

# Radio & Records

ISSUE NUMBER 300

THE INDUSTRY'S NEWSPAPER

SEPTEMBER 21, 1979

## Burke Back In Business

After having "suspended" its radio ratings operation for several months, Burke Broadcast Research has received enough financial support to revive its efforts. The Board of Directors of parent company Burke International Research voted Monday (9-17) to commit for two years to support the attempt by the radio subsidiary to make enough inroads against Arbitron to become financially viable. Field operations will resume October 1 in the 20 markets already measured by Burke, and the company will issue a report for the October-December period.

Lew Alpert, who will be in charge of the bottom line and the quality of the Burke radio service, told R&R that Burke will maintain offices in New York and Chicago, with a West Coast office to open eventually. Burke will attempt to get more agency and broadcaster support by integrating methodological changes, such as using the yesterday-recall questionnaire rec-

ommended by the RAB/NAB study a few years ago. When asked what Burke would say to agencies who might wonder about the staying power of the ratings effort, Alpert replied, "We can get any kind of guarantee from the Board for two years." Operation beyond the two-year period will depend on the amount of support Burke is able to derive from agencies and broadcasters. Should the ratings service stem the tide of red ink, expansion into more markets next year might be a possibility, according to Alpert.

Now that Burke is back in the ratings race, the question of how it will deal with on-air announcements during its surveys is pertinent. Alpert stated that since Burke will be surveying markets for 36-48 weeks per year, the longer sweeps would "make it more difficult for stations to 'advertise' like that." However, Burke has not at this time taken an official stand on how it will deal with the announcements should they crop up.



## Craig Resigns Columbia VP/GM Position

R&R has learned that Jack Craig, Sr. VP/GM of Columbia Records, resigned that position this week. No replacement has yet been named, with sources indicating that CBS Records Division President Bruce Lundvall will be broadening his responsibilities to include Craig's for the present time.

TOWERS TOPPLED, TRANSMITTERS DESTROYED, PERSONNEL TRAPPED

## Hurricane Hammers Gulf Coast Stations

Several radio station transmitter towers were severed as Hurricane Frederick battered the Gulf Coast, claiming at least 10 lives and causing over a billion dollars worth of property damage in Mobile alone last week. While Mobile and nearby Pascagoula, MS were probably the areas hardest hit, damage extended north as far as Meridian, MS, where P/A outlet WALT-FM was blown off the air.

Damage to Mobile stations ranged from Dancemusic-formatted WBLX-FM's coaxial cable being torn to shreds to Country WUNI's supposedly hurricane-proof transmitter being completely demolished by the 135mph winds. WBLX News Director Ron Reams said the station expected to return to the airwaves as soon as a replacement cable arrived.

WUNI originally lost power Thursday night (9-13), but utilized the station's formidable back-up resources (generators at the studios

and the hurricane-proof transmitter site) to continue broadcasting. When the station suddenly lost power for a second time, PD Bill Knight drove out to the transmitter's location on the Mobile Bay Causeway to determine the cause. He never made it. The road to the Causeway from the mainland had been washed out. From the shoreline all that was visible was the gutted transmitter building and the remains of the WUNI tower, which was bent in half. (Several of the buildings surrounding the transmitter were also leveled.)

WABB-AM-FM, a Top 40 outlet, also lost its four directional towers, but managed to keep the AM side operating by means of a generator and the 50-foot leg of one tower that remained, according to Program Director Jerry King. One station, Pop/Adult WKRG-AM-FM, remained on the air throughout the storm by hooking up to its TV station's tower, which was unaffected by the hurricane.

### Tower Traps Staffer

As might be expected, the storm produced its share of human interest stories. Gene Foster, a part-time announcer at Religious-formatted WMOO, was trapped in his car overnight when the station's tower fell on the vehicle while he was out inspecting the transmitter site. He was uninjured, and station staffers rescued him the following day.

Meanwhile, 14 station staffers at Country outlet WKSJ-AM-FM spent the night in a stairwell, as high winds caused severe damage to the roof of the office building where the station's studios are located. "We were scared as hell," said PD Bill Robbins, who added that the incident was picked up and broadcast by CBS-TV news nationally.

In Pascagoula, WGUD-FM's 365-foot tower lay broken in pieces. In the storm's aftermath, the station was able to squeeze a 10-watt signal out of a resurrected 110-foot piece of tower while using a generator borrowed from the National Guard, but estimated that a return to full power would be at least 10 days away.

Pascagoula Gospel outlet WCIS and Top 40-formatted WKKY-FM also saw their towers destroyed, according to Jerry Methvin, Operations Director for WPMP-AM/WPMO-FM. WPMP, a live P/A outlet, is the EBS station for the Pas-

HURRICANE/ See Page 20

## Infinity To Release Pope's Album

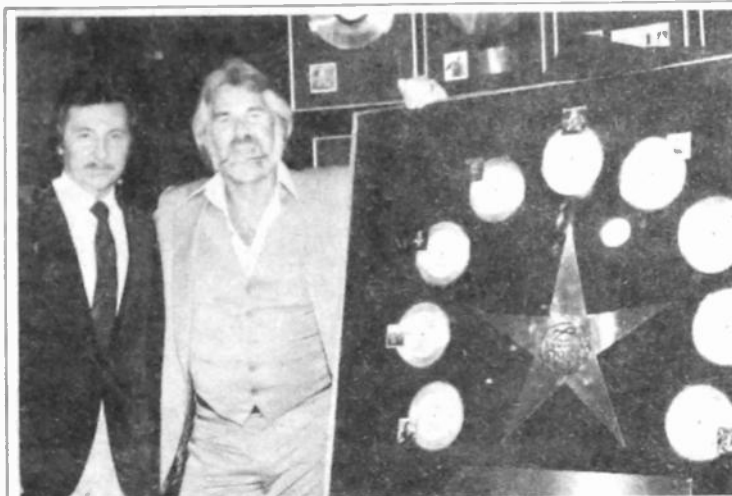
Infinity Records and Boston-based Petri Pax Records, Inc. have announced an agreement to manufacture and market an album of spiritual songs recorded by Pope John Paul II in June 1979. The album, "Pope John Paul II Sings At The Festival Sacrosong," will first be sold through special mail order arrangements in Boston with the local Pontifical Mission Society (a worldwide Catholic charity) and then in other Archdioceses. This arrangement is in effect for the duration of the Pope's six-city U.S. tour, after which Infinity and MCA Distributing will set up full American and Canadian retail sales distribution. The bulk of the proceeds from the album will go to the Pontifical Mission Society.

Infinity President Ron Alexenburg commented, "We at Infinity are especially proud to be able to play a part in the recorded preservation of an event that has had and will continue to have a major emotional and cultural impact on the lives of so many millions of people." Alexenburg told R&R that five days after the signing the agreement, Infinity had readied a deluxe full-color gatefold package

for the LP with all lyrics translated.

The album itself contains selections from the Sacrosong Festival, a Polish religious music competition combining traditional Christian and contemporary musical themes. The Festival was instituted by the Pope when he was Archbishop of Krakow, and he attended the June 1979 event, singing on six tracks which appear on the LP, and contributing one composition, "The Moment Of The Entire Life."

The album will have a \$9.98 list price, and has reportedly received large preliminary orders in the New England area. There is also a mail-order only service from San Diego importing the original European version of the Sacrosong album, with different packaging. In addition, a Chicago-based firm, Bryn Mawr Productions, will release four recordings of Masses celebrated by the Pope, including a two-record \$14.95 list Christmas package featuring seasonal greetings from the Pontiff in 24 languages. These will mostly be distributed through ethnic, religious, and some department stores, as opposed to conventional record outlets.



**KENNY EARNS HIS METALS** — UA's Kenny Rogers celebrated Kenny Rogers Day in Los Angeles with a Hollywood Blvd. star ceremony and a label presentation of a special award in recognition of \$100 million in record sales over the past three years. Rogers also received over 30 gold and platinum awards for worldwide sales achievements. Rogers (right) and EMI/UA President Jim Mazza are pictured with the \$100 million sales award above.

## Westinghouse Pays \$7 Million For Dallas Beautiful Music Station

Westinghouse Broadcasting Co. has signed a letter of intent to purchase Beautiful Music outlet KOAX-FM/Dallas from Metroplex Communications for approximately \$7 million. The purchase is the second multimillion-dollar Texas FM purchase for Westinghouse this year; the company is in the final stages of purchasing KODA-FM/Houston (also Beautiful Music)

from Taft Broadcasting. Approval by Westinghouse's Board of Directors and the FCC is needed to complete the buy of the 100,000-watt Dallas station. Westinghouse's current radio lineup consists of WINS/New York, KFNB/Los Angeles, WIND/Chicago, KYW/Philadelphia, WBZ-AM-FM/Boston, and KDKA & WPNT-FM/Pittsburgh.

## A New Look For A New Decade

With this week's edition, R&R reaches the 300 issue mark. Upon hitting this milestone (for purposes of comparison, Rolling Stone, a biweekly, also just hit its 300th issue), we felt it was an appropriate time, as the 70's give way to the next decade, to premiere a new, streamlined look on our news pages. You'll find a new logo atop Page One, and on Page Three you'll see our new, expanded contents section, which allows a more complete summary of the features and facts to be found in each week's R&R. Thanks for your constant support during our first 300, and stay tuned for the years to come — we'll be growing right along with the industries we serve.

# FLEETWOOD MAC

*the single*

tusk



5 days after release!

## THE BACK PAGE BREAKERS

FLEETWOOD MAC  
Tusk (WB)

70% of our reporters on it. Moves: Up 0, Same 0, Down 0.  
Adds 128, including WNBC, WKBN, WFL, 98KX, WPEZ, F105,  
WRKO, WPGC, KRBE, Z93, 94Q, Y100, WLS, CKLW, KSLQ,  
KBEQ, Q102, WZLJ, WOKY, KEARTH, KR, KFRC, B100, KJR,  
KOPA, KUPD. See Parallels, charts at number 28.

Produced By: Fleetwood Mac  
with Richard Dashut and Ken Calllat  
(special thanks to Lindsey Buckingham)



## Westbound Wins Round In Ohio Players Case

"The Ohio Players had nothing to lose; Westbound was to take all the risks"

A long-running suit between Westbound Records on one side and the Ohio Players and Mercury Records on the other took a turn toward the Westbound position in an appellate court decision which may have an effect on similar record industry cases. Essentially, the Ohio Players had been signed to a five-year Westbound recording contract in 1972, but signed with Mercury in 1974 and filed suit to declare their Westbound contract invalid. Westbound then countersued and sued Mercury for allegedly influencing the group to break the earlier contract.

A lower court in Cook County, IL ruled in favor of the group, holding that the Westbound contract was unfair. But this week the appeals court ordered the case back to the lower court for further proceedings. Its point centered around the "risks" taken by Westbound in promoting an (originally)

unknown act. Its opinion stated that Westbound took "a substantial business risk," investing over \$80,000. The court contended that if the Ohio Players had fizzled, Westbound would have been out the money; but since they had some success and then promptly switched to another label, Westbound had lost its chance to participate in the profits, while the group's switch to Mercury "would unfairly enrich the Ohio Players at Westbound's expense... The Ohio Players had nothing to lose; Westbound was to take all the risks."

The court also instructed the lower court to evaluate Westbound's contentions that Mercury "importuned and induced" the group to leave Westbound. Ironically, Westbound has repackaged Ohio Players material and reissued it, while now the Ohio Players have departed Mercury and are contracted to Arista.

## The R&R Opinion Line-- A New Phone Forum Of Ideas

Do you have something on your mind? An opinion, a point of interest, a new idea? Now's your chance to let it be known, via R&R's new phone forum, the Opinion Line.

As the radio and record industries grow, their diversity does the same, and that diversity is reflected in a nearly infinite range of opinions on a wide variety of pertinent subjects. At R&R, where we're in constant phone contact with all sectors of our industry, we hear a fascinating array of ideas and opinions on economics and ethics, technology and techniques, and the countless other concerns which face the

radio and record businesses.

In the process, many points worth printing have been lost, as participants in very demanding, rather frantic occupations rarely have the time to sit down and compose a letter of opinion. But in a talk-oriented industry, there is time to make a phone call and let your opinion be heard. R&R is offering that service with our new Opinion Line — a telephone number which will record your opinions, either signed or anonymously, for consideration and possible publication. It's your chance to let your thinking be seen, considered, and reacted to by your peers in the industry. It is our hope that it will serve as an active, constructive forum for industry opinion. (213) 552-3525 is our Opinion Line number — we hope you'll take the opportunity to use it.

## EMI/Paramount "Joint Venture" Terminated

The preliminary agreement between EMI and Paramount, in which the film company would purchase a 50% interest in EMI's international music operations for about \$150 million has been terminated. Both parties indicated they could not agree on certain terms, believed to center around the overall price tag. British financial analysts value the entire EMI operation at between \$200 and \$220 million, and reasoned that paying 70% of that figure for merely half of the music operations only was a move Paramount could not ultimately justify.

Paramount Chairman Barry Diller stated that Paramount "will continue to aggressively pursue" music business involvement, while EMI chief executive Lord Delfont said, "We have been considering a number of alternative plans in anticipation of this possibility, and a further announcement will be made in due course."



## Sanabria Named Schulke VP, Will Develop New Syndicated Product

Ralph Sanabria has been appointed a Vice President at Schulke Radio Productions, one of the top Beautiful Music syndicators. Sanabria, who is presently PD at Beautiful Music stations WPAT-AM-FM/Paterson, NY (New York City market), will be developing new syndicated product for the company, and takes up his new responsibilities November 1.

Schulke President James A. Schulke commented, "The need for quality syndicated radio music has become more and more intense since 1972, when FM became viable after the radio spectrum was doubled. The only format that's really syndicated in major markets is 'Beautiful Music,' and we think these markets are ready for additional programming. Ralph brings nearly 20 years experience to his new position."

Sanabria began his career at 16 with WMGM/New York, remaining with the station when it became WHN, and was later involved the music programming for five Storer stations before joining WPAT.



**INVASION OF THE JELLO SNATCHERS** — "The sickly green slime mold shudders for an instant as a gelatinous arm pokes its way to the surface and with a desperate lunge grasps... a bottle of suntan oil." Opening scene from a new horror movie? Might as well be, but it's actually the scenario accompanying the photo above, which depicts one of 50 contestants in KMGK/Des Moines's Jello Jump. The intrepid divers submerged in 900 gallons of lime jello to locate the keys to a Moped, which makes them as brave (and foolhardy) a crowd of motor-psychos as could be imagined.

**CAN JINGLES MINGLE WITH SINGLES AND ALBUMS IN TODAY'S RADIO FORMATS? R&R INTERVIEWS TUESDAY PRODUCTIONS' BO DONOVAN TO EXPLORE THE TOPIC.**

See Page 6

**ARBITRON ADVANCES: PHILADELPHIA, DETROIT, AND BOSTON.**

See Page 20

## this week ...

### FAULTY SAMPLING = FAULTY RESEARCH

Choosing your population sample is the most important factor in accurate research. Use the wrong approach (like buttonholing people in a shopping mall) and your results will be hopelessly biased. Dr. Richard Lutz explains the rights and wrongs of sampling from the bottom up.

See Page 13

### AUTOMATION: REEL TWO

Another look at automated Top 40 stations, as John Leader concludes preprogrammed formats may not be the natural enemies of lively radio.

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### THE COMPUTER COMES TO BLACK RADIO

Broadcast Enterprise National Inc. VP Keith Adams shows how computer technology can aid Pop/Rhythm programming — and not cost a fortune. Bill Speed reports.

See Page 38

### STEVE DAHL: PERSONALITY-PLUS

Steve Dahl is the hottest DJ celebrity in years, and he explains, in his own inimitable fashion, how he's developed his unique air personality, as Jeff Gelb asks the questions and tries to keep a straight face.

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### JIM DUNCAN'S "NASHVILLE DIARY"

Jim Duncan offers another installment in his continuing "Nashville Diary," as he reports the latest Country Radio Seminar news, Country Capital gossip, and Yankees tidbits following his recent Nashville expedition.

See Page 54

### RADIO ON THE RUN

Does radio make you run faster? KVI/Seattle tried it out on some long-distance millers and came up with some positive results. Mike Kasabo follows along at a comfortable distance.

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Radio & Records is published every Friday by Radio & Records, Inc. 1930 Century Park West, L.A. CA 90067 (213) 553-4330. Subscriptions \$140 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. "Breakers" is a registered trademark of Radio & Records. Application by Radio & Records, Inc. for registered trademarks pending. The Back Page, AOR Hot Tracks, Mediascope, Most Added, National Airplay 30, Paralels, Radio & Records, Street Talk. 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 Harle-Hanks Communications.

# WASHINGTON REPORT

## Update

By Jonathan Hall

### FCC Calls Radio Deregulation Workshop Successful; Broadcasters Hear TV Complaints

On the morning of their first field workshop to explain radio deregulation to the public, held last Friday (9-14) in Boston, FCC organizers hoped for 150 participants, got 155, and had to turn 30 away. But by afternoon, when Chairman Charles Ferris and Commissioner Joe Fogarty answered questions about deregulation, the crowd had thinned.

The morning workshop sessions were jammed mostly with representatives of public interest groups who wanted to know more about how to get involved in the FCC's rule making procedure. "We walked them through the deregulation decision," said Erica Jones of the FCC's Consumer Assistance Office. "We showed people the legal and economic data the Commission based their decision on and told them to support their points of view when commenting to the FCC in this proceeding."

#### Too Much Talk About Television

Those who stayed for the afternoon session were treated to a 40-minute videotape of the Sept. 6 Commission meeting on radio deregulation. Broadcasters told R&R they found the tape informative, but were disappointed when the discussion with Ferris and Fogarty turned to television.

"The general feeling about public affairs seemed to be that if deregulation occurs, TV would go hog wild," remarked Dick Wright of WTAG/Worcester, MA. "We in radio are tired of being painted with television's brush."

#### Public Interest Groups Or Public At Large?

"Everyone was impressed with the economic data," said Arnie Lerner, Chairman of WLLH/Lowell, MA, who added, "it showed that the marketplace is working." But although broadcasters agreed that workshops on how to make comments to the FCC are helpful, many complained to R&R that it wasn't the general public, but the public interest groups, that showed up in Boston.

A second workshop was held Wed. Sept. 19 in Detroit and two more are scheduled for later this month: Houston, Sept. 26 and Sacramento, Sept. 28.

### Senate Puts Stop To Proposed Restrictions On Political Debates

The Senate Tuesday (9-18) rejected new Federal Election Commission (FEC) regulations which would have kept political debates off commercial radio and TV stations. The action returns the proposal to the FEC for further consideration.

Last week, FCC Chairman Charles Ferris wrote Senate Rules Committee Chairman Claiborne Pell (D-RI) and House Administration Committee Chairman Frank Thompson (D-NJ) asking that Congress hold an immediate inquiry into the FEC proposal. "In our judgment," wrote Ferris, "the apparent prohibition against licensees offering their facilities to candidates for broadcast debates, whether or not underwritten by broadcast advertising, will hamper the industry's contribution to informing the electorate."

Industry groups, including the Gannett Co., joined the FCC in opposing the FEC idea, which would have restricted debates in federal elections to being sponsored by "qualified" tax-exempt organizations. Thus, commercial radio stations would not have qualified.

### Ferris Says Tax Certificate Has Encouraged Minority Ownership

Without any questions being raised, the FCC last week (Thursday, 9-13) unanimously approved two requests for tax certificates in connection with the sale of radio stations to minority interests. KODA/Houston will be sold by Taft Broadcasting Corp. to Spanish Broadcasting Corp. WPDQ/Jacksonville will be sold by MEL-LIN, Inc. to BENI of Jacksonville, Inc. These two bring to ten the number of tax certificates issued since 1977 in an effort to encourage minority ownership. Chairman Charles Ferris said he was very pleased to hear this. "These figures show that the tax certificate idea is working," Ferris said.

In other action, the Commission said that Stainless Broadcasting Co. can acquire WRAK-AM and WRAK-FM/Williamsport, PA only if it divests itself of WCDL-AM-FM/Carbondale, PA. The problem is that Stainless also owns a UHF station, WICZ-TV/Binghamton, NY in the same market. Any new broadcast acquisitions violate the multiple ownership rules. In the past, the FCC has made it relatively easy for owners of successful radio stations to buy UHF stations in the same market, primarily to get new UHF stations on the air. Now the Commission says it will toughen its rules against common ownership, in order to encourage a diversity of owners in the media.

### Van Deerlin Claims Rewrite Is Still Alive

"I wouldn't be running for re-election if I believed the rewrite were dead," House Communications Subcommittee Chairman Lionel Van Deerlin (D-CA) told members of the International Radio and Television Society last week in New York. In his remarks on the rewrite and deregulation (R&R 9-14) Van Deerlin stressed that the FCC has too little guidance from Congress. Asked what form the rewrite might take in the future the Congressman said he was considering several options, among them a bill-by-bill approach, congressional oversight, or letting the Senate take the lead.

## Promotions And Contests: Staying In The Clear With The FCC

As Arbitron season (October/November) approaches again, radio station contests are bound to increase. As a timely reminder, R&R presents a concise guide to the right and wrong ways to administer contests from the FCC's standpoint. Noted Washington communications attorney and longtime R&R contributor Jason L. Shrinsky provides timely hints on promotion guidelines, security procedures (keep your files up), and how to avoid contests that might get your station in hot water with the Commission.

Contests and promotions continue to play a significant role in radio station operations in markets of all sizes. Consequently, Art Ginsburg and his helpers in Complaints & Compliance are kept busy responding to both listener and competitor complaints. The suggested "do's" and "don'ts" that follow should provide a good checklist for management.

#### Promotion Guidelines

The FCC's rules concerning licensee-conducted contests now provide that any licensee which broadcasts or advertises information about a contest it conducts must fully and accurately disclose the material terms of the contests, and must conduct the contest substantially as announced or advertised. Contest description can be false, misleading, or deceptive with respect to any material term. The magic word obviously is "material." The word "material" obviously will vary widely depending upon the exact nature of each contest. Material terms will include:

1. How one enters or participates
2. Eligibility restrictions, if any.
3. Entry deadline dates, if any.
4. When the prizes will be awarded.
5. The extent, nature and value of prizes.
6. Basis for evaluation of prizes (retail value is suggested).
7. Time and means of selection of winners.



Jason Shrinsky is pictured contemplating a tough question from a fellow panelist at the NAB Programming Conference's FCC session.

#### 8. Tie-breaking procedures (good idea to pre-plan for this contingency).

Entry or eligibility requirements are basic and should be kept simple so as to avoid confusion. The same is true with respect to deadline dates and the prizes to be won. However, the extent, nature, and value of prizes is the key. The FCC requires full disclosure, so that each station must be especially careful in putting cash values on prizes such as cruises, merchandise, etc. In other words, the "hype" as respects dollar value of merchandise is now a violation of a specific FCC rule. The FCC has kept general the time and manner of

disclosure of material terms of the contest. However, these material terms should be disclosed periodically by announcements broadcast on the station daily or during each air shift.

#### Security Procedures

For each contest or promotion, the following procedures should be taken in advance of broadcast, and the promotion or contest cleared by counsel prior to broadcast.

- (a) A separate file should be prepared for each contest or promotion broadcast on the stations (a separate file for the AM station and the FM station even though the contest is substantially the same);
- (b) On the lefthand side of the contest or promotion folder, the rules and regulations of the contest or promotion should be set clearly and stapled to the folder;
- (c) Also in the file, there should be a written record kept of every prize awarded. A "receipt-release" should be signed by the winner and placed in the file at the time the prize is awarded. No major prize should be awarded without such a receipt-release;
- (d) The file should contain copies of any letters of complaint or written memoranda of the substance of any telephone conversations of complaints concerning the contest;
- (e) The file should contain copies of all continuity broadcast with respect to the promotion;
- (f) When the promotion is over, the Program Director should record each announcement broadcast, including the "rules" announcement and a tape of the

winner receiving the prize (if applicable). This material should be dubbed to a cassette labeled as to contents and filed in the contest file for future reference;

- (g) The file should also contain copies of any layouts, ads, billboards, or other media advertising used to promote the contest;
- (h) The file should also contain a copy of the commercial sponsorship disclaimer broadcast periodically on the station(s) disclosing the promotional consideration furnished by the companies providing prizes;
- (i) The file should also contain a notation that the rules and regulations of the contest were broadcast on the station(s), and a notation of the days and times on which the rules and regulations were broadcast. As a general rule, the rules announcement should be scheduled and broadcast at least daily;
- (j) Whenever a contest is broadcast requiring a listener to guess the location of a secret place or the identity of a secret person or voice, one person employed by the station(s) should be given the responsibility of knowing the identity of the location, person or voice. This person should be the Program Director, and the Program Director should sign a statement (to be placed in the file) in each case that he or she is the only person with such knowledge and that he or she has not disclosed this knowledge to any other person;
- (k) The file should contain a notation of the date and time promotion was cleared by counsel and any remarks or suggestions made.

Jason Shrinsky cites examples of past "problem contests" in Part 2 next week.

