHHY 25-18**  
**WYND on**  
**WRFC deb 29**  
**WFOM deb 29**

**KQDI on**  
**WERC deb 29**  
**WAAY on**  
**WISE deb 30**  
**WANS deb 33**  
**KILE 40-33**  
**WLEE 26-19**  
**WAKX on**  
**WJON on**  
**WISM on**  
**WEAQ 29-28**  
**WSPT deb 30**  
**KVOX deb 22**  
**KQWB on**



# "LOTTA LOVE"

## Nicolette Larson



Produced by Ted Templeman  
 Personal management: Martyn Smith —  
 Ed Tickner  
 On Warner Bros. Records

# Mediascope

## Radio Major Medium For National Chevy Week Sales Up 55% For Eight-Day Period

"National Chevy Week," a mid-September campaign using radio as its major medium, was described as "the best eight-day September selling period in Chevrolet history" by Carl O. Uren, Director of National Advertising, Chevrolet Division, General Motors Corporation, in a recent speech before the Board of Directors of the Radio Advertising Bureau.

According to the RAB, the campaign was considered to be the largest short-term radio buy in the history of radio, consisting of over 20,000 announcements, which were carried in more than 200 U.S. markets.

Uren also stated that "In planning our national advertising support for 'National Chevy Week' we quickly concluded that radio would play an important part in communicating this activity to a broad audience." Chevrolet's sales figures for this period seemed to bear him out, rising 55% higher than those for the equivalent period of 1977.

## NewScript To Debut Radio News Publication

Nationally distributed broadcast news services NewScript/Starship will begin the publication of Page Seven, a weekly "behind-the-scenes" newsletter for radio news and public affairs people. Page Seven will be distributed free-of-charge to all NewScript/Starship client stations with the initial issue slated for December 5th.

Page Seven will feature a weekly in-depth interview with leading radio News Directors as well as guest articles dealing with some aspect of radio news done by various radio journalists, Program Directors, and General Managers. In addition, the newsletter will list news source information and free news job listings for subscribers.

## Craig Simon Appointed Producer/Director Of NBC Radio's Olympic Series

Craig Simon has been named Producer/Director of the NBC Radio Network's "Olympic Odyssey" series (R&R 9-22), which will cover events leading up to and including the 1980 Olympics. Simon will be responsible for the daily operations of NBC Radio's Olympics coverage and will direct many of the segments. He will report to Jeffrey M. Kulliver, Director of Sports Programming for the network.

Most recently, Simon had been Program Manager of NBC's WYNY-FM/New York, having formerly served as an associate director for NBC Radio, covering the 1976 Republican National Convention and the 1976 Presidential Election as well.



Craig Simon

## Arbitron Re-Defines "Home" Stations

Effective with their October/November 1978 survey, Arbitron has clarified its definition of a "home" station. Now, only stations licensed to a city located within the Metro Survey Area will be identified as "home" stations in the market. What this means is that all stations, whether U.S. or foreign, licensed to cities outside the Metro will be regarded alike and previous exceptions for foreign stations (such as CKLW/Windsor-Detroit) will no longer be the case.

## Boden Appointed President Of Blair Radio

John N. Boden has been named to succeed Thomas C. Harrison as President of Blair Radio. The appointment will be effective January 1st.

Boden, a 22-year veteran of the company, was most recently Vice President and General Manager of the radio division. He will report to Jack W. Fritz, President, John Blair & Co.

## 8000-Plus Stations On The Air

The Federal Communications Commission has announced that, as of October 31, 1978, the following totals of broadcast stations on the air are:

AM Radio	4557
FM Radio	3079
FM Educational	982
UHF Television (Commercial)	212
VHF Television (Commercial)	516
UHF Television (Educational)	158
VHF Television (Educational)	102

## Stauffer Plans To Purchase KOOL-AM

Stauffer Communications has announced plans to purchase KOOL-AM/Phoenix, currently a CBS affiliate, pending FCC approval. According to Tom Chauncey, President of KOOL Radio-TV Inc., the company's TV and FM operations would remain under their present ownership. Chauncey declined to make the purchase price public.

## Short-Wave Radio World's Largest Communications Medium

Short-wave radio continues to be the most prevalent medium of communications in the world with almost two-thirds of the more than one billion radios in use throughout the world able to receive the long-distance transmission. While Britain, spearheaded by the BBC, was once the world's leader in overseas broadcasting, it is now fifth in the total number of hours broadcast abroad per week with 710. Ahead of Britain are the Soviet Union (over 2000 hours per week), the United States (1838 hours per week), China (1438 hours per week), and West Germany.

## Survey Finds TV Watchers Not Really Watching

As those of you who have been keeping up with the radio vs. TV sports play-by-play issue as documented in R&R (11-3, 11-10), are probably well aware, The Corporation for Public Broadcasting recently sponsored a survey which found that "a great deal of television-watching isn't watching at all but rather the use of the set as a sound-making and image-producing presence."

## Third Quarter Station Sales Total \$94.1 Million

Broadcast Investor reports that during the third quarter of 1978, there were 103 AM stations as well as 59 FM stations sold. The dollar amount of these transactions totalled \$94.1 million. In comparison, the total dollar amount of these transactions for the third quarter of 1977 was \$67.9 million, derived from the sale of 96 AM and 41 FM stations.

## TV News

### "Roots" Sequel Set For February; CBS Cancels "Rhoda"

ABC has scheduled "Roots: The Next Generations," the long-awaited follow-up to all-time ratings champion "Roots," for eight nights beginning February 18 next year. The 14-hour sequel covers the period from the immediate post-Civil War era to the present. Over at CBS, the network has reportedly cancelled its long-running "Rhoda" series, which had suffered fairly dismal ratings this season. No replacement show was announced at this time. In other network news, NBC has reportedly cancelled "Grandpa Goes To Washington," the Jack Albertson comedy/drama, while ABC has suspended its Southern comedy "Carter Country" and designated a number of schedule changes and three new series for early 1979. The three are "Makin' It," a disco-oriented comedy with featured music by the Bee Gees; "Angle," a Philadelphia-based situation comedy; and an as-yet-untitled comedy based on "Animal House."

**MUSIC ON TV** — John Denver returns as host of the Grammy Awards Show, airing on CBS February 15. Denver hosted the conclave last year. NARAS is mailing first-round ballots to its members this week, returnable by December 22. Waylon Jennings will sing original ballads which will serve as introductions for episodes of an upcoming midseason replacement series on CBS called "Dukes Of Hazzard." Jennings is to compose all music for the show. Carlene Carter appears on "Dinah" December 4. And it's the time of year for musical holiday specials, with Johnny Cash hosting the "Johnny Cash Christmas Show," featuring his family plus Kris Kristofferson and that sentimental kind of guy, Steve Martin. The show is set for December 6 on CBS. CBS is also airing a "Bing Crosby — The Christmas Years" special, featuring taped highlights of past Crosby TV ventures. David Bowie is represented among the guests (in a spot from last year's Crosby special).

### ABC's "Pearl" Causes CBS, NBC Dive

Paced by its miniseries "Pearl," which placed all of its three installments in the top ten, ABC swamped its competition in the Nielsen ratings for the week ending November 19. ABC earned a 23.6 average rating, CBS took home an 18.9, and NBC trailed with a 16.8. According to ABC, "Pearl" was the fifth highest-rated multi-part special in TV history, which proves there must be a previously unsuspected market for pre-Pearl Harbor military melodrama.

"Laverne & Shirley" was the top-rated program for the week, followed by its ABC Tuesday running mate "Three's Company" in second, and 3) "Pearl," Part I, 4) "Alice" (CBS) 5) "Pearl" Part III 6) "Happy Days" (ABC) 7) "Charlie's Angels" (ABC) 8) "Mork & Mindy" (ABC) 9) "Pearl" Part II, and 10) "What's Happening" (ABC). NBC was shut out of the top ten, with its best rating turned in by the Mickey Mouse "50th Anniversary" special, which finished 12th.

While "Pearl" was gleaming in the ratings, CBS's "The Word" skidded dramatically. The first episode last week finished in second place, but Part II ended up in 22nd this week, while Part III was 33rd and Part IV was 34th. NBC's live medical drama, "Lifeline," was aired three times during the week, but its prognosis was no healthier, as it finished 44th, 46th, and 55th (second to last). The Cassidy brothers, Shaun and David, had a bad week, with Shaun's "Hardy Boys" in 51st and "Man Undercover" finishing last (56th). And the big comeback special starring Frankie Avalon and Annette Funicello was a wet beach blanket, ending up third from the bottom at 54th for NBC.

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**Cat Stevens**  
**"Bad Brakes"**  
AM 2109  
**The New Single.**



From the long-awaited forthcoming new album "Back To Earth" SP 4735

**ON A&M RECORDS & TAPES**

Produced by Paul Samwell-Smith and Cat Stevens



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# WHAT'S NEW



## Ostroff Named Director Of Merchandising At Infinity

Alan Ostroff has been named Director of Merchandising for **Infinity Records**, announced label Vice President and General Manager **Bud O'Shea**. Ostroff will be responsible for the development of all advertising and merchandising campaigns for all Infinity artists and will supervise all merchandising efforts for the label from concept to distribution of materials.

Ostroff joins Infinity from **Epic/Portrait and Associated Labels** where he was most recently West Coast Product Manager. He will report directly to O'Shea and will be based at the Infinity Records West Coast offices in Universal City.

## Logo-Imprinted LED Watches

These five-function men's and women's LED wristwatches can be imprinted with the logo of your choice.



They feature American electronic components, polymetric cases, matching straps and stainless steel backs, and are available in red, blue, black or white from **Webster Watch Co.**, New York, NY.



## Programmable Computer Sign

A natural for P.O.P. in record stores or for cycling one-liners to jocks in stations, this programmable LED display sign reportedly boasts read-outs of up to 200% brighter than previously available due to the light banks being powered by a single chip driver, eliminating the need to multiplex individual digital pulses to the display. In addition, messages may be moved across the display readout from right to left, in a bottom to top scrolling manner, or in an alternating fashion. The basic system consists of a display sign, a power pack, and a programmer and comes in a teak and acrylic cabinet. The unit can be mounted on ceilings, on counter-tops, or directly on its pedestal (as shown). Available from: **One-Up, Inc.**, Santa Ana, CA.

## Seltzer Appointed GM At UGR



**Ralph L. Seltzer** has been appointed General Manager and Vice President of International Operations for **Unlimited Gold Records**. Seltzer will, in addition, be responsible for all legal, business and international affairs for the label, announced **Barry White**, President of Unlimited Gold Records.

Seltzer comes to Unlimited Gold Records, which will be distributed by **CBS**, after 14 years with **Motown**, having most recently served as Vice President of Creative Affairs for that label.

## Movin' Out: Study Shows More Firms Providing Employee Transfer Benefits

As a quick glance through the editorial pages of any issue of **R&R** will attest, radio people are constantly on the move. Recently, **Merrill Lynch Relocation Management Inc.** sponsored a survey of 686 major corporations regarding their employee-transfer policies, the results of which may be of some interest to those in radio by way of comparison.

The survey found that a full 20% of those surveyed reported improvements in transfer policies during 1977, and that an additional 20% claimed to be planning improvements in this area for 1978. Furthermore, cost-of-living differentials for expensive areas are being provided at 31% of these

corporations as opposed to 12% last year.

Additional findings: 16% of the firms surveyed sponsored programs to help career-minded spouses locate new jobs when they move to new cities with their husbands or wives; 33% of the respondents give new profes-

sional hires the same relocation benefits as current employees, up from 24% a year ago; 86% reimburse for lease-termination penalties.

Nevertheless, the survey also indicated that employee resistance to transfers continues to climb, regardless of career benefits.

## Kessler, Grass Form Inphasion Records

**Inphasion Records** will make its debut as **Danny Kessler** and **Clancy Grass** expand their management firm's operations. Inphasion will be distributed by **TK Records** in the U.S. and Canada, and by **Polydor** worldwide.

Promotion for Inphasion will be handled by Kessler and Grass's independent staff, while **Dick Monda**, currently serving as chief of the duo's production arm, **Little Bear Productions**, will head A&R for the label. The pair are planning to move to their current base of operations from Beverly Hills to Studio City when construction of their 24-track recording studio is complete.

## Test-Tube Baby?

The "Test-Tube Babe" is a real plant grown from tissue culture which is a genetic copy of its parent. After seven to nine months, it is ready to be potted in soil. Available for \$8.95 from **Test Tube Babe**, General Mail Order, 25 Valley Drive, Greenwich, Conn. 06830.

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WKBW deb 23  
KRBE  
Y-100 4-3  
96X 26-21  
WLCY 7-6

KSLQ 32-28  
WGCL 27  
WZZP 28  
KRTH  
KFI 29-25  
KTLK  
JB-105 37-30  
WBBF 21  
WKBO add  
Y-103  
WTIX 29-25  
Q-105 13  
Z-98 add 28  
WKIX add

WNDE deb 28  
WIFE 34-21  
WVIC  
KLEO add  
KAKC deb 35  
KYYX  
KRUS deb 40  
KTKT deb 28  
Y-94  
WHYN 36

K-104 add  
WFOM  
WFLB  
WERC  
WIRK add  
WTMA  
WROK add  
WSPT 28-20  
KYNO  
KDON add

KQDI  
WINW  
WFAH  
WKWK  
WILS  
Z-96  
KIST  
KLOG  
KSTN  
WVOV  
WGNL  
WCOS  
WDXY  
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SB 7100

From the hit album  
"FEEL THE NEED"

Produced by Michael Lloyd for Mike Curb Prod. Inc.

# JOHN PAUL YOUNG

## SECOND HIT SINGLE

# "Lost In Your Love"

SB405



SB 7101

From the fast-breaking album  
"LOVE IS IN THE AIR"



on Scotti Brothers Records & Tapes <sup>TM</sup>

Dist. by Atlantic Records

# Media Marketing

## Some Thoughts On New Record Research

When I spoke with you last, we were considering the use of the "down-the-line" procedure in call-out record research. I concluded that down-the-line has problems in dealing with the "new" record because of the audience's lack of familiarity with the tune. This conclusion, however, leaves us with the unsolved problem of how to research a new record for possible addition to the playlist. We'll attempt to address that problem here, although there are no easy answers.

Consumer goods marketers regard the marketing of a brand new product as the riskiest kind of marketing decision. Of 100 ideas for new products, only four will ever actually be marketed, and of those, only one will enjoy market acceptance. Among the many uncertainties facing a new product marketer are the following questions:

- Is the product of sufficient quality? (i.e., is there a group of consumers that will actually want the product?)
- Is the price appropriate? (i.e., will people be willing to pay for the product?)
- Can we find the right consumers to tell them about the product? (i.e., can our advertising and promotion reach the market?)
- Can we get the product to the potential buyers in sufficient quantity? (i.e., is our production capacity and distribution network ready to support a marketing effort?)
- Is the timing right? (i.e., when is the right moment to introduce the product to the market?)

Of the marketing questions above, the record companies must be concerned with all five — they are bearing a major risk when they record and market a single record or an album. On the other hand, they are the ones which stand to gain the most if the record makes it big. Accordingly, it would be in their best interests to conduct thorough research on a record before cutting and releasing it. Remember, the cost of research should always be evaluated in light of the potential value of the research in guiding a decision. Thus, in looking at the research effort devoted by a radio station to new records, you must keep in mind the real impact that it might have on your overall playlist. Basically, in new record research, you as a radio programmer are concerned only with the first and last questions in the above list.

### New Record Decisions

There are essentially two philosophies one might adopt in approaching the decision to add a new record to the playlist. The first, or *pre-airplay*, approach would involve careful, and costly, research before ever playing the record on the air. The second, or *post-airplay*, approach might be labeled "throw it in the moat and see if it will float," or "run it up the flagpole and see if anyone salutes." Under this latter approach, little research is conducted prior to playing the record on the air for the first time. Instead, audience

responses are monitored after initial airplay. Let's now take a closer look at these two approaches to new record research.

### The Post-Airplay Approach

In order to utilize this approach to new music research, a certain number (say 4-6) of slots on the playlist each week would be reserved for new product. These "new product" slots would not have a high frequency rotation, but should be played often enough to ensure adequate audience exposure (i.e., they shouldn't be played just between midnight and 4am). After a few days or a week of airplay, these new records would be included with the more established tunes on the playlist and tested via call-out research, such as that which we discussed last time. The problem of unfamiliarity will be reduced by the airplay given the record on the trial basis, and patterns of liking, disliking, and indifference should develop quickly.

The main problem facing the PD desiring to use the post-airplay approach is in screening the multitudes of new product confronting him each week down to 4-6 candidates for airplay. Here is where you must rely on your intuition, as well as a number of other sources of information. For instance, the PD or MD might

*"... under post-airplay research, new records are being introduced into the playlist on a trial basis. You must be prepared to pull them off without a feeling of failure. If you are not prepared to do this, then you should use pre-airplay research."*

wish to rely on his own preferences, based upon his knowledge of the artist and of the audience; alternatively, he may want to use his jocks as an internal "expert" panel and select new product based on their consensus. In many instances, the record may have been receiving substantial airplay elsewhere in the country — this could be a clue to add it to the playlist. Another source of information is the call-in request line. By keeping track of all requests, a hot new item may sometimes emerge. Finally, you may wish to assign someone to monitor the playlists of your major local competitors, especially if there is a dominant one or two. This will enable you to "keep up with the Joneses," while the other activities mentioned above can help you surpass them in getting new product out to the audience.

This approach to new record research is less costly and more intuitive than pre-airplay research, to be discussed below. The advantage of this approach is that it blends new music research right into your existing call-out research effort, if you have one. Just remember, under post-airplay research, new records are being introduced into the playlist on a trial basis. You must be prepared to pull them off without a feeling of failure. If you are not prepared to do this, then you should

use pre-airplay research. A final note of caution on post-airplay research: It probably works best if you have a fairly adventurous, novelty-seeking audience with a high tolerance for ambiguity. You are asking them to be innovators by listening to brand new music. Some people like to be thought of as innovators; others could care less. The latter group could be turned off by lots of new product, so a "feel" for your audience is essential in applying the post-airplay approach.

### The Pre-Airplay Approach

Under this approach, a much more thorough research effort is undertaken before the product is ever played on the air. Essentially, two steps are involved: *qualitative* research to screen the set of candidates, and *quantitative* research to assist in the final decision. Here, the station would probably be devoting only 1-2 slots on its playlist to new product, so picking the "right" records is critical. Using a combination of the screening methods mentioned earlier under the post-airplay approach, a set of 10-15 candidate records would be generated. Then, in a focus group setting, audience members would be asked to listen to the candidate records and give their opinions and impressions. Based on the results of the focus groups, a shorter candidate list of, say 3-5, records would be selected. These records would then be included as part of the regular call-out research, except they would be played in their entirety down the line. Each respondent would probably listen to only one or two complete records, due to time constraints, and would be asked to rate the record on some sort of scale similar to the one used for rating

current playlist records. Based on these more representative quantitative results, then, the top records from the candidate list would be selected for airplay, again in a less frequent rotation. The new records should be monitored closely through the call-out system, just as in the post-airplay approach.

The pre-airplay approach is most costly and somewhat more conservative in its philosophy than is the post-airplay approach. The pre-airplay approach would probably be most useful to the well-established, perhaps dominant, station with a less innovative listenership. Here, novelty is valued, not so much for its own sake, but only to the extent that the novel product is a good one.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



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KCBQ  
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# HEADS HEADS FOR TOP:

WCAO add  
WDRQ 37-34  
KSLQ 36-27  
WZUU on  
WZZP add  
WAVZ 33-31  
JB-105 on  
94Q on  
WTIX deb 40  
WBBQ deb 29  
KX-106 deb 28  
WNAP add  
WIFE on  
KVI-FM 32-31  
KQEO on  
KCBQ add 35  
WANS 32-28  
KAYC deb 32  
CK-101 34-32  
WAKX on  
WSPT on  
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ON SIRE RECORDS

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## STREET TALK

Now it begins . . . Mike Maitland is negotiating out of his contract at MCA Records! This is the beginning of many more changes within MCA that should happen between now and Christmas. The MCA situation has been on the back burner for a few months, but now the flame has been turned up.

Ralph Wimmer has left the Program Director's job at Q94/Richmond and is looking to relocate. Ralph did a strong job of building the numbers up at Q94 and he can be reached at (804) 590-1832.

As Ralph exited, Bill Thomas was appointed to replace him as the new PD of Q94. Bill comes to Richmond from WSGN/Birmingham, where he had been Music Director.

Not again . . . for the fourth time in the last three months another new FM comes on the air in San Diego. We've already heard from 91X (XTRA-FM), KBZT, and XHRM, but now KITT is in the process of "testing" to return to the air soon. The station has been dark for a while, but speculation is they will be back within a few weeks. Format? That's still a question mark.

The national programming job for the NBC FM's is still vacant. We understand that a few big names have been offered the job, since Al Brady said "no thanks," but they have all answered in a similar manner.

Street Talk has it that there will be some internal restructuring within the Elektra/Asylum organization and it will be happening before year's end.

Is KDWB/Minneapolis about to lose another key drive-time jock? We hear it's true and that means another choice job open in the Twin Cities. The man to contact is KDWB PD Dave Thomson.

While in London doing his successful Palladium concerts, Barry Manilow commented to an interviewer that he loved London because he could stroll the streets unrecognized (unlike in the U.S.). On his very first stroll Barry was not only recognized, but yelled at, as a passing car pulled over to the curb and a young man stuck out his head, hollering, "Crazy American tourists!" The young man was Paul McCartney.

Major shakeups by the bay with three jocks out at WLCY/Tampa. Dr. John Ryder, Neil Blase and Mike Tanner all exited the station, leaving three key shifts open for PD John Lander. Mike, by the way, will relocate to KTSA/San Antonio.

As speculated, KVOX/Fargo has already shifted its programming to Pop/Adult. PD Mark Renier will stay. MD Tom Evans will become the new PD at KPRQ/Salt Lake City.

Another Top 40 conversion to Pop/Adult was revealed this week when longtime rocker KAKC shifted their musical emphasis toward the upper demos. Mike McCarthy will remain with the station as morning man and MD, but there is no new PD named as yet.

Also in Tulsa, are staff changes about to happen at KTFX?

A hot rumor on the palm-lined streets of L.A. this week says someone is secretly putting together a "superstar staff" of air personalities for a run at the music radio audience sometime after Christmas. This supposed mega-dollars crew will take over an existing facility and wipe out the competition within weeks. Remember, this is only a rumor . . . but it sure is a good one, isn't it?

Peter Frampton apparently hasn't been too upset over his part in the movie "Sgt. Pepper's Lonely Hearts Club Band," because he will make two more movies. The first, already in pre-production, will be a comedy-drama about a rock star. It will include music but will not be a musical.

Harry Nelson (real name Vic Pryles) has been appointed Music Director at KLIF/Dallas by PD Steve Scott.

Scotty Brink now has a full time partner in his WNBC/New York morning show. Comedian Richard Belzer has joined Scotty full-time, appearing five mornings a week. Richard brings with him a full stable of unstable characters and features, including "Horrorscopes" and his ever-popular feature, "Dear Richard". We intercepted this transmission of a "Dear Richard" segment from this week, as Belzer tried to cope with the special problems that New York listeners have:

Dear Richard:

*I am eleven years old and I want to start wearing lipstick. Lots of girls my age wear lipstick and I don't see anything wrong with it. But it's causing a lot of problems with my family.*

*The other night I was up until two in the morning arguing about it with my husband, and we woke up some of the children. The next day I overslept, was twenty minutes late getting the kids off to school, and didn't punch-in at the office until 9:30.*

*Richard, I love my family and I'm very committed to my career; but I want to wear lipstick. Do you think I'm trying to grow up too fast?*

*Confused Cathy*

Cathy,

*I'm shocked. You're eleven years old. You want to wear lipstick and you're staying up till two in the morning. Slow down, young lady. You'll have plenty of time for lipstick and other adult things when your children grow up.*

*Signed, Richard*

EMI-AMERICA RECORDS  
INVITES YOU TO WITNESS THE AMERICAN  
TELEVISION PREMIERE OF

# KATE BUSH



ON "SATURDAY NIGHT LIVE"  
DECEMBER 9, 1978, 11:30 P.M.  
KATE WILL PERFORM HER NEW SINGLE  
"THE MAN WITH THE CHILD IN HIS EYES"  
FROM THE ALBUM "THE KICK INSIDE"



# TOP-40



## John Leader

The turkey wasn't quite finished last week, but the football games were, and I found myself sitting around, waiting and thinking about what I had to be thankful for. Holidays have a tendency to make me a bit introspective, but I think that's healthy on occasion.

I got to thinking about how lucky I was to be happy in my work. I read an article not too long ago which stated that the majority of Americans were "somewhat dissatisfied" with their careers. When I was in radio, people who were not in the business used to ask me, "How can you sound so happy every day on the air?" Thinking back on it, I guess it was because I was happy. And the more I thought about it the more I realized that most people I know in the radio and record business are generally quite happy in their work. That's not only remarkable, but something to be very thankful for.

Our twin enterprises of radio and records offer something new nearly every day. Sure, the glamor and excitement are there . . . and in certain cases the monetary gains are far greater than in many other lines of work, but even so, it's a bit unusual for so many individuals to feel so positive about their work.

When I was in radio I enjoyed programming, doing production and being on the air. Now, I really enjoy talking to so many radio stations each week, finding out what kind of problems you're facing and trying to help. I'm finding out that my columns have helped some of you and that is very exciting to me and extremely gratifying. But, even more importantly it remains that this business of radio and records keeps us all pretty happy. We work weekends a lot, unlike most other industries. We wind up working late at night frequently, but when you get right down to it, the thing that makes it all worth while is that most of us don't really consider it work!

It may not be perfect, but the entertainment we all try to provide keeps most of us happy and, I suspect, a lot of other people happy too, like our radio listeners and music consumers. So this holiday season, if you start to get those corny thoughts that holidays bring on, fine. I get 'em too, and I'm proud to be a part of what we all enjoy doing.



**PROMOTION IN MOTION** — Randy Stark of the Vancouver branch of G.R.T. of Canada wanted to make a lasting impression on the decision makers at CKLG-FM/Vancouver so he had a model wear the special top and panties the station had made up as part of the promotion for the new Jorge Santana album. She walked into the music meeting and was met with . . . well, you can see for yourself in the photo (l-r) Randy Stark, the young lady, Roy Hennessey (CKLG-FM PD), Bert Gordon and Sterling Fox (seated). They won't forget this release!

### Bits

**CHRISTMAS CASH** — It's called Telephone Total and it worked like this at WNUE/Ft. Walton Beach, FL. Every hour there's a new telephone total number and the winner is the listener whose seven-digit phone number adds up to that hour's total. It's been a very successful contest so far and every winner receives a WNUE Holiday Hundred (\$100) to help pay Christmas bills. Also, each winner becomes eligible for the grand prize drawing which is to have someone you love flown to Ft. Walton Beach from anywhere in the U.S. to spend Christmas with you. The station's audience is made up of a large number of Air Force families from nearby Elgin Air Force Base who have not seen their families at Christmas time for several years, which makes the promotion all the more meaningful.



**NOT CHICKENMAN** — The sound of a rooster crowing means daybreak to most folks, but to the people in Columbus, OH the sound means O'Mally in The Morning on WNCI. The on-air morning "bit" has become a tradition that the listeners look forward to. When the Columbus Zoo created its "Adopt An Animal" program to help with the costs of care and feeding, it was a natural for O'Mally, since the zoo did have a rooster up for adoption. The official ceremonies were held early last month with O'Mally presenting a check to the zoo and a zoo representative introducing O'Mally to his adopted "sound effect." O'Mally, shown with the rooster, promptly christened the bird "Breakfast Square."

**THAT'S WHAT I LIKE ABOUT THE SOUTH** — Ray Williams, PD of WISE/Ashville, has announced the Second Annual Radio & Records "Snow-In" to be held next February. What it's all about is a fun weekend for any and all interested parties in and around the southern region. 16 chalets have been reserved at the Wolf Laurel Ski resort and Ray will be accepting reservations from radio and record folk for the three-day blast. The weekend includes free ski lessons, meals, lodging and a party on Saturday night, and the whole thing sounds like a lot of fun. Ray claims to be "the originator of fun," and with this announcement, who could deny that!

**VOICE YOUR CHOICE** — During the recent nationwide elections, KRIG/Odessa, TX stationed their "RIG Roller" van in front of several polling places throughout the city and invited listeners to come by and vote for their favorite songs. Each "voter" received a station T-shirt which caused quite a stir. The crowds were so large at one location that the police had to be summoned to break up a traffic jam. The event got local TV news coverage. The weekend following this promotion, KRIG played back the most-voted-for songs on their "Better Music Weekend."

**FEELING BETTER** — WTSN/Dover, NH has just sponsored two major health-related events. On October 20th the station sponsored the Bloodmobile with a record donation recorded. Then on October 24th the station sponsored a Health Fair featuring free clinic screening for blood pressure, diabetes, vision, hearing and dental problems. Health-related issues were among WTSN's top ten ascertainties for their service area. So besides Public Affairs programs on health, this was a super way for the station to get involved with an all day broadcast from the events.

**A Classic Song  
By  
A Classy Artist.**

**"YOU'VE REALLY GOT A HOLD ON ME"**

*IS THE NEXT SINGLE SUCCESS STORY BY*

**EDDIE MONEY**



BILL GRAHAM MANAGEMENT



On Columbia Records

### John Leader



**EAT 'EM UP** — Here's one you don't hear about very often . . . KROY/Sacramento held a tomato-eating contest apparently as part of a promotion for a new movie called "Sacramento Is Attacked By Killer Tomatoes." If the whole thing sounds a little offbeat, just imagine the sight of all those contestants lined up to eat as many tomatoes as they could in two minutes. The grand prize was a trip for two to Las Vegas and the turnout was impressive. Shown above (l-r) are KROY staffers T. Michael Jordan, Tom Chase, Lisa Kay, Danny Wright (below holding tomatoes), and Barry Fyffe, along with the four winners. The gentleman on the far right was the big winner, really!

**TEXAS HIJACKING** — KIXS/Killeen, TX afternoon drive air personality Mike Edwards hijacked the station's van last week and drove it to his nearby hometown of Temple, TX. The theft was part of a stunt conceived by Edwards because he felt the station was ignoring Temple. In order to get some recognition for the town Edwards drove the van to an 80-foot billboard and occasionally climbed the board in a driving rain, claiming he wouldn't come down or give up the van until KIXS purchased the sign space and put his picture on it. The entire promotion caused a lot of talk and publicity, which was precisely its intent. The station recently boosted their power to 100kw and therefore now covers a much larger area of the state. The publicity stunt was to help publicize the new coverage and it worked very well.

### Motion

Don Murray has joined the air staff at KFXM/San Bernardino to do afternoon drive. Don comes to the station from KBOY/Medford, OR . . . John Lee Walker has exited KIIS-FM/Los Angeles to program K-104/Fresno. He will also handle mornings for the disco-formatted station. John is in need of record service from all labels and is looking for future air talent as well. Contact him at the station; by the way, K-104 is KIOY/Fresno . . . Dan Kieley leaves KVOX/Fargo to join the air staff at WOKY/Milwaukee . . . Stone Communications, Inc., owners of WGUY/Bangor, have received final approval for construction of a FM facility to go along with their AM. They should be on the air with it within two months and PD Mark Laurence will need some new staffers to man the stereo FM. Contact Mark at WGUY/Bangor . . . Lee Taylor has exited KNOR/Norman, OK to join the crew at KOFM/Oklahoma City. Also joining the Oklahoma City rocker was John St. John from WAXC/Rochester, NY. Chuck Morgan has been promoted to full-time Music and Research Director, giving up his midday air slot to Jerry McCall, who had been doing the late evening shift at KOFM . . . Don Meyers has resigned as VP and GM of WAKY/Louisville with an immediate replacement being named. The new Vice President and General Manager for the Multimedia Radio, Inc.-owned station is George Francis. George comes to Louisville from the TM Programming Division of Starr Broadcasting . . . Ted Roger Allan, News Director of WRKO/Boston, has been named to the Board Of Directors of the Massachusetts Broadcasters Association. Ted is the first radio News Director ever elected to such a position with the organization.



**JOURNEY TO THE CENTER OF KYA** — Ross Valory, bassist for Columbia's Journey, visited KYA/San Francisco for an on-air interview. Pictured at the mike are (l-r) KYA-AM-FM PD Alan Mason, Valory, and KYA-FM air personality Keith Richards.



**BICYCLE RACE KINGS** — Some of the staffers from WPSB/Trenton cycled (and recycled) their way to victory in a Celebrity Bike Race held in East Brunswick, NJ on behalf of Easter Seals, which raised a sizable amount of money (a simultaneous tricycle contest in Ho-Ho-Kus, NJ on behalf of Easter Crofts was substantially less successful). Pictured (l-r) with a gargantuan trophy are newsman Marc Stevens, Station Manager Tom Taylor, and air personalities Dave Kettinger and Phil Simon.



**DANCE OF GOLD** — KRTH/Los Angeles Program Director Bob Hamilton was presented with a gold record for Donna Summer's "Last Dance" recently. Shown flanking Hamilton are Casablanca's Jani Walner (left) and T.J. Lambert.



**NO FORCED BUSING HERE** — When City Boy isn't coming to the city, you just take the city to City Boy. Mercury Records chartered a "magic bus" to take radio and press representatives from Minneapolis to the City Boy show in St. Cloud. Shown outside the coach (l-r) Joe Grossman, Mercury; Nancy Rosen of KGRS/Minneapolis; Steve Broughton, Max Thomas (partially hidden), Lol Mason and Mike Slamer of City Boy; Pam Alfesch of KDWB/Minneapolis and Ralph Simon, co-manager of the group.



