

Radio & Records

ISSUE NUMBER 313

THE INDUSTRY'S NEWSPAPER

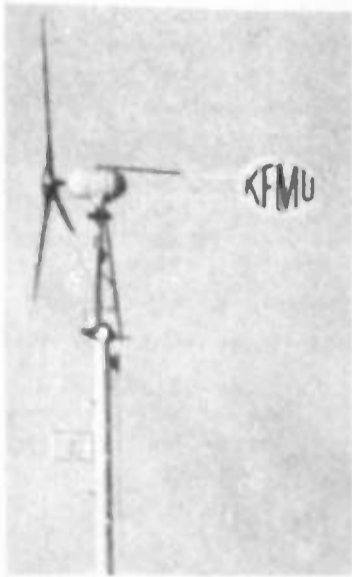
DECEMBER 21, 1979

BREATH OF FRESH AIR

Colorado Station Uses Wind Power

For KFMU/Steamboat Springs, CO, powering the station is a breeze. The station's generator is a giant windmill (a "Jacobs wind generator") with a 14-foot blade diameter and three seven-foot-plus blades (see photo) atop a 163-ft high pole. According to station owner Michael Barry, electricity generated by the wind is stored in 20 six-volt batteries. "With that capacity, we have about five days' storage should there be no wind at all, which hasn't happened yet," Barry told R&R. "We've got a lot of wind up there." Winds up to 70mph have been recorded at the site.

The station operates 19 hours a day on a 285-watt signal described as "excellent" by Barry. A 25mph wind will generate 50 amps per hour of power, and the station uses only 14 amps hourly, providing a ready power surplus. There is an emergency backup gasoline generator triggered by remote control should wind power run out.



Barry says the station saves about \$100 a month on electric bills, and earns investment tax credits for using alternate energy sources. Barry, who heats his own home with a wood-burning stove, commented, "If people have the opportunity to use alternate energy sources, they certainly ought to." The soft-AOR station calls itself "The Sound Of The Wind" or "The World's Only Wind-Powered Radio Station" on the air.

BROADCASTERS DISPLAY MIXED REACTIONS

FCC Adopts Nine Kilohertz Proposal

Final Decision Expected March, 1980

By unanimous vote, the FCC recommended last Wednesday (12-12) that spacing for the AM band be reduced. This would increase the total number of AM channels from 107 to 119 and make room for an additional 300 to 1400 stations.

Prior to 9 kHz becoming reality in the U.S., however, countries in North and South America (Region 2) must meet next March and agree jointly to adopt it. R&R has learned, for example, that Canadian broadcasters are united against the proposal. (For the inside story

on the Commission's action, see Page 4.)

Broadcasters' reactions included the following:

Wayne Stacy, Director of Government and Public Policy, Canadian Broadcasters Association: Canada won't approve 9 kHz spacing. We have few daytimers in Canada, so we're not concerned.

Ray Livesay, Pres. Daytime Broadcasters Association: The FCC's decision is a great victory for us, but before more radio stations are added, present daytimers should be permitted to go full time.

Based on our tests (at WLBH/Mattoon, IL) it shouldn't cost more than \$1000 to \$2500.

Len Hensel, VP/GM, WSM/Nashville: Personally, I'm disappointed with the WARC decision to expand the dial slowly, but if we in fact need more stations, 9 kHz is better than breaking up the clears.

Cary Simpson, Pres., WTRN/Tyrene, PA: I would like to see additional stations given to those who want to get into broadcasting. For example, create one full-time frequency in major cities to serve minorities.

Law Latta, NRBA Legal Committee Chairman (Pres. WAKX/Duluth, MN): Personally, I believe it's a political decision and if they succeed on AM, they'll move to reduce FM spacing, which would be even more disastrous.

Arnie Lerner, NAB Radio Board Chairman (Pres. WLLR/Lowell, MA): It's ill-considered. I'm very disappointed they would go ahead without an impact study (i.e., crit-

FCC/ See Page 12

SYMBOLIZING CAPTIVES' PLIGHT

Ohio PD Becomes Voluntary "Hostage"

Scott Miller, PD and morning man at WOBL/Oberlin, OH, like many of his radio colleagues was trying to think of a positive gesture for the Iran crisis. At noon Monday (12-10) he announced over the air that he would be tied to a chair in a newsroom cubicle for three hours, and would voluntarily confine himself to the Country station's studios for a "few days" to simulate the plight of the American hostages in Tehran and demonstrate support for them.

Listener response was overwhelming. During the first day Miller was deluged with calls

pledging support. Local newspaper reporters were in the studio an hour after his first announcement, and the wire services picked up

HOSTAGE/ See Page 12

FIRST BOOK OUT

San Diego Arbitron Figures O/N '79

KJQY Changes Calls, Leads Market With Beautiful Music; Three AOR's Up Strongly; KFMB Drops Four Shares As Baseball Ends; Disco KITT Dives

	A/M '79	O/N '79
KBZT (O)	2.9	3.7
KCBQ (PA)	2.8	2.5
KEZL-FM (BM)	5.3	4.5
KFMB (PA)	8.0	3.8
KFMB-FM (R)	5.1	4.2
KFSD (CL)	2.5	3.6
KGB (R)*	1.7	2.6
KGB-FM (A)	4.4	5.7
KIFM (A)	3.5	5.0
KITT (D)	4.2	2.2
KJFM (BM)	1.8	1.5
KJQY-FM (BM)*	6.0	7.7
KMJC (R)	4.6	3.1
KOGO (PA)	2.2	3.1
KPRI (A)	4.1	5.6
KSDO (N)	4.6	5.0
KSON (C)	3.6	3.2
KSON-FM (C)	2.1	2.4
KYXY (PA)	4.4	2.5
XHRM (PA)	.6	1.0
XTRA (BM)	5.2	3.9
XTRA-FM (A)*	4.8	4.4
KABC (T)	1.1	1.0
KFI (R)	2.4	2.8
KNX (N)	2.8	2.4

*KJQY-FM was KOZN-FM in the A/M book, same format. Last three stations listed are Los Angeles-based. KGB-AM switched from AOR to Top 40 between books; XTRA-FM switched from Top 40 to AOR.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form. Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures supplied by subscribing stations and verified by Arbitron.

R&R's Annual Seasonal Hiatus

As the weather freezes, radio stations generally freeze their playlists around Christmas and New Year's, and R&R has always felt that when the music slows down and the industry takes a rest, so should we. So the issue you're reading will be our last of the year. However, R&R's staffers will be on hand at Century City and Washington, D.C. offices over the holiday season to help our readers out in any way we can. We'll be back with an R&R issue dated January 11; in the meantime, best holiday wishes from all of us.



MILLION DOLLAR QUARTET — As radio stations have stepped up their "cash grab" promotions, R&R has devoted more space to pictures of currency-laden winners living on the vault line. This week we have a montage spectacular featuring four photos of people getting hot under the dollars. The two gentlemen at top left are WIL/St. Louis PD Mike Carta (left) and bank president Dave McKay preparing a vault for a \$1 million-plus "Dash For Cash," won by the lady at top right, who carried off in hands, feet, arms, and mouth almost \$10,000. The doughboy at lower left was given 60 seconds in a \$1 million-filled vault by WDAE/Tampa in its "Million Dollar Cash Grab," and scraped up \$12,886. At lower right, a WIRE/Indianapolis "Super Cash Grab" winner extracts \$15,828 from a \$1 million glass vault in 60 seconds. Thanks to radio, at least three people had ample holiday season funds.

YOU DESERVE A BREAKER TODAY:

THE BACK PAGE BREAKERS®

TOM JOHNSTON
Savannah Nights (WB)

63% of our reporters on it. Moves: Up 69, Same 19, Down 5,
Adds 7, Y103, WVIC, KMJC, KRQ, WJBQ, WXIL, KDZA,
WIFI 27-23, KEARTH 29-27, KOPA 24-21, WAPE 21-17, KWEN
35-29. See Parallels, charts at number 29.



On Warner Bros. Records

Produced by Ted Templeman

**... AND ONE OF THE HOTTEST
RECORDS ON R&R'S BACK PAGE:**

NEW & ACTIVE

PRINCE "I Wanna Be Your Lover" (WB) 94/15

Moves: Up 70, Same 8, Down 1, Adds 15, including F105, KFI, B100, KELP,
WSKZ, WNAP, KERN, KJRB, WKXY, WRKR.



On Warner Bros. Records

Produced by Prince

An armed intruder invaded KEEL-AM and KMBQ-FM/Shreveport last Wednesday (12-12), wandering through the outlets' facilities, threatening employees, and firing several shots into the building, the station's windows, and a tape recorder.

Howard Clark, Program Director for the stations, described the incident to R&R: "About five in the afternoon, an individual drove into the parking lot and shot a neat little hole in my second-floor window. He continued walking down the driveway, firing a .22 automatic rifle from the hip, scattering five shots along the length of the window.

"He then walked inside the station," Clark continued, "and demanded to see morning DJ Jeff Edmond. The receptionist told him Jeff was not available, so he shoved his way past her and walked up to the second floor where one of the station staffers stopped him and asked him what he was doing there (she didn't notice the rifle and was not aware he'd just shot up the building)."

Staffers Threatened

The intruder refused to leave, so the staffer, noticing the rifle, yelled for News Director Jeff Sterman's assistance, warning him that the intruder had a gun. Sterman ducked into a closet and the staffer took advantage of the confusion to run upstairs to her office and lock the door.

Next, the intruder walked into the KMBQ control room where Dave Odon was on-air and asked

if this was KEEL. When Odon told him no, it was KMBQ, the man seemed to relax, although still holding the gun to Odon's face. When Odon politely excused himself to do a break, the intruder left the control room and wandered down the halls to the production room where he fired several rounds into a tape recorder. The man then left the station, went back to his car, and proceeded to reload his rifle.

Meanwhile, someone who had been waiting to see one of the KEEL staffers had walked across the street and told local insurance salesman Guard Waytt what was going on at the radio station. Waytt

called the police and, accompanied by an attorney armed with a .38 pistol, drove across the street in his Cadillac, which he parked in front of the intruder's car, preventing him from leaving. Waytt then repeatedly asked the gunman if he was going to shoot him. Eventually, the intruder dropped his rifle and asked to borrow a cigarette from Waytt.

Within minutes, 15-20 police arrived and took the gunman into custody. According to Clark, the man's explanation for his bizarre actions was that he had heard Nazis, which only he could hear, talking to him on the radio. No one was hurt during the incident.

14 MARKETS BEGIN SPRING SWEEP EARLY

Extended Measurement Affects Satellite Markets

With virtual year-round surveys due in the top three markets (R&R 12-14), broadcasters in almost a dozen other Arbitron markets will also be subject to continuous measurement. New York, Los Angeles and Chicago area broadcasters have approved the beginning of extended measurement, effective February 28, 1980, the date which will signal the start of the spring quarter 12-week sweep. However, according to Arbitron spokesperson Connie Anthes, smaller markets located within the TSA of any of the top three markets will also be included in the extended measurement.

Below is a list of the major markets which approved Extended Measurement and the relevant adjacent markets also affected by this decision:

New York — also includes Nassau-Suffolk, Bridgeport, and New Haven markets.

Los Angeles — also covers Anaheim and San Diego.

Chicago — includes Bloomington, IL, Davenport-Rock Island, Madison, Peoria, Rockford, and South Bend.

It should be noted that the San Diego broadcasters had already approved the usage of the quarterly surveys in their market.

SUMMING UP THE SEVENTIES: A CONVERSATION WITH JERRY CLIFTON — When Asked To Look Back At The Past Decade In Top 40 Radio, Longtime Programmer Jerry Clifton Explains His Theory Of "Basic Neglect." Discover Why Clifton Advises PD's To Spend More Time Outside Their Stations, A Simple Music Formula For The 80's, And Much More.

See Page 22

R&R COUNTRY RADIO POLL RESULTS — Now That Your Votes Are In, Jim Duncan Rounds Up The Winners Of The Fourth Annual 1979 R&R Country Radio Music Poll.

See Page 63

this week ...

NEWS/TALK: THE HUMAN INTEREST APPROACH TO THE HOLIDAYS

Across the nation News/Talk operations will be concentrating on the human side of holiday events, ranging from Christmas cards for Iran to Santa sightings.

See Page 8

RATINGS FOR THE 80'S

On the eve of the 80's representatives from Arbitron, Burke, Medlstat and RAM discuss their respective plans for expansion in the forthcoming decade.

See Page 18

FINDING YOUR COMPETITIVE EDGE

Discovering what makes your station unique and capitalizing on this difference is a major marketing challenge. Dr. Richard Lutz explains how to determine your strengths and how to sharpen this competitive edge as well.

See Page 19

"FISH REPORTS" AND "WHOO-AA"

Looking for the secret to KMET's success? Jeff Gelb describes some of the unique programming elements currently in action at L.A.'s top-rated AOR.

See Page 53

features

Washington Report	4
What's New	8
Street Talk	12
Gary Owens	14
TV News	14
Brad Messer	16
Ratings & Research	18
Media Marketing	19
Picture Pages	43
Opportunities	70

formats

Top 40	22
Dancemusic	40
Black Radio	48
AOR	53
Country	62
Pop/Adult	67

staff

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

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

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

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



WPFR ARRANGES MARTIN TOUR OF "NOWHERE" CITY — When Steve Martin referred to Terre Haute, IN as the most "nowhere city" in the U.S. in a Playboy interview, locals started to get "haute" under the collar. So AOR station WPFR arranged a gala, deluxe tour of Terre Haute for Martin, in conjunction with Playboy. Morning team Larry Trimmer and Mel Browning presented Martin with a '57 Chevy for the day, and they all met the mayor at one of the city's posher greasy spoons, the Shuffle Inn, where a Playboy-imported chef (from Chicago) prepared a gourmet feast, according to PD R.J. Cortrecht. 2000 Terre Haute residents watched as Martin was given the key to the city, and the whirlwind jaunt was topped off by tours of Terre Haute's top tourist attractions, a fertilizer plant, a tractor company, and a car wash. Above, Martin is pictured with the station's Trimmer (left) and Browning (right).

Bayley Named VP/GM Of TM Programming

Lee Bayley, PD at KIQQ (FM-100)/Los Angeles, has been named VP/GM of TM Programming in Dallas. The appointment reunites Bayley with former FM-100 VP/GM Pat Shaughnessy, who resigned that position to become President of the TM companies (R&R 11-9). Shaughnessy, commenting upon Bayley's appointment, told R&R, "Lee brings with him an absolute wealth of experience and knowledge in all phases of broadcast syndication. He's a big asset and

has lots of new ideas that give us great confidence as we enter the 80's."

Bayley, whose background includes a stint with Drake-Chenault's syndication division prior to his joining FM-100, told R&R, "I consider this to be the greatest opportunity I've ever had. It isn't every day that a person who's spent a lot of years in programming is given a shot at something like this. TM certainly is a great company

and is staffed with some of the best programmers and salespeople in the business, and I am very much looking forward to being a part of that."

Beautiful Music Returns

R&R's regular Beautiful Music radio coverage returns in our January 11 issue, featuring the first current and recurrent music lists.

Washington Report

WHAT WILL BE EFFECT ON AM STEREO?

Inside Story on FCC's Nine Kiloherz Action

The FCC's decision behind closed doors last week to formally favor a reduction in AM band channel spacing from 10 kHz to 9 kHz (see Page 1) was highly consistent with the Commission's proposed plan for deregulation. In a nutshell, the FCC has seemingly offered a trade-off: fewer radio rules and regulations and less paperwork in return for diversity — an increase in the number of AM stations. But privately, R&R has learned, various high ranking FCC staffers who had a hand in the proposal, some Commissioners who voted for 9 kHz, and even a few key White House staffers are saying the chances for passage at the Region 2 (Western Hemisphere) Conference next March in Buenos Aires are much less than 50-50.

"No Way" Says Canada

One big stumbling block already

on record is Canadian broadcasters' opposition. Wayne Stacy, Director of Government and Public Policy, Canadian Broadcasters Association, told R&R, "The one positive benefit we see is to get more U.S. daytimers on the air. We have more complicated antenna arrays in Canada than you do in the U.S. Some of our stations have nine towers, and conversion to 9 kHz would cost up to \$100,000 per station."

Concern For AM Stereo

Although the vote was unanimous, Commissioners Jim Quello and Abbott Washburn expressed reservations. In an opinion written by Quello with which Washburn agreed, Quello said he would like more tests to be convinced that stations could operate within required parameters after shifting frequencies. None of the three stations tested last October (WELQ/Tupelo, MS; WLBH/Mattoon, IL; and KLAQ/Lakewood, CO) (R&R 10-5) stayed within the parameters, but engineers assured the Commission the problem could be corrected, he wrote.

Quello also said the impact on AM stereo has not been fully assessed. But the FCC's Chief Scientist, Steve Lukasik, told R&R that AM stereo can be implemented even if 9 kHz is adopted.

U.S. Will Make 9 kHz Proposal To North And South American Nations

The U.S. delegation will officially present the 9 kHz proposal to the Region 2 Administrative Conference in March 1980 in Buenos Aires. Nations attending the conference will try to reach agreement about the use of the AM spectrum. Commissioner Bob Lee will head the U.S. delegation.

The Week In Review

- FCC approves 9 kHz in preparation for next year's Region 2 Conference. Broadcasters have mixed reactions. (See Page 1 and this page).
- Radio deregulation gets endorsement from NAB Board.
- Public broadcasters at odds over loud commercials.

— Jonathan Hall

HOBERMAN WANTS ASSURANCES

NAB Board Vacillates, Endorses Total Radio Deregulation

Meanwhile, Public Groups Making Waves

Here's what led the NAB Board last week in a special session to support unanimously the FCC's radio deregulation proposal:

- Board was afraid of sending false signals to Congress if they opposed deregulation.
- Board's belief that best hope for comprehensive deregulation must come from Capitol Hill.
- Concern of linking radio and TV. FCC is considering qualitative TV program guidelines.
- Opposing deregulation would be hard sell to members.
- Wanted to make position clear so broadcasters could begin filing comments. Except for ABC, only opposing comments have appeared to date at the FCC.

Most high ranking FCC officials were delighted by NAB's endorsement. As early as a few hours prior to the decision, Commission staffers thought NAB might reiterate its October stance calling for program percentage guidelines.

ABC Calls For Optional Guidelines

ABC Radio President Ben Hoberman's suggestion to the NAB board was to ask the FCC to issue a rulemaking proceeding to determine what standards could be used to give broadcasters "a presumption of renewal" — i.e., an assurance of renewal if certain programming guidelines are met.

This week ABC decided to go its own way, and filed comments seeking an optional

"content neutral guideline." According to ABC Washington VP Gene Cowen, this would establish a general program percentage guideline which if met by broadcasters would assure their renewals. ABC Radio Affiliates' Government Affairs Advisory Committee is thought to be in agreement with some form of guideline.

Jerry Lee, Pres. WDVR/Philadelphia, argued in favor of the FCC's total deregulation package because he believes no matter what stance broadcasters take, the FCC will continue to set program guidelines (i.e., Commissioner Tyrone Brown's proposal of a catch-all "local" percentage category).

Push Is On

Insiders told R&R that prior to the official vote, NAB President Vincent Wasilewski gave a moving historical account of how broadcasters had traditionally been against all forms of government regulation. "We support deregulation with no guidelines," said Arnie Lerner, NAB Radio Board Chairman (Pres. WLLH/Lowell, MA), after the votes were in. Giving ground along with Lerner, who initially wanted the "security" of a program percentage guideline, was WOOD/Grand Rapids, MI Exec. VP Mike Lareau.

Erwin Krasnow, NAB Legal Counsel, who had earlier agreed with Lerner, said the push will be on right away to get broadcasters to file comments in support of radio deregulation. "We not only want to hit the Commission, we want broadcasters to write Congress and the White House. The NAB Legal Department will urge all communications attorneys in town to file strong com-

ments," he said. Krasnow added he hopes the FCC will receive more comments on deregulation than they ever have for any other proposal.

Predicts FCC Will Okay Deregulation

When asked whether such strong support for deregulation wouldn't alienate Commissioner Tyrone Brown, who advocates fixed percentages of locally-produced public affairs programs, Krasnow responded, "I feel there are enough votes on this commission to get deregulation without Ty Brown." Krasnow predicted that Commissioners Anne Jones, Bob Lee, and Jim Quello would fall in behind Chairman Charles Ferris in supporting deregulation.

Other Proposals

In addition to the Lerner and Hoberman proposals, others were offered by NAB Radio Board Vice-Chairman Eddie Fritts (Pres. Fritts Broadcasting), KOBE/Las Cruces, NM Pres. Walt Rubens, and KWED/Seguin, TX Pres. Stan McKenzie. It was an amalgamation of their ideas that was woven into the NAB Board's final resolution.

Their proposals supported an all-out move to deregulation of commercials, ascertainment, program logs, and program percentages.

Fritts seemed to summarize a general finding by most all board members that ascertainment is the biggest headache to radio broadcasters, asserting that radio won't fail the public if it's deregulated.

FCC At A Glance

Public Complains About Loud Commercials, Broadcasters Protest

Members of the public raised their voices last week to tell the FCC commercials on radio and TV are too loud, but broadcasters opposed regulating loud commercials. The Oregon Association of Broadcasters said, "Another inquiry into noisy commercials is an unnecessary government expense." NRBA pointed out this week that people who are irritated by loud commercials tend not to buy advertised products, which was supported in comments by the general public. NAB told the FCC its Engineering Committee is studying loudness variations to determine if existing radio equipment reduces decibel variation in broadcast programming.

Ferris Asks IRS To Let NAB Operate Minority Investment Corporation

Saying lack of financing is still the single greatest stumbling block minorities face when trying to buy broadcast facilities, FCC Commissioner Charles Ferris asked the Internal Revenue Service Wednesday (12-19) to permit NAB to operate a Minority Enterprise Business Investment Corporation (MESBIC). IRS approval is needed for the MESBIC to be considered a charitable organization. MESBIC's provide low cost loans and loan guarantees to minority buyers. NAB has received pledges and contributions of \$10 million (of their \$15 million goal) for its Minority Business Investment Fund, including most recently \$100,000 from

Harte-Hanks Communications, Inc. of San Antonio.

Kahn/Hazeltine's "Sibilant Ghost"

In the continuing battle among AM stereo manufacturers fighting for FCC approval, Kahn/Hazeltine has come up with a new reason why the FCC should approve its system over Belar, Motorola, Harris and Magnavox. It's called the "sibilant ghost" or sibilant sounds of a vocalist hissing out of one channel rather than appearing to come from dead center. Kahn contends that this displacement of what it calls "annoying sounds" is due to the phase sensitivity of its competitors' systems. "Sibilant ghost is not present in the Kahn/Hazeltine independent sideband AM stereo system," Kahn claimed.

Public Interest Groups Continue Opposition

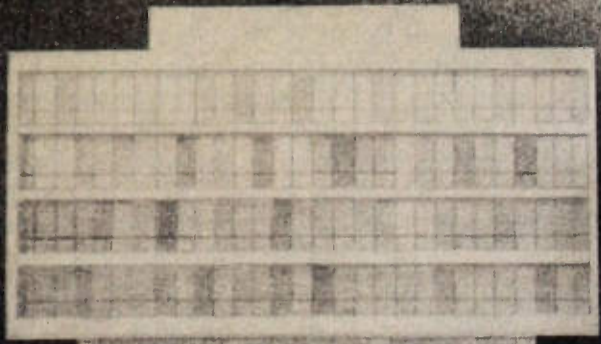
So far, comments on radio deregulation are running more in opposition than in favor. That's because public interest groups who oppose the elimination of non-entertainment guidelines got their comments in early. Last week the FCC heard from three more groups. Here are some of the reasons they gave for being against deregulation:

- Bruce Fiedler, Community Relations Representative for Goodwill Industries of Oakland, CA: "It may be that rural stations will continue to air public service announcements, but the fierce competition of the metropolitan market (where the majority of community service agencies are located) is not likely to encourage a station to provide air time gratis when its competition is charging high rates for the same slot."

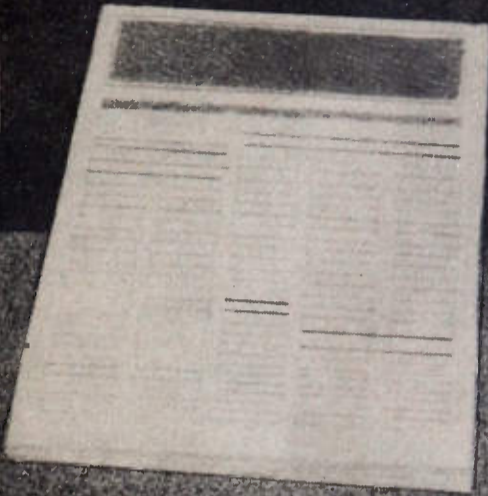
- Stanley Fleishman, Attorney for Paralyzed Veterans of America: "For the most part, the only positive references to handicapped individuals on radio appear in public affairs programs. The Commission, by freeing the radio licensee from its obligation to carry public affairs programs, will wipe out virtually the only positive radio program dealing with handicapped."

- Carlton Wever, Executive Director, Ohio Council of Churches: "A license does not mean ownership, but rather, public trusteeship. The licensee is charged with providing each local community with a voice of its own through the broadcast frequency allocated to it."

Broadcasters are reminded that comments on radio deregulation are due January 25, 1980 with reply comments due April 15, 1980.

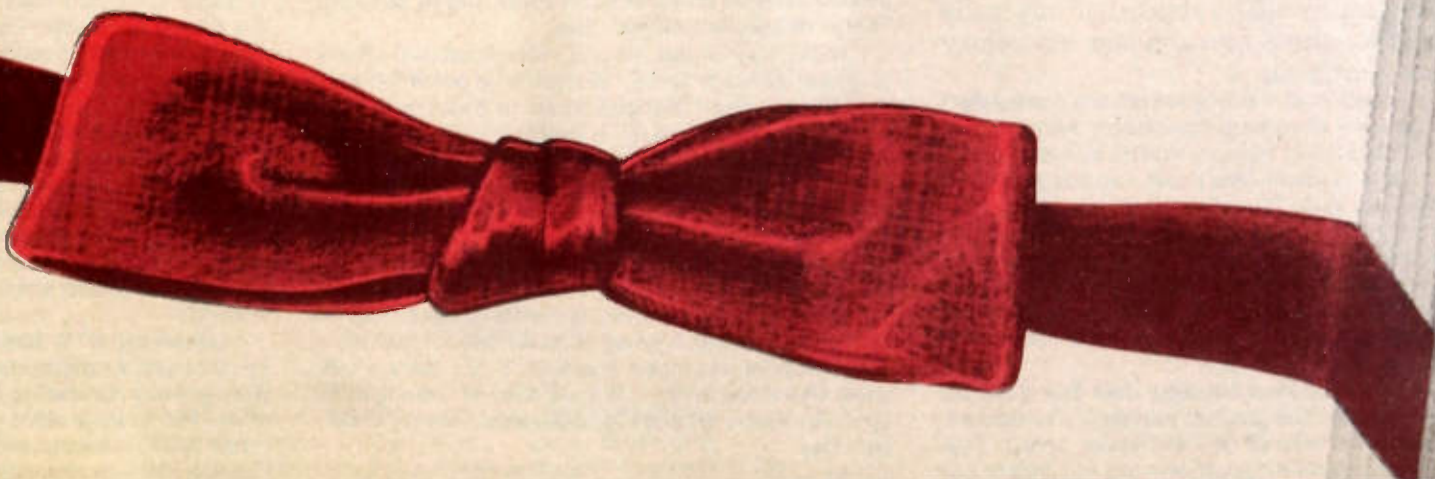


R&R



Radio & Records

We Wish You A Very
Happy Holiday Season



Street Talk

People



Terry Hourigan
Washington

Gannett Co. Broadcast Executives (partially pictured below) were given the opportunity to explain their 13 radio operations, including six Beautiful Music stations, two News/Talk operations, and three Black formats, to Gannett's 100 newspaper publishers and editors at an annual year-end conference in Washington last week. Gannett Broadcast President Al Flanagan hosted a 24-projector, multimedia presentation called "Media In The 80's" which 1) projected increased profits for radio and TV despite greater competition from new technologies for old dollars, 2) stressed the dangers of increased government regulation, and 3) called for full First Amendment rights for broadcasters. Gannett executives were also treated to a visit to the White House, preceded by addresses



Frank Murphy

from Presidential contenders Ted Kennedy, John Connally, and Howard Baker.

Terry Hourigan, former Mutual VP for Station Relations, promoted to VP for Programming. Replacing Hourigan is former Station Relations Director Frank Murphy. Mutual General Counsel Bruce Goodman has been named VP/GC.

Marilyn McDermitt named to be FCC Broadcast Bureau Chief Dick Shiben's Asst. Chief for Management Personnel. Lionel Managas, Shiben's Special Asst. for EEO, has resigned.

Ellsworth, ME

Norm Gallant, Secretary-Treasurer of the Maine Association of Broadcasters for 25 years, has been named Exec. Director of the organization. Gallant has been acting Exec. Director for two years.



GANNETT RADIO EXECS — Pictured at the Gannett Washington meeting are (l-r, seated) Combined Communications VP/Radio & National PD Jay Cook, Pres./GM WVON & WGCI/Chicago Earnest James, and KSD & KCFM/St. Louis GM Stan Greenberg. Shown (l-r, standing) are WWWE & WDOK/Cleveland VP/GM Paul Aaron, WCZY/Detroit Pres./GM Fritz Boesmyer, WCZY National Sales Manager George Mills, and Gannett Radio Division President John Bayliss. Not pictured are KSDO & KEZL/San Diego Pres./GM Steve Jacobs and KIIS/Los Angeles Pres./GM Ed Boyd.

Rumor is Metromedia offered a Latino group opposing renewal of several Chicago stations parity in all four top job categories. Group reportedly turned them down flat.

Dick & Bert spots supporting RAB's "Radio Red Hot" campaign were mailed to all non-members this week (members have already received tapes), thanks to RKO, which picked up the tab for duplication and mailing. RAB President Miles David is asking every station in the country to air the spots 10 times a day in January.

Radio campaign supporting cards to American hostages in Iran got extra push from NAB, which is asking members to beef up efforts and mail cards to NAB. NAB Radio VP Wayne Cornills will then deliver them to the Iranian Embassy in Washington.

KAUM/Houston is sending what may be the world's biggest Christmas card to the American hostages in Iran. The card is 20 feet long, with room for tens of thousands of signatures. "We wanted to give the people of Houston an opportunity to express their emotions as a community," said GM Willard Lochridge.

Despite criticism that the FCC Broadcast Bureau was downplaying the role of units which process public broadcasting applications, the bureau maintains it's paying more attention to those facilities. For example, the bureau says its new FM Branch will act on new applications within nine months, instead of taking up to a year as was common in the past.

NPR Pres. Frank Mankiewicz says he's okay about recent staff changes delegating more responsibility for public broadcasting issues to Jeff Baumann's Policy & Rules Division.

In Tampa, broadcasters came out 50-50 in talks this week with Arbitron executives Marty Tool and Richard Lamb, who are pushing a third book. "We'll only have six days from delivery of the fall book to the start of the new Jan/Feb book" complained one broadcaster. Second complaint is that large vacation element will substantially alter ratings during sun season.



HAPPY ANNIVERSARY — WPLP/Pinellas Park, FL celebrated its first anniversary as a Talk station with a day-long broadcast from a local Tampa Bay mall. 8000 people came through to participate in the festivities, and the entire station staff turned out to share a large birthday cake, pictured above.

News/Talk

News Personalities

Art Dineen, WXYZ/Detroit's late night talk show host, exchanged jobs with Playboy Magazine photographer Jeff Cohen last week. The two decided to trade roles one night when Cohen was a guest on Dineen's show. In his new job, Dineen had to try to persuade Chicago Mayor Jane Byrne to give Playboy "a closer look" at big city government, while as talk show host, Jeff Cohen interviewed Groucho Marx's son Arthur.

Ted Landphair, recently dumped by NPR from his job as Exec. Producer of "Morning Edition," has landed on his feet at KFWB/Los Angeles. Before his short-lived tenure at NPR, Landphair was News Director at WMAL/Washington for seven years.

Ken Minyard and Bob Arthur, KABC/Los Angeles co-anchors, recently chaired the St. Jude Hospital Holiday Bazaar and Raffle. They were joined by Danny Thomas, the hospital's founder. KABC talk show host Larry Van Nuys, meanwhile, participated in a "Save The Autistic Children Telethon" broadcast on a local TV station.

Two WFAA/Dallas talk show hosts have a "Twelve Days of Christmas" contest going. In the morning Kevin McCarthy mentions a Christmas food, like fruitcake. In the afternoon, Ed Busch asks callers what food was mentioned. If the caller answers correctly he or she wins the fruitcake. The caller who can name all twelve items at the end of the contest wins a picnic basket full of goodies worth \$75.

Dan Brewer, KYW/Philadelphia Food and Wine Editor, was awarded a 1 million lire (\$1000) prize by the Italian Wine-growers Association for his broadcast on Frascati wines. The winning piece was described as a "glowing recollection" of a lunch with an Italian Senator at which Frascati was liberally served.

Celebrating Christmas At News/Talk Stations

"We want to do something different without doing music," said WKAT/Miami PD Don Karnes. So, on Christmas Eve, listeners who reach the station will be able to call anyone in the world for three minutes and say Merry Christmas on the air.

Air personalities at WOR/New York are sharing their favorite personal Christmas experiences with listeners this year. "They really came up with meaningful, original stories," said Producer Joan Paylo, who has been working on the show since Thanksgiving. Pegeen Fitzgerald tells the story of her childhood in Kansas when her family tied tumbleweeds together for a Christmas tree. Patsy McCann remembers the Christmas she got her first radio. Between memories, the station will play music, and other famous personalities like Arlene Francis will read favorite Christmas poems or stories.

KOA/Denver Station Manager Joel Day says his station is offering "the greatest parade of seasonal entertainment ever offered in the Denver area." That Christmas Eve and Day programming will include old

favorites like the "Jack Benny" and "Amos and Andy" Christmas shows, "A Christmas Carol" starring Lionel Barrymore and Orson Welles, and CBS News Correspondent Douglas Edwards's 31st annual trip to the North Pole to visit Santa and Mrs. Claus.