*'Half The Way'  
Will Go All The Way*

**"HALF  
THE WAY"**  
The Single By  
**CRYSTAL  
GAYLE**

KCPX add	10 27-25	WHEB 30-26
WAYS add	KYSA deb 30	KIOA
WHY add	WJDX deb 28	13FEA add
WAPE	KXX106	KKXL add
WFLB add	FM100 add	KEWB 10-31
WERC add	WNOX add	KQD 28-25

Produced By Allen Reynolds

From The Columbia LP  
"MISS THE MISSISSIPPI"  
JC 36203

Representation:

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# WHAT'S NEW

## Station Jingles:

### A Sound On The Rebound

Absent from the nation's airwaves for much of the early 70's, jingles have made a definite resurgence in the last three years. Credit for first use of radio jingles is generally given to Gordon McLendon at KLIF/Dallas during the early 60's, whose roverb-heavy acappella jingles dovetailed perfectly with the station's then-current rock sounds. However, jingles soon became overwrought, often resembling a bad Broadway musical, and quite frequently out-of-synch with the music of the mid-Sixties. Bill Drake tightened things up considerably with his innovative Johnny Mann Singers/acappellas shortly thereafter, but this too, was quickly copied. Once again, jingles failed to keep pace with current musical trends and were increasingly listed as an irritant by listeners. So why the resurgence?

For a quick look at the state-of-the-art of radio jingles today, R&R Editor/Publisher Bob Wilson spoke with Bo Donovan, Vice President/Broadcast Division for Tuesday Productions, a leading independent jingle production firm whose clients include KNX-FM/Los Angeles, WCBM/Baltimore, WOLR/Chicago, WOWO/Fl. Wayne, WSB/Atlanta and, most recently KHJ/Los Angeles. Donovan, who in his 16 years in broadcasting has been an air personality, program director, and sales and marketing director before joining the San Diego-based firm in 1976, offered this opinion on the resurgence of jingles. "Jingle companies," said Donovan, "have again begun to create jingles that sound like the music the stations play."

Undoubtedly a major factor in the renewed popularity of jingles is that today's jingles are the creation of teams of experts, rather than the brainchild of a single person. Specialization has entered the production studios with one person responsible for the melody, another for the lyrics, a third for the instrumental arrangement, and a fourth for the vocal arrangement. Performers are drawn from an available talent pool as well, depending upon the type of jingle sought. While there are still anonymous session singers who perform on a variety of jingles, the current trend is toward a wider talent pool so that overfamiliarity is avoided and the jingles remain unique, claims Donovan.

#### Shotguns & Mini Songs

Along with the multiplicity of creative talents now involved in the production of jingles, jingles themselves have divided themselves into two major categories. The first, is the "shotgun" or "whisper" type, often depending upon a production effect, usually two to three seconds long, and generally utilized as a bridge between two programming elements. Donovan claims that while "shotgun" jingles help a station achieve a certain air sound, they cannot act as a meaningful image builder for stations. For that, stations must go to lengthier "image" jingles.

"Image enhancing" or "image building" jingles are built upon a melodic hook, which takes time to set up, meaning that such jingles are anywhere from 40 seconds to a minute and a half long. Tuesday's KNX-FM package of three years ago is considered to be the first of the "mini-song" jingles, and when initially aired, several jingles actually numbered among the most requested songs called in to the station. Obviously, for a jingle to have that kind of impact, it must have more going for it than just melody, call letters and dial position.

Donovan agrees, explaining that he prefers to term jingles "motivational music." While admitting that the process is not as scientific as some people would like it to be, he claims that in the 10 years of Tuesday's experience in the creation of jingles, they have isolated certain musical elements that are more attractive to people. Number one among these elements (7-part harmonies, "blink sounds," etc.) is melody. The trick to a successful jingle, says Donovan, is that it must contain a strong melody to which the client's name is attached. As prominent jingle producer Steve Carmen has noted, "nobody hums the announcer."

#### Programming Produces Maximum Effectiveness

Of secondary importance in producing the maximum amount of jingle effectiveness is positioning. Like records, jingles may encounter a "burn-out" factor. Rather than being forced to change jingles every couple of months, programmers are encouraged to position the jingle for the desired reach and frequency. According to Donovan, "jingles must be programmed in the same manner as any other programming element for maximum effectiveness." To this end, Donovan urges that programmers position their jingles with regards to reach and frequency much like the station's advertisers. If a station's jingle is designed to attract 18-34-year-old women, for example, then the jingle should be aired at those times when the targeted group is most likely to be listening with enough frequency to produce at least seven gross impressions.

#### Station Songs Can Be Expensive

As far as the cost of jingles today, that depends on a variety of elements. If the jingle has been done with union talent, then AFTRA residuals must be paid. The policy of the jingle company enters into the picture as well. Donovan noted that his firm licenses the station for the first two years the package runs, then charges a 15 percent renewal fee which grants the station rights to the jingle for the next 25 years. A third factor influencing cost is whether the jingle is a custom creation or a syndicated package and a fourth is the size of the jingle package itself. Depending upon the number of elements, the price can range from \$3000 to \$15,000, estimates Donovan.

The easiest way to eliminate unnecessary costs, says Donovan, is to plan carefully. Donovan advised that PD's come up with specific image and marketing goals, decide how many elements they'll need, how much money they are willing to spend, and what their target air date will be, well in advance of contacting any jingle production firm. Furthermore, he suggests programmers spend some time examining which firms are available and ask them how they intend to approach their stations' needs (airchecks and playlists are helpful in determining what will be best for your station). In addition, Donovan cautions, don't ignore the smaller firms — they're often the hungriest and more willing to experiment.

In conclusion, while research has proven that effective jingles are extremely effective in stimulating retention of an advertiser's or station's message, Donovan freely admits there are fewer stations airing jingles today than during peak jingle periods in the past. However, he believes this is because there are fewer effective jingles available. The stations that are running jingles successfully are successful because they are airing jingles that are of higher quality than those of yesteryear.

## RAB Sets One-Day Fall Confabs

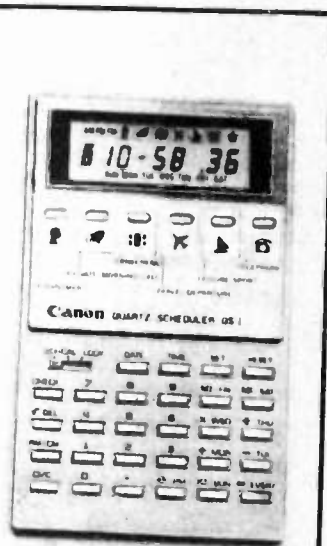
The Radio Advertising Bureau (RAB) is currently accepting registrations for its "RAB Radio Co-Op Confidential," a series of one-day meetings to be held during October/November this year. Dates are: Oct. 16 (Atlanta), Oct. 18 (Dallas), Oct. 23 (Denver), Oct. 24 (San Francisco), Oct. 25 (Seattle) Oct. 30 (New York) and Nov. 1 (Chicago). Single registrations are \$90; multiple registrations are \$75.



## Syndicated Shockers

A "Halloween Horrorthon," consisting of five 25-minute tales of terror hosted by John Carradine, is now available from O'Connor Creative Services. Frightening features include "The Tell Tale Heart," "The Monkey's Paw," "The Cask Of Amontillado," as well as a couple of other cryptic concepts designed to have your listeners and sponsors hobnobbin' with the goblins.

Market exclusivity is guaranteed, and according to the syndicators, "everything will scare you except the price." For further information on this matter of gravest importance, contact: O'Connor Creative Services at (800) 423-2694, California and outside the continental U.S. call collect (213) 769-3500.



## Noteworthy Calculator

The Canon "QS-1" not only functions as an eight-digit calculator but as an electronic notepad as well. Besides keeping track of time and date, the unit notifies you of your next appointment via symbols which appear on the display. The "QS-1" is capable of remembering up to seven appointments. Cost: \$69.95.

## Lincoln Mercury Offers West Incentives

Lincoln Mercury will begin a four-week radio campaign over eight West Coast markets in mid-September with three 60-second spots that are basically a continuation of the firm's incentive program. The spots are part of a \$150,000 western broadcast budget and will air in Los Angeles, San Diego, Palm Springs, Santa Barbara, Bakersfield, Las Vegas, Tucson and Phoenix.

## France's Pirate Radio: Emission Impossible

While pirate radio stations are most commonly associated with England during the 1960's, the French government has once again focused attention on broadcast buccaneers, as the opposition Socialist party was hauled into the Palais de Justice last August 24th for challenging the present government's monopoly of the airwaves. The first time the Socialists took to the air with "Radio Riposte," the government raided the station and seized the equipment. The second time, the government slapped a lawsuit on the party, threatening party leaders with a one-year jail term or a fine of \$23,770 (U.S. dollars).

The full flower of the French Socialist party turned up at the hearing, at which the more vocal party members shouted, "Giscard au mitard"; i.e., throw the President (Giscard d'Estaing) in the clink. As the trial (the U.S. equivalent of Ted Kennedy, Jerry Brown and George McGovern all being asked to face a Washington judge) wore on, the radio station, dubbed "Emission Impossible" by the French press, continued broadcasting. However, the government retaliated with such intensive jamming that no one could receive the broadcasts.

Why the government decided to crack down on the Socialist station when other pirate operations such as "Lorraine Coeux d'Acier," operated by steelworkers in the Lorraine — an area of severe unemployment — is somewhat mysterious. One possible explanation lies in France's traditional link between radio and propaganda which stems from the Resistance's WW II efforts. The other is that the government is overly concerned with propaganda infiltrating the provinces via the airwaves. (Interestingly enough, the Socialists actually topped the present government in airtime afforded them on the legitimate stations during the most recent elections.) A third explanation is that Socialist party leader Francois Mitterrand merely wanted to reunite a divided party. At any rate, there is little likelihood that the government's monopoly on broadcasting will be affected.

**LOOKING FOR THE BEST? USE A "TRAVELING BILLBOARD"**

PRODUCT OF U.S. TAPE & LABEL CORP.

Call Me Collect . . . **314-423-4411**

Byron Creelius

1561 FAIRVIEW AVE. • ST. LOUIS, MO. 63132

(ADVERTISEMENT)

# SUZI... AND OTHER FOUR LETTER WORDS

## UNLEASHED SUZI QUATRO

"SUZI... AND OTHER  
FOUR LETTER WORDS"  
RS-1-3064  
HER NEW ALBUM  
ON RSO RECORDS  
CONTAINS THE  
UNINHIBITED  
SMASH SINGLE  
"I'VE NEVER  
BEEN IN LOVE"  
RS 1001



PRODUCED BY  
MIKE CHAPMAN  
FOR CHINNICHAP



Z93  
WZUU add  
KEARTH deb 28  
KFRC  
WAPE 28-24  
Z96 add  
WVIC add  
KHJ deb 28  
WKBW      WRVQ  
94Q        WISM  
KJR        92X  
WAEB      KJRB  
14Q        WLBZ  
KNOW     14WK  
KXX106    WCIR  
BJ105     WXIL  
95SGF     WHHY  
WHBQ     WISE  
WLAC     WTMA  
WRJZ     WANS-FM  
WNOX     KCBN  
WAYS

# WHAT'S NEW

## CBS Lowers List On Almost 400 LP's

CBS Records has released its list of selected catalog releases which have been reduced in list price from \$7.98 to \$5.98 (R&R 97). Albums in the lower list price category include four LP's from **Blue Oyster Cult**; **Cheap Trick's** "In Color"; **Chicago** albums V, VI, VIII and X; the first five **Bob Dylan** albums; eight LP's from **Carole King**; three albums each from the **O'Jays** and **Boyz n the City**; and most of the **Barbra Streisand** catalog. Approximately 370 albums will now be offered at the lower list price.



## Beatles Urged To Benefit "Boat People"

Once again, **Sid Bernstein** (who promoted the **Beatles** Shea Stadium concert 15 years ago) has taken out a full page ad in Sunday's **New York Times** urging the Fab Four to reunite for a three-date concert/closed circuit TV show to benefit yet another disadvantaged group — this time the "boat people" of Vietnam. Suggested sites for the shows are New York, Cairo and Jerusalem.

Bernstein estimated that possible revenues from the affair could top \$500 million, taking into account revenues derived from a "live" album, TV and film rights, ticket sales to the closed-circuit shows, and program/souvenir sales. **Lee Eastman**, lawyer and father-in-law to estranged Beatle **Paul McCartney**, issued the standard denial, i.e., the Beatles have been apart for so long (nine years) that such a reunion would be difficult.

## CONVENTIONAL CONFIGURATIONS IMPERILED?

### Maxi-Sound From Mini-Discs

North American **Phillips** recently unveiled the "Compact Disc," slated for introduction into the consumer market by the early 1980's. Dime-thin and 4.5 inches in diameter, the CD's are capable of one-hour of playing time per side, spin at 45rpm, and are played by solid-state laser rather than the conventional stylus. The resulting stereo signal can be plugged into the jacks of any current hi-fi equipment.

Because information is encoded (by pulse code modulation) on a reflective-aluminum plate, which is then coated in plastic, the CD's are thereby free of the clicks, hiss, rumble and pops that plague conventional records. In addition, the CD's require no special handling to prevent dust, scratches, and finger marks from deteriorating sound quality.

Pulse code modulation (PCM) is a technique whereby a continuous analog stereo signal is sampled 44,330 times per second. Each sample is then converted into a signal composed of

14 on-or-off digital bits of information, representing frequency and amplitude. There are six billion bits of information along the 2.5 mile long track which makes up one side of the CD.

Signal-to-noise ratio and dynamic range for the CD's is over 85 db's, versus 60 db's for conventional rec-

ords. Distortion is under 0.05 percent with the CD's, as opposed to over one percent for conventional records, and channel separation is 80 db's for the CD's, while conventional records have a channel separation of 30 db's. When available, **Phillips** hopes the CD players will be competitive with high-end turntables price wise.



## American Express Buys Half Of Warner Cable

The **American Express Corp.** and **Warner Communications Inc.** have reached an agreement in principle whereby American Express will acquire 50 percent of **Warner Cable Corp.** for \$175 million in cash and short-term notes. The new company, to be termed **Warner Amex Cable Communications Inc.**, intends to establish a \$250 million credit line for further expansion of its various cable TV operations. The agreement is subject to the approval of the FCC and, in all probability, several other national and local regulatory agencies.

## McHUGH TO HEAD MANUFACTURING

### RCA Records Reorganizes

**RCA Records** recently announced the reorganization of its record division into four distinct profit centers, each of which will report to **RCA Records President Robert Summer**. The four divisions are: **RCA Records-U.S.A.** (headed by Division Vice President **Robert Fead**) with responsibility for all U.S. commercial record activities including A&R and marketing functions; **Music Service** (headed by Division VP **Rodney Starmer**) with responsibility for RCA's record and tape club operation and custom sales; **RCA Records International** (headed by Division VP **Arthur Martinez**) with responsibility for the direction of RCA Records international operations comprised of 14 subsidiaries and 29 licensees; and **Manufacturing** (headed by newly-appointed Division VP **Joseph McHugh**) with responsibility for the firm's record and tape manufacturing operations.

McHugh, a 13-year veteran of the **RCA Corporation**, was most recently on assignment in Europe with directorial responsibility for the establishment of a picture tube manufacturing facility with RCA's Picture Tube Division. Prior to this, he served as Manager of Manufacturing at the firm's Scranton, PA facility. McHugh will be headquartered in Indianapolis.

## Elvis Gets Stamp Of Approval

After being immortalized on everything from special edition gold coins to whisky bottles, the late **Elvis Presley** is now the subject of a limited edition (only 15,000 printed) stamp issued by the Caribbean island nation of **Granada**. Unveiled in **Memphis** on the second anniversary of the late entertainer's death, the stamps, at the request of the island nation, were available for sale only in **Memphis**. Price: \$15 per stamp.

## More Solar Static Predicted

Following extensive solar flare activity last week, similar static-causing flares are predicted over the next two weeks, according to the **National Oceanic & Atmospheric Administration**. The flares are predicted to have "increasing impact on radio transmissions and other activities that are influenced by storms in the sun."

## PRO-MOTIONS



### Burkheimer Named Division VP/Mktg. & Talent Acquisition RCA Int'l.

**Don Burkheimer** has been named to the newly-created position of Division Vice President, Marketing and Talent Acquisition at **RCA Records International**. A 25-year veteran of the label, Burkheimer most recently served as Division Vice President, Product Management and Artist Tours for **RCA Records'** domestic operation.

In announcing the appointment, **RCA Records International** Division Vice President **Arthur Martinez**, to whom Burkheimer will report, said, "The newly-created position will bring Burkheimer's wide-

-ranging executive talents to an area of critical importance to us as we move to aggressively expand our marketing activities around the world. Our international operations are one of **RCA's** most successful and swiftest growing areas, and Burkheimer will make a positive contribution to **RCA's** continued growth and success throughout the world."

During his lengthy tenure at **RCA**, Burkheimer held various positions within the label's A&R department, eventually serving as Division Vice President of A&R. In 1974 he was appointed Division Vice President, West Coast, a post which he held until his being named Division Vice President, Product Management in 1978. Burkheimer also spent two years (1970-72) as an executive with **Famous Music**. He will be based in **RCA Records International** New York offices.

### Ahern, Baister Form Moonlight Management Firm

**Paul Ahern** and **Mel Baister** have formed **Moonlight Management and Productions**, a full-service company for recording and performing artists. The Westport, Connecticut-based firm will handle personal management and international tour coordination for its clients and will also offer tour coordination for international acts coming to America. **Moonlight's** clients include **Boston**, whom Ahern manages, and the **Simms Brothers Band**, whose debut album was released on **Elektra/Asylum** in September.

Ahern was formerly National Promotion Director for **Asylum**, while Baister previously served as Vice President of International Artist Development for **Leber-Krebs Management**.



# **They Just Got Our 3000th Hit!**



**Average Move Last Week 5 Points!  
Average Move This Week 5 Points!**

WXLO add 28  
WPGC add 27  
KRBE 20-18  
Z93 17-13  
Y100 20-17  
CKLW deb 19  
WGCL 21-20  
WOKY 29-28  
KOPA add  
WBLI add  
JB105 34-32  
Q106 22-12  
WKBO 24-20  
WTIX 25-21  
WNOE 27-22  
Z98 add  
WJDX add 29  
WAXY deb 22  
BJ105 36-30  
WBBQ deb 26  
FM 100 add 25

WHBQ 19-17  
WLAC 25-22  
WKIX 26-20  
WAYS 30-27  
WVIC on  
WZZP 23  
WJBQ deb 26  
WIGY deb 34  
WEEO add  
WYRE add  
KX104 on  
WFOX deb 29  
WSEZ deb 28  
WISE 17-10  
WFLB 9-6  
WTMA 28-26  
WANS-FM deb 37  
FM99 32-26  
KILE 30-25  
WRKR deb 32

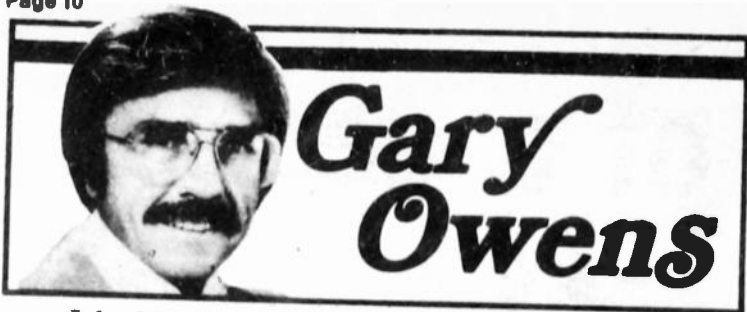
**"Found A Cure"**

# **ASHFORD & SIMPSON**



On Warner Bros. Records.

Produced by Ashford & Simpson



I had just gotten back from what was laughingly referred to as a two-week vacation. I had scampered back, slipped into my jaunty josh dickey costume, and had practiced saying something clever, such as "Hello?" as I began re-entry.

At that point, my secretary, the beautiful Blanche Goberman, said a man in a strange chicken suit was at the security gate. He muttered something about having a very important singing telegram for Gary Owens. Pop Fenderman, our armed guard, questioned him for several minutes, thinking he might be more psychotic than Pop, and then led him to the G.O. Building . . .

As I segued into my favorite Champ Butler record I met a creature known as the "Los Angeles Night Chicken!"

He then opened his beak (at least I think it was his beak) and sang . . . "To G.O."

To the man known over our airwaves, When it comes to fowl, you know how to behave, So we thought we'd send this ol' chicken Knowing you'll find him finger lickin'

(At this point I suspected the telegram was not from Cole Porter.)

The first rule of broadcast, we'd like to hit Never do news in a chicken outfit. So now I'd just like to say Welcome back from vacation and have a good day. From Clark Race at KVI/Seattle.

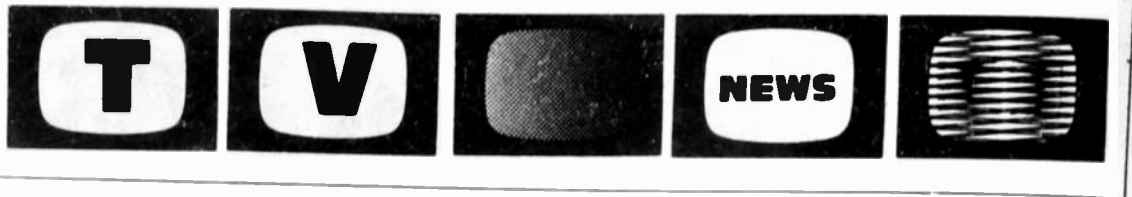
That rascal, Clark . . . after the Rent-A-Chicken had spewed feathers on me and did several minutes of clever bird-type jokes, I stopped to reflect on that traumatic day many years ago when I indeed was bounced for doing a TV newscast while wearing a

chicken suit on camera. Several people still wear chicken suits to work each day . . . and are not made light of: Bird Parks . . . Leonard Feather . . . Chick Hearn . . . Gene Fowler . . . Paul Henning . . . Wings . . . The Yardsbirds . . . and Eddie Rabbitt!

I understand Clark is doing a great job in Seattle. The first time I visited Pittsburgh, moons ago, I was thrilled to listen to both Clark and Rege Cordic when they were doing their respective shows on KDKA. As a teenager, Clark had made a lot of money operating a ladies shoe store — he started out on a shoestring and worked his way up, till he got his face slapped.

Anyway, it was thoughtful of Clark to welcome me back . . . and the real contents of the telegram are correct philosophically: "Fame and Fortune are Better than Anonymity and Poverty."

I thanked Tom Konard's Aircheck Factory Newsletter for the kind words. Tom, who lives in Box 156 in Franklin Park, Illinois 60131, was asked to compile a list of ten of his favorite people to listen to, and the first ten who came to mind included: Kenny Everett, Capitol Radio; Don Percy, WCKY; Ross & Wilson, WZGC; Jonathan Green of WTMJ; Bill Heywood of KOY; George Balcan of CJAD; Gene Klavan of WOR; Phillips & Wall of KSLQ . . . oh, yes, and yours truly, Myron Nerk. I only hope Tom was not doing an aircheck today. How many ways can you mispronounce . . . chili. 43? Well, I did it.



### Most Expensive Spot On TV: 'MASH'

You've seen the Nielsen and Arbitron ratings we print every week, along with the occasional best and worst top tens from the PTA and other concerned organizations. Another set of rankings is provided by an Advertising Age estimate of 30-second commercial rates for TV's prime-time entries. According to the approximate figures arrived at by the magazine from agency and other sources, CBS's "MASH" is the most expensive show around, pulling in \$150,000 per 30-second spot (actual cost determined by individual negotiations). "60 Minutes" is in the same league at \$145,000, followed by ABC's "Happy Days," "Three's Company," and "Laverne & Shirley" (\$130,000), "Taxi" and "Mork & Mindy" (\$120,000), and in the \$110,000 class, "WKRP In Cincinnati," "Lou Grant," "Angie," "Benson" (highest scoring new series), "Charlie's Angels," "Eight Is Enough," and "Little House On The Prairie." Seven other programs are rated at \$100,000, and it's downhill from there, with a number of debuting series set at \$50-55,000.

**NEW RADIO TV SERIES?** — With "WKRP" beginning its second season as a now-established rating success, a new proposed pilot will have a radio background. "Me On The Radio," starring Sally Struthers of "All In The Family" fame, is supposedly about two girls in New York during World War II who work at a radio station.

### ABC In Huge Victory As Preseason Winds Down

ABC won a lopsided ratings victory in the Nielsen competition for the week ending September 9. Paced by the Emmy Awards telecast, an easy number one, ABC racked up a 20.3 average rating, compared to CBS's 15.0 and NBC's 13.1. The week contained a few new season debuts, of which ABC's "Lazarus Syndrome" and "Eight Is Enough" scored the highest, 4th and 11th. Following the Emmys were 2) "Three's Company" (ABC) 3) "Miss America Pageant" (NBC) 4) "Lazarus Syndrome" (ABC) 5) "Mork & Mindy" (ABC) 6) "Breaking Up Is Hard To Do" (ABC TV movie) 7) "MASH" (CBS) 8) Monday Night Football (ABC) 9) "Taxi" (ABC) 10) "WKRP In Cincinnati" (CBS). Interestingly, "MASH" and "WKRP" scored quite well against unusually strong ABC Monday Night Football competition, with all three ending up in the top ten, though NBC's "Little House On The Prairie" suffered (41st).

ABC faced a little competition from CBS in New York and Chicago, according to Arbitron's tri-city ratings for the week ending September 7, but scored a clean sweep in Los Angeles. New York ranked "Three's Company" first, followed by 2) "Lazarus Syndrome" 3) "Quincy" (NBC) 4) "Laverne & Shirley" 5) "Eight Is Enough" 6) a tie between "Breaking Up Is Hard To Do," "Taxi," and "The Jeffersons" (CBS), and 9) a six-way tie between the Emmys, "Alice" (CBS), "WKRP," "Happy Days," and two episodes of "MASH" shown on different days.