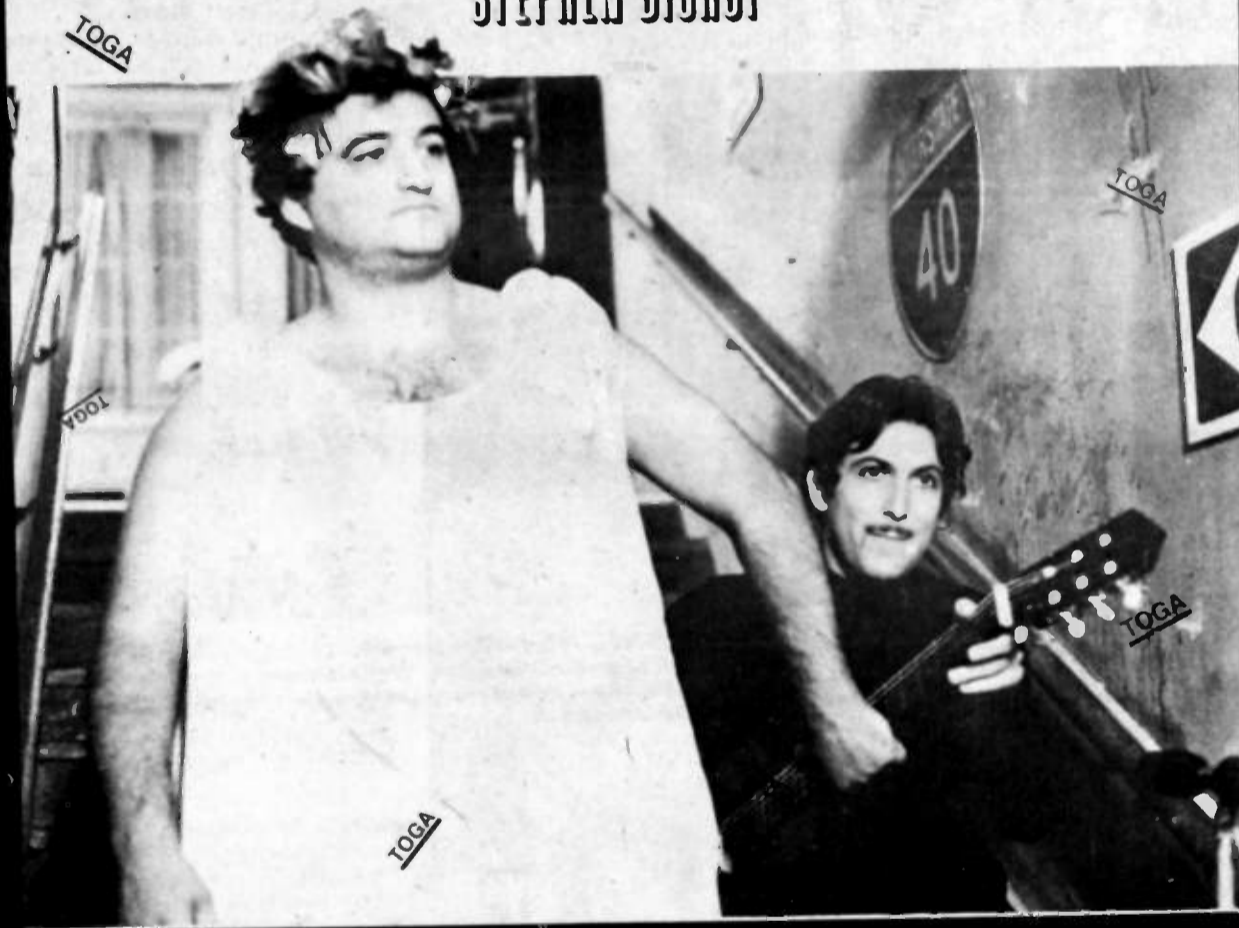
# IT'S TIME TO TOGA!

From the soundtrack LP of the Universal motion picture

NATIONAL  
LAMPOONS

## ANIMAL HOUSE

STEPHEN BISHOP



### NOW THE HIT SONG FROM THE HIT FILM OF 1978 ANIMAL HOUSE BY STEPHEN BISHOP

PRODUCED BY KENNY VANCE IN ASSOCIATION WITH UNIVERSAL PICTURES & RED GIANT PRODUCTIONS

Associate Producer: Joe Ferla Arranged by Rob Mounsey with Paul Griffin

Courtesy of MCA Records, Inc. & Universal Pictures

© 1978 MCA RECORDS, INC. 1978 by Universal City Studios, Inc.

From the soundtrack LP of the Universal motion picture "National Lampoon's Animal House"

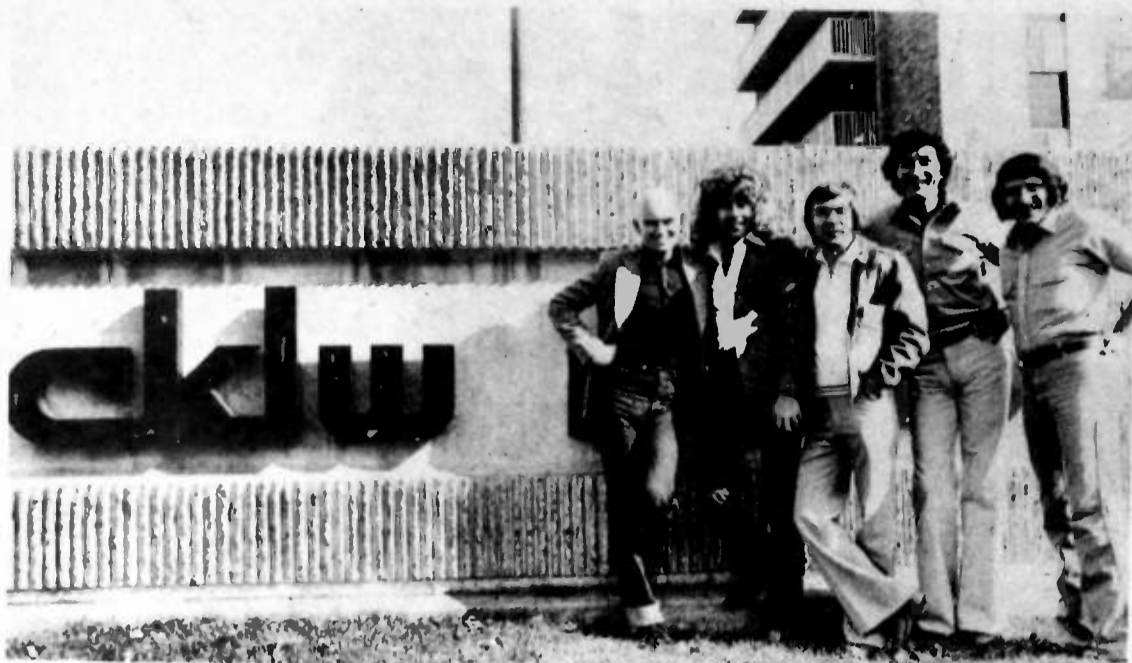
Due to the incredible demand and the phenomenal impact of the unprecedented hit film **ANIMAL HOUSE**  
ABC Records has released the title song of the film composed and sung by **STEPHEN BISHOP**

The following stations are already on it.



RECORDS  
ABC DELIVERS

TOP-40



**ZWOL AGAINST THE WALL** — EMI America's Walter Zwol visited CKLW/Detroit on a national promotional tour. Pictured outside the station are (l-r) Zwol, EMI's Jack Ashton, CKLW PD Bill Gable, and air personalities Pat Holaday and Johnny Williams.



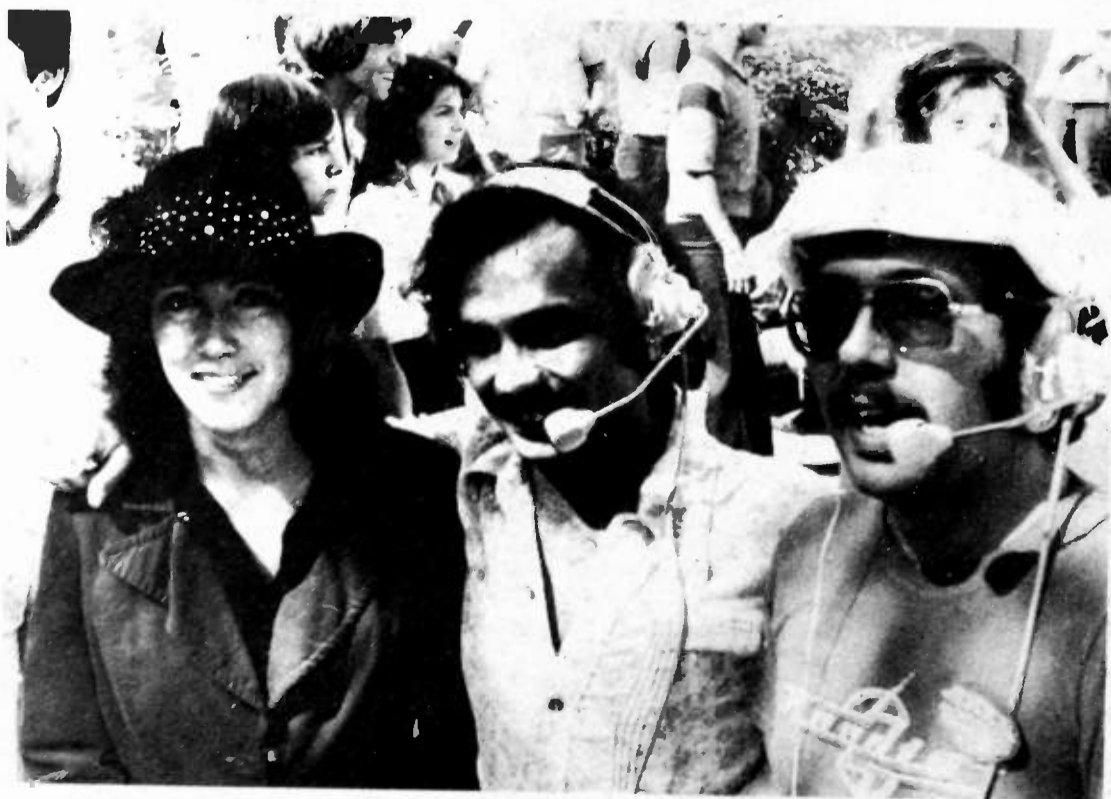
**NEW CHAPIN TOWN** — Elektra/Asylum's Harry Chapin did a guest spot on WGBS/Miami air personality Mark Denver's show recently prior to a local concert appearance. Chapin (left) and Denver are pictured above.



**NICOLETTE COLLECTION AT WQXI** — Warners' Nicolette Larson visited Atlanta recently and stopped by WQXI-AM and FM. Pictured at the station are (l-r) Warner Bros.' Ed Nuhfer, WQXI-AM-FM PD Don Benson, Nicolette Larson, Warner Bros.' Ted Cohen, and manager Ed Tickner.



**WIZ BIZ AT PRO-FM** — PRO-FM/Providence held a Halloween costume party on the occasion of the opening of "The Wiz," with all comers dressed in "Wiz" costumes getting free tickets to the movie and a free soundtrack album. Pictured with a gaggle of costumed partygoers are PRO-FM PD Gary Berkowitz (left, in suit), and air personality Don Geronimo (center, in suit).



**REMOTE POSSIBILITY FOR 14Q** — 14Q (KRCQ)Indio, CA did a live remote from Coachella Valley High School during the school's "Spirit Week" recently. Pictured on the scene (l-r) are air personalities Lady Jay, Rich Watson, and PD/morning man Ron Young.



**HOPE FOR KRLA** — Bob Hope appeared as special guest on Art Laboe's KRLA/Los Angeles morning show recently, picking records for airplay and chatting. He's pictured above with Laboe.

# EAGLES

PLEASE COME HOME FOR CHRISTMAS

B/W **FUNKY NEW YEAR**



PRODUCED AND ENGINEERED BY BILL SZYMZYK FOR PANDORA PRODUCTIONS LTD.

DIRECTION IRV AZOFF



© 1978 Elektra Asylum Records • A Warner Communications Co.

TOP-40



**EYES OF SIMMONS UNMASKED** — Kiss's Gene Simmons is pictured in a momentous minus-makeup pose while visiting WLAC/Nashville to participate in their Halloween festivities, serve as guest jock, and promote his solo album. Pictured (l-r, front) are WLAC Music Director Eva Woods and air personalities Shadoe Bailey and Stu Evans; (center row), WLAC air personality Mike Loring, Simmons and a concealing album cover, and jock Captain Sunshine; (top) WLAC's Bob Robinson, Mike Shane, and Mark Damon, plus Casablanca's Wade Conklin.



**APPETIZERS WITH THE CHAMP** — WNLA/Indianola, MS Program Director John David Martin is pictured in the hors d'oeuvre ring with Muhammad Ali at a political rally in town. Ali's legendary quickness enabled him to make the first move on the assembled canapes and cookies.



**COMMODORES FLYING HIGH AT KIMN** — Motown's Commodores visited KIMN/Denver recently on a promotional tour. Pictured at the station (l-r) are the group's Lionel Richie and William King, KIMN MD Ed Green, Motown's Larry Tollin, and the group's Tommy McClary.



**KCBQ UP ON THE ROOF** — The KCBQ/San Diego staff recently perched itself upon the roof of its studios to present us with the following portrait. Pictured (l-r) are News Director Lee Marshall, air personalities Linda Fox, Irv Harrigan, Charlie Brown, Steve Goddard, Dean Goss, and Oz Nelson, Assistant PD Sweet Daddy Fox, air personality Tony Maddox, PD Joel Denver, weekend/production man Phil Flowers, MD Nina Gomez, weekend/production man Tony Evans, newsman J. Paul Huddleston, and Promotions Director Rocky Principe.



**TEN-O 'N' TOTO** — Columbia's Toto were invited to play guest DJ at TEN-Q/Los Angeles recently. Pictured at the station (l-r) are the group's Steve Lukather, David Paich, and Bobby Kimball, TEN-Q air personality M.G. Kelly, Music Coordinator Connie Singer, and Toto's Steve Porcaro.



**WWDC TAKES THE MICKEY** — WWDC/Washington, DC air personality Low Katz led more than 200 children at a children's hospital in singing "Happy Birthday" to Mickey Mouse on the occasion of the rollicking rodent's 50th anniversary. The ceremony was televised on NBC's "America Alive."

# THE J. GEILS BAND

WRKO add  
 WYSL add  
 WICC add  
 WPHD add  
 KTFX add  
 WIFE add 36  
 WING add  
 WKXX add  
 KSTN  
 Z-96  
 WLOF  
 WAIR  
 WCGQ  
 WAKX  
 WSPT  
 WGOW  
 WTOB  
 KSLY  
 KCBN  
 WTAC



WZZP  
 KNUS  
 B-100  
 JB-105  
 WQPD  
 WBBQ  
 WINW  
 WTLB  
 BJ-105  
 KOIL  
 WCUE  
 KAKC  
 KEZY  
 KOPA  
 KQEO  
 WEEQ  
 WGUY  
 13FEA  
 WFBG

## SANCTUARY.

SO 17006

#1 Most added album — RADIO & RECORDS — Debuts #28	11/24
#1 National break-out album — BILLBOARD	11/20
#1 Most added album — CASHBOX	11/20
#1 Most added — ALBUM NETWORK	11/20
#1 Most added — GOODPHONE — Debuts #26	11/20
#1 Most added — HARD SHEET	11/20

The single:

## “ONE LAST KISS”

BULLETS IN: \* BILLBOARD \* CASHBOX \* RECORD WORLD





MIDWEST		WEST	
Most Added	Hottest	Most Added	Hottest
Olivia Newton-John Nicolette Larson Pointer Sisters	Barbra & Neil Bee Gees Billy Joel	Nicolette Larson Ian Matthews Olivia Newton-John	Barbra & Neil Bee Gees Billy Joel

# WEST

<b>VOX Fargo, ND</b> Tom Evans  Senny Rogers HOTTEST: Olivia Livingston Taylor Glen Campbell HOTTEST: Barbra & Neil 3-1 Al Stewart 10-6 Linda Ronstadt 13-10 Andy Gibb 13-11 Toto 13-13	<b>WNAM/Neenah, WI</b> Steve Otis  None HOTTEST: Barbra & Neil 3-1 Firefall 13-8 Village People 22-15 Bee Gees 29-23	<b>KTAC/Tacoma, WA</b> Ric Hansen  Nicolette Larson Jan Matthews Pointer Sisters HOTTEST: Barbra & Neil 1-1 Billy Joel 13-8 Bee Gees 24-19 Village People 27-20 EMF 29-21	<b>KROY/Sacramento, CA</b> Kris Mitchell Ace Frehley Queen Race/Girls Nicolette Larson Eddie Money Eagles HOTTEST: Barbra & Neil 2-1 Chic 13-3 Chicago 11-9 Andy Gibb 18-14 Billy Joel 21-15
<b>COWB Fargo, ND</b> Bobby Irwin  Jan Matthews Senny Loggins HOTTEST: Eric Clapton 1-1 Gino Vannelli 3-2 Al Stewart 7-5 Firefall 13-9 Toto 21-15	<b>WEST</b> <b>Parallel One</b> <b>KHI/Los Angeles, CA</b> Sebastian  Firefall HOTTEST: Ambrosia 1-1 Alicia Bridges 15-7 Toto 14-8 Village People 19-11 Chic 26-12	<b>KOPA/Phoenix, AZ</b> Steve Rivers  Cat Stevens Nigel Dunson Eric Clapton HOTTEST: Barbra & Neil 2-1 Dr. Hook 10-6 Chic 21-9 Bee Gees 25-11 Village People 27-11	<b>KENI/Anchorage, AK</b> Shaun Lynch Chic Fogelberg/ Weisberg Village People HOTTEST: Toto 3-1 Crystal Gayle 5-3 Barbra & Neil 12-6 Al Stewart 9-7 Billy Joel 17-11
<b>WGRF Evansville, IN</b> Mark Evans  Chic Elton John Eric Clapton Jan Matthews HOTTEST: Gino Vannelli 1-1 Billy Joel 9-3 Senny Loggins 10-6 John 17-9 Chic 4-16	<b>B100/San Diego, CA</b> C.C. McCartney  Jan Matthews Justin Hayward Linda Ronstadt HOTTEST: Eddie Money Linda Ronstadt Paul Stanley HOTTEST: Toto 3-1 Firefall 3-6 Al Stewart 11-9 Billy Joel 16-11 Boston 28-23	<b>KTKT/Tucson, AZ</b> Ed Alexander  Nicolette Larson Eric Clapton Jan Matthews Billy Joel HOTTEST: Firefall 4-1 Barbra & Neil 6-8 Foxy 9-4 Billy Joel 15-7 Bee Gees 16-8	<b>KING/Seattle, WA</b> Tom McKay Blues Bros. Gerry Rafferty M. Manchester HOTTEST: Barbra & Neil 1-1 Billy Joel 9-3 Andy Gibb 14-9 Bee Gees 19-11 EMF 24-13
<b>WISM Madison, WI</b> Jonathan Little  Pointer Sisters Gerry Rafferty Justin Hayward Kiss None HOTTEST: Barbra & Neil 1-1 Billy Joel 11-11 Linda Ronstadt 18-15 Bee Gees 23-17 Chic 28-23	<b>KTLX/Denver, CO</b> Paula Matthews  Nicolette Larson Justin Hayward The Cars San Morrison 19-6 HOTTEST: Barbra & Neil 1-1 Ambrosia 4-2 Senny Loggins 14-6 Chic 29-23 EMF 31-26	<b>KRUX/Phoenix, AZ</b> Bobby Rivers  Jan Matthews Capt. & Tennille HOTTEST: Dr. Hook 1-1 Barbra & Neil 8-2 Andy Gibb 19-6 Elton John 14-9 Billy Joel 23-14	<b>KVI FM/Seattle, WA</b> Frank Colbourn  Senny Loggins Eagles Blues Bros. Neil Diamond American HOTTEST: Village People 4-1 Toto 7-3 Foxy 10-8 Chic 21-15 Heart 23-19
<b>KELS Rapid City, SD</b> Mick Kjar  Eric Clapton HOTTEST: Chic 2-1 Dr. Hook 7-7 Senny Loggins 5-6 Barbra & Neil 13-10 Andy Gibb 18-14	<b>KFI/Los Angeles, CA</b> Roger Collins  Pointer Sisters Gerry Rafferty Hot Chocolate Nicolette Larson HOTTEST: Barbra & Neil 1-1 Bee Gees 3-3 Billy Joel 11-7 Chic 25-13 Paul Davis 24-18	<b>KCBQ/San Diego, CA</b> Nina Gomez  Chicki Khan Queen Race Senny Loggins Talking Heads HOTTEST: Barbra & Neil 3-1 Gino Vannelli 8-5 Al Stewart 9-6 Billy Joel 13-9 Chic 21-15	<b>KFSD Boise, ID</b> Charlie Fox  Nicolette Larson Jan Matthews Marshall Hall HOTTEST: Dr. Hook 2-1 Barbra & Neil 9-8 Andy Gibb 10-8 Firefall 17-12 Bee Gees 22-15
<b>KEWI/Topeka, KS</b> J.R. Greeley  Olivia Alicia Bridges Toto Senny Loggins Gerry Rafferty HOTTEST: Senny Loggins 1-1 Ambrosia 11-4 Al Stewart 13-9 Gino Vannelli 18-12 Bee Gees 29-24	<b>KRTH/Los Angeles, CA</b> Bob Hamilton  Nicolette Larson Jan Matthews Blues Bros. HOTTEST: Barbra & Neil 1-1 Ambrosia 4-2 Toto 6-4 Chic 9-5 Village People 13-7	<b>KYYX/Seattle, WA</b> Robin Mitchell  Jacksons Chicki Khan Pointer Sisters HOTTEST: Village People 4-1 Bee Gees 25-9 Chic 18-8 EMF 22-11 Hot Chocolate 28-17	<b>KDON/Seattle, CA</b> A.J. Roberts  Lati Garrett Nicolette Larson Gerry Rafferty Capt. & Tennille Robert Palmer Small Greg Kinn HOTTEST: Dr. Hook 3-1 Sylvester 5-1 Andy Gibb 14-7 Van Morrison 12-8 Chicago 15-9
<b>WRKR Racine, WI</b> Ron Richards  Nicolette Larson EMF Hot Chocolate Gerry Rafferty HOTTEST: Gino Vannelli 3-1 Barbra & Neil 7-2 Bee Gees 17-12 Billy Joel 21-16 Chic 27-18	<b>KFRC/San Francisco, CA</b> Garland Sholin  Blues Bros. HOTTEST: Barbra & Neil 1-1 Chic 13-4 Bee Gees 12-6 EMF 26-10 Billy Joel 17-12	<b>KEZY/Anaheim, CA</b> Larry Reisman  Pointer Sisters Cat Stevens Eric Clapton Olivia Queen Race Styx Day HOTTEST: Ambrosia 3-1 Linda Ronstadt 11-6 Queen Girls 12-7 Billy Joel 16-9 Firefall 22-13	<b>KODI/Great Falls, MT</b> Dave Masters  Chic M. Manchester Ace Frehley (88) HOTTEST: Barbra & Neil 1-1 Ambrosia 4-2 Gino Vannelli 8-5 Bee Gees 21-11 Jan Matthews 26-20
<b>WKAU/Eau Claire, WI</b> Rich Allen  Bob Seger Dobie Gray Ace Frehley HOTTEST: Foreigner 4-1 Paul Davis 10-6 Dr. Hook 14-9 Chicago 16-10 Barbra & Neil 23-13	<b>Parallel Two</b> <b>KFXM/San Bernardino, CA</b> Harry McKinster  Village People Ace Frehley Glen Campbell Jan Matthews HOTTEST: Chicago 1-1 Dr. Hook 8-3 Bee Gees 15-8 Elton John 12-9 Firefall 19-15	<b>KQEO/Albuquerque, NM</b> John Michaels  E.C. King Livingston Taylor Dan Hill Eddie Money Kenny Loggins Player HOTTEST: Barbra & Neil 1-1 Chicago 6-2 Billy Joel 15-5 Bee Gees 16-7 Chic 34-15	<b>KYSN/Colorado Springs, CO</b> Tom Brewer  Jan Matthews Nicolette Larson Gerry Rafferty HOTTEST: Gino Vannelli 2-1 Al Stewart 10-6 Barbra & Neil 16-8 Billy Joel 20-16 Bee Gees 26-21
<b>KLMS/Lincoln, NE</b> Rob Hagger  Pointer Sisters Nicolette Larson Linda Ronstadt HOTTEST: Barbra & Neil 1-1 Bee Gees 11-7 Al Stewart 12-8 Billy Joel 26-17 Elton John 23-19	<b>KLUC/Las Vegas, NV</b> Dave Anthony  Andy Gibb Stephen Bishop HOTTEST: Journey 1-1 Barbra & Neil 7-2 Toto 11-8 Gino Vannelli 16-11 Billy Joel 21-16	<b>KERN/Bakersfield, CA</b> Pete Shannon  The Cars Olivia Cooper Bros. Gerry Rafferty Alice Cooper HOTTEST: Barbra & Neil 4-1 Firefall 6-3 Alicia Bridges 7-4 Elton John 14-10 Dr. Hook 16-11	<b>KDZA/Pueblo, CO</b> Rip Avina  Olivia Nicolette Larson Livingston Taylor HOTTEST: Barbra & Neil 9-1 Andy Gibb 19-13 Toto 21-16 Bee Gees 23-17 Chic 37-24
<b>WJON/St. Cloud, MN</b> Tom Kay  Senny Rogers Hall & Oates Paul Stanley (dp) HOTTEST: Billy Joel 1-1 Barbra & Neil 3-2 Chicago 6-3 Bob Seger 14-6 Bee Gees 20-12	<b>KRBE/Albuquerque, NM</b> Chris Carey  Jan Matthews Nicolette Larson Livingston Taylor HOTTEST: Barbra & Neil 1-1 Billy Joel 8-3 Bee Gees 12-6 Heart 18-14 Linda Ronstadt 23-16	<b>KCPX/Salt Lake City, UT</b> Gary Waldron  Jan Matthews Pointer Sisters Nicolette Larson Barry Manilow Bob Seger Kenny Loggins HOTTEST: Barbra & Neil 1-1 Gino Vannelli 8-5 Chicago 13-7 Village People 18-9 Bee Gees 19-12	<b>KCBN/Reno, NV</b> Red Mtn.  Fotomaker Dan Hartman E. Humperdinck Nicolette Larson M. Manchester Richard Supa HOTTEST: Barbra & Neil 1-1 Andy Gibb 7-8 Billy Joel 18-12 Bee Gees 23-13 Chic 28-15
<b>WROK/Rockford, IL</b> John Arthur  Toto Bob Seger Leif Garrett HOTTEST: Barbra & Neil 7-1 Firefall 17-12 Billy Joel 21-13 Alicia Bridges 26-17 Bee Gees 29-21	<b>Y94/Fresno, CA</b> Ray Appleton  Vic James Jacksons Jan Cocker Olivia Jan Hartman	<b>KSRP/Salt Lake City, UT</b> Alan Hague  Nicolette Larson Olivia Jan Matthews HOTTEST: Barbra & Neil 7-1 Andy Gibb 6-2 Village People 13-10 Bee Gees 20-16 Chic 26-22	<b>KENO/Las Vegas, NV</b> Steve Summers  Olivia HOTTEST: Toto 1-1 Al Stewart 10-6 Ambrosia 12-8 Bee Gees 18-14 Chic 28-20 <b>KSLY/San Luis Obispo, CA</b> John Tobin  James Walsh Livingston Taylor Hot Chocolate Heat Loaf Rick James Maylon Jennings HOTTEST: Barbra & Neil 4-1 Firefall 6-2 The Cars 9-5 Billy Joel 19-11 Nicolette Larson 27-17
<b>KKRC/Sioux Falls, SD</b> Gene Shaw  Olivia Queen Race Nicolette Larson Marshall Hall HOTTEST: Fogelberg/ Weisberg 1-1 Barbra & Neil 15-6 Paul Davis 10-7 Toto 25-20 Village People 30-25	<b>KJRB/Spokane, WA</b> Tom Hutylar  Ace Frehley Pointer Sisters Capt. & Tennille Eagles Gerry Rafferty (dp) The Cars (dp) Neil Young (dp) HOTTEST: Village People 2-1 Toto 12-6 Bee Gees 25-19 EMF 24-20 Chic 8-24		

# MELISSA MANCHESTER'S



Produced by Harry Mealin

## "DON'T CRY OUT LOUD."

AS 0373

This instant classic is her hottest single since "Midnight Blue!"

45 NEW ADDS THIS WEEK!

**NEW AND ACTIVE:**  
**WTIX/KLIF-34/13Q-30/KSTP-30**  
**94Q 25-20/KRTH 27-23 ("Great Phones"!)**  
**WLOF/WGOW/KREM /WRKR**  
**WBBF 32-26 ("A Smash"!)**  
**WVOV 26-22 ("A Hit"!) /Late Add: KRBE!**

**BB: 67\* / CB: 64\* / RW: 63\***

Melissa Manchester's  
**"Don't Cry Out Loud."**  
**IT'S A GIANT! On Arista Records.**







# 96A Miami

- 1 CHIC
  - 2 BEE GEES
  - 3 BARBRA & NEIL
  - 4 VILLAGE PEOPLE
  - 5 FIREFALL
  - 6 SYLVESTER
  - 7 ALICIA BRIDGES
  - 8 MUSHKIE
  - 9 DAN HARTMAN
  - 10 DR. HOOK
  - 11 ANNE MURRAY
  - 12 GINO VANNELLI
  - 13 DONNA SUMMER
  - 14 JACKSONS
  - 15 AL STEWART
  - 16 CHANSON
  - 17 GOODY GOODY
  - 18 JIMMY DUPRETT
  - 19 CHICAGO
  - 20 KAREN YOUNG
  - 21 LEIF GARRETT
  - 22 RICK JAMES
  - 23 PABLO CRUISE
  - 24 EWY
  - 25 LINDA RONSTADT
  - 26 ACE FREHLEY
  - 27 RILLY JOEL
  - 28 FIREFALL
  - 29 PAUL DAVIS
  - 30 ERIC CARMEN
  - 31 CHAKA KHAN
  - 32 POINTIER SISTERS
  - 33 CHERYL LYNN
  - 34 QUEEN (both)
  - 35 BOB SEGER
  - 36 IAN MATTHEWS
  - 37
- ADDS: 34, 35, 36, 37
- ON: BILLY JOEL ("Residential")

# 610 KFRC San Francisco

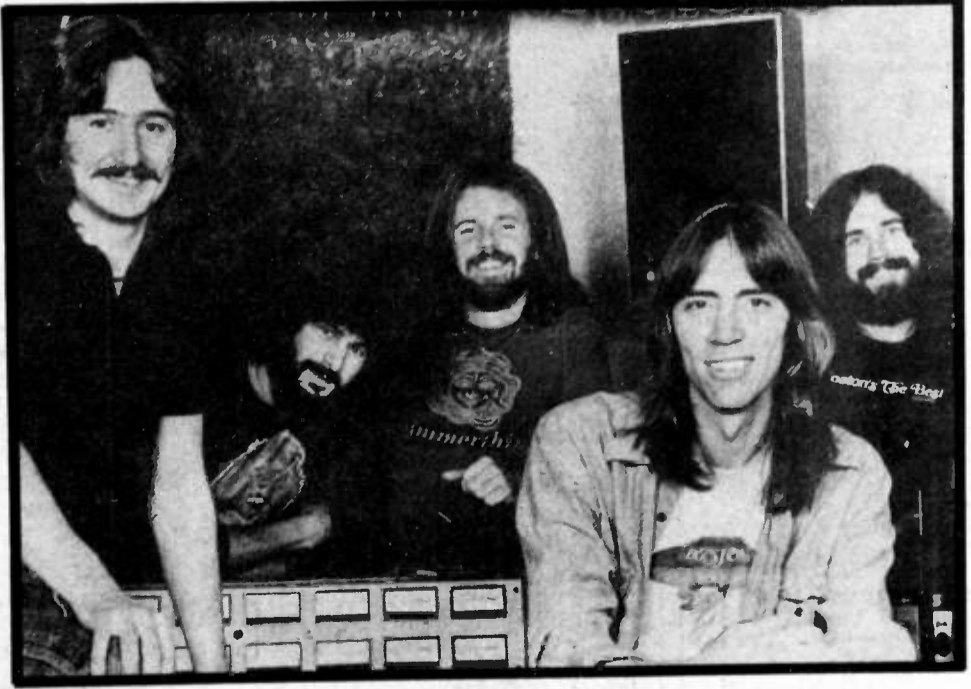
- 1 BARBRA & NEIL
  - 2 TOTO
  - 3 ANNE MURRAY
  - 4 CMIC
  - 5 DONNA SUMMER
  - 6 BEE GEES
  - 7 AMBROSIA
  - 8 GINO VANNELLI
  - 9 DR. HOOK
  - 10 EWY
  - 11 SYLVESTER
  - 12 BILLY JOEL
  - 13 EXILE (old)
  - 14 CARL
  - 15 SANTANA
  - 16 VAN MORRISON
  - 17 ANDY GIBB
  - 18 CHAKA KHAN
  - 19 QUEEN (both)
  - 20 FOREIGNER
  - 21 LINDA RONSTADT
  - 22 ALICIA BRIDGES
  - 23 JOURNEY
  - 24 AL STEWART
  - 25 KENNY LOGGINS (old)
  - 26 CHICAGO
  - 27 CAPTAIN & TENNILLE (old)
  - 28 PAUL DAVIS
  - 29 BOB SEGER
  - 30
- ADDS: BLUES BROS
- ON: POINTIER SISTERS  
FOTOMAKER  
EDDIE MONEY (new)  
EXILE (new)  
JEFFERSON STARSHIP (new)  
ACE FREHLEY  
NICOLETTE LARSON  
GERRY RAFFERTY (new)



# "A Man I'll Never Be"

## The New Single Is Taking Off

- |                    |                     |
|--------------------|---------------------|
| <b>WRKO 28-26</b>  | <b>BJ-105 40-37</b> |
| <b>KJR add</b>     | <b>KBEQ 26-23</b>   |
| <b>B-100 28-23</b> | <b>KEZY 25-20</b>   |
| <b>KTLK</b>        | <b>KVI-FM</b>       |
| <b>F-105</b>       | <b>KCPX</b>         |
| <b>WAVZ 23-20</b>  | <b>KTKT</b>         |
| <b>PRO-FM 27</b>   | <b>KENI</b>         |
| <b>JB-105 29</b>   | <b>KCBQ 28-25</b>   |
| <b>WOLF</b>        | <b>WJBQ deb 24</b>  |
| <b>WICC</b>        | <b>K-104 23-17</b>  |
| <b>WPHD 30-25</b>  | <b>WGLF 26-22</b>   |
| <b>KNOW</b>        | <b>KQWB 30</b>      |
| <b>WNAP add</b>    | <b>KENO</b>         |
| <b>KLEO add</b>    |                     |



on Epic Records



# Z-93 Atlanta

- 1 BILLY JOEL
  - 2 TOTO
  - 3 BARBRA & NEIL
  - 4 BEE GEES
  - 5 FIREFALL
  - 6 BOB SEGER
  - 7 DR. HOOK
  - 8 CHICAGO
  - 9 FOREIGNER
  - 10 EWY
  - 11 DONNA SUMMER
  - 12 HEAR
  - 13 ERIC CLAPTON
  - 14 ALICIA BRIDGES
  - 15 ANDY GIBB
  - 16 POINTIER SISTERS
  - 17 CHIC
  - 18 GINO VANNELLI
  - 19 LINDA RONSTADT
  - 20 VILLAGE PEOPLE
  - 21 ERIC CARMEN
  - 22 ANNE MURRAY
  - 23 ELTON JOHN
  - 24 JOE COCKER
  - 25 HOT CHOCOLATE
  - 26 GLEN CAMPBELL
  - 27 AL STEWART
  - 28 OLIVIA NEWTON JOHN
  - 29 NICOLETTE LARSON
  - 30 HALL & OATES (new)
- ADDS: NIGEL OLSSON  
KENNY ROGERS  
EAGLES