WAVI/Dayton and the post office combined efforts to answer letters to Santa. "We believe in people power," said PD Jim Boz. "We read letters to Santa on the air and ask listeners to help out. If Bobbie tells Santa Mommy really needs a blanket, people stop by the station with a dollar or two and pretty soon we have enough for a blanket. We give it to the post office and they deliver it to Bobbie's Mom."

Mutual's WCFL/Chicago is doing remotes from the city's new State Street Mall, with Wanda Wells hosting. She'll talk with shoppers, and special guests will drop by to chat. In addition, a group of musicians will provide a 2:30pm Christmas music interlude. Santa hosts a talk show Christmas Eve on WRNG/Atlanta from 4pm to 7pm. The station will play Christmas music most of Christmas Day.

THE HARDEST PART

Blondie



**the new single from
the album
"Eat To The Beat"**



Chrysalis
Records and Tapes

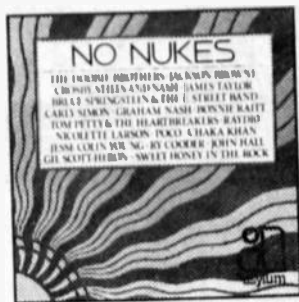
The single CHS 2408 The album CHE 1225
Produced by MIKE CHAPMAN Direction: ALIVE ENTERPRISES, INC.

WHAT'S NEW

Special Radio-Only No Nukes Disc

A special disc has been produced for radio programmers by WBCN/Boston's Danny Schechter as part of the marketing effort on behalf of "No Nukes," a three-record set of live music from the MUSE Concerts For A Non Nuclear Future. 40 minutes in length, the disc contains four five-minute interviews with Jackson Browne, Bonnie Raitt, Graham Nash and James Taylor wherein the artists explain why they are involved in the anti nuclear movement, where the money is going, what MUSE is, etc.

Along with several brief musical excerpts from the "No Nukes" album, the special disc features a statement by Sam Lovejoy, longtime anti-



nuclear activist and President of the MUSE Board, and a collage of interviews with Carly Simon, James Taylor, Graham Nash, and members of the crowd who attended the concert,

intercut with the song, "The Times They Are A-Changin'" and the news announcement of the Three Mile Island incident. The disc contains several 60- and 30-second public service announcements by Jackson Browne and Graham Nash asking for tax-deductible donations to the MUSE Foundation.

Designed to be used as a programming enhancement along with tracks from the "No Nukes" album, the disc can also be utilized as part of a station's public affairs or news programming. All of the money raised by MUSE is dispersed to groups fighting nuclear reactors, advocating pro-solar projects, or opposing the nuclear weapons industry.

El Paso

Radio Sprouts

EARS

The El Paso radio station owners and managers have recently formed the El Paso Association of Radio Stations (EARS) in an effort to strengthen radio's position in their market. Elected to EARS's Board of Directors were KPAS's Garrett Houston (President), KFIM's Ronnie Marks (Vice President), KHEY-KEZB's Jim Phillips (Treasurer), and KISO-KLOZ's Lee Masters (Secretary). KROD-KLAQ's Jim Arnold, KSET's Al Cohen, KELP's Bob Peyton, KISM's Chris Russell, and KKOL-KINT's Jim Tabor will serve as Directors for the organization.

Frisoli To Receive AJC's Human Relations Award

John Frisoli, President of Polygram Distribution Inc., has been selected to receive the American Jewish Committee's 1980 Human Relations Award. Frisoli will be honored at a testimonial dinner-dance to be held at the Sheraton Centre in New York City on Saturday, January 26, 1980.

In making the announcement, Sam Goody Inc. President George Levy, a member of the Board of Directors of the American Jewish Committee Appeal for Human Relations, said Frisoli was chosen "in recognition of his leadership in the effort to overcome prejudice and bigotry, and for his devotion to the cause of understanding among all people based on the universal acknowledgment of the rights of the individual and the value of human dignity."

Assisting Levy as Co-Chairmen for the Award dinner-dance are Casablanca Record and FilmWorks President Neil Bogart, RSO Records Inc. President Al Coury, Polydor Inc. President Fred Haayen, and Phonogram/Mercury Inc. President Robert Sherwood.

More Affluent's Ahead For 80's

About nine million adults (a mere six percent of the U.S. adult population) control approximately 75 percent of the entire personal wealth in America, according to a recent survey conducted by Monroe Mendel-

sohn Research. However, the upwardly mobile among you can take heart as this select six percent with an annual household income of over \$40,000 is expected to swell to 25 million by 1985. Not surprisingly, as this affluent group adds members, it will grow in importance to marketers.

Organization Of Women In Music Now Soliciting Members

The Organization of Women In Music, a non-profit service group, is currently planning activities for 1980. Among the organization's goals are to continue a support system for ladies working within the music industry. Additional services offered through the group are music-related training seminars as well as a job bank and clearing house.

Meetings are held once per month and yearly membership is \$20. The first 1980 meeting will be held in January. For further information Gelsa Palao at 994-2483.

STOP IRAN BUTTONS

3" SIZE

SHIPPED ANYWHERE

30¢ EACH
(MINIMUM 500)

CALL ABE SHAPIRO TOLL FREE AT

(800) 421-6341

CALIFORNIA (213) 263-7361 COLLECT

CUSTOM TAILORED TO YOUR STATION.
WRITE FOR FREE CATALOG OF BUTTON IDEAS.

YOUR
CALL LETTERS.



ONE STOP POSTERS
1001 MONTEREY PASS RD.
MONTEREY PARK, CA.
91754



(Advertisement)

RADIO COPY BOOK

VOLUME 2

300 Radio Commercials--
Ideas and Inspiration
For Radio Copywriters

RAB Book

Gives Copywriters Ideas

The Radio Advertising Bureau (RAB) has recently published the *Radio Copy Book, Vol II*, containing 300 radio commercials in script form. Designed to be used as a source point for inspiration for radio copywriters, the sample spots range from appliance stores to women's wear.

Most of the examples given are for local accounts, however imaginative copywriters will utilize ideas from any source. The spots also cover a variety of sales pitches (humor, hard sell, image, item, straight sale) and a set of basic rules for copywriters (such as mention the client often) is included in the book's introduction as well. For further information contact the RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

Postal Service Okays Private Carriers For "Urgent Mail"

"Urgent mail" can now be sent via private carrier, as a result of new U.S. Postal Service regulations, effective November 26. "Urgent mail" is defined as those letters whose value or usefulness would be greatly diminished if not delivered within the specified time limits. However, those wishing to utilize this option will have to pay at least \$3 or twice the applicable U.S. postage for first-class mail, whichever is greater.

Country Concert Available For Airing

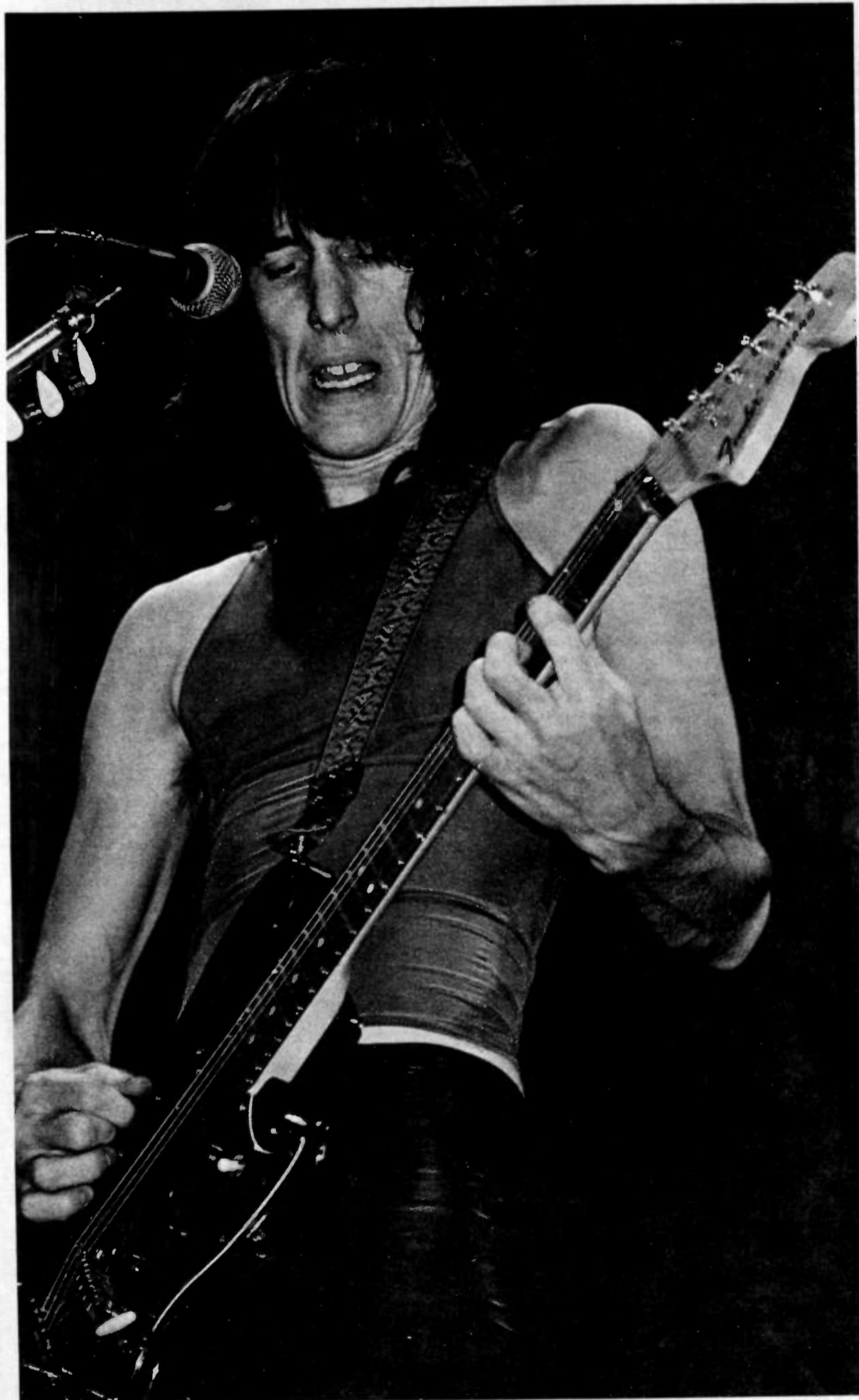
"Clear Creek," a 24-hour country air special hosted by Eddie Rabbitt, is now available from TM Special Projects. The program features country music's biggest stars performing at a mythical concert and comes complete with backstage patter and interviews. For further information contact TM at 1349 Regal Row, Dallas, TX 75247, (214) 634-8511.

AP Wraps Up Year's News On Record For Radio

Many radio news operations produce a year-end special, a recap of the year's most important news events. Usually they're broadcast once or possibly several times and then forgotten. However, the Associated Press produces its own year-end special on an album which it sells to member stations and anyone else who's interested. This year 5000 copies of "The World In Sound" were pressed. According to AP Audio Assistant Managing Editor Bill McCloskey, stations buy the record for \$4.00 apiece (minimum order is five albums), and give them away as Christmas presents to libraries, high schools, and other civic organizations.

McCloskey says he frequently gets letters from member stations such as KBOA and KTMO/Kennet, MO, which claim they order the records every year, and WSHP/Shippensburg, PA, which ordered 22 albums last year. WSBA/York, PA GM Phil Eberly told R&R he ordered 150 to give to clients who sponsor news, weather and sports.

"The World In Sound" was produced by Mark Huffman, who also produced "AP Week In Review." Huffman begins scripting and selecting actualities in June and the tape is edited right up to Thanksgiving, when it's sent to be pressed. "The World In Sound" has breaks for fourteen commercials and comes in a jacket featuring some of the year's top news photos by AP photographers.



Utopia's newest album, "Adventures in Utopia," now available on Bearsville.

Todd Rundgren & Utopia

**First Concert of the Decade
January 1.**

Utopia. The new musical experience. Main man, Todd Rundgren, the first rock 'n' roller with rainbow hair. Singer. Songwriter. Guitarist. Roger Powell, premier keyboard innovator. Kasim Sulton, dynamic bassist. And John Wilcox, the preferred percussionist of recording artists. A spectacular radio exclusive. Recorded live on The Source, NBC Radio's new contemporary network. Produced in cooperation with Starfleet Productions. Listen.

On more than 175 radio stations throughout the country. Check your newspaper for specific time and station.



NBC Radio's Young Adult Network

WHAT'S NEW

Shades Of Elvis

These **Elvis Presley** designer collection sunglasses (pictured), described as "an authentic Sunglass reproduction created and designed by the late entertainer's licensed optician, **Dennis Roberts**," will be available in retail outlets in January, 1980. The designer glasses will be priced at \$65 and will be distributed via Roberts's national **Optique Boutique** chain as well as through **Optique Originals**, P.O. Box 910, Las Vegas, NV 89101.

These glasses are manufactured in conjunction with **Factors Etc. Inc.**, exclusive merchandising agents for the Elvis Presley estate, and feature white gold-colored frames with special "Elvis blue-gradient" or "Elvis pink-gradient" lenses. Roberts, who designed more than 400 pairs of sunglasses for the late artist, created the collection from the original sunglasses design he made for Presley in 1969. And we promise this is the last Elvis commemorative *anything* item to appear in R&R this year.



PRO-MOTIONS



Schoenberger Named VP/AOR Promotion At Radio Records

John Schoenberger has been named Vice President of AOR Promotion for Radio Records. Schoenberger previously served as National Director of Album Promotion at Arista Records, prior to joining Radio Records.

In making the announcement, Radio Records President **Ed McGlynn** said, "This is a substantial step in developing one of the newest and strongest national promotion teams in the industry. All of us here at the label have a great deal of respect and admiration for John and we believe his relationships within the industry will reinforce Radio Records' commitment toward establishing itself as the label of the 80's." Schoenberger will be based in the label's Ft. Lauderdale offices.

Management III Forms Two Music Publishing Firms; Le Mel Named Exec. Dir. For Both

Jerry Weintraub, **Milt Okun** and **Robert A. Finkelstein** have announced the formation of a music publishing firm, which will do business as Weintraub/Okun Music and Management III Music. The former will be affiliated with BMI and the latter with ASCAP.

Gary Le Mel has been named Executive Director of both companies. Most recently, Le Mel served as Vice President of the Music Division of First Artists.

Shmerler Named Dir. Of Product Development At Chrysalis

Steven Shmerler has been named to the newly-created position of Director of Product Development at Chrysalis Records. Prior to joining Chrysalis, Shmerler served as Product Manager of Associated Labels for RCA Records.

In his new post, Shmerler will work closely with all managers of Chrysalis acts in the future development of their artists and will coordinate artist-manager-company relations. He will be based in the label's Los Angeles offices.

Smith Named Nat'l R&B Field Promo Dir. At Arista

Richard Smith has been named to the newly-created post of National Director of R&B Field Promotion at Arista Records. The move marks Smith's return to Arista, where he spent four years as Midwest Regional Promotion Director, after having served as National Promotion Director for Infinity Records. In his new post, Smith will be responsible for the direction and supervision of the label's regional and local R&B promotion staff.

RIA Images, Grafis Announce Merger

Mario Casarini, President of Grafis, and **Ria Lewerke-Shapiro** jointly announced the merger of RIA Images with Grafis, an independently-owned, full-service graphic organization. Under the terms of the agreement, Ms. Lewerke-Shapiro will become Vice President of Grafis and will bring her staff to the firm's headquarters at 1015 North Fairfax Ave., Los Angeles, CA 90046. (213) 654-6034.



Godsey To Head Forum Promotions

Julie Godsey has been named to head the newly-formed Forum Promotions division of Forum Productions. A veteran of nearly two decades on the Midwest music scene, Ms. Godsey has worked as an independent for RCA Records, and most recently as E/P/A's Cincinnati-based local promotion rep.

Godsey, in her new post, will be responsible for promoting Forum Studios and any product recorded at Forum as well as functioning as an independent promotion firm.

Zephyr Records Formed In Houston

Stan Smith has announced the formation of Zephyr Records. Smith will serve as President and Chairman of the Board with **Richard Westbrook** serving as Senior Vice President for the Houston-based label. Zephyr's offices are located at 4801 Woodway in Houston, TX.

McGlothlin Forms Sales Consulting Firm

Michael McGlothlin has announced the formation of a new broadcast sales consulting firm, **McGlothlin Consulting Services, Inc.** Formerly co-founder and President of the sales consulting firm **Jennings, McGlothlin & Co.**, McGlothlin previously served in radio sales and station management for seven years.

McGlothlin said the purpose for founding the new firm was to take on a limited number of clients so that more time could be devoted to follow-up and creative support of these stations' sales progress. McGlothlin Consulting Services is located at 150 Green Street, San Francisco, CA 94133. (415) 392-8191.

Rask Named Exec. VP At Woodruff

Dr. Raymond C. Rask has been named Executive Vice President of the **Woodruff Organization**. Rask most recently served as Director of Corporate Engineering and Satellite Development for the **Mutual Broadcasting System**. In his new post, Dr. Rask will be concentrating on engineering and satellite technology as they apply to client radio and television stations, as well as satellite system management projects.

Bly/Hakim, Bill Todd Join Promo Forces

The **Bly/Hakim Organization**, a Los Angeles-based independent promotion firm, and **Bill Todd Promotions**, specialists in AOR promotion, have jointly announced their new affiliation. Todd's extensive AOR background includes stints as Operations Manager of **KPRI/San Diego** and **KRLY/Houston**, having also served as Program Director for **WDAI/Chicago** and **WKRQ/Cincinnati**.

Westwood One Establishes East Coast Office

Westwood One, the Los Angeles-based radio syndication firm, has announced the opening of a New York City office. Managed by **Joel Berman**, these new offices are located in Manhattan at 145 East 52nd St., and may be reached at (212) 751-1305.

Gottlieb, Lomax, Wispler & Couture Promoted As Arista Restructures Ad Dept.

Alice Gottlieb has been promoted to Associate Director of Advertising. **Doreen Lomax** has been promoted to Manager of Field Advertising Services. **Vivian Wispler** has been promoted to Coordinator of Field Advertising Services, and **Larry Couture** has been promoted to Coordinator of Advertising Data Services at Arista Records as the label restructures its Advertising Department.

Ms. Gottlieb, most recently Advertising Manager for the label, will be responsible for the overall supervision of Arista's advertising efforts, while Ms. Lomax, a two-year veteran of the label, will be responsible for the creation and coordination of all field advertising and sales solicitation materials.

Ms. Wispler will be responsible for the dissemination of broadcast advertising materials and the generation of daily advertising reports. She has also been with the company's advertising department for two years. Couture will be responsible for the generation of all analytical advertising reports and the coordination of the advertising computer system. He has been with Arista since 1978.



Pictured are (top row, l-r) Vivian Wispler and Alice Gottlieb; (bottom row, l-r) Doreen Lomax and Larry Couture.

Franz Named Exec. VP For Polygram Worldwide Group

Dr. Hermann Franz has been promoted to Executive Vice President of the **Polygram Worldwide Group**. Franz most recently served as Senior Vice President of Polygram, during which time he was responsible for technology covering development and recording as well as manufacturing and warehousing.

Babineau Named National Promotion Mgr. At A&M

Marko Babineau has been promoted to the position of National Promotion Manager at **A&M Records**. Babineau most recently served as A&M's Assistant National AOR Director, prior to which he held promotion and marketing posts at Arista Records.

In his new position, Babineau will be responsible for coordinating singles and album promotion efforts with the promotion field staff on a daily basis. He will report directly to A&M Sr. VP of Sales and Promotion **Harold Childs**.

Selover, Thomas, Jensen & Fletcher Upped As Columbia Expands West Coast Publicity Dept.

Shelley Selover has been promoted to Director of Press and Public Information, West Coast. **Pat Thomas** has been promoted to Associate Director of Press and Public Information, West Coast. **Michael Jensen** has been promoted to Associate Director of West Coast Tour Publicity and Special Projects, and **Peter Fletcher** has been named Manager of West Coast Publicity at Columbia Records as the label expands its West Coast publicity department.

Ms. Selover, most recently Associate Director of Press and Public Information, West Coast for the label, will be responsible for directing the activities of Columbia's West Coast publicity staff, while Ms. Thomas, who joined the label in the Publicity department earlier this year, will be responsible for developing and implementing press campaigns within the Los Angeles area.

Jensen will be responsible for securing album reviews, concert reviews and feature articles for Columbia artists throughout the Western and Southwestern regions outside of Los Angeles. Jensen most recently served as Manager of West Coast Tour Publicity for the label. Fletcher, most recently an Assistant Editor for **Record World** magazine, will be involved in the development and implementation of press campaigns for Columbia artists on the West Coast.



answers the musical question...

"WHY ME"

here's why...

WABC KIMN KRKE-FM 14WK
 WPEZ KOPA KYSN WIGY
 WCAO KUPD KDZA WBGD
 WLS WRVQ KQDI KX106
 KSLQ KOFM KBOZ WSKS
 KBEQ KJR KFXD WIKS
 KFRC KING WTMA WFBR
 KHJ WAAY WTRY
 WXIL WBLI

WAKX KJRB
 WSEZ KCPX
 WHHY KRSP
 WCIR KLUC
 WEEO KRUX
 WLBZ KRQ
 KSMD WRKR
 WFLB WSPT
 WSGF KPUR
 WNOE FM99
 WFMF CK101
 Y103 WANS-FM
 BJT05 WCGQ
 WSGA KX104
 WBBQ V100
 WHBQ K104
 WLAC
 WSKZ
 WRJZ



NEW SINGLE FROM STYX... "WHY ME" AM 2206
From the multi-platinum album CORNERSTONE SP 3711
MUSIC FOR THE 80S ON A&M RECORDS AND TAPES



FCC

Continued from Page 1

ical arrays), financial study, or without having come down forthright for minorities or daytimers.

She Kaplan, NRBA President (Pres WAYS/Charlotte) The decision is premature. The Commission recently gave over \$200,000 in research money to study the economic feasibility of conversion. The results won't be ready for several more months.

Jim Winston, Legal Assistant to Commissioner Bob Lee (delegation chairman for Region 2) One of the things we'll be doing before the Region 2 Conference is coming up with figures on how much the switch would cost, since we think other countries will base their decision partly on how much it will cost them.

Janet Van Deerlin (DCA), House Communications Subcommittee (Chairman I support 9 kHz because it would create so many new stations and keep the U.S. in step with the rest of the world, which uses 9 kHz spacing.

Ruth Reel, National Telecommunications and Information Agency Legal Counsel: We're faintly optimistic about getting approval of Region 2. The big question is how to make new stations available. Could the industry stand all that competition at once, or should stations be added gradually?

Sam Simon, Exec. Director, National Citizens Committee For Broadcasting: Anything that will increase the number of outlets is fine. We haven't considered who should get new stations yet, but when it comes up, it might be a good time to study the whole allocations system.

Frank Mankiewicz, Pres., National Public Radio: I totally support the action (Mankiewicz is hoping for additional new NPR outlets.)

OPINION LINE

New Warning On Lotteries

Dear R&R:

After reading the "Washington Report" and "Lotteries Revisited" by Jason Shrinky, I thought you might be interested in what happened to KY/99 in Amarillo.

Last Christmas, KY/99 sponsored a Christmas tree giveaway. We had 10 Christmas trees donated by a local tree dealer for the publicity. All trees were given away by random drawing. To register, entrants had to donate a can of food to the Salvation Army. Everyone entering also won a free album.

An innocent promotion, right? Not according to the FCC. It was a lottery. KY/99 was admonished and the matter was recorded in our FCC file in Washington.

In no way did KY/99 benefit financially from this promotion. In fact, the promotion required many hours of work by the staff to pull it off.

KY/99 collected about 50 cans of food for the needy. It wasn't much, about \$25 worth, but for our troubles, we now have a nice little notation on our file in Washington. DC

And I thought we were here to serve the public interest!

My advice to any stations planning a promotion with a charity that might be construed as a lottery: consult your own FCC at-

Hostage

Continued from Page 1

the story that night. The following morning, Miller received calls from "my radio idols," Steve Dahl and Rick Dees, expressing their support of his idea. The upshot: Miller took the plunge and pledged to remain in "captivity" until the hostages were released.

"The Strains Of Being Confined"

Miller's routine consists of sleeping at the station, waking up and doing his normal morning show ("I'm getting aggressive on the air now"), and performing his PD duties until noon. At that time he is strapped to the chair in the cubicle for three hours of daily solitary confinement. "I'm experiencing the physical end of what they're going through," Miller told R&R. "The strains of being confined - three hours of solitary and I'm whipped. It's a bitch for me," he continued, "but it's probably one-tenth or less of what they're undergoing." Miller is dependent on listeners for food (with "phenomenal" response), and has voluntarily foregone contacting his family. He has also been hosting a special 10-11pm talk show nightly in which listeners air their views on the crisis and his own action.

"I've encountered a whole new breed of intelligent, concerned listeners," Miller said. "It's been a really beautiful, very impressive thing. I think it's not only something I'm doing, but something radio is doing. Radio allows for that drama and that freedom of speech." In closing, Miller expressed his hopes that the hostages would soon be freed. "I don't know how they make it over there. My concern is getting those people out of there." Meanwhile, he will be sticking it out as long "as it takes."

torney before airing the promotion.

Spike Santee
GM, KY/99/Amarillo

Airing Singles:
A New Threat?

Dear R&R:

As a responsible member of the radio/records community, I feel I must comment on the horrendous disservice radio is doing to the record industry by programming an entire "A" side of a single. Why will anyone buy singles when they can tape them right off the radio? Just think how many more copies of, say, "My Sharona" could have been sold if the record-buying public were not exposed to it on radio. I hereby call for all radio stations with any compassion for the record industry to immediately halt programming of singles, or for that matter, music of any kind.

Dorian Mackenzie

Make your opinions known! Communicate with our industries through the pages of Radio & Records. Write to R&R or take advantage of our Opinion Line, (213) 652-3525, to record your ideas on any industry issue or concern.



STREET TALK.



Oh, Noooooooooooooooooooo

Walter Williams is officially recognized as the creator of Mr. Bill, that little clay character who is regularly disfigured on "Saturday Night Live," but there may be more to the story. Vance DeGeneres, currently a jock at WQUE/New Orleans, was previously Williams's partner in the "Mr. Bill Radio Show" on New Orleans radio, a nightclub act, and the original "Mr. Bill Movie."

Differences arose and the pair split in 1977, but DeGeneres is not pleased with Mr. Bill's new-found economic success. Last summer he filed suit for 50% of all proceeds, claiming he was due artistic credit for having co-created Mr. Bill.

Meanwhile Williams, in a federal suit filed in Manhattan, has asked for reconfirmation of his copyright, and has also charged DeGeneres with defamation.

Maybe Sluggo or Spot knows a good attorney who can straighten this whole mess out!

Another NBC-TV-meets-music project has been put on a somewhat delayed schedule. "The Top 10," a show which would have featured many "top tens," including the top ten hits of the day, will now tentatively air in February instead of this month, as originally planned.

Elektra has taken its own artist, Joe Cocker, to court. The label filed suit against Cocker for allegedly failing to pay back a \$125,000 interest-free loan E/A made to him in 1977.

When the Alpha Carting Corporation of Brooklyn was delivering some computer run-outs to Arista Records headquarters in New York City last week, the carton containing the computer sheets partially opened and all the papers quickly filled Madison Avenue. Pedestrians waded through the mess and the Sanitation Department moved in to clean it up. Leonard Sheer, VP of Sales for Arista commented, after seeing the debris, "Those have got to be the hottest records on the street."

Congratulations to Y100/Miami PD Bill Tanner, who has been named National Program Director for Metroplex Communications. Bill will continue to program Y100, as well as handle the morning show, but will now become more involved in the corporate activities of Metroplex. First item of business for the new National PD . . . assist Metroplex owners Norman Wain and Bob Weiss in finding stations for future acquisition.

Street Talk hears that Jud Duvall will be officially named the new WHBQ/Memphis PD within a week or two. Jud comes from Pop/Adult WIBC/Indianapolis, where he was Assistant Program Director, and that should only further fuel the format shift rumors at WHBQ.

And speaking of WHBQ . . . is former PD John Long moving to Atlanta? And if so, why? Look for Long to make an announcement after the first of the year.

In one of those rare staff moves, Y103/Jacksonville lost eight straight hours of programming to Q105/Tampa when Dave Mann and Pat McKay segued across the state. Dave did afternoons at Y103 and Pat followed him in early evenings. The pair was previously hired away by Q105's PD Mason Dixon for the exact same shifts in Tampa. In addition, Dave will be Q105's Assistant PD and Pat takes over as Music Director. Our sympathies to Y103 PD Scott Sherwood (who in reality wishes both his former staffers great success!).

Jay McDaniel, who lost his job with Mercury during an economic cutback recently and then was hired by Infinity two days before they were closed, has found a new home. Jay's right back in the Carolinas, doing local promotion for MCA. He says he's learned a lot about the record business in the last 12 months, namely, *keep your head down!*

Rick Dees, KHJ/Los Angeles morning man and part-time recording star, has inked with a new label. The former RSO artist has now signed an exclusive deal with Mushroom. Rick's new album is entitled "Read Me My Rights" and a new single is already out in Canada, "Chantilly Lace."

Pink Lady has all "green lights" from the NBC television network on developing their own one-hour variety show for possible airing in next fall's schedule. Reportedly Fred Silverman thinks the girls have just what it takes to "click" on American TV.



What Goes Up . . .

As station stunts go, this is a pretty good one. KASH/Eugene's Steve O'Neil decided to try for a spot in the Guinness Book Of World Records, so he concocted a jump over Eugene's Day Island Lake on a bike. Not a motorcycle, mind you, but a bicycle.

The promotion began and the crowd was there on jump day. In the sequence of photos we see Steve cranking real hard . . . flying off the ramp into the air . . . and landing in the lake about 17 yards from shore.

While we're not sure if Steve gets into the book for a new world's record, we are sure that he didn't stand much of a chance of making it all the way across the lake on pure pedal power. But then, if it was easy, why try it in the first place?

QUEEN.

Rocking you like they've never done before.



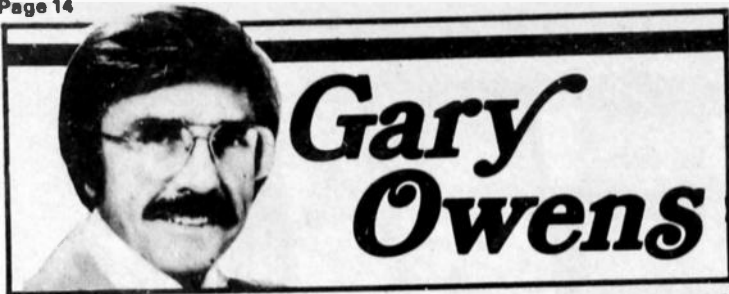
"CRAZY LITTLE THING CALLED LOVE"^(E-46579)

**The sensational new single
on Elektra Records.**

Produced by Queen



©1979 Elektra/Asylum Records • A Warner Communications Co



As we gently flout and throw hot soup on the carolers while they sing their quaint aboriginal yuletide messages, we hope that 1979 has been good to each and every one of you.

As the old year shuffles into oblivion these things are still happening even as we purse our lips to read this column:

THERE IS A NEW CORPORATE NEWSPAPER that sells for \$18,000 per year! It's a daily news intelligence service which basically is a compilation of business and political news for multinational corporations and banks. So don't ever complain about the price of an R&R subscription. After hearing about ACCESS, the Gary Owens Investigative Team checked into the special interest publication market . . . and found some other journals which might be of passing gullibility for you:

CLUCK

This is a weekly that sells for \$27,000 per year . . . it contains inside news about people who buy and sell chicken beaks.

VOYEUR

For \$57,000 per year . . . this daily lists the names of all the people around the world who leave their shades up while undressing.

TRADEOUT

\$156,000 per annum. This publication lists all the radio station sales staffs and where they get their freebies, which credit cards for which restaurants are available, and how many relatives they will accept as "Out Of Town Agency Time Buyers."

STA-BREAK

\$50,000 per year, published monthly. This paper lists the actual time that Radio Stations give their station breaks and

ID's. Plus it gives all the lyrics that are actually sung on jingles!

BARF

14 cents per year. This tip sheet shows where you can pick up shaved hair from barber shops . . . and lists all of the people in the world who use Preparation H.

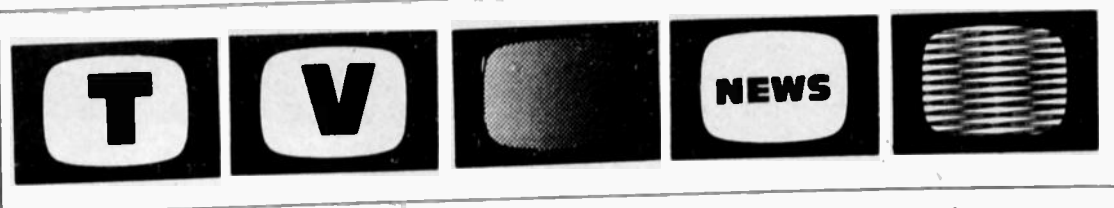
ENTENDRE

A monthly that costs \$500,000 per year to subscribers, but it does contain song titles and group names that are really "Naughty." Steely Dan is rumored to write for it and 10cc lists a chart of their top ten songs actually sung by able-bodied seamen on board a destroyer.

PERSIFLAGE

\$22,000 per year. This weekly lists conversational phrases and what to talk about while chatting with a package of Parkay margarine!

On cable TV not long ago . . . I saw "Hooper" and "Every Which Way But Loose" and subliminally realized that the Palomino was becoming the favorite home for most movie plotlines. Tommy Thomas has owned and operated the Palomino for 27 years and I suspect it is the home for every top country artist in the biz when they are in LA. The other night I was nurgling Hoyt Axton and a haunting redhead named Merryl Jaye. Tommy says Merryl is in the tradition of his two most famous LaFemme discoveries, Linda Ronstadt and Emmylou Harris.



ABC Vaults To Victory As Close Competition Continues

ABC and CBS continued their seesaw battle for supremacy in the Nielsen ratings, with ABC taking back the lead for the week ending December 16 after CBS won last week. The race was fairly close, with ABC's 19.9 average ratings slightly less than a point ahead of CBS's 19.0. NBC finished a distant third with 16.6 and just three shows in the top 20 (Nos. 16, 17, and 20).