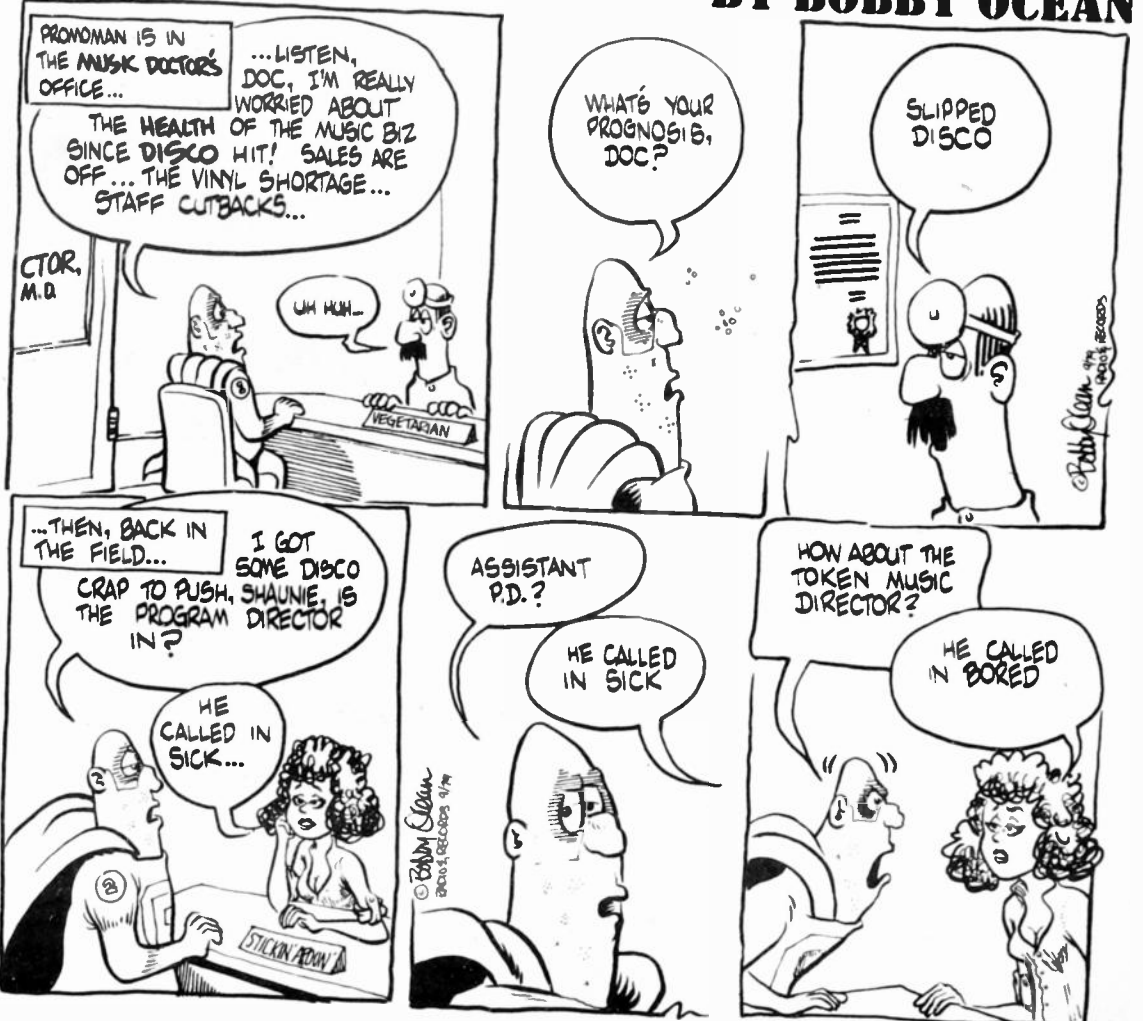
In L.A., "Three's Company" also led, followed by 2) "Breaking Up Is Hard To Do" tied with "Happy Days" and "Laverne & Shirley" and ABC's Thursday football game 6) the Emmys tied with "Taxi" and "Lazarus Syndrome," and 9) Monday Night Football tied with the premiere of ABC's "240 Robert." Chicago also put "Three's Company" on top, but tied with the Emmys, followed by 3) "MASH" 4) "WKRP," "Breaking Up Is Hard To Do," and another "MASH" episode 7) "Lazarus Syndrome" tied with "Taxi" and a WLS-TV news update, and 10) a five-way tie between "Happy Days," "The Jeffersons," "Lou Grant" (CBS), CBS's Sunday football game, and a WBBM-TV news program.

### VIDEOSCOPE:

The Record Plant, L.A. and Trans-American Video have entered into a professional tie-in agreement whereby both firms will combine in the production of audiovisual concepts . . . Sony Video Products Co. recently introduced a variety of new additions to its videocassette line, including a new portable color camera, two advanced random access controllers, an improved Betamax player and recorder, and a dual color monitor . . . PCM (digital) adaptors which increase the entire dynamic range of sound on home videocassette recorders about 20 dB's are currently available in Japan and are slated for the U.S. market shortly. Sharp Electronics offers the lowest priced adaptor at \$2300, with Hitachi and Victor Co. of Japan offering units for \$6800, while Sony's and Toshiba's go for around \$3300 . . . Shelton Video Editors, a Shelton, Washington-based firm, is marketing a "commercial killer" unit which they claim automatically eliminates TV commercials without the VCR user's assistance. A similar unit is currently available that kills color spots appearing on B&W programs, but "The Editor," Shelton claims, prevents the VCR from recording spots even when the program is in color. Unit is priced at \$249.95 . . .

### ERR WAVES

BY BOBBY OCEAN

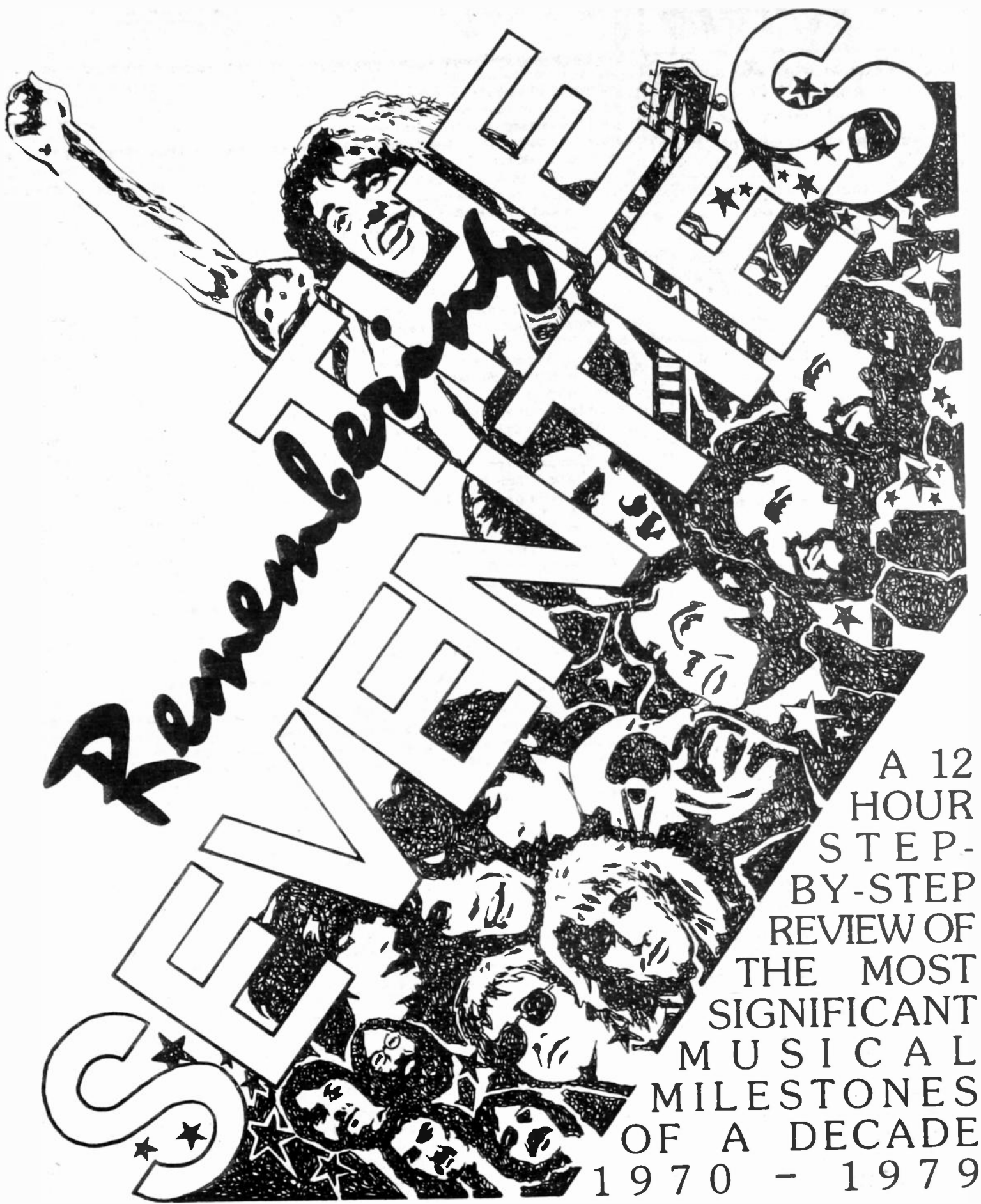


5 YEARS AGO TODAY

Radio & Records

- ★ GEORGE WILSON PROMOTED TO BARTELL EXEC. VP — Russ Whitberger named Sr. VP/GM at KCBO/San Diego
- ★ CITIZENS' GROUP OPPOSES WNCN/NEW YORK FORMAT SWITCH (from Classical to AOR)
- ★ NUMBER ONE FIVE YEARS AGO — "I Honestly Love You" — Olivia Newton-John (MCA)
- ★ NUMBER ONE POP/ADULT — "Tin Man" — America (WB)

# The broadcast event of a decade



A 12  
HOUR  
STEP-  
BY-STEP  
REVIEW OF  
THE MOST  
SIGNIFICANT  
MUSICAL  
MILESTONES  
OF A DECADE  
1970 - 1979

Since 1976, writer-researcher-producer Gary Theroux and engineer Jim Pierce have been behind some of the most spectacular events in radio history—"Elvis: A Three-Hour Special," "The Golden Years," "The Golden Years of Country," "Sgt. Pepper: Backstage," and the epic, 52-hour "History of Rock and Roll."

And now, they're back.

"Remembering: The Seventies" promises to be another in their distinguished string of award-winning radio specials. It's not a countdown, but a twelve-hour, *chronological re-creation* of ten years of pop music history. All the music, all the magic, and all the memories are there, just as you remember them.

In sequence.

*The way we lived them.*

"Remembering: The Seventies" features the words and music of a generation of pop music superstars. It's in production now, for release at the end of the year. For rates, availabilities, and scheduling information, give us a call today. The number is (213) 466-1935.

**RADIO  
WORKS**

460 North Newport Boulevard  
Newport Beach, California 92663

# THE RIGHT TIME FOR THE

# WHO 5:15

**KRBE add**  
**WGCL add 30**  
**PRO-FM on**  
**JB105 add**  
**WKEE add**  
**WNOE add**  
**KXX106 add**  
**WZZP add**  
**KCPX add**  
**WGUY on**  
**WCIR add**  
**WFLB add**  
**KRLC add**  
**V97 add**  
**Q104 add**  
**WCUE add**

**KQWB on**  
**KSKG on**  
**WVIC on**  
**WRKR on**  
**WIFC on**  
**WICC on**  
**WQTC on**  
**K104 on**  
**WZDQ on**  
**WQXQ on**  
**WKAU on**  
**WRIG on**  
**KWWL on**  
**WXIK on**  
**KMRC on**  
**WFRC on**

## FROM THE FORTHCOMING QUADROPHENIA SOUNDTRACK ALBUM



**Manufactured And Marketed  
By Polydor Incorporated**



1979 VERSION PRODUCED BY JOHN ENTWHISTLE

Brad Messer's

# Rip "N" Read



## Sleaze Shortage Hits Industry

Okay, I've gone through the letters from people exposing their radio employers (mostly ex-employers) as blatant sleazes; now I'm faced with the complicated and delicate job of summing up the complaints without getting sued, without getting the complainers fired, without stirring up physical violence again against myself, and without overemphasizing; I only got about 20 letters about this in the first place.

I was ignorantly prejudiced. I thought maybe 80 or 200 people would write, steaming mad with righteous indignation, eager to expose some tyrannical madman who had done 'em wrong.

Did the modest mail draw mean people are overwhelmingly happy with their working conditions? Did it mean potential complainers were paranoid, figuring I'd mail the letter to their boss or something weird like that? Did the restrained flow of sleaze letters indicate this is the worst column ever printed in an industry publication? No, it didn't indicate that because, uh, well . . . that's getting off the subject, anyway. Dangerous to just drift off on nonessential side trips like that.

A woman in a state that kinda rhymes with banana typed two neat pages about a station that had no place for people to sit down except when they were on the air: they sold, collected, wrote copy and did production standing up. A guy in West Virginia related the soft soap routine used to keep a whole air staff working while paychecks stacked up three months in arrears. There were nine letters generally categorized as "you wouldn't believe how many hours we had to work" complaints. One unfortunate explained how he had been fired because he was hospitalized after a car wreck, the termination note coming the day after the accident. There were no absolutely terrifying stories, which surprised me because you and I know some strange things do go on out there in Radioland.

Four people wrote to explain how they arrived in town to begin new jobs but during their journey the PD who hired them had quit (one) or been fired (three). What a sick feeling. Get to town, show up at the station, the person who hired you no longer exists.

Overall the writers weren't bitter. They had all risen above their temporary misfortunes and gone on to more pleasant things.

There, I guess I did it. Wrote about sleazes in an uncontroversial manner. All I had to do was leave out Who, What, Where, When, and Why and the rest just took care of itself. Now I'll just have a few bites of Pablum and a drink of Plain Vanilla and let's move on to the dates.

\*\*\*\*\*

**MONDAY SEPTEMBER 24:** Well, here's a strange little turn of events, because today — Monday — is the anniversary of a Friday. Hmmm. It was on this date in 1869 the "Black Friday" financial panic became part of America's history, when Jay Gould and James "Jubilee Jim" Fisk conspired to corner all the gold on the U.S. market, hold it until the price inflated, then sell out and become satisfyingly filthy rich. In Webster's "American History" it says, "To make sure government release of gold does not upset conspiracy, they have hired President Grant's brother-in-law to approach him. Grant has seemed to agree to persuasion, but he becomes aware of plot when gold prices reach peak and orders release of government gold, bringing about collapse of conspiracy, as well as ruin of hundreds of small investors. Though innocent, Grant appears to have been in league with conspirators." During a subsequent Congressional investigation Mr. Fisk referred to the money he'd lost as "gone where the woodbine twineth"; asked what that meant, he replied, "Up the spout!"

The U.S. Supreme Court is 190 years old. The trial of the Chicago 8 began ten years ago. Patty Hearst got a 7-year prison sentence three years ago today. Wings' Linda McCartney turns 37.

\*\*\*\*\*

**TUESDAY SEPTEMBER 25:** Of course you and I love the radio business so deeply we feel honored getting to work a 6-day week, maybe even volunteering to come in and splice tape on Sunday, eh? So none of us cares much — certainly we're not at all jealous, are we? — that it was 53 years ago today that the five-day work week became company policy at Ford Motor Company (1926).

Barbara Walters is 48 today. Chubby Checker hit #1 with "The Twist" nineteen years ago this week (1960). Juliet Prowse is 43 and Catherine Burns becomes 34.

\*\*\*\*\*

**WEDNESDAY SEPTEMBER 26:** It can get really tricky trying to define what's "real" because of personalities like Superman and Jiminy Cricket, but no problem at all with Johnny Appleseed. There was a man with that nickname — John Chapman — and he was born 205 years ago today (1774). He planted a lot of trees in Ohio and Pennsylvania, along the trails later settlers would migrate. Chapman was said to have been kind and generous to people and animals, which helped balance out the weird things he did, like wearing a tin plate for a hat. Johnny Appleseed died among fine apple orchards in Indiana when he was 70 (1845).

Olivia Newton-John and Lynn Anderson are 32 today. Julie London is 53 and Marty Robbins turns 54. Fuzz bass was born in his band (by lucky accident) during the recording of "Don't Worry."

A woman frequently referred to as the best blues singer ever died 42 years ago of loss of blood following a car wreck: Bessie Smith had been turned away from a whites-only hospital at Coahoma, MS (1937). If you were to get a couple of Bessie's records and hype her as a hot new artist, you'd come pretty close to getting away with it, because Smith retains a somewhat timeless quality.

\*\*\*\*\*

**THURSDAY SEPTEMBER 27:** Fifteen years today since the Warren Report was issued in 1964, concluding President Kennedy had been gunned down in Dallas by a lone assassin.

William Conrad ("Cannon") is 59. Jayne Meadows becomes 56.

\*\*\*\*\*

**FRIDAY SEPTEMBER 28:** Luckily for today's recruits (and for the ad agencies running the enlistment campaigns) the U.S. Navy officially abolished flogging 129 years ago today (1850).

52 years ago Americans were hastily evacuating China as the revolution picked up speed. That was in 1927, the year Lindbergh flew the Atlantic solo.

Brigitte Bardot is 45. Tomorrow Gene Autry turns 71 and Jerry Lee Lewis arrives at 44.

\*\*\*\*\*

# Media Marketing

"Convenience" Sampling May Cause "Massive Error"

## Correct Sampling: The Crucial Research Step

This week we return to our series on the market research project. When I spoke with you last, we had completed the Research Design stage. Thus, we have a completed questionnaire, thoroughly pretested and ready for implementation. Now, whom do we interview, and how do we go about finding them? These are questions which lead us into the realm of Sample Design.

### Population Versus Sample

There are two fundamental concepts inherent to sampling procedures:

- Population:** The total universe of individuals who comprise the market of interest.
- Sample:** Some subset of the population which is designed to represent the total population.

At the very outset of any research study, you should have a firm idea of the population to be studied. In most instances, the population will correspond to the market you wish to serve. For example:

- All men and women 18-34 within range of the station's signal;
- All men and women 18-34 within range of the station's signal, and who currently listen to any Top 40 or AOR station.

Note that the second example defines a narrower population than does the first. The scope of the population's definition is not nearly as important as the precision of the definition. Without a precise definition of the population, it will be difficult or impossible to determine whether any potential respondent to your survey qualifies as a member of the population in question.

Population precision is important in designing screening questions in order to ascertain respondent eligibility. For instance, the first population definition above would call for a screening question on age, while the second would require two screeners, one on age and one on stations to which the respondent currently listens. The qualification of being within range of the station's signal would have to be determined independently, as that information may or may not be known by any given respondent who is a non-listener to the station.

In all but very rare instances, total populations are prohibitively large for a complete census of opinion. Thus, samples are used to represent populations. There are many ways of selecting a sample from a population, some of them good, some not so good, some incredibly bad. The basic characteristic which distinguishes a good sample from a bad one is the representativeness of the sample, i.e., the degree to which the sample is an accurate representation of the entire population.

Two factors enter into the determination of sample representativeness:

- Sample size
- Sampling procedure

We will consider sample size in a couple of weeks; our present focus shall be on sampling procedure, as that is the more important determinant of sample quality. Even a very large sample is not adequate if it has been selected via a faulty sampling procedure. Thus, consideration of representative sampling procedures must precede any concern with adequate sample size.

### Probability vs. Nonprobability Sampling

A fundamental distinction to be made in considering sampling procedures is whether the procedure yields a *probability sample* or a *nonprobability sample*. Probability samples are those in which each member of the population has a *known, non-zero* probability of appearing in the sample selected. With nonprobability samples, the probability of any given population member's appearing in the sample is unknown and may, in many cases, be zero. Thus, probability samples are generally more desirable, because sampling error rates can be meaningfully estimated. No sample is perfect, and any sample will have error associated with it. The point is that the magnitude of the error can be estimated for a probability sample, but not for a nonprobability sample. Therefore, a nonprobability sample may be subject to massive error without you knowing about it, a very dangerous situation, to say the least.

### Sampling Procedures

Nonprobability	Probability
Convenience	Simple Random
Judgment	Stratified
Quota	Cluster

### Nonprobability Procedures

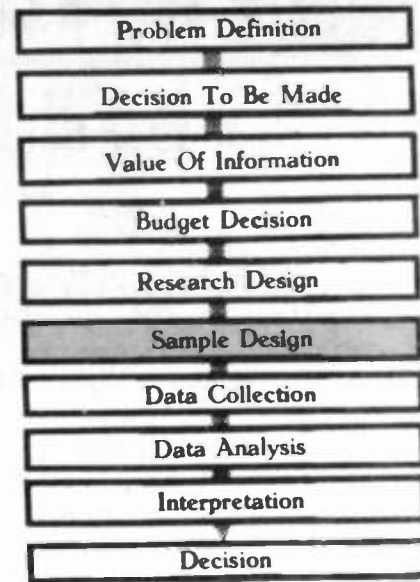
**Convenience Sampling.** Convenience samples are aptly named, for they are just what the name implies — convenient for the researcher. They are also sometimes called "accidental samples," because respondents fall into the sample almost by accident and certainly through no formal systematic sampling procedure. Radio research is rampant with convenience samples. Consider the following examples:

- Using call-in requests by listeners to determine playlists
- Monitoring record sales of those music stores or record departments that simply "come to mind" or are willing to cooperate
- Conducting "intercept" interviews with shoppers at shopping centers or supermarkets

All three of the above procedures are quite common, and all three have the same basic shortcoming — there is no way of ascertaining the degree to which these samples truly represent the population from which they were drawn. For instance, those listeners making call-in requests are generally only a very small proportion of your total listeners, but do you know how they compare to your other listeners on important dimensions? And sampling "randomly" from those that call in doesn't solve anything, because that so-called random sample is at best only representative of the population of call-in request folks. The same is true of the intercept interview case; even a random sampling procedure (which, incidentally, is virtually impossible to implement in that situation) would yield a sample of the shopping center patron population, not the population of interest (i.e., your listenership).

Convenience samples, regardless of size, rarely prove to be representative; hence, they should be used only in exploratory research efforts and not in final market survey situations.

### Stages in the Market Research Process



**Judgment Sampling.** Under this procedure, certain population members are singled out and purposely sampled, because the researcher has some reason to believe that the opinions of those population members are particularly important. In the record store example above, for instance, there may be three or four stores which account for the vast bulk of record sales in your area. In such a case, you may choose to short-circuit the full market survey and concentrate on only the market leaders. Another potential use of judgment sampling is in the situation where you expect *opinion leadership* to be operating. For example, if you are programming to 12-17, you are dealing with a very peer-oriented segment. If you could identify those members of that segment to whom others turn for leadership on fashions, movies, music, etc., you may be able to get some good exploratory insights from a relatively small number of people. Once again, the key word is *exploratory*; judgment samples are inappropriate bases for projecting to the entire population.

**Quota Sampling.** This is really a variant of convenience sampling. Quota sampling involves the pre-specification of certain categories of respondents to be filled. For example, in doing call-out research or an intercept survey, the following quota sampling might be specified:

	Female	Male
18-34	n = 25	n = 25
35-49	n = 25	n = 25

The interviewer would be instructed not to exceed 25 people per cell. This procedure is better than straight convenience sampling in that it assures at least some spreading of respondents across important demographic characteristics. Unfortunately, however, quota sampling falls short of providing an accurate, representative sample because of the non-random selection of sample members. Thus, while quota sampling is a widely used procedure in marketing research, it is not a recommended sampling procedure for market surveys where representativeness is essential. It is useful in exploratory studies, and in fact is very heavily used in generating samples for focus group interviews, a common exploratory research tool.

Next week: Probability sampling

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.



"A sample that includes a large portion of the public that was excluded earlier is likely to be a better representation of the overall market."

## Expanded Sample Frame Is Coming . . . Are You Ready?

Last week we touched on the issue of Extended Measurement, a suggested improvement in Arbitron's technique which the company would like to implement nationwide by 1982. This week we'll examine another improvement in Arbitron's methodology, also scheduled for nationwide usage by 1982. The technique is called **Expanded Sample Frame**, or ESF. There has been much confusion about this issue, so perhaps we can clear some items up here.

### How It Works

Let's examine the pros and cons involved in ESF, and start by discussing what this technique involves. It is important to look back and remember that until 1977 Arbitron's samples were based exclusively on homes listed in your local telephone directories. However, Arbitron had been testing for a number of years a way to measure listening in homes which had phones not listed in the directories provided to *Metro Mail*, the clearinghouse for Arbitron's sample listings. Since various industry forces wanted to know what happened if these unlisted homes were included in the sample, and since there was talk that new competitors would sample unlisted homes, Arbitron announced ESF. Arbitron bore the cost of implementing ESF in the top four markets through the 1977 sweeps, to further test the technique and to demonstrate to the industry how it worked. After some resistance in several markets, ESF has now been supported by a majority of subscribers in a dozen markets.

Essentially, Arbitron computers generate possible working numbers in exchanges after eliminating business phones, listed phones, etc., leaving a pool of potential sample homes. These homes do not receive the usual pre-placement letter saying that someone will be calling (since no addresses are known for unlisted homes at this time in the process), but instead the homes are called directly — to see if the number is a working number, and then to inquire of the party who answers the phone if the occupants would like to take part in an Arbitron survey. If they agree, they are handled according to regular procedure for their ethnic group and location. This method of selecting unlisted sample differs from random digit dialing, used by some of Arbitron's erstwhile competitors.

### Plusses And Minuses

The biggest plus for ESF is that it allows significant portions of a metro population to be in the sample, where that population never had that chance prior to ESF. Because phone directories are out of date even when they are published, or because numbers may be listed incorrectly, or because people move and their new number may not be in the directory, in some markets almost half of the population may be in homes with numbers not in the directory. In Chicago and LA, for example, almost 50% of the 12-plus population resides in homes where the phones are unlisted — whether due to chance or design. Certainly, a sample that includes a large portion of the public that was excluded earlier is likely to be a better representation of the overall market. In theory . . .