# KEARTH 101 FM Los Angeles

- 1 BARBRA & NEIL
  - 2 AMBROSIA
  - 3 DONNA SUMMER
  - 4 TOTO
  - 5 CHIC
  - 6 ALICIA BRIDGES
  - 7 VILLAGE PEOPLE
  - 8 FORTY
  - 9 GINO VANNELLI
  - 10 DR. HOOK
  - 11 LINDA RONSTADT
  - 12 BEE GEES
  - 13 BILLY JOEL
  - 14 ANDY GIBB
  - 15 EWY
  - 16 AL STEWART
  - 17 DAN HARTMAN
  - 18 PAUL DAVIS
  - 19 PABLO CRUISE
  - 20 MELISSA MANCHESTER
  - 21 BOB SEGER
  - 22 CHAKA KHAN
  - 23 HEART
  - 24 LIVINGSTON TAYLOR
  - 25 EDDIE MONEY (new)
  - 26 CHERYL LYNN
  - 27 ERIC CLAPTON
  - 28 NICOLETTE LARSON
  - 29 IAN MATTHEWS
  - 30 BLUES BROS.
- ADDS: 28, 29, 30
- ON(DP): CHANSON  
RICK JAMES  
ROLLING STONES ("Shattered")  
LEIF GARRETT  
JOHN DAVIS & MONSTER ORCHESTRA

# WEST

# B-100 San Diego

- 1 TOTO
  - 2 HEART
  - 3 STYX
  - 4 AMBROSIA
  - 5 CHICAGO
  - 6 FIREFALL
  - 7 CARL (old)
  - 8 FOGELBERG & WEISBERG
  - 9 AL STEWART
  - 10 WND
  - 11 BILLY JOEL
  - 12 WALTER EGAN (new)
  - 13 HILLY JOEL (old)
  - 14 LRB
  - 15 KENNY LOGGINS (old)
  - 16 LIVINGSTON TAYLOR
  - 17 BOB SEGER
  - 18 NICK GILDER (old)
  - 19 LINDA RONSTADT
  - 20 PAUL DAVIS
  - 21 BOSTON (old)
  - 22 ELO (new)
  - 23 BOSTON (new)
  - 24 ELTON JOHN
  - 25 JOE COCKER
  - 26 NICK GILDER (new)
  - 27 ERIC CLAPTON
  - 28 FOTOMAKER
  - 29 IAN MATTHEWS
  - 30 JUSTIN HAYWARD
- ADDS: 28, 30  
LINDA RONSTADT ("Dream")  
EDDIE MONEY ("Hold")  
LINDISFARNE  
PAUL STANLEY

# KLU 740 Los Angeles

- 1 AMBROSIA
  - 2 BARBRA & NEIL
  - 3 NICK GILDER (old)
  - 4 DONNA SUMMER
  - 5 FORTY
  - 6 DR. HOOK
  - 7 ALICIA BRIDGES
  - 8 TOTO
  - 9 GINO VANNELLI
  - 10 BEE GEES
  - 11 VILLAGE PEOPLE
  - 12 BILLY JOEL
  - 13 EXILE (old)
  - 14 FOREIGNER
  - 15 STYX
  - 16 ANDY GIBB
  - 17 CHIC
  - 18 LINDA RONSTADT
  - 19 ROLLING STONES
  - 20 CHICAGO
  - 21 ANNE MURRAY
  - 22 ERIC CARMEN
  - 23 QUEEN ("Roc")
  - 24 AL STEWART
  - 25 PAUL DAVIS
  - 26 BOB SEGER
  - 27 FOGELBERG & WEISBERG
  - 28 HEART
  - 29 LRB
  - 30 FIREFALL
- ADDS: 30
- ON: EAGLES

# KT-1280 Denver

- 1 BARBRA & NEIL
  - 2 AMBROSIA
  - 3 ANDY GIBB
  - 4 DR. HOOK
  - 5 GINO VANNELLI
  - 6 BEE GEES
  - 7 BILLY JOEL
  - 8 DONNA SUMMER
  - 9 AL STEWART
  - 10 BARRY MANILOW (old)
  - 11 SMITCH
  - 12 CHICAGO
  - 13 ALICIA BRIDGES
  - 14 PABLO CRUISE
  - 15 LINDA RONSTADT
  - 16 PAUL DAVIS
  - 17 RICK JAMES
  - 18 FIREFALL
  - 19 ERIC CARMEN
  - 20 KRATYWERK
  - 21 CHIC
  - 22 FOGELBERG & WEISBERG
  - 23 ERIC CARMEN
  - 24 ALICE COOPER
  - 25 VILLAGE PEOPLE
  - 26 EWY
  - 27 CHAKA KHAN
  - 28 ELTON JOHN
  - 29 ERIC CLAPTON
  - 30 JACKSONS
  - 31 QUEEN ("Roc")
  - 32 BOB SEGER
  - 33 LIVINGSTON TAYLOR
  - 34
  - 35
  - 36
- ADDS: NICOLETTE LARSON  
JUSTIN HAYWARD  
CARL  
DAN HARTMAN
- ON: NICK GILDER (new)  
LEIF GARRETT  
IAN MATTHEWS  
GLEN CAMPBELL  
MELISSA MANCHESTER  
JOE COCKER  
GYPSY  
ACE FREHLEY  
PAUL STANLEY  
BOSTON (new)  
J GEILS  
HOT CHOCOLATE  
BARRY WHITE  
CHANSON

# 64KFI Los Angeles

- 1 BARBRA & NEIL
  - 2 DONNA SUMMER
  - 3 BEE GEES
  - 4 DR. HOOK
  - 5 CHICAGO
  - 6 GINO VANNELLI
  - 7 BILLY JOEL
  - 8 GINO VANNELLI
  - 9 ANDY GIBB
  - 10 CHIC
  - 11 ANNE MURRAY
  - 12 AMBROSIA
  - 13 AL STEWART
  - 14 VILLAGE PEOPLE
  - 15 ALICIA BRIDGES
  - 16 LINDA RONSTADT
  - 17 KENNY LOGGINS (old)
  - 18 PAUL DAVIS
  - 19 BARRY MANILOW (old)
  - 20 TOTO
  - 21 NICK GILDER (old)
  - 22 EWY
  - 23 FOREIGNER
  - 24 EXILE (old)
  - 25 LEIF GARRETT
  - 26 PABLO CRUISE
  - 27 BOB SEGER
  - 28 OLIVIA NEWTON JOHN (new)
  - 29 FORTY
  - 30 LRB
- ADDS: POINTIER SISTERS  
GERRY RAFFERTY (new)  
HOT CHOCOLATE  
NICOLETTE LARSON
- ON: EAGLES  
KENNY ROGERS  
CARL  
ALICE COOPER  
ERIC CLAPTON  
ACE FREHLEY  
DAN HARTMAN  
LIVINGSTON TAYLOR



EVERYTHING'S COMING UP



# ROYCE'S:

WPGC add

CKLW deb 22

WDRQ 12-10

KSLQ add 32

WAPE on

Y-103 add

WBBQ add

WJDX on

WFLB 28-17

WAKX on

**"Love Don't Live Here Anymore"**

# Rose Royce

Produced by Norman Whitfield



on Whitfield Records

Distributed by Warner Bros. Records



**EARTH, WIND & FIRE**  
September (ARC/Columbia)

LP: The Best Of EW&F, Vol. One

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Earth, Wind & Fire.

**FOGELBERG/WEISBERG**

Power Of... (Full Moon/Epic)

LP: Twins Sons Of Different Mothers

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, Midwest, West, South) listing radio stations and frequencies for Fogelberg/Weisberg.



**HEART**  
Straight On (Portrait)

LP: Dog And Butterfly

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Heart.

**ELTON JOHN**  
Part Time Love (MCA)

LP: A Single Man

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Elton John.



**BOB SEGER**  
We've Got Tonite (Capitol)

LP: Stranger In Town

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Bob Seger.



**FIREFALL**  
Strange Way (Atlantic)

LP: Elan

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Firefall.



**ANDY GIBB**  
(Our Love) Don't... (RSO)

LP: Shadow Dancing

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Andy Gibb.



**BILLY JOEL**  
My Life (Columbia)

LP: 52nd Street

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Billy Joel.



**LINDA RONSTADT**  
Ooh Baby Baby (Asylum)

LP: Back In The U.S.A.

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Linda Ronstadt.



**AL STEWART**  
Time Passages (Arista)

LP: Time Passages

Table with 3 columns (P1, P2, P3) and 4 rows (Northeast, South, Midwest, West) listing radio stations and frequencies for Al Stewart.

# THEY PUT OUT THE BIGGEST FIRE ON THE PLANET.



Y-100 add 30  
WDRQ add 37  
Q-102 add 37  
KFI add  
KJR add 30  
WICC add  
WNOE add  
WKIX add  
KLEO add  
WHOT add  
KEZY add  
KYYX add  
KJRB add

KTAC add  
KCPX add  
WAIR add  
WTMA add  
G-100 add  
WISM add  
WSPT add  
KLMS add  
99X deb 29  
WIFI on  
WRKO 30-27  
WCAO deb 28  
WKBW on

KRBE 30  
96X 37-33  
Z-93 24-16  
WHBQ deb 29  
KILT 35-26  
KSTP 28-25  
KSLQ 25-21  
WZUU on  
KFRC on  
JB-105 36-32  
WPHD on  
WKBO deb 27  
WQXI 25-21

94-Q 22-15  
WAYS deb 30  
WAPE deb 29  
WSGA 25-22  
Q-94 deb 23  
WBBQ deb 27  
WLAC deb 40  
Z-98 deb 29  
KNOW 39-25  
WSGN deb 31  
KAKC 28-25  
KCBQ 31-28

WHHY deb 27  
WYND deb 38  
WRFC 32-27  
WFOM 28-22  
WFLB deb 35  
WGLF deb 28  
WERC deb 27  
WISE deb 28  
WANS 31-27  
KAYC deb 29  
CK-101 39-31  
KSLY 21-18

**"FIRE"**

**POINTER SISTERS**

Produced by Richard Perry





**Too Hot For  
Just One Format**

**Cheryl Lynn  
"Got To Be Real"**

**Is An Immediate Crossover Smash**

**Check Out The Top 10 Sales And  
Heavy Rotation In These Markets:**

**WHBQ 12-7  
CKLW 28-22  
96X add 34  
WDRQ add 36  
KRTH deb 26  
WAVZ 36-21**

**WQXI add  
WAPE add  
WKIX add  
WRJZ add  
KOPA on**

**WYND add  
WRFC add  
WFLB add  
KAYC 32-25  
KILE 32-27**



"Got To Be Real" is from the Columbia Lp "Cheryl Lynn"

# THE PICTURE PAGE

## Midnight & Moody Blues



Following their recent performance at the Civic Center in Minneapolis, London's Moody Blues were presented with custom-made tour jackets at a midnight supper hosted by the label. Shown at the supper are (l-r): Patrick Moraz (who for the purposes of the tour has replaced Michael Pinder), Ray Thomas, and John Lodge, group members; Kathy and Stu Marlowe, London; Don Wardell, London; Chuck Smith, President, Pickwick; Justin Hayward and Graeme Edge, group members; and Walt Maguire, VP, London.

## Anne Gets Her Gold



Capitol recording artist Anne Murray is shown after receiving a Canadian gold album award for her album, "Let's Keep It That Way." From left: Randy Goodrum, songwriter; Brian Robertson, President of the Canadian Recording Industry Association, Anne; and Jim Ed Norman, producer of the album.

## Olivia's Down Under Awards



While performing in Australia recently, Olivia Newton-John was honored at a reception in her hometown of Melbourne. The event was hosted by the city's Lord Mayor, who presented Olivia with a plaque naming her as Melbourne's "Honorary Ambassador To The World." In addition, Olivia was also the recipient of a multi-platinum award for the "Grease" soundtrack, plus a pair of plaques commemorating her ten gold and eight platinum awards in that country. From left: Ross Barlow, Managing Director, Polygram Records Australia; Allan Hely, Managing Director, Festival Records; Olivia Newton-John; and the Lord Mayor of Melbourne, The Hon. Irvin Rockman.

## Leif Tops With Phillipine Teens



While on a recent promotional tour of the Phillipines, New Zealand, Australia, and Singapore, Scotti Bros. recording artist Leif Garrett stopped by DWRT-FM in Manila to play disc jockey. Pictured are (l-r): Garrett and DWRT-FM's Mike Pedero.

## Hall & Oates Score Gold



Following their recent performance at the Santa Monica Civic, RCA recording artists Daryl Hall and John Oates were presented with gold record awards for their album, "Along The Red Ledge." Pictured backstage at the presentation are (l-r, front): Mel Ilberman, VP, RCA; Tommy Mottola, Champion Entertainment; Daryl Hall; John Oates; David Kent and Charlie DeChant, group members; (l-r, middle): Don Burkheimer, VP, RCA; Randy Hoffman, Champion Entertainment; David Foster, producer of the album; Robert Summer, President RCA; (l-r, rear): Caleb Quaye, Roger Pope, and Kenny Passarelli, group members.

## Peter, Paul & Pratt



A&M recording artist Peter C. Johnson (center) was recently honored with a party which was videotaped for broadcast over New York's Cable TV. Pictured with Peter at the party are Paul Rischel (left) and Andy Pratt (right), both of whom contributed backing vocals to the occasion.



# Bang Records

Is Proud To Announce The Signing Of

# Nigel Olsson

And The Release Of His New Single

# "Dancin' Shoes"

From His Forthcoming Album.

PRODUCED BY PAUL DAVIS



**FIRST WEEK ADDS!**  
Z-93 94-Q WAYS KOPA WANS  
BJ-105 WLOF WCGQ  
WLAC WRFC WTMA

# THE PICTURE PAGE

## Strangers In Town For Seger



New York and Philadelphia radio personalities gathered backstage to congratulate Capitol's Bob Seger after his recent performance in Philadelphia. Seen on the scene (l-r) are: Maureen O'Connor, Capitol; Dennis Elsas, air personality, WNEW-FM/New York; Gary Bridges, MD, WZZD/Philadelphia; Seger; Helen Knight, MD, WIOQ/Philadelphia; Denny Somach, air personality, WYSP/Philadelphia; and Arthur Field and Michael Lessner, Capitol.

## Weather Report From The Beacon



Columbia recording group Weather Report recently performed at the Beacon Theater in New York. Pictured backstage are (l-r): Vernon Slaughter, CBS; Bruce Lundvall, President, CBS; and Peter Erskine, Josef Zawinul, Wayne Shorter and Jaco Pastorius, group members.

## Exile Celebrates Success



Pictured celebrating Warner/Curb recording group Exile's recent success backstage at the Greek Theater in Los Angeles are (l-r): Steve Jansen, ICM; Jim Morey, group's manager; Bob McTyre, manager of the Greek; Sonny Lemaire, Jimmy Stokely, J.P. Pennington, Marlon Hargis, and Steve Goetzman, group members; Mike Chapman, group's producer; Buzz Cornelison, group member; and Nicky Chinn, songwriter.

## 20th Pacts Prince Ellis



20th Century-Fox Records has announced the signing of Prince Ellis to their roster. Shown at the signing are (l-r, standing): Ted Baker, Ted Mar Productions, artists' management; Frank Molloy, VP, 20th; and Joseph Porter, artists' attorney; (l-r, seated): Alan Livingston, President, 20th; Prince Ellis; Margaret Nash, Ted Mar Productions; and Bunky Sheppard, VP, 20th.

## Oregon At Venice



Following a recent performance at the Fox Venice Theater in Venice, California, Elektra/Asylum recording artists Oregon were met backstage by label execs. Shown (l-r) are: Jay Bolton, E/A; Glen Moore, group member; Primus Robinson, E/A; Paul McCandless, group member; Joe Morrow, E/A; Jerry Sabul, group's management; Collin Walcott and Ralph Towner, group members; and George Schutz, group's management.

## RCA Signs Sands



RCA Records recently signed singer/songwriter Evie Sands to a recording contract, with her first album for the label scheduled for release in January. Shown at the signing are (l-r): John Mason, attorney for Sands; Marty Olmick, RCA; Neil Portnow, RCA VP; and (seated) Evie Sands.

# THIS HALLOWEEN CAPTURE THE IMAGINATION OF THE PAST WITH THE EXCITEMENT OF THE PRESENT.

Celebrate the fortieth anniversary of Orson Welles original broadcast of "WAR OF THE WORLDS" this year with Jeff Wayne . . . and his intriguing version of this classic on Columbia Records.



JEFF WAYNE'S MUSICAL VERSION OF  
**THE WAR OF THE WORLDS**

*Jeff Wayne's "WAR OF THE WORLDS" is a fascinating narration complete with a musical score featuring contemporary artists, including Justin Hayward singing his hit single "FOREVER AUTUMN".*



Justin's single is the perfect pre-and-post programming device to compliment your most exciting broadcast of the year:

## A Halloween-night presentation of Jeff Wayne's "War Of The Worlds" album.



on Columbia Records

# The Outlaws have made that takes them one ste



# he album o further...

# to greatness.

With this landmark album, the Outlaws emerge as the new champions of American rock. **PLAYIN' TO WIN**. With peerless guitar work, tight vocal harmonies, terrific songs, and brilliant production by Robert John Lange, it's the hottest Outlaws ever. From the first note, you know it; this one takes them...to greatness.



AB 4205

#### Outlaws on Tour:

##### NOVEMBER

- 24 Civic Arena, Pittsburgh, Pa.
- 25 Warner Theater, Washington, D.C.
- 29 Armory, Springfield, Ill.
- 30 Coliseum, Evansville, Ind.

##### DECEMBER

- 1 The Gardens, Louisville, Ky.
- 2 Aragon Ballroom, Chicago, Ill.
- 3 Civic Center, St. Paul, Minn.
- 4 Park West, Chicago, Ill.
- 7 The County Fieldhouse, Erie, Pa.
- 8 Veteran's Memorial Aud., Columbus, Ohio
- 9 War Memorial, Rochester, N.Y.
- 10 Public Hall, Cleveland, Ohio
- 11 Massey Hall, Toronto

- 13 The Fairgrounds, Allentown, Pa.
- 15-16 Palladium, N.Y.
- 27 Arena, Savannah, Ga.
- 28 Dothan, Ala.
- 29 Municipal Auditorium, Chattanooga, Tenn.
- 30 Coliseum, Jacksonville, Fla.
- 31 Civic Center, Lakeland, Fla.

##### JANUARY

- 6 Sportatorium, Miami, Fla.
- 13 Volunteer Jam-Municipal Aud., Nashville, Tenn.
- 17 Baton Rouge, La.
- 18 Houston, Tex.
- 19 Dallas, Tex.
- 21 San Antonio, Tex.
- 22 Austin, Tex.

**THE OUTLAWS'  
"PLAYIN' TO WIN"  
THIS IS THE ONE.  
On Arista Records  
And Tapes.**



# THE PICTURE PAGE

## Alicia Brings Nightlife To NYC



Pictured at a pre-concert party for Polydor recording artist Alicia Bridges, prior to her recent performance at New York's Bottom Line are (l-r): Fred Weissman, Don Bernstine, Jim Del Balzo, Cynthla Cox, and Jerry Jaffe of Polydor; Alicia Bridges; Jim Collins and Randy Roberts, Polydor; and Niles Slegel of the Buie-Geller Organization, Alicia's management

## Rocket's Kiki Dee At Roxy



Rocket recording artist Kiki Dee recently performed at the Roxy in Los Angeles. Pictured backstage after the performance are (l-r): Rocket President John Reid, her manager Gordon Hatton, Kiki, and RCA Records President Robert Summer.

## AATW Rides Into Palomino



Shown congratulating Capitol recording group Asleep At The Wheel backstage after a recent performance at North Hollywood's Palomino Club are (l-r, standing): Stephanie Gootnik, and Bruce Ravid, Capitol; Ray Benson, group member; Kyo Sharee, Capitol; Terry Reid, Capitol recording artist; Susan Scharf, Capitol; and Lee Dresser, Capitol recording artist (l-r, sitting): Vince Cosgrave and Oscar Arslanien, Capitol.

## Diamond At College Of Musical Knowledge



MCA recording artist Dyan Diamond performed at the Third Annual West Coast Intercollegiate Broadcasting System Convention in San Diego recently. Shown backstage flanking Dyan along with a pair of unidentified well-wishers are (left) Paul Korda, Janus recording artist, and (right) Greg Kihn, Beserkley recording artist, who were also IBS showcase participants.

## David Sancious For Success



Arista Records recently announced the release of the debut album by David Sancious and Tone, entitled, "True Stories." Shown celebrating the release are (l-r): Christopher Kalish, Sancious's manager; Abbey Konowitch, Arista; David Sancious; Scot Jackson, VP, Arista; Clive Davis, President, Arista; Ray Everett, Arista; and Hank Talbert, VP, Arista.

## Backstage With Ol' Blue Suede



Pictured backstage following Jet recording artist Cari Perkins' recent performance at the Bottom Line in New York are (l-r): Al DeMarino, VP, E/P/A; Cari Perkins; Sharon Arden, VP, Jet; and Jim Charne, E/P/A.

---

The  
**Robert  
Parker  
Jameson**  
Single

**“Stay With Me”** PB-11337

**Looks Like The Sleeper Of The  
Year In All Formats Of Radio.  
Breaking On These Stations:**

KHYT  
WBUZ  
WJOY  
WALL  
KINS  
KRNY  
KRNY-FM  
WGNC  
WKTG

WPNO  
KKBC  
WZXI  
KPTL  
KSUB  
KAFY  
KCOL  
WHIO  
WDMT

KLEU  
KSUL  
WKIQ  
KSDT  
WRLO  
WCVA  
WVUM  
WEIF  
KGEM

WBNO  
WIBA  
WKDD  
WDLR  
WSLN  
KALF  
WZZB  
KCKY  
KLYX  
WNWR

KQXE  
KFOX  
KSWW  
WQNZ  
KAAA  
WKMS  
KGUS  
KDLT  
WNSL

If You Need A Copy Of This Record Contact Your Local RCA Promotion Rep For Service Or Call (213) 276-9214 Collect.



Where the **MAGIC...** is in the **MUSIC!**

---

"Actually, I'm  
completely  
sane!"



**Gary  
Owens**

### McCormick Madness — Part III

Last week Gary was telling us about the wildest comedy writer in Hollywood, Pat McCormick at "Gary Owens Minute At The Hollywood Bowl!" Let's listen as we hear G.O. say:

Among the talents were:

Jack Riley, who attempted to drown himself in the water fountain buffeting the stage while singing and glubbing alternately.

A man resembling Marlin Perkins who attempted to capture a live moth while holding his false teeth in his hand, snapping at the little rascal.

Then the coup de grace time for Pat McCormick! He, at the request of Jeff Thomas of the Hollywood Reporter, climbed up the stage and decided to pay me the honor of a G.O. Hollywood Bowl Pants Drop . . . He glanced in each direction, then slowly let the legendary trousers crumple to the floor, displaying beneath, some garishly patterned tent-like shorts!

I must admit I had a lump in my throat, mainly since his belt buckle hit me there. After meeting with deafening applause, mainly from Beethoven and Thomas Edison (who were in the audience), McCormick mumbled that he was hungry and wanted to go next door to see how many chiclets would fit up his nose.

I then touted my album for a few malingering seconds and we all scampered to an adjoining lunch of cold cuts and wine.

Many of the guest artists played with their food while reporters joined in dramatically. Jay Sharbutt of Associated Press made a replica of the Baldwin Hills Dam disaster from his potatoes and gravy; Dick Kleiner of NEA built sandbags out of the tiny sugar packages at the table.

It was an elegant affair. Mike Viner, who produced the album, ate the check when it arrived and thanked everyone for putting up with me.

On the way back to the Owensmobile enroute to KMPC, I had that glow (of 110 degrees) as well as the feeling of not only being a nerd on behalf of my new album, but that these friends would think enough of me to do their thing. And when the turn of the century arrives and the historians recall the great pants-droppings of the 1900's . . . the McCormick drop for Owens will be there.

I either have a tiny tear trickling down my weasel-like eyes or I'm standing under a very large horse with a kidney problem!

Regarding the G.O. Story, Part 3 (KFW . . . B) a note from Tom Adams, who wonders how I could have ever left out the great leader of KGMB/Honolulu, Earl McDaniel.

Just a stupid oversight Tom, as the saying goes: when you get to be my age, your memory is the second thing to go . . .

Yes, Earl was certainly an important part of KFWB. Others who were in big factor (in addition to the staff I mentioned earlier in R&R) include: Bobby Dale, Hal Murry, Don French, Al Jarvis, Cleve Herman, Bill Angel, and Farley Zuber (Cleve and Bill are still at KFWB, which is a top all-news station).

God, I hope I haven't overlooked any other friends!

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

**Radio & Records**

- ★ **POP/ADULT LISTENERS SHOW BEST SPOT RECALL** — Simmons survey commissioned by Golden West Broadcasters finds . . .
- ★ **WNEW-FM/NEW YORK REFUSES TO AIR NEW YORK ANTIDRUG SPOTS** — Messages promise \$1000 rewards for information leading to arrest of "drug pushers."
- ★ **WBBM-FM/SETS CHICAGO FM CUME AUDIENCE RECORD** — 711,000 listeners by Arbitron count, as total FM listening rises to 25% in the market.
- ★ **NUMBER ONE FIVE YEARS AGO: "Goodbye Yellow Brick Road"** — Elton John (MCA)



("It's my  
record that's  
going crazy!")

**NATIONAL  
AIRPLAY/30**

**21 ALICE COOPER/How You Gonna  
See Me Now (WB)**

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

on Warner Bros. Records



Management: **ALIVE** ALIVE ENTERPRISES

8600 Wilrosa Ave., L.A. CA 90069



TOTALLY OLIVIA NEWTON-JOHN



MCA-3067

MCA 3067

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TOTALLY NEW...TOTALLY HOT

OLIVIA

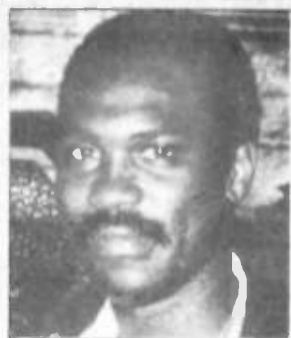
Her new album featuring the hit single  
"A Little More Love"

MCA-40975

Produced by John Farrar

**MCA RECORDS**

# Black Radio



**Bill  
Speed**

## Christmas — Holiday Seasoning For Your Station?

Now that the holiday season is in full swing, and the first of a series of turkeys has been digested, it's time for the next big event — what to do about Christmas? With more and more emphasis placed on total market competition, is it really necessary to change your format for this season?

Two prominent programmers have contrasting views on the subject, WBLS/New York's Hal Jackson and WYLD/New Orleans's Travis Smith.

Jackson contends, "I don't think we should ever lose the feeling and spirit of Christmas musicwise." Smith, on the other hand, says, "I'm not going to go through any strenuous changes just to do some Christmas programming as far as my record rotation is concerned. My sentiments about holiday programming would be basically geared toward what demographics you're trying to reach. I feel that you would accomplish more shooting at age groups between four and 18, because these are the people who are indoctrinated because of their immediate environment, be it nursery school or elementary, junior high or high school."

## How Much Christmas Music To Play

Smith is not thrilled with the idea of loading up his music rotation with seasonal sounds. "I'm not going to back off on my playlist, but I will take a few Christmas records and pull up a few recurrences, but at the same time get away from the recurrences we're playing now."

Jackson takes a more positive view. "There was a time when there would be a total saturation of holiday music. Now I think you can disperse it with current hits, and the feeling of Christmas will not be lost. It will be enhanced because of the mixture of the other music with it. I think that the sale of Christmas records can reach an all-time high, with different treatments of Christmas music, let's say, like the Salsoul Orchestra" (disco treatments of Christmas tunes). Jackson continues, "That's giving it a whole new flavor."

Jackson believes in starting holiday programming early. "I think it should carry on for a full month, right after Thanksgiving, to start dropping the flavor of it in."

## Holiday Promotions

Smith would disagree about flavoring the station with holiday programming and promotion far in advance. "I never did concentrate on Christmas programming, because I wanted to keep consistency as far as promotions were concerned, and I didn't want to let Christmas programming alter anything long-range as far as the station itself is concerned."

The long-range approach is favored by Smith throughout the year. "The high school teen scene, for example, is something that each particular school can participate in for a nine-month period, as opposed to something that would be seasonal, a Thanksgiving or Christmas."

WBLS is highly involved in giveaway promotions for the holiday season, centering around turkeys. "We've always given away stacks of turkeys for families. We used to give away toys and clothing, but it got to a point that we couldn't do that. But we have turkeys everywhere always, and we give them to needy organizations, the elderly, families. This year we're also going to give Christmas dinners as well as turkeys. We always give out a thousand a year minimum. We do it late, right up to the day before Christmas Eve," says Jackson.

Smith, who feels "people are not really into turkeys any more," feels that his station is better served by concentrating on year-round promotions and a consistent music image, while downplaying Christmas. "Christmas is for merchants," he says. "This is their highlight, where the merchants really finalize their year. It's the same with the record companies, they come out with the hits and then they go into Christmas music because they know that in January there's going to be a slump." Since Christmas is aimed primarily at kids, Smith thinks WYLD is better off deemphasizing it.

Jackson disagrees on general principles. "I just think it's a whole special time. You can never ignore Christmas as it's a very special time of the year. I don't think we should ever lose it. If we ever lose the spirit of it, we're in trouble."



**HONK IF YOU'RE HORNY**—James Jamerson, Jr., member of Arlola recording group Chan-son, visited KUTE/Glendale recently and had a helluva time. Pictured from left: Marc Kreiner, President, Ocean Records (Arlola's first custom label); Jamerson; KUTE Program Director Bill Stevens; and Tom Cossie, Chairman of the Board, Ocean Records.



**JAZZY LADIES**—Pictured with Mercury's Dr. Cecil Hale are the two winners of the label's "Jass-Ay-Lay-Dee" contest based upon the title of the recent Ohio Players album. The two young lovelies represented WAOK/Atlanta and KUTE/Los Angeles and each won an all-expenses paid trip to Paris.

## People

Darcell Howell has left KKTT/Los Angeles to do middays at WWRL/New York . . . David Porter, Stax executive, was recently the featured speaker for the first annual Unity Banquet of the Memphis Black Merchants Association. Porter, a longtime songwriting and producing partner of Isaac Hayes, is also currently working with Shirley Brown on an up-coming Lp . . . L.A. Larry, air personality for KACE/Los Angeles, was the MC at a recent concert at the Santa Monica Civic auditorium . . . Eddie Castlebury has entered his 29th Year in Black radio. Castlebury is currently with the National Black Network . . . Ron King has been appointed Program Director at WAWA/Milwaukee. King was formerly with KACE/Los Angeles . . .

## Places

The Cherry Hill, New Jersey Hyatt House was the place the Black Music Association's Board of Directors met to launch the objectives of the newly-formed BMA. Some of the issues at hand were the BMA's endorsing Dr. Martin Luther King, Jr.'s birthday as a national legal holiday. Also on the agenda were plans to create an institute for Black Music Studies as well as the submission of a proposal to the Governor of Pennsylvania and the city officials of Philadelphia to acquire the Penn's Landing Museum and Cultural Center as the Black Music Association's Museum and Hall of Fame . . .

## Things

KYAC/Seattle recently held a "Music Showdown"; taking all the top singles from several month's playlists, they had competing songs played back to back at the top of the hour. Listeners could then call in their votes for either record till 25 after the hour and at the bottom of the hour the winning or reigning record was played again only to face a new challenger at the top of the next hour . . . The recent winner of a KKTT/Los Angeles contest in conjunction with Island Records won an all-expenses-paid, five day trip to Paradise Island. The winner had to have the correct key out of the hundred available . . .

# BPR

Black Popular Rhythms

## NEW & ACTIVE

The following are those newer releases that are receiving significant airplay at many of our reporting stations. Individual comments regarding each song are self-explanatory, and are designed to highlight the key action.

**CHIC "Le Freak"** (Atlantic) Very hot record with 93% of our reporting stations on it. Chart toppers in all regions. The Midwest leads with chart activity. It's No. 1 at WVKO, WLOU, WJMO as well as being in hot rotation in the West at KHRM, KYAC, KSOL, KDAY. The South reflects Top 5 at WEAS, WANT, KMJO, and the East has it in hot rotation at WKND, WWRL, WXYV, WKTU.

**CHAKA KHAN "I'm Every Woman"** (WB) 86% of our reporters show this record. It's Top 5 in the West at KLIP and KSOL with a strong chart move at XHRM. It's Top 10 in the Midwest at WLOU, WVKO, WJMO. The East reflects Top 10 at WKTU, WILD, while the South shows Top 5 at WJJS, KMJQ, WANT. It's also in hot rotation at WKHR, WGIV, WVEE, WMAK, KYAC, KDKO, WVON, WCIN, KKSS, WXYV, WWRL.

**ROSE ROYCE "I'm In Love (And I Love The Feeling)"** (Whitfield) Growing record with 70% of our reporting stations showing it. It's in hot rotation at WEAS, WYLD, WVEE, WCIN, KKSS, WXYV. The South reflects Top 10 at WJJS, KMJQ, WANT, WAOK. It's Top 5 in the West at KHRM, while the Midwest shows Top 10 at WJMO, WLOU.

**CHERYL LYNN "Got To Be Real"** (Columbia) 63% of our reporters on it. It's topping charts nationally with Top 10 in all regions. In the South it's in hot rotation at WMAK, WYLD, WVEE, WHRK. Top 5 in the West at KDAY, KSOL. The East has it Top 10 at WILD. In hot rotation in the Midwest at KKSS, WCIN, WVON.

**EARTH, WIND & FIRE "September"** (ARC/Columbia) 59% of our reporters reflect it. New at KLIP. The Midwest shows significant chart moves at WVKO and hot rotation at WVON, WCIN, KKSS. The West reflects medium rotation at KHRM, KYAC. It's in hot rotation in the South at WMAK, WVEE, WGIV, WHRK and in the East at WWRL, WXYV.

**FUNKADELIC "One Nation Under A Groove"** (WB) Cooling off with 52% of our reporters still pledging. It's in hot rotation at WEAS, WMAK, WXYV, WYLD, WVEE. In the West it's Top 5 at KLIP, KDAY as the East reflects Top 5 at WILD, WKND. It's Top 10 in the South at WJJS, KMJQ.