CBS had the top three shows of the week and six of the top eight, paced by the powerful "60 Minutes," which led the runner-up program, "One Day At A Time," by more than three rating points. "Circus Of The Stars," a CBS special, was third, followed by 4) "Three's Company" (ABC) 5) "Archie's Place" (CBS) 6) "Angie" (ABC) 7) "Dallas" (CBS) 8) "M*A*S*H" (CBS) 9) Monday Night Football (ABC) in its second straight strong performance and 10) "Happy Days" (ABC).

A tie for 11th place led off the second ten, with "Dukes Of Hazzard" (CBS) and "Eight Is Enough" (ABC) pulling identical ratings. Next were 13) "Taxi" (ABC) 14) "WKRP In Cincinnati" (CBS) in its last week following "M*A*S*H" 15) "Love Boat" (ABC) 16) "Little House On The Prairie" (NBC) 17) NBC's Bob Hope special 18) "Mork & Mindy" (ABC) 19) CBS's Charlie Brown Christmas special, and 20) "CHiPs" (NBC).

MUSIC ON TV (At A Future Date) — A one-hour TV special built around Fleetwood Mac's "Tusk" LP will be available early next year, with networks and syndicators expected to bid. The show includes recording sessions for the album, including footage of the USC Trojan marching band at Dodger Stadium cutting the title track, plus behind-the-scenes and actual concert coverage . . . Butch Stone Enterprises is preparing two hour-long specials based on KMET/Los Angeles air personality Jim Ladd's syndicated "Innerview" series, with interview and concert segments featured. They're hoping to get John Lennon for their first show early in 1980 . . . And former WNEW-FM/New York air personality Allison Steele, ex-KLOS/Los Angeles personality J.J. Jackson, and recording artist Jud Strunk have combined to host a "music magazine" TV pilot, with on-location features on various pop, jazz (handled by Steele), country (Strunk's responsibility), and rock artists (Jackson). One network has reportedly expressed strong interest in picking the show up 1/2 for late-night programming.

VIDEOSCOPE:

125-CHANNEL CABLE NETWORK PROPOSED FOR BIG APPLE: Warner Cable Corp. has recently proposed to establish a 125-channel cable network to serve New York City. The channels will be divided into four different tiers (or price-product levels) and will service 1.6 million homes within the boroughs of Manhattan, Queens and Brooklyn. The first tier will consist of 24 channels, the second adds 12 more, the third an additional 12 for a total of 48, and the fourth adds an extra 80 plus Warner's "QUBE" interactive feature . . . **PHILCO INTRODUCES NEW VCR UNIT:** Philco, a GTE subsidiary, has introduced a seven-day, four-event programmable VHS video recorder. The "V-1500" features a built-in tuner/timer and six-hour recording capability as well . . . **WCI ENTERS HOME VIDEOCASSETTE ARENA WITH 20 FILMS FROM VAULTS:** WCI's newly-formed Home Video Division has announced its intention to begin nationally marketing videocassettes in 1980, with 20 films from the Warner Bros.' library (plus a Chinese cooking show) to be the first product available. Distribution of the videocassettes will be handled through the WEA Corp. and the complete line of Warners cassettes, which the firm hopes to increase to 55 titles by the end of next year, will be available at record, electronic, TV and appliance, department, and specialty home video stores. Among the films included under the initial agreement are "All The President's Men," "Deliverance," "Superman," both "Woodstock" films and "Rebel Without A Cause" . . .

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ **FCC SETS KWK/ST. LOUIS HEARINGS** — Doubleday vs. Granite City, IL radio station in competing applications for dark facility.
- ★ **MIKE KASABO RESIGNS AS KIIS/LOS ANGELES MD**
- ★ **NUMBER ONE FIVE YEARS AGO:** "Lucy In The Sky With Diamonds" — Elton John (MCA)
- ★ **NUMBER ONE COUNTRY:** "What A Man My Man Is" — Lynn Anderson (Columbia)

'TALK' RADIO:

96KX 27-26
WPEZ add
KRBE on
WZUU on
KRLA add
WBLI on
JB105 on
14Q 16-14
WKEE on
WFMF 30-27
KXX106 27-21
Y103 add
WAPE 23-21
95SGF on
WLAC on
WSKZ on
WGH on
KIOA add
KLEO deb 28
WMEE on
KMJC 30-27
Y94 add



KLUC deb 30
WTSN on
K104 on
14WK deb 40
V100 add
WAAY add
WHY 28-20
WERC deb 22
KX104 22-19
WSEZ 38-32
WANS-FM 34-28
CK101 39-34
FM99 deb 32
WKXY deb 26
KQWB-FM 33-25
KFYR on
KQDI add
KBOZ add
KOOK add
KRLC add

***"I Don't Want To
Talk About It"***

ROD STEWART

Produced by Tom Dowd



Brad Messer



The Parting Shot

This is my final column for 1979. There are a few people I somehow never got around to mentioning all year, some tidbits that didn't get ink, and now's my last opportunity for back pats and teeth kicks.

To the National Broadcasting Company's News Department, a kick in the corporate teeth for the decision to accept all restricting conditions to get its "exclusive" inside-the-Embassy interviews with a hostage and an Iranian student spokeswoman . . . after CBS and ABC flatly turned down the "opportunity."

To the KQFM newscpeople in Portland, OR, a back pat for continuing respectable journalistic practices. In April I teeth-kicked 'em for "blithely faking a call-in" to the news department to get a "listener's question" on tape. One of your competitors thinks so much of you he wrote to defend you as a real "people's news operation."

To the truly funny and creative former air partner Brent Seltzer in Los Angeles, a back pat for remaining my close friend despite never getting your name in here; and to former WLUP PD Jesse Bullett, now a bigwig at KOGO-KPRI/San Diego, a back pat for trusting me to not reveal his statement made very soon after arriving at the Loop job. "I can tell already I'm not gonna stay here very long!"

To Charlie Van Dyke a back pat for being absolutely the best jock I've ever worked across from, even *before* his voice changed.

A Few More Kicks Etc.

A real boot-buster in the chops to the folks at the Caption Center, WGBH/Boston, for captioning the ABC Nightly News that's shown on a DB basis on Public Television channels across the nation: why do the captions frequently differ from the ABC text and give wrong impressions about what is actually being reported? If you think I'm wrong, sue me!

A pat on the back to all the newscpeople across the country doing their very best to tell the unvarnished unslanted truth about the people and events around them, even if the people at the station across the street have more mass appeal by being less restricted by hard facts and using more show business. Your time will come!

A kick in the teeth to the radio wire at United Press for printing so many different versions of how to pronounce difficult proper nouns . . . kinda like the weather: if you don't like it, stick around and it'll change.

Finally a round-robin pat on the back to the people who create and generate this newspaper every week . . . my fellow underlings in the purview of publisher Bob Wilson. I've never hooked up with a more consistently high-class bunch of men and women, from switchboard to computer room to paste-up area. Merry Christmas to you all, and to all an All Right! (Uh, this means I didn't get around to sending Christmas cards or Hannukah stuff. Gee, I really meant to . . .)

Rip 'N' Read

Quick, Boil Some Water!

MONDAY, DEC. 24: If Christmas Eve seems busy at *your* house, ponder how much activity there might have been among the families of *these* people, all of whom were born the day before Christmas: Kit Carson the frontiersman in 1809, Howard Hughes the bashful billionaire in 1905, actress and onetime "world's most beautiful woman" Ava Gardner and blues legend Leadbelly both in 1922.

How things change with time! The Ku Klux Klan was formed 114 years ago at Pulaski, TN, with the avowed purpose "to protect the weak, the innocent and the defenseless from the indignities, wrongs and outrages of the lawless, the violent and the brutal" (1865).

Ghosts Of Christmases Past

CHRISTMAS, DEC. 25: Of course the most famous person ever born on this date was Jesus Christ. The Gospel according to St. Luke said of His mother Mary, "She brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn."

There could be made a case for pronouncing this Christ-mas rather than Crissmus.

Robyn Robbins of Bob Seger's band is 28 today, Jimmy Buffett is 33, the boss of Egypt, Anwar Sadat, is 61, singer Barbara Mandrell is 31, Vincent Furnier, who grew up to become Alice Cooper, was born 34 years ago in Detroit.

Famous dead people born on Christmas Days include Humphrey Bogart ("the only thing you owe the public is a good performance") and W.C. Fields ("if at first you don't succeed, try again. Then quit. No use being a damn fool about it!") Writer and entertainer Rod Serling would have been 55.

On Christmases past these events have occurred: Pope Gregory VII was kidnapped while saying mass in 1075; the Pilgrims began building their meeting house at Plymouth, Massachusetts in 1620; the very first steam-powered rail passenger service began in the U.S. in 1830; the anti-toxin for diphtheria was first used on a human in 1891.

Late But Pretty Dazzling

WEDNESDAY, DEC. 26: The day after Christmas in 1912 the first electrically-illuminated Christmas tree was lit on the Boston Common.

Nine years later to the day Steve Allen was born but I think there is no connection. Mr. Allen is 58 today.

On this date in 1776 General George Washington and his troops crossed the Delaware River to attack in bitter cold, capturing more than 900 enemy troopers in the Battle of Trenton.

The moon is straight out from ("directly above") the equator tonight.

Phil Spector is 40 today.

End Of The Shortest Days

THURSDAY, DEC. 27: The past ten days have been the shortest of the year, each having 9 hours, 4 minutes of daylight. Today the days begin to get longer . . . another minute today and tomorrow, an additional minute on Saturday and so on until the longest days in mid-June, which have 15 hours, 18 minutes of daylight. This is because of a simple change in Earth's angle to the sun, which you can illustrate with a flashlight, an orange held three feet from it, and several books on astronomy. It's really not the best experiment for radio, more of a TV thing, y'know?

The first "Howdy Doody" show was telecast 32 years ago in 1947. Radio City Music Hall opened on this date in 1932, in New York City. In case you didn't notice it at the time, the robin was made the U.S. national bird on this date in 1960, it says in Linda Millgate's *Almanac Of Dates*. I wouldn't bet my headphones on that, because I believe it to be the American Eagle no matter what, and you don't see any *turdus migratorius* on U.S. coins. Even that Latin name sounds suspicious to me, especially the first part, eh?

Elven years ago Apollo-8 returned to Earth after spending Christmas at the moon.

The Birth Of Chewing Gum

FRIDAY, DEC. 28: Chewing gum was patented 110 years ago today by a Mr. Juicy Fruit. No, it was really some guy named W.F. Semple.

TV actor Martin Milner is 42, Edgar Winter is 32.

The U.S. Congress officially sanctioned the Pledge of Allegiance on this date in 1945.

During the time we're doing the segue into the 1980's the staffers and writers at R&R have some time off wherein we don't staff or write, but in the spirit of possible helpfulness I have covered the period for you nevertheless:

Final Day Of The 1970's

MONDAY, DEC. 31: If you are going to make any quick financial moves to alter your 1979 tax situation they gotta be made today, so hurry around and grab a couple of tax shelters while the getting is good. Then next year at tax time you can be like the Big Guys and be able to show on paper how it was a terrible, devastating year for you financially despite *all* that redhot highspeed cash flow you had.

On the lower end of the scale, borrow five bucks and promise to "pay you back next year, haha."

Sixteen years ago today the first instant replay happened on TV during the 1963 Army-Navy football game (that year it cost 5¢ to mail a letter and "Hey Paula" and "Sugar Shack" were hot songs).

Donna Summer is 31 today, John Denver hits 36.

The sale of gold became legal within the United States five years ago today, after being illegal for 41 years.

Carl And The Passions officially became the Beach Boys and played their first concert under the new name on this date in 1961.

New Year's Eve.

New Year's Day 1980

TUESDAY, JAN. 1: For the next few days people are likely to use erasers or correction fluid to zap out the erroneous year after semi-automatically typing 1-9-7 UH OH. On this day tradition has it that between 30 and 40 percent of last night's New Year's Resolutions melt from the mind, the remaining ones to be hazily remembered for, say, a week or two.

Famous dead people born on New Year's Day include patriot/silversmith Paul Revere in 1735, seamstress Betsy Ross in 1752, J. Edgar Hoover of the FBI in 1895.

Birthday people: Senator Barry Goldwater 70, author J.D. Salinger 60, Country Joe McDonald 37.

On New Year's Days past, the British Broadcasting Corporation was founded by Royal Charter in 1927; U.S. Parcel Post began in 1913; China became a republic in 1912; Australia became a Commonwealth in 1909; the five boroughs became Greater New York City in 1898; President Abraham Lincoln issued his Emancipation Proclamation in 1863; the United States Continental Army was established, and the first American flag "The Great Union" displayed in 1776.

Normally I wouldn't include all this stuff but I have a soft place in my heart for people working at radio stations on this day, when hardly anything is going on and there's so little to talk about and desperation sets in and *anything* is better than *nothing*.

Full "Wolf Moon" Tonight

WEDNESDAY, JAN. 2: It doesn't happen often. There are two full moons this month. Not at the same time . . . I don't think that hardly ever happens here. Anyway the Full Wolf Moon is tonight, called that because the ancient Saxons could see 'em roaming the heaths in the bright light of the moon . . . the second one is the Snow Moon on the 31st.

Twenty years ago today Fidel Castro and Che Guevara triumphantly capped their Cuban Revolution, moving troops into Havana as Cadillacs and parking meters and others symbols of "U.S. decadence" were smashed. The telephone lines to Florida were severed and gambling casinos formerly patronized richly by Americans were looted and closed.

Roger Miller is 43.

It Feel Warmer To You?

THURSDAY, JAN. 3: Last July during the hot weather our planet was about three million miles *farther* from the sun than it is today. This is *perihelion day* when Earth is *closest* to the sun, due to our slightly oblong orbital track. The mystery of why we're having winter now is something understood only by scientists and fourth-graders.

Alaska became the 49th state two decades ago (1959). Twenty-five years ago today U.S. tobacco companies undertook their first study of "a possible link" between smoking and cancer (1954).

Comedian-musician Victor Borge is 70, Stephen Stills is 34, Led Zeppelin's John Paul Jones arrives at 33.

The first "acid test" was held at San Francisco's Fillmore Auditorium on this date in 1966, when LSD was still legal. The same day the first San Francisco head shop opened in the Haight-Ashbury district.

No Static At All!

FRIDAY, JAN. 4: FM radio was first demonstrated on this date in 1940.

Utah became the 45th state in 1896 (the same year Edison demonstrated his VitaScope Movie projector, and gold was discovered in the Klondike territory of Alaska).

Actress Dyan Cannon is 50, boxer Floyd Patterson 44.

Patricia Hearst was kidnapped by the Symbionese Liberation Army five years ago today. The man who invented the alphabet for the blind, Louis Braille, was born 170 years ago (1809).

Continued on Page 26

Media Marketing

Finding Your Competitive Edge

Last week I pointed out that the competition faced by a radio station may be quite generic in character, with not only other radio stations competing for your audience, but also a broad range of other activities which provide entertainment, stimulation, or excitement. While it is important to recognize this broader range of competition, particularly in long-run planning and programming decisions, it is also true that your most immediate source of competition is made up of the other local radio stations in your area.

Unique Is What You Seek

In assessing your relative competitive strengths and weaknesses vis-a-vis other stations, your attention should be focused on finding those dimensions along which your station offers some unique advantage to the listeners. For instance, do you provide the most accurate weather forecasts, or do you have the most interesting air personalities, etc.? The key to this competitive assessment is that the benefits you offer cannot be analyzed directly by station management, but must be determined by measuring listener perceptions of your station, as well as competing ones. Armed with this knowledge, you can set about trying to modify or promote your "product" in such a way as to capitalize on your unique package of benefits.

How would a competitive assessment be

Having narrowed your focus to current listeners, you can begin to answer the competing station question by analyzing station switching patterns revealed in the Arbitron diaries. By ascertaining on what other stations your listeners concentrate their listening in addition to your own, you have probably narrowed the number of competitors substantially. If all goes well, you will be able to capture the bulk of your listeners with a reasonably small number (i.e., no more than 8-10) of competing stations. Obviously, most individual listeners will not listen very heavily to that many stations, but across your entire audience, a larger number of stations will crop up, owing to differences in individual preferences.

Having defined your target listeners and competitors, the next step is to generate a list of benefits which your listeners are seeking from radio. This can be done by conducting some focus groups or by simply talking to listeners about what they want from radio, what they like about it, dislike about it, etc. Your final list of benefits should be limited to those that are mentioned fairly often and certainly by more than one or two people, as you don't want the list of benefits to grow too long. Probably 10 or 12 benefits should be the maximum allowed, depending upon the number of competing stations

"In this era of 'me-too' products, perhaps the single greatest cause of product failure in the marketplace is the lack of a distinct advantage for the product over the competition. Understanding what benefits you offer, how listeners perceive those benefits, and the importance they attach to them, is one method to avoid falling into that trap."

accomplished? There are two basic decisions to be made first:

1. Which listener groups do you wish to compete for?
2. Which local stations are your closest competitors?

In many cases, the answers to these two questions are interrelated. For instance, if you define your target listener group as "all people who listen exclusively to rock music stations," then your most important competitors are almost certainly limited to other rock stations, whether Top 40, AOR, AM or FM. If, on the other hand, your target market was defined as "males and females, ages 18-49," then you would probably be competing against a mix of format types.

Probably the most profitable way of segmenting your market for the purposes of competitive assessment is to focus on current listeners to your station. Current listeners will generally have more well-formed perceptions of your station than non-listeners, an important consideration given the measurement approach to be used. You may want to further segregate your current listeners into heavy listeners (say, daily) versus light listeners and either compare the two subgroups of focus solely on the heavy listener segment, as it is presumably the group most satisfied with your station.

to be measured (the more stations, the fewer benefits, and vice versa).

Competition Measurement Matrix

Benefits	Perceptions Of Stations				Benefit Importance
	WAAA	WBBB	WCCC	WDDD	
Hearing good music	7	9	6	4	8
Keeping up-to-date	4	5	7	9	4
Getting weather info	6	6	8	8	2
Being entertained	9	7	8	4	7
Not hearing lots of ads	4	3	6	7	6
Not hearing lots of talk	4	8	5	5	5
Putting me in good mood	9	8	5	4	7

The Competition Measurement Matrix depicted here shows an example of how your station can be compared quantitatively against its competition. On the left are examples of benefits which listeners may be seeking. The center section shows measures of listeners' perceptions of each station on each benefit dimension. These ratings can be obtained by asking survey respondents to rate each station on a 1 (poor) to 10 (excellent) scale. For example:

"For hearing good music, how would you rate WAAA on a 10-point scale where 1 is poor and 10 is excellent? ... Using the same scale, how would you rate WBBB for hearing good music? ... etc."

On the far right is a measure of benefit importance, which can also be quantified through the use of a 10-point scale, as follows:

"On a scale of 1 to 10, where 1 is very unimportant to you and 10 is very important to you, how important is it

to you to hear good music when you listen to the radio?" Notice that both the benefit perceptions and importances could be measured as specifically or generally as you deem necessary. The examples above are general; but you could also measure both sets of factors for different dayparts — the importance ratings in particular may be expected to shift around, depending upon the time of day.

Using the numbers in the matrix as the hypothetical results of a market survey, we could ascertain that WAAA currently has an advantage over its competitors with respect to entertainment and creating a good mood, both of which are fairly important benefits. WBBB has advantages in good music and amount of talk, while WDDD is dominant in keeping up-to-date and amount of ads. WCCC currently holds an advantage on none of the dimensions.

As manager of WAAA, you would want to modify your programming to include better music, more news, and less talk and ads (if possible). Upgrading your music would be most critical, due to its importance to the listeners. As manager of WBBB, you may want to further solidify your position as the "no-talk" station. WCCC's management may be wise to seriously consider a complete format change, as it shows little or no strength against its current competitors. WDDD's manager should focus efforts on improving music quality, entertainment value and mood. Thus, the Competition Measurement Matrix can not only give you a picture of your current strengths, but also serve as a diagnostic device to assist you in modifications of your programming mix.

By using those listeners who are most familiar with your station to measure your station's perceptions in the market, you can then make the necessary adjustments before attempting to reach a broader listener segment. In marketing your station to other listener segments (e.g., current non-listeners), it is essential that you fully understand the importances they attach to the various benefits. If they rate the benefit dimensions differently than your current heavy listeners, then you may be off target in trying to attract them to your station.

It is also helpful, but not as critical, to know your station's initial perceptions among current non-listeners before trying to attract them to your station. There may be some glaring misperceptions which you should know about, but most often non-listeners will have no opinion or only very weakly held opinions about your station. The key thing is to let them know what benefits your station can deliver to them, and thus eliminate any misperceptions.

In this era of "me-too" products, perhaps the single greatest cause of product failure in the marketplace is the lack of a distinct advantage for the product over the competition. Understanding what benefits you offer, how listeners perceive those benefits, and the importance they attach to them, is one method to avoid falling into that trap. Discover your unique advantages, strengthen them, communicate to the market about them, and you will be a successful competitor!

Have a great holiday season!

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.



HITS YOU CAN COUNT ON

SANTANA

"You Know That I Love You"

NEW & ACTIVE

SANTANA "You Know That I Love You" (Columbia) 71/13
Moves: Up 38, Same 20, Down 0, Adds 13, Including KEARTH, KFI, KFRC,
KIMN, WFMF, WBBQ, KRUX, WXIL, KDZA, WIFI 29-22, WPEZ 28-25, KWK
7-6, KSLQ 21-19.

NEIL DIAMOND

"September Morn"

<i>WXLO on</i>	<i>WBLI on</i>	<i>WRJZ add</i>	<i>KLEO add</i>	<i>WAAY add</i>	<i>KKXL add</i>
<i>WFIL on</i>	<i>PRO-FM add</i>	<i>WKIX add</i>	<i>WMEE add</i>	<i>WERC add</i>	<i>KFYR on</i>
<i>CKLW deb 29</i>	<i>WHYN add</i>	<i>WAYS deb 31</i>	<i>KMJC add 30</i>	<i>KX104 add</i>	<i>KYSN add</i>
<i>KEARTH on</i>	<i>WKEE add</i>	<i>WVIC add</i>	<i>KTAC on</i>	<i>CK101 add 39</i>	<i>KDZA on</i>
<i>KIMN on</i>	<i>Y103 add 39</i>	<i>KWEN deb 28</i>	<i>WHEB deb 40</i>	<i>FM99 add</i>	
<i>WTRY add</i>	<i>FM100 add</i>	<i>KRAV deb 30</i>	<i>14WK add</i>	<i>KQWB-FM add</i>	

AEROSMITH

"Remember (Walking In The Sand)"

<i>WRKO on</i>			
<i>KUPD on</i>	<i>KZ93 on</i>	<i>KCPX add</i>	<i>WFBG add</i>
<i>WHYN add</i>	<i>WNAP on</i>	<i>KRKE-FM add</i>	<i>KQWB-FM add</i>
<i>WVIC 39-37</i>	<i>KJRB on</i>	<i>WIGY 26-17</i>	<i>WRBR add</i>

BARBRA STREISAND

"Kiss Me In The Rain"

KIMN on
WHEB add
K104 add
KYSN add

Congratulations to Rupert Holmes and to all the wonderful people who gave Rupert his first number one hit.

Dean Alexenburg
Jane Arm
Pamela Arment
Mike Atkinson
Tony Autuore
Marlene Barrett
Gloria Berardo
Bert Bogash
Michael Brannen
Tom Cheney
Murray Cooper
Peter Corrison
Susan Dwyer
Ronnie Edmonston
Susan Eisner
Susan Erlichman
Cassia Farkas
Gregg Feldman
Holly Ferguson
Larry Ferris
Jaye P. Fleischman
Ricki Gale

Andrea Ganis
Peter Gidion
Bethany Gorfine
Randy Greenstein
Barry Haughin
Bette Hisiger
Frank Horowitz
Beebe Jennings
David Mackay
Gary Mankoff
Mary Beth Medley
Annette McCarthy
Pat McGowan
Wayne McManners
Pegye Merket
Joel Newman
Ed Ochs
Robert Osborn
Bud O'Shea
Alan Ostroff
Walter Paas
Susan Percia
Ron Phelps

Louis Polenta
Nick Pro
Ronnie Raphael
Elyse Reilling
Barry Jay Reiss
Charles Ross
Roger Sayles
Patricia Scarpetta
Mindy Schultz
Peter Schwartz
Ira Sherman
Robert Sides
John Sirotti
Robin Stewart
Rick Swig
Karen Terrana
Pat Tomczak
Barry Weiss
Mark Weiss
Ellen White
Linda Williams
Al Bergamo & his entire staff
Norman Kurtz.

Rupert Holmes' "Escape (The Pina Colada Song)." Number one three weeks in a row in R&R. Now number one across the board in Billboard, Record World and Cashbox, and going gold as you read.

Thank you to Radio and to everybody involved — Seasons Greetings and Best of Luck for a Wonderful New Year.

Ron Alexenburg

Ratings & Research

The Ratings Race — What 1980 May Bring

Last week we stated that 1979 was the year during which the "new wave" of alternative ratings firms began to challenge Arbitron. What might 1980 bring radio with regard to the way the major ratings firms conduct their business? R&R talked with officials at each of the four major companies about how they foresaw the upcoming year. The comments reflect the different levels of market penetration and research product maturity available to today's radio industry from these various companies.

Arbitron: Aggressive Marketing Plans

In conversations with Arbitron spokesperson Connie Anthes, it appears that Arbitron sees 1980 as a year of product and revenue expansion. Steps which Arbitron is going to take to increase the frequency of measurement and the revenues from the affected markets include . . .

1. The introduction of Extended Measurement into the top three markets, plus San Diego, effective beginning in late February.
2. Expansion of Extended Measurement into other markets which have a metro in-tab goal of 1200 diaries effective early next September (for the Fall '80 sweep).
3. Offering 18 markets which are currently measured only once annually the chance to have a regular four-week Fall sweep, effective next October. (See Week In Review last week for details.)
4. Offer to the top three markets the opportunity to subscribe to the Qualidata service, a new product dealing in qualitative and product usage data tabbed by station. The pilot study of this new product will be available to broadcasters in the top markets probably next June.
5. The use of the Expanded Sample Frame technique to sample homes with unlisted phone numbers will grow to cover more markets.

Survey Improvement Items

Two major areas of concern are at the top of Arbitron's list for 1980, as the company looks for ways to improve its radio survey methodology. Arbitron hopes that tests on the Augmented Diary Procedures will be completed in such a fashion that the firm can replace the current ethnic retrieval procedures with the augmented procedure. Telephone Retrieval and Personal Placement and Retrieval may become things of the past. The augmented procedure would mean that everyone would get a diary mailed to them, but ethnic and other "difficult" households would get a larger premium and more frequent "reminder calls" during the survey week. Besides the possible implementation of the Augmented Diary Procedure, Arbitron is looking to streamline its edit procedures. Arbitron has promised the RAB GOALS Committee that a revised edit procedure manual will be ready in March. The time that the revised procedures might be implemented is still unresolved, according to Ms. Anthes.

Burke Broadcast Research: Growth And Product Refinement

The most recent entry into the ratings race is Burke Broadcast Research, a firm which had its difficulties in 1979. Burke Broadcast President Lew Alpert told R&R, though, that the Burke service has a hopeful outlook on the upcoming year and is planning to achieve two goals — expansion into five more markets, and continued re-

finement of Burke's survey technique.

According to Alpert, Burke is looking at the following methodological areas . . .

1. Examine the results of tests done recently on the possibility of using "24-hour recall" phone interviews as opposed to asking for listening from the previous day. The "24-hour" procedure might capture information which is more recent and fresher in the mind of the respondent. If the test data is favorable, Alpert indicated some interview changes might be made in time to affect the January-March Burke sweeps.
2. Burke may test some different ways to capture cume data for its surveys. Alpert mentioned using a "TRAC 2" type of technique, one which might provide more reliable cume data than now obtained by Burke.
3. Burke is also considering adding average-quarter-hour figures to the qualitative and product usage information printed in the books. Currently only cume figures are given for this type of data.

Five To Ten More Markets

On the sales front, Burke hopes to be able to expand its service into at least five and it's hoped, ten more markets during 1980. Currently, Burke is surveying 20 markets. Depending on the local sales support, Alpert speculated that markets such as Tampa-St. Petersburg, Seattle, New Orleans, and Hartford are the type of markets Burke is hoping to bring on-line next year. In order to present an image of enhanced credibility, Burke is hoping to obtain accreditation this next year from the Broadcast Rating Council. Finally, Burke is now allowing clients to visit Cincinnati, tour the operations and review survey material. Stations interested in visiting the Cincinnati location in 1980 should contact Merle Brown at the Cincinnati headquarters to set up the details.

Mediastat: Fiscal Stability, Expansion In Stages

Jim Seiler, President of Media Statistics, Inc., told R&R that his firm's bywords for 1980 would be fiscal stability. Seiler told R&R that the financial health of his company is most important and that growth, should it come, will be in planned stages.

Seiler mentioned that Mediastat will carefully review what the industry wants and is willing to support financially, then Mediastat may move to fill those needs. Specifically, here are some of Seiler's thoughts on growth next year . . .

1. Mediastat plans to add five markets to its roster of areas that currently receive monthly reports. Although he declined to name for the record the markets he had in mind, Seiler did say that they are all major markets and are dispersed across the nation.
2. If there is enough industry support, Mediastat may begin to produce quarterly reports. If these are well received, Seiler stated, his firm might then add data on weekend listening. This, he noted, would then put Mediastat in a mode very similar to the Burke reports.
3. Should there be significant demand, Mediastat might also begin to include lifestyle data in its reports for the major markets.

RAM: Looking Inward

Recent reorganization moves at RAM are likely to have effects that continue into 1980, according to VP/GM John Patton. Patton, who recently assumed responsibility for day-to-day operation of RAM, noted that with the departure of Susan Chandler and the desire to upgrade the quality of the RAM service, there is likely to be additional personnel moves. RAM has been looking for a quality researcher to supervise testing of new procedures, and to this end RAM was until recently

Week In Review

Burke Solicits Prospective Partners

Burke International Research, parent company to Burke Broadcast Research, has asked a broker to begin searching for a financial partner for the radio ratings division. According to Burke International Group VP Roger Schorr (to whom the radio operations report), several weeks ago the unspecified broker was authorized to begin seeking, from various sources, monies which might help Burke International recoup some of the \$3 million spent so far on the radio division. R&R has confirmed that in a letter to prospective partners, Burke is looking for an investment of \$1.5 million plus a sharing of expenses for BBR after January, 1980. Schorr told R&R that he did not expect any qualified partners to step in and aid the company, and he noted that no serious offers have been communicated to Burke International to date.

Lew Alpert, President of Burke Broadcast, had not known of the broker's letter until contacted by R&R. He did say that if no financial aid was forthcoming he could not foresee Burke Broadcast Research breaking even until 1983 or '84, a sentiment echoed by Schorr.

Susan Chandler Leaves RAM

Susan Chandler, Vice President of RAM Research, resigned effective December 13. Ms. Chandler, who had earlier in her two-year career with RAM served as General Manager, did not immediately announce any future plans. According to John Patton, VP/GM of RAM, the void created by the departure of Ms. Chandler will be filled, possibly by bringing in new personnel to the company.

Major Market Radio Appoints New Research Director

The Major Market Radio rep firm has named Jeff Wakefield to be the company's Research Director. Wakefield was formerly with Torbet Radio, and is succeeding Rob Fisher, who is now Research Director for the RKO network.

courting Bill McClenaghan, formerly of Arbitron and now head of research for ABC Radio. RAM will be devoting monies to adding high caliber people to its staff in 1980, according to Patton. One of the first projects RAM hopes to look at next year is a new way of drawing sample — possibly a technique which retains RAM's current thrust of sampling on a geographically proportionate basis, but adds a way to also include unlisted phone numbers in the sample frame. RAM does not currently sample unlisted households.

Improved Services For Clients

On the marketing side, RAM is going to be offering some improved services next year. Beginning in January, microprocessing units will be available to stations as an added option to the current RAM services. Depending on the availability of equipment, clients will be able to access ratings data in more of a sales-oriented form, replacing the books which often don't get effectively used to generate revenue. In terms of client service, RAM will be adding a toll-free number which will allow stations to call San Diego more easily should they have a question or problem.

— Jhan Hiber

Radio & Records

Album Airplay/40

Chart Summary

December 21, 1979

162 REPORTERS

Album cuts are listed in order of airplay preference

Chart showing album airplay for the week of December 21, 1979. Columns include week number and album title. Top entries include EAGLES, TOM PETTY & HEARTBREAKERS, and FLEETWOOD MAC.

Chart showing album airplay for the week of December 21, 1979. Columns include week number and album title. Top entries include The Long Run (Asylum), Damn The... (Backstreet/MCA), and Tusk (WB).

Chart showing album airplay for the week of December 21, 1979. Columns include week number and album title. Top entries include "Heartsche" "King" "Disco", "Don't" "Refugee" "Girl" "Tell", and "Sara" "Moon" "Angel" "Think".

For the last R&R of 1979, our reporting stations made very few changes or additions, generally sticking with artists already firmly established on our Album Airplay/40 listing.

MOST ADDED

Table listing the most added albums for the week. Columns include album title and reporting stations. Top entries include Ian McLagan, No Nukes, and Roy Sundholm.

MEDIUM

Table listing medium albums for the week. Columns include album title and reporting stations. Top entries include Inmates, Little Feat, and Toto.

THE HOTTEST

Table listing the hottest albums for the week. Columns include album title and reporting stations. Top entries include Eagles, Tom Petty, and Fleetwood Mac.

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week.

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week.

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week.

AOR BREAKERS

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

No Records Qualified

For AOR Breaker Status This Week.

