

Radio & Records

THE INDUSTRY'S NEWSPAPER

How To Get The Most From R&R's Music Information

R&R'S MUSIC INFORMATION HANDBOOK

The following booklet is intended as both an introduction and a refresher. Each Editor at R&R has provided a comprehensive, simply-stated explanation of the theories and practices involved in presenting the industry's most complete array of music information. The results comprise an introduction to new R&R readers and a convenient refresher course for those who have been with us for a longer time. It's a guide to the various music information and chart sections designed to maximize your ability to use and benefit from our information, whether to plan your playlist, plot your promotion strategy or merely to get an accurate overview of the progress of various records in various formats. R&R takes pride in providing the most accurate reflection of airplay and sales reality available to the industry. We use more radio station reporters in every format than any other publication, and utilize their raw data in various forms that have proved most useful to our readers. Further, R&R does not *pick* or *project* records; we *reflect* their true standing in airplay or in sales.

The various descriptive categories in R&R's chart pages (Breakers, New & Active, etc.) are not arbitrary classifications of records, but represent mathematically-derived status levels. The listings of radio station call letters following records in these sections, similarly, are not mere random groupings of stations, but are calculated to provide accurate regionalized reflections of nationwide activity. R&R music information concentrates on facts and statistics rather than editorialized predictions and guesswork.

Reading R&R's music information and chart sections, you'll be able to gain the clearest possible picture of a given record's progress and relative standing at a specific point of time. This handbook is designed to make it easier for you to do so. We hope you'll find it a useful guide toward adapting for your particular needs the most comprehensive, accurate music information you can find anywhere.

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TOP-40

(Continued from Page 3)

representation of all reports on the record, so that you may make your judgment based on a concise capsule of information presented.

ADDS & HOTS

On the inside of R&R each week are six more pages of music information for Top 40 stations. The first is called **Adds & Hots**, and it lists all reporting stations for that particular week, separated by regions and parallels. Under the call letters, cities, and PD or MD name you will find all the records *added* by that station that week. Under those adds you will find five artists' names with chart jumps indicated. Those five listed are the five "hottest" songs as reported by that station that week. At the top of the page (broken down by region) are the Most Added and the Hottest songs, which are a simple compilation of all adds and hot reports within individual regions. These regional adds & hots are totaled for a national Most Added & Hottest report in the shaded box on the Back Page.

logo, again grouped by region. If a particular list is missing one week, it simply means that station's report was not available.

PARALLELS

Parallel 1: Selected stations in major markets that are deemed to have a significant impact on the national chart.

Parallel 2: Selected stations in secondary markets that are deemed to have a significant impact on the national chart.

Parallel 3: Selected stations in smaller markets that are deemed to have a significant impact on the national chart.

Parallel 4: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

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Parallel 15: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

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Parallel 18: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

Parallel 19: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

Parallel 20: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

PARALLEL ONE PLAYLISTS

EAST

- WKBW** Buffalo
- WPEZ** Pittsburgh
- 105.0 CHUM** Toronto
- WVAB** St. Louis
- WZZM 106.7** Cleveland
- WNBC** Radio 66 New York
- WURKO** Boston
- wifi** Philadelphia
- CRIV RADIO** Detroit
- WZLW 95.9 FM** Milwaukee
- Montreal ckgm**
- 99X FM** New York
- KBFB 100** Kansas City
- B 107.1** Minneapolis
- WOLY** Indianapolis

MIDWEST

PARALLELS

Parallel 1: Selected stations in major markets that are deemed to have a significant impact on the national chart.

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Parallel 18: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

Parallel 19: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

Parallel 20: Selected stations in the smallest markets that are deemed to have a significant impact on the national chart.

Finally we have the Parallels themselves. On these pages appears the complete airplay picture of all active records on the National Airplay/30 and all Breakers. The exceptions are those records that have been on the chart for a long period of time and are now falling from the chart. In other words, a song that moves 20-28 on the chart would no longer have a listing in the parallels. The Parallels show you complete airplay activity . . . all moves, debuts, adds and ons for all reporters are listed.