**BARRY WHITE "Your Sweetness Is My Weakness"** (20th) Nationally it's Top 5 in many places. However, it's still growing. In the West it's Top 5 at KSOL, KHRM, KLIP. Top 5 at WAOK in the South while the East reflects Top 5 at WILD and WKND. It's in hot rotation at WTLC, KKSS, WXYV, KYAC, WEAS, WYLD, WVEE, WHRK.

**RICK JAMES "Mary Jane"** (Motown) 48% of our reporters showing it. Stable positions in most regions with Top 5 in the South at WJJS, WANT. In the West it's Top 10 at KLIP, KSOL, KDKO, KDAY. The Midwest has Top 5 at WVKO, WJMO. Significant chart positions at WILD in the East.

**GENE CHANDLER "Get Down"** (Chisound/20th) 41% of our reporters on it. New at WJJS. Just catching on in the West with medium rotation at KYAC, while the South reflects hot rotation at WMAK, WGIV. It's Top 10 in East at WKND. Hot rotation in the Midwest at WTLC, WVON.

**CHAMON "Don't Hold Back"** (Ariola) 41% of our reporting stations are on it. Nationally, it's top chart. In the South it's Top 10 at KMJQ, WAOK, WMAK. In the West it's in hot rotation at KYAC, KSOL. In the Midwest it has a significant chart position at WVKO as well as hot rotation at KKSS.

**EVELYN "CHAMPAGNE" KING "I Don't Know If It's Right"** (RCA) New at KMJQ. 41% of our stations show it. It's Top 10 in the West at KDKO, KDAY, XHRM. In the Midwest it's Top 5 at WLOU. In hot rotation at WEAS, WVON.

**DONNA SUMMER "MacArthur Park"** (Casablanca) Three regions hold on with 41% of our reporting stations. It's Top 5 in the East at WILD, WKND, WKTU. In the West it's No. 5 at KLIP. Top 10 in the South at WJJS, WANT, WAOK.

**SWITCH "There'll Never Be"** (Motown) Three regions show this one with 37% of our reporting stations. The East has Top 5 at WKND as does the West at KDAY. It's Top 10 in the South at KMJQ, WANT, WJJS. It's in hot rotation at WXYV, WYLD, WVEE.

**BRIDES OF FUNKENSTEIN "Disco To Go"** (Atlantic) The West leads with chart activity, showing Top 10 at KLIP, XHRM, KDAY. Top 5 in the Midwest at WVKO. In hot rotation at WVON, KYAC, KSOL.

**PEACHES & HERB "Shake Your Groove Thing"** (Polydor) New at WAOK, WMAK, KDAY, KSOL. In hot rotation at WWRL, WTKU, WGIV.

### Radio & Records Hottest

#### NORTHEAST

Chic  
Chaka Khan  
Peaches & Herb  
Donna Summer

#### SOUTH

Rose Royce  
Chic  
Chaka Khan  
Funkadelic  
Barry White

Cheryl Lynn  
Switch  
Donna Summer

#### MIDWEST

Chic  
Chaka Khan  
Rosa Royce  
Earth, Wind & Fire  
Gil Scott Heron  
Cheryl Lynn

#### WEST

Brides Of Funkenstein  
Chaka Khan  
Bobby Caldwell  
Chic  
Rick James

Barry White  
Cheryl Lynn

### Regionalized Adds & Hits

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

## December 1, 1978

#### NORTHEAST

WWHL  
New York, NY  
Don Lane

WWTU  
New York, NY  
Marti Clamart

WLOU  
Boston, MA  
Sunny Joe White

WKND  
Hartford, CT  
James Jack

ADDED  
Big Apple Brass  
Con Funk Shun  
Lakeland  
Three Degrees  
Tavares  
HOTTEST  
Ashford & Simpson  
Gene Chandler  
Chic  
EWBF  
Rick James  
Chaka Khan  
Cheryl Lynn  
Melba Moore  
Peaches & Herb  
Third World  
Lenny Williams

ADDED  
Bertie Lovette  
Edwin Starr  
Loren Johnson  
Bell & James  
Gloria Gaynor  
THP Orchestra  
Amani  
HOTTEST  
Chic  
Donna Summer  
Musique  
Third World  
Melba Moore  
Chaka Khan  
Peaches & Herb  
Village People  
Dan Hartman  
Tasha Thomas

LTD  
Quartz  
Tasha Thomas  
Joe Simon  
Norma Jean  
Thelma Jones  
HOTTEST  
Gary Torco  
Village People  
Peaches & Herb  
Gonzales  
ADC Band

ADDED  
Chanson  
Evelyn C. King  
Tavares  
Gray & Hanks  
McCray  
Shelamer  
HOTTEST  
Chic  
Funkadelic  
Switch  
Donna Summer  
Barry White  
Gene Chandler  
Ashford & Simpson  
Betty Wright  
Lenny Williams  
Rosa & Jackson

#### SOUTH

WAOK  
Atlanta, GA  
Tommy Johnson

ADDED  
Peaches & Herb  
Joe Simon  
Bonnie Pointer  
Zulueta  
Danny Pearson  
Vernon Bush  
HOTTEST  
Rosa Royce  
Chanson  
Pocketa  
Whispers  
Barry White  
Lenny Williams  
Mother & Finest  
Chaka Khan  
Rosa & Jackson  
Donna Summer

ADDED  
Village People  
Dan Hartman  
Three Degrees  
Lakeland  
Tavares  
Parliament  
Switch  
Gino Vannelli  
Funkadelic  
Barry White  
Chaka Khan  
Chic  
Rose Royce  
Cheryl Lynn  
EWBF  
Peaches & Herb  
Jerry Butler  
Gene Chandler  
LTD

ADDED  
Hot Chocolate  
Pointer Sisters  
Irene  
Lakeland  
Isaac Hayes  
Peaches & Herb  
Mother & Finest  
Michael Johnson  
HOTTEST  
Chic  
Taddy Pentagrace  
Chaka Khan  
Cameo  
EWBF  
Cheryl Lynn  
Chanson  
Gene Chandler  
Funkadelic  
Foxy  
Lenny Williams

#### MIDWEST

WVCN  
Cincinnati, OH  
Bob Long

ADDED  
Ben Gees  
Gene Chandler  
Lakeland  
Mandiri  
Michael Henderson  
Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

ADDED  
Barry White  
Patrice Rushen  
Sarah Dash  
Curtis Mayfield  
Tavares  
Bobby Caldwell  
Lakeland  
HOTTEST  
Chic  
Barry White  
Mother's Finest  
ADC Band  
Gene Chandler  
Ashford & Simpson  
Lenny Williams  
Chic  
Chaka Khan  
Rosa Royce  
B.B. King

ADDED  
Parliament  
Ashford & Simpson  
Sugar  
HOTTEST  
Lakeland  
Peabo Bryson  
Chanson  
Bonnie Pointer  
Sawynth Wonder  
Rockets  
Four Tops

#### MIDWEST

WVCN  
Cincinnati, OH  
Bob Long

ADDED  
Ben Gees  
Gene Chandler  
Lakeland  
Mandiri  
Michael Henderson  
Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

ADDED  
Barry White  
Patrice Rushen  
Sarah Dash  
Curtis Mayfield  
Tavares  
Bobby Caldwell  
Lakeland  
HOTTEST  
Chic  
Barry White  
Mother's Finest  
ADC Band  
Gene Chandler  
Ashford & Simpson  
Lenny Williams  
Chic  
Chaka Khan  
Rosa Royce  
B.B. King

ADDED  
Parliament  
Ashford & Simpson  
Sugar  
HOTTEST  
Lakeland  
Peabo Bryson  
Chanson  
Bonnie Pointer  
Sawynth Wonder  
Rockets  
Four Tops

ADDED  
Ben Gees  
Gene Chandler  
Lakeland  
Mandiri  
Michael Henderson  
Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

ADDED  
Ben Gees  
Gene Chandler  
Lakeland  
Mandiri  
Michael Henderson  
Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

#### WEST

KSOL  
San Mateo, CA  
J.J. Jeffries

ADDED  
Barry White  
Third World  
Peaches & Herb  
Village People  
HOTTEST  
Chic  
Rick James  
Cheryl Lynn  
Chaka Khan  
Barry White  
Brides Of Funkenstein  
Rosa Royce  
Chanson  
ADC Band  
Bobby Caldwell

ADDED  
Barry White  
Third World  
Peaches & Herb  
Village People  
HOTTEST  
Chic  
Rick James  
Cheryl Lynn  
Chaka Khan  
Barry White  
Brides Of Funkenstein  
Rosa Royce  
Chanson  
ADC Band  
Bobby Caldwell

ADDED  
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Gene Chandler  
Lakeland  
Mandiri  
Michael Henderson  
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Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

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Lakeland  
Mandiri  
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Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
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Third World

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Peabo Bryson  
Quartz  
Chic  
Chaka Khan  
Rick James  
Rosa Royce  
EWBF  
Lenny Williams  
Shalamar  
Cheryl Lynn  
Lou Rawls  
Third World

The following are songs which have peaked in Regional Hottest status and no longer qualify for the New and Active.

**ASHFORD & SIMPSON** - Three regions hold on with top chart positions. The West reflects Top 5 while the South shows Top 5 as well. The East shows Top 10.  
**JACKSONS** - The two remaining regions reflect Top 10. In the West, it's Top 10 at several outlets while the South displays Top 10 at key stations.  
**BETTY WRIGHT** - The East holds steady with Top 10 as do key stations in the West. The South reflects Top 5 at key facilities.

These records are beginning to show format crossover action. They are listed alphabetically with regionalized station data.

### Cross overs

**RICK JAMES "Mary Jane"** (Motown) S: 25-22 at 96X, 21-17 Y103, 37-33 WAIR, debut 30 WTMA, on 298, WTIX. MW: 29-27 WDRQ, W: 18-17 KTLK, 25-22 KCBQ, 38-31 KDON, debut 35 KVI-FM, debut 35 KQEO, on KRTH.  
**SWITCH "There'll Never Be"** (Motown) S: 5-4 WAYS, 26-22 WTIX, 21-14 WLAC, 29-25 WKIX, 33-27 WAIR, 16-9 WFLB, add KAYC, MW: 22-21 WGCL, on WNPAP.

### Cross overs

**BEE GEES "Too Much Heaven"** (RSO) S: added WJJS, WVEE and WHRK, NE: 35 WILD, added WXYV, MW: added WCIN.  
**GINO VANNELLI "I Just Wanna Stop"** (A&M) E: 28 WILD, on WXYV, MW: 10 WJMO, S: 16 WJJS, on WHRK and WVEE, W: 9 KDAY, 5 KDKO, on KYAC and XHRM.

### Album Airplay

**BARRY WHITE "The Man"** (20th) \* "Your Sweetness Is My Weakness" \* "Just The Way You Are" \* "September" \* "Early Years"  
**ASHFORD & SIMPSON "Is It Still Good To Ya"** (WB) \* "Is It Still Good To Ya" \* "It Seems To Hang On"  
**CHAKA KHAN "Chaka"** (WB/Tattoo) \* "I'm Every Woman" \* "We Got The Love"  
**COMEO "Ugly Ego"** (Chocolate City) \* "Insane" \* "Anything You Wanna Do" \* "Ugly Ego"  
**SWITCH "There'll Never Be"** (Motown) \* "There'll Never Be" \* "I Wanna Be Closer"  
**FUNKADELIC "Groove A Beglance"** (WB) \* "One Nation Under A Groove"  
**ROSE ROYCE "Strikes Again"** (Whitfield) \* "I'm In Love (And I Love The Feeling)" \* "Love Don't Live Here Anymore"  
**DONNA SUMMER "Live And More"** (Casablanca) \* "MacArthur Park"  
**GIL SCOTT-HERON "Secrets"** (Arista) \* "Angel Dust" \* "Madison Avenue"

# AOR

(ALBUM ORIENTED ROCK)



## Jeff Gelb

### Records And Radio: The Price Connection

While speaking recently with AOR reporter Dave Lange, PD at WILS-FM/Lansing, he raised an interesting question: If record companies continue to raise album prices, will new artists become victims of smaller sales and therefore decreased airplay, and in that sense wouldn't the record companies be contributing to AOR radio's tight playlists by giving new artists no chance to develop an audience?

David's question is hypothetical at the moment since no record label has raised its album prices across the board; all have hand-picked their \$8.98-listed albums as experiments in the next price range. Adverse retail reaction to \$8.98 albums, according to several National Album Promotion Directors I talked with, has been minimal. "Consumers are not concerned about prices when it's something they want and it's a big hit," said Columbia's Fred Humphrey, who said his company's retail research backs that claim. As an example, Atlantic's Tunc Erim reminded that RSO's \$12.98 list "Saturday Night Fever" double package was a record-breaking success. Twentieth's Barry Goldberg concurred, adding, "I don't think people buy albums with prices in mind. They're all basically the same price. It's not like a shirt or blouse where you could get essentially the same piece of merchandise at one store for \$27 and at another for \$19. Walk into any record store and within a dollar or so you're going to get the same album for the same price."

Arista's John Schoenberger pointed out one demographic area of possible opposition to higher record prices: the older buyer. "People who remember \$3.98 lists will certainly be put off at first. But I think most record buyers have become used to paying more for record albums just as they have become used to paying more for everything else, including other forms of entertainment. Besides," he continued, "by the time that \$8.98 record album actually reaches the consumer level the buyer may only be spending an additional 50-60 cents on it, if that."

That's all well and good for the established artists like Steve Martin, Billy Joel or Ted Nugent. Lange's primary concern was with newer artists, and record company representatives are concerned too. Said Warner Bros.' David Young, "If we were to release an album by a group like Dire Straits right now for \$8.98, there's no question sales would be affected. But if retailers and consumers are given a year or more to become adjusted to higher album prices perhaps at that point an album by a developing artist could hold an \$8.98 price tag." Fred Humphrey agreed and added, "I'd like to see new artists' albums released at a lesser cost than the rest of the Columbia catalogue . . . though that's altruistic; it'll never happen."

Barry Goldberg didn't feel album sales by new artists were affected by the album's cost. "I think the new artist's worry," Goldberg surmised, "is visibility, not only on radio but in-store as well. It's finding people who will give the album in-store play, finding someone who will put up a display or two for it instead of a display for the new Linda Ronstadt album with sequins that glow in the dark."

None of the record company representatives I talked with were aware of any plans by their companies to go to \$8.98 across the board (at least in the foreseeable future) but rather to pick and choose selectively. That should come as some comfort to those of us, who, like Dave Lange, have wondered "how high is up." For Arista's John Schoenberger, that ceiling may have already arrived with the current \$8.98 albums. "I do think," he said, "that if we get above \$8.98 we'll start seeing some real problems." And with the radio and record industries' album price connection, problems for one could mean the same for the other. It's a problem we'll have to confront together.



**WATCH OUT FOR THAT FIRST STEP** — Alert passersby noted the pictured hirsute appendage attempting to leave the offices of KTVD/Santa Barbara the hard way this past Halloween day.

### CHOM-FM Promotion Supports Area Music

CHOM-FM/Montreal has just completed a six month-long promotion which turned the spotlight on area musical talents. The station solicited musical tapes from Quebec musicians. 85 of the over 200 tapes received were aired on a regular Wednesday evening music program, tapes of which were sent to five judges who ranged from record promoters to media entertainment editors. These judges picked ten artists and groups who played at an eight-hour charity concert for over 1300 people. The best group of the night was chosen on the basis of crowd response and the judges' decisions. Paul LeRoux & Steelhead won a recording contract with Aquarius Records for their performance, while all the bands and artists' performances were recorded for a future low-cost station-produced album. CHOM-FM's promotion is a terrific example of a well-planned community-oriented project. Congrats to PD Bill Androsivk and crew.

### Rolling Stone Readers Pick Favorite Radio Stations

From one of the winning stations comes word of the results of the balloting in this year's Rolling Stone Readers' Poll in the category of Favorite Radio Station. First by far was WNEW-FM/New York, followed in order of votes by WMMS/Cleveland, WMMR/Philadelphia, KMET/Los Angeles, and WPLJ/New York. It's noteworthy that all five stations are firmly AOR, an interesting indication of the tastes of the average Rolling Stone reader (or at least the tastes of the average reader who would respond to a written poll). Many congratulations to the winning AOR stations who are, not surprisingly, some of the country's leading proponents of community-oriented AOR radio. The full results of the magazine's poll will see print in issue No. 183, out in January.

### WIOQ's Demers Experiments With TV Show

AOR experimentation with television continues with "Soundtrack," a compilation of record company promo films of their acts with WIOQ PD Alex Demers as host.

Demers explains the show's genesis: "WIOQ is partially owned by the Spectracorp group, who own Prism cable TV in town. We had been planning to utilize that connection by putting together a TV show for some time. We got a bunch of record company promo films and started playing around with them. We decided that instead of hard-selling the acts we would try and string them together very much like a radio show."

The result is an hourlong video show with Demers acting as onscreen host for five "breaks" in the hour, and doing voiceovers between acts. "It's put together," Demers explained, "very similarly to WIOQ's format: We open the set basically with a blockbuster, then come in with something from someone people might not be familiar with, and bring things back with a recurrent. We're currently looking into archives to get film footage of sixties groups so we can add an oldies classification as well."

Demers is excited about the project and its potential. "We're certainly open to syndication, and the folks at Prism have already had some inquiries from other cable companies about that." He tapes his second installment of "Soundtrack" in two weeks for airing over Philadelphia cable TV in January.

### AOR Radio Broadcasts Continue

National AOR radio broadcasts have become a regular feature of AOR radio schedules. In the most recent case, The Grateful Dead were heard nationwide on 23 AOR radio stations from Washington to Los Angeles in a recent radio concert. 17 stations carried the 4 hour and 10 minute show live while another half-dozen elected to run the show on tape at a later date. The show included "half-time" intermission interviews with Dead members Bob Weir, Donna Godchaux, and Mickey Hart. On New Year's Eve, DIR Syndicators have planned a gala on-air party featuring The Marshall Tucker Band in concert from New Orleans, with Scott Muni hosting. The show has already been confirmed for live airing at over 125 AORs nationwide.

♦♦♦♦

Just a note to thank everyone within the radio and record industries who have taken time to call with comments on the newly expanded information being offered in the AOR section. Your overwhelmingly positive reaction has been very gratifying. May I also use this opportunity to praise the efforts of R&R's Art Director Richard Zumwalt and his crew in creating the section's new graphic appearance, which allows for a much greater amount of information to be offered without creating any confusion in the section's appearance.

### Evolution

In one of the least active weeks of Evolution activity this year, WTAO/Murphyboro, IL morning man Earl Jive has been named the station's PD . . . John Reed is the new PD at WHHY-FM/Montgomery, from their AM sister station. He replaces the already-departed Lanny West. The station's new Asst. PD is Chris O'Kelly from Z-93/Atlanta . . . Kevin Graff has been named WSAN/Allentown's MD . . . Gary Schweikhart has been named Promotion and Public Affairs Director for KQ96/Omaha. Schweikhart is a local free lance writer and producer . . . Steven Clean, not Ocean as reported last week, has joined WCOZ/Boston for nights, from a former airshift at WMMR/Philadelphia . . . Dave Krusenklau is the new MD at WKQQ/Lexington, from the station's airstaff.

(Continued on page 46)

# REACTION TO CHUCK MANGIONE'S NEW SINGLE FEELS VERY GOOD.

## CHUCK MANGIONE Children of Sanchez

AM 2088



FROM THE A&M ALBUM CHILDREN OF SANCHEZ SP 6700

PRODUCED BY CHUCK MANGIONE

"Children of Sanchez" is the follow-up to the biggest instrumental hit of the year, "Feel So Good", and as a result stations everywhere are screaming "hit."

Produced by Chuck Mangione

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**CHUCK MANGIONE**  
**"CHILDREN OF SANCHEZ"**  
AM 2088  
**THE SINGLE.**

From the album, "Children of Sanchez"  
SP 6700  
**ON A&M RECORDS & TAPES**



## Jeff Gelb

(Continued from page 44)

### Color

**A BUNCH OF WILD AND CRAZY GUYS:** OU106/Norman, OK. sponsored a "Genuine Imitation Steve Martin Lookalike Contest." The winner received a \$100 gift certificate from a local clothing store and a pair of front row center tickets to the local Martin appearance.

**GOOD OLD WHAT'S THEIR NAMES:** KSJO/San Jose helped two ex-members of the Elvin Bishop band name their new band by asking listeners to supply names. The winning name was "Gambler", and the winner's prize was a private party for 300 friends (plus 200 passes given out by the station) with the band providing the music.

**SHOOTING THE BIRD:** KTIM/San Rafael gave its listeners the opportunity to win a turkey for their Thanksgiving table by phoning in and having their favorite jocks "take shots" on cart at a turkey. Consolation prizes were Wishbone Ash albums and T-shirts.

**THE SEARCH FOR SIGNAL'S END:** To illustrate their power boost to 85,000 watts from 14,000, KREM-FM/Spokane sent two teams and an astrologer on the road in different directions to phone in reports about how well the station could be received from nine different points throughout the state. Each location was also given an astrological reading while the station's engineer offered comment on how listeners could improve their reception. Given out along the way were Joan Armatrading's "To The Limit" and Van Morrison's "Wavelength" albums. The two teams ended their day by meeting in a college town for an end-of-the-signal "undisco" party at a nightclub. All in all, a very clever way to let folks know of their improved reception.

**SPOT THE PHONY COMMERCIAL:** WCOZ/Boston asked listeners to write in the names of the products mentioned in three phony commercials aired over the course of a (ratings period) week. Correct postcards were eligible in a drawing for an expenses-paid trip for two to New York to view a taping of "Saturday Night Live."

**WAAF WELCOMES AEROSMITH:** In conjunction with an area Aerosmith concert, WAAF/Worcester sponsored a contest for the most attractive banners welcoming the group to the city. The top three banners netted their creators Aerosmith tour jackets.

**RASTAMAN VIBRATIONS FROM CHICAGO:** Over a seven day period WXRT/Chicago listed numerous activities to be enjoyed during a Jamaican vacation. From postcards received that contained all the activities listed by the station over the week, one was drawn for a weeklong vacation in Jamaica. Well over 2000 cards were received in the promotion, which was co-sponsored by Polydor Records in support of the new 10CC album.



**MONTROSE IN SAN JOSE** — Warner Bros. recording artist Ronnie Montrose (right) was special guest on KSJO/San Jose air personality Billy Vega's midday show recently.



**KRST TEAMS WITH 1994** — A&M recording artists 1994 teamed up with KRST/Albuquerque for a recent budget concert. Pictured back at the station afterwards (l-r) are group's John DeSautels, KRST's Bill Stambaugh, group's Karen Lawrence and Steve Hunter, and KRST morning man Dave Holland.



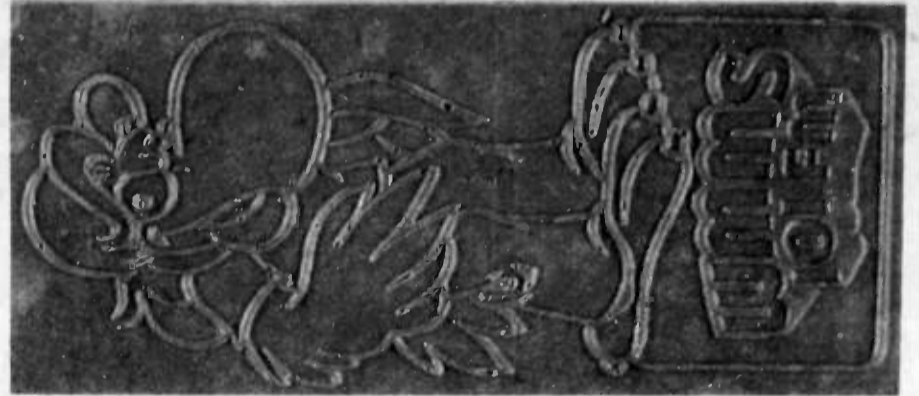
NET.  
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The CHOCOLATE BUZZARD  
from  
**Wmms  
101 FM**

MADE EXCLUSIVELY BY:  
**MALLEY'S CANDIES**

LAKELWOOD, O. 44107

\$.50 OF THIS SALE GOES TO HELP SUPPORT THE SOCIETY FOR CRIPPLED CHILDREN



**SUGAR-COATED PROMOTION** — The Buzzard Boys are at it again! Now Wmms/Cleveland has created a milk chocolate likeness of their unique mascot for consumption by Clevelanders over the holiday season. Profits from the sale of the candy support a Cleveland Society for crippled children.

### Update

WZMF/Milwaukee celebrated its tenth AOR anniversary with a benefit party which drew 500 people in support of the station and the evening's beneficiary, a home for the retarded . . . Thanksgiving was the jumping-off point for several AOR charitable promotions: WEBN/Cincinnati held a special concert featuring Jesse Colin Young. Admission for two was one turkey for the needy of Cincinnati. KSAN/San Francisco set up a "turkey exchange," asking people to phone the station if they needed a place to eat or had an extra dinner seat for Thanksgiving. The station then matched the two . . . Y95/Rockford is the latest Abrams Superstars affiliate . . . While at WAAF/Worcester for a guest DJ slot, personable Harry Chapin sang four unreleased tunes over the air . . . Speaking of accommodating folks, WCOZ/Boston MD Bob Slavin tells me that Meat Loaf recorded several customized station ID's while on the premises for a recent interview . . . Cable AOR WDIX/Dix Hills, NY has sent GM Corey Taylor and PD Bob Buchmann to London to compile numerous features for upcoming specials on the station. Scheduled are interviews with Herbie Hancock, Carlos Santana and Al Stewart, plus numerous concerts and tourist attraction stopovers. What a job! . . . And in sports it was Boston 35—DC101/Washington 27 in a heated basketball match in front of thousands of cheering fans . . . Many congratulations to the staff of WDVE/Pittsburgh, recipients of two major awards this week: They were given a Gabriel award for their 2½-hour public affairs special "Crystal Rollercoaster." Produced by station staffer Dennis Benson, the program concerned the use of chemicals to change moods. The station also received a Golden Quill award from the Pittsburgh Press Club for their regular 60-second public affairs featurettes.

### Concerts & Conversations

**PRESENTATIONS:** ZETA-7/Orlando presented Molly Hatchet and Joe Cocker for \$3 . . . WOUR/Utica presented Stillwater, Baby Grand for 96 cents . . . FM107/Scranton, PA presented Baby Grand for \$1.07.

**RADIO CONCERTS:** Mark-Almond, Sea Level on WLIR/Long Island . . . Ambrosia on WEBN/Cincinnati . . . Kiki Dee on WKDF/Nashville . . . Sweetbottom on WZOK/Rockford . . . Flint on 96Rock/St. Louis . . . Baby Grand on WCMF/Rochester . . . Yes on WMMR/Philadelphia.

**CONVERSATIONS:** Marshall Tucker, Sea Level, Trooper, Gene Simmons on KSHE/St. Louis . . . Jefferson Starship on WQBK/Albany . . . Heart on WOMP/Wheeling . . . Al Stewart, Elvin Bishop on WCOZ/Boston . . . Patrick Moraz, Richard T. Bear, Justin Hayward, Captain Beefheart, Rory Gallagher, Johnny's Dance Band, Arlyn Gale, Meat Loaf and Sammy Hagar on WMMR/Philadelphia . . . Richard T. Bear, Queen on WYSP/Philadelphia . . . Styx on WZXR/Memphis . . . Ian Matthews on KAZY/Denver . . . Spencer Davis on KTIM/San Rafael . . . Marshall Tucker, Outlaws, Firefall on WKGN/Knoxville . . . Kenny Loggins, Patrick Moraz, Heart on DC101/Washington, D.C. . . . Hall & Oates, Kansas, Steve Forbert on M105/Cleveland . . . Devo, Blondie, Lynyrd Skynyrd on KSJO/San Jose . . . Charlie Daniels, Elton John on WLIR/Long Island . . . Taj Mahal on KATT/Oklahoma City . . . Firefall on KHFI/Austin . . . James Montgomery, Henny Youngman on WBCN/Boston . . . Ambrosia, Jimmy Cliff, Rebop, Devo on WXRT/Chicago . . . Gene Simmons, Heart, Michael Stanley on 96Rock/St. Louis . . . Gene Simmons on Wmms/Cleveland . . . Starz, Lynyrd Skynyrd on KOME/San Jose . . . Grateful Dead on WCMF/Rochester . . . REO Speedwagon on KGLR/Reno . . . Al Jarreau on WLPX/Milwaukee.

**COMING NEXT WEEK:** Cheryl Hines is the General Manager at KXFM/Santa Maria. Kathy Glines is the station's Sales Manager. In fact, the station's entire sales and management force is made up of women. Next week we'll talk with Cheryl and Kathy about their rise in ranks from secretarial and other positions to the top rung of the station's sales and managerial ladders. Their comments will prove illuminating and inspirational for women in all facets of broadcasting.

**PHONOGRAM-  
MERCURY, INC.**

**Proudly Announces A  
New Association With**

**VILLAGE  
RECORDS**

From The **Faith Band** Album

The New Single

**"Dancin' Shoes"**

74037

The Original Version

**ALREADY ON: WCCO — WIFE — Y103  
KLUE — KMHT — WEEI — WIOD  
WNEW-FM — WAVA — WAER — WQBK  
WZFM — WQFM — KSAN — WEEI — WBVF  
WIOT — KNOW — AND MANY MORE!**



From Phonogram-Mercury  
With The Image Of The Hits

# Radio & Records

# Album Airplay/40

# Chart Summary

## December 1, 1978

Album cuts are listed in order of airplay preference.

1	<b>BILLY JOEL</b>	52nd Street(Col)	"Life""Big Shot""Eyes""Night"
2	<b>LINDA RONSTADT</b>	Living In The USA (Asylum)	"Baby""Dream""Allson""Look"
3	<b>AL STEWART</b>	Time Passages (Arista)	Title "Song""Lucy"
4	<b>ERIC CLAPTON</b>	Backless (RSO)	"Promises""Time""Tell Me""Lucy"
5	<b>FIREFALL</b>	Elan (Atl)	"Strange""Sour""Goodbye"
6	<b>NEIL YOUNG</b>	Comes A Time (WB/Reprise)	Title "Going Back""Lotta""Winds"
7	<b>STYX</b>	Pieces Of Eight (A&M)	"Collar""Sing""Renegade""Queen"
8	<b>QUEEN</b>	Jazz (Elektra)	"Race""Girls""Entertain""Seven"
9	<b>HEART</b>	Dog & Butterfly (Portrait)	"Straight" Title "High""Cook" lead
10	<b>FOGELBERG/WEISBERG</b>	Twin Sons... (Full Moon/Epic)	"Gold""Face"
11	<b>SANTANA</b>	Inner Secrets (Col)	"All Right""Stormy""Invitation"
12	<b>ELTON JOHN</b>	A Single Man (MCA)	"Part-Time""Georgia""Care"
13	<b>VAN MORRISON</b>	Wavelength (WB)	Title "Obsession"
14	<b>WHO</b>	Who Are You (MCA)	Title "New""Trick"
15	<b>TOTO</b>	Toto (Col)	"Hold""Goodbye""Supply"
16	<b>FOREIGNER</b>	Double Vision (Atl)	Title "Toll""Blue""Spellbinder"
17	<b>CHICAGO</b>	Hot Streets (Col)	"Alive" Title "Lover"
18	<b>BOSTON</b>	Don't Look Back (Epic)	Title "Easy""Man""Party"
19	<b>TED NUGENT</b>	Weekend Warriors (Epic)	"Need" Title "Spots""One"
20	<b>EMERSON LAKE &amp; PALMER</b>	Love Beach (Atl)	"I Want""For You" Title "Gambler"
21	<b>10CC</b>	Bloody Tourists (Polydor)	"Holiday""You And I"
22	<b>KANSAS</b>	Two For The Show (Kirshner)	"Wall""Point""Son"
23	<b>GRATEFUL DEAD</b>	Shakedown Street (Arista)	Title "Lovin'""Miracle" lead Variety
24	<b>CARS</b>	Cars (Elektra)	"Needed""Girl"
25	<b>IAN MATTHEWS</b>	Stealin' Home (Mushroom)	"Shake""Inch""Yank"
26	<b>ROLLING STONES</b>	Some Girls (R. Stones)	"Shattered""Whip"
27	<b>STEELY DAN</b>	Greatest Hits (ABC)	"World"
28	<b>NICOLETTE LARSON</b>	Nicolette (WB)	"Lotta Love""Rhumba"
29	<b>YES</b>	Tormato (Atl)	"Whale""Release"
30	<b>J. GEILS</b>	Sanctuary (EMI-America)	"Kiss" Title "Stop""Hurt" lead
31	<b>AEROSMITH</b>	Bootleg (Col)	"Walk""Dream"
32	<b>GEORGE THOROGOOD</b>	Move It On Over (Rounder)	"Who" Title "Wasn't Me"
33	<b>OUTLAWS</b>	Playing To Win (Arista)	"Show""Take It"
34	<b>POCO</b>	Legend (ABC)	"Heart""Boomerang""Crazy" Title
35	<b>JOAN ARMATRADING</b>	To The Limit (A&M)	"Baby""Blue""Pregnant"
36	<b>GINO VANNELLI</b>	Brother To Brother (A&M)	"Stop""Appaloosa""Flow"
37	<b>POINTER SISTERS</b>	Energy (Planet)	"Fire""Work""Hypnotized"
38	<b>S.S. JOHNNY/A. JUKES</b>	Hearts Of Stone (Epic)	"Trapped""Inside"
39	<b>RUSH</b>	Hemispheres (Mercury)	"Trees""Circumstances"
40	<b>TODD RUNDGREN</b>	Back To... (WB/Brville)	"Man""Hello""Tell""Dream"

Thanks to this week's 115 reporting stations who took time from busy holiday schedules to call in their album activity reports. Next week will see an even higher number of reporters as everyone returns from well-deserved end-of-book/Thanksgiving breaks and vacations. JOEL stayed on top with hots at 97 of our callers. In a close race for No. 2, LINDA held steady with 77 hots plus significant mediums, and AL followed with hots at 76 of our reporters (next week should be interesting). CLAPTON continued his upward climb with hots at 71 of our reporters plus many mediums; FIREFALL was close behind with hots at 69 of our reporters. QUEEN was this week's prime mover with 42 adds plus significant mediums and hots. HEART and SANTANA moved up, as did ELTON. TOTO had a good week while FOREIGNER held steady and NUGENT moved up. ELP was this week's highest debut with adds at 72 of our reporters plus early mediums and hots. 10CC inched up. DEAD debuted handsomely with adds at 57 of our reporters plus early hots. IAN continued his upward climb, as did STEELY and NICOLETTE. THOROGOOD had a good week. POINTERS debuted with good adds, mediums and hots. TODD debuted.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. It does not attempt to fabricate a trend. The artists in italics registered the most rapid gains in airplay this week.