In reality, however, while many agreed that ESF was better research, some stations also looked at how they thought ESF would affect numbers. Stations that skewed older, such as *Beautiful Music* or *News/Talk*, perceived that unlisted homes probably included a larger percentage of young people, or persons of lower socioeconomic status, not likely to listen to their formats. Some stations resisted ESF because of their own self-interest. However, ESF, at least to date, has not been the big boost to some formats or the handicap to others that was originally perceived. It appears that persons with unlisted homes tend to be younger or older, and perhaps fit into the economic poles, but the listening has so far not shown any great bias for contemporary formats nor any big loss for older-skewing stations.

### Expanded Sample Frame Is Expanding . . .

In the most recent A/M '79 sweep, ESF was used in 12 markets out of 174. However, for the O/N '79 sweep, Arbitron will expand use of ESF into the top 30 markets. Good news, bad news. The good news is that in the new markets ESF will allow Arbitron to provide a more complete sampling of the area. The bad news is that even if the broadcasters in the market don't want to pay the surcharge for this addition to Arbitron's methodology, they will have to go along when the technique is implemented. Thus,

## Week In Review

**Expanded Sample Frame Is Coming! Read All About It In This Week's Column.**

### Burke Back In Ratings Race!

Executive Board of parent *Burke International Research* votes on Monday, September 17, to resume effort to become alternative to Arbitron. ABC O&Os *KABC*, *KGO*, sign-on, help tip the scales favorably. Surveys will begin again October 1st in the top 20 markets, previously measured by Burke. See Front Page for full details.

### AAAA Media Research Committee Opposes Diary Announcements

August 29th letter to Broadcast Rating Council from American Association of Advertising Agencies research arm states "... The Media Research Committee opposes any attempt by any medium to exhort the public to cooperate with any audience measurement service by calling attention to such research by any means. Such practices are discouraged because of their possible biasing effects." Whether there are any teeth in this statement is a question, but the AAAA will send the resolution to their member agencies across the country, and the agencies will be "encouraged" to communicate the position to the stations.

it may appear to some that Arbitron is forcing ESF down the throats of broadcasters who may not want or may not be able to pay the premium for this "improvement." When we last talked to *Dick Logan* at Arbitron about the amount of the surcharge, the figure quoted was between 7-10% extra for ESF. Since Arbitron wants to expand ESF into all markets by 1982, stations in markets outside the top 30 still have some time to prepare for this surcharge. In fact, in some markets the subscribers have gotten together and asked Arbitron to implement the ESF technique earlier than planned, and you may want to consider this. It may save you a few dollars as inflation affects the amount of the surcharge Arbitron tacks on to your research bill.

### Better Research, But . . .

As Arbitron expands the usage of ESF into smaller and smaller markets, the true, full story of the impact of the technique will become evident. Suffice it to say at this time that the impact of the method does not appear to greatly help or hurt any formats, but there could be exceptions in various markets. Likewise, as ESF becomes more widespread, stations need to prepare to budget for the extra cost (or prepare to fight with Arbitron about the surcharge) involved. Markets in the top 30 will be affected this Fall, but your time is coming if Arbitron's plans go as scheduled. ESF is better research, but it would be even more well-received if Arbitron didn't tack on a premium for properly sampling the marketplace.

## Q&A

This week's question applies to many stations. "Our station submits three slogans — 97X, XFM, and Stereo 97X. Do we need to submit all three of these?"

The above is an example of not using slogans to best advantage. The common factor in all of the submitted slogans was "X," and this is what Arbitron will key on when editing diaries. "97X" would really have covered the three slogans sent in by the station, leaving two other opportunities for the station to submit other audio logos for possible Arbitron credit.

Jhan Hiber, R&R's Research Editor (and former Manager of *Arbitron Radio*), welcomes your questions about ratings and research. Call Jhan at 213-553-4330 during business hours. California time.



# FOUR EVERY DEMOGRAPHIC FROM MERCURY

## "I'm So Anxious" SOUTHSIDE JOHNNY AND THE ASBURY JUKES

WGCL on WBBQ on WNDE on  
WNOE add WQXQ add WFLB on  
BJ105 on WSEZ add WLOF on  
WZZP on WBZ-FM on WZDQ on  
KCPX add

## "I Need A Lover (That Won't Drive Me Crazy)" JOHN COUGAR

WRKO on KUPD 28-24 WGBF add WZDQ on  
KDWB add 25 13FEA on KJCK add KROK on  
KWK 1-1 WRKR on KSKG add KNOE on  
KSLQ add 23 WSPT 26-24 KQWB add WBZ-FM on

## "Rock Sugar" ROB GRILL


B100 deb 30 WRKR on  
WRJZ add KHTZ on  
KMJC add

## "Stillsane" CAROLYNE MAS

CHUM 30-26 B100 21-20 KLEO add  
KSLQ 28-27 WTIC-FM on KERN on  
KBEQ on JB105 on KKLS 15  
Q106 deb 30 WGBF on



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MARKETED BY PHONOGRAM/  
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A POLYGRAM COMPANY   
DISTRIBUTED BY POLYGRAM DISTRIBUTION, INC.  
Write or call your local Polygram Distribution sales office for  
traders and other promotional items.



# STREET TALK

A new RCA rumor surfaced this week, but we think we've got it traced. Seems there are those that now feel RCA Records is for sale . . . the events of the past few weeks, namely the RCA purchase of C.I.T. Financial and subsequent announcements that RCA would sell Banquet Foods and Random House, may have added fuel to the record company sale story. Although it's being denied by all company officials, remember that *anything* is for sale if the price is right!

And speaking of sales . . . rumored trouble in the pending Arista Records sale to Ariola Eurodisc was denied this week by Arista execs.

Hudson & Harrigan have resigned at KILT/Houston, but there's a catch. The pair, who have only been borrowing the names from KILT (the station retains all rights to the use of Hudson & Harrigan in the Houston market) will have to use other names should they relocate in the market. And Street Talk is that the two are currently negotiating with one of KILT's competitors for a morning job. Meanwhile, KILT is in the process of putting together a new Hudson & Harrigan team for their morning show, which has run (with minor interruptions) for over ten years!

We keep hearing that Gary Davis will be officially named to replace Danny Davis as VP of Promotion at Motown, but it has not been made official yet. Gary is working at Motown, but his title has not yet been disclosed.

Almost as fast as he returned to KHJ/Los Angeles as 6-10pm jock, M.G. Kelly is out, again. PD Chuck Martin has replaced "The Gunner" with Banana Joe, who had been doing the early evening shift before M.G. rejoined the station.

The destructive fires that hit the Hollywood Hills last Sunday (9-16) destroyed 24 homes, with music notable John Mayall losing his house. Actress Mackenzie Philips also had her canyon home burn to the ground.

Street Talk congratulations to RSO National Secondary Promotion Director Marc Ratner on the release of his first single as an artist. The song, co-written by Marc and his sister Jennie, is called "Don't Go Looking." We wonder if it would be hard to promote your own record? Good luck, Marc.

With Operations Director Jim Wood arriving to take over L.A.'s KPOL & KZLA this week, lots of rumors are flying regarding the new direction for the Pop/Adult AM and the AOR FM. KZLA has already moved slightly away from its esoteric music approach, and since KPOL (the AM) has applied for the new call-letters of KZLA, look for some substantial changes very soon.

Radio Records, based in Ft. Lauderdale, has announced that Scot Jackson has joined the company as National Promotion Consultant. Scot will remain in New York, directing the promotional efforts of the new company from there.

Is Lee Abrams going to produce the next Yes LP? That's one we keep hearing and we understand that it would be the fulfillment of a long-held dream for the radio consultant.

Willy B, afternoon man at KMJC/San Diego, is getting rid of his final memories of Boston, and his audience in Southern California gets the bonus. Willy joined KMJC earlier this year after a stay at WRKO/Boston. He constantly makes a big deal on the air about how glad he is to be back in the sunshine and away from the snow, etc. So, as a final farewell to his old Boston-ties, Willy is giving away a load of WRKO-Willy B book covers to his San Diego listeners.

Caution: Mascotting can be hazardous to your health . . . When President Carter visited Hartford for a press conference recently, WHCN dispatched its Walrus mascot to the site for a hopeful appearance with the Chief Executive. George Diangeles (who is the Walrus, coo coo cachoo) jumped out of his car to retrieve his duffel bag from the trunk, and was planning to change into his costume in the men's room. No sooner had he put the stuffed duffel on his shoulder than he was surrounded by Secret Service agents with guns drawn! After some fast explaining, much flashing of ID, and several phone calls, George was released, but far too late to sneak into the President's act. Oh well — nice try.

**THE RECORD BUSINESS IS NOT ALL FUN AND GAMES** — A trip abroad can change your perspective on things, and apparently that is exactly what happened to Jerry Smallwood, Director of Promotion for Epic. Jerry returned from London recently and decided to raise the consciousness of the Epic staff on the Ian Dury single "Hit Me With Your Rhythm Stick." This secret photo was snapped during a promotion meeting as Jerry (on the left) screams "Hit me, hit me!" to Bruce Harris, Director of East Coast A&R. Don Dempsey and Ron McCarrell, along with other notables, watched the scene, showing emotions that ran the gamut from amazement to abject envy.



## ELECTRIC WEENIE

P.O. Box 25-866  
Honolulu, Hawaii 96825  
(808) 395-9600

### THE ELECTRIC WEENIE, RADIO'S NUMBER 1 GAG SHEET GETS LETTERS . . .

ROGER MICHAELS, WVAB: "As soon as I began using your material, mid-day ratings climbed well above anything in the history of the radio station."

Jocks...write today for free samples.



Your

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are  
in  
the  
mail!



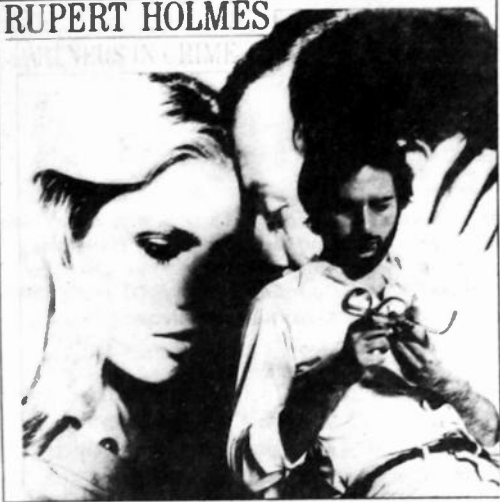




**INFINITY RECORDS**

**SONG POWER**

RUPERT HOLMES



**RUPERT HOLMES**  
**“Escape(The Pina Colada Song)”**

Great new music from America's finest storyteller/songwriter!

Listen to the words!

Identify with your audience!

BLUE STEEL  
No More Lonely Nights



**BLUE STEEL**  
**“No More Lonely Nights”**

A strong AOR acceptance!

(Radio & Records 9-14 issue #1 Most Added)!

Top 40 airplay starting immediately!

ORLEANS/Forever



**ORLEANS**  
**“Forever”**

The ballad of the year!

The end of summer theme for 1979!

2:33 of pure emotion!

HOT CHOCOLATE  
Going Through The Motions



**HOT CHOCOLATE**  
**“I Just Love What You're Doing”**

The most requested and played cut from the “Going Through The Motions” album, just released as a single!

**ALL WE ASK YOU TO DO IS LISTEN.**

# TOP-40



## John Leader

### Automation: Reel Two

Two weeks ago (R&R 9-7) we discussed the pros and cons of automated contemporary radio. With the help of WBEN-FM/Bufalo programmer Bob Wood, KEARTH/Los Angeles PD Bob Hamilton, and Director of Programming for TM's Stereo Rock Bob Harper, rock and roll automation was given a pretty thorough going over.

But there is some rebuttal this week from Joe Benson of William B. Tanner in Memphis. Joe is a programmer/consultant for the Tanner company, an organization that provides many services for radio and TV stations around the country, including syndicated programming for automation systems. After reading my column of two weeks ago and the comments made by Bob Harper of TM, Joe wrote me the following letter:

Dear Mr. Leader:

As one deeply involved in automation and syndication, it was with interest that I read your column this week with the interview with TM's Bob Harper. While I have admired Bob for some time (as we used to work for the same chain, Rust Communications, back in 1972), and respect him for the successes he has had, I must question the validity of some of his comments in regards to listener perception(s) to automated radio, and more importantly, the results of TM's so-called study on the questions mentioned.

Frankly, I'm at a loss on Bob's comments that "Yes, it's very important for my favorite station to be live . . ." and TM's supposed "turning the question around" to get the response that people could not perceive the TM station in that given market being automated. While I know that Bob is new to TM, I am surprised that he would allege to unsubstantiated facts, including the point that this "statistically-drawn sample" contained nothing but people who listened to the local TM station . . . Come on, John . . .

I enclose two questions that I submitted to Jerry Del Colliano's "Inside Radio" publication a year ago, in regards to these very same points. In fact, you will note that the questions are ominously like those in the purported TM study. I think that with Todd Wallace's well respected and thorough documentation on these questions, you will see quite a glaring difference in Mr. Harper's comments. I'm not saying I don't believe what Bob has said, I just disagree and feel that I can substantiate my claims better. The whole purpose of Tanner's success in syndication, in several stations, incidentally, that go head to head with TM, is that people are keenly aware of "canned" radio, repetitious announce styles, and repetition of music, especially clustered music as offered by some of our competitors. I'm not knocking TM's product, but I feel a little safer knowing that potentially half the people who listen to radio, or more according to the enclosed source material, do not feel that automated radio is a deterrent to their listening to that radio station, so long as it does sound live and is consistent in its presentation. In addition, I tend to give people more credit than Bob does, I guess, in assuming that about half the people who listen to radio can, in fact, tell the difference between "canned" radio station, and one that is live. It again depends on the presentation. Apparently hearing the same voice for 24 hours a day, the same rhythmic announce style, the same presentation over and over again is easily detected by our potential audience, in, as you can see, virtually all demographics. I'd like to know how Bob knows for sure that the people in TM's study "listened to our station" if the study was indeed a statistically-drawn sample of telephone interviews.

Again, we've patterned our success on a different philosophy than our competitor, apparently, but we must be very careful in understanding the overall viewpoint of a cross-section of our potential national exposure to this form of broadcasting, rather than rely on a "study" conducted in a "TM market."

I think the enclosed numbers speak for themselves, and am proud that we have geared ourselves to avoiding the problems of "canned" automation to every degree that our competition has, but surely not based on the "idea" that so few people can detect an automated sound, or care little about whether their favorite station is live or not. We'd like to think people demand and expect more from us than that . . .

Very truly yours,  
Joe Benson

Programmer/Consultant, William B. Tanner Company Inc.

The questions from Inside Radio that Joe refers to in his letter are reprinted below:

#### Inside Radio Question Of The Week: Live Vs. Pre-Recorded

Conducted every week exclusively for Inside Radio subscribers by Todd Wallace's Phoenix-based Radio Index, Inc. Sample size: 1314 covering various markets.

"Can you as a listener tell whether your local radio stations are live or pre-recorded?" (Suggested by William B. Tanner's Joe Benson.)

Demographics	Yes	No
Total 12+	49.5	50.5
12-17 Boys	42.1	57.9
12-17 Girls	39.7	60.3
18-24 Men	59.0	40.9
18-24 Women	47.7	52.3
25-34 Men	51.4	48.6
25-34 Women	48.1	51.9

WHAT IT MEANS: It's 50-50. Teenage girls 12-17 have the hardest time figuring out whether local stations are live or pre-recorded. As respondents get older they generally are better able to determine the difference.



**BLONDIE BASH** — Blondie was honored at a giant party at Florucci's recently which drew celebrities from television, radio, film and sports. Pictured (l-r) are: Bob Hamilton, PD KEARTH/Los Angeles; Billy Bass, Vice President of Promotion and Creative Services for Chrysalis; Deborah Harry; Dave Sholln, National Music Coordinator for RKO radio; Nicky Chinn, Vice President of Chinnichap; and Michael Chapman, Blondie's producer.

### What Was The Question?

In defense of Bob Harper there are a couple of things in Joe's letter that need clarification. First, the survey Bob referred to in the original article was not commissioned by TM, but rather was done by one of their client radio stations. Bob found out about the study after it had been done and was merely paraphrasing some of the questions asked. The survey and the results were merely used to illustrate a point in our interview.

But what about those questions? Joe seems to feel that the questions posed by Todd Wallace and the questions supposedly used in the TM station's survey are "ominously (a)like." I might agree, but not for the same reason. The question as posed, "As far as your enjoyment of a radio station is concerned, does it matter to you if your favorite station is live or pre-recorded?" may be a bit unclear. Does that question mean the same thing as asking, "As far as your enjoyment of a radio station is concerned, does it matter to you if your favorite station is live or automated?" Risking a trek into semantic antics, does the respondent perceive "pre-recorded" and "automated" to be the same thing when talking about a radio station? Maybe we need to have Todd ask another question to clarify the subject.

Dr. Richard Lutz wrote in his "Media Marketing" column two weeks ago (R&R 9-7) about the importance of question design when conducting such surveys. Had the TM station asked their question in the precise wording of "is it important whether or not the station you listen to be live," they could be guilty of injecting a strong bias into their question by using the word "important." Todd's question might be a bit unclear to some respondents by the use of the term "pre-recorded" as opposed to the rather well known term "automated." Either way, a better set of questions might have been first, "Can you tell the difference between a live and an automated radio station?"; and then, to check the accuracy of those answers, "Can you name a radio station in your city that is automated and one that is live?" Then the second question posed by Todd might be used to determine whether or not listeners care if their station is automated or live.

As far as the TM station's survey containing "nothing but people who listened to the local TM station . . ." that is not entirely true. The survey, as Bob paraphrased it to me, was drawn up from people who were current or potential listeners to contemporary radio. In the market in question the TM station has very good ratings and therefore the assumption that "these people listened to our radio station" (made by Bob Harper) was probably valid. Either way, Bob did not state that all the people in the survey were indeed listeners to the TM station. His point was generally that the people questioned were familiar with an automated station (the TM station) and therefore were prime subjects to ask about their perceptions of automated radio.

### Competition Is Healthy

Because I think we've covered the automation/Top 40 topic pretty well so far, and because there are several other syndicators we haven't heard from yet, let's put the topic to rest. Originally my purpose in discussing the automation topic at all was to show a lot of admitted non-believers that rock and roll automation can work. The proof is in the success stories covered in the first article and many other very successful stations doing similar things all over the country.

Automation has changed over the last five years. The technology and programming techniques applicable to that technology have brought automated stations away from that "canned" sound Joe spoke of into the real world of live-sounding radio. But remember that people do listen to the radio differently at different times and as their tastes and preferences change, their selection of a particular station "sound" may change too. Room exists for many different types of contemporary radio in any secondary or major sized market, and the proof can be found on any syndicator's presentation literature. But I wasn't trying to sell anybody syndicated programming two weeks ago, and I'm not this week either. Automated contemporary radio has grown up with the help of a lot of talented individuals and it's time we all simply recognized that fact. Case closed!

#### Inside Radio Question Of The Week: Live Vs. Pre-Recorded (Part 2)

"As far as your enjoyment of a radio station is concerned, does it matter to you if your favorite station is live or pre-recorded?"

Demographics	Yes	No
Total 12+	28.2	71.8
12-17 Boys	30.8	69.2
12-17 Girls	21.6	78.4
18-24 Men	34.9	65.1
18-24 Women	26.2	73.8
25-34 Men	33.3	66.7
25-34 Women	27.1	72.9

WHAT IT MEANS: Majority of respondents say they are not concerned with whether their favorite station happens to be live or pre-recorded. 18-24 year old men showed most displeasure with pre-recorded formats. In general, what's on-the-air rather than how its being brought to the listener is most important.

Going...

Going...

GOMM



# IAN GOMM

## “Hold On”

**THE BACK PAGE**

**BREAKERS**

**IAN GOMM**

**Hold On (Stiff/Epic)**

66% of our reporters on it. Moves: Up 63, Same 30, Down 2, Adds 25, including Q105, WLCY, KFRC, WKEE, KAUM, KLIF, WFME, WSGN, WSGA, WHBQ, WNOX, KING, KCPX, KRSP, WFBG, WNAM. See Parallels, charts at number 29.

on Stiff Epic Records



## Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form. July/August 1979 Arbitron.

Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures were supplied by subscribing stations and verified by Arbitron.

A-AOR, B-Black, BB-Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

### Philadelphia

News And Talk Stations Do Well; Beautiful Music, AOR's Suffer Down Books

	A/M '79	J/A '79
KYW (N)	11.8	11.7
WCAU (N/T)	4.7	5.0
WCAU-FM (D)	3.9	3.7
WDAS (B/T)	1.6	2.0
WDAS-FM (B)	7.2	7.1
WDVR (BM)	6.3	5.6
WFIL (R)	4.7	4.1
WFLN-FM (CL)	1.8	2.0
WHAT (B)	1.1	1.2
WIFI (R)	3.8	2.9
WIOQ (A)	1.8	2.1
WIP (PA)	7.2	6.1
WMGK (PA)	2.9	2.8
WMMR (A)	6.1	5.7
WPEN (PA)	2.0	1.7
WSNI (C)	2.9	3.0
WUSL (PA)	2.9	3.4
WWDB (T)	3.3	4.8
WWSH (BM)	7.1	6.1
WYSP (A)	3.8	3.4
WZZD (D)	1.7	2.4

### Boston

WHDH Slides, Still Retains #1 Position; Beautiful Music WJIB Increases Over A Share; Dancemusic WXKS Continues To Climb; WRKO Drops To Worst Book In Years

	A/M '79	J/A '79
WBCN (A)	5.1	5.2
WBZ (PA)	8.5	8.0
WCGY (R)	1.0	1.5
WCOZ (A)	4.5	4.4
WEEI (N)	6.4	6.7
WEEI-FM (A)	3.0	3.6
WHDH (PA)	11.2	10.6
WHUE (BM)	1.3	1.3
WHUE-FM (BM)	3.3	2.3
WLD (B)	.7	1.1
WITS (T)	4.5	5.0
WJDA (PA)	1.0	1.0
WJIB (BM)	8.4	9.5
WRKO (R)	5.3	4.1
WROR (PA)	3.3	2.6
WSSH (BM)	2.2	2.8
WVBF (R)	6.3	6.0
WXKS (D)	5.5	5.9

### Detroit

WJR Widens Lead Over Rest Of Market; WMJC Becomes Leading Top 40; Country Stations All Decline

	A/M '79	J/A '79
CKLW (R)	5.6	5.5
CKLW-FM (C)	1.8	1.2
WABX (A)	3.9	3.3
WCHB (B)	1.5	2.0
WCXI (C)	2.6	2.0
WCZY (BM)	3.8	4.0
WDEE (C)	2.6	1.9
WDRQ (D)	2.7	3.0
WGPR (B)	1.3	1.2
WJLB (B)	3.8	2.9
WJR (PA)	13.3	14.1
WJR-FM (BM)	4.3	4.4
WJZZ (J)	3.2	3.0
WMJC (R)	5.5	6.0
WNIC (A)	3.3	3.5
WOMC (PA)	4.5	3.1
WRIF (A)	4.6	4.8
WTWR (O/R)	2.0	3.3
WWJ (N)	4.8	6.3
WWJ-FM (BM)	3.1	3.8
WWKR (R)	.7	1.2
WWW (A)	6.1	5.9
WXYZ (N/T)	5.2	3.9
WHND (O)	1.2	1.6

## L.A. Shares Revised For J/A '79 Survey

Because of an Arbitron processing error, some of the 12+ shares for LA stations shown in last week's edition were incorrect. Arbitron originally computed the Monday-Sunday, 6am-midnight shares based on Pacific Standard Time rather than Daylight Time, so the numbers published last week from Arbitron were actually 5am-11pm estimates. After plugging in the right time zone, several stations show changes in the overall metro shares, and corrected figures are as follows (Incorrect earlier figures in parentheses)

KFWB (N)	4.1	(4.2)
KFI (R)	2.9	(3.0)
KMET (A)	6.4	(6.2)
KMPC (PA)	3.8	(3.9)
KROQ (A)	.9	(.8)
KWKW (S)	1.4	(1.5)

In addition, KHJ's April/May figure was printed as 2.9 last week when in actuality it was 2.1.



REFLECTING WITH DANIELS — Charlie Daniels gathered with radio, record, and retail folk in St. Louis recently at a Peaches store. Pictured (above, l-r) are KSLQ air personality Brad Hildebrand, CBS's Ron Peak, Lieberman's Mike Clark, Daniels, Peaches manager Bob Olympie, and KSLQ jock Don Jefferson; (front, l-r) EPIA's Larry Wall, KSLQ PD Joel Denver, and Lieberman's Bruce Lowry.



TOP TAN OF THE WEEK — WQXI and 94Q/Atlanta held a "Tropical Blend Jet Ski Day" at a local resort area, giving away a Kawasaki jet ski unit among other prizes. Several thousand listeners were attracted by such events as the suntan contest pictured above, in which views of a number of contestants are obscured by 94Q's Russ Davis (left foreground) and WQXI's Chris Morgan (right, in shorts).



COUGAR ON THE BEAM AT WEAM — Riva's John Cougar was visited by WEAM/Washington staffers after his gig in town. Pictured (l-r) are WEAM's Doug Carter and Johnny Long, Cougar, WEAM PD Jim Zippo, and a club barmaid/Cougar fan.