- 1 QUEEN
"Crazy Little Thing Called Love" (Elektra)
- 2 CLIFF RICHARD
"We Don't Talk Anymore" (EMI America)
- 3 ALAN PARSONS PROJECT
"Damned If I Do" (Arista)
- 4 FLYING LIZARDS
"Money" (Virgin)
- 5 JOAN ARMATRADING
"Rosie" (A&M)
- 6 DWIGHT TWILLEY
"Somebody To Love" (Arista)
- 7 RICK DERRINGER
"Something Warm" (Blue Sky)
- 8 CARS
"All I Can Do" (Elektra)
- 9 SHOES
"Too Late" (Elektra)
- 10 POINT BLANK
"Mean To Your Queenie" (MCA)

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

JAZZ ON AOR

- 1 JEAN-LUC PONTY Taste Of Passion (Atlantic)
"Beach Girl"
- 2 B. JAMES/E. KLUGH One On One (Tappan Zee/Columbia)
"Kari"
- 3 TOM SCOTT Street Beat (Columbia)
Title
- 4 BRAND X Product (Passport)
"Rhasus" "Waves"
- 5 DAVE VALENTIN The Hawk (Arista)
"World"
- 6 LARRY CORYELL Return (Vanguard)
Various Cuts
- 7 JEFF LORBER FUSION Water Sign (Arista)
"Sparkle"
- 8 NATIVE SON Native Son (MCA)
"Eyes" "Surfing"
- 9 SONNY ROLLINS Don't Ask (Milstone)
Various Cuts
- 10 WEATHER REPORT 8:30 (ARC/Columbia)
"Birdland"

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

REGIONAL AOR ACTIVITY

EAST

Q104 Albany

518-462-5555

Hot/Just: ALAN PARSONS PROJECT (Arista), QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

WAAL Binghamton

807-772-8850

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

WZZO Allentown

215-694-0511

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

104FM WBCN Boston

617-266-1111

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Baltimore

301-889-0098

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

WOL Boston

817-247-0850

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

MOST ADDED

BETTE MIDLER *The Rose* (Atlantic) 11/11
FINGERPRINT *The Very Dab* (Virgin) 15/8
ROY SUNDHOLM *The Chinese...* (Polydor) 9/8
IAN MCLAGAN *Troublemaker* (Mercury) 7/7
GARRISON AND VAN DYKE *Garrison and Van...* (Atco) 7/6

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

MEDIUM

INMATES *First Offense* (Polydor) 27/20
BOOMTOWN RATS *Fine Art Of...* (Columbia) 27/17
LITTLE FEAT *Down On The Farm* (WB) 30/16
HEADBOYS *Headboys* (RSO) 21/16
BOB WELCH *The Other One* (Capitol) 20/15

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

THE HOTTEST

T. PETTY & HEARTBREAKERS *Damn...* (Backstreet/MCA) 36/36
EAGLES *The Long Run* (Asylum) 35/34
FLEETWOOD MAC *Tusk* (WB) 35/32
JEFFERSON STARSHIP *Freedom...* (RCA/Grunt) 34/31
PINK FLOYD *The Wall* (Columbia) 35/30

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

Boston

617-262-5900

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Cape Cod

617-255-3220

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Lewiston-Portland

207-783-2065

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Bridgeport

203-579-9995

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Hartford

203-549-3456

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Long Island

516-587-1023

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Q-FM-97 Buffalo

716-881-4555

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).

Hartford

203-247-1060

Hot/Just: QUEEN (Elektra), CLIFF RICHARD (EMI America), ALAN PARSONS PROJECT (Arista), FLYING LIZARDS (Virgin), JOAN ARMATRADING (A&M), DWIGHT TWILLEY (Arista), RICK DERRINGER (Blue Sky), CARS (Elektra), SHOES (Elektra), POINT BLANK (MCA).



Jeff Gelb

Into The Eighties

As the industry winds down with year-end celebrations, Radio & Records will take a two-week hiatus to prepare for our eighties assault!

Though you won't see a copy of R&R for a few weeks, our offices will be open and busy, as the AOR department gears up for the coming year. We'll be in, so if something's happening at your radio station that's newsworthy, remember to give us a call.

A New Look

One of the things we'll be working on over the holidays is a new look for the AOR section, some of which is already evident. I've chained the production department to their drawing boards and desks to help me come up with an appearance for the section that will reflect the continuing evolution of the AOR form. The preliminary plans look very exciting, and you'll see the results in our first issue of the new year, cover-dated January 11.

New Reporters

In that issue we'll spotlight the AOR news of the holiday season, and we'll also print an updated list of our AOR reporting stations. And coming up, more of the in-depth market summaries and personality profiles you have come to expect from the Industry's Newspaper.

New Reporting Days

An important change for 1980 is in the AOR reporting schedule. Effective with the first issue of 1980, we will be taking AOR reports Thursdays from 7am (West Coast time) to 4pm, and Fridays from 7am to 2pm. This new schedule will allow our East Coast reporters to call much earlier in their day and avoid the midday crush of phone calls both they and we receive. It will also provide Radio & Records with absolutely the most up-to-date AOR coverage being offered anywhere within the industry. Please be certain to change your schedules accordingly.

We will be taking reports for the January 11 issue on Thursday, January 3 and Friday, January 4.

See You Next Year

As you saw in last week's 1979 In Review, this has been a year of tremendous change and subsequent growth for AOR radio. The wheels are already in motion for another year of exciting growth for AOR radio, and Radio & Records will be there chronicling the changes as they happen.

Associate AOR Editors Christina Anthony and Sylvia Salazar join me in wishing you a most pleasant holiday season. We'll see you next year.

There's Something Fishy Going On At KMET

KMET/Los Angeles is an undisputed champion of AOR radio. It's grabbed Los Angeles by the collective short hairs and won't let go, much to the frustration of the other fifty-plus stations in town that would like to be in its enviable position.

AOR programmers from all across the country spend weekends in Los Angeles hotels listening to KMET, writing down the title of every song played, every word spoken. They also spend a lot of time on the phone with me, asking how, in a radio market as fiercely competitive as Los Angeles, KMET has hit the top and stayed there.

This article turns the spotlight on just two of the station's more recent programming ideas that have caught on like wildfire with its listeners. They provide insight into the collective programming mind of one of AOR's top radio stations, and perhaps a clue to its ratings success secrets.

The Fish Report

Come again? Actually, the KMET Fish Report is the brainchild of station newscaster Patrick "Paraquat" Kelley (his listeners will call him Paraquat because of his heavy coverage of the paraquat scandals). As Kelley tells the fish story, "It was a spinoff of an idea I had when President Carter was having hemorrhoid problems. I thought it would be a hot tip to have a hemorrhoid operation with a beat on the air. You get some background music and start listing some of the imaginary tools they might use for the operation. So we did that and that led to a lobotomy with a beat. Then someone around here suggested we do a fish report in the same way. The newspapers here actually run fish reports of what was caught and in what quantity."

So now, every Friday night at the tail end of the 6pm newscast, Kelley introduces the KMET version of the fish report, which is read over a polka-style music bed. In a line-by-line trade-off with air personality Mary Turner, the conversation goes something like this:

PK: It's our pleasure to present to you KMET's Fish Report With A Beat. Whoo-aa! Santa Monica: 18 mackerel, 7 halibut, 1 Irish Spring ling cod . . .

MT: Belmont Pier: 3 menage-a-trout, 87 Ike & Tina tuna fish, a KY-jelly-fish . . .

PK: Oceanside: 13 rock cod, 12 roll cod, also a nice run on rays: you got your sting ray, your James Earl Ray, an Elizabeth Ray, and an X-ray . . .

MT: Crisco's Landing: 1 Fender bass, three cable carp, a case of crabs, and one neon spinx fish (usually caught swimming backwards without its lights on) . . .

AOR



Paraquat Kelley and fishy friend

Well, you get the general idea. Kelley explained, "It's something they can relate to, especially on a Friday night when they're on their way home from work. Friday's a good day to whip it on them."

Now, the big question. Without a doubt it's funny and great listening, but is it news? Kelley replied, "It's a feature. We do hard news and we do features." PD Sam Bellamy added, "It's included in the newscast because that's the only time we do features. But that's okay, because we do over an hour more news a week than is required by the FCC."

And Then There's Whoo-aa

Or Whoo-Ya (accent on the Whoo). You'd have to live in Los Angeles to fully comprehend how popular this nonsense phrase has become since KMET air personalities introduced it in their shows over a year ago. Once again, Paraquat Kelley was the guiding spirit behind this catch phrase, as Bellamy explained. "Paraquat noticed that the term whoo-aa is in a million rock 'n' roll songs; it seems to be a kind of rock 'n' roll yell. It's just one of those yells that makes you feel good. Jocks use it as drop-ins over songs, or to accentuate a statement they've made."

Whoo-aa (or its first cousin "whoo-ya") may be a generic rock 'n' roll term, but it is undoubtedly KMET which has popularized it to the Los Angeles audience. Popularized to the extent that you'll hear it at concerts, on the beach, or see it on bumper stickers on the miles of L.A. freeways everyday. About those bumper stickers: "We have a lawsuit going against the people who have bootlegged whoo-aa bumper stickers and other items," explained Bellamy. "They're making a fortune off it, and the kids might perceive it as KMET trying to make money off them."

Meantime there seems to be no stopping the whoo-aa attack on young America; it stands to become the most important catch phrase since "Nanu Nanu." In fact, Bellamy recalled, "A couple of weeks ago I was in Las Vegas. I had the TV on as I was getting ready for bed and in the middle of a commercial the guy said whoo-aa. I couldn't believe it. It's becoming the counterculture buzz word of the eighties."

What's the point? Just this: That there's much more to successful radio (of any format) than playing the songs your audience wants to hear. The Fish Report and the Whoo-aa campaign are just two examples of the myriad ways in which a radio station can not only extend its reach into the community it serves, but actually affect the way that community lives. Now that's the way ratings points accumulate!

Evolution

WMAS-FM/Springfield, MA is switching from Dancemusic to AOR with Mike Adams as PD and Jay Scott as MD. Welcome aboard . . . WIBA-FM/Madison has named a PD from within: he's Dave Ervin, who has been on the WIBA-FM airstaff since 1974 . . . Denys Bergeron has resigned as CHOM-FM/Montreal GM and is leaving radio. Rob Braide has been upped to the station's PD post from MD . . . WECM-FM and WTSV-AM/Claremont, NH have just switched to live AOR from automation, with Mike Hayes as PD and Brian Gordon as MD . . . Robin Sherwin has been upped to Asst. PD and Dale Edwards to MD at WOUR/Utica . . . WMMR/Philadelphia has announced a series of in-house promotions: Jane Norris has been named MD (from promotions), staffer Mark Gordon as Asst. MD, and Marcia Hrichson to head promotions, public relations and energy concerns. More WMMR news to come . . . Chris Van Dyke has exited mornings at KMOD/Tulsa . . . Carey Bruce Sinton has exited nights at KAZY/Denver for 10pm-2am at WLUP/Chicago . . . Randy Lancaster is the new MD at WSMU-FM/Starkville following Rodney Walker's departure . . . Steve Tipton has joined WBIR/Knoxville following Luke Johnston's departure . . . Acting MD at KMGH/Bakersfield following Luke Johnston's departure . . . Dana Foxx has exited 7-12midnight at KEZO/Omaha.

deMarne Named PD At M105

Phil deMarne has been appointed PD at M105/Cleveland following the switch-over of Eric Stevens to sister AM station WBBG. DeMarne was most recently PD at ABC's WRQX/Washington, DC while it was still AOR-formatted (before turning Top 40).

Commenting on his past experiences, deMarne told R&R "ABC was good for the discipline it gave me. But they were getting so tight that they were not being responsive to the AOR audience any longer. I just wanted to rethink radio. I wanted a situation when I got back into it where I wouldn't have some of the management structure the way it was at ABC. It's going to be a real tough, competitive battle," he continued, turning to M105's perennial campaign to unseat WMMS as Cleveland's AOR leader. "I'm new going in here. I have nothing against WMMS. I'd rather build a new station than be concerned with someone else's problems."

WNEW-FM Begins Holiday Season With Dual Concerts

WNEW-FM/New York, which has made holiday rock concerts for charity a tradition for the past eight years, added a new twist this year by holding a second show for neighboring New Jersey audiences.

New Jersey fans paid \$8.50 and a toy contribution to see Outlaws and 38-Special in a concert with profits earmarked for various New Jersey charities. In New York, Hall & Oates and Ellen Foley headlined an \$8.50 plus toy concert for United Cerebral Palsy. All four bands donated their services free of charge for the sold-out shows.

WNEW-FM GM Mel Karmazin said he hopes to clear \$30,000 from the concerts for the charities. He commented, "Everyone wins with these concerts: certainly the charities; the groups get off on it; and the value to the station is obvious."

Color

LIVE FROM PHOENIX . . . : KDKB/Phoenix asked listeners to write, in 25 words or less, why they'd like to win an expenses-paid trip to see a taping of "Saturday Night Live." Aside from that grand prize, other prizes awarded in the promotion included a color TV and dinner and a concert on New Year's Eve.

TWELVE DAYS OF CHRISTMAS: WXKE/Ft. Wayne listeners registered at sponsor locations for Christmas gift packages the station will award. The packages increase daily according to the twelve days of Christmas, such that on the twelfth day twelve packages will be awarded. The gift packages include stereo systems, albums, snow blowers, mopeds, and other gift items.

DERRINGER DINNER: WLWQ/Columbus is awarding phone-in contest winners Rick Derringer albums, and from those prizewinners, one name will be picked at random for a dinner with Derringer and the station's morning team on the night of Derringer's concert appearance in Columbus. The winners will also see the show and visit backstage afterwards.

POLICE PATROL: WDHA/North Jersey, in conjunction with A&M Records, offered listeners the chance to win Police albums and a grand prize police scanner in a recent write-in promotion.



RULE DEDICATES NEW WRIF OFFICES — To commemorate the move of the entire WRIF/Detroit operation into a brand new building, ABC President Elton Rule presided over a ribbon-cutting ceremony. Pictured (l-r) are ABC FM President Martin Greenberg, ABC Radio President Ben Hoberman, WRIF VP and GM Jay Hoker and Rule.

Update

KBPI/Denver raised over \$10,000 in a celebrity auction for Greenpeace . . . LOVE-94/Miami was host station for an MCA promotion which flew in winning listeners from station promotions across the country for a cruise with Rupert Holmes . . . KRST/Albuquerque collected 350 toys for tots as admissions to a special screening of "The Jerk" . . . KTIM/San Rafael is up for sale . . . NBC's Source network scored an exclusive interview with Paul McCartney for its newscasts . . . Joint Communications researcher John Parikhal is interviewed in the new issue of Oul for his comments on the effects of disco and rock music on listeners' libidos . . . Bill Walton guest-hosted the morning show for three days on KPRI/San Diego . . . WMMR/Philadelphia and WMMS/Cleveland have been named as two official Winter Olympics affiliates for interviews and coverage . . . WBCN/Boston newscaster Danny Schechter has won an area Emmy for his work on a TV show documentary . . . KSAN/San Francisco took a TV special about the dangers of angel dust, tightened it for radio, and simulcast it with a local TV outlet. Following the show, KSAN devoted two hours to a talk show with some of the people from the TV documentary. The SF phone company reported over 5000 calls attempted during the talk show . . . WAQX/Syracuse sponsored a food drive with local high schools and colleges. The winning team, which collected over 2000 cans, won a party with the station's jocks . . . WPLR/New Haven will carry an exclusive Allman Bros. concert live on New Year's Eve, and turn the event into a party with its audience. The station will pass out noisemakers, tuxedo T-shirts, and related party paraphernalia to concertgoers . . . WLOM/Cape Cod has dropped its overnight full album airplays in support of the industry, and will instead carry a Mutual network talk show by Larry King; which may be a bit confusing, because the station's Music Director is also named Larry King . . . WQUT/Johnson City, in conjunction with sister AM station WJCW, raised over \$41,000 for St. Jude's Children's Hospital in a 48-hour radiothon . . . WLUP/Chicago sold out nine theaters for its live screening of the Chicago Who concert performance, which was sold out. MD Sky Daniels reported the shows were a great success and that they'll do more when ticket supply can't match demand for upcoming concerts . . . WRIF/Detroit turned its exclusive Who interview into an hourlong special on the group . . . WLWQ/Columbus aired an editorial against the policy of general admission concerts following the Who debacle, and will no longer co-sponsor such shows . . . WVUD/Dayton has added a weekly jazz show with Jim Kapcar as host . . . WRNO/New Orleans has moved and has a new phone number as well. Contact them at 4539 N. I-10 Service Rd., Metairie, LA 70001, or at (504) 889-2424 . . . Stations wishing to contact Steve Dahl for more information about his upcoming satellite network morning program may call (312) 878-4477.

Concerts & Conversations

PRESENTATIONS: WLIR/Long Island presented 20/20 for free . . . KPAS/El Paso presented Arlo Guthrie for \$1.00 . . . CITI/Winnipeg presented Harlequin for \$.92 . . . DC-101/Washington, DC presented 38-Special and The Blend for \$1.01 . . . WOUR/Utica presented Cindy Bullens for \$.96 . . . KQRS/Minneapolis presented Pat Benatar for \$1.92 . . . WRXL/Richmond presented Pat Metheny Group for \$3.50.

RADIO CONCERTS: Now on WBAB/Long Island . . . Molly Hatchet on WLAV-FM/Grand Rapids . . . Harry Chapin on WMMS/Cleveland . . . Rick Danko, Paul Butterfield on KBCO/Boulder . . . 38-Special on DC-101/Washington, DC . . . Aztec 2 Step on WPLR/New Haven . . . Cindy Bullens, Hall & Oates on WBCN/Boston . . . Motels on KQFM/Portland . . . Outlaws on WQBK/Albany . . . Iggy Pop on KSAN/San Francisco . . . Hall & Oates on WNEW-FM/New York . . . Steve Forbert on WIOQ/Philadelphia . . . The Now, Horslips, Rainbow, Sports on WLIR/Long Island . . . Sports on WYSP/Philadelphia . . . Hall & Oates on WMMS/Cleveland.

GUEST DJ'S: Horslips on WDHA/North Jersey . . . Kenny Loggins on KZEW/Dallas . . . Molly Hatchet on WHCN/Hartford.

CONVERSATIONS: Rainbow on WDHA/North Jersey . . . Hall & Oates on WLIR/Long Island . . . Rupert Holmes on LOVE-94/Miami . . . Rick Derringer on Y-95/Rockford . . . John Entwistle, Pete Townshend, Kenny Jones, Ed Asner, James Doohan on WMMS/Cleveland . . . Sinceros, FM on WJKL/Elgin . . . Doobie Bros. on KBCO/Boulder . . . Bob Welch on KSJO/San Jose . . . Molly Hatchet on DC-101/Washington, DC . . . Kansas on KRST/Albuquerque . . . Point Blank on WROQ/Charlotte . . . Frank Zappa, Bob Welch, Rick Derringer on WXRT/Chicago . . . Pat Benatar on WWW/Detroit . . . Ronnie Montrose, Rainbow on WAQX/Syracuse . . . Cindy Bullens on WOUR/Utica . . . George Duke, Bob James on WRVR/New York . . . Jefferson Starship on KFMH/Muscataine . . . Hall & Oates, John Entwistle on WBCN/Boston . . . Mistress on KZEW/Dallas . . . Martin Mull on WDIZ/Orlando . . . Foreigner, Journey, 38-Special on WBIR/Knoxville . . . Foreigner on WJAX/Jacksonville . . . Hall & Oates, Sinceros on M-105/Cleveland . . . Utopia, Rainbow, the Beat on WQBK/Albany . . . Pat Benatar on WZXR/Memphis . . . Delbert McClinton on KTCL/Fort Collins . . . Tom Petty on KFMH/Muscataine . . . Molly Hatchet, Outlaws on WMJQ/Rochester . . . George Duke on WRVR/New York . . . Kenny Loggins, Tom Johnston on KMOD/Tulsa . . . Steve Forbert, Karla Bonoff on KBPI/Denver . . . Journey on WXRT/Chicago . . . Kenny Loggins, Point Blank on KLPQ/Little Rock . . . Pat Benatar on KQRS/Minneapolis . . . Outlaws on WQBK/Albany . . . Jefferson Starship on WYDD/Pittsburgh . . . Tom Petty on WZXR/Memphis . . . Rainbow, Sports, The Now on WLIR/Long Island . . . Jefferson Starship on WMAD/Madison . . . Point Blank on WKQQ/Lexington . . . Point Blank on WILS/Lansing . . . Bob Welch on WMMS/Cleveland . . . City Boy on CITI/Winnipeg . . . Jefferson Starship on WLWQ/Columbus . . . XTC, Fabulous Poodles, Marc Jordan on CHEZ-FM/Ottawa . . . Robert Palmer, Shawn Phillips, Commander Cody on K-104/Phoenix . . . Eagles on KLOS/Los Angeles.

AFTER YOUR COUNTDOWN

PHOTO "99"

KXLO add KXX106 deb 30

DWB 22-21 Y103 add 38

SLQ 28-25 WSKZ deb 30

BEQ add KWEN on

WHYN on Y94 add

NOW 36-29 KJRB on

KCPX add

KGW add

KRKE-FM deb 25

WIGY add

WFBG add

14WK add

WHHY deb 28

KX104 on

CK101 add 40

KQWB-FM 37-34

KKXL 30-26

WRKR add

WSPT 16-9

KSLY on

KRLC on

JOURNEY "Too Late"

WIFI on

97 add 30

KWK 3-3

KUPD 3-3

KNOW add

KZ93 on

WFBG on

KILE on

KQWB-FM 27-22

EARTH, WIND & FIRE "Star"

FM100 add

WHBQ on

WLAC on

KJRB 21-18

WFBG on

FM99 add

KSLY 27-23

REX SMITH "Forever"

14Q on

WZZP on

WHHY deb 29

ON COLUMBIA RECORDS





TOP-40

John Leader

Station Break

Just a note to all R&R Top 40 reporting stations reminding you that we will need to receive your first music lists of the new year on Monday, January 7, or Tuesday, January 8. During the holidays, as in years past, R&R will not publish, since the majority of our reporting stations do not change their music lists Christmas and New Year's weeks. But, if you need us, we'll be here. The Radio & Records offices will be open during usual business hours, excluding the actual holidays.

All of us in the Top 40 section wish you happy holidays and we'll be expecting to hear from you again with new lists on January 7 & 8 for the first issue of 1980, dated January 11.

A CONVERSATION WITH JERRY CLIFTON

Goodbye To The Seventies

Sitting down to write my last column of the decade, I began to feel increasingly like the guy on death row trying to figure out what to order for my last meal. On one hand there is the self-imposed pressure to say something really meaningful, but on the other hand, is it really that important? I mean, sure, the seventies are coming to an end, but making a really big deal out of it only furthers the American tradition of worshipping the calendar.

Top 40 radio withstood the seventies pretty well, considering that AOR really blossomed (often at the expense of Top 40) from "free-form-freak radio" to true audience acceptance during the decade. So, are the eighties going to bring massive changes and eternal salvation for Top 40 radio? Probably not, although a lot of people are looking for just that to happen, and there are some that want to be the person bring about that one saving change.

In the search for a new kind of Top 40 radio there are those who, through their experience, feel a lot of today's programmers are forgetting something very important... the basics. One such person is Jerry Clifton.

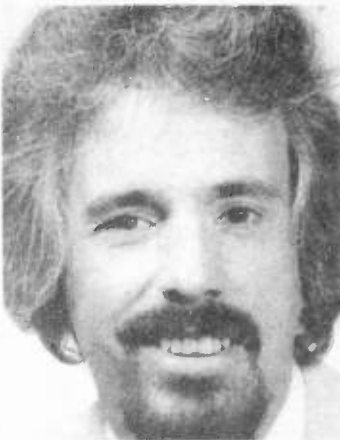
Jerry Clifton started in radio in the late sixties in Eastern Washington. He had his first PD's job in 1966 at KRKT/Albany, OR. Then a series of moves took him to KAFY/Bakersfield, KDES/Palm Springs, KBYR/Anchorage, KSEA/San Diego, WDRQ/Detroit, 99X/New York and then the National Programmer's job for Bartell (now Charter Communications). From there Jerry moved to Miami to program 96X, then a brief stop in Louisville at WLRS (his first AOR station) and finally WEFM/Chicago. For the past year Jerry has been operating his own company, New World Communications, a radio consulting firm. His company has twelve client stations and Jerry is both busy and happy.

Since it's been quite a while since we've heard from him, I thought the last R&R of the seventies would be a good time to tap into Jerry's creative and highly opinionated brain. Our starting point was the changing definition of Top 40...

"You know what I think? Basically, nothing has changed, but everybody wants it to. Everybody wants to come up with the ultimate new way to do radio. Everybody wants to be a hero."

R&R: I think a lot of people want to design a new format and have it sweep the country.

JC: Yes, exactly, and I don't think that there is basically such a thing. You can do alternative format radio that can take over a certain segment of the country. You could do a Disco format and that would get those people, or you could do AOR, and that gets the album 18-24 people, or you can do this or that, and you know, new wave is another thing someone is going to come up with — a real killer concept form probably — and have another alternative format. But when you're talking about Top 40, the way that it started, in my opinion, is the way that it is — you play the hits, and that's all you play — just the hits.



Jerry Clifton, President
New World Communications
Co., Inc.

"I don't know if a lot of programmers in the country are really getting close enough to people."

R&R: I think people are having trouble defining hits anymore. I think maybe they've narrowed their spectrum on what a hit is.

JC: Yes. I've been in radio for 16 years or something like that, and since I've started, the difference between what we were doing then and what we are doing now is that we've become more scientific; we've got more input on what the hits are or aren't. I think, in a lot of cases, that's what has confused a lot of people.

R&R: So more research may not necessarily be all that good?

JC: It is if you know how to deal with it, but you know, it's unfortunate that most of the people in radio who are doing research with their radio stations have never taken a

"Most of the people who are selling radio, or running the sales departments of radio, or whatever, don't really believe in their product."

research course — have never even read a book on basic research. All they're really doing is... one of their buddies in another market called up and said, "Hey, we're doing this kind of research," and they try to pick his brain for the information, and then they start doing it on their station.

R&R: Well, they might get the how to's, but not the why's.

JC: Yes. So what it comes down to is a lot of confusion. But, I think that research is basically good if you know how to deal with it, but you have to understand the original concept of what we're doing; we're just trying to play the music that the largest amount of people in any market would enjoy listening to.

R&R: What about markets where there's pretty widespread fragmentation — where there are a lot of specialized formats where there are stations tailoring themselves for a very small section of demographics saying, "Well, if I can be No. 1, 25-49 women, that's fine, and I'll play nothing but those kind of records." And then you've got another guy who plays nothing but the hard rock records for the men 18-24, and so on. Do you think a mass appeal radio station can still compete in that arena?

JC: Yes, I think that that's the most positive of markets to have a mass appeal type radio station.

R&R: Why?

JC: Because you come off of every station. If you can make yourself the center... and everything that happens within that market is, in everybody's mind, a spinoff of you, then you control all the listening. Otherwise, if everybody's car radio has five buttons on it — if every car radio in town has your station and four other stations — but all the radios have your station on it, you win the ratings book.

R&R: Well, you have the potential to win.

JC: You definitely will win. You know, people just don't sit there and listen to the radio, so if you're the station that everybody keeps coming back to whenever they hear a song on say, KLOS, that they don't like, they come back and check you as the first station they check before they go around to the rest of the dial, then you, basically, win the ratings book. And that's what Top 40 radio was basically designed to do. It wasn't designed for somebody to sit there and listen to for four hours straight. It was designed for the kind of listener who turns on the radio for a few minutes and wants to hear a few of his favorite songs, which is the basic listener in every market in the country.

R&R: Yes, I don't think that people have changed that habit at all.

JC: No, they haven't. If you just watch people, which I spend a lot of time doing... and I don't know if a lot of programmers in the country are really getting close enough to people... if you just watch how they listen... first of all, most people don't know which stations they listen to. They don't care. It's like taking yourself and thinking about, say, shampoo; you use it but you really don't know anything about it. You don't really

"It's unfortunate that most of the people in radio who are doing research with their radio stations have never taken a research course — have never even read a book on basic research."

care. Somebody turns you on to a shampoo that you think might be okay, so you use it for awhile until somebody turns you on to something else that you might like a little better. You like one because it smells better than the other, or something like that. The only time you think about it is once a month when you have to go to the store and buy a new bottle of shampoo. And that's kind of the way radio is. People use it, but they don't really think about it. People in radio think it's the most important thing in the world, and the people who listen to it don't consider it to be important at all. So, when you look at it from that standpoint, most of the people in radio are programming radio stations for an audience that doesn't exist.

R&R: Can you amplify on that a little bit?

JC: If you're sitting around as a Program Director, say, and you're thinking that people listen to the radio for long periods of time, and really get into it and think about it, and have a favorite radio station, and know the names of the disc jockeys and on and on... if that's the way you perceive your audience, then you will naturally try to program, or invent a sound that will appeal to those people. There are a few of those people, but not very many.

R&R: So, what you're saying is, if you're programming for those people, you're definitely going after a minority.

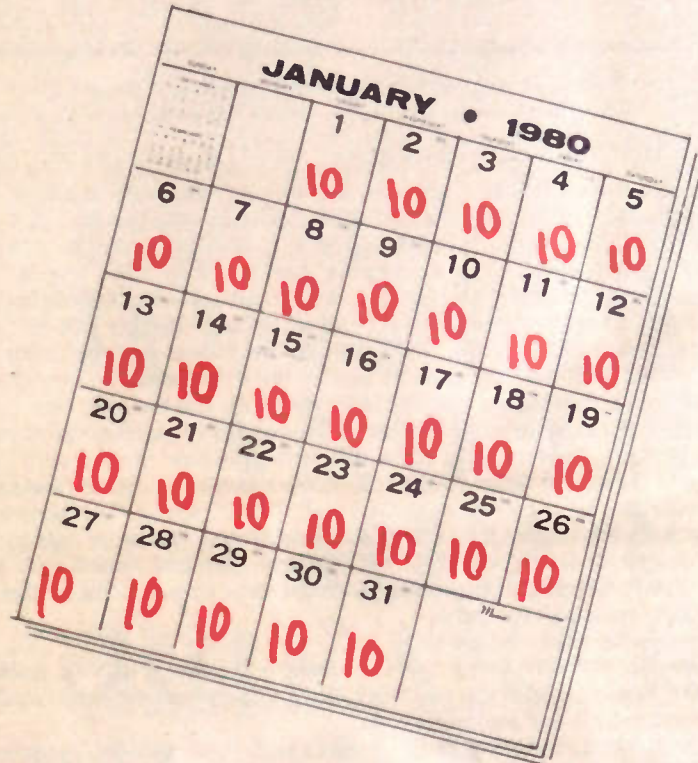
JC: Right. So, on the other hand, if you are honest with yourself, you say the average person listens to the radio a couple of times a week for a half hour, which is what they do. If you were to call them on the phone and ask them what station they were listening to right now if they had the radio on, they would have to go over to their radio and look at the dial to tell you what station it was. Then they would come back and say, "It's somewhere around 94 and it's on FM." So, that's about all they know; they don't even remember the call letters. You ask them what their favorite songs are and they can tell you maybe one or two. You ask them a couple of artists and they'll tell you the biggest, Donna Summer and Fleetwood Mac, but they certainly are not going to tell you anything deep because they don't know anything deep. So if you conceive of radio in that frame of mind, then you're dealing with the audience that's really out there.

R&R: Well, how do you go after those people?

JC: Basically, the way I do it is to find the music that they all will accept; I can't say that it's music that they all love; I can only say that it's music that they will accept.

Continued on Page 24

Start the new year hot...



Run 10 red-hot messages every day in January.

Thanks to the stations and networks already running Dick and Bert's great new RAB campaign "Radio-It's Red Hot" which uses Radio to sell Radio as a primary advertising medium. Now, let's increase the momentum in January . . . run 10 announcements every day until we reach and influence every advertiser and agency in America. Or run as many as you can.

The announcements are cleared until October 20. Schedule them as frequently as possible in coming months to make 1980 a red-hot year for Radio. Stations report these commercials are drawing direct leads and business as well as generating positive advertiser-agency comment. They sell Radio as a must-buy primary medium for every advertiser.

TAPE AVAILABLE FREE IF YOU DON'T HAVE IT

If you're an RAB member, you got the tape in October; non-members are receiving their tape now. RAB has sent this sell-Radio announcement to every station so that "Radio-It's Red Hot" is truly an industry-wide campaign that demonstrates to advertisers the power and unity of Radio.

In case you've misplaced your Dick and Bert tape, fill in below and return to RAB . . . we'll send you a replacement tape by return mail.

NAME _____ STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Return to RADIO ADVERTISING BUREAU, 485 Lexington Ave., N.Y. N.Y. 10017

A CONVERSATION WITH JERRY CLIFTON

Continued from Page 22

R&R: Let's stop right there. There are some very basic techniques for determining that. What are we looking at? Are we looking at sales, requests, call-out research, combination of all the above?

JC: All of those. You know, if you were to sit down and make three lists of songs, if you were to take songs that teenagers like, and if you were to take songs that are hip, maybe 18-24 type songs, and then you were to take adult songs, you know 25+ songs... then make three separate lists of songs so that you will get some of the same songs on each of the lists. You make those three lists, and then you look back down the three lists and you put a check mark beside any song that appears on all three lists. When you play all of those songs, you're definitely playing mass appeal music. You then can day-part songs that appear on only one of those lists according to if you're going after that particular audience in that particular daypart.

"The disc jockey is the most important person in the radio station at any one given time."

R&R: So you find the music that the people will accept, and the key word is "accept" as opposed to "love," because we've already established that people don't really love a whole lot of music.

JC: When you go after the music lover, then you're doing an alternative format. So, you find songs people will accept and you play them on the radio, realizing that people don't listen that often, so you don't have to be too concerned about records that are burned. You wouldn't overplay something that's a novelty, or something like that, though. You're not as concerned with burn as you are with familiarity, and so, what happens is basically the people tuning around the dial, listening like normal listeners, are hitting on this station and then that one, and then the next one, and so on. They're looking for a station that's playing a song that they like. If they hit you and you're always playing a song that they like, they listen to you for a song or two, or three. Then maybe they check the dial again, or usually, in most cases, they turn the radio off, and the next time they turn the radio on, they do the same thing. If they turn it on and you're playing something they like, they'll leave it there, but in a lot of cases, they will even tune the dial then just to make sure there isn't something better. If it's an in-home receiver... at the moment they turn it on they check the dial to see who's playing their favorite song at that particular point in time. If you're playing it, then they will go about doing their chores, or reading their book, or cooking dinner, or taking a shower, or whatever they had turned their radio on to accompany them to. Because people don't turn the radio on just to listen, they're always doing something along with the radio.

R&R: Yes, radio is not used like TV.

JC: Right. So, they will turn it on in the home and leave it on your station because at the moment they turned it on, you were playing their favorite song of all the songs available on the radio at that particular time.