## MOST ADDED

	12/1	11/24	11/17	11/10	11/3
1	<b>E. LAKE &amp; PALMER</b> Love Beach (Atl) "I Want"	77/72	3/3	0/0	0/0
2	<b>GRATEFUL DEAD</b> Shakedown... (Arista) Title	67/67	10/10	0/0	0/0
3	<b>QUEEN</b> Jazz (Elektra) "Race"	92/42	50/39	0/0	0/0
4	<b>TODD RUNDGREN</b> Beck To... (WB/Brville) "Man"	42/37	17/16	0/0	0/0
5	<b>ROBERT JOHNSON</b> Close Personal... (Infinity) "Waiting"	24/24	2/2	0/0	0/0
6	<b>PETER TOSH</b> Bush Doctor (R. Stones) "Back"	28/23	12/11	0/0	0/0
7	<b>POCO</b> Legend (ABC) "Heart"	49/20	44/31	37/31	7/7
8	<b>J. GEILS</b> Sanctuary (EMI-America) "Kiss"	43/18	55/48	1/1	0/0
9	<b>J.C. YOUNG</b> American... (Elektra) "Reve"	32/18	47/45	5/5	0/0
10	<b>SAO CAFE</b> Misplaced Ideals (A&M) "Restless"	21/17	12/12	0/0	0/0
11	<b>JERRY JEFF WALKER</b> Jerry Jeff (Elektra) "Railway"	16/15	0/0	0/0	0/0
12	<b>CRAZY HORSE</b> Crazy Moon (RCA) "Down Hill"	15/14	8/8	0/0	0/0
13	<b>POINTER SISTERS</b> Energy (Planet) "Fire"	38/12	34/16	32/23	17/17
14	<b>FM</b> Black Noise (Visa) "Stun"	19/11	25/15	13/11	6/4
15	<b>DIRE STRAITS</b> Dire Straits (WB) "Sultans"	32/10	28/9	17/15	8/7

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

## MEDIUM

	12/1	11/24	11/17	11/10	11/3
1	<b>ELTON JOHN</b> A Single Man (MCA) "Part Time"	70/37	74/42	83/41	72/34
2	<b>IAN MATTHEWS</b> Stealin'... (Mushroom) "Shake"	43/31	39/22	49/27	36/26
3	<b>SANTANA</b> Inner Secrets (Col) "All Right"	78/31	84/37	84/45	79/44
4	<b>NICOLETTE LARSON</b> Nicolette (WB) "Lotta Love"	45/28	37/20	39/15	39/14
5	<b>TED NUGENT</b> Weekend Warriors (Epic) "Need"	48/27	52/28	52/26	55/25
6	<b>HEART</b> Dog & Butterfly (Portrait) "Straight On"	75/76	83/25	90/26	85/23
7	<b>TOTO</b> Toto (Col) "Hold"	83/28	59/22	61/31	53/27
8	<b>NEIL YOUNG</b> Comes... (WB/Reprise) Title	80/25	92/29	96/33	92/33
9	<b>OUTLAWS</b> Playing To Win (Arista) "Show"	46/24	47/21	54/16	55/1
10	<b>YES</b> Tormato (Atl) "Whale"	39/23	53/31	67/32	78/33
11	<b>S.S. JOHNNY/A. JUKES</b> Hearts Of Stone (Epic) "Trapped"	32/22	32/22	34/21	33/17
12	<b>CHICAGO</b> Hot Streets (Col) "Alive"	60/21	73/25	84/29	76/29
13	<b>FOGELBERG/WEISBERG</b> Twin... (Full Moon/Epic) "Gold"	72/21	83/22	83/20	87/24
14	<b>VAN MORRISON</b> Wavelength (WB) Title	68/21	83/31	77/26	81/28

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

## THE HOTTEST

	12/1	11/24	11/17	11/10	11/3
1	<b>BILLY JOEL</b> 52nd Street (Col) "Life"	105/87	119/111	118/107	113/103
2	<b>LINDA RONSTADT</b> Living In The... (Asylum) "Baby"	86/77	106/86	106/95	100/88
3	<b>AL STEWART</b> Time Passages (Arista) Title	93/78	102/83	98/77	86/73
4	<b>ERIC CLAPTON</b> Backless (RSO) "Promises"	93/71	91/60	101/34	45/1
5	<b>FIREFALL</b> Elan (Atl) "Strange"	84/69	93/69	95/60	87/47
6	<b>STYX</b> Pieces Of Eight (A&M) "Collar"	75/63	85/78	94/83	95/85
7	<b>NEIL YOUNG</b> Comes... (WB/Reprise) Title	80/55	92/63	96/63	92/59
8	<b>FOGELBERG/WEISBERG</b> Twin... (Full Moon/Epic) "Gold"	72/51	83/61	84/64	87/63
9	<b>HEART</b> Dog & Butterfly (Portrait) "Straight"	75/49	83/58	90/64	85/62
10	<b>VAN MORRISON</b> Wavelength (WB) Title	68/47	83/52	77/50	81/52
11	<b>SANTANA</b> Inner Secrets (Col) "All Right"	78/45	84/46	84/36	79/33
12	<b>FOREIGNER</b> Double Vision (Atl) Title	55/41	62/44	73/60	71/59
13	<b>GINO VANNELLI</b> Brother To... (A&M) "Stop"	53/40	75/57	64/37	57/41
14	<b>WHO</b> Who Are You (MCA) Title	53/39	74/58	84/66	97/81
15	<b>BOSTON</b> Don't Look Back (Epic) Title	55/37	72/47	93/55	82/57
16	<b>TOTO</b> Toto (Col) "Hold"	63/37	59/34	61/29	53/16

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



# ALICE COOPER FROM THE INSIDE

BSK 3263



Alice Cooper's "From the Inside" includes the single "How You Gonna See Me Now", wbs 8695  
Produced by David Foster  
Original concept, lyrics and direction by Alice Cooper and Bernie Taupin



*Shipped insane on Warner Bros. Records & Tapes*

Management: *ALIVE* ALIVE ENTERPRISES INC 8600 Melrose Ave. L.A. CA 90069





**John Belushi and Dan Aykroyd are the Blues Brothers. Singing their hearts out with "Briefcase Full of Blues."**

**On Atlantic Records and Tapes.**



SD19217  
Produced by Bob Tischler with very special thanks to Dan Aykroyd and John Belushi





# STRAITS AHEAD!

RADIO & RECORDS ALBUM AIRPLAY

## MOST ADDED

15	DIRE STRAITS Dire Straits (WB) "Sultans"	12/1	11/24	11/17	11/10	11/3
		32/10	20/9	17/15	8/7	1/1



On Warner Bros. Records



**The Last Word in First Albums**

Produced by  
Muff Winwood







ANNIVERSARY CELEBRATORS - Grouped for the festivities at KSHE/St. Louis' 11th AOR anniversary party...

ARE WE NOT DJs? - Warner Bros. recording artists Devo brought their outfits with them when they visited the studios of WXRT/Chicago...

MIDWEST KADI St. Louis 314-721-2323. ADDED: Phoebe Snow (Col), Dire Straits (WB), etc.

St. Louis 314-842-1111. ADDED: Queen (Elektra), Pointer Sisters (Planet), etc.

FM 104 Toledo 419-248-3377. ADDED: Emerson, Lake & Palmer (A&M), Heart (Portrait), etc.

92.5 wmbh Toledo 419-531-1681. ADDED: Stephen Bishop (ARC), Yes (A&I), etc.

Wichita 316-838-9141. ADDED: Fogelberg/Wesberg (Full Moon Epic), Jiva (Polydor), etc.

WEST KRST Albuquerque 505-266-7946. ADDED: Grateful Dead (Arista), J. Geils (EMI America), etc.

MOST ADDED GRATEFUL DEAD Shakedown... (Arista) 19/16. EMERSON LAKE & PALMER Love Beach (A&I) 17/15.

MEDIUM ELTON JOHN A Single Man (MCA) 21/12. 10CC Bloody Tourists (Polydor) 21/12.

THE HOTTEST LINDA RONSTADT Living In The... (Asylum) 28/26. BILLY JOEL 52nd Street (Col) 27/24.

KRXX Bakersfield 805-393-1500. ADDED: Queen (Elektra), Outlaws (Arista), etc.

Casper 307-235-1515. ADDED: Linda Ronstadt (Asylum), Sea Level (Capricorn), etc.

Denver 303-751-1390. ADDED: Outlaws (Arista), Sad Cafe (A&M), etc.

Rock 96 Fresno 209-266-2132. ADDED: J. Geils (Elektra), Pointer Sisters (Planet), etc.

Los Angeles 213-464-5838. ADDED: Grateful Dead (Arista), Alice Cooper (WB), etc.

Anaheim 714-776-3696. ADDED: Santana (Col), Southside Johnny (Epic), etc.

Denver 303-759-5600. ADDED: Talking Heads (Sire), Elton John (MCA), etc.

Eugene 503-747-1221. ADDED: Kansas (Kirshner), Phoebe Snow (Col), etc.

Los Angeles 213-683-3311. ADDED: Alice Cooper (WB), George Thorogood (Rounder), etc.

Los Angeles 213-469-1212. ADDED: Dobie Gray (Infinity), Tanya Tucker (MCA), etc.

Anchorage 907-349-2531. ADDED: Firefall (A&I), Rolling Stones (R. Stones), etc.

Denver 303-936-2313. ADDED: Emerson, Lake & Palmer (A&I), Queen (Elektra), etc.

Fresno 209-485-7762. ADDED: The Wild Blue Yonder (Totally Out of Control), Billy Joel (Col), etc.

Los Angeles 213-683-3311. ADDED: Alice Cooper (WB), George Thorogood (Rounder), etc.

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# COUNTRY



**Jim  
Duncan**

The tabulation of the top Country songs of 1978 is currently the main order of business these days at R&R. The year's end is rapidly approaching, and along with figuring the top songs of the year, we are again asking our reporting stations (for the third year) to vote on their favorite music and artists. The results will be announced in the last R&R issue of the year, December 22. Besides program directors and music directors, we have asked air staffs to vote. I got a big chuckle when I saw a few of the write-in votes for "Vocal Duo" of the year were for (true!) Dolly Parton . . . So what else is new? . . . The AOR section of R&R just had a major facelift in its layout and information. (Looks good, Jeff, but you are still ugly!)

Effective last Monday, WYDE/Birmingham extended its broadcast day to 24 hours . . . KVOC/Casper also did the same. New all-nighter is Larry Thomas, formerly of KCEY/Modesto . . . Bob Grayson joins Mike Burger and crew at WHOO/Orlando to do middays. Grayson had been PD of lame-duck WAME/Charlotte, NC (if you have been following these columns you remember they were just sold to the Jimmy Swaggert company, which plans to change the format to religious after their takeover next year). Former PDEd Robinson has been rehired to do Grayson's PD job until the change. Robinson got out of radio a couple years ago to pursue other interests . . . Mark Williams is the new morning man at KCKC/San Bernardino. He had been doing the afternoon drive. The guys in the news department wanted to give him a surprise welcome to the new shift so they told him on the air that they had something to give him later in the show. At 9:30 of the first morning, they had a belly dancer stop by and do some "tummy-bumpin'" to the "toe-tappin'" music of KCKC . . . Tim James has been moved from 6-10pm to 9pm to 1am at KIDN/Pueblo . . . Jack Seckel is the new MD at WIXZ/Pittsburgh . . . Marge Lee is the new Creative Services Director at KJJJ/Phoenix . . . Dianne Burnett has been added to the music research department of WLAS/Jacksonville, NC . . . Congrats to WUNI/Mobile morning man Tom Dickens; he and his wife Rose had a baby last Saturday. James Albert was weighed in at 8lb 13 oz . . .

**HELP NEEDED:** KLAK/Denver PD Bill James is looking. (303) 985-8771. Tapes to KLAK, 7075 W. Hampden, Lakewood, Co. 80227 . . . KIRL/St. Louis needs a midday person with good production ability. Check with PD Mike Fee, box 1460, St. Louis, 63188 . . . WHYL/Carlisle, PA needs a good air personality. Contact Lou Rogers (717) 249-1717 . . .

## Letters

Dear R&R:

Here are some previously secret tidbits you might be interested in:

- 1) The following record labels have announced that they have no plans for release of a repackaged Willie Nelson LP — Con Brio
- 2) ABC denied rumors that it has been guilty of using inadequate materials in its record-pressing plants. In an apparently unrelated move, ABC announced the purchase of 60 million tons of black margarine.
- 3) Warner-Curb is no longer actively pursuing the contract of singer-songwriter Tom T. Hall. Hall's first album for Warner was to have been titled "The Monkey Who Became Lieutenant Governor."
- 4) This should be of particular interest to you. A copy of R&R recently sold at a Philadelphia auction for \$1000. Its supposed great value stemmed from the fact that it did not include a picture of Carson Schreiber. The red-faced auctioneer has not yet uncovered the identity of the hoaxer who printed up the bogus paper.

Dave Margolis, MD  
KUZZ/Bakersfield

Dear R&R:

I think it's about time that the country songwriters, producers and performers start cleaning up their act in the studios! I am getting sick and tired of taking heat from the public about the dirty songs and that's just what they are, downright dirty.

KICD-FM switched to Country about a month ago and we get a lot of complaints from the public. Some because we switched to Country in the first place and a good many because of the content of the lyrics. The first reason I can contend with . . . the second I cannot defend. Our salesmen are constantly getting heat from our customers about lyric content. How can we start a new format when a good share of the lyrics are the kind you wouldn't want your kids to listen to?

As of now, we are monitoring our music very closely. Part of our schedule is automated. When a tape deck is put up, we will check the listing of songs. If there is a questionable song on the list, we will go past it. If anything comes up on the Ralph Emery syndicated show that's questionable, we'll edit it out. If a questionable song is included in American Country Countdown, we'll edit it out.

The current "hit" I'm most referring to is "Bull And The Beaver" by Merle Haggard and Leona Williams. It is the grossest record I've ever heard that wasn't classified as a party record in the first place. There is only one definition of the slang term "Beaver." There's no double entendre.

Another is the "Cathouse" cut by Paycheck in his new album. I could list a bunch of them . . . but these two are the most offensive ones currently.

I'd be interested in knowing how other programmers feel about the trend in lyrics.

Mike Hoyer  
Air Personality  
Bill Campbell, MD  
KICD/Spencer, Iowa

## Playing Traditional Country

Dear R&R:

We read with interest your item about Perry St. John, KSO, and his letter writing campaign. But there's an even better way to get the point across that some stations are, indeed, unhappy with the direction so-called Country songs are taking.

Here at WGTO, we strive for a "traditional" country sound. Not "redneck" or "hardcore" . . . but traditional. Jumping from a 3.3 to a 10.4 in the last ARB (with daytime comes at that) indicates we must be doing something right. So we plan to stick with our musical direction. If an artist comes out with a song we think is too "sweet" or not country enough, we simply don't play it. For certain, we don't add it out of the box. A few of the major established C&W artists can get away with it, since they already have a built-in fan following. But some of the so-so artists are going to be in a hurt to get their songs on WGTO unless the product meets our needs.

The Central Florida market is covered by three of four truly good Country stations . . . WSUN in St. Petersburg-Tampa. WHOO in Orlando and us. Quite frankly, we at WGTO don't give a damn what the other two stations program. We have our audience by the handle, we feel we know what they want to hear, and we will continue to play what we think is the best country music to get the job done.

In short . . . If general managers and program directors are so upset with the product that's available, why the hell do they continue to play it? There are scores of "new" artists who are, in fact, releasing country music. We have, at any one time, as many as four "rookie" singers on our playlist. And we are proud of our reputation as a breaker station for new talent. MOR, Disco and Pop sounding songs have no business on a C&W format. At least not on ours.

Terry Slane  
Program Director  
Dave Campbell, MD  
WGTO/Cypress Gardens, FL

PS: Your scoop: very soon, WGTO will be 24 hours. Ain't that neat???



"JUST THOUGHT I'D DROP IN!!" — WDEN-FM/Macon air personality J.D. North is pictured taking a dunk at a fund raising effort on behalf of the Macon Heritage Foundation. WDEN AM & FM participated in the "D.J. Dunking" booth to help raise money for the restoration of Macon historical sites. WDEN-AM's Mike Ralston gave away prizes to participants who were able to drop of J.D.

## Contests, Concerts & Conversations

RCA Records/Nashville has helped stimulate a number of radio promotions around the Charley Pride single, "Burgers & Fries" in a cooperative effort between stations, local and national fast-food outlets coordinated by the record company. Among the variations were burger-eating contests, hamburger recipe contests, name-the-Charley Pride-song contests, and the call-in-to-win type contests. Among the prizes RCA made available to stations were



T-shirts, Pride Albums, and Oster Burger makers. Pride is pictured here in front of the RCA offices in Nashville with a shipment of burger makers. Also pictured is KZIP/Amarillo PD Dugg Collins, along with the winner of the burger-eating contest the station held . . . KBOX/Dallas recently gave away \$10,000 in its "Money Spree" promotion. The winner of the contest had to identify three mystery celebrities to win six minutes in a bank vault with a chance to grab up the ten grand. It only took four minutes and fifteen seconds to get the job done, according to PD Pete Porter . . . Jeff Williams, MD of WHYL/Carlisle, PA, reports tremendous response to their bluegrass-progressive Country special weekly show, "Breakdown." The program airs for two hours on Sunday afternoon. Plans to expand it to three hours may happen soon. Anytime listeners can be induced to tune in for a special program on an off-listening day, it's good radio. Williams says he could still use more product for the show: P.O. Box 219, Carlisle, PA. 17013 . . . Mel Tillis and The Oak Ridge Boys are being presented by KSOP/Salt Lake City this Saturday (2) . . . WWVA/Wheeling and its "Jamboree U.S.A." program are sponsoring a national talent contest called "Starquest '79." Beginning March 1, one semi-finalist will be selected a week to appear after WWVA's Saturday night Jamboree. Finalist will be selected about four weeks prior to the annual "Jamboree In The Hills '79," scheduled July 14 and 15. Finalists will appear on the program and a grand winner will be chosen. The big winner will receive a contract to be a regular performer on the Jamboree, plus a recording contract. Interested parties can write for an application to Starquest '79, 1015 Main St. Wheeling, WV, 26003 . . . CFGM/Richmond Hill, Ontario air personality Stan Campbell recently had RCA's Jim Ed Brown and Helen Cornelius on his show. They were in town for a concert with Ronnie Milsap . . . Thanksgiving night, KLAC/Los Angeles did a special 55-minute salute to Mickey Mouse and his 50th anniversary. The program, hosted and written by Pat McGuinness, and produced and edited by Steve Thrap, featured cartoon soundtracks, music and some rare material from Mickey's radio program during the 1930's. The show also had an interview with the late Walt Disney that McGuinness did in 1965. It told of Disney's plans to originally call Mickey "Mortimer." . . . WHK/Cleveland air personality Joe Finan continues to give away birthstones on the astrology portions of his show every weekday in the "King Of Diamonds" contest. Grand winner will get a one-carat diamond cluster . . . With carats (carrots?) on the mind, R&R would like to know: "What's up Doc?" with your station. Send details to: R&R Country, 1930 Century Park West, L.A. 90067 . . .

# RITA COOLIDGE COUNTRY STYLE



KCKC  
KLAC  
WPLO  
WSSA  
WCHK  
WYDE  
WYAM  
WVOK-AM  
WBAM  
WETU  
WPNX  
WXOR  
WGUS  
WBHP  
WQQT  
WDYX  
WJRD  
WJEM  
WBIE-FM  
WBHF  
WARI  
WACX  
WHOS  
WVOP  
WLBA  
WMTM  
WLBB  
WKOG  
WGTO  
WVOJ  
WQIK  
KLOZ

RITA COOLIDGE **"THE JEALOUS KIND"**  
AM 2090

**A NEW COUNTRY HIT SINGLE.**  
**FROM THE ALBUM, "LOVE ME AGAIN"**  
ST 4699

**ON A&M RECORDS & TAPES.**



Produced By David Anderle  
with Booker T. Jones

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# COUNTRY

## BREAKERS

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

### SUSIE ALLANSON

#### Back To The Love (WB/Curb)

Continues to make strong gains. Added at KCKN, WBAP. Charted: 37-29 KLAC, 22-12 KHTZ-FM, debut 29 WSLR, 27-21 KRMD, 19-14 WYDE, 33-20 WNYR, 34-28 WIRE, 30-25 WPOR, 29-23 WWVA, 28-16 WIXZ, 32-26 WKDA. R&R chart 38-28.

### CONWAY TWITTY

#### Your Love Had Taken Me That High (MCA)

Big phone record. New adds include WDGY, WUNI, WNYR, KHAK, WIXZ. Chart activity included: 33-29 WWHO, 28-22 WBAM, 32-25 KVET, 37-29 KWMT, 30-26 WSLR, 29-24 KFTN, 40-30 WHBF, 33-26 WNRS, 40-23 CKLW-FM. R&R chart debut 35.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week.

**JERRY REED** "Gimme Back My Blues" (RCA) New at KSO, WSLR, WONE, KIDN, KEND, WBAM, WQQT, WYDE. Charts 28-18 WUNI, 26-21 KWKH, 21-17 KFTN, 22-17 KRZY, 28-23 KVOC, 22-16 WPLO, 33-19 KUZZ, 33-28 KCKN. R&R Chart 40-36.

**JOE SUN** "High And Dry" (Ovation) Adds at KLAC, KHTZ-FM, WTCR, WONE, WNYN, WIXZ. Charts 10-8 WINN, 20-15 KLVI, 24-17 KAYO, 27-19 WYDE, 22-18 WSM, 22-18 KRMD, 40-30 WKDA, debut 27 WSUN, 28-17 KWKH, 25-20 CKLW-FM, 13-11 WLWI-FM, 31-26 KWMT. R&R Chart debut 39.

**KENNY O'DELL** "As Long As I Can Wake Up In Your Arms" (Capricorn) New this week at KNEW, WONE, KSO, KWMT, WYDE, WNYR, KIDN. Charts debut 27 WUNI, 27-21 KRZY, 37-29 KUZZ, 30-26 KRGO, 29-23 KOKE, 23-19 WSM, 29-24 WNYN, 18-10 KAYO, debut 30 WIXZ, 29-25 KJJJ, 32-26 WWHO. R&R Chart debut 40.

**LARRY G. HUDSON** "Just Out Of Reach" (Lone Star) New at WMAQ, WDEE, KEED, KRGO. Charts debut 29 WLWI-FM, 27-23 KAYO, 15-12 WSUN, debut 30 KTYN, 28-19 KOKE, 17-14 WPLO, 26-23 WNYN.

**JANIE FRICKE** "Playin' Hard To Get" (Columbia) New at WONE, WWHO, WWVA, WPOR. Charts 32-19 KHTZ-FM, 25-18 KFTN, 28-22 KUZZ, 30-25 KRZY, debut 28 WSUN, 29-23 WUNI, debut 30 WKMF, debut 30 WYTL.

**DOLLY PARTON** "Baby I'm Burnin' / I Really Got The Feeling" (RCA) A "Most Added" this week. The activity on the "Burnin'" side was 3 to 1 over the "Feeling" side this week. "Burnin'" added at KRZY, WSLR, WSM, WBAP, KEND. Charts 28-24 WHK, 34-29 KSO, 41-29 CKLW-FM, 33-26 WDGY. "Feeling" side new at KNEW, WUNI, KRGO. Charts 29-19 KAYO, 35-24 WWVA. Both sides new at WGTO, WOKO, KLVI, WMUS. Charts debut 23 KEED, 34-28 WCOS, debut 29 WPLO, 17-14 WINN.

**STATLER BROTHERS** "The Official Historian On Shirley Jean Berrell" (Mercury) New at KLAC, KHTZ-FM, KBBQ, WDEE, WHK, WNYN, KRMD, KLVI, WEAT, KOKE, WJVA, WNYR, WRCP. Charts debut 20 WINN, 32-24 KUZZ, 45-27 WKDA, 36-29 WWVA, 31-22 WSM, 31-21 KCKC, debut 28 KWKH, debut 30 WUNI, 35-30 WNRS.

**TANYA TUCKER** "Texas (When I Die)" (MCA) A "Most Added" this week. Some new stations include KLAC, KSON, KRZY, WIL, WIRE, CKLW-FM, WDEE, WMC, WKDA, WRCP, WOKO, WHN, WADR, WJVA, KEND, KVOO. Charts 25-22 WHK, debut 26 WUNI, 10-8 KCKC, 33-29 KRGO, debut 29 KEED, 30-22 KWKH.

**RAY PRICE** "Feet" (Monument) Adds KHTZ-FM, WONE, WUNI, WSUN, WIXZ, WPOR. Charts 29-24 KWMT, 33-27 KWKH, 37-29 WNYN, 17-14 KFTN, 34-30 KAYO, 29-22 KFEQ, 36-28 WIRK, 20-15 KRZY, debut 26 KOKE.

**BELLAMY BROTHERS** "Lovin' On" (WB/Curb) New at WDEE, WHBF, KUZZ, KVET, WSUN, WKDA, KOKE, WIRK, WOKO. Charts 13-8 KEED, debut 25 WLWI-FM, debut 29 WUNI, 15-12 KCKC, 35-27 KFTN.

**OAK RIDGE BOYS** "Come On In" (ABC) A "Most Added" record this week. Some new stations include KAYO, WIRE, WJJD, KKYX, WIRK, WMC, WDFW, WDAF, WINN, KGA, WNRS, KRZY, KFTN, KRGO, KVOO, KFEQ, WKMF, KHAK, WBAM, KWKH, WMAQ-FM.

**CRYSTAL GAYLE** "Why Have You Left The One You Left Me For" (MCA) One of the week's "Most Added." Some new stations include WMAQ, WDAF, WHK, KRMD, WIXZ, KGA, KJJJ, WDDD, WADR, WPOR, WEAT, KTOM, WHBF, WGTO. Charts: debut 24 KCKC, 34-30 WDEE, 34-28 WEEP, debut 28 WSM, 27-18 KRAM, 28-24 WOKO, debut 20 WCAW, debut 26 WSUN.

**REX ALLEN JR.** "It's Time We Talk Things Over" (WB) Another of the "Most Added." Some new adds include WIL, WDAF, WKDA, KOKE, WQQT, WRCP, WMZQ-FM, WOKO, KUZZ, KNEW, WWVA. Charts debut 28 WUNI, 33-25 WSM, 39-19 KVOC, 43-30 KFEQ.

**JIM ED BROWN & HELEN CORNELIUS** "You Don't Bring Me Flowers" (RCA) Adds at KNEW, KGA, KRZY, WIL, WXCL, WHBF, WQQT, WPOR, KVET, WYTL, KWMT. Charts debut 17 WLWI-FM, 37-27 WWHO, debut 27 WYDE, 33-13 KCKC.

**GEORGE JONES & JOHNNY PAYCHECK** "Mabellene" (Epic) Another of the "Most Added." New at KWKH, WINN, KCKN, WJJD, KAYO, WCOS-FM, WNRS, WWHO, KKYX, WQQT, KRGO, WLWI-FM, WLAS, KFEQ, KWKH, WBAM.

**MICKEY GILLEY** "The Song We Made Love To" (Epic/Playboy) New this week at WIRE, KLAC, KRMD, KOKE, WUNI, KJJJ, WHBF, KWMT, WGTO, WBAX. Charts: 19-15 WINN, 26-16 KLVI, debut 29 KTOM, 34-25 KRAM, 38-30

## Radio & Records COUNTRY AIRPLAY / 40

### December 1, 1978

Three Weeks   Two Weeks   Last Week

12	5	1	①	CHARLIE RICH w/ JANIE FRICKE/On My Knees (Epic)
21	8	4	②	KENNY ROGERS/The Gambler (UA)
2	1	2	3	EDDIE RABBITT/I Just Went To Love You (Elektra)
23	14	6	④	CHARLEY PRIDE/Burgers And Fries (RCA)
24	18	11	⑤	WILLIE NELSON/All Of Me (Columbia)
30	21	12	⑥	JOHNNY PAYCHECK/Friend, Lover, Wife (Epic)
31	23	13	⑦	WAYLON JENNINGS/Don't You Think This Outlaw Bit's... (RCA)
6	3	3	8	THE KENDALLS/Sweet Desire (Ovation)
13	6	5	9	CHARLY McCLAIN/That's What You Do To Me (Epic)
18	15	14	⑩	CON HUNLEY/You've Still Got A Place In My Heart (WB)
34	25	16	⑪	DON WILLIAMS/Tulsa Time (ABC)
14	9	10	12	TOMMY OVERSTREET/Fadin' In, Fadin' Out (ABC)
33	27	21	⑬	MERLE HAGGARD & LEONA WILLIAMS/The Bull And The Beaver (MCA)
28	20	17	⑭	BOBBY BARE/Sleep Tight Good Night Man (Columbia)
1	2	7	15	BARBARA MANDRELL/Sleeping Single In A Double Bed (ABC)
19	16	15	16	VERN GOSDIN/Break My Mind (Elektra)
10	7	9	17	MOE BANDY/Two Lonely People (Columbia)
35	29	24	⑮	JOHN CONLEE/Lady Lay Down (ABC)
27	24	19	19	GLEN CAMPBELL/Can You Fool (Capitol)
4	4	8	20	MARGO SMITH/Little Things Mean A Lot (WB)
—	35	28	⑯	JACKY WARD/Rhythm Of The Rain (Mercury)
—	—	29	⑰	LORETTA LYNN/We've Come A Long Way, Baby (MCA)
3	10	20	23	KENNY ROGERS & DOTTIE WEST/Anyone Who Isn't Me Tonight (UA)
—	40	34	⑱	LARRY GATLIN/I've Done Enough Dying Today (Monument)
37	28	25	26	STELLA PARTON/Stormy Weather (Elektra)
—	—	31	⑳	JOE STAMPLEY/Do You Ever Fool Around (Epic)
—	38	33	㉑	MARTY ROBBINS/Please Don't Play A Love Song (Columbia)
—	—	38	㉒	SUSIE ALLANSON/Back To The Love (WB/Curb)
—	—	35	㉓	BILL ANDERSON/Double S (MCA)
—	—	30	30	FREDDY WELLER/Love Got In The Way (Columbia)
36	31	27	31	DR. HOOK/Sharing The Night Together (Capitol)
9	11	18	32	TOM T. HALL/What Have You Got To Lose (RCA)
—	—	36	33	FREDDY FENDER/I'm Leaving It All Up To You (ABC)
8	12	26	34	T.G. SHEPPARD/Daylight (WB)
—	—	40	㉔	CONWAY TWITTY/Your Love Had Taken Me That High (MCA)
—	—	37	㉕	JERRY REED/Gimme Back My Blues (RCA)
—	34	32	37	NARVEL FELTS/One Run For The Roses (ABC)
—	—	39	㉖	STERLING WHIPPLE/Then You'll Remember (WB)
—	—	40	㉗	JOE SUN/High And Dry (Ovation)
—	—	—	40	KENNY O'DELL/As Long As I Can Wake Up In Your Arms (Capricorn)

NEW ENTRY

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Back circled numbers indicate significant upward movement from at least 80% of our reporters.

### Most Added

- OAK RIDGE BOYS "Come On In" (ABC)
- TANYA TUCKER "Texas (When I Die)" (MCA)
- CRYSTAL GAYLE "Why Have You Left The One You Left Me For" (MCA)
- REX ALLEN JR. "It's Time We Talk Things Over" (WB)
- G. JONES & J. PAYCHECK "Mabellene" (Epic)
- DOLLY PARTON "Baby I'm Burnin'" (RCA)

### Hottest:

- Listed Alphabetically
- BILL ANDERSON (MCA)
  - JOHN CONLEE (ABC)
  - HAGGARD & WILLIAMS (MCA)
  - WILLIE NELSON (Columbia)
  - JOHNNY PAYCHECK (Epic)
  - CHARLEY PRIDE (RCA)
  - EDDIE RABBITT (Elektra)
  - RICH w/FRICKE (Epic)
  - KENNY ROGERS (UA)
  - DON WILLIAMS (ABC)
  - CONWAY TWITTY (MCA)

### Most Requested

LW	TW	
1	1	KENNY ROGERS (UA) (3 weeks)
4	2	EDDIE RABBITT (Elektra)
10	3	BARBARA MANDRELL (ABC)
2	4	HAGGARD & WILLIAMS (MCA)
3	5	BILL ANDERSON (MCA)
5	6	CHARLEY PRIDE (RCA)
—	7	RICH w/FRICKE (Epic)
7	8	JOHNNY PAYCHECK (Epic)
9	9	DON WILLIAMS (ABC)
8	10	JOE STAMPLEY (Epic)

WWVA, 36-29 KVOC.

**BEE GEES** "Rest Your Love On Me" (RSO) New at WIL, KCKN, WKDA, KFTN, KUGR, WYTL, WIRK-FM, KVOO, WOKO. Charts: 28-17 KCKC, 26-16 WUNI, 33-28 WDEE, debut 28 WCAW, debut 27 WKMF, 39-29 CKLW-FM.

**BILLIE JO SPEARS** "Love Ain't Gonna Wait For Us" (UA) New at WIRE, KLAC, KSON, WUNI, WIXZ, WHBF, KBBQ. Charts debut 30 WLWI-FM, 32-28 KSO, 28-23 WCOS-FM, debut 29 KOKE, 31-25 KFEQ, 32-24 WSM.

**BIG AL DOWNING** "Mr. Jones" (WB) Added this week at KAYO, WRCP, KJJJ, WMAQ, KEED, KUGR, KVOO, KTYN, WIRK-FM, KVOO.

### Others Getting Significant Action

**EDDY ARNOLD** "If Everyone Had Someone Like You" (RCA) New at KGA, KRAM, KAYO, KFTN, KRGO, KTOM, WEAT, KKYX, WUNI, WLWI-FM, WPOR. On WPLO.

**BARBRA & NEIL** "You Don't Bring Me Flowers" (Columbia) New at WIRK, WSUN, WHK, WWOX. Charts 10-5 WDEE, 20-12 WBAX, 37-27 WWHO.

**RANDY BARLOW** "Fall In Love With Me Tonight" (Republic) New at WXCL, KVOO, KRAM, KRGO, KTOM, KWKH, WLWI-FM, WLAS, WCOS, WBAM. Charts debut 30 KCKC. On KHAK, KKYX.

**JESSI COLTER** "You Should've Been Listening" (Capitol) New at WNRS, WMUS, WKDA, KLVI, WOKO. Charts 37-30 WBAM.

**RITA COOLIDGE** "The Jealous Kind" (A&M) New at WDEE, KFTN, WKDA, KLVI, WRCP. Charts 29-20 WUNI, 21-15 WBAM, debut 30 WPLO.

**ROY HEAD** "Love Survived" (ABC) New at WIRE, WYTL, WGTO, KOKE, WRCP.

**DON KING** "You Were Worth Waiting For" (Con Brio) New at KRZY, KUGR, KEED, WDDD, KOKE, WLWI-FM. Charts debut 28 KVOC, 27-23 WKMF.

### Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- JOHN CONLEE "Rose Colored Glasses" (ABC)
- DAVE & SUGAR "Tear Time" (RCA)
- MERLE HAGGARD "It's Been A Great Afternoon" (MCA)
- RONNIE MILSAP "Let's Take The Long Way Around" (RCA)
- ANNE MURRAY "You Needed Me" (Capitol)
- TOMMY OVERSTREET "Fadin' In, Fadin' Out" (ABC)
- DOLLY PARTON "Heartbreaker" (RCA)
- T.G. SHEPPARD "When Can We Do This Again" (WB)
- MARGO SMITH "Little Things Mean A Lot" (WB)
- MEL TILLS "Ain't No California" (MCA)
- TAMMY WYNETTE "Womenhood" (Epic)

# Double Hot!



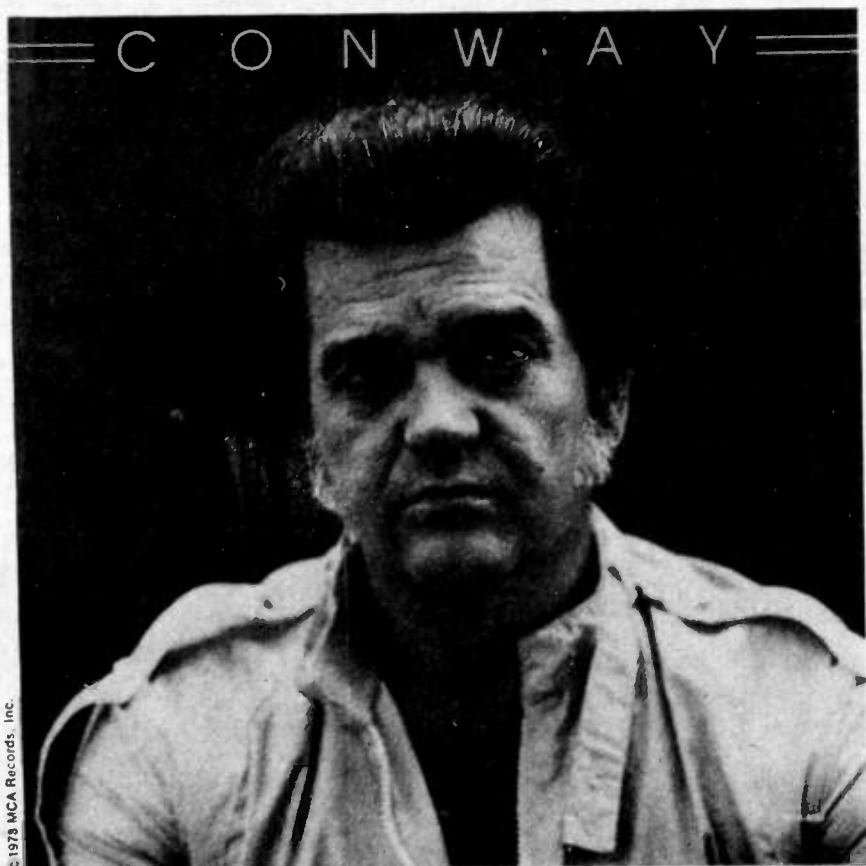
MCA-3066

## TANYA TUCKER

**Texas (When I Die)**  
MCA-40976  
**B/W Not Fade Away**



Produced and Arranged by Jerry Goldstein  
A Far Out Production for Tanya, Inc.



MCA-3063

## CONWAY TWITTY

**Your Love Had  
Taken Me That High**

MCA-40963

Produced by Owen Bradley

# Hots from MCA

# Others Getting Significant Action

Listed In Alphabetical Order

**CRISTY LANE** "I Just Can't Stay Married To You" (LS) New at KBBQ, KJJJ, KHTZ-FM, KUZZ, WYTL, WGTO, KVET, WYDE.  
**BOBBY G. RICE** "The Softest Touch In Town" (Republic) New at KRGO, KSON, WHBF, WFNC, WUNI, WADR, WIXZ. Charts 30-26 KFTN.  
**JOHNNY RODRIGUEZ** "Allbls" (Mercury) New at WNRS, KRAM, KRGO, KFEQ, WBAM, KWKH, WSM, KKYX, WQQT, WMZQ-FM.  
**JOHNNY RUSSELL** "How Deep In Love Am I?" (Mercury) New at KRZY, KVOC, WKMF, WLAS, WKYG.  
**GARY STEWART** "Stone Wall (Around Your Heart)" (RCA) Adds at KBBQ, KFTN, KARM, KTYN, WKDA, KLVI, WHOO. Charts debut 30 KTOM, 32-29 KCKC.  
**PORTER WAGONER** "Ola Slew Foot" (RCA) Adds at KSON, WIRE, KTYN, WFNC, WRCP. Charts 34-21 KVOC, 33-28 KAYO.  
**DOTTIE WEST** "Reaching Out To Hold You" (UA) New at KRMD, KWKH, WUNI, WLWI-FM, KRGO, WDDD, WADR, WPOR.  
**HANK WILLIAMS JR.** "Old Flame, New Fire" (WB/Curb) New at KHTZ-FM, KRGO, KBBQ, WKDA, WXCL, WKYG.

## Country Albums

Album cuts receiving airplay and some activity. Listed alphabetically.

**ED BRUCE** - Cowboys & Dreamers - (Epic) "Angeline" "All Wore Out Cowboy" "Give My Memory A Call" "Miracle Express"  
**JOHN CONLEE** - Rose Colored Glasses - (ABC) "Backside Of Thirty" "She Loves My Troubles Away" "Something Special"  
**DONNA FARGO** - Dark Eyed Lady - (WB) "Somebody Special" "I Saw The Light" "For The Rest Of My Life"  
**TOM T. HALL** - Places I've Done Time - (RCA) "The Great East Broadway Union Championship Of 1978" "Son Of Clayton Delaney" "Hat Full Of Feathers" "The Grocery Truck"  
**WAYLON JENNINGS** - I've Always Been Crazy - (RCA) "Buddy Holly Medley" "A Long Time Ago" "Tonight The Bottle Let Me Down" "Billy"  
**BARBARA MANDRELL** - Moods - (ABC) "If Loving You Is Wrong" "I Don't Want To Be Right" "Pity Party" "Don't Bother To Knock"  
**JOHNNY PAYCHECK** - Armed And Crazy - (Epic) "Armed And Crazy" "Outlaw's Prayer" "Mainline" "Look What The Dog Drug In"  
**CHARLEY PRIDE** - Burgers And Fries - (RCA) "The Best In The World" "Nothing's Prettier Than Rose Is" "I Can See The Lovin' In Your Eyes" "Mem'ries" "You Snap Your Fingers"  
**KENNY ROGERS** - The Gambler - (UA) "She Believes In Me" "King Of Oak Street" "San Francisco Mabel Joy"  
**T.G. SHEPPARD** - Daylight - (WB) "Happy Together" "Never Ended"  
**JOE SUN** - Old Flames (Can't Hold A Candle To You) - (Ovation) "Born Too Late" "That Evil Child" "Midnight Train Of Memories" "Long Black Veil"  
**TANYA TUCKER** - TNT - (MCA) "The River And The Wind" "It's Nice To Be With You"  
**CONWAY TWITTY** - Conway - (MCA) "I've Just Got To Know How Loving You Would Be" "One Night Honeymoon" "You Were Named Co-respondent"  
**JACKY WARD** - Rainbow - (Mercury) "Rainbow" "That's All I Want From You" "Wisdom Of A Fool" "From Me To You"  
**GENE WATSON** - Reflections - (Capitol) "Take Off Them Shoes" "Let's Give It Up Or Get It On" "I Wonder How It Is In Colorado"  
**DON WILLIAMS** - Expressions - (ABC) "It Must Be Love" "Lay Down Beside Me" "You Got A Hold On Me" "I'd Like To See You Again"



Biff Collie

## Inside Nashville

**ON THE TOWN:** Neil Sedaka and Paul Davis concerted here Thursday night (30th) at the Opry House for Joe Sullivan's Sound Seventy Productions (Joe's an ex-WMAK PD) . . . Firefall and the Marshall Tucker Band filled the auditorium last Saturday night while the fiddles were sawin' at the Opry House . . . Little Richard had an autograph party at Super X drug chain (he was here selling Bibles!) The Rev. Richard Penniman's an evangelist these days, wouldn't so much as utter a "Wop-Bopalubop-Balop-Bamboom." He ways he traded rock and roll for "Rock of Ages."

**FUNNIEST MAN:** Since we asked for votes on the "funniest man in country music" a couple weeks ago, an undisclosed number of votes poured in. One from Indianapolis voted for Ken Speck as the funniest they've ever heard, and it was signed: "Ken Speck" . . . One from Seattle voted Ben Peyton the funniest man in Country. "Funniest thing he ever said was that he was a disc jockey" the voter said . . . Don Elliott, AM-DJ at WXCL/Peoria, got a vote from Mort Hall, former owner of KLAC/L.A. . . . KLAC and "Hee-Haw" are arguing about Dick Haynes (morning man at KLAC). "Hee-Haw" is trying to get KLAC to keep him, KLAC is trying to get "Hee-Haw" to take him (had him for awhile) . . . Wayne Edwards and Dugg Collins qualified when a number of people voted for them (two: Wayne Edwards and Dugg Collins). Based on their material, they already have been named "Texas Commodians of 1978") . . . I hear Munroe Slump stayed at WBT/Charlotte and fired Larry James, who's now doing jokes at WYDE/Birmingham, mornings . . . Ben Colder and Simon Crum got votes from Paul Kallinger and Don Rhea. (Ask Paul to tell you about the date I got him in L.A. one time) . . . Don Helms, Hank Williams's first steel player, and still a member of the Original Drifting Cowboys, got three votes (from Hillus Buttram, Jerry Rivers, and Bob McNett - the other members of the Drifting Cowboys) . . . Mike Day, KXLR, voted for Barbra Streisand and Neil Diamond as the funniest in country music. And the votes keep trickling in . . .

**AIR-LINES:** Conway Twitty offered President Carter half-writer's copyright on one of his recent hit songs (true!). Guess which one . . . When the "Three's Company" star blew a line hosting the "Christmas At The Opry" special, John Ritter said: "Oh well, nobody's perfect, and I'm a perfect example!" . . . Nashville called by some of the local law as a potential "Cocaine City USA" . . . Rain almost washed out the "Grand Ole Christmas" parade here Thanksgiving Day, starring some heavy-weight country stars . . . Didja know that Billy "Crash" Craddock's showgroup is Willie Wynn & The Tennesseans, a



Conway Twitty

fairly prominent gospel group which Craddock's manager Dale Morris just signed to Capitol, hoping to follow in the ("Gospel to Country") footsteps of the Oak Ridge Boys quartet? And that the Oaks were named after the cradle of the atomic age, Oak Ridge, Tennessee? . . . That "Christmas At The Opry" John Ritter hosted here last week will be seen on Dec. 13th on ABC . . . Elvis's new "picture disc" album will start a trend toward the album/picture book concept. This one has Elvis and the Colonel interviewed together, along with 13 songs and a bookful of pictures . . . Jerry Reed's movie "High Ballin,'" on TV the other night, was shot in Canada and co-stars Reed and Peter Fonda . . . Why isn't Ronnie Prophet a superstar? . . . Dolly Parton's "Georgie" award is for "Country Star Of The Year" from the American Guild of Variety Artists . . . Ernest Tubb will appear in "Coal Miner's Daughter," the movie version of Loretta's million-selling book . . . (should) . . . Don Williams wants to do another movie (he was one of them in that Burt Reynolds flick "W.W. & The Dixie Dancekings") . . . Lester Flatt's condition was kept from the public for days. Since his open heart surgery

in 1975, then gall bladder surgery in '77, he's never been himself. The brain hemorrhage was first called a stroke, his condition was alternately reported as "serious," "fair," and "poor" . . . T.G. Sheppard travels in the bus Elvis gave him . . . Minnie Pearl, speaking at the State Girl Scouts' conference, said she first thought Girl Scouts were girls hunting for boys! . . . Lynn Anderson really offered a bundle to do high-fashion modeling for a New York agency? . . . Did NBC pick up Bill Anderson's latest TV pilot, "Spellbinders," for a daily game show entry? . . . Red Sovine signing with MCA? Kelly Warren has signed with RCA . . . Max Gardner wants to know: would you call a divorced wife of WWVA's Buddy Ray an "X-Ray"?



**WEAT WAGON** - West Palm Beach's WEAT has been getting a great deal of promotional mileage out of their prize van shown. Even more response has been from the station's use of a local model they bill as "Miss Weat" (she is shown on the left). She appears at various locations and gives away cash and prizes to those who answer her question about which radio station they listen. Naturally, they have to say "I listen to WEAT Radio 850" to win. Pictured along with "Miss Weat" and a couple winner is morning man Steve Cody. Cameraman is filming for television commercial station will use.



**PLAYBOYS SWING IN LA.** - The Original Texas Playboys made a rare Los Angeles concert appearance when they were recently in the area to record a new album for release by Capitol Records next year. They performed under the direction of Leon McCauliffe. KLAC Radio broadcast the Saturday night performance from North Hollywood's Palomino Club. Shown backstage are Capitol's Renny Martini; recording artist Terry Reid; Texas Playboy's Jack Stidham and Smokey Dacus; KLAC, VP/GM Bill Ward; KLAC air personality Dick Haynes; Capitol's Kyo Sheree; and Texas Playboy member Al Stricklin. In the foreground are Capitol's Peter Blachley; Oscar Arslanian; and Vince Cosgrave, Director of Country A&R/Marketing.

# Radio & Records

# Country Regional Adds

<b>WEST</b>	<b>KLAC</b> Los Angeles, Ca. Joe Sun Tanya Tucker Stellar Brothers Billie Jo Spears Porter Wagoner Tanya Tucker Mickey Gilley	<b>KSON</b> San Diego, Ca. Larry Gatlin Bobby G. Rice Billie Jo Spears Porter Wagoner Tanya Tucker	<b>KAYO</b> Seattle, Wa. John & Paycheck Oak Ridge Boys Eddy Arnold Ray Allen, Jr. Don King	<b>KRZZ</b> Riverside, Ca. Crystal Gayle Cristy Lane John Anderson Stellar Brothers Tanya Tucker Ray Allen, Jr. Don King	<b>KVOC</b> Casper, Wyo. Randy Barlow Big Al Downing Brown & Cornelius Oak Ridge Boys Johnny Russell	<b>KCRD</b> Colorado Springs, Co. Mickey Gilley Sonny James Akers & Wilentz Linda Noe Ray Allen, Jr. Don King Johnny Cash Don King Dottie West Big Al Downing Paul Simon Gary Stewart Crystal Gayle	<b>KNEE</b> Eugene, Or. Oak Ridge Boys Eddie Rabbitt Donny Osmond Don King Larry G. Hudson Big Al Downing Eddy Arnold Ray Price	<b>KARM</b> Provo, Ca. Eddy Arnold Randy Barlow Sheila Ambron	<b>KUGR</b> Green River, Wyo. Ray Allen, Jr. Big Al Downing Don King Dolly "Burnin'" Linda Noe	<b>KRAM</b> Las Vegas, Nv. Linda Noe Johnny Rodriguez Eddie Rabbitt Randy Barlow Donny Osmond Eddy Arnold	<b>KHTZ FM</b> Los Angeles, Ca. Bob Morrison Ray Price Joe Sun Stellar Brothers Cristy Lane Lee Deason
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<b>MIDWEST</b>	<b>WVLR</b> Aurora, Oh. Dolly "Burnin'" Jerry Reed Sue Atkins	<b>WRRS</b> Ann Arbor, Mi. Johnny Rodriguez Oak Ridge Boys Jesse Colter Sonny James John & Paycheck Mark Ska Eddie Rabbitt Charlie Rich	<b>WTER</b> Aurora, Ky. Jacky Ward Joe Stimpert Joe Sun	<b>WYNN</b> Canton, Oh. Tanya Tucker Billie Jo Spears Stellar Brothers Joe Sun Mary Margaret Joe Stimpert	<b>KMAR</b> Cedar Rapids, Ia. Oak Ridge Boys Conway Twitty Tanya Tucker	<b>WUJD</b> Chicago, Ill. Oak Ridge Boys Jones & Paycheck Stellar Brothers	<b>WMAO</b> Chicago, Ill. Crystal Gayle Big Al Downing Loretta Lynn Larry G. Hudson	<b>WVNC</b> Fayetteville, N.C. Eddy Arnold Bobby G. Rice Ray Allen, Jr. Porter Wagoner	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WYDE</b> Birmingham, Al. Jerry Reed Cristy Lane Kenny O'Dell Gail Davies	<b>WVOS FM</b> Columbus, S.C. Oak Ridge Boys Jones & Paycheck Randy Barlow Tanya Tucker	<b>WVTO</b> Cypress Gardens, Fl. Crystal Gayle Dolly Parton (both) Cristy Lane Mickey Gilley Ray Head
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<b>WVMT</b> Ft. Dodge, Ia. Jerry Reed Tanya Tucker Bellamy Brothers Billie Jo Spears Joe Stimpert	<b>WVMS FM</b> Indianapolis, In. none	<b>WVRE</b> Indianapolis, In. Dorothy Moore Mickey Gilley Ray Head Jim Chesnut Billie Jo Spears Tanya Tucker Porter Wagoner Oak Ridge Boys	<b>KRCN</b> Kansas City, Kansas Paul Davis Sue Atkins Wendy Newton Jones & Paycheck Ray Price	<b>WDAP</b> Kansas City, Mo. Ray Allen, Jr. Crystal Gayle Oak Ridge Boys Stellar Brothers	<b>WVCL</b> Peoria, Ill. Lee Deason Brown & Cornelius Mark Williams, Jr. Peggy Sue Randy Barlow	<b>WVRR</b> Rock Island, Ill. Dolly "Burnin'" Mickey Gilley Gary Stewart Bobby G. Rice Brown & Cornelius Crystal Gayle Bellamy Brothers	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West	<b>WVWA</b> Wichita, Kan. Tanya Tucker Bellamy Brothers Ray Allen, Jr. Joe Stimpert Johnny Cash Don King Dottie West
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<b>EAST</b>	<b>WVWO</b> St. Cloud, Minn. D. Hood Loretta Lynn Jacky Ward Sterling Whipple	<b>WVWJ</b> St. Joseph, Mo. John Pine Johnny Rodriguez Guy Clark Oak Ridge Boys Jones & Paycheck	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold	<b>WVW</b> St. Louis, Mo. Ray Allen, Jr. Tanya Tucker Brown & Cornelius Eddy Arnold
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<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"	<b>WVAP</b> Ft. Worth, Tx. Dolly "Burnin'" Crystal Gayle Bill Anderson Tanya Tucker Sue Atkins	<b>WLAS</b> Jacksonville, N.C. John & Paycheck Paul Simon Johnny Russell Randy Barlow	<b>WVLD</b> Atlanta, Ga. Jesse Colter Walter Nelson (UA) Oak Ridge Boys Dolly Parton (both) Stellar Brothers Gary Stewart Rita Coolidge "Jambou"
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## COUNTRY SINGLES

<b>REX ALLEN, JR.</b> It's Time We Talk (WB) 11-17	<b>JOHN ANDERSON</b> The Girl At The End (WB) 11-17	<b>EDDY ARNOLD</b> If Everyone Had (RCA) 12-1	<b>ASLEEP AT THE WHEEL</b> Takes Me And You (Capitol) 11-24	<b>BARBARA B. NEIL</b> You Don't Bring... (Capitol) 11-24	<b>RANDY BARLOW</b> Fall In Love With (Republic) 12-1	<b>BEE GEES</b> Real Your Love In Me (RSO) 11-17		
<b>BELLYMAY BROTHERS</b> Lovin' On (WB) 11-17	<b>DEBBY BOONE</b> In Memory Of... (WB/Curb) 11-17	<b>BROWN &amp; CORNELIUS</b> You Don't Bring (RCA) 11-24	<b>JESSE COLTER</b> Maybe You (Capitol) 11-10	<b>GAIL DAVIES</b> Polson Love (Liberty) 10-20	<b>BIG AL DOWNING</b> Mr. Jones (WB) 11-24	<b>STONEY EDWARDS</b> I Had It To Do... (UMI) 11-10	<b>FREDDY FENDER</b> I'm Leaving It All Up (ABC) 10-13	<b>JAMIE FRICKE</b> Player's Hard To Get (Columbia) 11-3
<b>CRYSTAL GAYLE</b> Why Have You Left (UA) 11-24	<b>MICKEY GILLEY</b> The Song We... (Epic/Playboy) 11-10	<b>ROY HEAD</b> Love Survived (ABC) 11-10	<b>LARRY G. HUDSON</b> Just Out Of Reach (One Star) 10-27	<b>SONNY JAMES</b> Building Memories (Capitol) 11-24	<b>JONES &amp; PAYCHECK</b> Mabellene (Epic) 12-1	<b>DON KING</b> You Were Worth... (Con Brio) 11-17	<b>CRISTY LANE</b> I Just Can't Stay Married (LSI) 11-24	<b>WOOD NEWTON</b> Last Exit For Love (Elektra) 10-27
<b>OAK RIDGE BOYS</b> Come On In (ABC) 12-1	<b>KENNY O'DELL</b> As Long As L... (Capricorn) 10-27	<b>DOLLY PARTON</b> Burnin' / Feeling (RCA) 11-17	<b>RAY PRICE</b> Foot (Monument) 10-20	<b>JERRY REED</b> Gimme Back My Blues (RCA) 11-3	<b>BOBBY G. RICE</b> The Softest Touch (Republic) 11-17	<b>JOHNNY RODRIGUEZ</b> Ain't (Mercury) 12-1	<b>JOHNNY RUSSELL</b> How Deep In Love (Mercury) 11-24	<b>RON SHAW</b> Save The... (Pac. Challenge) 11-3
<b>BILLIE JO SPEARS</b> Love Ain't Gonna Wait... (UA) 11-3	<b>STATLER BROS.</b> The Official Hist. (Mercury) 11-10	<b>GARY STEWART</b> Stone Wall (RCA) 11-17	<b>JOE SUN</b> High And Dry (Ovation) 10-27	<b>TANYA TUCKER</b> Texas (MCA) 11-17	<b>CONWAY TWITTY</b> Your Love Had Taken... (MCA) 11-10	<b>PORTER WAGONER</b> Ole Shew Foot (RCA) 11-10	<b>JERRY WALLACE</b> I Wanna Go To... (MCA) 10-13	<b>DOTTIE WEST</b> Reaching Out (UA) 11-24

# POP ADULT



## Mike Kasabo

### Howard, Are You Out There?

After reading the sports play-by-play articles in this space last month, along with other input, KOB/Albuquerque PD Jim King has put promos on the air offering Monday night football viewers an alternative to Howard Cosell's bantering by asking them to listen to the CBS Radio coverage that airs on KOB.

Even the conservative sports weekly *The Sporting News* carried an editorial in their December 2 issue giving recognition to the growing observation that this may be a trend, saying in part, "If it turns out that viewers are turning out their worthies (Cosell, Gifford and Meredith) in favor of CBS radio's Jack Buck and Hank Stram, TV advertisers will be most unhappy."

Meantime, King is generally having a ball with his promoting the radio package due in part to many listeners phoning and pledging their support of the CBS play-by-play.

### Transition

**DIGAN TO NEWLY CREATED POST:** Margaret Digan has been appointed to the newly created position of Director of Advertising and Promotion for Torbet Radio and Bonneville International Corp. Ms. Digan had been WOR/New York Director of Advertising, Promotion and Publicity for the past two years . . . Eileen Griffin has been named Executive Producer for WMAL/Washington morning team Harden & Weaver, from a news assistant position . . . Rich Hull has been named General Manager of KGBX/Springfield, MO. Hull was the Farm Director of sister station WIBW/Topeka and is replaced by Kelly Lenz, who was his assistant . . . Stauffer Communications Inc., which owns the two previously mentioned stations, has purchased KOOL-AM/Phoenix pending FCC approval . . . New Afternoon drive personality at WCBM/Baltimore is Ken Merson, coming from the all-night slot to replace Elliott-in-the-afternoon, who recently left the station to host a local TV program . . . Jerry Curtis is the new Production Director of WFYR/Chicago. He will also have a weekend air shift; he had previously worked at WNAP/Indianapolis as air talent . . . Dianne Ingle has been appointed Account Executive for KYUU-FM/San Francisco, coming from KEZR/San Jose, where she was the Ray Area representative for KEZR sales . . .



Margaret Digan



**WASHING THE HORSE SHOW** — At the Washington International Horse Show recently, WASH-FM personalities (l-r) Bob Duckman, Eddie Gallaher, John Dowling (seated), John Bodnar, and Walt Starling strike a winning pose with official Judy McClennon (standing) and horse show president Drew Davis (far right). Clad in pastel tuxedos, the WASH "Equestrian Team" competed against one another in an obstacle-ridden sulky race.

Color



**SUPER SUNDAE:** It took 15 helpers nearly 2 hours to create this gigantic ice cream sundae (pictured here a little over half-completed), and nearly three hours to dish it out to an estimated total crowd of 20,000. WFTL/Ft. Lauderdale personalities scooped up over 9000 servings before it was all consumed. Over 500 gallons of ice cream and toppings were used for this promotion, called "Florida's Largest Ice Cream Sundae."

**HOLD THAT TIGER:** Fourteen WLW/Cincinnati registered listeners will have a chance (12-3) to win a 1979 Chevrolet at a halftime drawing at the Cincinnati Bengals vs. Atlanta Falcons game. Each of the 14 finalists will have an ignition key but only one will start the brand new automobile. The lucky key (and listener) will drive off with the new Monte Carlo. That's the best halftime show I've ever heard of.

**THE MOUSE THAT SOARED:** WHAG/Hagerstown celebrated Mickey Mouse's 50th birthday with a trivia contest based on his TV show and the various films he's appeared in. Those with correct answers were treated to a film festival starring the renowned rodent at a local theater. Also given away were Mickey Mouse albums, hats, T-shirts and other related items.

**THE PHRASE THAT PAYS:** KVI/Seattle just completed the second leg of its "Deflate Inflation" promotion. Promoted as "The Well Dressed Winner," the contest had listeners responding with some very clever and funny completions to the phrase, "My clothes are so old that \_\_\_\_\_!" Daily winners who heard their completed phrases read on-air and in turn phoned in to identify them won a \$50 gift certificate to a local clothing store and became eligible for the grand prize drawing of a \$1500 wardrobe. Here are some of the better listener-completed phrases: ". . . Goodwill will only pick them up at night in an unmarked truck." ". . . Nothing is left of my Fruit of the Looms except the pits." ". . . A logger from Buckley (a nearby town) guessed my age by counting the rings around my collar." ". . . They're coming back in style." PD Mike O'Shea proves once again that listeners can, and like to show creativity.

**LET IT SNOW, SNOW, SNOW:** KOB/Albuquerque is snowing the audience with a contest that will get a lucky listener an all-expense paid trip to the mountains in Southern Colorado. Listeners must guess (on a postcard) the exact time the first snowfall in the Albuquerque area is recorded by the weather bureau. The weekend trip includes food, lodging and ski lessons, plus \$100 cash.

### Update

**CREATIVELY YOURS FROM CHARLOTTE:** We received a reminding letter from WBT Vice-President/General Manager Cullie M. Tarleton concerning a recent comment on KHOU/Denver's new Creative Services Department by John Lund. The letter says in part, ". . . Creative services may be new to some radio stations, but WBT & WBCY's (their FM) very capable Mary MacMillan has been Manager of our Creative Services Department for the past couple of years . . . she is in charge of all production, promotion, advertising, copy and continuity. I doubt seriously that we were 'first' with that department, but we have been at it for a couple of years." . . . The WCAR/Detroit "new 'CAR'" promotion (R&R 11-2), in which listeners offer clever "options" that may win car payments for one year, has gotten thousands of responses. The most popular "option" so far is "Disco Brakes," with "Power Hearing" running a close 2nd . . . Olivia Newton-John set for a new musical film called "Riviera" . . . We've gotten many comments from reporters about the beautiful packaging on George Deffet's "No Guts, No Glory" album. It's the most impressive I've ever seen . . . Toni Tennille, who recently competed in KMPC/Los Angeles's "health run," revealed to personalities Sonny Melendrez and Pete Smith that husband Daryl Dragon doesn't run and was home in bed, probably with his hat on . . . Again this year, KAKE/Wichita is helping listeners get into the spirit of Christmas by remoting from a local garden center that features a seasonal wonderland of decorations, plants and suggestions for decorating for the Christmas holidays . . .





# JACKY WARD

His New Single

## "RHYTHM OF THE RAIN"

55047

Is Receiving Immediate Crossover Airplay

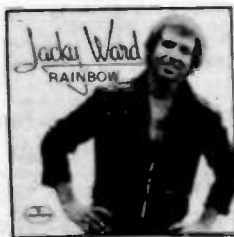
Already Being Played At:

WCCO — WNEW — WBAL — KMBZ — WHIO — KRNT  
WSM — WKLO — WGAD — KQUE — WDAE  
WSB — KSTP-FM — WRKR — KROC — KXLY  
KHQ — WTBQ — WEEI — WQUD — WKIM  
WETB — WHSY — WMYQ — WLOX — WJNO

And Many More

**Jacky Ward Is A Superstar**

From His Album



On  Records

Dist. By Phonogram-Mercury Inc.

# POP ADULT

## BREAKERS

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

### CARPENTERS

#### I Believe You (A&M)

78% of our reporters are on it. Add WGY, WHAG, K96, WTIC. Key moves: 14-9 WWWE, 30-25 WORG, 28-23 WNEU, 22-19 WLNH, 38-33 WCHV, 38-30 KBLF, 37-26 KUKI, 24-19 WSM, 29-24 WATR, 28-19 WOWO, 30-27 WRIE, debut 25 WIBW, debut 28 KRKO, debut 29 WSAR, debut 29 WLOW. Heavy rotation: WFTL. Moves 35-28 on P/A chart.

### MELISSA MANCHESTER

#### Don't Cry Out Loud (Arista)

72% of our reporters are on it. Adds include WHAM, WGY, FM97, WHAG, KVI, K96, KMBZ, WHOK, KNBR. Key moves: 25-21 WQUD, 25-22 WCWA, 30-28 WLOW, 51-30 WHIZ, debut 26 WATR, debut 28 WRIE, debut 30 WORG. Heavy rotation: WHIO, KOB, WTMJ, WTVN. Moves 38-25 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.

**ALICE COOPER** "How You Gonna See Me Now" (WB) 43/6 add WHAM, WTVN, KMPC, WFYR, WOWO, WTIC. Key moves: 16-12 WLNH, 13-7 KBLF, 12-8 WATR, 16-12 WQUD, 24-19 WNEU, 18-15 K96, 25-20 WPRO, debut 27 WLOW, debut 30 WHAG. Moves 32-27 on P/A chart.

**KENNY ROGERS** "The Gambler" (UA) 43/7 add KOGO, WGY, KNBR, KHOB, WHOK, WHAG, WCWA. Key moves: 4-3 WSM, 26-20 WATR, 25-22 WYNE, 23-19 WORG, debut 22 WIBW. Heavy rotation: WJNO, KMBZ, WHIO. Moves 34-28 on P/A chart.

**BOB SEGER** "We've Got Tonight" (Capitol) 36/1 add WORG. Key moves: 19-13 WATR, 33-25 WNEU, 30-21 WCHV, 23-20 WMAZ, 28-23 WLOW, 35-25 KUKI, debut 22 WOWO, debut 23 WPRO, debut 28 WSAR. Moves 39-33 on P/A chart.

**ENGELBERT HUMPERDINCK** "This Moment In Time" (Epic) 35/6 add WGR, WHAG, WPRO, WHOK, WTVN, WORG. Key moves: 21-15 WIBW, 33-27 WYNE, debut 18 KDWN, debut 23 WCWA, debut 23 WSM. Heavy rotation: WFTL. Moves 40-35 on P/A chart.

**MARY MACGREGOR** "The Wedding Song (There Is Love)" (Ariola) 33/4 add KAFM, KPPL, WYNE, KUKI. Debuts at No. 39 on P/A chart.

**OLIVIA NEWTON-JOHN** "A Little More Love" (MCA) 38/19 adds include WHAM, KVI, KSFO, KSD, WTVN, KMBZ, WLW, WISN, WPRO, KRMG, WBZ, WOWO, KMPC. Key moves: 40-35 WCHV, debut 30 WRIE. Debuts at 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.

**COOPER BROTHERS** "The Dream Never Dies" (Capricorn) 29/2 add WDAE, KUKI. Moves: 23-17 WLOW, debut 30 WMAZ.

**ENGLAND DAN & JOHN FORD COLEY** "Westward Wind" (Big Tree) 25/0, 28-25 WYNE, debut 24 WIBW.

**LINDISFARNE** "Run For Home" (Atco) 24/1 add WTMJ. Moves: 21-15 WNEU, 34-28 WCHV, debut 23 K96.

**MOODY BLUES** "Driftwood" (London) 22/2 add WIBW, WHOK. Moves: 29-25 WLNH, 18-15 WATR.

**DAN FOGELBERG & TIM WEISBERG** "Power Of Gold" (Full Moon/Epic) 22/0, 14-11 WNEU, 25-20 WLOW, 23-17 WPRO, 28-21 WHAG, 26-21 FM97.

**NICOLETTE LARSON** "Lotta Love" (WB) 21/12 including KPPL, KSD, KOGO, KMBZ, WTMJ, WCHV, WISN, WISN, WIBW.

**IAN MATTHEWS** "Shake It" (Mushroom) 21/8 add KSFO, WCER, WYMC, FM97, WQUD, WPRO, WCHV, KVI, debut 27 WCWA.

**EARTH, WIND & FIRE** "September" (ARC/Columbia) 18/8 add WLNH, WCER, WHAS, WORG, WFYR, KUKI, WHIZ, WNEU. Moves: 23-18 K96, 39-32 WCHV, debut 28 WPRO.

**DAN HILL** "Let The Song Last Forever" (20th) 15/6 add KRNT, KSFO, WIBW, WYNE, WATR, KDWN.

**DOLLY PARTON** "Baby I'm On Fire" (RCA) 14/7 add WHIO, WYMC, KMBZ, WJNO, WDAE, WCWA, WNEU, 28-25 WWWE.

**VILLAGE PEOPLE** "Y.M.C.A." (Casablanca) 14/2 add WOWO, KRKO. Moves: 14-10 WLNH, 24-14 WGAR, 27-22 WMAZ. Heavy rotation: KMPC.