That's it . . . and it should answer any questions you might have had (and were afraid to ask) regarding the Top 40 information found in R&R every week. *One very important point: all the music information we publish is taken only from our radio reporters and represents a reflection of what is happening nationally. We don't predict, we don't project.* We take what you give us, compile it, organize it, break it down and give it back to you in an organized presentation. Our information is only as good as the total of all our reporting stations, which is why we take great care in selecting those stations. The information present has changed over the five-year history of R&R. That change has always been a reflection of what you wanted and needed to know on a week-to-week basis. As your needs change, so will R&R change to meet those needs.

The next two pages of music information are perhaps the easiest to understand since the title tells all: Parallel One Playlists. Each parallel one station that reports on a given week will have its entire playlist printed under its

Popular Rhythms

early airplay at our reporters. The usual progression for a new record would be to debut in New & Active, move up to Climbers, and eventually to Hottest. However, certain fast-breaking records may skip a stage, moving for example, from New & Active one week directly to Hottest the next.

Popular Rhythms			
RATED RECORDS			
Hottest			
EAST	SOUTH	MIDWEST	WEST
Regionalized Adds & Hots			
February 23, 1979			
EAST	SOUTH	MIDWEST	WEST
NEW & ACTIVE			

Regionalized Adds & Hots

The remainder of the Popular Rhythms Page is covered by the Regionalized Adds & Hots. The country is divided into four sections (East, South, Midwest, and West), as in the rest of R&R, and each of our reporters lists the records it added in the last week, along with its ten (usually) hottest records. If an individual station's list does not appear in a given week, then its music information was not available for that particular week. This section allows you at a glance to see exactly which records are being added or getting hot airplay action at particular stations in the four regions. Above the Adds & Hots, a summary of the Hottest records in each of the four regions is listed for further convenience in music research.

DISCO

RADIO

On the following page, the Disco Radio section lists the Hottest airplay records at our nationwide Disco radio station reporters. These are followed by New & Active, newer records which are getting significant Disco airplay but have not yet reached Hottest status; and by Most Added, which simply refers to the most added records at our reporters.

JAZZ

RADIO

The Jazz Radio section, below Disco Radio, is similarly structured. It lists the Hottest jazz albums, along with the leading tracks getting the most airplay from our Jazz-formatted reporting stations. New & Active jazz albums are again, recently-released albums gaining significant airplay at our reporters.

Album Airplay

Finally, the Album Airplay section lists the top reported albums played at Black-formatted stations, in order of airplay activity. The most-played LP tracks are listed after each album, with tracks released as singles denoted with an asterisk.

Radio station reporters in the Popular Rhythm section are chosen on the basis of ratings success, overall market and national influence, and programming innovations. Disco and Jazz Radio reporters are chosen along similar lines, consistent with the needs and realities of their formats.

The Popular Rhythms section, together with the Disco and Jazz Radio information, concentrate strictly on airplay activity, and thus reflect current trends in Black radio music methodology, which plays down chart numbers in favor of rotation levels. The music information in the section is organized in order of airplay activity, and is also regionalized and broken out in detail at individual reporting stations, to provide our readers with a maximum of convenience and easy-to-read information with the option of researching in depth.

HOTTEST

R&R's Black Radio section is divided into three parts - Popular Rhythms, which includes all records popular on Black-formatted radio stations; Disco Radio, and Jazz Radio. The Popular Rhythms section begins with the Hottest, which is simply a listing of the most played records which are still moving upward at our reporting stations, in order of airplay activity. Because such a large proportion of Black and Disco stations have eliminated the use of a numbered play-lists, the Popular Rhythms section deemphasizes the use of actual numbers, since a strict numbered chart system would be essentially meaningless. Records are, however, listed in order of their airplay activity.

CLIMBERS

Directly below the Hottest is a listing of Climbers, again in order of airplay activity. These are recently-released records which are showing significant upward movement at least 15% of our reporters nationwide, but have not yet reached Hottest status. After each title/artist/label listing, the percentage of reporters playing the record are listed, as well as a regional analysis of its progress.