## Hurricane

Continued from Page 1

cagoula area, and stayed on the air by virtue of its handy generator. Methvin noted that damage to the Pascagoula area had been estimated at more than \$50 million and that the bridge connecting Dolphin Island with the mainland had been completely wiped out, which will deny auto access to the island for at least a year.

### "Like 'War Of The Worlds' "

Corey Deitz, Program Director at WLOX/Biloxi, told R&R that at one point, all 12 of the city's stations were forced off the air. WLOX's tower was knocked down, but the P/A outlet managed to continue broadcasting storm news via an emergency hotline connected to WTIX/New Orleans, having thoughtfully made this provision prior to the storm's arrival. According to Deitz, 50,000 people were forced to flee the Biloxi/Gulfport area. Deitz also reported that the storm blew out the area's electrical substations, and as he watched, "electricity arced up in green lightning like something out of 'War Of The Worlds.' "

125 miles inland, WJDQ (Q-101)/Meridian Music Director Larry O'Neal reported losing power shortly before midnight Wednesday (9-12), with the 100,000-watt EBS station going on generator power almost immediately. O'Neal said that no Meridian stations suffered the loss of their towers, but that only Country AM outlets WMOX and WOKK were able to remain on the air with Top 40-formatted Q-101. All told, Frederick was the worst storm to hit the Gulf Coast since Hurricane Camille almost 10 years ago.

**THIS WEEK YOU'LL  
BE RECEIVING THE  
RATINGS BOOST  
YOU'VE BEEN  
WAITING FOR.**

**WATCH THE MAIL!**

**GOLDEN EGG**



1373 Westwood Blvd. Los Angeles, California 90024 (213) 475-0817

**TOP-40**



**KSLQ'S HERD NURD IS THE WORD** — KSLQ/St. Louis jumped on the Gap's "nurd" campaign with a highly successful Nurd Contest. It was successful in numbers (over 370 entrants) and, judging from the picture, quite successful in attracting the desired type of contestants. Gap wardrobes from KSLQ cured the nurds, according to the station. Pictured in the herd are KSLQ "morning nurds" Phillips & Wall (center).



**REMEMBER (BIKINIS IN THE SAND)** — WTIX/New Orleans held a summer beach party in nearby Gulfport, complete with bikini contest, of course. Pictured (l-r) are MD Terry Young, winner, PD Bob Mitchell, air personality Marty Maxwell, winner, and air personalities Blair Kullman and Al Nasser while WTIX's Kim Stevens reclines in front of the call letters.



**SANDY AT CBS** — WKRP/Cincinnati's Gary Sandy visited WCBS-FM/New York, going on-air for an hour with morning man Jack Miller. Pictured (l-r) are Miller, WCBS-FM PD Bob VanDerheyden, and Sandy.



**NIGHT'S AT WLS** — Planet's Night visited WLS/Chicago while in town for the Chicago Music Festival. Pictured at the station (l-r) are Planet VP David Urso, WLS MD Allan Burns, Planet President Richard Perry, Night's Stevie Lange and Chris Thompson; WLS PD John Gehron, and E/A's Ron La Forgia.

**R&R Top-40 Radio Reporters**

**PARALLEL ONE**

**EAST**

- WABC/New York, NY
- WXLO/New York, NY
- WNBC/New York, NY
- WKBW/Buttalo, NY
- WFL/Philadelphia, PA
- WIFI/Philadelphia, PA
- 96 KX (WXXX)/Pittsburgh, PA
- WPEZ/Pittsburgh, PA
- WCAO/Baltimore, MD
- F105 (WVBF)/Boston, MA
- WRKO/Boston, MA
- WPGC/Washington, DC
- CHUM/Toronto, CAN.
- CKGM/Montreal, CAN.

**SOUTH**

- Z97 (KFJZ-FM)/Ft. Worth, TX
- KVIL/Dallas, TX
- KRBE/Houston, TX
- Z93 (WZGC)/Atlanta, GA
- 94Q (WOXI-FM)/Atlanta, GA
- Y100 (WHYI)/Miami, FL
- Q105 (WRBQ)/Tampa, FL
- WLCY/Tampa, FL

**MIDWEST**

- WLS/Chicago, IL
- CKLW/Detroit, MI
- KDWB/Minneapolis, MN
- KWK/St. Louis, MO
- KSLQ/St. Louis, MO
- KBEQ/Kansas City, MO
- WGCL/Cleveland, OH
- Q102 (WKRQ)/Cincinnati, OH
- WZUU/Milwaukee, WI
- WOKY/Milwaukee, WI

**WEST**

- KEARTH (KRTH)/Los Angeles, CA
- KRLA/Los Angeles, CA
- KFI/Los Angeles, CA
- KFRG/San Francisco, CA
- B100 (KFMF-FM)/San Diego, CA
- KJR/Seattle, WA
- KIMN/Denver, CO
- KOPA/Phoenix, AZ
- KUPD/Phoenix, AZ

**PARALLEL TWO**

**EAST**

- WFBF/Baltimore, MD
- WBEN-FM/Bufalo, NY
- WOLF/Syracuse, NY
- WBBF/Rochaster, NY
- WTRY/Troy, NY
- WBLI/Long Island, NY
- WTIC-FM/Hartford, CT
- KC101 (WKCII)/New Haven, CT
- WICC/Bridgeport, CT
- WPST/Trenton, NJ
- PRO-FM (WPRO-FM)/Providence, RI
- JB105 (WPJB)/Providence, RI
- WAEB/Allentown, PA
- Q106 (WQXA)/York, PA
- WKBO/Harrisburg, PA
- WHYN/Springfield, MA
- 14Q (WFTQ)/Worcester, MA
- WKEE/Huntington, WV

**SOUTH**

- KAUM/Houston, TX
- KLIF/Dallas, TX
- KTSA/San Antonio, TX
- KELP/EI Paso, TX
- KNOW/Austin, TX
- WTIX/New Orleans, LA
- WNOE/New Orleans, LA
- KEEL/Shreveport, LA
- WFMF/Baton Rouge, LA
- Z98 (KLAZ-FM)/Little Rock, AR
- WJDX/Jackson, MS
- KXX106 (WXXX)/Birmingham, AL
- WSGN/Birmingham, AL
- Y95 (WYNF)/Tampa, FL
- WAXY/Ft. Lauderdale, FL
- Y103 (WIVY)/Jacksonville, FL
- WAPE/Jacksonville, FL
- BJ105 (WBJW)/Orlando, FL
- WPGA/Savannah, GA
- 95SGF (WSGF)/Savannah, GA
- WBBQ/Augusta, GA
- FM100 (WMC-FM)/Memphis, TN
- WHBQ/Memphis, TN
- WLAC/Nashville, TN
- 32Q (WBYQ)/Nashville, TN
- WSKZ/Chattanooga, TN
- WRJZ/Knoxville, TN
- WNOX/Knoxville, TN
- WKIX/Raleigh, NC
- WAYS/Charlotte, NC
- WGH/Norfolk, VA
- WRVQ/Richmond, VA
- WAKY/Louisville, KY

**MIDWEST**

- WGRD/Grand Rapids, MI
- WVIC/Lansing, MI
- KSTT/Davenport, IA
- KIOA/Des Moines, IA
- KOFM/Oklahoma City, OK
- KWEN/Tulsa, OK
- KRAV/Tulsa, OK
- KEYN-FM/Wichita, KS
- KLEO/Wichita, KS
- KZ93 (WKZW)/Peoria, IL
- WISM/Madison, WI
- WHB/Kansas City, MO
- WNAP/Indianapolis, IN
- WNDE/Indianapolis, IN
- WMEE/Ft. Wayne, IN
- WOW/Omaha, NE
- WZZP/Cleveland, OH
- WNCL/Columbus, OH
- 32X (WXGT)/Columbus, OH
- WOHO/Toledo, OH
- WHOT/Youngstown, OH

**WEST**

- KNJ/Los Angeles, CA
- 91X (XTRA-FM)/San Diego, CA
- KMLJ/San Diego, CA
- KERN/Bakersfield, CA
- Y94 (KFYE)/Fresno, CA
- KROY/Sacramento, CA
- KFXM/San Bernardino, CA
- KING/Seattle, WA
- KJRB/Spokane, WA
- KTAC/Tacoma, WA
- KCPX/Salt Lake City, UT
- KRSP/Salt Lake City, UT
- KGW/Portland, OR
- KENO/Las Vegas, NV
- KRUX/Phoenix, AZ
- KRO (KRQQ)/Tucson, AZ
- KTKT/Tucson, AZ
- KRKE-FM/Albuquerque, NM
- KORL/Honolulu, HI

**PARALLEL THREE**

**EAST**

- WJBQ/Portland, ME
- WGUJ/Bangor, ME
- WLBZ/Bangor, ME
- WIGY/Bath, ME
- WTSN/Dover, NH
- WHEB/Portsmouth, NH
- 13FEA (WFEA)/Manchester, NH
- K104 (WCCK)/Erie, PA
- WFBG/Altoona, PA
- WEEQ/Waynesboro, PA
- WYRE/Annapolis, MD
- 14WK (WKWK)/Wheeling, WV
- V100 (WVAF)/Charleston, WV
- WCIR/Beckley, WV
- WXIL/Parkersburg, WV

**SOUTH**

- WAAV/Huntsville, AL
- WHY/Montgomery, AL
- WERC/Birmingham, AL
- G100 (WKRQ-FM)/Mobile, AL
- KX104 (WVKX)/Nashville, TN
- WFOX/Gainesville, GA
- WCGQ/Columbus, GA
- WSEZ/Winston-Salem, NC
- WISE/Asheville, NC
- WFLB/Fayetteville, NC
- WTMA/Charleston, SC
- WANS-FM/Anderson, SC
- KAAV/Little Rock, AR
- WROV/Roanoke, VA
- CK101 (WCKSI)/Cocoa Beach, FL
- FM99 (WBGMI)/Tallahassee, FL
- WKXY/Sarasota, FL
- KWIC/Beaumont, TX
- KILE/Galveston, TX
- KSEL/Lubbock, TX
- KINT/EI Paso, TX
- KPUR/Amarillo, TX

**MIDWEST**

- KOWB-FM/Fargo, ND
- KKXL/Grand Forks, ND
- KFYR/Bismarck, ND
- KKRC/Sioux Falls, SD
- KKLS/Rapid City, SD
- WAKX/Duluth, MN
- WRKR/Racine, WI
- WEAQ/Eau Claire, WI
- WSPT/Stevens Point, WI
- WNAM/Neenah, WI
- WTRU/Muskegon, MI
- WRBR/South Bend, IN
- WGBF/Evansville, IN
- WYFM/Youngstown, OH
- WROK/Rockford, IL
- KLMS/Lincoln, NE
- KDVT/Topeka, KS
- KEWI/Topeka, KS

**WEST**

- KENI/Anchorage, AK
- KYNO/Fresno, CA
- KSLY/San Luis Obispo, CA
- KLUC/Las Vegas, NV
- KCBN/Reno, NV
- KYSN/Colorado Springs, CO
- KDZA/Pueblo, CO
- KBDF/Eugene, OR
- KQDI/Great Falls, MT
- KBOZ/Bozeman, MT
- KOOK/Billings, MT
- KFXD/Boise, ID
- KRLC/Lewiston, ID
- KBIM/Roswell, NM

*This Is The Reason To Be On*  
**“Reason To Be”**



# KANSAS

## NEW & ACTIVE

KANSAS “Reason To Be” (Kirshner) 63/10

Moves: Up 24, Same 29, Down 0, Adds 10, 96KX, Q106, WTX, WNOE, KXX106, WNOX, KMJC, V100, KILE, WRBR, WPEZ 30-27, KBQ 37-28, K104 32-27.



on Kirshner Records  
Distributed by CBS Associated Labels  
The Label To Associate With.

*Be In Style With*  
**DAVID JOHANSEN**



# “Melody”

on Blue Sky Records  
Distributed by CBS Associated Labels  
The Label To Associate With.











# SMASH!

**KISS**

**DYNASTY**



Produced by Vini Porcia for Mad Vincent Productions

**"DYNASTY," THE PLATINUM ALBUM.**

NBLP 7152

**"I WAS MADE FOR LOVIN' YOU," THE GOLD SINGLE.**

NB 983

**AND THE NEW SINGLE**

**"SURE KNOW SOMETHING!"**

NB 2205

**WRKO 28-23**

**WNOE 34-31**

**KOPA add**

**WZUU**

**KBEQ**

**WTIX 39-28**

**Y100 36-33**

**WZZP 24-19**

**KJR**

**WNDE**

**WKBW 25-21**

**KHJ add 26**

**KRBE**

**WGCL**

**Q105**

**A rock steady PRODUCTION INC.**

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**Casablanca**  
Re-release Film/Video



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# FLY TOO HIGH

( WRITTEN AND RECORDED FOR THE MOTION PICTURE "FOXES" )

## JANIS IAN AND GIORGIO MORODER

A STATEMENT OF TASTE



T-40 + POP/ADULT + AOR = MASS APPEAL



FROM THE COLUMBIA LP "NIGHT RAINS"  
JC 36139

---



**MICHAEL JOHNSON**  
This Night... (EMI/America)  
LP: Dialogue

70/11 38%

Regional Summary: E 334, S 378, W 374, N 304

National Summary: UP 47, SAKE 10, DOWN 2, ADDS 11

N&A

**KC & THE SUNSHINE BAND**  
Please Don't Go (TK)  
LP: Do You Wanna Go Party

66/10 38%

Regional Summary: E 284, S 305, W 239, N 304

National Summary: UP 46, SAKE 10, DOWN 1, ADDS 10

N&A

(Led Zeppelin continued)

WOW 17-1, 922 19-14, WWOY 2-26

WWEY 912 20-15, WZLX 24-21, WZLX 24-21, WZLX 24-21

WZLX 24-21, WZLX 24-21, WZLX 24-21

WZLX 24-21, WZLX 24-21, WZLX 24-21

**MOON MARTIN**  
Rolene (Capitol)  
LP: Escape From Domination

117/7 84%

Regional Summary: E 634, S 654, W 524, N 704

National Summary: UP 80, SAKE 18, DOWN 2, ADDS 7

M

**MAUREEN MCGOVERN**  
Different Worlds (WB)  
LP: Maureen McGovern

76/5 42%

Regional Summary: E 574, S 344, W 404, N 304

National Summary: UP 34, SAKE 15, DOWN 2, ADDS 7

N&A

**ROBERT PALMER**  
Bad Case of... (Island)  
LP: Secrets

154/1 84%

Regional Summary: E 714, S 714, W 664, N 914

National Summary: UP 89, SAKE 25, DOWN 39, ADDS 1

P

**JOURNEY**  
Lovin' Touchin'... (Columbia)  
LP: Evolution

143/8 78%

Regional Summary: E 874, S 874, W 874, N 874

National Summary: UP 91, SAKE 14, DOWN 0, ADDS 16

15

**KNACK**  
Good Girls Don't (Capitol)  
LP: Get The Knack

128/19 69%

Regional Summary: E 724, S 668, W 514, N 814

National Summary: UP 91, SAKE 14, DOWN 0, ADDS 16

24

**LOBO**  
Where Were You... (MCA)  
LP: Where Were You...

119/9 66%

Regional Summary: E 674, S 604, W 674, N 694

National Summary: UP 91, SAKE 14, DOWN 0, ADDS 8

26

**STEPHANIE MILLS**  
What Cha Gonna Do... (20th)  
LP: What Cha Gonna Do...

64/3 30%

Regional Summary: E 374, S 374, W 374, N 374

National Summary: UP 34, SAKE 11, DOWN 4, ADDS 1

N&A

**MOON MARTIN**  
Rolene (Capitol)  
LP: Escape From Domination

117/7 84%

Regional Summary: E 634, S 654, W 524, N 704

National Summary: UP 80, SAKE 18, DOWN 2, ADDS 7

M

**BONNIE POINTER**  
Heaven Must... (Motown)  
LP: Bonnie Pointer

131/2 72%

Regional Summary: E 814, S 804, W 754, N 754

National Summary: UP 99, SAKE 12, DOWN 10, ADDS 2

10

**NICK LOWE**  
Cruel To Be Kind (Columbia)  
LP: Labour Of Love

168/3 82%

Regional Summary: E 874, S 874, W 874, N 874

National Summary: UP 136, SAKE 17, DOWN 22, ADDS 1

9

**ANNE MURRAY**  
Broken Hearted Me (Capitol)  
LP: I've Always Love You

52/31 28%

Regional Summary: E 354, S 264, W 314, N 314

National Summary: UP 12, SAKE 9, DOWN 3, ADDS 31

N&A

**MOON MARTIN**  
Rolene (Capitol)  
LP: Escape From Domination

117/7 84%

Regional Summary: E 634, S 654, W 524, N 704

National Summary: UP 80, SAKE 18, DOWN 2, ADDS 7

M

**ANNE MURRAY**  
Broken Hearted Me (Capitol)  
LP: I've Always Love You

52/31 28%

Regional Summary: E 354, S 264, W 314, N 314

National Summary: UP 12, SAKE 9, DOWN 3, ADDS 31

N&A

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**KANSAS**  
Reason To Be (Kirshner)  
LP: Monolith

63/10 34%

Regional Summary: E 334, S 314, W 304, N 304

National Summary: UP 26, SAKE 26, DOWN 0, ADDS 10

N&A

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER

**LEO ZEPPELIN**  
All My Love (Swan Song)  
LP: In Through The Out Door

116/22 63%

Regional Summary: E 504, S 474, W 514, N 504

National Summary: UP 71, SAKE 22, DOWN 1, ADDS 22

BREAKER





# JOHN COUGAR

# "I NEED A LOVER"

R-202

## (THAT WON'T DRIVE ME CRAZY)

### RADIO & RECORDS

#1 Top AOR Singles

### WRKO/BOSTON

Added

### KWK/ST. LOUIS

#1

### KUPD/PHOENIX

d-#28 (first week)

It's been one of the most played AOR tracks this summer and now, just two weeks into release, John Cougar's first Riva Records single seems it will soon become one of the hottest Top 40 titles of 1979 as well.

"I Need A Lover (That Won't Drive Me Crazy)" is rock brilliance delivered in its most vital, basic and no-nonsense form: After all, doesn't everybody need a lover that won't drive 'em crazy?

—Martin Cerf, 9/20/79

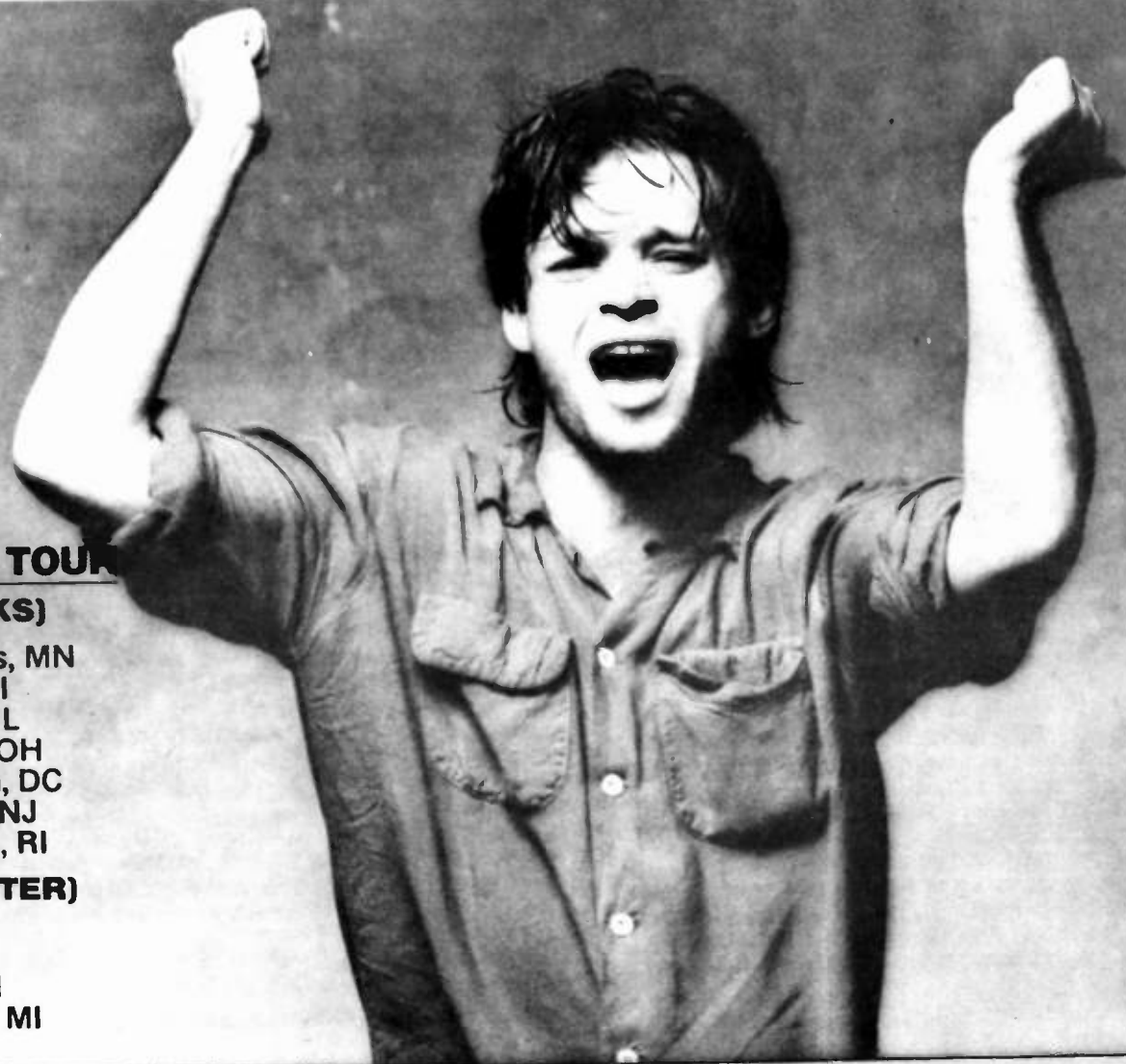
### COUGAR ON TOUR

(With THE KINKS)

9/15 Minneapolis, MN  
9/16 Madison, WI  
9/17 Macombe, IL  
9/19 Cincinnati, OH  
9/21 Washington, DC  
9/22 Glassboro, NJ  
9/23 Providence, RI

(With IAN HUNTER)

9/26 Canton, MI  
9/27 Canton, MI  
9/28 Toledo, OH  
9/29 Muskegan, MI



## ON RIVA RECORDS & TAPES



## SEE JOHN COUGAR DRIVIN' AUDIENCES CRAZY ON TOUR ALL OVER AMERICA

Produced by Ron & Howard Albert  
Management: Billy Gaff/Gaff Music, Inc.  
Agency: Jeff Franklin/A.T.I.

Riva Records: USA—6813 Hawthorn Av./Hollywood, California 90028 (213) 660-7777 Martin Cerf, General Manager/Anne Sutherland, Assistant G.M./Mark Gangl, Promotion/Vicky Granucci, Retail Co-ordinator/Steven Leeds, East Coast Promotion (212) 765-8553/John Hillyard, Office Co-ordinator Riva Records: WORLD-WIDE—President, BILLY GAFF, London Tel 01-731-4131/Mike Gill, Chairman 212-582-7022 (Riva Records are marketed by Phonogram/Mercury in the U.S. and distributed by Polygram Distributing Inc. (PDI) Phonogram Records U.S.A.: One IBM Plaza, Chicago, Ill 60611 (312) 645-6300 National Album Promotion Director: JIM SOTET National Sales Manager: MICK BROWN (Internationally, Riva Records are distributed by W.E.A.)



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MERCURY RECORDS  
A POLYGRAM COMPANY



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Write or call your local Polygram Distribution office for  
copies and other promotional items.

# DANCEMUSIC RADIO

## BREAKERS

### DESTINATION

#### Move On Up (Butterfly)

64% of our reporters on it, two new adds, WKGN and KIIS-FM. Key moves: 39-33 WDON, 23-11 WMJX, hot rotation KXTC, medium airplay WKYS, WEZB, WMAS, KSET, WKTU, debut 19 KITT-FM, debut 26 WBOS, debut 27 KLAV, on WDRQ, KRLY, KTLK. Charts at number 23 on Airplay/30.

### KAREN SILVER

#### Hold On I'm Comin' (Arista)

56% reporting airplay, added at WDRQ, WMJX and KIIS-FM. Key moves: hot rotation WEZB, 30-26 WOKV, medium airplay WMAS, on the following stations WKTU, KSET, KTLK, WBOS, WKGN, KXTC, KRLY. Charts at number 24 on Airplay/30.

### KOOL & THE GANG

#### Ladies' Night (De-Lite)

56% reporting action, 7 new adds, WMJX, KIIS-FM, WZZD, WKGN, KRLY, KITT-FM, KHFI. Key moves: 27-25 WBLX, medium airplay WEZB, on WCAU, WDAI, WKTU, KXTC, WDON. Charts at number 26 on Airplay/30.

### ISLEY BROTHERS

#### It's A Disco Night (T-Neck)

52% reporting activity, added at KHYS and KRLY. Key moves: 10-9 WBLX, 24-22 WDRQ, 21-16 WMJX, 19-17 WZZD, hot rotation WDAI, WEZB, medium airplay KSET, debut 22 WCAU, on KXTC, KHFI. Charts at number 29 on Airplay/30.

### BRUNI PAGAN

#### Fantasy (Elektra)

52% of our reporters on it. Key moves: 19-13 WBOS, 25-19 WCAU, 24-19 WDON, 32-21 WZZD, medium airplay WKTU, KXTC, WKYS, WMAS, debut 25 WMJX, on WEZB, KRLY, WDAI, KHFI. Charts at number 30 on Airplay/30.