**CAPTAIN & TENNILLE** "You Need A Woman Tonight" (A&M) 12/12 including KBLF, WSM, WWWE, KVI, WJNO, KMBZ, WELI, KRKO.

**BURTON CUMMINGS** "I Will Play A Rhapsody" (Portrait) 11/3 add KPPL, KOGO, WIBW.

**CRYSTAL GAYLE** "Why Have You Left The One You Left Me For" (UA) 10/5 add WHIO, WCER, WJNO, WCWA, KBLF.

**SHAUN CASSIDY** "Midnight Sun" (WB/Curb) 10/3 add WHIO, WYNE, WNEU, debut 28 WLNH.

**GEORGE FISCHOFF** "The Piano Picker" (TK) 10/3 add WCER, KOB, KRKO.

**NEIL SEDAKA** "All You Need Is The Music" (Elektra) 10/2 add WHIO, WLNH.

**HEART** "Straight On" (Portrait) 10/1 add WOWO. Moves: 14-11 K96, 10-4 WGAR, debut 28 WMAZ.

**POINTER SISTERS** "Fire" (Planet) 9/8 add WHIZ, WORG, WRIE, WQUD, WPRO, WLOW, WLNH, WCHV(dp).

## Radio & Records POP / ADULT AIRPLAY / 40

### December 1, 1978

Three Two Last Weeks Weeks Week

Three Weeks	Two Weeks	Last Week		
3	1	1	①	BARBRA & NEIL/You Don't Bring Me Flowers (Columbia)
6	5	3	②	AL STEWART/Time Passages (Arista)
4	3	2	3	GINO VANNELLI/I Just Wanna Stop (A&M)
28	17	11	④	BILLY JOEL/My Life (Columbia)
8	6	5	⑤	DR. HOOK/Sharing The Night Together (Capitol)
10	8	6	⑥	ANDY GIBB/(Our Love) Don't Throw It All Away (RSO)
1	2	4	7	BARRY MANILOW/Ready To Take A Chance Again (Arista)
-	29	17	⑧	BEE GEES/Too Much Heaven (RSO)
2	4	8	9	AMBROSIA/How Much I Feel (WB)
7	7	7	10	PAUL DAVIS/Sweet Life (Bang)
14	11	10	11	ERIC CARMEN/Change Of Heart (Arista)
19	15	12	12	FIREFALL/Strange Way (Atlantic)
-	32	16	⑬	LINDA RONSTADT/Ooh Baby Baby (Asylum)
26	19	14	14	ERIC CLAPTON/Promises (RSO)
20	16	15	15	PAUL ANKA/This Is Love (RCA)
30	24	21	⑮	GLEN CAMPBELL/Can You Fool (Capitol)
11	9	9	17	STEPHEN BISHOP/Everybody Needs Love (ABC)
9	12	13	18	DONNA SUMMER/MacArthur Park (Casablanca)
27	23	20	19	CHICAGO/Alive Again (Columbia)
37	33	25	⑳	LIVINGSTON TAYLOR/I Will Be In Love With You (Epic)
21	20	18	21	RITA COOLIDGE/Love Me Again (A&M)
35	31	29	㉑	ELTON JOHN/Part-Time Love (MCA)
5	10	19	23	KENNY LOGGINS/Whenever I Call You Friend (Columbia)
31	25	24	24	GENE COTTON/Like A Sunday In Salem (The Amos & Andy Song) (Ariola)
-	-	38	㉒	MELISSA MANCHESTER/Don't Cry Out Loud (Arista)
-	40	35	㉓	CARPENTERS/I Believe You (A&M)
36	34	32	㉔	ALICE COOPER/How You Gonna See Me Now (WB)
-	37	34	㉕	KENNY ROGERS/The Gambler (UA)
29	26	33	29	JUSTIN HAYWARD/Forever Autumn (Columbia)
34	30	28	30	ALICIA BRIDGES/I Love The Nightlife (Disco 'Round) (Polydor)
15	21	30	31	ANNEMURRAY/You Needed Me (Capitol)
32	27	26	32	DONNY & MARIE OSMOND/On The Shelf (Polydor)
-	-	39	33	BOB SEGER/We've Got Tonight (Capitol)
16	14	22	34	LEO SAYER/Raining In My Heart (WB)
-	-	40	35	ENGELBERT HUMPERDINCK/This Moment In Time (Epic)
13	13	27	38	LITTLE RIVER BAND/Reminiscing (Harvest)
40	38	37	37	O.C. SMITH/Love To Burn (Shady Brook)
12	18	23	38	GERRY RAFFERTY/Right Down The Line (UA)
-	-	→	39	MARY MACGREGOR/The Wedding Song (There Is Love) (Ariola)
-	-	→	40	OLIVIA NEWTON-JOHN/A Little More Love (MCA)

NEW ENTRY

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** The Flower Children Barbra & Neil are still topping the P/A chart this week as Al Stewart moves into the runner-up position. Billy Joel still coming on as a prime candidate to reach the No. 1 slot with a six point jump 11-4. Dr. Hook and Andy Gibb remain in their respective positions, 5 & 6 but are both still very active. Entering the top ten for what seems the jillionth time this year are the Brothers Gibb reaching the No. 8 slot. Linda Ronstadt looking much stronger at the P/A level compared to her last release with a strong three position move 16-13. Glen Campbell appears to be headed for at least the top ten going 21-16. Last week's Breaker by Livingston Taylor moving five rungs 25-20. Elton John kind of sneaked up all of a sudden with a 29-22 surge. Breakers this week are Melissa Manchester 38-25 and the Carpenters 35-26. Only two new additions to the P/A chart... Mary Macgregor (that's right a small "g") entering at No. 39 and Olivia Newton-John at No. 40.

### 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) "Losing Myself In You," "Looking For The Right One"
- JIMMY BUFFETT (ABC) "Son Of A Son Of A Sailor"
- CHICAGO (Columbia) "No Tell Lover," "Hot Streets," "Love Was New"
- ROBERTA FLACK (Atlantic) "Knowing That We're Made For Each Other"
- BILLY JOEL (Columbia) "Rosalinde's Eyes," "Honesty"
- ELTON JOHN (MCA) "Return To Paradise," "Shine On Through"
- MICHAEL JOHNSON (EMI-America) "Sailing Without A Sail"
- LITTLE RIVER BAND (Harvest) "Lady"
- J. MATHIS & D. WILLIAMS (Columbia) "Heaven Must Have Sent You"
- MOODY BLUES (London) "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"
- LEO SAYER (WB) "Stormy Weather"
- AL STEWART (Arista) "End Of The Day"

### Most Added:

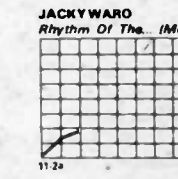
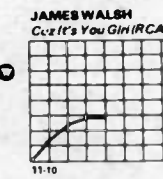
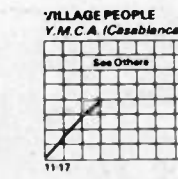
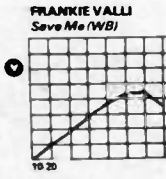
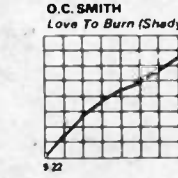
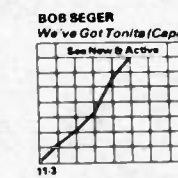
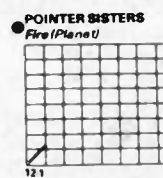
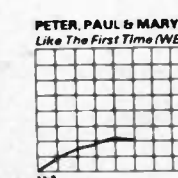
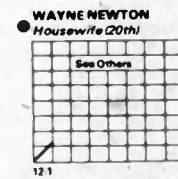
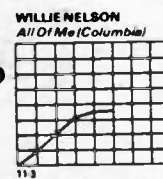
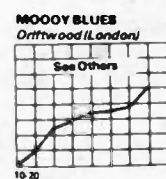
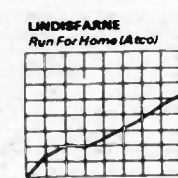
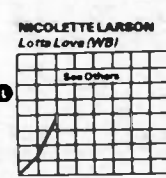
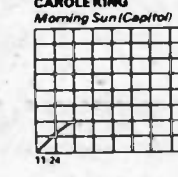
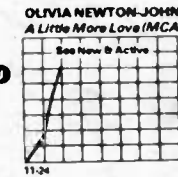
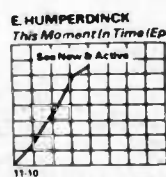
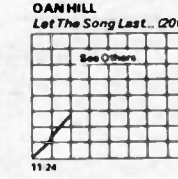
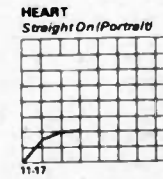
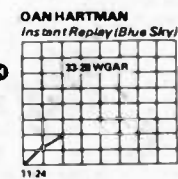
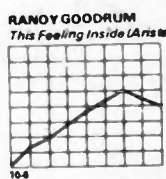
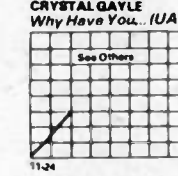
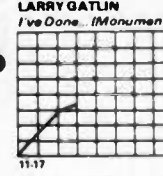
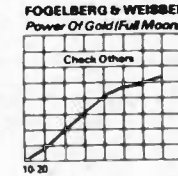
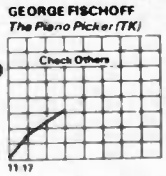
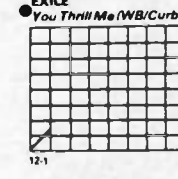
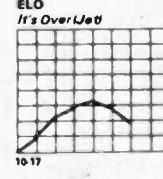
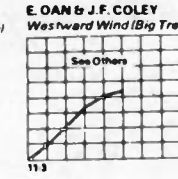
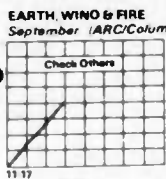
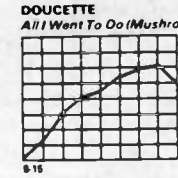
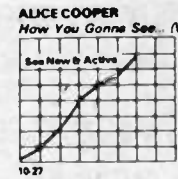
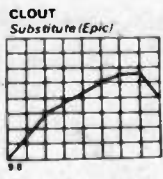
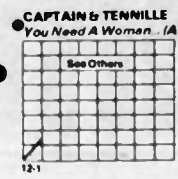
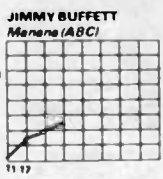
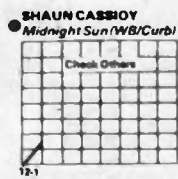
- OLIVIA NEWTON-JOHN "A Little More Love" (MCA) Added at 29% of our reporting stations.
  - CAPTAIN & TENNILLE "You Need A Woman Tonight" (A&M) Added at 18% of our reporting stations.
  - NICOLETTE LARSON "Lotta Love" (WB) Added at 18% of our reporting stations.
  - MELISSA MANCHESTER "Don't Cry Out Loud" (Arista) Added at 14% of our reporting stations.
  - EARTH, WIND & FIRE "September" (ARC/Columbia)
  - IAN MATTHEWS "Shake It" (Mushroom)
  - POINTER SISTERS "Fire" (Planet)
- The above tied being added at 12% of our reporting stations.

### Hottest:

- BARBRA & NEIL "You Don't Bring Me Flowers" (Columbia) Reported hot at 92% of our stations.
- BILLY JOEL "My Life" (Columbia) Reported hot at 58% of our stations.
- AL STEWART "Time Passages" (Arista) Reported hot at 46% of our stations.
- GINO VANNELLI "I Just Wanna Stop" (A&M) Reported hot at 35% of our stations.
- BEE GEES "Too Much Heaven" (RSO) Reported hot at 32% of our stations.

# POP/ADULT SINGLES

• New entries C Circled letters indicate alphabetical order



# ADDS & HOTS

## NORTHEAST

<b>WBZ/Boston</b> Jim McMan	<b>WSAR/Fall River</b> Mark Williams	<b>WTIC/Hartford</b> Ginny Jesonke	<b>WLNH/Laconia</b> Roger Curtis	<b>WELI/New Haven</b> Walt Pinto	<b>FM97/Pittsburgh</b> Oave Popovich	<b>WPRO/Providence</b> Oave McNamee	<b>WGY/Schenectady</b> Mike Neff
<b>WRIE/Erie</b> Smoky Burns	<b>WHAG/Hagerstown</b> Steve Williams	<b>WVTV/Columbus</b> Owen Nugent	<b>WOWO/Ft. Wayne</b> Sam DeVincent	<b>WHOK/Lancaster</b> Greg Everman	<b>KSDJ/St. Louis</b> Ed Scarborough	<b>WIBW/Topeka</b> Jim Sullivan	

## MIDWEST

<b>WYNE/Appleton</b> Rob Shannon	<b>WCEI/Charlotte</b> Jim Abens	<b>WLW/Cincinnati</b> Mike Weber	<b>WVON/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVON/Columbus</b> Owen Nugent	<b>WVON/Columbus</b> Owen Nugent
<b>WKIQ/Bowling Green</b> Mike Lippert	<b>WVTV/Columbus</b> Owen Nugent	<b>WHIO/Dayton</b> Kris Rankin	<b>WVON/Columbus</b> Owen Nugent	<b>WVON/Columbus</b> Owen Nugent	<b>WVON/Columbus</b> Owen Nugent	<b>WVON/Columbus</b> Owen Nugent

## SOUTH

<b>WLOW/Aiken</b> Owen Holmes	<b>WBT/Charlotte</b> Andy Dicks	<b>KAFM/Dallas</b> Jerry Heath	<b>WVAS/Louisville</b> Jerry Melloy	<b>WYMC/Mayfield</b> Gary Morgan	<b>WSM/Nashville</b> Mary Catherine	<b>WVAE/Tampa</b> Mark Campbell	<b>WNEU/Wheeling</b> John Ashton
<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent

## WEST

<b>KOB/Albuquerque</b> Jim Kling	<b>KRKO/Everett</b> Dan Maus	<b>KMPC/Los Angeles</b> Ron Rodriguez	<b>KBLF/Red Bluff</b> Bob Brock	<b>KSL/Salt Lake City</b> George Lemch	<b>KNBR/San Francisco</b> Bryan Eaton	<b>KVUU/Salt Lake City</b> Mike O'Shea	<b>KUKI/Univision</b> Randall Kalton
<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent	<b>WVTV/Columbus</b> Owen Nugent

### Others Getting Significant Action

**GEORGE DEFFET** "European Nights" (GRR) 9/3 add KOB, WTMJ, WYNE.  
**WAYNE NEWTON** "Housewife" (20th) 9/3 add WYNE, WSM, WCWA.  
**MARY WELCH** "Take It Like A Woman" (20th) 9/3 add KMBZ, WIBW, WYNE.  
**CAROLE KING** "Morning Sun" (Capitol) 9/1 add KMBZ.  
**CHARLEY PRIDE** "Burgers & Fries" (RCA) 8/3 add WHIO, KSL, WHIZ.  
**CHIC** "Le Freak" (Atlantic) 8/1 add WGAR, Moves: 16-7 WNEU, 28-13 WMAZ, 16-10 WBZ, 22-16 WPRO.  
**JAMES WALSH GYPSY BAND** "Cuz It's You, Girl" (RCA) 8/1 add WCHV (dp), 31-28 WORG.  
**EXILE** "You Thrill Me" (WB/Curb) 7/4 add KSFO, WQUD, WPRO, WHIZ.  
**BARRY MANILOW** "Somewhere In The Night" (Arista) 7/3 add KSD, FM97, WRIE.  
**CARLY SIMON** "Tranquillo (Melt My Heart)" (Elektra) 7/3 add KMBZ, KUKI, WLNH.  
**ROBERTA FLACK** "Come Share My Love" (Atlantic) 7/1 add WYNE, 28-25 KBLF.  
**JIMMY BUFFETT** "Manana" (ABC) 7/0, 14-10 WMAZ, debut 28 WLOW.  
**TOM JONES** "Baby As You Turn Away" (Epic) 6/1 add KMBZ, debut 24 WSM.  
**GERRY RAFFERTY** "Home And Dry" (UA) 5/5 add WLNH, WRIE, KUKI, WLOW, KBLF.  
**DOBBIE GRAY** "You Can Do It" (Infinity) 5/2 add WHAG, WHIZ, 30-27 WQUD.

# OPPORTUNITIES

## Openings

WDXY/Sumter, SC looking for a combo morning man/production director. Creative is the key word for the one to one communicator we are looking for. Opening is immediate. Tapes, resumes and salary requirements to Rich Kincaid, PD, Box 1269, Sumter, SC 29150. EOE (11-24)

Need bright, quick morning man. Major Country station, medium Texas market. Young professional staff and style. Tapes and resumes to Steve Sever, KLLL, 1314 50th Street, Lubbock, TX 79412. EOE M/F (11-24)

WBAX... Merv Griffin Radio for North Eastern PA seeks tapes from warm, natural energy announcers for possible future openings. Must be able to work tight Modern Country format. Country experience is not necessary. Also, tapes for possible news expansion. Tapes and resumes to Alan Furt, WBAX, One Broadcast Plaza, Wilkesbarre, PA 18703. No calls please. EOE (11-24)

KSLO/St. Louis is looking for a newscaster who eats, sleeps and breathes news for on-air and gathering of news. At least 2 yrs street reporting. Tapes and resumes to Patrick Murphy, 111 S. Bemiston, Clayton, MO 63105, or call (314) 725-9966. EOE (11-24)

**FRANK N. MAGID TALENT SEARCH:** Program Director needed now at Pop/Adult AM/FM in the midwest. Previous experience as innovative PD required. Your acceptance to the position would also rely heavily on air work as shift is included. In return you'll rebuild a great facility and work with a professional management team. Tapes and resumes to Scott Henderson, Frank N. Magid Assoc., One Research Center, Marion, IA 52302. Expected minimum salary is required with first contact (11-24)

KZOZ/San Luis Obispo, CA is accepting tapes and resumes for two fulltime air shifts and possible news position. Rush to Doc Phillips, Box C, San Luis Obispo, CA 93406 (11-24)

Join us in the world's most beautiful city. KYA/San Francisco has a rare opening for a Production Director. Multi track experience. 1st phone desired. Production samples and resumes to Kevin Mostyn, Director of Engineering, No. 1 Nob Hill Circle, San Francisco, CA 94108. No calls please. EOE M/F (11-24)

Dedicated self-starter wanted for award winning news team in Central New York, reporting, on air and public affairs experience. Rush tapes and resumes to Diane Smith, ND, WENE-AM, Box 151, Endwell, NY 13760, or call (607) 754 7060. EOE M/F (11-24)

WRWA/Reading, PA seeks creative afternoon drive personality with production skills. Good pay, good benefits. Tapes and resumes to Mike Shannon, Box 1710, Reading, PA 19603. EOE (11-24)

## Openings

KFMZ/Columbia, MO needs excellent announcer with super production abilities for Central Missouri rock station. 3rd endorsed and previous experience. Tapes and resumes to Mark Shevitz, Box 1345, Columbia, MO 65205. No calls please. (11-24)

KIRL/St. Louis, MO needs Country midday personality, with excellent production skills. Must have 3 yrs experience, 3rd endorsed. Also, looking for part time newscaster. Tapes and resumes to Mike Fee, Box 1460, St. Louis, MO 63188. No calls please. (11-24)

KEWI needs a good morning personality. Humor is a must. Send an air check and reasons why we should hire you to J.R. Graeley, Box 4407, Topeka, KS 66604, or call (913) 272-2122. EOE M/F (11-24)

KFMB-AM/San Diego, CA needs Southern California personality for December part time opening. Tapes and resumes to Mark Larson, KFMB, Box 80000, San Diego, CA 92318 (11-24)

News Director with heavy local interest needed for medium Pop/Adult station. Tapes and resumes to John Sebastian, WKHM, 1700 Glenshire Dr., Jackson, MI 49201 or call (517) 784-7181. EOE M/F (11-24)

KEEP/KEZJ now accepting tapes and resumes for airshift openings. Beginners considered. Board shift, production and newsreading... (the whole enchilada!) Tapes and resumes to Terry Tario, Box 346, Twin Falls, ID 83301. EOE (11-24)

Upper midwest opportunity looking for super voice with strong production leadership. Must have experience, common sense and capability. AM station. Tapes and resumes to Lee Temte, KMRS/KKOK, Box 231, Morris, MN 56267. EOE (11-24)

Tremendous opportunity in news. NEWS DIRECTOR opening for communicator, story teller. Other news opportunities for communicator through Drake Chenault. Send all replies to Mike Scott, Operations Mgr., KYNO-AM-FM, 2125 N. Barton, Fresno, CA 93703. EOE (11-24)

KMAK/Fresno, CA has immediate opening for 6pm-12mid jock. Country format. If you're a pro, let us know. Rush tapes to KMAK, 2020 E. McKinley, Fresno, CA 93703. EOE (11-24)

WORG-AM&FM/Orangeburg, SC looking for announcer for top notch Pop/Adult station. Good production skills required. Tapes and resumes to Stu Wright, Drawer 1386, Orangeburg, SC 29115. (11-24)

KEWI/Topeka, KS needs a conversational morning newscaster to join our award winning news team. Send air check and reasons why we should hire you to Mike Mennis, Box 4407, Topeka, KS 66604. EOE M/F (11-24)

## Openings

Looking for 2-3 announcers with either 1st or 3rd class license for a 2500 watt AM station SW of Houston. Station due on air around Jan. 1st. Low pressure, progressive Country/AOR format. Also, the possibility of two openings in the sales department. Tapes, resumes and salary requirements to Gary Powell, Box 12808, Memphis, TN 38112. (11-24)

WKNE/Keene, NH now accepting tapes and resumes. Experience necessary, for full and part time. Good production a must. Send to Marvin Brown, PD, Box 466, Keene, NH 03431. EOE (11-24)

KSTT/Quad Cities, needs an individual for late nights, 10pm-2am, on the midwest's finest personality radio station. First phone is helpful. Don't apply unless you can stand out on a station already loaded with great air talent. Tapes and resumes to Jim O'Hara, KSTT, Box 3788, Davenport, IA 52808. EOE M/F (11-24)

WCBQ/Oxford, NC wants you for middays. If you have a positive attitude, a desire to learn a knack for production and love for radio, you are ready. Tapes and resumes to Skip Odom, PD, One Broadcast Center, Oxford, NC 27565. EOE M/F (11-24)

Number one station in Jackson, TN has immediate opening for Program Director. Prior PD experience desirable. Excellent step toward becoming a PD in a major market. Tapes and resumes to Station Manager, WDXI, 1310 Radio, No. 1 Radio Park, Jackson, TN 38301. No calls please. EOE (11-24)

WPAD-AM&FM, CBS/Paducah, KY seeking experienced one person "local" news department. Gather, write, deliver local news, also Public affairs. Tapes and resumes to Dale Walker or Ed Fritts, Box 450, Paducah, KY 42001. EOE (11-24)

**LEADING PERSONALITY TOP 40** station in large midwest market looking for two good people for upcoming openings. Tapes, including production, and resumes to Radio and Records, Box 133, 1930 Century Park West, Los Angeles, CA 90067.

WISD-AM/Baltimore, MD has opening for personality newscaster. Ability to read news, heavy production. Tapes and resumes to Chuck Reid, WSID, 6623 Reisterstown Road, Baltimore, MD 21215 or call (301) 358-9600. EOE M/F (11-24)

KLOU/Lake Charles, LA looking for Program Director. Must be strong in production to work either morning or afternoon drive. Tapes and resumes to Albert Johnson, Box 1725, Lake Charles, LA 70602. EOE M/F (11-24)

## Openings

KPPL/Denver, CO looking for PD/MD on-air combination. Pop/Adult format. Call Jim Teason, General Manager, (303) 989-1075. (11-24)

Old man winter is just around the corner, but here in Florida the sunshine is waiting. Top rated Modern Country with contemporary presentation is seeking the most talented up and coming air personalities. Life insurance, good benefits, salary and sun-and beaches for people who like radio. If you are among the best in your market and want to live and work in a great area rush tapes and resumes immediately to Tom Allen, PD, WVOJ, 1435 Ellis Rd. S., Jacksonville, FL 32205. Females and minorities encouraged (11-24)

WNDE/Indianapolis, IN needs 6-10pm jock. Must be willing to get involved in high school activities. Good production a must. Send tapes and resumes to Jeff Lucifer, WNDE, 6181 Fall Creek Rd., Indianapolis, IN 46220. No calls please. EOE M/F (11-24)

**NEWS DIRECTOR/PERSONALITY** needed for large midwest contemporary station. Must be able to both entertain and inform, with heavy emphasis on human interest, plus handle administrative duties. Excellent salary and benefits for the right person. All replies confidential. Tapes and resumes to Radio and Records, Box 134, 1930 Century Park West, Los Angeles, CA 90067. EOE

KHYS/Port Arthur, TX looking for up tempo announcers for Disco format. Tapes and resumes to Ted Stecker, 7700 Gulfway, Port Arthur, TX 77640. EOE (11-24)

WSSV/Petersburg, VA is looking for the right, bright personality to do early afternoons. Air and production experience are a must for this competitive Richmond area, also possible all night opening. Tapes and resumes to Russ Brown, Penthouse Virginia 1st Bldg., Franklin & Adams St., Petersburg, VA 23803 (11-17)

Southern California, 30 miles from L.A. That's the good part. The rest? Hard work, low pay. Experience necessary. 110% mature professional attitude. 3rd phone. Air shift & production at AM Pop/Adult personality station. Tapes and resumes to Roy West, PD, KGOE, 2524 Townsgate Rd., Thousand Oaks, CA 91361 (11-17)

The Number One Powerhouse FM covering a three-state area is now accepting applications for future openings. If you're an original and creative disc-jockey, with good production skills and a desire to work at a professional winner send current tape and resume to Nick Alexander, G100, Box 2367, Mobile, AL 36601. EOE M/F (11-17)

# CHANGES

## Radio

LARRY THOMAS joins KVOC/Casper, WY from KCEY/Modesto, CA.  
SCOTT LOCKWOOD promoted to Music Director KORJ (K-Orange)/Garden Grove, CA.  
JIM TEESON named General Manager of KPPL/Denver, CO.  
RICH KINCAID formerly MD promoted to Program Director WDXY/Sumter, SC.  
JAN KOPIC joins KRTH/Los Angeles, CA as Account Executive.  
KEVIN STERN named Production Director KHTZ/Los Angeles, CA.  
AL GREENFIELD formerly Vice President/General Manager KIKK-AM-FM/Houston, TX, promoted to President KIKK, Inc.  
RON SHANNON promoted to Program Director WWCK/Flint, MI.  
DAL SANDERS joins KKTU/Kilgore as Music Director from KMBQ/Shreveport.  
DARA WELLES formerly KNX-FM/Los Angeles joins KRTH/Los Angeles, as News Director.  
CINDY DRUE joins WYSP/Philadelphia from WZZD/Philadelphia, PA.  
DAVE McQUEEN named News Director at KSAN/San Francisco.  
JOANNE ROSENZWEIG joins the news team of KSAN/San Francisco from KRE/Berkeley.  
ELI ZARET joins WRIF/Detroit as Sports Director from WJZZ/Detroit.  
STEVEN CLEAN joins WCOZ/Boston doing nights from WMMR/Philadelphia.  
LESLIE PALMITER moves to all nights WCOZ/Boston, MA.

## Station Line-Ups

KXFM/Santa Maria, CA LINE-UP: 6am-10am Peter Napoli, 10am-2pm Fred Levy, 2pm-7pm Kathy Street, 7pm-12mid Mark Sterling, 12mid-6am Greg West.  
WCAW/Charleston, West VA LINE-UP: 6am-10am Michael In The Morning, 10am-2pm Rick Johnson, 2pm-6pm Randy Damron, 6pm-12mid Terry Collins, 12mid-6am Mike Spencer "Midnight Cowboy". Weekends: Allan Scott, Gary Robert, Dave Taleg.  
WUNI/Mobile, AL LINE-UP: 6am-10am Tom Dixon, 10am-2pm Reggie Davis, 2pm-6pm Bill Knight, 6pm-12mid Doug Walker, 12mid-6am Rick Roberts.  
WFRO/Fremont, OH LINE-UP: 6am-10am Jerry Reidling, 10am-3pm Craig Forshtay, 3pm-5pm Gary Thompson (MD), 5pm-sign off Jim Falk. Weekends: Dennis Staples.  
KIDO/Boise, ID LINE-UP: 6am-10am Dave Freeman, 10am-2pm Jonathan Hanley, 2pm-6pm Jay Michael Pipes, 6pm-10pm Monica Fox, 10pm-2am Gary Hammon, 2am-6am Tammy Tilton. Weekends: Carl Scheider, & Ernie Allen (Production Director).

KBOX/Dallas, TX LINE-UP: 6am-10am Peck & Peggy, 10am-12noon Bobby Dark, 12noon-3pm Pete Porter, 3pm-7pm Danny McDuff, 7pm-12mid Ron Jordan, 12mid-6am Mack Daniels. Weekends: Kris Black, Tack Weston, and Jim Davis.  
KDKB-FM/Phoenix, AZ LINE-UP: 5:30am-10am John Giese and Bill Andres, 10am-3pm Linda Clayton, 3pm-7pm Jon Sinton, 7pm-12mid Frank Baum, 12mid-5:30am David Ponce. Weekends: Robert Grant.  
WORG/Orangeburg, SC LINE-UP: 5am-10am Stu Wright, 10am-3pm Steve Klauke, 3pm-7pm Barry Stone, 7pm-1am David Paul. Weekends: Lee Price, and David Chinters.  
14Q (KRCQ)/Indio-Palm Springs, CA LINE-UP: 4am-7:30am Ramiro Ramirez, 7:30am-10am Ron Young (PD), 10am-2pm Larry Scott (MD), 2pm-6pm Lady Jay, 6pm-12mid Rich Watson. Weekends: Dave Sea.

## Records

LOUIS NEWMAN named Manager, Regional Promotion/Nashville for RCA Records.  
PHIL CHECCHIA appointed Local Promotion Representative/Washington, D.C. for Elektra/Asylum Records.  
CALVIN LEW named Polydor Local Promotion Manager/Seattle, WA.  
VIJAY RAO appointed Senior Planning Analyst, Business Development, CBS Records.  
ELIN GUSKIND named Director of Video Operations for Atlantic Records.  
GILA EBSTEIN promoted to Manager of Advertising Creative Services for Atlantic Records.  
DENISE SCOPAS appointed Branch Merchandising Manager, New York Market for CBS.

## Industry Changes

BEVERLY PADRATZIK to handle Record Promotion, Marketing and Sales for Bill Graham Management and Wolfgang Productions.  
RICHARD A. LEMMO formerly Account Executive WGCL/Cleveland named Midwest Sales Consultant for TM Productions, Dallas.  
CHERYL BENTON appointed Professional Manager for Casablanca Record & FilmWorks Music Publishing Division.  
MARTY WEKSER joins ATV Music Group as West Coast Manager, Writer Development.

# EPIC'S DEALING THREE OF A KIND A WINNING HAND FOR YOUR PLAYLIST



## MEAT LOAF

"YOU TOOK THE WORDS  
RIGHT OUT OF MY MOUTH"

NEW & ACTIVE

WNBC add 35	BJ-105 39-35	KSLY add
WKBW	WIFE deb 31	13-FEA 15
JB-105 20-17	WHB	WHYN 34-31
WPHD 23	KQEO	WTMA 30-25

The most explosive new artist of 1978. If you played "Paradise" you know how strong Meat Loaf is with your audience. If you didn't because of length or content, this single is your chance to identify your station with the sound that your audience is buying and listening to.

CLEVELAND

## LIVINGSTON TAYLOR

"I WILL BE IN LOVE WITH YOU"

WPGC add	WEEO add	WGCL
WPEZ add	WFBG add	KRTH 24
WNOE add	KVOX add	B-100 19-16
KNOW add	KSTT add 30	KTLK 33
KEYN add	KSLY add	KAKC 32-24
KSDN add 38	KDZA add 39	WYND 40-35
KGW deb 23	WFIL	CK-101 33-28
KRKE add 30	WIFI	KEWI 26-20
KQEO add	WRKO 25-22	

The record is pure magic to the ears. It generates the kind of audience response and demographic spread that Top 40 Radio is all about.

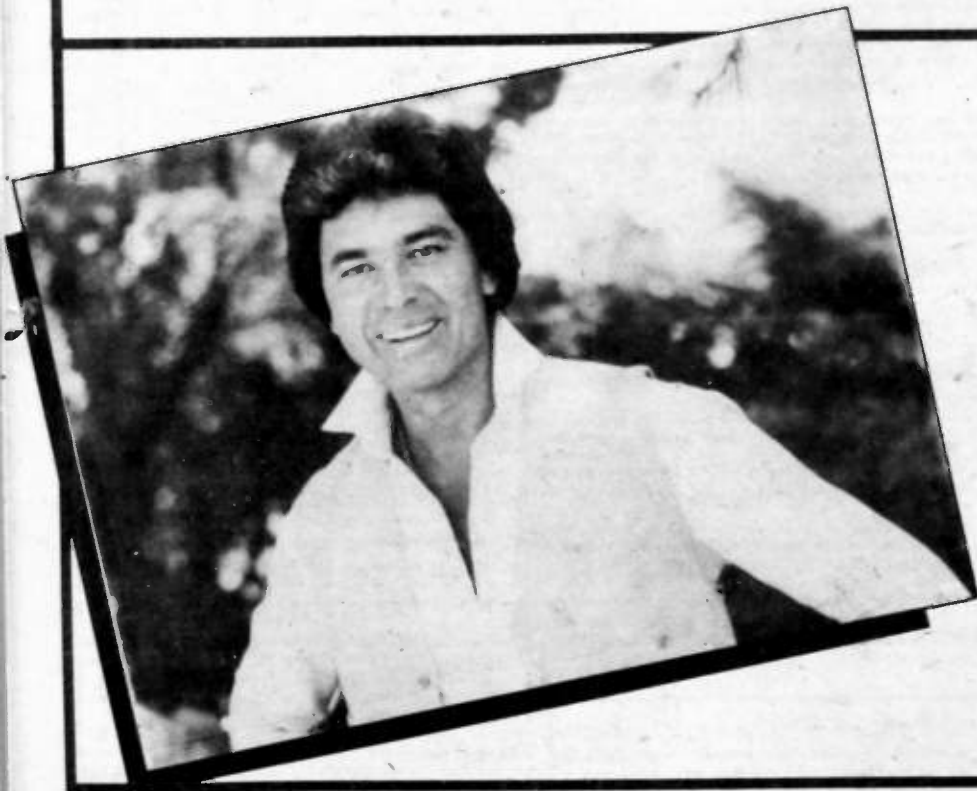


## ENGELBERT HUMPERDINCK

"THIS MOMENT IN TIME"

40-35 R&R Pop/Adult Airplay/40  
Detonated WBEN 20-10 — KCBN add

The inimitable Mr. Humperdinck is on his way to another holiday hit. You already know what kind of female demographics are a part of Engelbert's success. Listen to the record and you'll hear why it's just right for the season.