On the other hand, in the car radio, it works both ways, you see, because in the car radio, now, you've got your button pusher. Every time a disc jockey opens his mouth, every time a commercial comes on, every time anything but music comes on, anytime that a record changes, whatever, the average person punches, so if at more times than not, you're playing the most positive of records on the radio, you'll end up controlling their listening in the car too.

R&R: Okay, now you brought up a good point about jocks. There is very little stations can do about commercials other than limit them to a feasible amount of air time, and that really depends on the marketplace. Some stations can get away with 14, some can only get away with 12, others 10, others as low as 8.

JC: My philosophy is that you play fewer commercials and charge more for them. One of my pet peeves in radio at this point in time, and has been for some time, is that most of the people who are selling radio, or running the sales departments of radio, or whatever, don't really believe in their product, or at least don't seem to, because they don't price it high enough. You at R&R know that your product is worth a certain amount, so you charge that amount. You don't care what anyone else is charging. You think your product is worth a certain amount, you believe in your product, you think you've got the hottest thing going, so you charge that for it. Most radio stations don't do that. They look around and they say, "Oh, let's see here, KMPC is only charging so much, and KFI is 50,000 watts, and they can charge this amount, and we've got to charge somewhere within that vicinity.

R&R: And you don't agree with that philosophy?

JC: I don't agree with that. No. I think that first of all, a person who is in business has to say to himself okay, I'm in business because I can provide a service that's better than anybody else. I'm a class act. I believe in myself.

"So, if a program director spends more than three hours a day in the radio station he isn't sane as far as I'm concerned."

R&R: That's the whole reason for going into business in the first place.

JC: Right. So you say that to yourself. You believe it and you go for it. So, you charge the amount that you feel would work out best for you. You have to be somewhat competitive. But say you're a new station, and say the station that's in the lead in that format charges \$100 for a 30-second commercial. Start out even with them. And you have all kinds of other advantages to offer. People will say "why should I pay that for you when you don't have any ratings?" Well, first of all, if you're a good salesman, you can show them that everybody is listening to you already. Secondly, you're playing less of these units, so their message stands out from the others. As you look around the country, the few really leading-type radio stations in the country are leaders because they believe in their product. They charge enough for it so that they can continue to be a leader and continue to sock enough money back into it to make it fun and interesting and listenable, and have good talent, good promotions, and latest new equipment, and all those important things.

R&R: Let's get back to talent. You briefly touched on the way that most people listen to radio, especially in cars. When the jock comes on, when a spot comes on, they start looking around. Do you think the jock can really save or hurt a station by what he does?

JC: It's funny, people say these things about disc jockeys, like they're pieces of meat, or when one burns out, I can just throw another one on there. And in some ways, I suppose you can say that some of that is true, but it isn't totally true. The disc jockey is the most important person in the radio station at any one given time. And his job isn't just to talk, and I think that's where a lot of jocks go wrong. His job is to mix the music; his job is to find ways to make people's curiosity come forth so that they won't tune out. And he has to be in touch with how people really listen to the radio. He's got to be really quick when he comes out of a music sweep if he wants to keep his listener through two commercials. He's really got to be on his toes because he's got to know that the minute he opens his mouth, people are going for the button. So if he can somehow find a way to keep them from going for that button, or to stop them in mid-air, or to make them think, okay, he's only going to play commercials for a minute and 30 seconds here, and subconsciously the person comes back after that minute and 30 seconds, then he's fooled them. I think that programmers around the country get all hung up on programming so that they don't give jocks enough credit for what their job really is. They are the talent and anybody who can make a person sit through two commercials to find out what he was talking about, or what is next, or anybody who can tease curiosity to that point is really a genius and deserves all the praise that the industry has to give him.

R&R: Do you think that it's kind of a dying art?

JC: I think it's only a dying art because of the way the jocks are being perceived by the people programming radio. My whole career as a programmer has always been the same. You've got several elements that go into making up a radio station, from disc jockeys to music to news to public affairs — whatever it is — contests, etc. There is only one way to look at all of those things, and that is each one of them has to be the best that it can possibly be. So, you've got a disc jockey. He's got to be the best he can possibly be. News Department, the same thing. Everybody, everything has to be exactly the best it could possibly be. Even the talk show that runs Sunday morning from 4:30am until 6:00am that nobody hears — you've still got to be the best you can possibly be. If it is, how could you lose?

R&R: It's an easy thing to say, but I think some programmers have really lost sight of what is good and what isn't good in trying to come up with this all-encompassing new format that is going to sweep the country.

JC: I found out, as you go through the Program Director syndrome, or whatever you want to call it, you can take a look at yourself and you can see what worked and what didn't work, and I think I have a handle on why I got to be a national Program Director, and why I got to program a station in New York, and so on and so forth. I think I can look at it very objectively at this point, and there is only one reason, and it is because I pulled great numbers. That's all. Period. I remember a case when I was working in Bakersfield and Buzz Bennett was at KGB. KGB was a Drake station, but Buzzy was doing

"If you start doing something good on the radio these days — really good — it's an instant overnight success, because the people are starving for something that sounds good."

a weird thing with it, and all of my jocks went down to San Diego one weekend to listen to KGB to hear this great new thing in radio and they all thought it was terrible. They all came back saying, "Hey baby, why would anybody want to do that?" That's really light. All the jocks do is give stuff away, and that kind of stuff. Two months later, the ratings came out and KGB went through the sky. Those same guys were coming to me and saying, "God, it's the greatest thing in the world; we ought to be doing it." So, my point is that in trying to impress your fellow radio person with the sound of your radio station... nobody is going to like it anyway; nobody is going to like it because it isn't theirs.

So, the point is, in this industry, if you want to get to the top, what you do is hold your numbers, period.

R&R: And the secret is, there is no secret.

JC: The secret is, there is no secret. Right. It's exactly like any other business. You go in, you look at the situation, you weigh it, you see what's around you, you find out where the customers are, and then you figure out how to get them to shop in your store. It's simple. It's basic business.

R&R: Then you open the doors, and in they come.

JC: In they come. If you've got the best store in town, they're going to come in your store. They'll be there. It doesn't take any time, even. And the funny thing that we've been finding out since we started consulting a lot of stations at the same time, is that if you put something on the radio these days that sounds good, the speed with which you're able to take a station from nowhere to the top of the charts has been accelerated tenfold. As an example, the K-104 (KIOY/Fresno) situation, where we went there from a 2.6 to a 12.6 in one book, and hung on to it. And the key was very simple — people are starved for something good on the radio. So when you do it, it's like Magic-102 in Houston; it's a different approach to the same thing. Jim Maddox found another mass of people that seems to be nearly as large as the visible mass. So, he went after it, and in one book, he got them. He went from nowhere to an 8.1. I think it was, in his first book. Unbelievable but true, and he held on to it too. The point is, if you start doing something good on the radio these days — really good — it's an instant overnight success, because the people are starving for something that sounds good.

R&R: Where do you think everybody went wrong? Can you pin that down to any specific point, or do you think that everybody just kind of forgot about the basics?

JC: Ego. I think that everybody has wanted to be the next Bill Drake. Everybody has wanted to be a Pied Piper. To be a great radio person, here's what it takes. It takes a desire, first of all; then it takes education. Since there is no available education for radio per se — you know, there is no programming school or a college you can go to to really get really good education in radio — the education only comes from experience, and from asking questions of as many people as you can find to ask questions of, who seem to know something about what they're doing, and then weighing it all in your own head, and eventually, if you stay at it long enough, you come up with the answer. And everyday, you get a little better at it as long as you keep looking for a little more education.

Continued on Page 26

Two's Company, Please The Crowd



RUFUS & CHAKA

"Do You Love What You Feel"

WABC add 14
 WXLO add
 WIFI add
 WCAO 21-18
 Z93 on
 Y100 deb 26
 WGCL 30-23
 KEARTH add
 KRLA on
 WBLI add

PRO-FM deb 25
 JB105 on
 WHYN add
 WKEE on
 WTIX deb 39
 WNOE 23-19
 BJ105 29-26
 WSGA 33-29
 WBBQ on
 WKIX deb 24
 WRVQ deb 21
 WVIC add
 WSEZ on
 FM99 9-8
 WKXY add
 KSLY on



Produced by Quincy Jones
 for Quincy Jones Productions, Inc.
 on MCA RECORDS

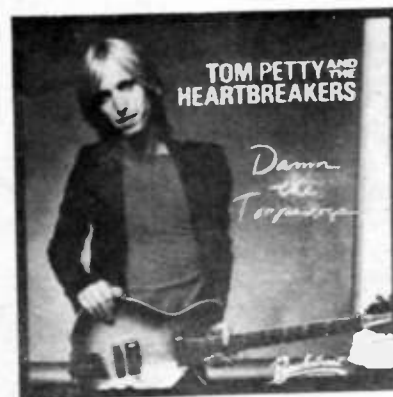


TOM PETTY AND THE HEARTBREAKERS

"Don't Do Me Like That"

Radio & Records
NATIONAL AIRPLAY/30

23 22 14 10 TOM PETTY/Don't Do Me Like That (Backstreet/MCA)



Produced by Jimmy Iovine and Tom Petty
 on *Backstreet* Records
MCA RECORDS

A CONVERSATION WITH JERRY CLIFTON

Continued from Page 24

R&R: And obviously, the people you want to talk to and evaluate what they're saying are the people who are successful.

JC: Oh, that, and more. Education in radio . . . I suppose it comes in steps, and eventually when you come to a fairly high level of success, then you're dealing with trying to find out the new concepts, or trying to educate yourself even more by dealing with your audience more than you're dealing with other radio people, particularly at this time. Sure, anybody that's in the business has got to keep his eyes on what everybody else is doing, here, there and everywhere — this guy's going to come up with something good, and that guy's going to come up with something good, so if you can keep a handle on all of that, then you keep growing along with everybody else. But in reality, your real growth has to come from being out there, immersed in your audience.

R&R: I've written about this a couple of times and I believe it to be one of the major problems for anybody programming a radio station — that they spend so much of their time in the radio station doing the day-to-day things like format clocks and one-liner cards . . .

JC: Yes, that comes from the basic makeup of your average person that gets into radio, who, in reality, is a shy, withdrawn person, and is looking for a way to express himself, so that he doesn't have to expose himself to ridicule. So he does it in a room behind a closed door where the people can hear him, but he doesn't have to hear them back. I mean that's really the basic trait of all of us who are in the industry. So, if a program director spends more than three hours a day in the radio station he isn't sane as far as I'm concerned; he's wasting his time . . . he's got to be in the station for certain periods of time, but the rest of the time, he should be out within the community. He should be living with his audience. He should be at every concert; when discos were hot, he should have been hanging out at the discos regularly. He should be wherever the people are, because they're the ones who can tell him what to do with his radio station.

R&R: And they will tell you if you ask them.

JC: You don't even have to ask them. Just sitting around eavesdropping on conversations is a good a form of research as any. It's like a new form of research on the market, which is a very good form of research, and we use it. It's focus group research. What you do is you get a bunch of people together and you lead them in conversation.

R&R: You steer it in your direction . . .

JC: Yes, or in any direction you happen to feel you want it to go in. And you don't necessarily make it all about music, or radio, or anything. If fact, if you do it correctly, you don't let people know ever what it is you're really trying to get from them. That form of research, in reality, is going on at Denny's Restaurants and McDonald's, and at bars and hangouts citywide every evening, at least six nights a week. If you go and stand at a bar in a basic where-average-people-go kind of club, and just eavesdrop on people's conversations, you are experiencing focus group research. The only thing you don't have is the ability to say, well, now let's talk about music. But that's not the most important thing. If you know everything else, you can figure out what the music is. If you know the attitude of your market and what motivates them, and all that other kind of stuff, the rest comes pretty easily. You do your own kinds of research, whatever they may be: call-out, record store, you know, the whole thing — and you put together your playlist from that. But everything else that's important is based on where people heads are at, and what the radio station might want to get behind or what kind of promotion you might want to do, or what kind of jock you should have, or what the attitude of the community is. All of those things are so important. That's the way your disc jockey finds out how to keep the people listening to him instead of somebody else, and as the Program Director, you're the only guy who can lead your disc jockeys in the correct direction. You're like the coach of the football team, and there may be 25,000 different ways to run a football team, but since you're the coach, you've got to run it your way, and it's got to be consistent; the plays have to be the ones that you know how to operate, and that's the only way it works. It's like, when you get six jocks and a PD sitting in a room at a jock meeting, they'll all have a different idea, but they've all got to understand that only one of those ideas can be used. Only one concept will work, and if the radio station is all motivated in the same direction, it's got a chance of winning. But the basics are still the same. They haven't changed and they don't need changing. They still work.

Agree or disagree with him, but Jerry Clifton isn't pulling any punches. Together with his partner, Eric Rhoads, he formed New World Communications as a radio consultation firm. After more than a year operating outside the static walls of a single radio station, Jerry's perspective may be a bit different, but then the more you sample the views of others the clearer your own views can become.

Thanks to Jerry for his candid thoughts. And now, we can all proceed into 1980 secure in the knowledge that the future starts every day.

Brad Messer

Continued from Page 16

First Presidential Election

MONDAY, JAN. 7: The United States held its first Presidential election 190 years ago (1789). The fine print about that is, the Presidential electors didn't actually vote until 2-4-89 and their ballots weren't officially counted until 4-6-89, when it was announced the Prez would be George Washington. He was inaugurated April 30th 1789, with John Adams VP.

Seventy-five years ago today the major-city conflagration that did not become famous like the Chicago Fire destroyed 2600 buildings and did an estimated \$125 million damage in the business section of Baltimore, MD (1904). After that, there was no longer a business section in Baltimore because it had been entirely destroyed.

Kenny Loggins becomes 31.

The King Is Dead: Long Live The King!

TUESDAY, JAN. 8: People don't think of the 1815 Battle of New Orleans or other historical stuff on this day. It is the birthdate of Elvis Aron Presley, born in Tupelo, MS at 12:20pm 34 years ago in 1935. "I've outsold the Beatles and the Stones . . . all of 'em put together!"

David Bowie is 32, actress Yvette Mimieux 38, promoter Bill Graham hits 48, Jerome John "Jerry" Garcia of the Grateful Dead is 36, comedian Soupy Sales turns 53.

The Almost-King

WEDNESDAY, JAN. 9: Former 37th U.S. President Richard Nixon is (6) today and I'm not going say one negative thing about him because there comes the time to put away grudges and vituperation and just let bygones be bygones even for power-mad lying shifty-eyed creeps. Perhaps I should point out that the opinions and occasional excesses in this column do not necessarily reflect the opinions of the publisher of this newspaper, who just lets me say wild stuff in the name of freedom of the press or something.

The first balloon flight in the U.S. got off on this date in 1793.

If you've heard about "McCarthyism" but don't know exactly what it means, here's an example of his ignore-the-truth streamroller tactics. On this date in 1950, making a speech in West Virginia, the Senator dramatically announced "I have here in my hand [the names of] 205 men that were known to the Secretary of State as being members of the Communist Party and who nevertheless are still working and shaping the policy of the State Department!" Years later Joseph McCarthy admitted he had been waving around an old laundry list and had made up the whole accusation, which you can imagine gave some hard moments in the State Department right after that speech!

On January 9, 1805, the state of Ohio passed the so-called "Black Laws," prohibiting many actions including court testimony by blacks.

The Moon As A Reflector

THURSDAY, JAN. 10: The year was 1946. The Second World War was just ended, the fastest airplane in the world could go coast-to-coast averaging 584mph, inmates plotted on Alcatraz Island . . . and exactly 33 years ago Earth technology advanced a step as the first radar beam was aimed at the moon and successfully bounced back.

Oil was discovered in Texas in 1901, but they're apparently beginning to run out. One state official confirms Texas oil production has declined for the past seven years.

Rod Stewart is 34. Jim Croce would have been 30.

Cigs-Cause-Cancer Report

FRIDAY, JAN. 11: Fifteen years ago today the U.S. Surgeon General caused an epidemic of headaches at the tobacco companies by officially reporting cigarette smoking a "definite health hazard." As you know, the U.S. still spends tax money to subsidize tobacco interests.

Note: My thanks to John Alan Weitz of K-102/EI Paso for sending a calendar of birthdays of country musicians. However, it does not include the year of birth, and I'm still searching for a reliable source of birthdays including the people's ages. Anyone, anywhere?



Thanks.

American Broadcasting Company
Columbia Broadcasting System
National Broadcasting Company
Metromedia Corporation
RKO General Blair Radio
Century Broadcasting Corporation
And all our other friends across the country.

Best wishes for increased ratings and sales during the coming year. Stay tuned for a major announcement about our accelerated expansion into the top 15 markets in 1980.

WALLACE & WASHBURN INC.
118 Newbury Street, Boston, MA 02116 617-262-5978

Bring In The Eighties With Two Great Ladies:



BONNIE RAITT “You’re Gonna Get What’s Coming”

WIFI on
94Q on
KRBE on
KBEQ 30-30
KUPD on
WTIC-FM 12-11
WICC on
WPST deb 31
PRO-FM on
14Q 18-17
WKEE on

KEEL deb 34
KXX106 on
WBBQ 30-28
WSKZ on
WRJZ 33-30
WNOX 26-23
WVIC deb 38
KLEO 29-27
KZ93 on
WMEE on
KCPX on

KRKE-FM add
WIGY 2-1
WFBG 40-37
WANS-FM 29-26
WRKR deb 39
WSPT 24-22
KENI 35-21
KFXD on
KRLC 16-13

Produced by Peter Asher



NICOLETTE LARSON

“Let Me Go, Love”

KIMN
KOPA
KNOW
Y103

WRJZ
WAYS
KRUX
WEEO

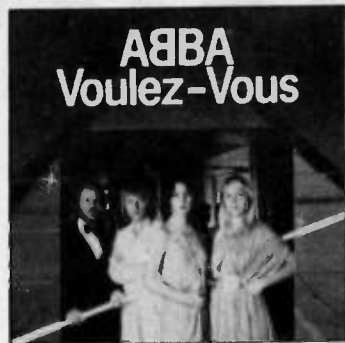
14WK
WHHY
FM99



ON WARNER BROS RECORDS

Produced by Ted Templeman

The world-wide ABBA classic,
"CHIQUITITA,"³⁶²⁹
 is turning into a classic in the U.S.



SD 16000



SD 16009

"Chiquitita" is available on both lp's.



Produced by Benny Andersson & Björn Ulvaeus.

WFIL on
 WCAO add
 WRKO on
 WKBW on
 CKLW 13
 WGCL 23-21
 WZUU add
 KILT on
 KRLA 15-14
 KFI add

KIMN on
 KOPA on
 WKBO deb 30
 JB105
 WHYN 32-29
 14Q deb 25
 WKEE 33-29
 WFBR
 WBEN-FM
 WOLF

WICC
 KELP add 36
 KINT on
 WJDX
 WTIK 40-33
 WNOE 27-25
 KEEL 32
 BJ105 on
 WBBQ 29-26
 WVIC 31-21

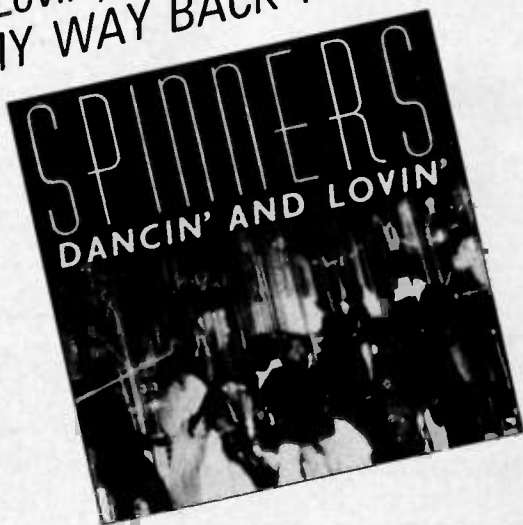
KIOA on
 KWEN 34-32
 WZZP on
 WOHO 23-18
 KSTT
 KSTP
 KCPX on
 KRUX 40-34
 KORL
 WBJW

WLOF
 WTSN on
 WHEB 18-16
 K104 1-2
 WFBG 23
 WXIL 24-22
 13FEA
 14WK
 WSEZ 27-25
 WFLB

WBT
 96X
 WIKS
 FM97
 KQDI 27-24

© 1979 Atlantic Recording Corp. A Warner Communications Co.

The SPINNERS are working their way back to you
 with a smash single from their latest lp,
 "Dancin' and Lovin',"^{SD 19256}
 "WORKING MY WAY BACK TO YOU"³⁶³⁷



On Atlantic Records. 
 Produced, arranged and conducted by Michael Zager for Love/Zager Productions, Inc.
 Executive Producer, Jerry Love. "A Product of Love."

It's working on:

WABC on
 WXLO deb 27
 WFIL add
 96KX 26-22
 WPEZ add
 WCAO add
 WKBW 26-19
 Q105 add

KEARTH add
 KRLA add
 KFI add
 KOPA add
 WBLI deb 30
 WTIC-FM add 31
 PRO-FM add
 JB105 add 33

WKEE on
 KLIF add
 KTSA add
 WTIK deb 38
 WNOE on
 KEEL add
 KXX106 29-25
 WSGN add

95SGF on
 WBBQ on
 FM100 add
 WHBQ deb 26
 92Q add
 WNOX add
 WKIX on
 WAYS on

WRVQ add
 WVIC add
 KWEN add
 KRAV add
 KCPX deb 30
 KRUX add 39
 K104 deb 38
 WFBG 36-34

14WK 39-33
 WXIL 30-23
 WCIR
 WAAY deb 28
 WHHY on
 WERC on
 KX104 deb 29
 WFOX deb 29

WSGA 32-30
 WTMA add
 WANS-FM add
 WCGQ
 WFLB

“Voices” Get Louder. . .
“Longer” Gets Stronger. . .

CHEAP TRICK

“Voices”



If you've heard the “Voices” in your ear,
 you know why its a . . .

THE BACK PAGE

BREAKERS®

CHEAP TRICK
Voices (Epic)

67% of our reporters on it. Moves: Up 62, Same 24, Down 1, Adds 19, including KWK, KAUM, KEEL, KXX106, BJ105, WRJZ, WAYS, KWEN, KLEO, WHOT, KFXM, KJRB, KENO, G100, KBOZ, KOOK.

On  Records

DAN FOGELBERG

“Longer”



The list of believers gets “Longer”
 and “Longer” and “Longer”

NEW & ACTIVE

DAN FOGELBERG “Longer” (Full Moon/Epic) 87/48
 Moves: Up 29, Same 12, Down 0, Adds 46, including WCAO, Q102, B100, KIMN, WICC, WKBO, WNOE, 95SGF, KOFM, KERN, KGW.



On Full Moon/Epic Records

BOWIE COVERS BOWIE!

“JOHN I’M ONLY DANCING (AGAIN)”

The New Singles:

12 Inch Single. "John I'm Only Dancing (Again)" (6:59). A previously unreleased version from the 1975 "Young Americans" sessions b/w "Golden Years." Produced by David Bowie and Tony Visconti PD-11886

7 Inch New Wave Version. "John I'm Only Dancing 1972" (2:43). A remix from the "Ziggy Stardust" sessions b/w "Joe The Lion." Produced by David Bowie PB-11887

Attention P.D.'s! Now Available “1980 ALL CLEAR”

*An AOR sampler album
with ten tracks of Bowie brilliance.
Limited Edition –
Not Commercially Available.*



RCA



BOWIE BOWIE DAVID DAVID

“Daydream Believer”

The New Smash Hit Single By

ANNE MURRAY

Immediate Action:

96KX add 29
WRKO add
CKLW add
KEARTH add
KRLA add
KFI on
PRO-FM add
WHYN add
14Q add
KLIF on
KNOW on
WTIX add

WNOE add
KEEL add 37
Y103 add
BJ105 on
WBBQ add
WHBQ add
92Q add
WRJZ add
WGH add
WVIC add

WISM add
KJRB add
KCPX add
WLBZ add
WIGY add
WTSN add
WHEB add 32
WFBG add
14WK add
WAAY add

WHHY add
WERC add
WFOX add
WSEZ deb 37
WTMA add
WANS-FM on
KAAY add 23
KFXD 30-25
KRLC add
WFLB add

WTAC add
KYYX add
KING add
KEIN add
WROR-FM add
KREM add
WLAC add
WGLF add
WORD add
WCGQ add
KOBO add
KJOY add
WHB add



“Daydream Believer” from the album I’LL ALWAYS LOVE YOU. 4813 SOO-12012



Produced by Jim Ed Norman.
© 1970 CAPITOL RECORDS, INC.

PARALLELS.

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

158 REPORTS

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	65%	National Summary
E	33%		Up 51
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 25

EXAMPLE

100/25 — 100 R&R reporting stations on it this week. 25 of those 100 added it this week.

65% — Percentage of this week's reporting stations playing it.

Regional Reach — Percentage of this week's reporting stations playing the song within the four tracking regions.

National Summary
Up 51 — Number of stations moving it UP on their charts.
Same 24 — Number of stations holding it STATIONARY on their charts (on to on, add to on, 31-31, etc.).
Down 0 — Number of stations moving it DOWN on their charts.
Adds 25 — Again, number of stations ADDING it this week.

(Caption & Tennille continued)

WFLA 11-35	WABC 10-34	WTVT 11-35	WFTS 11-35	WTOG 11-35	WTVT 11-35
WTVT 11-35	WTVT 11-35	WTVT 11-35	WTVT 11-35	WTVT 11-35	WTVT 11-35

DIRT BAND
An American Dream (UA)
LP: An American Dream

Regional Reach	79/27	50%	National Summary
E	33%		Up 16
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 25

BLACKFOOT
Train, Train (Atco)
LP: Strikes

Regional Reach	54/3	34%	National Summary
E	33%		Up 17
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 25

CHEAP TRICK
Voices (Epic)
LP: Dream Police

Regional Reach	106/19	67%	National Summary
E	33%		Up 62
M	21%		Same 24
S	58%		Down 1
W	19%		Adds 19

DR. HOOK
Better Look... (Capitol)
LP: Sometimes You Win

Regional Reach	112/1	71%	National Summary
E	33%		Up 50
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 1

CAPTAIN & TENNISLE
Do That To... (Casablanca)
LP: Make Your Move

Regional Reach	140/0	83%	National Summary
E	33%		Up 116
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 0

TERI DESARIO
Yes, I'm Ready (Casablanca)
LP: Moonlight Madness

Regional Reach	129/11	82%	National Summary
E	33%		Up 11
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 11

EAGLES
The Long Run (Asylum)
LP: The Long Run

Regional Reach	154/0	87%	National Summary
E	33%		Up 141
M	21%		Same 24
S	58%		Down 0
W	19%		Adds 0

ELDO
Last Train To London (Jet)
LP: Discovery

Regional Reach	68/13	37%	National Summary
E	33%		Up 13
M	21%		Same 13
S	58%		Down 0
W	19%		Adds 13

ELDO
Last Train To London (Jet)
LP: Discovery

Regional Reach	68/13	37%	National Summary
E	33%		Up 13
M	21%		Same 13
S	58%		Down 0
W	19%		Adds 13

FLEETWOOD MAC
Sars (WB)
LP: Tusk

Regional Reach	148/8	84%	National Summary
E	33%		Up 134
M	21%		Same 9
S	58%		Down 0
W	19%		Adds 9

DAN FOGELBERG
Larger (Full Moon/Epic)
LP: Phoenix

Regional Reach	87/46	55%	National Summary
E	33%		Up 25
M	21%		Same 12
S	58%		Down 0
W	19%		Adds 46

FOGHAT
Third Time... (Bearsville/WB)
LP: Boogie Motel

Regional Reach	135/4	86%	National Summary
E	33%		Up 118
M	21%		Same 13
S	58%		Down 0
W	19%		Adds 4

FLEETWOOD MAC
Sars (WB)
LP: Tusk

Regional Reach	148/8	84%	National Summary
E	33%		Up 134
M	21%		Same 9
S	58%		Down 0
W	19%		Adds 9

STEVE FORBERT
Romeo's Tune (Nemperor)
LP: Jackrabbit Blim

Regional Reach	133/24	84%	National Summary
E	33%		Up 26
M	21%		Same 26
S	58%		Down 0
W	19%		Adds 26

FOREIGNER
Head Games (Atlantic)
LP: Head Games

Regional Reach	128/1	81%	National Summary
E	33%		Up 105
M	21%		Same 13
S	58%		Down 1
W	19%		Adds 1

STEVE FORBERT
Romeo's Tune (Nemperor)
LP: Jackrabbit Blim

Regional Reach	133/24	84%	National Summary
E	33%		Up 26
M	21%		Same 26
S	58%		Down 0
W	19%		Adds 26

H

HALL & OATES
Wall For Me (RCA)
 LP: K Static

Regional: 84/11 88%
 National: 88%
 Summary: 88%

Regional: 84/11 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10
 WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

ISAAC HAYES
Don't Let Go (Polydor)

Regional: 73/11 46%
 National: 46%
 Summary: 46%

Regional: 73/11 46%
 National: 46%
 Summary: 46%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

MICHAEL JACKSON
Rock With You (Epic)
 LP: On The Wall

Regional: 137/2 87%
 National: 87%
 Summary: 87%

Regional: 137/2 87%
 National: 87%
 Summary: 87%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

(Michael Jackson continued)

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

JEFFERSON STARSHIP
Jane (RCA/Grunt)
 LP: Freedom At Point Zero

Regional: 141/8 88%
 National: 88%
 Summary: 88%

Regional: 141/8 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

TOM JOHNSTON
Savannah Nights (WB)
 LP: Everything You've Heard Is True

Regional: 100/7 83%
 National: 83%
 Summary: 83%

Regional: 100/7 83%
 National: 83%
 Summary: 83%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

K

KOOL & THE GANG
Ladies Night (De-Lite)
 LP: Ladies Night

Regional: 107/1 88%
 National: 88%
 Summary: 88%

Regional: 107/1 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

L

LITTLE RIVER BAND
Cool Change (Capitol)
 LP: First Under The Wire

Regional: 138/0 88%
 National: 88%
 Summary: 88%

Regional: 138/0 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

KENNY LOGGINS
This Is It (Columbia)
 LP: Keep The Fire

Regional: 141/3 88%
 National: 88%
 Summary: 88%

Regional: 141/3 88%
 National: 88%
 Summary: 88%

(Kenny Loggins continued)

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P

ALAN PARSONS PROJECT
Damned If I Do (Arista)
 LP: Eve

Regional: 84/1 83%
 National: 83%
 Summary: 83%

Regional: 84/1 83%
 National: 83%
 Summary: 83%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

PRINCE
I Wanna Be Your Lover (WB)
 LP: Prince

Regional: 84/15 88%
 National: 88%
 Summary: 88%

Regional: 84/15 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

TOM PETTY & HEARTBREAKERS
Don't Do... (Backstreet/MCA)
 LP: Damn The Torpedos

Regional: 144/4 91%
 National: 91%
 Summary: 91%

Regional: 144/4 91%
 National: 91%
 Summary: 91%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

Q

QUEEN
Crazy Little Thing... (Elektra)

Regional: 106/0 88%
 National: 88%
 Summary: 88%

Regional: 106/0 88%
 National: 88%
 Summary: 88%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

R

CLIFF RICHARD
We Don't... (EMI America)
 LP: We Don't Talk Much Anymore

Regional: 145/0 92%
 National: 92%
 Summary: 92%

Regional: 145/0 92%
 National: 92%
 Summary: 92%

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

P1 P2 P3

WYFF 22-20
 WPTV 10-10
 WRIC 10-10
 WRVA 10-10
 WUPV 10-10
 WUXP 10-10

**WE RELEASED IT...
AND YOU GOT IT!**



**“YOU GOT IT
(Release It)”**

**PEARL HARBOR &
THE EXPLOSIONS**

Produced by David Kahne
On Warner Bros. Records





Sergio Mendes

*Let Him Tell You
About The
'Magic Lady' . . .*

"I'll Tell You"

E-46567

The single from his new album,
Magic Lady



6E 214

DANCEMUSIC AIRPLAY/30

— — 25  SERGIO MENDES/I'll Tell You (Elektra)

Because everyone is talking about the magic of Mendes.

Produced and Arranged by Sergio Mendes on Elektra Records



© 1979 Elektra Asylum Records • A Warner Communications Co. Printed in U.S.A.