NEW & ACTIVE

Next in line comes the New & Active section, which is made up of those newly-released records which show strong



(ALBUM ORIENTED ROCK)

Radio & Records Album Airplay/40

February 23, 1979

140 REPORTERS

Rank	Artist	Album
1	DOOLEY BRONKHORST	Minors By Minors (WSI)
2	BOB STEWART	Blondes Have More Fun (A&M)
3	BOB ROBERTS	Life For The Taking (Capitol)
4	BLUES BROTHERS	Two Of A Kind (Capitol)
5	OLIVIERO TOSCANI	Armed Forces (Capitol)
6	BILLY JOEL	Street Survivors (Capitol)
7	POOCH	Legend (ABC)
8	YOKO ONO	Yoko Ono (Capitol)
9	C. C. KAY	McMillan, Clark & Wilburn (Capitol)
10	ROSCCELLE CARLSON	Nicolas (WSI)
11	THE BARTS	Misplaced Ideas (A&M)
12	ERIC CLAPTON	Head First (Capitol)
13	THE BEELES	Backless (RSD)
14	JIMMYE MCKENNA	Mirror Shm (Epic)
15	JIMMYE MCKENNA	Sentimental (Epic)
16	THE THORNTONS	Phantom Of The Night (A&M)
17	THE BEELES	Move In On Over (Rounder)
18	THE BEELES	Energy (Epic)
19	CHEAP TRICK	AT Babylon (Epic)
20	THE BEELES	Shades of Green (A&M)
21	STYX	Pieces of Eight (A&M)
22	QUEEN	Jazz (Epic)
23	POLICE	Outlandos D'Amour (A&M)
24	BARBARETTA	No Escape (Epic)
25	CARS	Blondie (Epic)
26	THE BEELES	Spirits Having Fun (RSD)
27	CAMEL	Breathless (Epic)
28	SANTANA	Inner Secrets (Capitol)
29	STEVE FORREST	Alive On Arrival (Rounder)
30	LEONA RONSTADY	Living In The USA (A&M)
31	GEORGE HARRISON	George Harrison (Dark Horse)
32	BOB STEWART	Day & Butterfly (Parade)
33	MAT STEVENS	Back To Earth (Capitol)
34	THE BEELES	Camera A Time (Rounder)
35	THE BEELES	The Man Who (Capitol)
36	MORDELLIPS	Molly Hatchet (Epic)
37	BILLY MCKENNA	McMillan, Clark & Wilburn (Capitol)

Chart Summary

The newsmaker for the week was BOB STEWART who with 116 hot reports and significant new hits, *Blondes Have More Fun* is now in Hot rotation. STEWART's *Blondes* is now in Hot rotation with 85 hot reports and significant new hits. STEWART's *Blondes* is now in Hot rotation with 85 hot reports and significant new hits. STEWART's *Blondes* is now in Hot rotation with 85 hot reports and significant new hits.

is the number of stations playing the album in each chart's specific rotation. For example, 100/58 next to an album on the Hottest chart would mean that 100 reporters in all that week were playing the album, while 58 of them were playing it in Hot rotation.

In most cases an album will first show up on the Most Added chart and within weeks (as it grows in airplay and sales) it will also show up on the Medium and/or Hottest charts until it reaches its peak level of airplay (often during the first five weeks following an album's release, it may show up on all three charts concurrently, as some stations who added the record early will be moving it into heavier rotations while other stations will still be adding it). By watching the upward movement albums make on these charts, as well as the numerical figures after each album over a five-week spread, it becomes easy for the music programmer to spot trends and understand the movement of those albums on the Album Airplay/40 listing. Also provided on these three charts are preferred airplay cuts.