**Bet On Us—Epic Records**



# OPPORTUNITIES

## Openings

Immediate opening for all night jock at WLOF/Olando. Send tapes and resumes now to Joe Montione, WLOF, Box 15746, Orlando, FL 32808. EOE M/F (11-17)

KWIC-FM/Beaumont, TX looking for personality morning jock for Top 40 format. Must be community minded and have good production. Tapes and resumes to Mike Murphy, Box 6067, Beaumont, TX 77705. EOE (11-17)

KHOW/Denver, CO has opening for News Director. Extensive experience required. Contact John Lund, Operations Manager, KHOW, Petroleum Club Building, Denver, CO 80202. Doubleday Broadcasting Co. EOE M/F (11-17)

KVMT/Vail, CO seeking full-time news reporter. Must have 2-3 yrs broadcast journalism experience. 3rd class. Excellent articulation and desire to work hard a must. Tapes and resumes to KVMT, Box 2179, Vail, CO 81657. EOE (11-17)

KIDN Country has immediate opening for midday/production person. Minimum 2 yrs experience. Rush tapes and resumes to Doug Wilson, Box 293, Pueblo, CO 81002 (11-17)

G100/Mobile, AL is still looking for a multi-talented person capable of pmno production. Good bucks and opportunities. Get your tapes and resumes in the mail today to Nick Alexander, G100, Box 2367, Mobile, AL 36601. EOE M/F (11-17)

Break into Top 10 Market Radio. Historic giant rocker looking for jocks, production talent and newbies. Tapes and resumes to Box 5973, Washington, D.C. 20014 (11-17)

Talented human entertainer for mornings needed at KROY/Sacramento. Tapes and resumes to Chris Mitchell, KROY, 1019 Second St., Sacramento, CA 95814. EOE M/F (11-17)

KROD/El Paso, TX looking for morning drive pro with at least 4-5 yrs Pop/Adult experience. Good bucks for right person. Tapes and resumes to Kent Lacy, PD, 4141 Pinnacle, Suite 120, El Paso, TX 79902. EOE (11-17)

IMMEDIATE opening for News Director. Some experience needed in news gathering. 3rd endorsed. Small market AP award winners. Decent salary for qualified person. Call (912) 452-7291, Milledgeville, GA. (11-17)

Jocks and newspeople needed, all shifts. 500,000 plus TSA. 3rd endorsed. Experience preferred but talented beginners considered. Tapes and resumes to Dennis Day, WHON, Box 1647, Richmond, IN 47374. EOE M/F (11-17)

WMPS/Memphis is looking for someone for the all night show. Tapes and resumes to Bob Knight, PD, 112 Union Ave., Memphis, TN 38103. EOE (11-17)

ZETA 7/Orlando, FL is looking for night time air personality with experience for prime AOR southern outlet. Also, need full time AOR newscaster. Good pay and benefits. Tapes and resumes to David Souza, 2001, Mercy Drive, Orlando, FL 32808. EOE M/F (11-17)

WSPT/Stevens Point, WI is looking for the best young jocks in America. In the past year jocks have moved directly from WSPT to WOKY, WOWO, WLEE, WCOL and now WISN. If you would like to work in a major station one year from now, send tapes and resumes to Pat Martin, Box 247, Stevens Point, WI 54481. EOE M/F (11-17)

KCAP/Helena, MT looking for air talent for immediate end future openings for all shifts. Tapes and resumes to Jim Prince, Box 1165, Helena, MT, 59601. EOE M/F (11-17)

KPUG/Bellingham, WA is looking for weekend jock. Tapes and resumes to Bruce Butterfield, Box 1170, Bellingham, WA 98225 or call (206) 734-1170. (11-17)

WRMT/Rocky Mount, NC has immediate opening for creative morning man (or woman). Stable, community involved person sought with music knowledge and good production for Pop/Adult format. Tapes and resumes to Skip Carney, WRMT, Box 283, Rocky Mount, NC 27801. EOE (11-17)

KJCK-FM/Junction City, KS accepting tapes and resumes for future opening for midday personality. Decent bucks. Tapes and resumes to Mark Eatoh, Box 789, Junction City, KS 66441. EOE. No calls please. (11-17)

Top Atlantic City Rocky now accepting tapes for on-air positions. Send to Gary Lane, WMID, Box 1137, Atlantic City, NJ 08404. (11-17)

WYTL (AM 151)/Oshkosh, WI accepting tapes and resumes for possible future openings. Room for expansion in Midwest family of stations. 2 yrs experience and some knowledge of Country music required. Send to Doug Lane, PD, Box 1490, Oshkosh, WI 54903. (11-17)

Bright, mature morning personality with at least 1 yr Pop/Adult experience doing mornings wanted. Above average production skills and experience in producing Public Affairs. Tapes and resumes, and salary requirements to Tim Scott, KSEE, Box 442, Santa Maria, CA 93456. EOE (11-17)

New York Programmer, Syndicator looking for creative AOR production talent. Call Steve Crowley, Progressive Radio Network, (212) 585-2717 (11-17)

RADIO SALES IN Palm Springs is like a child in Disneyland. Position open immediately for a good radio sales person at 14Q/KRCO. Call (714) 347-3403 or visit us at 82640 Miles Ave., Indio, CA 92201. (11-17)

## Goods & Services

### "Managers/Programmers"

You can analyze your ARB by computer faster than by hand, at a onetime outlay of less than \$900. This is not a leasing service. You will own your own micro computer AND programs. Available in time for release of the Oct/Nov book. Call Southwestern Programming (602) 957-0674.

### "Original DJ Humor"

From Top Hollywood comedy writer and DJ. Freebee write HYPE, INK, Box 69581-R, Los Angeles, CA 90069.

### "Fruitbowl"

The world's largest weekly humor and informatin service offers qualified broadcasters a FREE month's trial. No obligation! FRUITBOWL . . . MUCH more than a joke sheet! FRUITBOWL, Dept. R, Box 9787, Fresno, CA 93794.

### "Santa Recommends Phunnies"

The industry's Internationally acclaimed . . . most respected audience builder! One month's introductory 400 topical one-liners, information and gloat . . . just \$2,000! PHANTASTIC PHUNNIIES, 1343-A Stratford Drive, Kent, OH 44240.

### "If The News Is Next"

There is no substitute for strong local news. NewScript (news and kickers) and StarShip (music and entertainment news) complement your local emphasis with timely and audience-building stories and features. Each 15 to 18 stories daily. Surprisingly low cost. Free trial. Call Bob Rogers (415) 362-3045.

### "Complete Artist Bio Info... And More!"

GALAXY—The personality aid for AOR, Top 40, Pop/Adult jocks. Sample: GALAXY, Box 98024-C, Atlanta, GA 30359 or call (404) 231-9884.

### You'll Be Funnier

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample, CONTEMPORARY COMEDY, 5804-D Twining, Dallas, Texas 75227. Phone (214) 381-4779.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 366-R West Bullard Ave., Fresno, CA 93704 or phone (209) 431-1502.

### "Lola's Lunch"

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack: LOLA'S LUNCH, 1789 Hamlet Drive, Suite 888A, Ypsilanti, MI 48197.

## GOODS & SERVICES

Making your classified come alive or getting your goods and services singled out is simple. Only 25 cents a word, \$5 minimum per week, headlines are free. Contact R&R Classified Department, Mon-Fri, at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA. 90067.

## Openings

WKBX/Savannah, GA needs personality pro for morning drive. Pop/Adult format. Beautiful city, new facility, and great signal. The mover in Savannah. Tapes and resumes to Doug Weldon, Box 876, Savannah, GA 31402 or call (912) 897-1529 before 3pm EST. EOE (11-17)

TM PROGRAMMING seeks highly qualified applicants for Production Position. Successful applicants will be well disciplined and project oriented. Resumes and tapes demonstrating proficiency with production tools should be sent to Michael Hedges, TM Production, 1349 Regal Row, Dallas, TX 75247. (11-17)

COMMISSION SALES: We are setting up East Coast distribution territories for customized retail advertising jingles and radio station ID packages. NY production quality at retail prices. Promise high commission for good sales persons. Territories available Miami to Maine. Send resumes to ATPAK, Suite 4G-888, 8th Ave., New York, NY 10019. (11-17)

Leading Top 40 station in second largest VA city wants an aggressive News pro for anchor/reporter position. No beginners. Tapes and resumes to Jack Casey, WROV, Box 4005, Roanoke, VA 24015. EOE (11-17)

COUNTRY or POP/ADULT we have openings for air personalities on both. Call Orv Koch, Stuart Broadcasting (402) 475-4204. EOE (11-17)

KLOK/San Jose, CA looking for weekend jock and full-time production person. Tapes and resumes to Bill Weaver, Box 21248, San Jose, CA 95151. EOE M/F (11-17)

We're looking for a dynamic Country Music oriented personality. Must be very versatile. 100,000 watt FM in Winston-Salem, NC. Call Kim Jones, PD (919) 727-8860. (11-10)

KSEK/KMRJ needs experienced Pop/Adult personality with entertaining air sound. Rush tapes, resumes and salary requirements to PD, KSEK/KMRJ, Box 610, Pittsburg, KS 66762. No calls please. (11-10)

KPAS-FM 94/El Paso, TX has an opening for Chief Engineer. Must be knowledgeable in FM audio and transmitter with a minimum of two yrs experience. Resume and salary requirements to KPAS-FM, 3901 N. Mesa, El Paso, TX 79902. (11-17)

## Openings

Where the heck is everybody? KIDO is still looking for you if you can write and deliver news conversationally. Females encouraged. Tapes, resumes, and writing samples to Frank Catalano, Box 8087, Boise, ID 83707, or call (208) 344-8661. EOE (11-17)

WNPT/Tuscaloosa, AL looking for a mature sounding midday announcer for Pop/Adult format. Must be strong on production with possibility of being Production Director. If you are a team player send tapes and resumes to Blake Hooper, WNPT, Box 2787, Tuscaloosa, AL 35401, or call (205) 758-3311. EOE (11-17)

All night, full-time announcer needed. Two years experience minimum. Tapes and resumes only to Scott Slade, WAYS, 400 Radio Rd., Charlotte, NC 28216. EOE M/F (11-10)

Southeastern Coastal Rocker looking for person to do engineering and afternoon board shift. If you're a baby don't apply. Good bucks if you're into good radio. Call Steve Sands or Jeff Funk now at (205) 478-1360. EOE (11-10)

KOKK/Huron, SD now accepting tapes and resumes for future openings. Must have 2 yrs experience and good production. Good bucks for the right person. Send to L.A. Timms, Box 931, Huron, SD 57350. EOE (11-10)

WCGQ/Columbus, GA has two openings 6am-10am and 6pm-10pm. Good voice and production a must. Good pay. Come grow with fast moving company. Tapes and resumes to Charlie Rowe, Box 1537, Columbus, GA 31902, or call (404) 327-1217. EOE M/F (11-10)

Possible future openings for air personalities at hot progressive AOR station. Tapes and resumes to Tom Ferro, K99-FM (KAAK), 2307 10th Ave. South, Great Falls, MT 59405, or call (406) 727-7211. EOE (11-10)

WXI/Parkersburg, W. VA 50,000 watt FM needs two pros, afternoon drive and night crazy person. Afternoon person must have good voice and great production. Night jock must be a lunatic. Good bucks. Tapes and resumes to Ron O'Brian, Box 1228, Parkersburg, W. VA 26101, or call (304) 485-7425. (11-10)

WDMV/Pocomoke City, MD. Top Eastern Maryland Top 40 looking for tight personality jocks for immediate part-time and future full-time openings. Minorities encouraged to apply. Tapes and resumes to Jerry Nicholas, Box 210, Pocomoke City, MD 21851. No calls please. (11-10)

WOKW/Brockton, MA looking for aggressive, creative, organized radio Sales person. Experience in broadcast and/or retail preferred. We will train. Resumes to Dave Barner, General Manager, Box 1410, Brockton, MA 02403. (11-10)

## Positions Sought

PATRICIA HARRISON currently WJAZ (Rock 95) looking for full-time AOR position. Good production. Ready to move up. Call (904) 358-3647 anytime. (11-24)

JOHN DRISCOLL former PD and drive talent TEN-Q/Los Angeles, WCFU/Chicago, WNYQ/Miami. Strong creative production spirit. Seeks major market opportunity. Call (213) 451-9602 anytime. (11-24)

MARTHA DEE, a creative, talented and ambitious air talent with 3rd endorsed and commercial experience is seeking station with AOR/progressive rock format. Special interests: production, interviews, and special programming. Good knowledge of music. Call after 7pm (212) 657-2560. (11-24)

Young, intelligent, eager, hard working, minority individual seeking medium or larger AM or FM market in East, South, or Midwest. Call H. Aisteire Blackwell (301) 655-6923. (11-24)

Successful programmer in medium market Pop/Adult looking for jock shift, news or TV in strong medium or large market. Major market experience. PD, MD, TV and PR. Ready to move. Write John, 30 Crispell Lake, Horton, MI 49246 or call (517) 529-9890 nights. (11-24)

Announcer, 14 yrs experience, good voice, 1st ticket. Can work Country, Pop/Adult, and Top 40. Good production and good newscast. BILL SMITHSON, (305) 448-1260. Prefer South Florida, but will consider any Southeast city. (11-24)

Three yrs professional announcer, news, good production and automation experience. 3rd endorsed. Looking for small market position. Available now. Call John (505) 523-6138. (11-24)

Looking for better opportunity, 4 yrs experience in Top 40, Country, Pop/Adult. Currently working but looking. Call (215) 927-2821 anytime. (11-24)

MORNING THUNDER. Dynamic jock previously nights at 13 KEIN/Great Falls, MT wants shot at morning slot. Naturally funny kinda' guy. Call MARK ALLEN (303) 494-2324. (11-24)

### PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## Positions Sought

BOB MENCEL from WAKX/Duluth looking for medium Top 40. Prefer written inquiries 1211 Weeks Ave., Superior, WI 54880, or call (715) 392-6058. (11-24)

KEITH MORGAN, formerly XROCK, wants West Coast. Good numbers, ready now! Call (805) 937-2847 or (916) 593-7595. (11-24)

BOBBY RIVERS formerly KQDI and Y103, now available, 3 yrs Top 40 experience and an adult communicator. Call (305) 522-1590. Prefer South or Northeast. (11-24)

BOBBY KNIGHT Operations Manager WCUE/WKDD/Akron, OH. 15 yrs experience and an adult communicator. Call (216) 864-6662 or (216) 923-9761.

Morning drive/medium market programmer with winning ARB, great track record, references and all that goes with it. Looking for a large market. Aest. PD and/or promotion, production, Music Director position. On or off air. Call Dan (815) 338-6371 anytime. (11-17)

Small Market Operations Manager ready to move to bigger market. Country and Pop/Adult background. Good Music and programming knowledge. Prefer Midwest. Call Jerry Michaels (517) 269-9931. (11-17)

Top 40 jock with 4 yrs experience seeks small-medium/medium market Top 40 station. Good production skills and some programming experience. Tight formats and personality format. Available immediately and willing to relocate. Call JOHN DIAL (312) 773-2782. (11-17)

SHANNON formerly WANS, WIRK, seeks late night Top 40 position. Call (305) 721-0582. (11-17)

LADY DJ with first phone. Experienced in Pop/Adult formats looking for medium market position. Call (916) 541-2775 afternoons or evenings. (11-17)

Don't look here unless your station could use the talents of an experienced and creative announcer with 7 yrs experience, all aspects. 1st ticket, BA radio and TV. Call CRAIG HARRIS (212) 358-4951, or write c/o Horstman, 140-65 Beech Ave., Flushing, NY 11355. (11-17)

Formerly KLOS, WOMP-FM 100, currently WYXE/Superstars in Medson, looking for AOR opportunity in Top 50 market. Prefer West Coast, but will consider all. Call MARC COPPOLA (608) 837-2817 days, or (608) 837-8591. (11-17)

DENNIS KING, 13 yr pro in Pop/Adult and Top 40 formerly with KXYX—ABC/Houston, available due to format change. Tapes and resumes available upon request. Call (916) 877-4392. (11-17)

23-year-old communicator, 4 yrs experience, arriving in U.S. next April/May and looking for a slot in a smaller, Southern station. Currently doing mornings/lunch 10am-2pm. For tapes and resumes, references contact SHANE SODY, 2MW Box 161, Coolangatta, Queensland, Australia 4225. (11-17)

3rd ticket with endorsed, BA in radio & TV with light experience looking for on-air and/or production position on East Coast. Call (212) 358-4951, or write MARC MANDELLA, c/o Horstman 140-65 Beech Ave., Flushing, NY 11355. (11-17)

MILLS in the Mornings. Formerly ZIP 106 (WZZP), WCUE. Major market experience. Willing to relocate anywhere in the world. Top 40 or personality. 3 yrs experience. Call (216) 221-2435. (11-17)

CHARLIE ROWE looking for PD/MD and jock position, or possibly Record position. Formerly WCGO, WGLF, WAPE, WFUN, 16 yrs experience. Call (404) 687-0660 anytime. (11-17)

Energetic young man knows how to enjoy air shift, wants to move. 4 yrs experience, currently nights at Pop/Adult format. Call KIRK (207) 582-2704 days. (11-17)

Hey wake up! Boosterspace Radio Network. Editor Mike Rivers is still on the street. Call (804) 271-1839. You get it in and we'll get it on. (11-17)

## Miscellaneous

New Country station WZZK-FM/Birmingham, AL needs record service from all labels. Send to Chris Fox, Music Researcher, Box 58065, Birmingham, AL 35209 or call (205) 324-3460. (11-24)

KRIG-AM&FM needs record service on Pop/Adult and Top 40 for fulltime AM and Country singles for 100,000 watt FM. Contact Dave Morgan, Box "G", Grand Island, NE 68801. (11-24)

KOOL-FM/Phoenix, AZ needs disco record service from all labels for weekend disco format. Send to Bill Kelly, 511 W. Adams, Phoenix, AZ 85003. (11-17)

Contemporary Public Affairs program available FREE. Pop/Adult, Top 40, AOR and Oldies format. This weekly 1/2-hour show is ready for all markets. Send for demo, "On The Road", 1516 Himan, Suite 505, Evanston, IL 60201, or call (312) 869-6289 9am-12noon. (11-17)

KANC/Anchorage, AK needs record service from all labels dealing mainly with Country music. Contact Tom Hildreth or Jim Robbins (907) 243-1300 between 1pm-5pm, MON-FRI. (11-17)

WUPE/Pittsfield, MA needs album and singles service from all labels. Send to Martin A. McGuane, MD, WUPE AM/FM, Pittsfield, MA 01201. (11-17)

**Exceptional EXILE Excitement.  
Extensive EXILE Exposure.**

**KFRC  
KLIF  
WSGN  
KENI  
KQEO**



**WAEB  
WTMA  
KVOX  
KQWB  
KKXL**

**“YOU THRILL ME”**

**Extra-Explosive from**

**EXILE.**

Produced by  
Mike Chapman



# THE BACK PAGE

## BREAKERS

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

### EARTH, WIND & FIRE

#### September (ARC/Columbia)

69% of our reporters on it, 13 adds including KSLQ, Q102, WOLF, WMEE, WKY, K104, KAYC, WEBC, WRKR. Key moves: 21-15 WPGC, 30-20 Y100, 16-10 Z93, 25-13 WHBQ, 23-18 CKLW, 24-18 WGCL, 26-10 KFRC, 27-22 KFI, 28-20 at 13Q, 23-17 WQXI, 28-23 KOPA, 23-15 WLEE, 28-20 WRFC. See Parallels, charts at number 28.

### ERIC CLAPTON

#### Promises (RSO)

67% of our reporters on it, 24 adds including KDWB, WCAO, WIFI, WFIL, WPEZ, PRO-FM, KTKT, WCOL, WIFE, KEEL, WSGA, KLIF, WGUY, G100, KKLK, WGBF. Key moves: 29-27 KRTH, 31-24 KSLQ, 12-8 Q102, 24-21 WRKO, 35-24 JB105, 11-7 Q94, 22-17 WAYS, 25-20 WOHO, 27-21 KRSP, 15-10 WHHY, 19-13 WEBC, 14-10 WSPT, 24-19 KYSN, debut 30 WPGC, on KSTP, KFI. See Parallels, charts at number 29.

## NEW & ACTIVE

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

**NICOLETTE LARSON** "Lotta Love" (WB) 97/48 including 99X, WFIL, WHBQ, KRTH, KFI, KTLK, WAVZ, WICC, WKBO, WAYS, Y103, WTIK, WLAC, WSGN, WNAP, KCPX, KRKE, KFSD, KLMS, KRRC, WTMA, WFLB, WHYN. Key moves: 17-10 at 94 Q, 32-27 KX106, 27-17 KSLY, 29-25 WGLF, 25-18 WHHY, debut 25 WCAO, debut 29 Z93, debut 30 CKLW, on KFRC.

**OLIVIA NEWTON-JOHN** "A Little More Love" (MCA) 97/31 including Q102, WPGC, WRKO, WFIL, WYRE, WBBQ, 92Q, KEEL, WCOL, WOW, KAKC, KBEQ, KEZY, KRSP, Y94, KENO, KVOX, G100, WAEB. Key moves: 36-33 KLIF, 39-32 WLAC, 36-33 WHB, 29-26 KRKE, 26-21 WERC, 30-26 WFOM, debut 28 Z93, debut 28 KFI, on KSTP, WKBW, WCAO.

**IAN MATTHEWS** "Shake It" (Mushroom) 87/30 including B100, KRTH, 96X, WRKO, 99X, 13Q, WBBF, KX106, WKIX, WMEE, WOHO, KTAC, KRUX, KTKT, KFXM, WGBF, KQWB, WCGQ, WAIR. Key moves: 29-26 WOW, 29-19 KENI, 32-29 KCBQ, 29-25 WAEB, 33-29 WANS, 26-19 KVOX, on KTLK, WCAO.

**HOT CHOCOLATE** "Every 1's A Winner" (Infinity) 81/13 including 99X, WNBC, KFI, WTIK, Q105, 92Q, KLÉO, KSLY, KSTT, WRKR. Key moves: 30-25 Z93, 28-21 WAYS, 27-23 WNOE, 30-25 WBBQ, 32-24 WRJZ, 28-17 KYX, 34-28 KDON, 30-26 WISM, 26-18 WANS, 16-9 WISE, 25-22 WFLB.

**POINTER SISTERS** "Fire" (Planet) 73/20 including Y100, WDRQ, Q102, KFI, WNOE, WKIX, WHOT, KJRB, KCPX, KLMS, WSPT, WTMA, G100. Key moves: 30-27 WRKO, 37-33 at 96X, 24-16 Z93, 28-25 KSTP, 25-21 KSLQ, 25-21 WQXI, 25-22 WSGA, 28-22 WFOM, 39-31 CK101, 29-26 WAKX, debut 29 at 99X, debut 28 WCAO, on KFRC, WKBW, WIFI.

**QUEEN** "Bicycle Race" (Elektra) 73/12 including WRKO, 96X, WAYS, WAPE, KEZY, KROY, KCBQ, KQDI, KRRC, G100. Key moves: 21-13 at 99X, 21-18 Y100, 17-12 Q102, 20-16 KSLQ, 24-23 KHJ, 20-19 KFRC, 15-7 WAVZ, 21-15 Q105, 28-23 WBBQ, 30-24 WIFE, 30-24 KDON, 23-17 WANS, 36-33 WHYN. Note: 42 reporters playing the segue with "Fat Bottomed Girls."

**ACE FREHLEY** "New York Groove" (Casablanca) 64/13 including WCAO, Y100, PRO-FM, WRJZ, KJRB, KFXM, KQDI, WKAU, WIRK, WHHY. Key moves: 5-4 at 99X, 11-8 WKBW, 29-26 at 96X, 22-15 Q102, 32-29 WTIK, 9-4 BJ105, 20-14 WHB, 26-23 KCBQ, 30-23 CK101, 27-22 WSPT, debut 30 WIFI, on WLCY, KFI, KFRC.

**CHAKA KHAN** "I'm Every Woman" (WB/Tattoo) 56/7, Y100, Y103, WVIC, KYX, KCBQ, 13FEA, WHHY. Key moves: 28-24 WNBC, 30-25 WIFI, 23-20 WRKO, 36-32 at 96X, 27-22 KRTH, 22-13 WKBO, 15-9 Q94, 20-17 KAKC, 38-29 WYND, 20-15 CK101, 30-26 KSTT.

**LIVINGSTON TAYLOR** "I Will Be In Love With You" (Epic) 56/12 including WPGC, WPEZ, WNOE, KNOW, KRKE, KSLY, KVOX, WFBG, WEEO. Key moves: 25-22 WRKO, 19-16 B100, 34-33 KTLK, 35-32 WTIK, 30-26 WOHO, 32-24 KAKC, 27-23 WGLF, 26-20 KEWI, on KFI, WGCL, KSTP, WIFI, WFIL.

**DAN HARTMAN** "Instant Replay" (Blue Sky) 50/10 including KTLK, WGCL, Q105, WSGN, WVIC, KLEO, Y94, KCBN. Key moves: 20-17 WABC, 9-7 WRKO, 19-17 WIFI, 10-9 at 96X, 20-17 KRTH, 14-12 F105, 13-10 PRO-FM, 29-25 WSGA, 12-11 WKIX, 16-14 KOPA, 30-26 WFLB, 25-19 WTMA, on KFI, WFIL.

### Others Getting Significant Action

**LINDISFARNE** "Run For Home" (Atco) 41/3, B100, 13FEA, WANS, 27-24 WCAO, 17-17 WKBW, 27-23 KAKC, 28-25 WHHY, 17-14 WNOE.

**LEIF GARRETT** "I Was Made For Dancin'" (Scotti Bros.) 37/11 including WKBO, KLEO, Z98, 34-21 WIFI, 4-3 Y100, 32-28 KSLQ, 29-25 KFI.

**GLEN CAMPBELL** "Can You Fool" (Capitol) 38/4, including KVOX, WLAC, 25-23 WCAO, 29-26 Z93, 21-16 KAAY, 16-13 WAPE.

**JUSTIN HAYWARD** "Forever Autumn" (Columbia) 37/4, KTLK, B100, KDWB, WISM, 26-22 WOW, 14-10 KJRB, 3-3 at 94Q.

**BOSTON** "A Man I'll Never Be" (Epic) 36/2, WNAP, KLEO, 28-26 WRKO, 23-17 K104, 25-20 KEZY, 23-20 WAVZ.

**JOE COCKER** "Fun Time" (Asylum) 36/1, Y94, 22-20 WKBW, 26-24 Z93, 20-18 KX106, 18-14 WISE.

**KENNY ROGERS** "The Gambler" (UA) 32/9 including KLEO, Z93, WJON,

# NATIONAL AIRPLAY/30

Radio & Records

## December 1, 1978

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

5	2	1	1	<b>BARBRA &amp; NEIL/You Don't Bring Me Flowers (Columbia)</b>
23	12	5	2	<b>BILLY JOEL/My Life (Columbia)</b>
6	4	4	3	<b>DR. HOOK/Sharing The Night Together (Capitol)</b>
4	3	2	4	<b>GINO VANNELLI/I Just Wanna Stop (A&amp;M)</b>
26	22	11	5	<b>BEE GEES/Too Much Heaven (RSO)</b>
12	8	6	6	<b>AL STEWART/Time Passages (Arista)</b>
1	1	3	7	<b>DONNA SUMMER/MacArthur Park (Casablanca)</b>
14	9	9	8	<b>FIREFALL/Strange Way (Atlantic)</b>
-	29	14	9	<b>CHIC/Le Freak (Atlantic)</b>
11	7	7	10	<b>CHICAGO/Alive Again (Columbia)</b>
20	14	13	11	<b>ANDY GIBB/(Our Love) Don't Throw It All Away (RSO)</b>
15	13	12	12	<b>ALICIA BRIDGES/I Love The Nightlife (Disco 'Round) (Polydor)</b>
3	5	8	13	<b>AMBROSIA/How Much I Feel (WB)</b>
-	-	22	14	<b>VILLAGE PEOPLE/Y.M.C.A. (Casablanca)</b>
18	15	15	15	<b>PAUL DAVIS/Sweet Life (Bang)</b>
-	26	21	16	<b>TOTO/Hold The Line (Columbia)</b>
2	6	10	17	<b>FOREIGNER/Double Vision (Atlantic)</b>
-	25	24	18	<b>LINDA RONSTADT/Ooh Baby Baby (Asylum)</b>
-	-	28	19	<b>BOB SEGER/We've Got Tonite (Capitol)</b>
-	30	25	20	<b>ERIC CARMEN/Change Of Heart (Arista)</b>
29	20	19	21	<b>HEART/Straight On (Portrait)</b>
25	21	20	22	<b>FOGELBERG &amp; WEISBERG/Power Of Gold (Full Moon/Epic)</b>
8	11	16	23	<b>ANNE MURRAY/You Needed Me (Capitol)</b>
-	27	26	24	<b>ALICE COOPER/How You Gonna See Me Now (WB)</b>
16	16	18	25	<b>PABLO CRUISE/Don't Want To Live Without It (A&amp;M)</b>
-	28	27	26	<b>ELTON JOHN/Part-Time Love (MCA)</b>
10	17	23	27	<b>NICK GILDER/Hot Child In The City (Chrysalis)</b>
-	-	-	28	<b>EARTH, WIND &amp; FIRE/September (ARC/Columbia)</b>
-	-	-	29	<b>ERIC CLAPTON/Promises (RSO)</b>
7	10	17	30	<b>BARRY MANILOW/Ready To Take A Chance Again (Arista)</b>

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

### MOST ADDED

Nicolette Larson  
Olivia Newton-John  
Ian Matthews  
Eric Clapton  
Pointer Sisters

### HOTTEST

Barbra & Neil  
Bee Gees  
Chic  
Billy Joel  
Toto

Complete Regionalized Station Listings on page 22 and 23

**CHART SUMMARY:** Barbra & Neil again dominate the national airplay picture, but this week there are some new contenders. Billy Joel has his fastest rising hit ever, moving 5-2 with "My Life". Dr. Hook still in the thick of things, up one. Bee Gees jumped into the top five this week with another round of strong station jumps. Firefall up one... Chic is one of the three hottest nationally this week with strength in all four regions, especially the South. Andy Gibb up two more, Village People another impressive gainer everywhere, moving 22-14. Toto up five, Linda Ronstadt 24-18, and Bob Seger took a strong jump 28-19. Eric Carmen made his second straight five point jump, Alice Cooper up two, Elton John up one. Earth, Wind & Fire and Eric Clapton achieved Breaker status with EW&F picking up adds in the Midwest and Clapton 4th most added overall this week. Other substantial additions this week for Nicolette Larson, Ian Matthews and Pointer Sisters.

Detailed station by station chart listings can be found in the Parallels.

35-30 KLIF, 39-34 WYND, 16-15 WFIL, debut 29 KSTP.

**MELISSA MANCHESTER** "Don't Cry Out Loud" (Arista) 32/7 including KING, BJ105, WTMA, 30-28 KSTP, 23-20 KRTH, 20-18 WQXI, 26-20 KAKC.

**GERRY RAFFERTY** "Home And Dry" (UA) 31/18 including WCAO, WTIK, 94Q, KFI, 34-29 KAKC.

**NICK GILDER** "Here Comes The Night" (Chrysalis) 31/1, WYND, 9-6 WTIK, 2-1 WNOE, 26-22 WAYS, 27-26 B100.

**CHANSON** "Don't Hold Back" (Arista) 26/6 including WKBO, WGCL, WBBQ, 26-22 WPGC, 36-33 WDRQ, 23-19 WAPE, 25-19 WYRE.

**EAGLES** "Please Come Home For Christmas" (Asylum) 24/18 including WIFI, WQXI, WPGC, WAVZ, WSGN, WSGA, WHB, on Z93, KHJ, KFI.

**TALKING HEADS** "Take Me To The River" (Sire) 23/3, WCAO, WNAP, KCBQ, 36-27 KSLQ, 32-28 WANS, 16-14 KSL BLUES BROTHERS "Soul Man" (Atlantic) 20/18 including 99X, WNBC, WHBQ, KRTH, KFRC, KNOW, Y95, WHB.

**COOPER BROTHERS** "The Dream Never Dies" (Capricorn) 21/1, KERN, 28-24 WAPE, 23-22 WBBQ, 29-27 KAKC, 27-27 CKLW.

**J. GEILS BAND** "One Last Kiss" (EMI-America) 20/4, WIFE, WPHD, WRKO, WICC, 30-27 KEZY, 26-25 B100, 30-28 WEEB.

**KENNY LOGGINS** "Easy Driver" (Columbia) 19/7 including KCPX, KVI-FM, WLOF, 27-25 WMET, 38-32 KNOW.

**CHERYL LYNN** "Got To Be Real" (Columbia) 16/9 including WRJZ, 96X, WQXI, WDRQ, 12-7 WHBQ, 28-11 CKLW, 36-21 WAVZ.

**PAUL STANLEY** "Hold Me, Touch Me" (Casablanca) 16/3, B100, WPEZ, WJON, 26-24 WGCL, 25-21 WNOE.

**QUEEN** "Fat Bottomed Girls" (Elektra) 16/3, WSPT, WLEE, 92Q, 30-21 WKBW, 26-22 WLCY, 12-7 KEZY, 28-19 KRUX.

**RICK JAMES** "Mary Jane" (Motown) 16/2, Y94, KSLY, 38-31 KDON, 29-27 WDRQ, 25-22 at 96X, 37-33 WAIR.

**JAMES WALSH GYPSY BAND** "Cuz' It's You, Girl" (RCA) 16/1, KSLY, 28-26 KSLQ, 28-24 WOW, 19-16 KBEQ, 17-17 KDWB.

**THE CARS** "My Best Friend's Girl" (Elektra) 15/3, KTLK, KERN, KJRB, 30-25 WDRQ, 14-13 WGCL, 9-5 KSLY.

**ROLLING STONES** "Shattered" (Rolling Stones) 15/1, WYND, 11-9 at 99X, 20-15 WDRQ, 11-9 WTIK.

**HALL & OATES** "I Don't Wanna Lose You" (RCA) 14/8, including WCAO, WAPE, WICC, debut 30 Z93.

**MEAT LOAF** "You Took The Words Right Out Of My Mouth" (Epic/Cleveland Int'l.) 14/2, WNBC, KSLY, 30-25 WTMA, 20-17 JB105.

**BARRY WHITE** "Your Sweetness Is My Weakness" (20th) 13/3, WFOM, WTMA, WKIX, 29-15 WHBQ, 38-30 WLAC, 8-8 WAVZ.

**NIGEL OLSSON** "Dancin' Shoes" (Bang) 12/10, including Z93, 94Q, WAPE, WLAC, BJ105, KOPA.

**EDDIE MONEY** "You've Really Got A Hold On Me" (Columbia) 12/4, KROY, KQEO, B100, WCGQ, 37-34 KNOW, 28-25 KRTH, 11-11 KFXM.

(Continued on page 30)