## NEW & ACTIVE

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

**CORY DAYE** "Pow Wow" (New York Int'l. — LP) 48% reporting airplay. Key moves: 12-9 WMJX, 14-9 KITT-FM, 26-18 WCAU, 22-19 WBOS, hot rotation KXTC, WMAS, medium airplay WEZB, WKTU, WDAI, KSET, on KLAV, WKGN.

**CAMEO** "I Just Want To Be" (Chocolate City — 12") 48% reporting activity, added at WKTU, KXTC. Key moves: 8-7 WDRQ, 12-11 WDON, 30-22 WZZD, hot rotation WEZB, medium airplay WMAS, KSET, debut 30 KRLY, on WDAI, WBOS.

**KAT MANDU** "The Break" (TK — 12") 48% of our reporters on it, 3 new adds, KTLK, KIIS-FM, KSET. Key moves: 22-13 KRLY, hot rotation WKYS, medium airplay KXTC, WEZB, WKTU, debut 22 WMJX, on WKGN, WBOS.

**FRONT PAGE** "Love Insurance" (Panorama — 12") 44% reporting action. Key moves: 22-19 WOKV, 16-12 WMJX, hot rotation WKYS, WMAS, medium airplay KXTC, WKTU, WEZB, debut 13 KITT-FM, debut 28 KRLY, debut 20 KIIS-FM, on WCAU.

**SIREN** "Open Up For Love" (Midsong — 12") 44% of our reporters on it. Key moves: hot rotation WMAS, debut 16 KITT-FM, on the following stations: WKGN, KLAV, WDON, WDAI, WBOS, KTLK, WMJX, KXTC, KSET.

**O'JAYS** "Sing A Happy Song" (Phil. Int'l. — LP) 40% reporting activity, added at KRLY. Key moves: 14-10 KHYS, 20-18 WZZD, 12-11 WCAU, 19-16 WDON, medium airplay WEZB, debut 30 WOKV, debut 27 KHFI, on KTLK.

**STEPHANIE MILLS** "What Cha Gonna Do With My Lovin'" (20th — LP) 36% reporting airplay, added at KXTC. Key moves: 14-10 WCAU, 10-8 WOKV, hot rotation WKYS, medium airplay KSET, on WKTU.

**ROBERT JOHN** "Sad Eyes" (EMI America — LP) 36% of our reporters on it, added at WBLX. Key moves: 18-11 KHFI, 7-7 KTLK, 21-17 KRLY, 18-16 KHYS, medium airplay KFMX, debut 17 WDRQ, on WOKV, WKTK.

## THE BEAT

Pam Bellamy & Gail Mitchell

### Promotions In Motion

**RIPERTON FUNDRAISER:** WCAU/Philadelphia held a benefit party (8-20) at the Second Story disco. They raised \$3000 for the Minnie Riperton Cancer Research Fund of the Concern Foundation. . . . Another station involved in a charitable event was KITT/San Diego, which held the K-105 "First Annual Square Pan Thunder Tub Regata." This was a grudge match between the air staff with bumper boats at Crown Point Shores. Proceeds from the race were donated to the

local Boys' Club. . . . **WEZB/New Orleans** recently held a promotion party during which time the station unveiled its new logo. An estimated 400-600 people attended with the mayor even making an appearance. The new mascot, the WEZB Bee, was also introduced, with plans for him to become a celebrity on the order of the (former) KGB/San Diego Chicken. . . . **BROADWAY IN HOUSTON:** KRLY/Houston is promoting the Broadway play "Eubie," in which one of the featured songs is "I'm Just Wild About Harry." Listeners are

September 21, 1979

## Radio & Records Airplay/30

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
3	1	1	1	MICHAEL JACKSON/Don't Stop 'Til You... (Epic)
6	3	2	2	HERB ALPERT/Rise (A&M)
12	6	5	3	FRANCE JOLI/Come To Me (Prelude)
2	2	3	4	DIANA ROSS/The Boss (Motown)
4	4	4	5	ASHFORD & SIMPSON/Found A Cure (WB)
13	7	6	6	FERN KINNEY/Groove Me (TK)
21	15	13	7	DONNA SUMMER/Dim All The Lights (Casablanca)
—	27	21	8	M/Pop Muzik (Sire) — LP
7	8	8	9	STEPHANIE MILLS/Put Your Body... (20th)
1	5	7	10	CHIC/Good Times (Atlantic)
5	10	10	11	JACKIE MOORE/This Time Baby (Columbia)
22	18	14	12	COMMODORES/Sail On (Motown)
15	12	9	13	EARTH, WIND & FIRE/After The Love... (ARC/Col.) — LP
10	11	11	14	LOVE DE-LUXE/Here Comes That Sound Again (WB)
9	9	12	15	MASS PRODUCTION/Firecracker (Cotillion)
14	14	16	16	FREDDIE JAMES/Get Up And Boogie (WB)
11	16	17	17	BARBRA STREISAND/Main Event/Fight (Columbia)
16	17	18	18	AL HUDSON & THE PARTNERS/You Can Do It (MCA)
26	22	19	19	CRUSADERS/Street Life (MCA)
—	—	30	20	AKB/Stand Up — Sit Down (RSO)
27	23	22	21	CHIC/My Feet Keep Dancing (Atlantic)
23	21	20	22	BONNIE BOYER/Got To Give In To Love (Columbia)
—	—	—	23	DESTINATION/Move On Up (Butterfly) — LP
—	—	—	24	KAREN SILVER/Hold On I'm Comin' (Arista)
24	24	23	25	GENE CHANDLER/When You're #1 (20th)
—	—	—	26	KOOL & THE GANG/Ladies' Night (De-Lite)
—	28	27	27	ADDRISI BROTHERS/Ghost Dancer (Scotti Bros.)
—	30	29	28	GQ/Do Love You (Arista) — LP
—	—	—	29	ISLEY BROTHERS/It's A Disco Night (T-Neck) — LP
—	—	—	30	BRUNI PAGAN/Fantasy (Elektra)

\*Unless otherwise stated, all above records are available in 12". This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement. Arrow indicates new entry.

**CHIC** "My Forbidden Lover" (Atlantic — 12") 36% reporting activity, added at WBOS and KXTC. Key moves: 10-9 WDON, 22-19 WMJX, medium airplay WEZB, WKTU, WMAS, debut 26 KRLY, on WDRQ.

**SUZI LANE** "Harmony" (Elektra — LP) 36% reporting action, added at KIIS-FM, KSET. Key moves: medium airplay WKTU, KXTC, WKYS, debut 29 KLAV, on WKGN, WDON, KRLY.

**BOB MCGILPIN** "Sexy Thing" (Butterfly — 12") 36% reporting action. Key moves: 23-21 WOKV, medium airplay WEZB, KSET, WMAS, on WKTU, KXTC, WKGN, WBOS, WMJX.

**CORY DAYE** "Green Light" (New York Int'l. — LP) 32% of our reporters on it. Key moves: 12-9 WMJX, 22-19 WBOS, hot rotation WMAS, medium airplay WDAI, debut 18 KIIS-FM, on KTLK, KRLY, KLAV.

**GRACE JONES** "On Your Knees" (Island — 12") 32% reporting airplay. Key moves: 20-12 WDON, medium airplay WEZB, debut 29 WKTK, on KXTC, WKTU, WKYS.

**RORY BLOCK** "You're The One" (Chrysalis — 12") 32% reporting action, added at WMAS and WEZB. Key moves: 28-23 WOKV, on the following stations, KLAV, WKYS, KTLK, WDON, KXTC.

**ABBA** "Voulez-Vous" (Atlantic — 12") 32% reporting airplay, added at KLAV. On the following stations, KRLY, KTLK, WKTU, WDAI, KXTC, WMAS.

**DOOBIE BROTHERS** "Dependin' On You" (WB — LP) 32% reporting activity. Key moves: 26-20 WKTK, medium airplay KFMX, 37-30 KTLK, debut 29 KHFI, on KHYS, WMAS, WBLX, WKGN.

**GLORIA GAYNOR** "Let Me Know" (Polydor — 12") 32% of our reporters on it, added at WCAU, WDRQ, WKYS, KTLK, WDON, KRLY, WDAI, WMAS.

**BRENDA RUSSELL** "So Good, So Right" (Horizon/A&M — LP) 32% reporting activity, added at KXTC, KHFI, WDRQ. Key moves: 28-21 WDON, 24-22 KTLK, debut 32 WKTK, on WEZB, KRLY.

**KNACK** "My Sharona" (Capitol — 12") 28% reporting airplay, added at WOKV. Key moves: 13-9 WDRQ, medium airplay KFMX, WEZB, 13-13 KHFI, on WZZD.

**GEORGE McCRAE** "Don't You Feel My Love" (Sunshine/TK — 12") 28% reporting action. Key moves: medium airplay KXTC, KSET, WKTU, WKYS, 17-11 WBOS, on WCAU.

being asked to replace the name of Harry with that of one of the six KRLY jocks, and explain why they are crazy about that personality. The best entry for each announcer's show will receive tickets to the play and the use of a chauffeured limo.

### Segues

**WDAI/Chicago** welcomes Maggie Brock, who has been named News Director. She was most recently with WZZP-FM/Cleveland. Also being piped aboard WDAI is Steve McPartlin, who will handle sports. He arrives from WPIX-FM/New York. Both will be instrumental fixtures on the morning show. . . . J.C.

Floyd of WDRQ/Detroit moves from 10pm-2am to handle 10am-2pm midday slot. Congratulations to Music Director Gary Franklin of WEZB/New Orleans and his wife on the birth of their daughter Hilary. . . . Billy Smith, formerly of London Records, joins Salsoul as National Director of Disco Promotions and Disco Radio.

Please remember you don't have to be a reporter to contribute promotional events, pictures, staff changes or any information you wish to share. We're sure that with stations gearing up for the October/November ratings period, there will be much to talk about.

Next week, we will feature an interview with one of the leading Dancemusic stations.

# DANCEMUSIC RADIO

Radio & Records

# ADDS & HOTS

EAST		SOUTH		MIDWEST		WEST	
Most Added	Hottest	Most Added	Hottest	Most Added	Hottest	Most Added	Hottest
Gloria Gaynor Jimmy Bo Horne	Michael Jackson France Joli Herb Alpert Bruni Pagan M	Kool & The Gang Isley Brothers M Uncle Louie	Michael Jackson Donna Summer (Dim) Herb Alpert Ashford & Simpson France Joli	Gloria Gaynor	Fern Kinney Ashford & Simpson	Kool & The Gang Kat Mandu Rose Royce	France Joli Herb Alpert Michael Jackson M

**EAST**

**WKTU FM 92**  
WKTU/New York, NY

ADDED:  
Queen Samantha  
Fatback Band  
Teahe Thomas  
Cameo

HOTTEST:  
Michael Jackson  
Herb Alpert  
France Joli  
Diana Ross  
M

— Michael Ellis

**WCAU Philadelphia, PA**

ADDED:  
Reydie (More)  
Jimmy Bo Horne  
Shalamar  
GO  
Funkadelic  
Lauran Wood  
Hot Chocolates  
Yvonne Elliman  
Gloria Gaynor  
Dynasty  
Lalo Schifrin  
Stanley Clarke  
Curtis Mayfield

HOTTEST:  
Diana Ross  
Mass Production  
France Joli  
Crusaders  
Cory Days (Pow)  
Bruni Pagan  
Fat Larry's Band

— Roy Perry

**SOUTH**

**DISCO 93**  
KHF/Austin, TX

ADDED:  
Kool & The Gang  
Journey  
Uncle Louie  
Maxwell McGovern  
Brenda Russell  
David Ruffin  
Michael Johnson  
Lene Lovich

HOTTEST:  
Ashford & Simpson  
LRB  
Robert John  
Commodores  
M  
Crusaders

— Jack Starr

**WKGN**  
WKGN/Knoxville, TN

ADDED:  
Debbie Jacobs (Hot)  
Gibson Brothers  
Kool & The Gang  
Destination  
Cindy & Roy  
Ronnie Milsap

HOTTEST:  
Michael Jackson  
Donna Summer (Dim)  
Ashford & Simpson  
France Joli  
Stephanie Mills (Put)

— Mike Swaggerty

**DISCO 96**  
WMJX/Miami, FL

ADDED:  
Crusaders  
Double Exposure  
Karen Silver  
Ritchie Family (Feat/Reputation)  
Kool & The Gang  
Reydie (More)

HOTTEST:  
Michael Jackson  
Herb Alpert  
Destination  
Isley Brothers  
A Taste Of Honey

— Frank Walsh

**WOKV Cincinnati, OH**

ADDED:  
Ronnie Milsap  
Mott City  
Knack  
Robert Palmer

HOTTEST:  
Ashford & Simpson  
Herb Alpert  
Donna Summer (Dim)  
Fern Kinney  
Front Page  
Gene Chandler  
Rory Block

— Charlie Brown

**KITT-FM/San Diego, CA**

ADDED:  
Debbie Jacobs (Don't)  
Santa Emerald  
Gregg Diamond  
Kool & The Gang  
Fever

HOTTEST:  
Rozalin Woods  
Herb Alpert  
Cory Days (Pow)  
Revanche  
Front Page  
Donna Summer (Dim)  
Siren  
Destination  
Bonnie Boyer  
Chic (Feat)  
Ronnie Milsap

— Erik Garcia

**DISCO KTK**  
WKTK/Baltimore, MD

ADDED:  
Address Brothers  
Fern Kinney  
John Davis & Monster Orch

HOTTEST:  
Diana Ross  
Michael Jackson  
Commodores  
Crusaders  
Donna Summer (Dim)  
Freddie James  
Doobie Brothers

— Lou Krieger

**DISCO 95**  
WMAS FM  
WMAS/Springfield, MA

ADDED:  
Marlene Shaw  
Rory Block  
Bette Midler (Hang)  
Yvonne Elliman  
Teddy Pendergrass (Come)  
Rita Coolidge  
Gloria Gaynor

HOTTEST:  
AKB  
Cory Days (Pow/Green)  
Fern Kinney  
Michael Jackson  
France Joli  
Ashford & Simpson  
Herb Alpert  
Front Page  
Siren  
Mott City

— Chris McLoude

**KSET**  
95.1/El Paso, TX

ADDED:  
Kat Mandu  
Gregg Diamond  
Foxy  
M  
Suzi Lane  
Deborah Washington

HOTTEST:  
Diana Ross  
Love De-Luxe  
Donna Summer (Dim)  
A Taste Of Honey  
France Joli  
Freddie James  
Ferra's  
Michael Jackson  
Mass Production  
Herb Alpert

— Chuck Kelly

**WEZB**  
WEZB/New Orleans, LA

ADDED:  
Giorgio Moroder  
Rory Block  
Troiano  
Denise McCann

HOTTEST:  
Michael Jackson  
Donna Summer (Dim)  
Jimmy Bo Horne  
Ashford & Simpson  
France Joli  
Herb Alpert  
M  
Isley Brothers  
Karen Silver  
Cameo

— Gary Franklin

**MIDWEST**

**KFMX**  
KFMX/Minneapolis, MN

ADDED:  
Journey  
Night  
Talking Heads  
Ian Gamm  
Sad Cafe  
John Cougar  
Tim Curry  
Nicolette Larson  
Jim Capaldi  
Rudy  
Crusaders  
Isaac Hayes  
Santa Emerald  
Curtis Mayfield

HOTTEST:  
Chic  
Diana Ross  
Jackie Moore  
Barbra Streisand  
Deniece Williams  
Ashford & Simpson  
Michael Jackson  
Al Hudson & Partners  
Freddie James  
Fern Kinney  
Rozalin Woods  
Donna Summer (Dim)  
France Joli  
EWBF

— Gary De Maroney

**WDRQ**  
FM 93  
WDRQ/Detroit, MI

ADDED:  
Brenda Russell  
Gloria Gaynor  
ELO  
Cher  
Karen Silver  
David Ruffin

HOTTEST:  
Switch (Call)  
Funkadelic  
GO  
Knack  
Donna Summer (Always)  
Robert John  
Bonnie Pointer

— Jim Ryan

**DISCO 123**  
KLAV/Las Vegas, NV

ADDED:  
Abbe  
Gibson Brothers  
Foxy  
Commodores  
Bette Midler (Night)  
Bette Midler (Hang)  
M (re)

HOTTEST:  
Herb Alpert  
Michael Jackson  
Crusaders  
Tower Of Power  
Bonnie Boyer  
France Joli  
Marlene Shaw

— Susan Korngold

**WDON**  
WDON/Washington, DC

ADDED:  
Gloria Gaynor  
Funkadelic  
GO  
Ronn Mettack  
Mary Wilson

HOTTEST:  
Michael Jackson  
France Joli  
Grace Jones  
Love De-Luxe  
Bruni Pagan  
Brenda Russell  
Freddie James

— Barry Richards

**WIZZARD 100**  
WZZD/Philadelphia, PA

ADDED:  
Chicago  
Jimmy Bo Horne  
Kool & The Gang  
Wayne Newton

HOTTEST:  
Herb Alpert  
France Joli  
AKB  
Commodores  
Crusaders  
Bruni Pagan  
Cameo  
M  
Chic (Feat)  
Troiano

— Mark Serpas

**KHYS 98**  
DISCO STEREO FM  
KHYS/Beaumont, TX

ADDED:  
Isley Brothers  
GO (Dreams)  
Gee Band  
M

HOTTEST:  
Michael Jackson  
Commodores  
Herb Alpert  
O'Jays  
Crusaders  
Donna Summer (Dim)  
Switch (Call)  
Dan Hartman

— Doris Thompson

**KRLY-FM**  
**DISCO 94**  
KRLY/Houston, TX

ADDED:  
Revanche (Music)  
Kool & The Gang  
O'Jays  
Isley Brothers  
Gloria Gaynor

HOTTEST:  
Diana Ross  
France Joli  
Ashford & Simpson  
Maxine Nightingale  
Kat Mandu  
Mass Production

— Michael Jones

**DISCO**  
**WDAI 94.7**  
Radio  
WDAI/Chicago, IL

ADDED:  
Gloria Gaynor  
Tiana Gardner  
Curtis Mayfield  
France Joli (Don't)

HOTTEST:  
Herb Alpert  
Diana Ross  
Stephanie Mills (Put)  
Michael Jackson  
Chic  
France Joli  
Ashford & Simpson  
Jackie Moore  
Fern Kinney  
Isley Brothers  
Al Hudson & Partners  
Freddie James

— Mary Klug

**WEST**

**KXTC/FM**  
KXTC/Phoenix, AZ

ADDED:  
Isaac Hayes  
Duncan Sisters  
Michelle Freeman  
Sylvie Vartan  
Cameo  
Rose Royce  
Stephanie Mills (What/You)  
Chic (Forbidden)  
New Birth  
KC & Sunshine Band  
Brenda Russell  
Ashford & Simpson  
(Crazy/Nobody/Stay)

HOTTEST:  
Chic (Good/Feat)  
Ashford & Simpson  
Stephanie Mills (Put)  
Michael Jackson  
France Joli (Come/Don't)  
Herb Alpert  
Debbie Jacobs (Don't/Hot)  
Freddie James  
Jackie Moore  
Destination  
Cory Days (Pow)  
M

— Rick Nuhn

**KIS-FM**  
KIS-FM/Los Angeles, CA

ADDED:  
Destination  
Kat Mandu  
Suzi Lane  
Kool & The Gang  
Karen Silver

HOTTEST:  
France Joli  
Michael Jackson  
Ashford & Simpson  
M  
Mass Production

— Wagner/Cohen

**WBOS**  
WBOS/Boston, MA

ADDED:  
John Davis & Monster Orch  
Eruption  
Cerrone  
Mary Wells  
Ashford & Simpson (Nobody)  
Chic (Forbidden)  
Illusion  
EWBF (Stone)  
EWBF (Can't)

HOTTEST:  
Michael Jackson  
Ashford & Simpson  
AKB  
George McCree  
Bruni Pagan  
M  
Herb Alpert  
Dan Hartman

— Jane Duncklee

**WKYS**  
WKYS/Washington, DC

ADDED:  
Gloria Gaynor  
Don Armando  
Stargard

HOTTEST:  
Ashford & Simpson  
Stephanie Mills (What)  
Michael Jackson  
France Joli  
Kat Mandu  
Chic (Feat)  
M  
Front Page  
Tamiko Jones  
Eddie Grant

— Steven Manuel

**wblx**  
WBLX/Mobile, AL

ADDED:  
Shalamar  
Uncle Louie  
Ullanda  
Ross Royce  
Robert John

HOTTEST:  
Michael Jackson  
Reydie (Hot/More)  
Diana Ross  
David Ruffin  
Con Funk Shun  
Barry White  
Fern Kinney  
Isaac Hayes

— Carmen Brown

**WDAI/Chicago, IL**

ADDED:  
Gloria Gaynor  
Taana Gardner  
Curtis Mayfield  
France Joli (Don't)

HOTTEST:  
Herb Alpert  
Diana Ross  
Stephanie Mills (Put)  
Michael Jackson  
Chic  
France Joli  
Ashford & Simpson  
Jackie Moore  
Fern Kinney  
Isley Brothers  
Al Hudson & Partners  
Freddie James

— Mary Klug

**KXTC/Phoenix, AZ**

ADDED:  
Isaac Hayes  
Duncan Sisters  
Michelle Freeman  
Sylvie Vartan  
Cameo  
Rose Royce  
Stephanie Mills (What/You)  
Chic (Forbidden)  
New Birth  
KC & Sunshine Band  
Brenda Russell  
Ashford & Simpson  
(Crazy/Nobody/Stay)

HOTTEST:  
Chic (Good/Feat)  
Ashford & Simpson  
Stephanie Mills (Put)  
Michael Jackson  
France Joli (Come/Don't)  
Herb Alpert  
Debbie Jacobs (Don't/Hot)  
Freddie James  
Jackie Moore  
Destination  
Cory Days (Pow)  
M

— Rick Nuhn

**KTLK**  
KTLK/Denver, CO

ADDED:  
Gloria Gaynor  
Nature's Divine  
Commodores (Still)  
Rose Royce  
Teddy Pendergrass  
Kat Mandu  
Ronnie Milsap  
Lauren Wood

HOTTEST:  
Bonnie Pointer  
Commodores  
M  
France Joli  
ARS  
Garry Rafferty  
Ashford & Simpson

— Paula Matthews

## Reporters

**EAST**  
 WKTK/Baltimore, MD — Lou Krieger  
 WCAU/Philadelphia, PA — Roy Perry  
 WZZD/Philadelphia, PA — Mark Serpas  
 WKYS/Washington, DC — Steven Manuel  
 WDON/Washington, DC — Barry Richards  
 WKTU/New York, NY — Michael Ellis  
 WBOS/Boston, MA — Jane Duncklee  
 WMAS/Springfield, MA — Chris McLoude

**SOUTH**  
 WMAK/Nashville, TN — Dan Vallie  
 WKGN/Knoxville, TN — Mike Swaggerty  
 WEZB/New Orleans, LA — Gary Franklin  
 KSET/El Paso, TX — Chuck Kelly  
 KHYS/Beaumont, TX — Doris Thompson  
 KRLY/Houston, TX — Michael Jones  
 KHF/Austin, TX — Jack Starr  
 WBLX/Mobile, AL — Carmen Brown  
 WMJX/Miami, FL — Frank Walsh

**MIDWEST**  
 WOKV/Cincinnati, OH — Charlie Brown  
 WDAI/Chicago, IL — Mary Klug  
 WGCI/Chicago, IL — Barry Mayo  
 WDRQ/Detroit, MI — Jim Ryan  
 KFMX/Minneapolis, MN — Gary De Maroney

**WEST**  
 KXTC/Phoenix, AZ — Rick Nuhn  
 KTLK/Denver, CO — Paula Matthews  
 KLAV/Las Vegas, NV — Susan Korngold  
 KIIS/Los Angeles, CA — Wagner/Cohen  
 KITT/San Diego, CA — Erik Garcia

# THE PICTURE PAGES

## Kansas Gets Back To Garden



Kansas recently played Madison Square Garden and was congratulated backstage by label representatives. Pictured (above, l-r) are group's Dave Hope, CBS Associated Labels VP Tony Martell, group's Rich Williams, Kirshner President Don Kirshner, EPIA Sr. VP/IGM Don Dempsey, and Kirshner Exec. VP Herb Moelis; (below, l-r) Kirshner Promotion Director Allen LeWinter, group's Steve Walsh, Kerry Livgren, Phil Ehart, and Robby Steinhardt, and manager Budd Carr.

## Poco Plays The Greek



MCA's Poco recently performed at the Greek Theatre in Los Angeles. Shown backstage are (l-r) MCA VP Stan Layton, Poco member Rusty Young, MCA President Bob Siner and Poco member Steve Chapman.

## Digging The Dirt (Band)



UA's Dirt Band played Los Angeles recently for their first appearance in town since the EMI/UA merger. After the show, company staffers showed up in force backstage. Pictured (below, l-r) are EMI/UA President Jim Mazza, group's Jeff Hanna and John McEuen, EMI/UA VP Don Grierson, Dirt Band's Jimmie Fadden, VP/Promotion Charlie Minor, and group's Mike Buono; (above, l-r) group's Richard Hathaway and EMI/UA VP Joe Petrone.

## Non-American Top 40



Australian air personality Gordon Elliott (of 2UW/Sydney) recently became the first non-American jock to host "American Top 40," as he filled in for the vacationing Casey Kasem for a weekend. Elliott is pictured in mid-anecdote about a current recording artist while doing the show.