DANCEMUSIC RADIO

Radio & Records

ADDS & HOTS

EAST		SOUTH		MIDWEST		WEST	
Most Added®	Hottest	Most Added®	Hottest	Most Added®	Hottest	Most Added®	Hottest
Spinners "Working"	Prince Rufus & Chaka	Bonnie Pointer Spinners "Working"	Michael Jackson Prince	Bonnie Pointer Spinners "Working"	Michael Jackson Prince Rufus & Chaka	Several artists tied	Michael Jackson Shalamar

EAST

WKTU FM 92
WKTU/New York, NY
ADDED: Edgard Winter, Invincible Man, Vaughn Mason, Patrice Rushen, Styx "Babe", Rick James "When"
HOTTEST: Rufus & Chaka, Prince, Dan Hartman, Shalamar, Michael Jackson, Herb Alpert, Trussell, Kool & The Gang "Hangin'/Too"
— Michael Ellis

WTKT
WTKT/Baltimore, MD
ADDED: Shalamar, Kenny Loggins
HOTTEST: Michael Jackson, Stevie Wonder, Isaac Hayes, Ashford & Simpson, Prince, Capt. & Tennille
— Lou Krieger

WCAU FM 98
WCAU/Philadelphia, PA
ADDED: Billy Ocean, Tavares, Archie Bell & The Drells, Direct Current, Joyce Cobb, Rita Coolidge, Harold Melvin, Deniece Williams
HOTTEST: Rufus & Chaka, Sergio Mendes, George Duke, Janice McClain, Bonnie Pointer, Cole/Bryson
— Roy Perry

DISCO 95 WMAS FM
WMAS/Springfield, MA
ADDED: Jackie Moore, EW&F, "Star", Lou Rawls, Bill Summers, Frisky, Paradise Express
HOTTEST: Pablo Cruise, Scotti Allan, Kenny Loggins, Don Armando, O'Jays "Forever", Teri DeSario, Peaches & Herb, Capt. & Tennille, Prince, Billy More, LTD
— Mike Adams

WDON

WDON/Washington, DC
ADDED: Brenda Russell "Way", Sister Sledge, Spinners "Working", Parliament "Black", Gap Band, La Flavour
HOTTEST: Donna Summer "Radio", Sugar Hill Gang, Kool & The Gang, Stevie Wonder, Ashford & Simpson, Bar-Kays, Teddy Pendergrass "Shout", Inner Life, Prince, Rufus & Chaka, Sequence
— Barry Richards

DISCO 101
WWOM/Albany, NY
ADDED: Sabu "Rock", Positive Force, Uncle Louie, Kurtis Blow, Edgard Winter, Al Hudson, Paradise Express, Scotti Allan
HOTTEST: Kool & The Gang "Ladies/Too", Prince "Lover/Sexy", Phyllis Hyman, Rufus & Chaka "Do/Any", Michael Jackson, Shalamar "Second/Right", Janice McClain, Don Armando, Ann Margaret, Donna Summer "Radio"
— Walt Adams

WBOS
WBOS/Boston, MA
ADDED: Spinners "Working", Bonnie Pointer "Can't/Come", Busta Jones
HOTTEST: Sugar Hill Gang, Diana Ross, Prince, Janice McClain, Dan Hartman, Rufus & Chaka
— Jane Dunclee

DISCO-B
W300/Syracuse, NY
ADDED: O'Jays "Forever", Cole/Bryson "Gimme/What", Herb Alpert, Jeanne Shy, Kurtis Blow, Rainalds
HOTTEST: Switch, Diana Ross, Rufus & Chaka, Dan Hartman, Capt. & Tennille
— Mike Roberts

WKXS
WKXS/Boston, MA
ADDED: Tavares, Three Degrees, Cliff Richard, M "That's", Manhattan Transfer
HOTTEST: Streisand/Summer, Isaac Hayes, Spinners "Working", Janice McClain, Flying Lizards
— Vinnie Peruzzi

WKYS
WKYS/Washington, DC
ADDED: Kool & The Gang "Too", Trussell, Sister Sledge, Cheryl Lynn
HOTTEST: Shalamar, Kool & The Gang, Rufus & Chaka, Prince, Ashford & Simpson, Michael Jackson, Bar-Kays, Pleasure, Stargard, Sergio Mendes, Phyllis Hyman, Slave, Patrice Rushen, Sugar Hill Gang
— Donnie Simpson

SOUTH

WMAK
WMAK/Nashville, TN
ADDED: Gap Band "Believes/Steppin'", Teddy Pendergrass "Shout", Ray, Goodman & Brown, Capt. & Tennille, Phyllis Hyman, Sergio Mendes, Lakeside, Cameo, Linda Clifford, Sylvester, Cole/Bryson "What", Isaac Hayes "Kisses"
HOTTEST: Bar-Kays, Cole/Bryson, Stevie Wonder, Narada Michael Walden, Lenny White, Michael Jackson, Rufus & Chaka, Norma Jean, Pleasure, Prince, Inner Life, Shalamar
— Sonja Thrasher

KHYS 98
DISCO STEREO FM
KHYS/Beaumont, TX
ADDED: Bonnie Pointer, Styx, Sylvester, Emotions, Slave, Narada Michael Walden
HOTTEST: Smokey Robinson, Michael Jackson, Rupert Holmes, Cliff Richard, O'Jays "Forever"
— Doris Thompson

WRAP

WRAP/Norfolk, VA
ADDED: Teddy Pendergrass "Shout", Lenny White, Quiet Fire, Five Special "Do", Inner Life, Beverly Johnson "Feel"
HOTTEST: Prince, Fat Larry's Band, Sylvester, Busta Jones, Patrice Rushen, Kool & The Gang, Loose Change, Narada Michael Walden, Bar-Kays, Slave
— Jimmy Williams

FM 98
WPEC/Charlotte, NC
ADDED: Bonnie Pointer, Lenny White, Tyrone Davis, TTF, Sabu, Norma Jean, Busta Jones, Instant Funk "Slap", T.J.M. (ra), Liquid Gold, Loose Change
HOTTEST: Streisand/Summer, Michael Jackson, Prince, Sylvester, Telex
— Linn Van Poole

WXAP
WXAP/Columbia, SC
ADDED: Rick James, Michael Jackson "Working", Janis Ian, Bonnie Pointer, Spinners "Working", Teri DeSario
HOTTEST: Sugar Hill Gang, Michael Jackson, Prince, Smokey Robinson, Rufus & Chaka, Pablo Cruise, Phyllis Hyman
— Doug Enlow

KSET
KSET/El Paso, TX
ADDED: Deborah Washington, Spinners "Working", M "Moonlight", La Flavour
HOTTEST: Kool & The Gang, Streisand/Summer, Diva Grey & Oyster, Michael Jackson, Donna Summer "Radio", Village People, Patrice Rushen, Janis Ian, Isaac Hayes, Prince
— Chuck Kelly

DISCO 94

KRLV/Houston, TX
ADDED: Kool & The Gang "Too", Cliff Richard, Commodores "Wonderland", EW&F "Star", Dan Hartman, LRB
HOTTEST: Sugar Hill Gang, Michael Jackson, Stevie Wonder, Bar-Kays, Rupert Holmes, Switch, Dianne Warwick, La Flavour, Mac "Sara", J. D. Souther
— Michael Jones

FEVER
WOKF/Tampa, FL
ADDED: Spinners "Working", Flying Lizards, Scott Allan, Norma Jean, Herb Alpert, Patrice Rushen, Gino Soccio, Bonnie Pointer, La Flavour, Yellow Magic Orch.
HOTTEST: Kool & The Gang, Michael Jackson "Working/Rock", Prince, Donna Summer "Radio", Isaac Hayes, Rupert Holmes, Teri DeSario, Sergio Mendes, Telex
— Roshon

MIDWEST

WDM
WDMT/Cleveland, OH
ADDED: Kurtis Blow, Gap Band, Teri DeSario, O'Jays "Forever", Spinners "Working", Inner Life, Bonnie Pointer
HOTTEST: Stevie Wonder, Isaac Hayes, Donna Summer "Radio", Michael Jackson, Kool & The Gang, Streisand/Summer, Nature's Divine, Prince, La Flavour, Cameo, Smokey Robinson, Rufus & Chaka, Ashford & Simpson
— Wynn Rosenberg

YOK
WOKV/Cincinnati, OH
ADDED: Prince, Flying Lizards, Steve Forbert
HOTTEST: Kenny Loggins, Smokey Robinson, Cliff Richard, Peaches & Herb, Suzi Lane, Michael Jackson
— Bob Alou

Z100
WRMZ/Columbus, OH
ADDED: Sergio Mendes, Bonnie Pointer, Herb Alpert
HOTTEST: Isaac Hayes, Michael Jackson, KC & Sunshine Band, Prince, Phyllis Hyman, Rufus & Chaka
— Ken Pugh

WDAI 94.7 FM
WDAI/Chicago, IL
ADDED: Bob James "Star", Theo Vaness "Thank", Bar-Kays, Ray, Goodman & Brown, Cliff Richard, John Klemmer
HOTTEST: Bonnie Pointer, Address Brothers, Joyce Cobb, Elton John "Johnny", Spyro Gyra, Tom Johnston, Rick James, Freddie James, Spinners "Working"
HOTTEST: Isaac Hayes, Pablo Cruise, Donna Summer "Radio", Michael Jackson, Melissa Manchester, Yvonne Elliman
— Erik Garcia

KJLA
KJLA/Kansas City, MO
ADDED: Brenda Russell "Way", EW&F "Star", ELO "Train", Gap Band, Teddy Pendergrass "Shout", Spinners "Working"
HOTTEST: Smokey Robinson, Prince, Shalamar, Bar-Kays, Rufus & Chaka, Yvonne Elliman, Pleasure
— Mark Gelder

WEST

KBEN
KBS-FM/Los Angeles, CA
ADDED: ELO "Train", Norma Jean, EW&F "Star", Patrice Rushen, Switch
HOTTEST: Michael Jackson, Styx, Shalamar, Prince, Rufus & Chaka
— Wagner/Cohen

KHYT
KHYT/Tucson, AZ
ADDED: Dionne Warwick, Cole/Bryson, Cheryl Lynn, Walter Murphy, Carol Lloyd, Kool & The Gang "Too", Willie Aames, Dan Hartman
HOTTEST: Sugar Hill Gang, Nature's Divine, Isaac Hayes, Millie Jackson, Cake, Diana Ross
— Rich Brother Robbin

KIOS
KITT-FM/San Diego, CA
ADDED: Bonnie Pointer, Address Brothers, Joyce Cobb, Elton John "Johnny", Spyro Gyra, Tom Johnston, Rick James, Freddie James, Spinners "Working"
HOTTEST: Isaac Hayes, Pablo Cruise, Donna Summer "Radio", Michael Jackson, Melissa Manchester, Yvonne Elliman
— Erik Garcia

DISCO 123
KLAV/Las Vegas, NV
ADDED: Commodores "Wonderland", Inner Life, Alan Parsons, Debbie Jacobs "High"
HOTTEST: Streisand/Summer, Stevie Wonder, Yvonne Elliman, Hall & Oates
— Susan Korngold

WEST

KXIC
KXIC/Phoenix, AZ
ADDED: Tavares, La Flavour, Norma Jean, Debbie Jacobs, Theo Vaness "Thank"
HOTTEST: Isaac Hayes, Streisand/Summer, Prince, Michael Jackson "Working/Rock/Don't", Don Armando, Donna Summer "Radio", Shalamar, Stargard, Kool & The Gang, Village People
— Rick Nuhn

KKCS
Colorado Springs, CO
ADDED: Tom Petty, Cole/Bryson, Bonnie Pointer, Narada Michael Walden, Dan Hartman
HOTTEST: Smokey Robinson, Shalamar, Bar-Kays, Rufus & Chaka, Phyllis Hyman, Janice McClain
— Jed Blakovich

KSFJ 104
KSFJ/San Francisco, CA
ADDED: Scott Allen, Kurtis Blow, EW&F "Star", ELO, Yvonne Elliman, Rinder & Lewis, Patrice Rushen, Sylvester "Fantasy", USA European Connect, Theo Vaness "Dance"
HOTTEST: Isaac Hayes, Michael Jackson, Rupert Holmes, Cliff Richard, Stargard, Don Armando, Prince, Joanne Shy, Phyllis Hyman, Shalamar, Rufus & Chaka
— Jim Smith

KTLK
KTLK/Denver, CO
ADDED: Gamma, Teddy Pendergrass "Shout", Toto, Spinners "Working", Phyllis Hyman, Fleetwood Mac "Sara", Jeanne Shy
HOTTEST: Rupert Holmes, Smokey Robinson, Michael Jackson, Tom Johnston, Hall & Oates
— Paula Matthews

THE PICTURE PAGES

Governor Brown Meets The Rock Stars



While in Los Angeles recently, California Governor (and Presidential candidate) Jerry Brown dropped by the offices of the Fitzgerald/Hartley Management Company for a rugged question-and-answer session with several of the firm's clients. Seen at the scene are, from left: Rufus member Bobby Watson, Toto's Bobby Kimball, Rufus member John Robinson, Jimmy Messina, Rufus member Tony Maiden, Brown, Brothers Johnson member Louis Johnson, Toto's David Paich, Chaka Khan, Rufus member David Wolinski, and Brothers Johnson member George Johnson.

Forbert Shows Big Apple Polish



When Nemperor recording artist Steve Forbert recently performed at the Palladium in New York, he was met backstage by label execs. Pictured engaging in some backstage patter are, from left: CBS Associated Labels VP/GM Tony Martell, Coconut Management's Linda Stein, Steve Forbert, Nemperor President Nat Weiss, E/P/A VP Al DeMarino, and Nemperor's Patrick Clifford.

Outlaws Steal Some Gold



Arista Records country-rock group the Outlaws were presented with gold records for their live double-album "Bring 'Em Back Alive" after their performance recently at New York's Madison Square Garden. Shown at the presentation are (top row, l-r) group's attorney Eric Kronfeld, Arista VP Rick Dobbis, group's manager Charlie Brusco, Outlaws Harvey Dalton Arnold and Billy Jones, Arista VP Bob Feiden, Arista President Clive Davis, Hustler Music Publishing's Alan Walden, Outlaws David Dix and Hughie Thomasson and wife Judy, and Arista VP Mike Bone; (bottom row, l-r) Outlaw Freddie Salem, Arista's Harold Sulman, Synergy System's Fred Franchi, Outlaw Monte Yoho, and Arista VP Richard Palmese.

Cameo Rolls Into New York



Casablanca/Chocolate City recording group Cameo recently celebrated their initial performance at New York's Beacon Theatre as well as receiving their first gold record award for "Secret Omen" with a fete at Cachaca. Photo'd at the fete are (top row, l-r) Casablanca Exec. VP and Chocolate City President Cecil Holmes, Cameo management's Sanford Ross, and Cameo member Gregory Johnson; (bottom row, l-r) Cameo's Nathan Leftenant, Sanford Ross Management's Paula Dorf, group's Tony Jenkins, Millie Rodriguez, Cameo's Larry Blackmon, Casablanca's Ruben Rodriguez, and Chocolate City recording artist Vernon Burch.

Live Wire From New York!



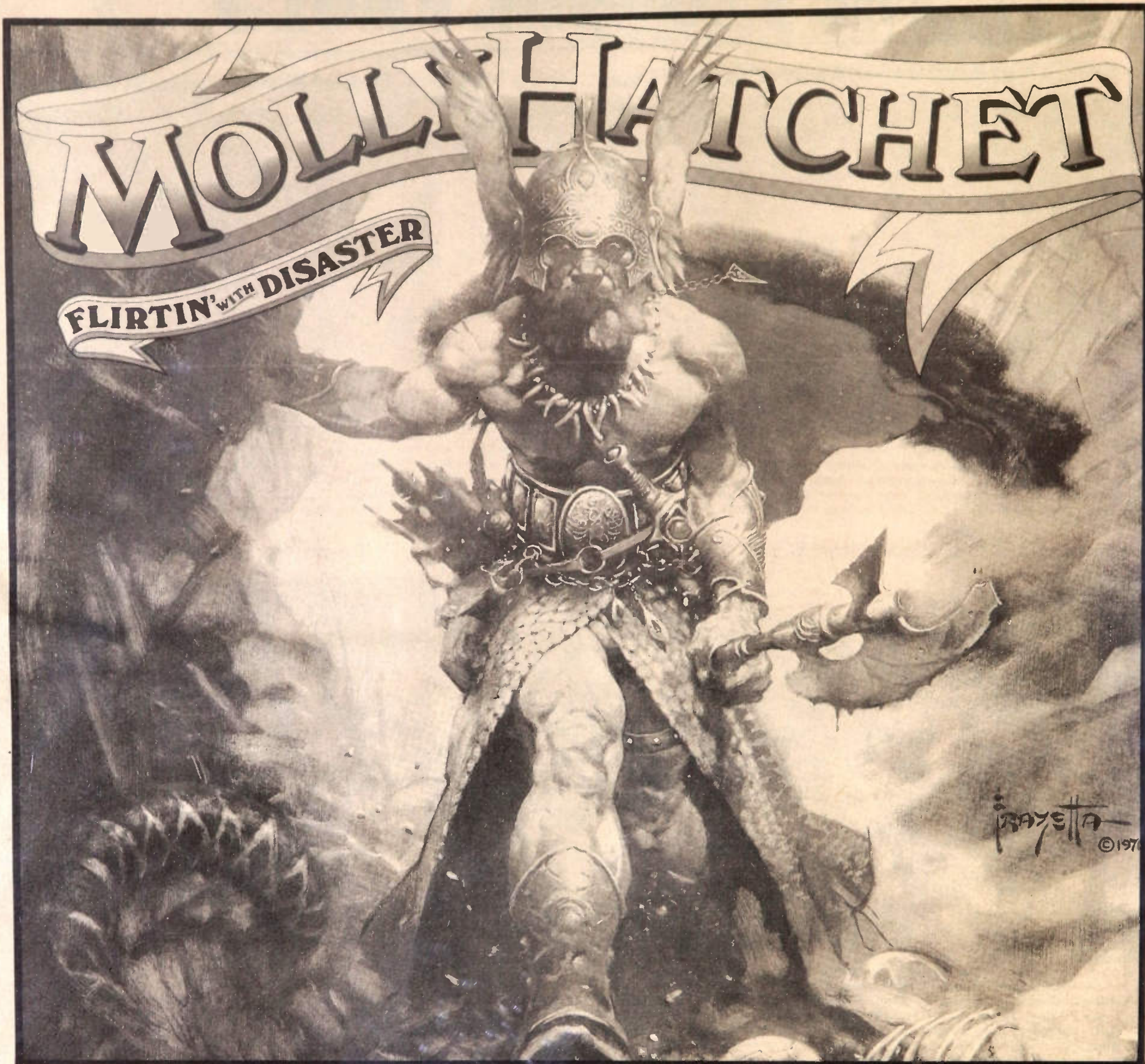
A&M's Live Wire recently performed at the Bottom Line in New York. Pictured backstage are (front row, l-r) A&M VP Michael Leon, A&M's Rick Stone, the band's German Gonzalez and Chris Cutler; (middle row, l-r) A&M's Annette Monaco and Rich Totoian and Live Wire's Jeremy Meek and Michael Edwards; (back row, l-r) A&M's Gail Davis, Richie Gallo and Michael Van Orsdale and group's manager Michael Cole.

Mills Fills Atlanta Civic Bill



20th Century-Fox recording artist Stephanie Mills recently performed at the Atlanta Civic Center. Pictured backstage are, from left: 20th's E. Rodney Jones, 20th VP Bunky Sheppard, Stephanie Mills, Coretta King, and RCA's Harry Clark and George Jackson.

Ax-tion for the 80's



**MOLLY HATCHET
THE SINGLE
FLIRTIN' WITH DISASTER**

ALREADY ON IN 79:

WIFI add
KDWB 17
KUPD 6-5
PRO-FM add

KNOW add
92Q add
WNOX add
WGH on
WVIC add

KZ93 on
WMEE add
KCPX on
KX104 add
KRLC add

On *Epic* Records

THE PICTURE PAGES

Planet Pacts Sue Saad & Next



Planet Records has pacted Sue Saad and the Next, with their debut album to be released in January. Seen in the studio listening to playbacks are (l-r) group's James Lance, Warner Bros. Music President Ed Silvers, group's Tony Riparetti, Planet VP David Urso, Warner Bros. Music's Bob Stabile, group's Bobby Manzer, Planet President Richard Perry, Sue Saad, and group's Billy Anstatt.

Santana Plays The Palladium



New York's Palladium Theater was the site of a Santana performance recently. Pictured backstage are (l-r) the band's Alex Ligertwood and Chris Solberg, group's manager Bill Graham, CBS Records President Bruce Lundvall, and Devadip Carlos Santana.

Fogelberg And Phoenix Friends



Following Epic/Full Moon Records' artist Dan Fogelberg's concert at the Anaheim Convention Center recently, he posed with friends and record personnel to toast his performance and the release of his "Phoenix" LP. Shown are (l-r) EIP/A's Frank Rand and Larry Stessel, flutist Tim Weisberg (end partner on Fogelberg's previous LP), Fogelberg, Epic Record's Larry Schnur, EIP/A's Larry Douglas and Michael Alhadeff, EIP/A VP Stan Monteiro, and manager Irving Azoff.

Stand Up For A Tull Benefit



Chrysalis recording artists Jethro Tull recently performed a benefit concert on behalf of UNICEF's Year Of The Child. The group donated all proceeds of the show to the cause. Shown are (l-r) Wolf & Rissmiller President Jim Rissmiller, UNICEF LA branch chairwoman Joyce Luna, Jethro Tull's Ian Anderson, and manager Clive Walter.

We Are (Another) Family



Polydor Records' the Faraghers recently performed at the Starwood in Los Angeles and were met by a bevy of radio and record people. Pictured backstage are (top row, l-r) Polydor's Steve Duboff and Jeff Laufer, Polydor VP Marty Goldrod, Jimmy, Danny and Davey Faragher and manager Ivan Hoffman; (middle row, l-r) KLOS/Los Angeles intern Neil Spellman, Pam Faragher, assistant MD KHTZ/Los Angeles Cathy Derouville, Polydor's Dave Greenwald and KHTZ MD Jim Conlee; (bottom row, l-r) KLOS's Mark Felsot, and Tommy and Marty Faragher.

Emerald City Banks On Redbone



Newly-formed Emerald City Records has announced the signing of Leon Redbone. Shown at the safe and secure signing are (l-r) producer Joel Dorn, Emerald City VP Rocky Antocky, Redbone, and Emerald City Co-owner Charles Greene.

THE PICTURE PAGES

UA Follows Laws



Ronnie Laws was recently re-signed to a recording contract by United Artists Records. His fifth album for the label is due around the beginning of 1980. Pictured are (l-r) EMI-America/UA GM Varnell Johnson, EMI-A/UA VP Mark Levinson, attorney John Mason, Laws, EMI-A/UA President Jim Mazza, attorney Gary Gilbert, and Laws's manager Forest Hamilton.

Virgin's XTC



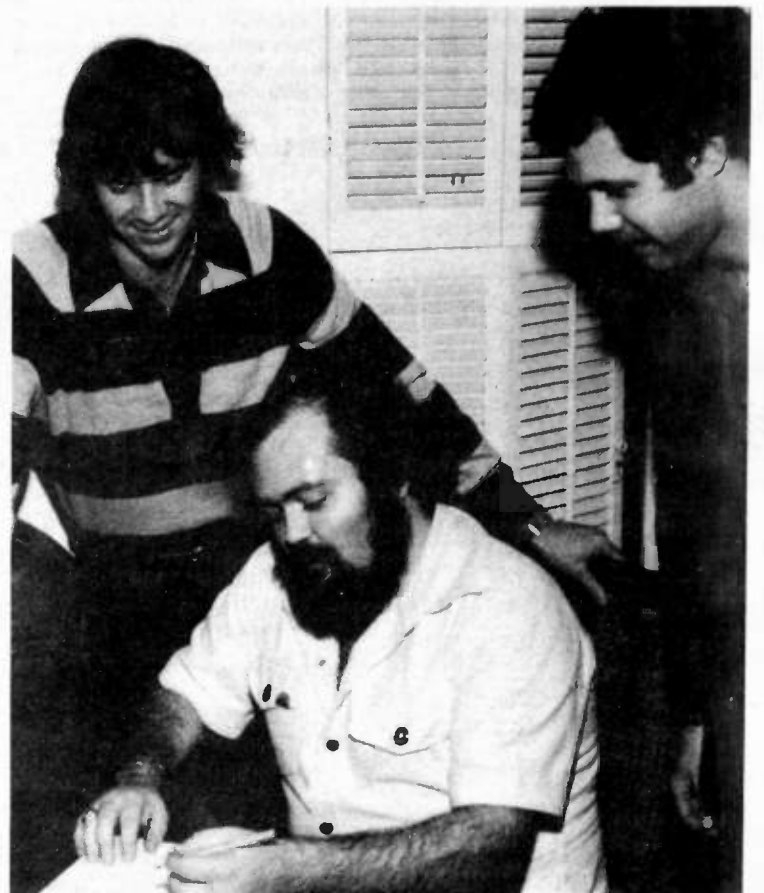
Virgin Records celebrated the release of XTC's "Drums And Wires" LP with a party in New York City recently. Seen on the scene are, from left: Atlantic Sr. VP/GM Dave Glew, XTC members Colin Moulding and Andy Partridge, Virgin President Ken Berry, and Atlantic's John David Kalodner.

Sports Score At Hurrah's



Arista recording group the Sports recently performed at Hurrah's in New York City, following which they were met backstage by sundry label reps. Seen on the seedy scene are (top row, l-r) Arista VP's Rick Dobbis and Richard Palmese, group's manager Michael Gudinski, Home Run Management's Jeff Schock, Arista's Alice Gottlieb, Artie Patsiner and Jane Palmese, group's Andrew Pendlebury and Steve Cummings; (bottom row, l-r) Arista VP Dennis Fine, label's Harold Sulman, group's Jim Hitchins, and Sports producer Pete Solley.

Stevenson Signs With Songbird



MCA/Songbird Records recently signed B.W. Stevenson to a recording contract. Shown at the inking are (l-r) MCA/Songbird's Chris Christian, Stevenson, and MCA/Songbird Executive Director Michael Ehrman.

Millennium's Yipes! At NYC's Palladium



Following their performance at New York City's Palladium, Millennium recording group Yipes! were greeted backstage by label execs. Pictured are (top row, l-r) Yipes! member Peter Strand, Millennium's Ken Franklin and Beverly Berman, group's Pat McCurdy and Teddy Freese, Millennium VP Don Jenner, label's Shelly Petnov-Sherman, RCA's Susan Wax, Jack Hopke and Bob Beranato, and RCA Division VP Mel Ilberman; (bottom row, l-r) group's Andy Bartel, RCA's Larry Palmacci, Yipes! manager Randy Schwoerer, and group's Mike Hoffman.

Jack's Tracks Merit Platinum Wax



Jack Lee took a few minutes between rehearsing with his new group to receive a platinum record award for his songwriting contributions to Blondie's "Parallel Lines" album. Photo'd in the foreground are, from left: Chrysalis Music General Manager Ann Munday and Jack Lee, who wrote "Hangin' On The Telephone" and "Will Anything Happen" for the LP.

THE BACK PAGE IS FRONT PAGE NEWS!

THE BACK PAGE BREAKERS

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

STYX

Why Me (A&M)

70% of our reporters on it. Moves: Up 50, Same 27, Down 0, Adds 34, including WRKO, Z93, WGCL, Q102, B100, PRO-FM, KEEL, WAPE, 95SGF, WNOX, WVIC, KEYN-FM, WNAP, 92X, WOHO, KERN, KFXM, KTAC, KENO. See Parallels, charts at number 28.

CHEAP TRICK

Voices (Epic)

67% of our reporters on it. Moves: Up 62, Same 24, Down 1, Adds 19, including KWK, KAUM, KEEL, KXX106, BJ105, WRJZ, WAYS, KWEN, KLEO, WHOT, KFXM, KJRB, KENO, G100, KBOZ, KOOK.

QUEEN

Crazy Little Thing Called Love (Elektra)

66% of our reporters on it. Moves: Up 19, Same 17, Down 0, Adds 69, including WFIL, 96KX, F105, CKGM, WOKY, KIMN, WBLI, WICC, Q106, KLIF, KNOW, WTIX, WSGA, WSKZ, WKIX, KRAV, KHJ, KRSP, KRUX. See Parallels, charts at number 28.

TOM JOHNSTON

Savannah Nights (WB)

63% of our reporters on it. Moves: Up 69, Same 19, Down 5, Adds 7, Y103, WVIC, KMJC, KRQ, WJBQ, WXIL, KDZA, WIFI 27-23, KEARTH 29-27, KOPA 24-21, WAPE 21-17, KWEN 35-29. See Parallels, charts at number 29.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

DAN FOGELBERG "Longer" (Full Moon/Epic) 87/46
Moves: Up 29, Same 12, Down 0, Adds 46, including WCAO, Q102, B100, KIMN, WICC, WKBO, WNOE, 95SGF, KOFM, KERN, KGW.

ELECTRIC LIGHT ORCHESTRA "Last Train To London" (Jet) 59/13, Moves: Up 32, Same 13, Down 1, Adds 13, including CKGM, KFI, B100, WKBO, WFMF, KRSP, WJBQ, KX104, KKRC, WGCL 29-26, KEARTH 16-14, KRLA 22-21.

Radio & Records

NATIONAL AIRPLAY/30

December 21, 1979

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
2	1	1	1	RUPERT HOLMES/Escape (MCA)
6	4	2	2	CLIFF RICHARD/We Don't Talk Anymore (EMI/America)
16	10	6	3	MICHAEL JACKSON/Rock With You (Epic)
12	9	7	4	JEFFERSON STARSHIP/Jane (RCA/Grunt)
24	20	9	5	EAGLES/The Long Run (Asylum)
14	7	4	6	CAPTAIN & TENNILLE/Do That To Me One... (Casablanca)
18	13	8	7	KENNY ROGERS/Coward Of The County (UA)
9	5	5	8	LITTLE RIVER BAND/Cool Change (Capitol)
22	16	11	9	KENNY LOGGINS/This Is It (Columbia)
23	22	14	10	TOM PETTY/Don't Do Me Like That (Backstreet/MCA)
1	2	3	11	STYX/Babe (A&M)
15	14	12	12	FOREIGNER/Head Games (Atlantic)
-	27	22	13	FLEETWOOD MAC/Sara (WB)
20	18	16	14	KOOL & THE GANG/Ladies' Night (De-Lite)
26	23	17	15	SMOKEY ROBINSON/Cruisin' (Tamla)
30	26	24	16	FOGHAT/Third Time Lucky (Bearsville/WB)
3	3	10	17	STRESAND & SUMMER/No More Tears... (Columbia/Casablanca)
13	12	13	18	STEVIE WONDER/Send One Your Love (Tamla)
21	19	18	19	DR. HOOK/Better Love Next Time (Capitol)
-	-	29	20	DIONNE WARWICK/Deja Vu (Arista)
-	-	26	21	TERI DeSARIO/Yes I'm Ready (Casablanca)
7	6	15	22	SUPERTRAMP/Take The Long Way Home (A&M)
11	7	21	23	KC & THE SUNSHINE BAND/Please Don't Go (TK)
-	-	30	24	STEVE FORBERT/Romeo's Tune (Nemperor)
-	-	27	25	ALAN PARSONS/Damned If I Do (Arista)
-	-	→	26	STYX/Why Me (A&M)
-	-	→	27	CHEAP TRICK/Voices (Epic)
-	-	→	28	QUEEN/Crazy Little Thing Called Love (Elektra)
-	-	→	29	TOM JOHNSTON/Savannah Nights (WB)
8	15	20	30	JOHN DAVID SOUTHER/You're Only Lonely (Columbia)

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

QUEEN "Crazy Little Thing Called Love" (Elektra)
DAN FOGELBERG "Longer" (Full Moon/Epic)
STYX "Why Me" (A&M)
ANNE MURRAY "Daydream Believer" (Capitol)
DIRT BAND "American Dream" (UA)
Complete Regionalized Station Listings on pages 28 and 31

HOTTEST

MICHAEL JACKSON "Rock With You" (Epic)
KENNY ROGERS "Coward Of The County" (UA)
RUPERT HOLMES "Escape" (MCA)
EAGLES "The Long Run" (Asylum)
CAPTAIN & TENNILLE "Do That To..." (Casablanca)

Others Getting Significant Action

O'JAYS "Forever Mine" (Philadelphia International) 39/5
Moves: Up 22, Same 11, Down 1, Adds 5, WRKO, PRO-FM, WKEE, KWEN, KX104, WXLO 18-11, Z93 29-25, KEARTH 11-9.
MOLLY HATCHET "Flirtin' With Disaster" (Epic) 14/9
Moves: Up 1, Same 4, Down 0, Adds 9, WIFI, PRO-FM, KNOW, 92Q, WNOX, WVIC, WMEE, KX104, KRLC, KUPD 6-5.

THE FIRST HEADLINES OF 1980 ON EPIC, PORTRAIT, AND CBS ASSOCIATED LABELS



Black Radio

Bill Speed

Don't Go Down For The Undercount — Radio's Role In The 1980 Census (Part II)

In R&R's December 7 issue, we began a two-part conversation with Edward Spar, President of Market Statistics, Inc. (MSI), advisor to the U.S. Census Bureau and provider of population estimates to Arbitron. We spoke briefly about Arbitron's system of measuring black and other minority areas, and also about the danger of the black population being "undercounted" in the 1980 census. In Part II, Spar goes into more detail about how the undercount can occur, why it's important that blacks be counted by the census to get their share of dollars, and what radio stations can do to help the situation. We started by reviewing the timetable for the census data to come out.

R&R: In 1980, is MSI planning to submit to Arbitron current running statistical data?

ES: The timetable from the Bureau of the Census is as follows. It will be 1981. The Bureau of the Census will start releasing information on population in late 1980. By April 1, 1981, by federal law for local re-districting purposes, the Bureau of the Census must have a population count public for total white, black and Hispanic. So you know that the data Arbitron will be issuing in 1981 will certainly have all of this information incorporated. Since Market Statistics supplied Arbitron with population information around April, obviously in 1980, we won't have incorporated the data because it will still be collected by the Bureau. So it's really going to be two years.

R&R: High Density Black Area (HDBA) information, which is Arbitron's only methodology of surveying Black population, is going to be far off until . . .

ES: It will still be off until 1982, because in 1982 the Bureau will have released all of its information on a zip code basis. For the first time in history, the Bureau will be releasing in tape form, which of course we will be purchasing, detailed information characteristics on a zip code basis — it's never been done before. This is a five-digit zip code basis.

"It is critical that the minority broadcasters and media in general play as strong a role as possible in letting their market know why it is significant for them to fill that form out. If we want to reduce the undercount, it is up to us to do it."

and that is on Summary Tape File 3 for any of your more technically-oriented readers, and that information will be available by early 1982, I believe, which is very helpful because everybody more or less jokes with the Bureau and says it will probably have it out just when they go to a nine-digit zip. You'll have your county and track information starting to come out in late 1980 and at that point is when the adjustments will start being made.

R&R: Aren't you afraid of backlash on your estimates?

ES: Put it this way. You're not afraid. You are, to use a biblical phrase, "girding your loins." Because you know there will be (minor inaccuracies) since this is an estimating procedure. The Bureau estimates when they come out with their inter-census year estimates for revenue sharing purposes — there are 36,000 units between counties and towns and townships that the Bureau makes for revenue-sharing purposes. You're talking about billions of dollars, now being transferred around the country as a function of the estimates they are making. What we are doing here is McDonald's hamburgers compared to that. But we know we are going to be wrong in areas by definition, and you can quote me. You think about it; every number that we make is wrong; it's an estimate. What we are hoping is that it is very close to the truth.

R&R: I understand your point. But guys' lives depend on these numbers, and if they are walking in with a loaded dice situation, they are walking into a bad situation and don't really know it.

ES: The problem here is an educational problem. No matter how many times I say this, I know it falls on deaf ears and that is the fact that we are producing estimates — we are not producing census numbers. We are trying to give a reasonable reflection of a marketplace — an accurate, reasonable reflection. If we can perform that service properly, we have done our job.

R&R: As you recall, in 1970 the riots were going on in a good portion of the country, which handicapped a lot of data gathering. What's going to happen this year without those political overtones?