The Album Airplay/40 chart is AOR's venerable leader of radio airplay charts, presenting a weekly overview of the country's leading album airplay artists. Each week the trade industry's largest numerical representation of AOR stations nationwide call in to report albums they have added, or are playing in medium or hot rotations, as well as singles and jazz airplay information. R&R does not limit the number of records that can be reported in each of these lists, which eliminates reporters having to "play favorites" or give weekly preferences to different artists within categories. Stations are selected as reporters when they represent AOR radio in its most creative as well as its most successful incarnations, giving the chart a unique balance.

After the weekly calls have been taken, their reports of Adds, Medium, and Hots are "weighted" in correlation to the average amount of airplay an album receives in each of those three rotations. The end results appear on the Album Airplay/40 chart, presenting the most-played AOR of the week in order of total airplay nationwide. Artists whose albums make substantial airplay gains for the week are shown in *italics*; cuts are listed in order of airplay preference. To the right of the chart is a weekly summary which provides a quick point of reference to spotlight and explain movements by the charting artists.

SINGLES

The 45's on this chart are either not available on an album or are from albums not currently on the Album Airplay/40 chart (which avoids duplication of information, since albums that chart on the Album Airplay/40 include the single release). The chart is listed in order of total mentions received this week.

SOFT AOR JAZZ ON AOR

These charts reflect growing trends in AOR programming. Their information is useful not only to stations specializing in Soft AOR or Jazz programming but to all AOR stations with expanded musical boundaries. The charts represent

MOST ADDED		MEDIUM		THE HOTTEST	
Rank	Artist/Album	Rank	Artist/Album	Rank	Artist/Album
1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun
2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind
3	OLIVIERO TOSCANI - Armed Forces	3	OLIVIERO TOSCANI - Armed Forces	3	OLIVIERO TOSCANI - Armed Forces
4	BILLY JOEL - Street Survivors	4	BILLY JOEL - Street Survivors	4	BILLY JOEL - Street Survivors
5	POOCH - Legend	5	POOCH - Legend	5	POOCH - Legend

SINGLES		SOFT AOR		JAZZ ON AOR	
Rank	Artist/Single	Rank	Artist/Single	Rank	Artist/Single
1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun
2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind
3	OLIVIERO TOSCANI - Armed Forces	3	OLIVIERO TOSCANI - Armed Forces	3	OLIVIERO TOSCANI - Armed Forces

The Most Added, Medium and Hottest charts, located directly below the Album Airplay/40 chart, provide graphic depictions of the growth patterns that albums take on as they are first introduced, and then developed in airplay. Albums are listed in order of total mentions received within the specific rotation for the week. Their activity is charted over a five-week period.

Next to each album title are two numbers: the first represents the total number of reporting stations playing the album that week (in all rotations combined). The second

REGIONAL AOR ACTIVITY

EAST		MIDWEST		SOUTH		WEST	
Rank	Artist/Album	Rank	Artist/Album	Rank	Artist/Album	Rank	Artist/Album
1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun	1	BOB STEWART - Blondes Have More Fun
2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind	2	BOB ROBERTS - Two Of A Kind

sent activity based on a combination of Add, Medium and Hot reports. Additionally, the Jazz chart uses albums mentioned within a specific category for jazz programming. These albums received significant AOR airplay reports for the week, but did not chart on the week's Album Airplay/40 listing. While the Album Airplay/40 chart regularly contains major Soft AOR and Jazz artists in abundance, the Soft AOR and Jazz On AOR charts primarily showcase newer artists who are growing into potentially major acts in AOR's future.

REGIONAL AOR ACTIVITY

Often AOR music is highly regionalized in popularity; the acts which are the life's blood of one area's musical programming may be poison in another. Even when the differ-

ences are less dramatic, there is still much valuable programming information to be drawn from regional charts of album airplay activity. The regional charts are located directly above the reports of stations within that region (which have been listed alphabetically by city). The regional Most Added, Medium and Hottest charts are structured in much the same way as their national counterparts on the first chart page. Two numbers follow each album title; the first represents the total number of reporting stations within the specified region which are playing the album that week in all rotations combined, and the second is the number of regional stations playing the album in each chart's specific rotation (for example, 32/28 next to an album on the West's Hottest chart would mean that 32 Western reporters in all that week were playing the album while 28 of them reported it in a Hot rotation).