## Backstage With Jarreau



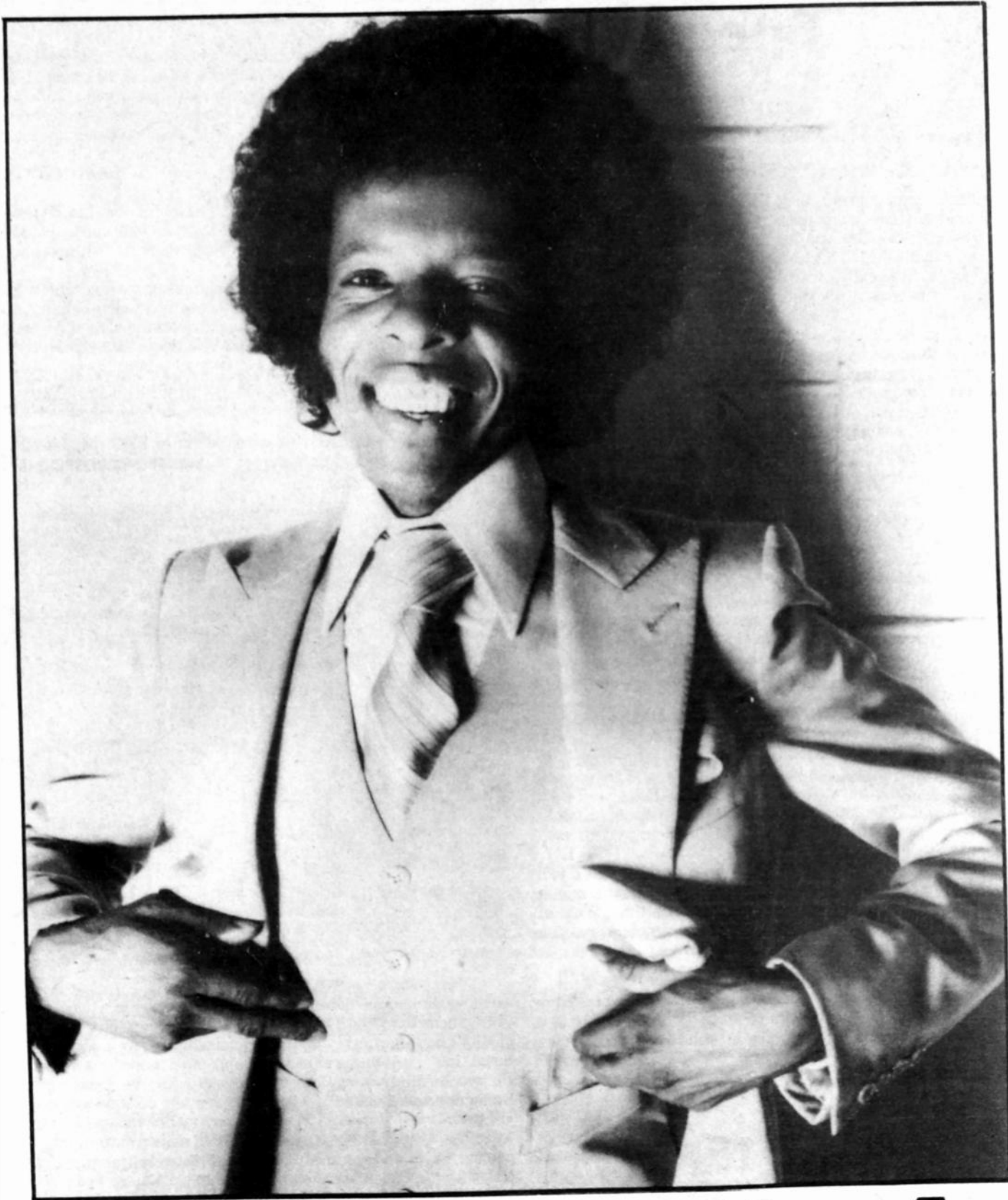
Following Al Jarreau's Greek Theatre concert recently (in which the facility could have been renamed "Jarreau's Bowl"), friends and label reps visited the artist backstage. Pictured (l-r) are musician Toots Thielmans and unnamed friend, actor Peter Boyle, Jarreau, Warner's Mary Perkins and Ron Goldstein, actress Anna Bjorn, and WB artist Jakob Magnusson.

## Hilltak Signs 9th Creation



Hilltak Records has signed 10-piece "funk" band 9th Creation, with the band also renewing publishing deals with ATV Music. Pictured at the signing are (l-r) ATV Music Group President Sam Trust, 9th Creation leader J.D. Burrise, Hilltak Chairman Tom Takayoshi, and Hilltak President Hillery Johnson.

# Hot Fun, End The Summertime



***“Remember Who You Are”***

THE TRIUMPHANT RETURN OF  
***Sly & The Family Stone***



On Warner Bros. Records

PRODUCED BY MARK DAVIS  
ASSOC. PRODUCER: HAMP BANKS

# Black Radio



**Bill  
Speed**

## The Computer Comes To Black Radio

It's the Age of the Computer in almost every field, including radio, and Black radio is no exception. One of the pioneers in using computers is Keith Adams, Vice President of Programming for Broadcast Enterprise National Inc., whose stations include several Black-formatted outlets (WAOK/Atlanta, WCIN/Cincinnati, WGIV/Charlotte, etc.) and a number of other formatted operations. Recently, Adams set up a computerized system to aid music flow and rotation at the network's Black stations, and he explains how it works below.

"The machine is the Level Four 32K TRS80, which you can purchase at any Radio Shack. It's the biggest of the Radio Shack computers, and it's combined with a printer and a disc feed as opposed to a cassette feed, because it stores more and tends to be much faster. The unit cost us somewhere close to \$6000, including doing the programming. We were able to save a lot of the cost because our Director of Engineering for the chain, Ivan Miles, designed our programs — he's very heavily into computers, his son is a programmer for IBM, and so we had a lot of outside assistance."

### Adjusting The Flow

Why use a computer for music? Adams says, "I'd like to define what the computer does. We try to mix the human element with the statistical element. On the human side, our various Program Directors chose what records they wanted to add, then chose what category they wanted to add a record into, depending on whether they wanted to increase or decrease the rotation of that particular record."

"We were at that stage when I first joined the company. Then we started to realize that we needed to establish some type of flow within the station, because I would hear times when we would be uptempo for a half hour, then medium for 10 minutes, then slow for two records in a row, etc. There was not a consistent flow. So in order to get that, I put a flow chart together. I talked to a lot of people who worked with Jim Maddox, because I had always admired the flow of his stations, so I stole his flow system."

Adams laughed, then explained how the flow system works. "When we got to the point where we wanted to establish a flow, we asked ourselves what type of flow do we want to establish. When we started, we were going male artist uptempo, female artist medium, male up, male medium, female slow, etc., which would give us an apex, a slight dip, and an apex. But we found out when FM Disco began to penetrate the markets, we had to shift back off that, and lower our tempo. We went with an uptempo, up, slow, up, medium, up, medium, slow, for example, which lowered the energy level of the music we were playing greatly."

"Anyway, what we realized was if we're going to have all these systems that a jock had to look at before he could pick his next record, it's going to take him about a minute and a half to figure out what it was going to be, and that was too much time. What all of us have been trying to do is redesign our systems to make them as simple as possible for the announcer on the air, so he has time to be creative."

### Simplifying By Computer

"That's where the computer came in," Adams relates. "What we did is feed the computer the program of the symbols and how we wanted the flow to go. Once we fed that program into the computer, then we fed our list in, and when we entered the records, we

*"I don't think an announcer should be afraid of this type of computerized support system because he thinks it will take the place of an announcer. It's there to aid an announcer."*

**Keith Adams**



also entered the code for those records. Then we hit a button and the computer automatically spit out our entire rotation for the following week."

I wondered how Adams allows for the human element with this system. He assured me there was plenty of latitude for the PD. "The way we use this program is as a first draft music log. Once the PD receives his music list, he then fills in what the oldies are going to be, because the program leaves those positions open and simply says 'oldie.' Then he makes amendments in various dayparts, adding various album cuts. What he adds is up to him, what he feels would be good for his daypart. What the computer actually does is to spit out the entire music rotation for a seven-day period. Once the PD goes over it and makes amendments for his dayparting, he puts it in the control room and the announcers play the music the way it's laid out."

What happens if a hot record comes out in the middle of the week? "There's no problem with that whatsoever. The only thing the PD has to do is simply write it in. If we're averaging ten songs an hour, and he wants the record to be heard every two hours, he'll write it in every 20 or 25 songs."

## Looking To The Future

Adams says the system "has been super. I thought I'd hear a lot of negative reaction from the announcers, but it's been met, as far as I know, with no resistance whatsoever. As a matter of fact, they consider it a plus, because they understand that this frees them from trying to figure out what would be right for the next record, so it gives them time to think."

Adams has some interesting thoughts on the future computers will unfold for radio. "I think radio will have a total support system in the future. I think you'll see in the not too distant future a situation where an announcer can go into a control room and there will be a computer keypunch and a television screen, and between the keypunch and the format and recommendations from the PD that have been fed into it, it will have his entire show laid out for him on the screen. I don't think he'll even have to pick up the cart; I think the machine will do that. In fact, there's a machine that ITC has been working with which will do it."

"Automated radio is good in some instances, but I think people don't like the idea of a machine talking to them, so I don't think an announcer should be afraid of this type of computerized support system because he thinks it will take the place of an announcer. It's there to aid an announcer."

Adams sums up with some recommendations to stations interested in getting into computers. "A computer can either be an asset or a liability, depending on the type of personnel you have. If no one can understand the computer, and how to program understanding software vs. hardware and how they relate, then you'll have a problem. A lot of chief engineers tend to know something about computers, so if your chief engineer has that knowledge, utilize it. Then get the smallest, least expensive type of computer. I would recommend starting out with the TRS80, a Level 2 model, at around \$7-800. It's got a cassette, a screen, and a keyboard."

Black radio has to move toward the future, like everything else, and computers sound like one good way to help accomplish that. Thanks to Keith Adams for helping to point the way.



**MOTOR CITY MEETING** — When A&M recording artist Lani Hall (second from left) visited Detroit recently, she stopped by the studios of WJLB to chat with (l-r) WJLB OM Tom Collins and A&M's Larry Green and Glenn Coughenour.

## People

"Heavy Herb" of WKXI/Jackson, MS is celebrating his sixth year on the air. The event will be commemorated with an upcoming radio "Roast and Show" . . . Birthday congratulations to Michael Jeffries and Johnnie Neely of WDIA/Memphis . . . Keith Adams of BENI has announced that the organization is now known as Broadcast Enterprise National Inc . . . Al Ramirez has been appointed production manager of KUTE/Los Angeles. He was formerly operations manager of KKSS/St. Louis and also production chief for Radio Specials Limited . . . Beverly Mire has been named program director of KBLX/Berkeley from in-house . . . Two Amarturo stations are searching for available air talent — KKSS/St. Louis and KMJQ/Houston. Both stations offer great opportunities for the right person. Tapes and resumes should be directed to Harry O at 1215 Cole Street, St. Louis, MO 63106 . . . Casablanca recording group the Village People is now featuring a new lead singer. Victor Willis has left the group to pursue a solo career and has been replaced by Ray Simpson, the brother of recording talents Valerie Simpson and Jimmy Simpson . . . Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067 . . .

## Places

**A FAIR SHARE:** WWIN/Baltimore will be giving just that at the upcoming Baltimore City Fair. They will be pitching a tent and broadcasting from a remote unit. And there will be plenty of giveaway items for local fairgoers . . .

## Things

**TEDDY BEAR ON THE AIR:** Lawrence Tanter of KJLH/Los Angeles has announced that the station will be simulcasting an upcoming Teddy Pendergrass concert. In conjunction with ON-TV, the station will broadcast the performance on September 28 . . . WILD/Boston is now calling itself "Magic 109" . . . **GEARING UP:** WBBY/Columbus, OH is readying itself for the upcoming ratings period by instituting a television campaign beginning October 1, installing a call-in entertainment line which will outline local events and publishing a newsletter which has an initial list of 2000 names . . . Jazz-formatted KKGO/Los Angeles conducted a simulcast of the Monterey Jazz Festival last Friday, ending at midnight the following Sunday . . .



# INFINITY RECORDS

*Nature's Divine / In the Beginning*



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## *In the Beginning*

INF 9013

*The debut album from  
Nature's Divine including  
the smash song,  
"I Just Can't Control Myself"*

INF 50.027



Radio & Records Top Climber:

**NATURE'S DIVINE "I Just Can't Control Myself"** (Infinity) 50% of our reporters are on it. In the South it is added at WDIA, WVOL, WHRK, and WVEE while hot at WGIV and WAOK. New in the Midwest at KPRS, WVKO and WJMO while climbing at WKWM and in hot rotation at WCIN. The East shows medium airplay at WWRL and WVIN, new at WXVY. New at KDKO and hot at KDAY in the West.

 **ON INFINITY RECORDS AND TAPES**

# ALL WE ASK YOU TO DO IS LISTEN.

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- FUNKADELIC  
"Knee Deep" (WB)
- MICHAEL JACKSON  
"Don't Stop 'Til You Get Enough" (Epic)
- GQ  
"I Do Love You" (Arista)
- COMMODORES  
"Sail On" (Motown)
- O'JAYS  
"Sing A Happy Song" (Philadelphia International)
- CAMEO  
"I Just Want To Be" (Chocolate City)
- KOOL & THE GANG  
"Ladies' Night" (De-Lite)
- MASS PRODUCTION  
"Firecracker" (Cotillion)
- TEDDY PENDERGRASS  
"Come Go With Me" (Philadelphia International)
- HERB ALPERT  
"Rise" (A&M)

## CLIMBERS

Following are listed in order of their airplay activity.

**NATURE'S DIVINE** "I Just Can't Control Myself" (Infinity) 50% of our reporters are on it. In the South it is added at WDIA, WVOL, WHRK, and WVEE while hot at WGIV and WAOK. New in the Midwest at KPRS, WVKO and WJMO while climbing at WKWM and in hot rotation at WCIN. The East shows medium airplay at WWRL and WWIN; new at WXYV. New at KDKO and hot at KDAY in the West.

**DONNA SUMMER** "Dim All The Lights" (Casablanca) 47% of our reporters are on it. In the Midwest, it is new at WTLC and hot at WCIN and WVOL while climbing at WLOU, WJMO and WJLB. The South shows an add at WPDQ, hot at WHRK and WVEE and climbing at WKXI. The East reflects medium airplay at WWRL and WWIN; hot at WXYV. Medium airplay in the West at KSOL and KDKO.

**BRENDA RUSSELL** "So Good, So Right" (Horizon/A&M) 47% reporting action. In the South it is new at WPDQ, WGIV, WYLD, WVEE and WHRK; hot at KMJQ. The Midwest shows it hot at WCIN and WJLB with medium airplay at WLOU and WVKO with an add at WKWM. Added at WXYV and climbing at WWRL in the East. Slow in the West but showing hot rotation at KDKO.

**CURTIS MAYFIELD & LUNDA CLIFFORD** "Between You..." (Curtom/RSO) 44% reporting activity. Climbing in the Midwest at WLOU, WKWM, WDAO and WVKO. Added in the South at WVEE and WHRK while climbing at WDIA and WTMP and hot at WGIV. The East shows an add at WXYV, climbing at WWIN and hot at WWRL. The West reflects heavy airplay at KDAY and climbing at KSOL.

**ASHFORD & SIMPSON** "Found A Cure" (WB) 41% reporting airplay. This single shows signs of cooling off with the release of a new track from album. However, in the South it is in medium airplay at KMJQ, WHRK and WVEE with hot airplay at WPDQ, WKXI, WJJS and WVOL. Hot airplay in the Midwest at WLOU and WJLB with medium airplay at KPRS. The East shows it hot at WILD and medium at WXYV. In hot rotation at KSOL in the West.

**FERN KINNEY** "Groove Me" (TK) 41% of our reporters are on it. Midwest out front on this one. Climbing at WCIN, KPRS and WJLB in the Midwest with hot rotation at WTLC and WKWM. The South shows medium airplay at WGIV, WDIA and WAOK. Medium airplay in the West at KDAY, KSOL and KDKO. The East reflects hot rotation at WILD and climbing at WWIN.

**SMOKEY ROBINSON** "Cruisin'" (Tamla) 38% reporting activity. Leading the way with airplay is the South; medium airplay at WYLD, WHRK and WVEE with hot airplay at WAOK, WDIA and WKXI. Midwest follows with an add at WDAO and medium airplay at WLOU, WVKO, KPRS and WJMO. The East shows medium airplay at WXYV.

**DAVID RUFFIN** "Break My Heart" (WB) 38% reporting airplay. The Midwest shows medium airplay at KPRS, WVKO, WJMO and WJLB; hot rotation at WDAO. The South shows it new at WJJS, climbing at WDIA, WKXI and WTMP and hot at WGIV. The West reflects hot

## Album Airplay

Following are listed in order of their airplay activity.

- COMMODORES "Midnight Magic" (Motown) "Sail On" \* "Still" \* "Midnight Magic"
- MICHAEL JACKSON "Off The Wall" (Epic) "Don't Stop 'Til You Get Enough" \*
- TEDDY PENDERGRASS "Teddy" (Phil. Int'l.) "Come Go With Me" \* "Turn Off The Lights" \*
- GQ "Disco Nights" (Arista) "I Do Love You" \* "Disco Nights" \*
- CHIC "Risqué" (Atlantic) "Good Times" \* "A Warm Summer Night" "My Forbidden Lover" \*
- CRUSADERS "Street Life" (MCA) "Street Life" \*
- O'JAYS "Identify Yourself" (Phil. Int'l.) "Sing A Happy Song" \*
- ASHFORD & SIMPSON "Stay Free" (WB) "Found A Cure" \* "Stay Free" "No-body Knows"
- MINNIE RIPERTON "Minnie" (Capitol) "Memory Lane" \* "Lover & Friend" \*

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

airplay at KDAY and climbing at KSOL.

**GAP BAND** "Open Up Your Mind (Wide)" (Mercury) 34% of our reporters are on it. Midwest dominating activity; climbing at WLOU, WKWM, KPRS, WJMO and WJLB. The West reflects medium airplay at KSOL and KDKO and hot at KDAY. The South shows medium airplay at WTMP and hot at WYLD.

**ARCHIE BELL & THE DRELLS** "Strategy" (Philadelphia International) 34% reporting action. Hot at WDAO and WKWM in the Midwest, climbing at WJLB and KPRS. In the South it debuts at WVEE and WHRK while climbing at WYLD. The West reflects climbing positions at KDAY and KSOL. New at WXYV and climbing at WILD in the East.

**CON FUNK SHUN** "(Let Me Put Love) On Your Mind" (Mercury) 31% reporting airplay. Midwest leads the way; climbing at WLOU, WJMO and WJLB with hot airplay at WDAO and WVKO. The West reflects an add at KSOL and climbing at KDAY. The South shows two climbers at WGIV and WYLD and hot at WKXI.

**PRINCE** "I Wanna Be Your Lover" (WB) 31% of our reporters are on it. New in the Midwest at WLOU, WCIN, WVKO and WJMO and climbing at WDAO. The South shows adds at WAOK and WTMP; hot at KMJQ. Added in the East at WWIN and climbing in the West at KDKO.

**GENE CHANDLER** "When You're #1" (Chi-Sound/20th) 28% reporting action. In the Midwest it is climbing at WJLB and WCIN with hot airplay at WDAO. The South reflects it hot at WANT, WAOK and WKXI with a climbing position at WTMP. The East shows it hot at WWRL and climbing at WILD.

**MINNIE RIPERTON** "Lover And Friend" (Capitol) 28% reporting activity. The South is out front; medium airplay at WDIA and WTMP and hot at WAOK and WKXI. In medium airplay in the West at KDKO and KSOL. Added in the Midwest at WDAO and climbing at WLOU and WVKO.

**7TH WONDER** "Do It With Your Body" (Parachute) 28% reporting airplay. The Midwest debuts it at KPRS and WLOU; climbing at WVKO with hot airplay at WDAO. In the West it is new at KYAC and KDKO. Climbing in the South at WGIV and WTMP. Debating in the East at WWRL.

## NEW & ACTIVE

**ISAAC HAYES** "Don't Let Go" (Polydor) 25% of our reporters are on it. Added at WHRK, WVEE and WJJS in the South. New in the Midwest at WLOU while climbing at WKWM and in hot rotation at WTLC. Climbing in the West at KDKO. Debuts at WXYV in the East.

**ADC BAND** "Talk That Stuff" (Cotillion) 22% reporting activity. Midwest leads the way with climbing positions at WJMO, WLOU and WCIN while in hot rotation at WDAO. In the South it's climbing at WKXI and hot at WGIV. Climbing at KDAY in the West.

**LTD** "Stranger" (A&M) 19% of our reporting stations are on it. This song is eclipsing the other side of the single. Picking up hot airplay at WHRK and WVEE in the South. Hot in the East at WXYV and WWIN. Added in the West at KDKO.

**FIVE SPECIAL** "You're Something Special" (Elektra) 19% reporting airplay. New in the Midwest at WTLC and WCIN. Debuts in the South at WPDQ and WAOK. New in the East at WWIN while added in the West at KDAY.

**LEE MOORE** "Reachin' Out" (Source) 19% of our reporting stations are on it. South out front with debuts at WPDQ and WDIA while climbing at WYLD. New in the East at WWRL. In the Midwest, it is hot at WTLC and new at WVKO.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- JEFF LORBER FUSION ..... Water Sign (Arista) *Various Cuts*
- BOB JAMES ..... Lucky Seven (Tappan Zee/Columbia) *Various Cuts*
- LONNIE LISTON SMITH ..... A Song For The Children (Columbia) *Various Cuts*
- NOEL POINTER ..... Feel It (UA) *Various Cuts*
- NEIL LARSEN ..... High Gear (Horizon) *Various Cuts*
- BEN SIDRAN ..... The Cat And The Hat (Horizon/A&M) *Various Cuts*
- HEATH BROTHERS ..... In Motion (Columbia) *Various Cuts*
- GATO BARBIERI ..... Euphoria (A&M) *Various Cuts*
- STANLEY TURRENTINE ..... Betcha (Elektra) *Various Cuts*
- FREDDIE HUBBARD ..... Love Connection (Columbia) *Various Cuts*

### NEW & ACTIVE

- JOANNE BRACKEEN ..... Keyed In (Tappan Zee/Columbia) *Various Cuts*
  - STAN GETZ ..... Children Of The World (Columbia) *Various Cuts*
- EAST: WRVR/New York, NY Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/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 Tanter.