ES: I don't think that's going to make that much of a difference. To me, one of the major problems of the black segment is that 50% of the black teenagers are unemployed . . . this is a terrible thing in the U.S. This is an issue that's got to be corrected. But the point I am trying to make is that a lot of these young people are not going to be counted. They are going to be out on the street. They are not going to be really receptive to anybody's census. This goes back to your question before about the black media. We've got to get these kids counted. We've got to have the information of where they are so there can be federal allocations to help in this area.

R&R: What advice would you give to a group of broadcasters to get the ball rolling on that issue?

ES: My feeling is to start at the basics. There is a census advisory committee, a black census advisory committee I believe. But I would really go right to the top. I'd call Vincent Barabba, Director of the Bureau. A very fine gentleman, very knowledgeable, and very aware of problems. I would contact him and ask him specifically what you can do, and I don't think you'd get any runaround.

R&R: Where is he located?

ES: He is in Washington. The phone number is 301-763-5190. We have to speak about both the black and the Hispanic segments. The official estimate as to Hispanics is around 11 million. But you hear ranges of illegals going up to 6 or 7 million and now you're

basically talking about two equal populations in terms of size. And that being the case you have to speak about both of them. They are over 40 million blacks and Hispanics in the U.S.

R&R: What about the blacks who, at the time the last census was taken, were probably living on the borderline of middle class and upper middle class. These people are now in the upper middle class segment. How are they going to be counted?

ES: No problem. Thank goodness we had a decent count. That will be fine. We're not going to lose that part of the segment. In certain parts of the U.S. you've got a situation where the family unit is broken up because you can't collect welfare if you've got a husband-wife family-type situation. What happens is that the husband leaves and the wife takes care of the children and they go on welfare because of the problems of getting a decent job. The husband doesn't get counted in the census because he is afraid if he is counted, there goes the welfare. This is a tragic situation. Until there is welfare reform to stop something like this, there will be the undercount.

R&R: How about lifestyle information?

ES: This is really not the Bureau's job.

R&R: What are some of the questions on the census?

ES: There are some cute ones, i.e., if English is not the principal language spoken, what is that language? How well is that other language spoken? Very well, well, not well, not at all well. Now instead of having a household head, you have something called a household who is essentially the first person listed on the questionnaire.

R&R: How does that work? Whoever answers the phone?

ES: Well, it's mail-out and mail-back. It should be one of the two adults in the household.

R&R: We're back to where we started. Arbitron has tried that method and it doesn't work and they've had the telephone retrieval. They are going to institute a dated process.

ES: You get a Bureau questionnaire. That's a different ballgame than Arbitron's sending out a questionnaire. There is a federal law. You can be fined for not responding to the census. It is 100% mail-out and about 90% mail-back. For those who don't mail back there will be personal follow-ups.

R&R: What is that method?

ES: They've got everybody's address in the U.S., and they go out and get them.

R&R: Is there anything you'd like to add to what we have talked about?

ES: I've waxed so eloquent here, I'm afraid to say anything else. I think the most important point here is the degree of involvement that I think it is critical that the minority broadcasters and media in general play as strong a role as possible in letting their constituency, their market, their group know what is going to happen and more importantly, why it is significant for them to fill that form out. That to me is the real major key issue here. If we want to reduce the undercount, it is up to us to do it. It is the responsibility of the citizens of the U.S. to fill that form out.

People

KOKY/Little Rock airstaffer Buddy King has left the station. Program Director Larry O'Jay is now handling mornings with Jimmy Smith, Music Director, in afternoon drive . . . A familiar voice is back on the airwaves in Los Angeles as Levi Booker is now doing mornings at KJLH . . . J. Michael Williams has been officially named PD/MD at WNOO/Chattanooga. He was formerly Assistant Program Director to Brute Bailey at WIGO/Atlanta . . . WWIN/Baltimore's "singing DJ" Curtis Anderson recently made his first public appearance at the Ritz Club there . . . Reverend C.L. Franklin has been released from a Detroit hospital where he had been in a coma following a burglary attempt in his home . . . I would like to take this time to thank all the Pop Rhythms reporting stations for their support and cooperation as well as to wish all of you a Merry Christmas and Happy New Year. Looking forward to talking and working with you again in 1980 . . . Our first issue back is January 11, so we'll need your reports starting around January 3, 1980.



JACKSON GLADLY, MADLY FOR NATALIE 'N' PEABO — Pictured at a recent premiere listening party held in Jackson, MS on behalf of the recently-released Natalie Cole/Peabo Bryson album are, from left: Capitol's Dick Dawkins, WJMI MD Verbia Hardin, and WKKX MD Jerry Mason.

Places

PUTTING ON A NEW FACE IN 1980: The Sconnix Broadcasting Group has assumed ownership of WPXI/Charleston. In addition, according to Program Director Tony Jamison, the station is heading toward a new direction in 1980. "It's a whole lot more uptown in terms of presentation. It is the eighties version of a public service station with great music."

. . . Also making plans for the new year is KLIP/Fresno, which is planning to institute more jazz in the format as well as more local news. Music Director Mike Anthony says, "We want to keep the people informed." WDAS/Philadelphia is now under the ownership wing of Unity Broadcasting with changes to be announced at a later date . . . The Young Black Programmers Coalition (YBPC) will be holding their upcoming meeting at the New Orleans Hilton. Also in New Orleans, the Black Music Association (BMA) Board of Directors are scheduling their meeting . . .

Things

'TIS THE SEASON: Jumping right into the holiday spirit is Dorian Paster, Music Director of WJZZ/Detroit. He will be playing the part of Santa Claus at the station's upcoming Christmas party for the benefit of local orphanages . . . Neighboring station WJLB is conducting an "Operation Toy Drive" for underprivileged children. Meanwhile, KDAY/Los Angeles is requesting aluminum cans from area schools which will be recycled to purchase gifts for their annual toy drive. The school collecting the largest number of cans will win a free concert featuring Dynasty and Shalamar . . . IT MAKES GOOD CENSUS: Several stations are making preparations for the census in 1980. KGFJ/Los Angeles, "Your Census Station" presented a census forum on December 19 hosted by former KABC/Los Angeles talk personality Lin Hilburn. Paul Hudson, President of the local NAACP, John Mack, President of the Urban League, and Loritta Brown, from the Census Bureau, were among the featured guests on the three-hour program. Listeners were invited to call in to ask questions and discuss their role in the census. General Manager Greg Howard says the station is "spearheading this effort to make black people more aware of the importance of the census" . . . WTLC/Indianapolis is initiating a suggested plan to the National Black Network Affiliates Advisory Board. They are directing their efforts toward building a unified stand for all black stations in their work with the Census Bureau . . .

Haven't You Heard how to put some **Pizzazz** in your life? It's easy . . . just get a taste of **Peanut Butter** from the **Best Of Friends**

PATRICE RUSHEN

LENNY WHITE



Two hit singles . . . and two hit albums. Go for the **Pizzazz** in life, and get acquainted with **Best Of Friends**.

Patrice Rushen
Haven't You Heard E 46551
 from the album **Pizzazz**



6E-243

Twennynine featuring
 Lenny White
Peanut Butter E 46552
 from the album **Best Of Friends**



6E-223

on Elektra Records



Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- LENNY WHITE
"Peanut Butter" (Elektra)
- STEVIE WONDER
"Send One Your Love" (Tamla)
- BAR-KAYS
"Move Your Boogie Body" (Mercury)
- MICHAEL JACKSON
"Rock With You" (Epic)
- RUFUS & CHAKA
"Do You Love What You Feel" (MCA)
- PATRICE RUSHEN
"Haven't You Heard" (Elektra)
- PHYLLIS HYMAN
"You Know How To Love Me" (Arista)
- PRINCE
"I Wanna Be Your Lover" (WB)
- CAMEO
"Sparkle" (Chocolate City)
- O'JAYS
"Forever Mine" (Philadelphia International)
- NATALIE COLE/PEABO BRYSON
"Gimme Some Time" (Capitol)

CLIMBERS

Following are listed in order of their airplay activity.

NARADA MICHAEL WALDEN "I Shoulda Loved Ya" (Atlantic) 51% reporting activity. In the East it is new at WWRL; medium at WWIN, WXYV and WOL. The South reflects an add at WJJS and WPXI; medium at WKXI, WDIA, KOKY, WJMI, WVEE, WHRK and KAPE while hot at WAOK and KMJQ. Added at KATZ in the Midwest and climbing at WTLC with a hot at KAEZ. Added at KDIA in the West, medium at KLIP and hot at KYAC.

DIANA ROSS "It's My House" (Motown) 49% reporting activity. Medium in the East at WXYV. Climbing in the South at WKXI, WEAS, WAOK, WVEE and WHRK; hot at KMJQ, WDIA, WJMI, WOWI, WPXI and WHYZ. Added at WVKO and KATZ in the Midwest; medium at WJMO and WTLC. The West reflects hot rotation at KLIP, KYAC, and KSOL with a medium at KDIA.

SHALAMAR "Second Time Around" (Solar/RCA) 46% reporting airplay. Hot in the East at WXYV, WILD and WOL; medium at WWIN. In the South it is new at KMJQ, climbing at WPXI, and hot at the following stations: WHYZ, WYLD, WHRK, WVEE, WAOK, WJMI, WEAS, WANT, WDIA and WKXI. Hot in the Midwest at WVKO and KPRS. Hot in the West at KLIP.

PLEASURE "Glide" (Fantasy) 46% of our reporters are on it. Hot in the East at WWIN and WXYV. Climbing at WEAS in the South; hot at WOWI, KAPE, WHRK, WVEE, WJJS and WDIA. In the Midwest it is new at KPRS, climbing at WCIN, WJMO, and KAEZ, with hot rotation at WJLB, WLOU, KATZ and WVKO. Hot in the West at KYAC and KDKO.

LAKESIDE "Pull My String" (Solar/RCA) 46% reporting action. Added at KSOL and KDIA in the West with a hot at KDKO. New in the Midwest at WJMO; hot at WLOU, WTLC and WVKO. Added at WPXI in the South and medium at WHYZ, WOWI, WNOO, WYLD and WAOK, with hot rotation at KAPE, WGIV, WJMI, WDIA and WKXI. Hot in the East at WOL.

GAP BAND "Steppin' (Out)" (Mercury) 44% reporting activity. Medium in the East at WWIN, WXYV, WOL and WWRL. Medium in the South at KAPE, WHRK, WVEE, WGIV, WEAS, KOKY and WDIA. Added in the Midwest at WCIN; climbing at KAEZ and WVON, with a hot at WTLC. Hot in the West at KDAY and KYAC; medium at KLIP.

SWITCH "I Call Your Name" (Gordy) 37% reporting airplay. Hot in the West at KDKO, KLIP, and KDIA. Hot rotation also at WJMO, WTLC, and KATZ in the Midwest. Added in the South at KMJQ; climbing at WVEE, WHRK, and KAPE, with hot rotation at KOKY, WEAS and WDIA. Hot at WWIN in the East with medium airplay at WXYV.

ASHFORD & SIMPSON "Nobody Knows" (WB) 37% reporting action. Hot in the East at WOL. Hot at WNOO in the South; climbing at WOWI, WDIA and KMJQ. The Midwest

Album Airplay

Following are listed in order of their airplay activity.

- RUFUS & CHAKA "Masterjam" (MCA) "Do You Love What You Feel"
- BAR-KAYS "In Joy" (Mercury) "Move Your Boogie Body"
- MICHAEL JACKSON "Off The Wall" (Epic) "Don't Stop" "Rock With You"
- "Off The Wall" "Girl Friend"
- O'JAYS "Identify Yourself" (Philadelphia International) "Sing A Happy Song"
- "Forever Mine" "I Want You Here"
- PRINCE "Prince" (WB) "I Wanna Be Your Lover" "Sexy Dancer"
- STEVIE WONDER "Journey Through The Secret Life Of Plants" (Tamla) "Send One Your Love"
- KOOL & THE GANG "Ladies' Night" (De-Lite) "Ladies' Night" "Too Hot"
- ANGELA BOFILL "Angel Of The Night" (Arista/GRP) "What I Wouldn't Do"
- "I Try"
- RICK JAMES "Fire It Up" (Gordy) "Love Gun" "Fire It Up"
- ISAAC HAYES "Don't Let Go" (Polydor) Title*

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

reflects hot rotation at WLOU, WJMO and KPRS with medium airplay at WVKO and WJLB. Added in the West at KDKO, medium at KSOL, KLIP, and KDIA, with hot rotation at KDAY. **SLAVE** "Just A Touch Of Love" (Cotillion) 37% of our reporters are on it. Hot in the East at WWIN, medium at WWRL, and new at WXYV. Added at KMJQ, WVEE, and WHRK in the South; hot at WHYZ, WOWI, WYLD, WEAS and WANT. Medium at WJLB in the Midwest. Hot rotation at KSOL in the West; climbing at KDKO and KDIA.

COMMODORES "Wonderland" (Motown) 34% reporting airplay. Added in the East at WILD; medium at WXYV with hot airplay at WWRL. New in the South at WJMI, medium at KMJQ, WVEE and WHRK. The Midwest reflects it new at WLOU, WVON and WKWM; climbing at KAEZ. Added at KDAY in the West; medium at KDIA with a hot at KYAC. **RICK JAMES** "Love Gun" (Gordy) 32% reporting action. Medium at KSOL in the West. Medium at KPRS and WLOU in the Midwest, hot at WJMO. In the South it is medium at WPXI, KAPE, WHRK, WVEE and WJJS; hot at WOWI, WNOO, and WGIV. In the South it is medium at WXYV.

ANGELA BOFILL "What I Wouldn't Do" (Arista) 29% reporting airplay. Added in the East at WWRL and WILD. New in the South at KMJQ; medium at KOKY and WGIV, with a hot at WAOK. New at KATZ and WJMO in the Midwest and hot at WCIN. Hot in the West at KYAC, KDAY and KLIP.

GEORGE DUKE "I Want You For Myself" (Arista) 29% of our reporters are on it. In the East it is medium at WWRL and hot at WOL. New at KMJQ in the South with a hot at WEAS. Hot at WVON and KPRS in the Midwest; climbing at WVKO. Added in the West at KDIA; medium at KSOL, with hot at KDAY, KYAC and KLIP.

LOU RAWLS "Sit Down And Talk To Me" (Philadelphia International) 27% reporting activity. New at WILD in the East. Added at KAPE, WYLD, WEAS and KMJQ in the South. In the Midwest it is new at WJLB, KPRS and WVON; hot at WCIN. Medium at KLIP in the West.

BONNIE POINTER "I Can't Help Myself" (Motown) 25% reporting action. New in the East at WXYV. New at WHYZ, WYLD, WHRK, WVEE, WGIV and KOKY in the South. New at WJLB in the Midwest. New at KDIA in the West.

LEON WARE "What's Your Name" (Fabulous/TK) 25% reporting airplay. Added at WDIA, KAPE and WHYZ in the South; medium at KOKY and WEAS. New at WVON, WVKO and KAEZ in the Midwest; climbing at WCIN. Medium in the West at KDIA.

NEW & ACTIVE

WILSON PICKETT "I Want You" (EMI America) 24% reporting activity. In the South it is new at WKXI, medium at WDIA, and hot at WEAS, WYLD and WHYZ. In the Midwest it is hot at WLOU and WVON; medium at WKWM and KPRS.

SISTER SLEDGE "Got To Love Somebody" (Cotillion) 22% reporting action. New at WWIN and WOL in the East. In the South it is new at WYLD, KOKY, WGIV, WDIA, and KMJQ. New at WVON and WVKO in the Midwest.

RAY, GOODMAN & BROWN "Special Lady" (Polydor) 22% reporting activity. In the East it is hot at WOL and WWRL. In the South it is hot at WAOK and WANT; medium at WDIA, WEAS and WHYZ. New at WTLC in the Midwest and medium at WCIN.

KURTIS BLOW "Christmas Rappin'" (Mercury) 20% reporting airplay. Added in the East at WWIN. New at WNOO and KAPE in the South. New at WKWM, KPRS, WLOU and WVON in the Midwest. Added in the West at KDAY.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES/EARL KLUGH One On One (Tappan Zee/Col)
- Various Cuts
- MANHATTAN TRANSFER..... Extensions (Atlantic)
- Various Cuts
- JEAN-LUC PONTY Taste Of Passion (Atlantic)
- Various Cuts
- SONNY ROLLINS Don't Ask (Milestone)
- Various Cuts
- DAVE VALENTIN The Hawk (Arista/GRP)
- Various Cuts
- PAT METHENY GROUP American Garage (ECM)
- Various Cuts
- ANGELA BOFILL Angel Of The Night (Arista/GRP)
- Various Cuts
- JAY HOGGARD Days Like These (Arista/GRP)
- Various Cuts
- TOM SCOTT Street Beat (Columbia)
- Various Cuts

NEW & ACTIVE

No Records Qualified For New & Active Status This Week

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

BEST FRIENDS MAKE BEAUTIFUL MUSIC!

Natalie / Peabo
Cole / Bryson



We're the Best of Friends SW-12019

Natalie and Peabo. They've recorded together for the first time and the merging of these two premier vocalists and songwriters is indeed cause for musical celebration.

Contains the single "Gimme Some Time"
(Produced by Mark Davis & Marvin Yancy) 4804

Album produced by Peabo Bryson, Mark Davis, Johnny Pate & Marvin Yancy



Management for Ms. Cole: Kevin Hunter.

Management for Mr. Bryson: David Franklin.

© 1978 CAPITOL RECORDS, INC.

EAST
WLIR FM 92.7 Long Island
 516-465-9200
 DEBIS HELMANN
 LARRY ALLENMAN

New York
 212-966-8844
WOL
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

Philadelphia
 215-639-7625
WYSP
 STEVE HUBERT (Newspaper)
 JEFFERSON STARSHIP
 (Newspaper)
 N. YOUNG/C. HORSE
 (Newspaper)



WAAF JOINS WHO CONCERT PROTEST - WAAF/Worcester sent its Giraaf mascot to a protest that was called when the Mayor of Providence cancelled the Who's concert appearance there, after the Cincinnati deaths. WAAF also aired an editorial protesting the Mayor's actions.

WRCN
 FM104 AM1570
 Long Island
 516-727-1570
 DON BOHNER
 PAUL HARRIS

New York
 212-867-7777
WPLJ 95.5
 PD. LARRY BERGER
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

Pittsburgh
 412-562-5900
IOZEM WAVE
 PD. DAVE LANGE
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

Rochester
 716-288-3200
wcmf
 TALKING HEADS (Singer)
 KEVIN LOGGINS (Singer)

Washington, D.C.
 202-828-9332
WDC
 PD. RICHARD HEAR
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

GIR FM Manchester
 603-625-8915
 PAUL HARRIS

New York
 212-335-1700
WRVR 106.7
 PD. JOHN PLATT
 PD. MERSHEL P. SCOTT

Pittsburgh
 412-362-2144
WYDZ
 PD. JACK ROBERTSON
 PD. JIM KIMBLE

Syracuse
 315-882-9538
99X
 PD. ED LEVINE
 ASST. PD. OICK NEHR

Wheeling
 614-876-5861
wcmo
 PD. JOE DIONANO
 ASST. PD. OICK NEHR

CHOM-FM Montreal
 514-935-2425
 PD. ROB BRADIE

North Jersey
 201-328-1055
105.5 FM WJVA
 PD. BOB BRADIE
 PD. MARK CHERNOFF

Providence
 401-272-9550
WBRL
 PD. STEVE STOKER
 PD. JERRY SCHLOSSBERG

Utica
 315-797-0803
WOUR
 ASST. PD. BOB SHERIN
 PD. DALE EDWARDS

Worcester
 617-752-5611
WJZZ
 PD. PAUL LERIEUX
 ASST. PD. OICK NEHR

WPLR New Haven
 203-777-8617
 PD. EDIE WARD

Philadelphia
 215-581-0933
WMMR
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

Providence
 401-272-9550
WBRL
 PD. STEVE STOKER
 PD. JERRY SCHLOSSBERG

Washington, D.C.
 703-534-0320
WAFM 105
 PD. GARY DAVIS
 ASST. PD. OICK NEHR

Worcester
 617-752-5611
WJZZ
 PD. PAUL LERIEUX
 ASST. PD. OICK NEHR

WPLR New Haven
 203-777-8617
 PD. EDIE WARD

Philadelphia
 215-581-0933
WMMR
 ASST. PD. OICK NEHR
 PD. HANNAH WEINBERG

Rochester
 716-232-7550
WAFM
 PD. BERNIE KIMBLE

Washington, D.C.
 703-534-0320
WAFM 105
 PD. GARY DAVIS
 ASST. PD. OICK NEHR

York
 717-266-8608
STARVIEW 92.5 FM
 PD. JEFF HUNT
 ASST. PD. OICK NEHR

RECORDERS

MIDWEST

FM 104 Grand Forks
701-775-8575

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

WISN-FM
1200 Wisconsin Ave. S.
Madison, Wis. 53706
FM 93.1

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

WISN-FM
1200 Wisconsin Ave. S.
Madison, Wis. 53706
FM 93.1

LAW-FM 97 Grand Rapids
616-458-5461

WZZM-TV
1000 E. Fulton St.
Grand Rapids, Mich. 49503
TV 10

WZZM-FM
1000 E. Fulton St.
Grand Rapids, Mich. 49503
FM 97.1

WBFO 98.5 FM Indianapolis
317-287-7865

WBFO-TV
1000 N. Meridian St.
Indianapolis, Ind. 46202
TV 10

KY/IO2 Kansas City
816-753-4567

KY-TV
1000 E. 12th St.
Kansas City, Mo. 64108
TV 10

101-FM Lansing
517-393-1320

WOL-TV
1000 E. Michigan St.
Lansing, Mich. 48916
TV 10

FM 102 Komo Lincoln
402-432-8666

KTOM-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

WIBA-FM Madison
608-274-8400

WIBA-TV
1000 N. Lincoln St.
Madison, Wis. 53706
TV 10

WMAD Madison
608-249-9277

WMAD-TV
1000 N. Lincoln St.
Madison, Wis. 53706
TV 10

WLPX 97 FM Milwaukee
414-342-1111

WLPX-TV
1000 N. Lincoln St.
Madison, Wis. 53706
TV 10

93QFM Milwaukee
414-276-2040

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

KPHL Muscatine
319-263-7612

KPHL-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Z98 Omaha
402-892-5300

KTOT-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Omaha 712-322-4041

KTOT-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

WLUFT Peoria
309-674-2000

WLUFT-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Rockford 815-877-3075

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

Rockford 815-399-2233

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

Saginaw 517-892-9828
517-894-2996

WISN-TV
1200 Wisconsin Ave. S.
Madison, Wis. 53706
TV 12

WLNQ93 Sioux Falls
605-339-1520

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

92 CITI FM Winnipeg
204-775-0371

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

St. Louis 314-842-1111

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Terre Haute 812-236-2667

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

FM 104 Toledo
419-248-3377

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

T-95 Wichita
316-722-8123

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

92 CITI FM Winnipeg
204-775-0371

WLNQ-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

WEST

KFAG Albuquerque
505-265-8811

KFAG-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

KRBT Albuquerque
505-266-7946

KRBT-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

kgot Anchorage
907-349-2531

kgot-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

96.1 FM Anaheim
714-776-3698

96.1 FM-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Aspen 303-926-5776

Aspen-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

MOST ADDED

IAN MCLAGAN
Troublemaker (Mercury) 13/13

BETTE MIDLER
The Rose (Atlantic) 9/9

NO NUKES
Various Artists (Asylum) 36/8

ROY SUNDHOLM
The Chinese... (Polydor) 9/7

GARRISON AND VAN DYKE
Garrison And Van... (A&C) 4/4

GIANTS
Giants (MCA) 4/4

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

MEDIUM

INMATES
First Offense (Polydor) 27/19

BOB WELCH
The Other One (Capitol) 28/19

STEVE FORBERT
"Jackrabbit..." (Nemperor) 27/17

DAN FOGELBERG
Phoenix (Full Moon/Epic) 40/15

NO NUKES
Various Artists (Asylum) 36/15

LITTLE FEAT
Down On The Farm (WB) 35/15

TOTO
Hydra (Columbia) 34/15

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

THE HOTTEST

EAGLES
The Long Run (Asylum) 45/42

T. PETTY & HEARTBREAKERS
Damn... (Backstreet/MCA) 41/37

FLEETWOOD MAC
Tusk (WB) 43/34

JEFFERSON STARSHIP
Freedom... (RCA/Grunt) 39/31

PINK FLOYD
The Wall (Columbia) 38/28

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

98 Bakersfield
805-832-1410

98-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

97FM Boulder
303-444-6600

97FM-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Casper 307-236-1515

Casper-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

98 Bakersfield
805-832-1410

98-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

97FM Boulder
303-444-6600

97FM-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

Casper 307-236-1515

Casper-TV
1000 N. 16th St.
Lincoln, Neb. 68502
TV 10

WES logo

KILO 94 Colorado Springs STEREO FM 303-634-8896

KAZY Denver 303-750-5600

Kbpi Denver 303-398-2313

K97 Edmonton 403-428-8597

KZEL Eugene 503-484-4304

KZCL Fort Collins 970-571-1232

KZFM Fresno 209-485-7782

93 FM Honolulu 808-949-2093

K99 Great Falls 400-727-7211

KFM102 Las Vegas 702-732-7753

KFMAC Long Beach 213-437-0366

KLOS 95 1/2 Los Angeles 213-683-3311

KMET 94 1/2 Los Angeles 213-484-5638

KMAX Los Angeles 213-469-1212

KWEST Los Angeles 213-487-1224

KBBC FM 99 Phoenix 602-265-5222

KDKB Phoenix 602-833-6668

KGON Portland 503-955-9181

Kink Portland 503-226-5000

K100 Portland 503-226-0100

KAZL Reno 702-329-9281

KIO8 FM Sacramento 916-446-4985

KIO8 FM Sacramento 916-444-2806

KCAL 96.7 San Bernardino 714-625-6020

KOME San Jose 408-246-6611

KJIS San Jose 408-288-5400

KJIS San Jose 408-288-5400

KJIS San Jose 408-288-5400

KJIS San Jose 408-288-5400

KJIS San Jose 408-288-5400

KJIS San Jose 408-288-5400

KTMS FM Santa Barbara 805-963-1975

Seattle 206-624-4305

KZAM & FM Seattle 206-454-1540

KZOK 102 Seattle 206-223-3913

92.9 KREM-FM Spokane 509-448-2000

K95 Tri-Cities 509-586-0459

KWFM Tucson 602-824-5668

C-FOX Vancouver 604-684-7221



Jim Duncan

Country

Music-Maker Matter

Before you read this, take a quick peek at the R&R Country "Airplay/40" chart, particularly the top five records . . . No, it's not a typographical error, but rather a way to give number one rankings to a couple of records that have earned the right (plus with it being Christmas and all, why not?). To further explain, the Kenny Rogers single "Coward Of The County" moved up so fast on most radio station charts it zoomed right past Conway Twitty's "Happy Birthday Darlin'" and Charley Pride's "Missin' You." So instead of saying "those are the breaks" and moving on to the next subject, the R&R research department mutually agreed all three records should be given the honor of being "number one" on the R&R Country chart. Since R&R lists a chart of the top 40 airplay records, you will notice a number gap between the number two record, Eddie Rabbitt's "Pour Me Another Tequila" and the number five, Willie Nelson's "Help Me Make It Through The Night." Rabbitt was made number two based on his continued movement up the Country Radio charts. Last week Rabbitt was at number three on the R&R chart. Chartwise and according to the computer numbers, the next song would be number five; thus the positioning of the Nelson single.

A couple other interesting developments on this week's Country chart; the John Anderson single, "Your Lying Blue Eyes," made the chart two weeks ago at number 39. Last week, some of the other new product passed it by in airplay. The Anderson record did not have enough points to make the chart last week. As more stations moved it into their top chart position, the song regained enough points to make the chart this week at 32.

Another record to make the news in the past couple of weeks was the Larry Gatlin single of "Midnight Choir" on Columbia Records. Most of our stations seem to be playing the short version, with limited airplay on the longer album version on the serviced flipside. Some report a little negative reaction; especially from stations in the so-called "Bible Belt." The majority report very strong requests to hear the song played. A few tell us they are waiting until the holidays are over to air the record. Since this is a religious time for many people, stations are playing it safe.

Speaking of the holidays, there's a great deal of media coverage of late for the Elmo and Patsy Christmas novelty record, "Grandma Got Run Over By A Reindeer." Heavy early airplay and request action reported from our stations in Northern California. The record is on Bay Records out of San Francisco. (Editor's note: I don't care what anyone says, no Christmas novelty record has ever come close to being as weird as the ever-popular Singing Dogs version of "Jingle Bells" released about seven years ago on RCA Records. You talk about strange . . .)

And Finally . . .

The new decade is upon us! So what does the future hold for Country Music and Radio?

If I had the answers I could retire today. Instead, I look forward to another exciting fast-paced year of learning and, I hope, communicating new ideas from the pages of R&R.

I have found the key to any success is to have a constant desire to discover new ideas. Since the beginning of R&R, it has been our goal to not only share the news, but to educate. The day you feel you can't learn anything new is the day you should make a rapid exit from this business. Look around you, it's changing at an unbelievable rate of speed.

In the 80's it will be even more difficult to be a successful communicator. Keep your mind active and aware; it will keep you ahead of the game. At all times be great, or at least try. A philosophical remark I remember reading many years ago kind of says it: "No success is achieved without failure, so use failures as stepping-stones instead of stumbling blocks."

Before I wrap this year, there are a few people I would like to thank for the R&R Country success in 1979. First, Bob Wilson for his constant inspiration; Dick Krizman for helping to pay the bills; Ken Barnes for the good grammar and words; Richard Zumwalt (and the entire R&R Production team) for the layout and design; Lee Wade for her ideas and concern; Nancy Hoff for her super-human skills; Adrienne Riddle, the R&R operator, for making me laugh when things weren't so funny; and the rest of the R&R Family for their friendship, smiles, and imagination.

Last, and certainly most important, I would like to thank you, our R&R readers. Without your support, whether it be from our advertisers or from the numerous ideas given to us from our friends in the radio and record industries, the R&R dream could not be a reality today. *Thank you!*

It is our wish for you and yours to have a Happy Holiday season with continued success and good health in the New Year. Here's hoping you get everything you want in the new decade!!

— Jim Duncan
Country Editor

News Notes

Since last week's issue of R&R was our annual year-end report, some of these items were held over the past two weeks . . . Ted Bair takes over as GM of KRAM/Las Vegas, with Chuck Manning being named PD. Bair and Manning replace Bob Jackson who left the GM/PD job at KRAM to join crosstown rival KVEG. Jackson will oversee promotional activities for the station as well as do afternoon drive . . . Alan Furst joins WNYN/Canton as OD. Furst had been at WBAX/Wilkes-Barre, PA as PD . . . After many years at KWJJ/Portland, OR, Chris Adams has resigned. According to GM Bernie Thompson, "Everything is under control now. I will be looking for a Program Director to replace Chris after the holidays" . . . Jim Ray, GM of KOKE-AM-FM/Austin has hired Jonathan Fricke, formerly with WSAI/Cincinnati and most recently a weekender at KBOX/Dallas, as Operations Manager. Ron Tatar has been promoted to PD and Steve Gary will continue to handle the music . . . Ann Lavoy is the new all-nighter at KNEW/Oakland-San Francisco . . . Jesse "James" Freeman has been promoted to Assistant PD of WINN/Louisville. He is also on-the-air from nine to noon . . . WLAS/Jacksonville, NC morning man John Lyles is now PD for the station . . . Doug Lane, former PD of WYTL/Oshkosh, WI, is the new PD of WLXR/La Crosse, WI . . . Dan Taylor, from WCBS-FM, is the new all-night air personality on WHN/New York. PD Ed Salamon also reports WHN has a new News and Public Affairs Director. He is Dirk Van from WCBS-AM, an all-News station in New York . . . Diana Kelly has been appointed MD of WSM-AM/Nashville. She will assist new PD Haril Hensley, as reported in Biff Collie's R&R column two weeks ago . . . Ken Shepherd, from KROK-FM, is now with KWKH/Shreveport as MD. He was PD at KROK, which is KWKH's sister station in the market . . . Lorna Littleway, who has joined KBOX/Dallas, has been replaced as morning anchor of WKXA/Brunswick, ME by Lisa Ann Krutinsky from WDRO/Augusta, ME . . . In January, WMUS-AM-FM/Muskegon, MI will expand by 42 hours a week its separate programming on the AM side. Two former WMUS staffers have rejoined the station. They are Mike Murphy, from the PD job at WHUT/Anderson, IN, and Dave Rogers, recently PD of WGVM-WDMS/Greenville, MS. Both WMUS-AM and FM will continue Country formats . . . Don Cleveland joins the afternoon air staff of KFEQ/St. Joseph, MO. He is from KWOC/Popular Bluff, MO . . . Congratulations to Terry Black, MD of KJJJ/Phoenix, on his marriage last Friday (14) to the former Laurie Nelson . . . Last week, December 9 to 15, was proclaimed WWVA Recognition Week by the city of Wheeling and the mayor, Cuyler



Ewing. Shown at a party to celebrate the event are (left to right) Mr. and Mrs. J. Ross Felton, VP of Columbia Pictures Radio Inc. and GM of WWVA and WCPI Radio and ancillary operations; Fred Keshner, Executive VP of Columbia Pictures Radio Station Inc; Jo Walker, Executive Director of the Country Music Association; Tom Miller, WWVA's OM; F. Glenn Reeves, GM of Jamboree U.S.A.; and Richard Howard, Station Manager of WWVA.

Merry Christmas

...and to ALL a good night!



Country

1979 R&R Country Radio Music Poll



Performer Of The Year

Kenny Rogers

Runners-Up

Willie Nelson
Barbara Mandrell

Male Vocalist Of The Year

Kenny Rogers

Runners-Up

Larry Gatlin
Willie Nelson
Eddie Rabbitt

Best Singles Of The Year

"The Gambler"

Performer: **Kenny Rogers**
Writer: **Don Schlitz**
Producer: **Larry Butler**
Label: **United Artists**



"The Devil Went Down To Georgia"

Performer: **Charlie Daniels Band**
Writers: **CDB: Charlie Daniels, Tom Crain, "Taz" Di Gregoria, Fred Edwards, Charlie Howard, and James W. Marshall**
Producer: **John Boylan**
Label: **Epic**



Runner-Up:

"She Believes In Me" — **Kenny Rogers (UA)**

The results of the fourth Annual **Radio & Records** Country Radio Music Poll have been tabulated, with more than 5400 votes tallied in the eight categories shown. Each year at this time, the **R&R** Country section invites the reporting stations to vote for the year's favorites. The voters at each station include those directly involved in programming and music: managers, directors, and the on-air staff.