SOUTH		MOST ADDED		MEDIUM		THE HOTTEST	
90.9 FM Atlanta Albums 10/15/82	KJEM Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
104.5 FM Austin Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
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92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82



SMOKEY ROBINSON - Contemporary recording artists appear on our charts as well as on the national charts. SMOKEY ROBINSON is featured on our charts during a live performance in Dallas with station KJEM-Dallas.

MIDWEST		MOST ADDED		MEDIUM		THE HOTTEST	
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
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92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82



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MIDWEST		MOST ADDED		MEDIUM		THE HOTTEST	
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
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92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82

WEST		MOST ADDED		MEDIUM		THE HOTTEST	
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82
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92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82	92.5 Dallas Albums 10/15/82



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Country Albums

Album cuts receiving airplay and some artists listed alphabetically

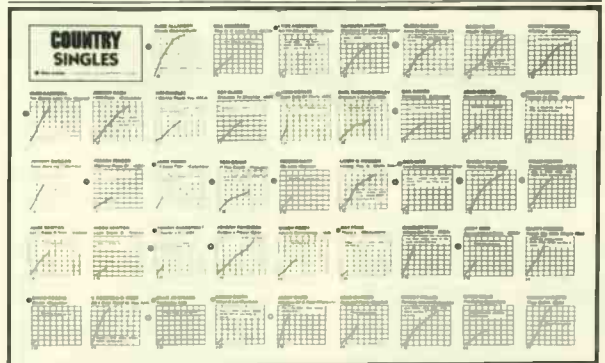
In our seemingly endless quest for information, we also ask reporters the newer album cuts they are playing which are receiving a positive response from listeners. We list cuts played most often, with the artists' names and the album titles.

Radio & Records Country Regional Adds

WEST	MIDWEST	SOUTH	NORTHEAST
<p>1. [Artist] - [Album Title]</p> <p>2. [Artist] - [Album Title]</p> <p>3. [Artist] - [Album Title]</p> <p>4. [Artist] - [Album Title]</p> <p>5. [Artist] - [Album Title]</p>	<p>1. [Artist] - [Album Title]</p> <p>2. [Artist] - [Album Title]</p> <p>3. [Artist] - [Album Title]</p> <p>4. [Artist] - [Album Title]</p> <p>5. [Artist] - [Album Title]</p>	<p>1. [Artist] - [Album Title]</p> <p>2. [Artist] - [Album Title]</p> <p>3. [Artist] - [Album Title]</p> <p>4. [Artist] - [Album Title]</p> <p>5. [Artist] - [Album Title]</p>	<p>1. [Artist] - [Album Title]</p> <p>2. [Artist] - [Album Title]</p> <p>3. [Artist] - [Album Title]</p> <p>4. [Artist] - [Album Title]</p> <p>5. [Artist] - [Album Title]</p>

All stations reporting to R&R on a given week are listed in the Country Regional Adds. The four major geographical areas are separated for ease in reading and analysis. The

Adds are useful to programmers who wish to compare their stations' adds to those of any other — either competition, or a station in another market of similar size, demographics, listenership, etc. Stations are listed alphabetically by city in their regions.



The Graphs are a visual picture of newer records' activity. Records warrant a graph through a substantial amount of national airplay. Each record receives its own box, with a line graph indicating level of growth. At a glance the reader can observe the record as moving rapidly upward, or staying at the same level as the previous week, or moving in a downward curve. Graphs are listed alphabetically by artists' last names, followed by titles and record labels. Solid black circles by the artists' names indicate graphs are new for that week.

Radio & Records

1930 Century Park West, Los Angeles, CA 90067

Tel: (213) 553-4330

NAME _____

COMPANY/STATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

One Year = \$140

Overseas subscribers add \$100 per year.

Enclose payment with order.
International: U.S. funds please.

HANDY WAY TO
 SUBSCRIBE

Please check above to enter a subscription
to Radio & Records for one year

Check here to change address
of a subscription in force. Print new
address above and attach label from
a recent issue, showing old address.
Please send notice of change 4 weeks
in advance.