This year's runaway winner was **Kenny Rogers**, who won in five of the eight categories. For "Best Single of 1979," Rogers's version of "The Gambler" (actually released late last year in 1978) tied with "The Devil Went Down To Georgia" by the **Charlie Daniels Band**. For the second year in a row, Rogers won in the "Vocal Duo" category with **Dottie West**. The **Oak Ridge Boys** won for the second straight year as Country Music Radio's favorite group.

Another repeat winner was **John Conlee** in the "Best New Artist" category. Last year at the time of the **R&R** poll, newcomer Conlee had only one hit, "Rose Colored Glasses." As he made his impact in just a little over 18 months, we are sure no one will dispute him being a "new" artist to Country Music.

To give you an idea how some of the other favorites were voted, this year **R&R** decided to list not only the winners, but the runners-up in each category.

So without any further delay, **Radio & Records** is again happy to announce the winners of the 1979 **R&R** Country Radio Music Poll:

Best Album Of The Year

"The Gambler"

Performer: **Kenny Rogers**
Producer: **Larry Butler**
Label: **United Artists**

Runners-Up:

"One For The Road" — **Willie Nelson & Leon Russell (Col)**
"The Legend And The Legacy" — **Ernest Tubb & Friends (Cachet)**



Vocal Duo Of The Year

Rogers & West

Runners-Up

Moe & Joe
Brown & Cornelius



Female Vocalist Of The Year

Barbara Mandrell

Runners-Up

Crystal Gayle
Anne Murray



Group Of The Year

Oak Ridge Boys

Runners-Up

Statler Brothers
Charlie Daniels Band



New Artist Of The Year

John Conlee

Runners-Up

Con Hunley
Razzy Bailey
Joe Sun

Country



Biff Collie Inside Nashville

TINSEL, SNOW, & MISTLETOE: When they sneak-previewed Loretta Lynn's "Coal Miner's Daughter" at theatres in Boston and Memphis, the showings got standing ovations from the audiences! It won't be in theatres till spring, they say . . . Dorothy (Mrs. Tex) Ritter will be a grandmother in the spring, thanks to John and his wife . . . Elroy Kahanek, head of Hoyt Axton's Jeremiah label, says they're shipping his "Wild Bull" record as fast as they can get it. Hoyt's starring role in "Skinflint - A Country Christmas" won't hurt it. Sorry I missed the Axton action Thursday holiday open house. Mamma Mae does put on good parties . . . Kenny, Dolly, and Dottie (not necessarily in that order) were named top country stars in the New York Daily News poll that received

100,000 ballots . . . Speaking of winners, Warner/Curb recording artists, The Bellamy Brothers (David and Howard) won top honors at the recent CMA of Great Britain awards. Their song, "If I Said You Had A Beautiful Body, Would You Hold It Against Me?" won the 1979 "Single Of The Year" award . . . T.G. Shepard helped kick off the WYDE/Birmingham "Toys For Tots" campaign with a live broadcast and autograph



Glen Campbell

signing session . . . Around Delight, AR, they're still talking about the Campbell family reunion at Las Vegas's Desert Inn while Glen was doing his thing there. Over 70 Campbells from as far as Honolulu joined him on stage . . . WSM's "Dolly" contest winner gets Bally's newest pinball machine called "Dolly," complete with butterflies, guitars and her hit records. As a bonus it even plays "Here You Come Again" . . . Christmas season sessioning: Jerry Reed, Sylvia, and Jim Ed Brown and Helen Cornelius at RCA, Conway Twitty, Billy "Crash" Craddock and the Oak Ridge Boys at Woodland, Debby Boone and Gene Watson at Jack Clement, John Conlee at Creative Workshop and Norbert Putnam and his new rock band Nashville at Quadrafonic Studios.

CHRISTMAS AIRLINES: Hoyt Axton, in keeping with his "Scrooge" character on that TV special says the way to make friends remember is to give 'em cheap presents! . . . Larry Gatlin says he knew a guy who was so stingy he gave homing pigeons for presents (then got 'em back) . . . Billy Bob Bowman says, "Christmas is when the holiday lights come up and the bank balance goes down!" . . . Faron Young remembers when he once got a doll for Christmas; he figured Santa Claus, with all the toys to deliver, just goofed and left him the toy that was supposed to go to the little girl next door . . . Willie Nelson, finishing his second movie, says he's been acting since he played Scrooge in the high school play in Abbott, TX . . . Lulu Roman of "Hee Haw" went to the zoo to pick up some Christmas seals???? . . . Vernon Oxford wanted to get something for his wife,

but nobody would make him an offer . . . Thanks to the Mouseketeers for taking care of me! While in recovery room after surgery last month at St. Thomas Hospital, Darlene Gillespie Gammon (the former Mousketeer) looked after me. Never thought I'd be in the hands of a Mousketeer!

MEMO PAD: Thank Jim Duncan, Bob Wilson and all the people at R&R for another wonderful year with the winner . . . Mention that new series of TV specials for Home Box Office they shot at Ronnie Prophet's Carousel Club in Printer's Alley here . . . Comment on the Atlas Artists Cowboy Rhythm Band's new record "Houston is a Honky Tonk Town" having more solo artists (10) on it than any other single record to date . . . The Country Music Foundation's 1980 "History of Country Music" calendar, the 24-page calendar which includes 12 pages of rare historical photographs, interesting facts about country stars, birthdays, and a chronology of country music, is now available (\$2 plus 75¢ postage) from the Country Music Foundation Press, 4 Music Square East, Nashville, TN 37203 . . . I was shocked to hear that Tommy Jackson, one of the best-known and most important pioneer studio fiddlers (and an Opry member of many years), died last week after a long illness. Tommy was staff producer for Pappy Daily, for Dot Records, made 11 albums and 18 fiddlin' singles. He was 53 . . . The Four Star building on Music Row, built by Joe Johnson, sold for \$1.86 million to a Nashville-based investment group. CBS Records, Con Brio Records, and a number of other music firms are housed there . . . Rex Allen, Jr. and his brother Curt (he's with Jack Clement Studio here) are both expecting their wives Judy and Terrell to deliver their first heirs in May 1980 . . . Barbara Mandrell taped a "Lawrence Welk Show" in Hollywood (remember when Lynn Anderson was a regular on that show for over a year?). Barbara, her husband Ken Dudley, and their two kids spending the holidays in the snow in Aspen, their winter home . . . Tanya Tucker's free-wheeling on the "Superskates" TV special had nothing to do with skates. She drove a jeep in an off-road race . . . Gail Davies moved to Music City, bought and is remodeling a home here with her hus-

band, writer Richard Allen . . . Did you know that Anne Murray lost 50% of her hearing during that mysterious illness she had while carrying her 2nd child, daughter Dawn, and doctors wondered if she'd ever sing again? . . . In hopes of getting his first network special aired on St. Patrick's Day in 1980, Eddie Rabbitt sent NBC network executives some cases of

Jameson's Irish Whiskey. Rabbitt, a first generation American Irishman, recently taped the show, which features Stockard Channing, Emmylou Harris, Jerry Lee Lewis, and Henny Youngman. (At the taping the studio audience was comprised of KCKC/San Bernardino contest-winning listeners.) At last report, no official air date has been set, but it should be late February or



Eddie Rabbitt

early March. Still pulling for the St. Pat's Day airing, Rabbitt said, "My next step is to cater the NBC programming meeting with corned beef and cabbage. If that doesn't work, I know a gang of leprechauns back in my hometown of Brooklyn who could punch their kneecaps out!" . . . As of Monday (17), Capitol and United Artist Records have new locations here. The combined operations will be at 29 Music Square East, Nashville, 37203. Capitol's new phone number is (615) 244-7770. The new number for UA is (615) 244-9595 . . . Thanks to my friend Charlie Lamb for helping get our act together while I was hospitalized. Charlie wrote a couple columns here for us, and helped write news material for our syndicated radio show "Inside Nashville." He killed them at the T. Tommy Roast with his doubletalk routine . . . Congratulate Big John Trimble on that super Associated Press story on him and his all-night trucker's show on WRVA. You finally got what you deserved, John! . . . Phillip Graham, formerly with CBS Records here, joined Broadcast Music, Inc., working in the performing rights department.

DATELINE: Nashville — Dec. 24, 1979: A Canadian weatherman, scanning the skies at dawn with weather radar, reported sighting, at approximately 15,000 feet heading in a southerly direction, a tiny sleigh and eight reindeer silhouetted against the Northern sky.

Oh yes, and a special holiday wish from our house to yours. See you next year!



ATLAS ARTIST COWBOY RHYTHM BAND — Ernie Ashworth, Ted Barton, Charlie Louvin, Connie Eaton, Ernest Tubb, Charlie Walker, Roy Wiggins, Dick Shuey, and Justin Tubb.



TIS THE SEASON — Pictured at left is the WVAM/Altoona, PA entry in the recent 1979 Altoona Christmas Parade. Shown on the 1929 International truck are (left to right) Dimension Records' Lenny Gault; WVAM PD Tom Riley; night jock Rick Carraway; and MD Stan Davls. The photo at right is of KHSI/Chico, CA GM Dino Corbin during a playtime break



in his group therapy session. Actually, Dino is surrounded by some of the 1000 toys KHSI Radio collected from listeners in support of Butte County Sheriff Larry Gillick's Christmas Toy Drive.

Country

WEST

KRZY
Albuquerque, N.M.
Barbara Mandrell
John Conlee
Crisley Lane
Tummy Overstreet
Gail Davies
HOTTEST
Margo Smith
Kenny Rogers
Comedy Tully
Kathy Barlow

KRAL
Albany, Ga.
Hank Williams, Jr.
Conversations
Julie Newton
Crisley Lane
Don Williams
Cash & Jennings
Sue Allison
Barbara Mandrell
Tummy Overstreet
Larry Gatlin

KRIZ
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZU
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZV
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZM
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZL
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZK
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZJ
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZI
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZH
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZG
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZF
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZE
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZD
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZC
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZB
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZA
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

MIDWEST

KRCV
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRCU
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRCW
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRCX
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRCY
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRCZ
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC1
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC2
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC3
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC4
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC5
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC6
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC7
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC8
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC9
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRC0
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

SOUTH

KRZD
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZE
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZF
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZG
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZH
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZI
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZJ
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZK
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZL
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZM
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZN
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

KRZO
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

Most Added

ANNE MURRAY
Daydream Believer (Capitol)
GENE WATSON
Nothing Sure Looked Good On You (Capitol)

Hottest

KENNY ROGERS
Kowder Of The County (UA)
CONWAY TWITTY
Happy Birthday Darlin' (MCA)
WILLIE NELSON
Help Me Make It Through The Night (Columbia)
OAK RIDGE BOYS
Leaving Louisiana In The Broad Daylight (MCA)

REGIONAL ADDS & HOTS

WEST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

MIDWEST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

SOUTH
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

EAST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

WEST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

MIDWEST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

SOUTH
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

EAST
Albany, Ga.
Sue Allison
Bobby Bare
Larry Gatlin
Tom T. Hall
Anne Murray
Eddy Arnold
Jim Reeves
Moe & Joe
Kendalls
HOTTEST

Country Albums

Album cuts receiving airplay and some activity. Listed alphabetically. Album cuts in bold indicate heaviest reported airplay.

- MOE BANDY** - One Of A Kind - (Columbia) "Sweet Kentucky Woman" "Man Of Means" "In The Middle Of Losing You"
- JOHN CONLEE** - Forever - (MCA) "The In Crowd" "You Never Cross My Mind"
- DAVE & SUGAR** - Stay With Me - (RCA) "Why Did You Have To Be So Good"
- JOHNNY DUNCAN** - Straight From Texas - (Columbia) "Would You Like To Spend The Night" "Runaway Housewife" "What's A Little Love"
- LARRY GATLIN** - Straight Ahead - (Columbia) "Taking Somebody With Me" "Hold Me Closer"
- WAYLON JENNINGS** - What Goes Around Comes Around - (RCA) "Out Among The Stars" "New Eyes Old Love" "What Goes Around" "The World's Gone Crazy (Cotillion)"
- GEORGE JONES** - My Very Special Guests - (Epic) "Gotta Get Drunk" "Night Life" "I Turned You To Stone"
- KENDALLS** - Heart Of The Matter - (Ovation) "Put It Off Until Tomorrow"
- MOE & JOE** - Just Good Ol' Boys - (Columbia) "Honky Tonk Man"
- ANNE MURRAY** - I'll Always Love You - (Capitol) "Wintery Feeling"
- WILLIE NELSON** - Sings Kristofferson - (Columbia) "The Pilgrim" "Why Me Lord" "Bobby McGee" "For The Good Times"
- JOHNNY PAYCHECK** - Everybody's Got A Family... - (Epic) "Fifteen Beers" "I Never Met A Girl I Didn't Like" "Roll In My Sweet Baby's Arms" "Low Class Reunion"
- KENNY ROGERS** - Kenny - (UA) "She's A Mystery" "Goodbye Marie"
- MEL TILLIS** - Me And Pepper - (Elektra) "Lying Time Again" "Uphill All The Way"
- DON WILLIAMS** - Portrait - (MCA) "Circle Driveway" "Good Ol' Boys Like Me"
- HANK WILLIAMS JR.** - Whiskey Bent & Hell Bound - (Elektra) "The Conversation" "OD'd In Denver" "Women I've Never Had" "Outlaw Woman"



P/A

Mike Kasabo

More Power To The Rotation System

Several weeks ago in this column, we discussed what appears to be a continual growth away from numbered lists to rotational patterns at Pop/Adult stations. Response from readers has shown an overwhelming agreement with Tom Kennington's views that a numerical chart is restrictive and does not necessarily reflect proper momentum of product; while on the other hand, a rotational system (and there are several different versions) offers the programmer much more latitude and balance with the record list.

While most of the reaction came from major markets, the most significant response was filed by WRFY/Reading, PA Program Director Mike Shannon, who pointed out, "We place less importance on record sales around here. We still cooperate with the stores, and of course I call them every week, but as Tom (Kennington) pointed out, a lot of Pop/Adult stations are jumping on songs early; and that can preclude sales information being of any significant impact. Now, there are a lot of times, of course, a lot of songs that we're on that the Top 40 station is on and we get sales on those. But that, it seems to me, is old-line thinking . . . the fact that stocking stores with product is directly dependent on the market's rocker."

Shannon said that his power rotation (for last week) consisted of numbers 1, 2, 3, 5, 6, 7, 10, 11 and 13 — I asked what happened to the songs numbered 4, 9 and 12?

"On a numerical list," he stated, "we're gauging the songs' success to a certain point, but we're also gauging the songs' longevity. If a song is moving up slowly on your chart, it's (in all likelihood) going to mid-chart and drop. In other words, if you're hung with listing records numerically, you won't have the latitude to make immediate adjustments, and may come away looking silly with a song that's listed as number 4, but has actually worn out and lost its appeal. My chart gauges a song's longevity on our station — or a song's growth and progress on an overall picture from all our research in various categories. Anyway, I feel it's misleading for Pop/Adults to list a record reflecting a certain 'position' when it's actually being played stronger or lighter than another relative number."

As a final comment, Shannon explained his rotational system, in which there are four categories. He started with his A or power list: "The heavy rotational list will expose product every four hours and fifteen minutes; the fifteen minutes extra insures enough of a stretch in time so we don't play the same titles at the same time each daypart. The B list is my new product, four or five songs a week on the average, and they are in at least a five-hour rotation. The other two categories are the balance of the current songs. I think, in closing, that the day of the numerical list for P/A's is numbered."

Update

WHDH/Boston Music Director Donna Halper called excitedly about the article we ran two weeks ago (R&R 12-7) concerning her involvement in helping youngsters in the New England area as part of her work with the Big Sisters organization. As a result of her efforts and others responding to the article, "Over 300 kids," she noted, "will now enjoy Christmas and Hannukah, thanks to the generosity of record companies who have donated a variety of gifts." . . . **KDWN/Las Vegas** personality **Don Jaye** hooked up with **KGO/San Francisco** announcer **Al "Jazzbo" Collins** during a recent evening as they spoke to the other city's callers. The two broadcasters, aided by 50,000 watt transmitters, are old friends and occasionally monitor each other during the wee hours . . . **CHRISTMAS WRAP-UP: KSL/Salt Lake City** is holding its annual "Quarters for Christmas" campaign. The goal is to collect everyone's pocket change to buy shoes for needy kids, as people either mail or collect the 25¢ pieces in local schools. Station personalities are visiting area schools to help in the collection for the fund . . . **WGY/Schenectady** is running its fourth annual "Christmas Wish" promotion to raise funds for the local Children's Hospital. \$1 donations are being sent by listeners, and there are receptacles in local banks and supermarkets for donations . . . **KMBZ/Kansas City's Mother Marz**, along with many local celebrities and politicians, will be ringing the Salvation Army Bell hanging outside the station to collect for the station's Christmas Fund . . . **KHOW/Denver's** Christmas party was a huge success, with over 500 record company reps and station clients showing up for the fine festivities and entertainment by the **Four Freshmen** . . .

AFTER MIDNIGHT: KAKE/Wichita overnight personality **Mike Matson** is helping to celebrate National Mimicry Week by inviting listeners to mimic "whatever their little hearts desire" on the air — Mikey see, Mikey do . . . **WDAK/Columbus, GA** has changed from a rocker to a Pop/Adult format . . . **WCHV/Charlottesville** helped to raise \$13,000 for the Multiple Sclerosis organization with an auction in which the station participated . . . **WMAL/Washington Capitol Hill** correspondent **Joseph McGaffrey** was given an exclusive interview with former President **Gerald Ford** recently on issues ranging from Iran to the Nixon pardon . . . **WSB/Atlanta's** morning team, **Jim and John**, will serve as Grand Marshals of the Peach Bowl parade December 31 . . . **KYUU/San Francisco**, as part of a tribute to the International Year Of The Child, awarded \$1000 to three Bay Area youngsters in a "Holidays Are For Kids" art contest . . . **WCBM/Baltimore Sports Director Tom Davis** has been chosen Outstanding Sports Reporter of the Year by the Sports Boosters of Maryland . . . **Misco Broadcasting**, new owners of **KAKE/Wichita**, showed a little class recently as they treated the staff to a lunch at a local restaurant. The get-acquainted feed featured board chairman **Bud Beren**; we're informed that **Beren**, some years ago, hosted a classical music hour on another local radio station . . . An up note to close on this decade as we receive a twist on an old problem. **Ross Hunter**, Operations Manager of **WJMA/Orange, VA**, who like many smaller market programmers has faced poor to worse record service, writes to acknowledge a promotion man for outstanding service — **A&M** promo manager **Phil Quartanaro** was praised for his super service . . . **WGY/Schenectady** is almost complete with the installation of a new computer which is designed to aid their music system. Music Director **Paul Cassidy** explains, "We will input our music format — the computer will then take our selections from our oldies and current library and rotate the music based upon our classifications and qualifications for each particular record. The design initially is to experiment as to whether we want a com-



M&M — Roger Carroll, host of the live nationwide "National New Year's Eve Party" special, is greeted by Mickey and Minnie Mouse in a prelude to the actual broadcast which will be telecast via satellite on New Year's Eve. Carroll will anchor the broadcast from Disneyland, while co-anchor, Eric Norberg will handle the festivities from Walt Disney World in Orlando. Scheduled to be on hand to help celebrate are Harvey Korman, Bobby Goldsboro, Phyllis Diller and Cloris Leachman.

pletely even rotation or one that provides more play with certain other records." . . . **WHEN/Syracuse's** news department has been awarded four out of seven honors by the New York State Associated Press, involving all major state news agencies with the exception of the City itself. They won Best One-Day News Effort, Best Local Documentary Program, Best Spot News Coverage, and Best Enterprise Reporting — much credit has been given to 26-year-old News Director **Bill Casey** . . . **WHBC/Canton** will give to some lucky listener a \$500 Christmas tree — the artificial kind that is fully decorated; that's a bunch of decorations when it amounts to 500 bucks . . . Other promotions include **WORC/Orangeburg**, the station held its annual "Ham It Up For Thanksgiving" contest that allowed listeners who guessed the correct personality popping up from a rotating cart a chance to win a ham or turkey — a wrong guess, however, received another kind of turkey; a turkey album that never sold and had been collecting dust in the station's library . . . Cheers and Happy Holidays!

Transition

Harry C. Smith has been appointed to the newly-created position of Assistant to the President (**William B. Faber**) of **WFLA/Tampa** . . . **Lynn McIntosh** has exited his Program Directorship of **WIS/Columbia** to go to Mutual Radio in Washington D.C. as Northeast Regional Manager of Affiliate Relations . . . **WWWE/Cleveland** has a new all-night personality, **Lanny Wheeler**, who comes to the station from **KIRL/St. Louis**, and replaces **Vicki Sue Winston** . . . At **WCWA/Toledo**, **Doug Silver** has been promoted to the position of Operations Manager to go along with his PD post; **Mark Stevens** has been named to the Assistant PD slot . . . **Karen Johnson** joins **KVI/Seattle** as an administrative assistant and secretary to General Manager **Jim Johnson** . . . **Jim Abens** has been named Station Manager of **WCER/Charlotte, MI** . . . **Lon Landis** joins the news staff of **WELI/New Haven** as its Director after a similar position at **WTIC/Hartford** . . . **Mike Haggarty** is going back to an airshift in addition to his Music Director position . . . Two that are new at **WCHV/Charlottesville** are **Jill Strauss** and **Andrea Kessel** from **WNBC-TV/New York** and **WVIR-TV, also Charlottesville**, respectively . . .

Color

IT'S A BIRD — A PLANE — NO IT'S SANTA: **WSB/Atlanta** got area residents into the holiday spirit in a hurry recently, as the station delivered **Kris Kringle** in the station's helicopter. PD **George Fischer** was the Master of Ceremonies for his arrival at the big shopping center in town. The event launched the annual drive co-sponsored by the Marine Corps for the Toys for Tots campaign.

HIGH ENERGY: **WELI/New Haven** just completed its "Energy Saving" promotion. During the promotion, **WELI** aired more than 100 energy-saving tips on a one-per-hour basis. It was based, in part, on the principle of "cash call," except instead of the callers having to remember the amount in the jackpot, they had to remember that hour's energy savings tip. An added element made it more exciting — if the hour's call-out person did not answer the phone, the station would open their lines for anyone to call and repeat the previously aired tip. Prizes included heater-huggers, a solar music box or cigarette lighters, and other such items. The big prizes included two one-year supplies of heating oil, valued at \$1500 apiece . . . also a fully installed solar hot water system. The grand prize was a vacation to Mexico. This public service-oriented promotion was one of the most successful in the station's history.

P/A

POP/ADULT

BREAKERS

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

BARRY MANILOW

When I Wanted You (Arista)

70% of our reporters are on it. Adds include WHAM, KHOW, WIS, WHBC, WATR, KOLO, KEX, WGY, WSM-FM, WVMT, WBZ, WSB, WBT, WNEW, WIBW, KWOS, KGNR, KRNT, KRKK. Key moves: 28-20 KLTE, 30-25 WLOW, 28-25 WRIE, 23-21 WDIF, debut 23 WBEN, debut 23 WPRO, debut 28 WORG, debut 28 WJBO, debut 29 WYMC, debut 30 WMAZ, debut 29 WLNH. Heavy rotation: WHIO, WJON, KFMB. Debuts at No. 24 on P/A chart.

FLEETWOOD MAC

Sara (WB)

64% of our reporters are on it. Adds include WHIO, WHDH, WSB, WGY, KMBZ, KGGF, KSL, KFMB, WIS, WNEU, KRMG, WFDF (dp), KNBR, WBOW, WHEN, WTMJ, WLVA. Key moves: 20-12 WBEN, 12-8 WSM-FM, 15-10 WVMT, 25-22 KSTP, 26-20 WDIF, 24-20 WMAZ, 35-29 FM97, 27-23 WCHV, debut 27 KWOS, debut 29 WLOW. Jumps 38-28 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.

SMOKEY ROBINSON "Cruisin'" (Tamla) 44/6 add WHBC, WSIX, WYMC, WHEN, KBLF, WCFR. Key moves: 18-11 WHIZ, 21-16 WNEU, 10-6 WLOW, 19-14 WRIE, 17-10 WMAZ, 37-30 WSGW, 22-17 WDIF, 28-21 WORG, debut 17 KRMG, debut 24 WLNH, debut 27 KWOS, debut 28 WBOW, debut 29 KSTP. Increased 27-25 on P/A chart.
MAUREEN McGOVERN "Can't Take My Eyes Off You" (WB/Curb) 43/5 add WFTL, KPPL, WHOK, WBOW, KRKO. Key moves: 13-3 WATR, 14-11 WJBO, 28-23 WSGW, 23-18 KRKO, 28-22 WBT, 19-15 KDWN, 21-17 WHAG, 31-25 WHBC. Increased 32-28 on P/A chart.
EAGLES "The Long Run" (Asylum) 29/5 add KLTE, WGY, WHOK, WBOW, KNBR. Key moves: 17-10 KOLO, 20-14 KRMG, 14-7 WBEN, 16-13 WFYR, 24-19 KWOS, 25-19 WDIF, 25-17 WWOV, debut 20 WBZ, debut 23 WMAZ, debut 24 WVMT, debut 26 WNEU, debut 27 WCSC, debut 30 WORG. Increased 37-31 on P/A chart.
MOON MARTIN "No Chance" (Capitol) 38/2 add WELI, KGNR. Key moves: 21-19 WJBO, 28-23 KRKO, 25-22 KOLO, debut 29 WORG. Increased 35-32 on P/A chart.
JENNIFER WARNES "Don't Make Me Over" (Arista) 31/3 add KHOW, KUKI, WSB. Key moves: 20-5 KOY, 29-22 WLNH, 30-23 WBT, 23-19 WSM-FM, 21-18 WMAZ, debut 28 WLOW, debut 25 WYMC, debut 30 KSTP. Increased 40-34 on P/A chart.
BOBBY VINTON "Make Believe It's Your First Time" (Tapestry) 32/5 add WFDF, KRKO, WHIO, KOGO, WLNH. Key moves: 25-22 WJBO, debut 18 KDWN, debut 28 WNEU. Heavy rotation: WJON, WCER. Increased 39-35 on P/A chart.
JIMMY BUFFETT "Volcano" (MCA) 26/1 add WBOW. Key moves: 18-14 WLOW, 32-27 WCHV, 27-24 WBT, debut 25 WLNH, debut 27 WVMT. Heavy rotation: WJON. Debuts at No. 37 on P/A chart.
DIRT BAND "American Dream" (UA) 23/8 add WQIR, KOY, KRMG, WPRO, KHOW, WCFR, WVMT, KSTP. Key moves: debut 28 WSM-FM, debut 24 WBEN, debut 27 WLOW, debut 30 WJBO, debut 30 WCSC. Heavy rotation: WTMJ. Debuts at No. 38 on P/A chart.
JIM WEATHERLY "Smooth Sailin'" (Elektra) 24/1 add KGGF. Key moves: 31-25 WHAG, 22-18 KMPC. Debuts at No. 39 on P/A chart.
NEIL DIAMOND "September Morn" (Columbia) 43/43. One of the all-time Most Added in any given week for this section of R&R — and based on that strength qualifies it as the No. 40 debut. Some of those adds are WASH, WTAE, KOY, KEX, KNBR, WHIO, WNEU, WSB, WBT, KSTP, WRIE, WPRO, KRMG, KMPC, KMBZ, KSL, WIP, WBEN, WHBC, KHOW, WSGW, WTMJ, KFOR, KWOS, KOLO, WFYR, WDF.

Others Getting Significant Action
ROBERT JOHN "Only Time" (EMI America) 31/1 add WQUA. Moves 20-14 KRKO, 26-20 WHBC. Heavy rotation: KRKK.
CARLENE CARTER "Do It In A Heartbeat" (WB) 30/1 add KRKO. Moves 13-6 KUKI, debut 30 WBOW.
JOHN STEWART "Lost Her In The Sun" (RSO) 28/6 add WBOW, WQUA, KPPL, WTMJ, WIS, WPRO. Moves: 23-16 WYMC, 18-11 WLOW, 28-21 WSM-FM, debut 26 WLNH, debut 28 KRKO.
DAN FOGELBERG "Longer" (Full Moon/Epic) 25/22 adds include WHIO, KSTP, KFOR, WSIX, KHOW, KFMB, KDWN, WASH, KEX, WFYR, WBT, WHBC, KMBZ, WTMJ, KRKK. Moves 20-11 WSM-FM, debut 30 WRIE.

Pop/Adult Album Airplay Tracks

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

- ABBA (Atlantic) "I Have A Dream" "If It Wasn't For The Nights"
- HERB ALPERT (A&M) "1980"
- JIMMY BUFFETT (MCA) "Dreamscape" "Chanson Pour Les Petits Enfants" "Survive"
- CAPTAIN & TENNILLE (Casablanca) "Love On A Shoestring"
- CHICAGO (Columbia) "Life Is What It Is" "Runaway" "Loser With A Broken Heart"
- RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
- BOB DYLAN (Columbia) "I Believe In You" "Do Right To Me Baby (Do Unto Others)"
- EAGLES (Asylum) "I Can't Tell You Why" "Sad Cafe"
- FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms" "Think About Me"
- RUPERT HOLMES (MCA) "Answering Machine"
- NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My Arms Again"
- KENNY LOGGINS (Columbia) "Keep The Fire"
- MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
- BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father"
- "I Don't Want To Walk Without You" "Where Are They Now" "One Voice"
- JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"
- ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
- EOOIE RABBITT (Elektra) "Lovellina"
- KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"
- CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Oo" "Love You By Heart"
- J.O. SOUTHER (Columbia) "White Rhythm And Blues"
- BARBRA STREISAND (Columbia) "Nagars" "Come Rain Or Come Shine"
- RANDY VANWARMER (Bearsville) "Losing Out On Love"
- JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
- WINGS (Columbia) "Baby's Request" "Winter"
- STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

Radio Records

POP/ADULT AIRPLAY / 40

Three Weeks	Two Weeks	Last Week		
7	2	1	1	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
10	7	3	2	DIONNE WARWICK/Deja Vu (Arista)
19	15	5	3	KENNY ROGERS/Coward Of The County (UA)
6	5	4	4	STYX/Babe (A&M)
15	13	6	5	STEVIE WONDER/Send One Your Love (Tamla)
8	3	2	6	RUPERT HOLMES/Escapes (The Pine Colada Song) (MCA)
16	14	7	7	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
13	11	8	8	LITTLE RIVER BAND/Cool Change (Capitol)
20	17	12	9	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
9	9	10	10	DR. HOOK/Better Love Next Time (Capitol)
1	1	9	11	BARRY MANILOW/Ships (Arista)
24	20	16	12	DANN ROGERS/Looks Like Love Again (International Artists)
25	19	15	13	KENNY LOGGINS/This Is It (Columbia)
4	10	13	14	J.D. SOUTHER/You're Only Lonely (Columbia)
—	33	24	15	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
27	23	20	16	ABBA/Chiquitita (Atlantic)
2	4	11	17	COMMODORES/Still (Motown)
38	29	22	18	LOBO/Holdin' On For Dear Love (MCA/Curb)
32	27	21	19	HERB ALPERT/Rotation (A&M)
14	16	19	20	FRANK MILLS/Peter Piper (Polydor)
3	6	18	21	BARBRA STREISAND/DONNA SUMMER/No More Tears (Enough...) (Col/Cas)
—	32	26	22	MICHAEL JACKSON/Rock With You (Epic)
12	12	14	23	CRYSTAL GAYLE/Half The Way (Columbia)
—	—	—	24	BARRY MANILOW/When I Wanted You (Arista)
34	31	27	25	SMOKEY ROBINSON/Cruisin' (Tamla)
—	—	—	26	FLEETWOOD MAC/Sara (WB)
5	8	17	27	ANNE MURRAY/Broken Hearted Me (Capitol)
—	35	32	28	MAUREEN McGOVERN/Can't Take My Eyes Off You (WB/Curb)
33	30	29	29	HALL & OATES/Wait For Me (RCA)
28	28	28	30	SUPERTRAMP/Take The Long Way Home (A&M)
—	—	—	31	EAGLES/The Long Run (Asylum)
40	36	35	32	MOON MARTIN/No Chance (Capitol)
21	21	30	33	KC & THE SUNSHINE BAND/Please Don't Go (TK)
—	—	—	34	JENNIFER WARNES/Don't Make Me Over (Arista)
18	22	25	35	BOBBY VINTON/Make Believe It's Your First Time (Tapestry)
—	—	—	36	ENGLAND DAN & J.F. COLEY/What Can I Do With This Broken... (Big Tree)
—	—	—	37	JIMMY BUFFETT/Volcano (MCA)
—	—	—	38	DIRT BAND/American Dream (UA)
—	—	—	39	JIM WEATHERLY/Smooth Sailin' (Elektra)
—	—	—	40	NEIL DIAMOND/September Morn (Columbia)

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

Most Added:

- NEIL DIAMOND "September Morn" (Columbia) Added at 28% of our reporting stations.
- BARRY MANILOW "When I Wanted You" (Arista) Added at 29% of our reporting stations.
- FLEETWOOD MAC "Sara" (WB) Added at 28% of our reporting stations.
- DAN FOGELBERG "Longer" (Full Moon/Epic) Added at 25% of our reporting stations.
- BARBRA STREISAND "Kiss Me In The Rain" (Columbia) Added at 18% of our reporting stations.
- ANNE MURRAY "Daydream Believer" (Capitol) Added at 15% of our reporting stations.

Hottest:

- CAPTAIN & TENNILLE "Do That To Me One More Time" (Casablanca) Reported hot at 65% of our stations.
- KENNY ROGERS "Coward Of The County" (UA) Reported hot at 58% of our stations.
- RUPERT HOLMES "Escapes (The Pine Colada Song)" (MCA) Reported hot at 44% of our stations.
- DIONNE WARWICK "Deja Vu" (Arista) Reported hot at 39% of our stations.
- STEVIE WONDER "Send One Your Love" (Tamla) Reported hot at 27% of our stations.