MusicVision

The MusicVision section is intended to give an overview of the sales structure of the industry. The sales information received from the reporters is mostly quantitative in nature, with each account reporting on the exact piece counted movement of albums within their Top 30 sellers.

for a rising album is to debut in Others, rise to New & Active, and then to Breaker and the Combined Top 30. However, obviously all albums do not follow that precise pattern, depending on their levels of activity. In addition to the above listings, the column in the upper lefthand section of the first MusicVision page highlights and offers in-depth explanations of the most significant trends and activity in the Combined Top 30.

MusicVision

Disco Boom Hits Album Market

An exact correlation is being drawn between the subject of disco and product development in the great discographies. The Cash & Alberti-Herman mentioned in an earlier issue of MusicVision is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this.

Because the advent of disco in the New York, New Jersey and the New York City area has led to a reflection of the disco scene in the Top 30. The album "The Disco King" by Cash & Alberti-Herman is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this.

— Linda Bell

Radio & Records		COMBINED TOP 30	
February 23, 1979			
Rank	Artist	Label	Weeks on Chart
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30

BREAKERS

RICK JAMES (Mercury) #28 (New) (Goodby)
 25% of our reporters report that this is the most successful album to date in the combined Top 30. The album "The Disco King" by Cash & Alberti-Herman is a good example of this. The album "The Disco King" by Cash & Alberti-Herman is a good example of this.

NEW & ACTIVE

ROBERT CALDWELL (Sire) #28 (New) (Goodby)
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ALICE (Mercury) #28 (New) (Goodby)
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The sales information is broken into its rack and retail sectors, with a national Top 15 given for each category, and is also combined into an overall Top 30. The separation of the information is intended to let the reader understand the differences between the rack and retail buyer as well as the actual flow of product in each sector. Retail traditionally responds more quickly to new product and establishes new stars; while racks, because of the relative vast nature of their operations, rely on proven album sellers.

The basic structure of the section is intended to follow the format of the Back Page of Radio & Records, with Breakers, New & Active albums, and Others Getting Significant Action. The positioning of records in each category is based on total number of reports, total piece counted sales; and each record's flow from one category to another is almost exactly as it is reflected on the Back Page.

The Combined Top 30 and Retail and Rack Top 15 charts show four-week trends to plot the course of albums' actual sales patterns. No "bullets" are awarded and chart numbers are not "adjusted" to show a smooth upward movement; instead, the true movement of the chart records is shown weekly. Breakers are those albums showing the greatest level of sales activities at our reporters, with a sampling of rack and retail operations reporting Top 30 action following, as well as a summary of the records' activity. New & Active and Others follow the same pattern, and the normal pattern

Radio & Records		COMBINED TOP 15	
February 23, 1979			
Rank	Artist	Label	Weeks on Chart
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15

Others Getting Significant Action
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The retail and rack operations chosen as reporters for the section are active, aggressive, and progressive in their marketing techniques, and their reporting is as accurate as their situations allow. The information deemed significant enough for each account to accurately reflect has been chosen by the editors to be the Top 30 albums at each reporting level. The Top 30 figure was chosen because the accuracy of the information for most of our reporters diminishes significantly below that figure.

REGIONAL BREAKDOWN			
Washington, D.C.		St. Louis	
NEW & HOT		NEW & HOT	
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15

The Regional Breakdown section reflects retail movement in one city in each of four selected regions. The regions are broken down simply into Midwest, South, East and West. The cities are chosen to reflect both breakout and top five sales information and are rotated monthly to give the reader a pattern for the area. The rotations are set in monthly sweeps, with Atlanta chosen to remain a constant factor for a longer period of rotation due to the exceptional importance of the market to the overall activity in other regions.

The editors of the MusicVision section will be constantly evaluating our reporters and looking to expand the sample base whenever feasible. The section will change with the marketplace and with expanded needs of our readership. We request your feedback and will continue to improve and refine the section.