**Pop / Rhythms**  
**Hottest**

EAST	SOUTH	MIDWEST	WEST
Michael Jackson Funkadelic GQ	Michael Jackson Funkadelic GQ Cameo Mass Production	Michael Jackson Funkadelic Mass Production Commodores	Michael Jackson Mass Production Cameo GQ

September 21, 1979

# Regionalized Adds & Hots

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

## EAST

**WWIN**  
Baltimore, MD  
Don Brooks/Sue Woods

**ADDED**  
O'Jays  
Cory Daye  
Prince  
Teena Marie (n)  
KC & Sunshine Band (Betche)  
Shalamar  
Bobby Caldwell  
Five Special (n)  
Dation & Dubarr  
Frank Hooker & Positive People  
sugar Hill Gang  
Spinners

**HOTTEST**  
LTD (Stranger)  
Kool & The Gang  
Funkadelic  
Michael Jackson  
Al Hudson & The Partners  
Herb Alpert  
GQ  
Dionne Warwick  
Stephanie Mills  
Mass Production

**WXVY**  
Baltimore, MD  
Larry Hall

**ADDED**  
Gloria Gaynor  
Brenda Russell  
Isaac Hayes  
Nature's Divine  
Archie Bell & The Drells  
Uncle Louie  
Chic (Lover)  
Aretha Franklin  
KC & Sunshine Band (Betche)  
LTD (Share)  
Mayfield/Clifford

**HOTTEST**  
Michael Jackson  
O'Jays  
Funkadelic  
GQ  
LTD (Stranger)  
Commodores  
Herb Alpert  
Teddy Pendergrass  
Mass Production  
Donna Summer (n)

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
David Oliver  
Deniece Williams  
Love Unlimited  
Dynasty  
Gloria Gaynor  
Bobby Caldwell  
Isley Brothers (Disco)

**HOTTEST**  
Michael Jackson  
Herb Alpert  
Fern Kinney  
GQ  
**EW&F**  
Diana Ross (Boss)  
Funkadelic  
Commodores  
Cameo  
Ashford & Simpson

**WWRL**  
New York, NY  
Bob Law/Linda Heynes

**ADDED**  
Gibson Brothers  
Lee Moore  
Raydio (More)  
7th Wonder  
Shalamar

**HOTTEST**  
Michael Jackson  
Kool & The Gang  
Mayfield/Clifford  
Stephanie Mills  
Teddy Pendergrass  
Tasha Thomas (Hot)  
Love Unlimited  
Ashford & Simpson (Knows)  
Gene Chandler  
Crusaders

**WOL**  
Washington, DC  
Bob Scott

**ADDED**  
Not Available

**HOTTEST**  
Paulinho Da Costa  
Kool & The Gang  
Funkadelic  
Archie Bell & The Drells  
GQ  
Jr. Walker  
David Ruffin  
Gap Band  
Perlet  
Michael Jackson

## MIDWEST

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Isaac Hayes  
New Birth  
LTD (Share)  
Lenny Williams  
7th Wonder  
Prince  
Shalamar

**HOTTEST**  
Funkadelic  
Commodores  
Kool & The Gang  
Teddy Pendergrass (n)  
Ashford & Simpson  
Michael Jackson  
Double Exposure  
Mass Production  
Cameo  
O'Jays

**WTL**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Donna Summer (n)  
Teena Marie (Don't)  
Skiyy (Turn)  
Freddie James  
Five Special (n)  
France Joli  
Jimmy "Bo" Horne  
Vernon Burch  
Brainstorm  
Wayne Henderson

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Rory Block  
Rosa Royce  
Jimmy "Bo" Horne  
Mary Wilson  
Love De-Luxe  
Brenda Russell  
Chapter 8  
Fatback Band (King)  
Love Unlimited

**HOTTEST**  
Funkadelic  
Michael Jackson  
GQ  
Mass Production  
Crusaders  
Commodores  
Fern Kinney  
Archie Bell & The Drells  
Kool & The Gang  
O'Jays

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Minnie Riperton (n)  
Smokey Robinson (n)  
LTD (Share)  
Rose Royce  
Millie Jackson

**HOTTEST**  
Herb Alpert  
GQ  
Whispers  
ADC Band  
Funkadelic  
Raydio (More/Hot)  
Teddy Pendergrass (n)  
Skiyy  
Con Funk Shun (n)  
Commodores

**WVKO**  
Columbus, OH  
Kirk Bishop

**ADDED**  
Rockie Robbins  
Prince  
Vernon Burch  
Lee Moore  
Nature's Divine  
Fatback Band (Candy)

**HOTTEST**  
Michael Jackson  
Funkadelic  
Tower Of Power  
Gap Band  
O'Jays  
Commodores  
GQ  
Con Funk Shun (n)  
Crusaders  
Raydio (hot)

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Bobby Bland

**HOTTEST**  
Michael Jackson  
Switch  
Herb Alpert  
Crusaders  
Cameo  
Mass Production  
Ashford & Simpson  
Dramatics  
A Taste Of Honey  
Brenda Russell

## SOUTH

**WXXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Creole D' Cocoa  
Rance Allen

**HOTTEST**  
B.B. King  
Michael Jackson  
GQ  
Gene Chandler  
Funkadelic  
Ashford & Simpson  
Minnie Riperton (n)  
Smokey Robinson (n)  
Uncle Louie  
Con Funk Shun (n)

**KMJQ**  
Houston, TX  
Jack Patterson

**ADDED**  
Commodores (Still)  
Linda Williams  
Wayne Henderson  
Kool & The Gang  
Robert John  
Chanson  
Sly & Family Stone  
Chic (Lover)

**HOTTEST**  
Michael Jackson  
Mass Production  
Brenda Russell  
Funkadelic  
Prince  
GQ  
Johnny Nash  
Deniece Williams  
KC & Sunshine Band (Betche)  
Five Special (o)

**WJJS**  
Lynchburg, VA  
Robert Golins

**ADDED**  
Isaac Hayes  
Johnny Taylor  
David Ruffin

**HOTTEST**  
Michael Jackson  
Chic  
Mass Production  
Ashford & Simpson  
Cameo  
**EW&F**  
GQ  
Diana Ross  
O'Jays  
A Taste Of Honey

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Not Available

**HOTTEST**  
Funkadelic  
Tower Of Power  
Herman Kelly  
Michael Jackson  
Gene Chandler  
Fatback Band  
Herb Alpert  
GQ

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Gloria Gaynor  
Brenda Russell  
Isaac Hayes  
Nature's Divine  
Archie Bell & The Drells  
Uncle Louie  
Chic (Lover)  
Aretha Franklin  
KC & Sunshine Band (Betche)  
LTD (Share)  
Mayfield/Clifford

**HOTTEST**  
Michael Jackson  
O'Jays  
Funkadelic  
GQ  
LTD (Stranger)  
Commodores  
Herb Alpert  
Teddy Pendergrass  
Mass Production  
Donna Summer (n)

**WTMP**  
Tampa, FL  
Jim Rhinehart

**ADDED**  
LTD (Share)  
Lenny Williams  
Bob James  
Prince  
France Joli

**HOTTEST**  
Michael Jackson  
GQ  
Chic (o)  
**EW&F**  
Herb Alpert  
Earl Klugh  
Uncle Louie  
Cameo  
Funkadelic  
Jimmy "Bo" Horne

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Nature's Divine  
Stargard  
Raydio  
Deniece Williams

**HOTTEST**  
Mass Production  
Michael Jackson  
Minnie Riperton (o)  
Funkadelic  
GQ  
KC & Sunshine Band (o)  
Commodores  
Cameo  
Capt. Sky  
Ashford & Simpson

**WPDQ**  
Jacksonville, FL  
Net Jackson

**ADDED**  
Herb Alpert  
Deniece Williams (n)  
Donna Summer (n)  
Five Special  
String  
Lee Moore  
Brenda Russell

**HOTTEST**  
Michael Jackson  
Mass Production  
**EW&F**  
GQ  
Ashford & Simpson  
Chic  
Raydio (More)  
Isley Bros. (Disco)  
Dramatics  
Funkadelic

**WAOK**  
Atlanta, GA  
Doug Harris

**ADDED**  
Fatback Band (King)  
Les McCann  
Five Special (n)  
Prince  
Stanley Clarke  
Noel Pointer  
Sly & Family Stone  
Johnny Taylor  
David Oliver

**HOTTEST**  
Aretha Franklin  
Cameo  
Michael Jackson  
Rick James  
Funkadelic  
Kool & The Gang  
Minnie Riperton (n)  
Love Unlimited  
Smokey Robinson (n)  
Nature's Divine

**WGIV**  
Charlotte, SC  
Chris Turner

**ADDED**  
Fatback Band (King)  
Brenda Russell  
Michael Jackson (Working)  
Al Hudson & The Partners  
Sly & Family Stone  
Johnny Taylor  
O'Jays (Forever)  
Chapter 8

**HOTTEST**  
Funkadelic  
Cameo  
Michael Jackson  
Gene Chandler  
Frank Hooker & Positive People  
O'Jays  
B.B. King  
Nature's Divine  
ADC Band  
Mayfield/Clifford  
David Ruffin

**WDIA**  
Memphis, TN  
Ron King/Johnnie Neely

**ADDED**  
Fatback Band (King)  
Jimmy "Bo" Horne  
Creole D' Cocoa  
Lee Moore  
Love Unlimited  
Nature's Divine

**HOTTEST**  
Teddy Pendergrass (n)  
Cameo  
Michael Jackson  
Mass Production  
Funkadelic  
Commodores  
GQ  
Smokey Robinson (n)  
Raydio (Hot)  
B.B. King

**WYLD**  
New Orleans, LA  
Willie Jay Johnson

**ADDED**  
Brenda Russell  
Pleasure  
Controllers  
Love Unlimited  
Creole D' Cocoa

**HOTTEST**  
Michael Jackson  
Cameo  
GQ  
B.B. King  
Commodores  
Uncle Louie  
Tower Of Power  
Gap Band  
Manhattans  
Funkadelic  
O'Jays

**WHRK**  
Memphis, TN  
Ron Olson

**ADDED**  
Gloria Gaynor  
Brenda Russell  
Isaac Hayes  
Nature's Divine  
Archie Bell & The Drells  
Uncle Louie  
Chic (Lover)  
Aretha Franklin  
KC & Sunshine Band (Betche)  
LTD (Share)  
Mayfield/Clifford

**HOTTEST**  
Michael Jackson  
O'Jays  
Funkadelic  
GQ  
LTD (Stranger)  
Commodores  
Herb Alpert  
Teddy Pendergrass  
Mass Production  
Donna Summer (n)

**WTCN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Fatback Band (King)  
Al Hudson & The Partners  
Prince  
Lou Rawls  
Gell Eason  
Sly & Family Stone  
Love Unlimited  
Five Special (n)

**HOTTEST**  
Rose Royce  
Kool & The Gang  
Funkadelic  
Tower Of Power  
Donna Summer (n)  
Mass Production  
Michael Jackson  
Raydio (Hot)  
Nature's Divine  
Chic (What)  
Chapter 8  
Brenda Russell

**KPRS**  
Kansas City, MO  
Dell Rice

**ADDED**  
Raydio (More)  
7th Wonder  
Dalton & Dubarr  
Teena Marie (n)  
Wings  
Bob Dylan  
Nature's Divine  
Shalamar  
Linda Williams

**HOTTEST**  
Michael Jackson  
**EW&F**  
Chic  
Teddy Pendergrass (n)  
Cameo  
Peter Brown  
Dexter Wansel  
Diana Ross  
A Taste Of Honey  
Mass Production

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Prince  
Barry White  
Gloria Gaynor (n)  
Nature's Divine  
Chapter 8

**HOTTEST**  
Michael Jackson  
Mass Production  
Diana Ross  
Cameo  
GQ  
Funkadelic  
Commodores  
Chic  
O'Jays  
Teddy Pendergrass

**WVON**  
Chicago, IL  
Carl Connors

**ADDED**  
Not Available

**HOTTEST**  
Funkadelic  
Lowell (Mellow)  
Diana Ross  
KC & Sunshine Band (Betche)  
Raydio (More)  
Kool & The Gang

## WEST

**KDAY**  
Los Angeles, CA  
Steve Woods

**ADDED**  
Five Special (n)  
Rose Royce  
Mutiny  
Love Unlimited  
Deniece Williams  
Teena Marie (n)

**HOTTEST**  
Funkadelic  
Michael Jackson  
Mass Production  
Cameo  
Mayfield/Clifford  
Gap Band  
B.B. King  
Kool & The Gang  
Nature's Divine  
David Ruffin

**KDKO**  
Denver, CO  
Ron O'Jay

**ADDED**  
Pamela Stanley  
Nature's Divine  
Hot Chocolate  
Pointer Sisters  
Sugar Hill Gang  
LTD (Stranger)  
David Oliver  
New Birth  
7th Wonder

**HOTTEST**  
Chic (o)  
Tower Of Power  
Switch (Call)  
GQ  
Michael Jackson  
Cameo  
Brenda Russell  
A Taste Of Honey  
Peter Brown  
Sister Sledge

**KSOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
Rick James (n)  
Con Funk Shun (n)  
Rance Allen

**HOTTEST**  
Cameo  
Michael Jackson  
O'Jays  
Mass Production  
GQ  
Funkadelic  
Commodores  
Herb Alpert  
Ashford & Simpson  
Crusaders  
**KYAC**  
Seattle, WA  
Robert L. Scott  
**ADDED**  
Switch (Call)  
Tamiko Jones  
7th Wonder  
**HOTTEST**  
Teddy Pendergrass  
Mass Production  
Jackie Moore  
Isley Bros. (Disco)  
Herb Alpert  
GQ  
Fern Kinney  
David Ruffin  
Mayfield/Clifford  
Commodores

# AOR

(ALBUM ORIENTED ROCK)



## Jeff Gelb

### Steve Dahl: AOR'S Forefront Air Personality

If you haven't seen WLUP/Chicago morning man Steve Dahl on TV or in national magazine profiles lately, you just haven't been paying attention. He is "the" radio personality of the moment, and has undoubtedly become AOR's best-known disc jockey ever, with national coverage on everything from NBC's "Tomorrow" program to Newsweek and Rolling Stone... and there's a People profile waiting in the wings. His Ovation single, "Do Ya Think I'm Disco," has over 300,000 pieces on the market, and a follow-up album will explore other parts of this young comedian's mind in self-contained, fully-produced vignettes. Lee Abrams is talking about syndicating Dahl's morning show via satellite to other AOR's across the nation.

### Humble Origins

His success story reads like the script for a TV movie-of-the-week. He began radio at free-form KPPC/Pasadena in 1970; then, in his words, "wandered up and down the coast with stops in Santa Maria, San Diego, and Bakersfield, where I was stealing Burger King certificates to survive." His unusual comedic style left early Seventies programmers cold, and Dahl left radio for awhile in 1974 to rethink his career goals. He hopped back in months later and his luck took an immediate turn for the better, as he was recruited to

*"Once you understand what you want and you think you have something to offer, you just have to believe in yourself and keep doing it."*

an airshift at WABX/Detroit, where he began to establish his air personality and supporting stable of characters. He refined his act further at WWWW/Detroit (where he had his initial contact with consultant Lee Abrams), and then was drafted into the ABC-FM in Chicago, WDAI, for a reported \$50,000, a salary most AOR jocks dream about. When WDAI switched to Disco programming, Dahl rejoined Abrams and a new Superstars Affiliate, WLUP. And the rest, as they say in the books, is history.

### Back Door Man

Dahl reflected on his uphill battle to bring personality to the forefront of AOR radio: "It took years of hell. I took shit from every ad agency and everyone else who didn't understand what I wanted to do. Let alone the audience: I had to make them pay attention so I could educate them as to what I was doing. When they hear something they've never heard before they immediately dislike it just because it's new, and I had to wear that attitude down. It's real tough; I don't think I'd want to go through it again. I had to kind of sneak through the back door with little bits of personality, or wait till the GM or PD were out of town. Little by little, I put things in until they took what I did for granted." His advice for aspiring young air personalities: "Once you understand what you want to do and you think you have something to offer, you just have to believe in yourself and keep doing it."

### Real People

What he does on the radio, according to him, is be Steve Dahl. "I just go in and comment on what I think is funny about what's happening in the paper, or in the world around us. I try to keep it like I'm the guy in the apartment next door who comes over banging on the door with a six-pack and a bunch of records and stays in your living room till you wake up. It's real loose; I don't suppose it's 'good radio,' light, tight and bright, but I just try to be a real person."

Dahl's show (which is fully 50% talk) is mostly ad-libbed, and avoids joke services ("If you're going to build a reputation as a funny person you should do it yourself"). He once, however, gave serious thought to creating a joke service for AOR air personalities: "I started working on it, and then I realized that my humor was just not the sort of one-



Two faces of Steve Dahl



KBPI JOINS JONI — Asylum recording artist Joni Mitchell was joined backstage after her recent Denver appearances by KBPI PD Frank Cody. Pictured (l-r) are EIA's Ron Lanham, Mitchell, concert promoter Barry Fey of Feyllne Productions, Cody, and Lookout Management's Elliot Roberts.

liners that could easily be dropped in. Perhaps in a couple of years from now it could work." In preparing for his show, he says, "I make an effort to find out what's happening; I carry a pad around and take a lot of notes. Also, I watch a lot of TV. TV is a real good commentary on the social parade."

### Do Ya Think It's Anti-Disco

One of Dahl's continuing bits has been to rerecord the vocal track to a popular song with comedic lyrics. Queen's "We Will Rock You" became Dahl's "We Will Wake You"; "Saturday Night Fever" was retitled "Hump Day Fever"; and of course, Rod Stewart's "Da Ya Think I'm Sexy" was transformed into Dahl's satirical disco statement: "I just started talking about what had gone down at WDAI, and I started getting all these phone calls of support for my comments. I took that energy and tried to translate it into a tangible form that would act as a cathartic for a rock audience." While Dahl credits his anti-disco stance with giving his career at WLUP an initial shot in the arm, he downplays its significance on his recent shows, confining the promotion to blowing up a disco record every day on the air. "I never meant it as a social crusade. It's satire, one joke in my repertoire."

### Do What You Like

Steve's repertoire has made him into AOR's best-known air personality, an idea with which he hasn't been able to come to grips. "I can remember growing up in L.A. listening to people like Jimmy Rabbitt and thinking, 'These guys are geniuses.' Now kids call me and respond the same way, but in my head I'm still the same stupid guy who was wandering around the halls of KPRI six years ago. I'm just doing what I really love to do."

A by-product of Steve's success is the opportunities it has created for other rising air personalities to blossom, perhaps without the hardships Steve endured to prove that personality could be beneficial to AOR radio. "I hope so," said Steve, "because I really do care about radio as a communicative art form."

### Y102/Montgomery Wins AOR's Best Book

AOR radio is making ratings history with the results of the Spring Arbitrons, and at the very top of the heap (with all books finally accounted for) is WHHY-FM/Montgomery, known to its listeners as Y102. At the station's helm is a former Top 40 programmer whose debut AOR book brought a smashing 20.3 12+ figure to Y102 this Spring. "I felt we would make inroads," said PD John Reed, "but I didn't feel we would blow the lid off the market so quickly."

Behind those marvelous numbers is a tightly-structured AOR radio station stressing music over personality. Reed explained, "We felt a 'traditional' AOR sound in Montgomery, Alabama was unrealistic and would not work. So we played basically familiar cuts, emphasizing a lot of 'image' album cuts from the past by major artists. We were pretty tight."

### Promotions And Prizes

Though there is no direct AOR format competitor in Montgomery, Reed said that listeners with good antennas could easily pick up WRKK/Birmingham's AOR signal. Reed, however, considered everyone in the market as his direct competitor, and to fight them all, he made certain the station had maximum street visibility. "If it was happening in Montgomery, we were there," he stated, citing numerous charities with whom the station tied in for promotions and benefits.

While Y102's Top 40 AM sister station was giving away houses during the book, the AOR had its own heavyweight giveaway: a limited edition Alfa Romeo Spider, which was leased free for a year to a winning listener.

### New Directions

When news of the ratings came in, Reed did something unusual for a winning programmer: he resigned, for reasons he said he was not at liberty to discuss (he retains his airshift for the moment). "I need time to collect my thoughts," he offered, "to determine whether I want to continue in programming or pursue other interests. I'm just very grateful for the opportunity to have accomplished more in the last six months than I ever dreamed possible."

Ironically, new PD Chris O'Kelly has responded to the station's ratings by restructuring the music rotations, aiming the station toward a Top 40 base. Said Kelly, "In the past, Y102 has exposed a lot of new product. We will still be playing a lot of albums, but not as many from unknown groups."



John Reed



## Bonnie Raitt's Long Awaited New Album "The Glow"

Some Of The People Who Helped Create "The Glow" Include:  
Waddy Wachtel, Danny Kortchmar, Bob Glaub, Rick Marotta,  
Bill Payne, David Sanborn, And John Guerin

Produced by Peter Asher



on Warner Brothers Records

## Jeff Gelb

### Summer Book Summaries

Be sure and check out the front of this week's issue for more Summer Arbitron results. Among the interesting changes: WIOQ/Philadelphia was the only Philly area AOR to come up this book, though their 2.1 still placed them third among the city's AOR's (WMMR staying out front with a down 5.7).

In the revised L.A. numbers KMET was the big winner, jumping up further to a remarkable 6.4. The only other AOR affected was KROQ which inched up a tenth of a point. Boston AOR's were all looking good, with WBCN still on top with a slightly-up 5.2. Interesting to note there is Soft AOR WEEI-FM's jump from 3.0 to 3.6. And in Detroit, WWWW was still on top though down. Also down was WABX, while WRIF was on the rise. Look for a Detroit AOR market summary in an upcoming AOR column piece.

### Evolution

Hawaii will soon have its first B-A Superstars AOR, as KDUK/Honolulu switches from Dancemusic to AOR with former WIOT/Toledo PD Pat Still at the programming helm . . . Rob Braide has been upped to Asst. PD at CHOM-FM/Montreal . . . K104/Phoenix's new MD is Jeff Parets . . . The new MD at WPGU/Champlagn is Don Wilhte. He replaces Rick Velts who retains his airshift . . . Laurie Roberts has joined KOME/San Jose for 7-10pm . . . Jeff Pratt has exited KMSA/Grand Junction for evenings at KSPN/Aspen . . . Former WQSR/Tampa PD Steve Huntington has resurfaced at WSHE/Miami for mornings. Also new to WSHE is Long Jim White for nights . . . Here's a switch: Marty Grant has exited album promotion for Infinity Records to become Promotions Director for WAQX/Syracuse (an interesting idea) . . . New to KICT/Wichita are Rene Nichols from neighboring KEYN, and Production Director Mel Royer . . . Melanie Morgan is the new News Director at KY102/Kansas City . . . Steve Crowley has joined KGB-FM/San Diego for a news position . . . Paul Yeskel has exited Northeast Album Promotion at Ariola and will announce new plans shortly . . . Joint Communications (a research arm of Burkhart-Abrams) has appointed David Oakes as Director of Research.



**HAPPY DAYS** — The Milwaukee All-Stars, including team members from the city's WLPX, recently took on the "Happy Days" TV show crew, for a softball match. End results: All-Stars 2, Happy Days 1. Pictured are WLPX's Jim McBean (left) and Ron Howard (right).



**ROCKY AND ROCK** — WLUP/Chicago tied in with the release of UA's "Rocky II" film for a promotion that sent winning listeners to the movie's Philadelphia world premiere. Pictured at the post-screening party (l-r) are winner, Stallone, winner, WLUP MD Sky Daniels.



**KANSAS ON THE ROQ** — KROQ/Pasadena played host to Kirshner recording artists Kansas for a recent interview session. Pictured (l-r) are station's Rick Carroll and Dan Carlisle, group's Robby Steinhardt and Richard Williams, EPA's Lori Holder, station's Darrell Wayne and Chuck Randall.

### Update

WTUE/Dayton sponsored an "Ugliest Bartender" contest, each vote costing 25 cents, which raised \$10,000 for M.S. The winner, by the way, received over 7000 votes (we wanted a photo but the camera kept breaking). The station also sponsored a frisbee championship which raised over \$600 for the Kidney Foundation . . . The fifth annual Boulder Music Weekend on KBCO aired tapes from area musicians, who also competed for a grand prize Martin D-28 guitar valued at over \$1000 . . . KVRE/Santa Rosa held a free concert for a thousand listeners that featured several area favorites . . . WRIF/Detroit's "Spare Change" talk show, originated in the late Sixties, has returned, along with the show's original host Harvey Ovshinsky . . . KATT-FM/Oklahoma City sponsored a battle of the bands which pared down 82 entries to four semi-finalists. The winning group (Bill Burns Group) was awarded an MCA contract for a single . . . WZLD/Columbia sponsored a "Ramblin' Raft Race" down the Congree River that drew 35,000 . . . WLPX/Milwaukee sponsored an eight-mile marathon race that gathered 400 people in a benefit for M.S. that raised over \$2000 . . . DIR has set up a four-hour live concert broadcast for September 23rd from the M.U.S.E. (Musicians United for Safe Energy) rally/concert in New York. Headlining will be Jackson Browne and Graham Nash, with possible drop-ins from the Doobie Bros., Tom Petty and Bruce Springsteen. The show will be anchored by former WBCN/Boston News Director Danny Shechter, who will provide interviews and other pertinent data. The show will be made available both live and later as a "King Biscuit Flower Hour" special . . . KILO/Colorado Springs raised \$2050 for M.S. in a telethon . . . KMOD/Tulsa, which has set up the "Long Live Rock Brigade," called to clarify that the group has been set up strictly as a pro-rock group, not an anti-disco organization. Good idea! . . . KRST/Albuquerque has moved to new studios. Address all future mail to the station at P.O. Box 3280 or 4708 Prospect N.E., Albuquerque, N.M. 87190 . . . Two AOR's called this week to say they are increasing their jazz programming and need service from all labels. Contact WAAL/Binghamton's Bill Davis at (607) 772-8850, and WRHY/York's Jeff Hunt at (717) 266-6606.

### Color

**TOMB MUCH:** KICT/Wichita asked listeners to pick from ninety-five "fantasies" they wished to see come true, on registration forms. The winner, picked at random, won a trip to King Tut's tomb.

**CONCERT-GOING IN STYLE:** A number of AOR stations offer listeners the opportunity to see favorite AOR acts in concert, in style. Among the latest: DC 101/Washington is sending a winning couple to Madison Square Garden in a limo for a Who appearance. KAZY/Denver, in conjunction with the latest Foreigner album, had listeners call to register whenever the station played a cut from the group. From those registered, 25 received the group's catalog and a winner received tickets to the band's Denver appearance and an expenses-paid flight to L.A. as well.

**THE "I'VE NEVER WON ANYTHING IN MY LIFE CONTEST":** KWST/Los Angeles's promotion asked listeners to take guesses at how many others would enter the contest. The number that came closest to the actual number of contest entries (50,538) won a grand prize home stereo system, 106 albums and \$1006 cash. Runners-up received mopeds, stereo cassette decks and station pens.

### Concerts & Conversations

**PRESENTATIONS:** WOUR/Utica presented the Shirts for \$.96 . . . WROQ/Charlotte presented Arrogance for \$1.95 . . . KGON/Portland presented Snail for \$2.

**RADIO CONCERTS:** The Shirts on WOUR/Utica . . . The Records, John Cougar on WNEW-FM/New York . . . Carolyne Mas, Blackjack, John Cougar on WLIR/Long Island . . . Gamma on KDKB/Phoenix . . . Scorpions on KSJO/San Jose.

**CONVERSATIONS:** Garland Jeffreys on WCOZ/Boston . . . Jean-Luc Ponty on KTYD/Santa Barbara . . . Rush, Southside Johnny, Foreigner, Blackfoot, Ted Nugent on WRIF/Detroit . . . Long John Baldry, Eddie Money on CITI-FM/Winnipeg . . . Jimmy Messina on KZOK/Seattle . . . Rainbow on KEJO/Corvallis . . . Frank Zappa, Rory Gallagher, Carolyne Mas, Flo & Eddie on WLIR/Long Island . . . Carolyne Mas on WQBK/Albany . . . AC/DC, Jimmy Messina, Blue Steel on KOME/San Jose . . . Foreigner, Bram Tchaikovsky on KAZY/Denver . . . Night, Kansas on WIOQ/Philadelphia . . . Dave Grisman on KBCO/Boulder . . . Montrose on KLBJ/Austin . . . Blackfoot on WWWW/Detroit . . . J.D. Souther on WBCN/Boston . . . Hotel, Little River Band on WJAX/Jacksonville . . . Bill Bruford, John Stewart, Jerry Riopelle, Maria Muldaur, Jean-Luc Ponty on K104/Phoenix . . . Pousette-Dart Band, James Cotton, Jay Boy Adams on KTCL/Ft. Collins . . . Moon Martin on KRST/Albuquerque . . . Bram Tchaikovsky, Blackfoot on KICT/Wichita.

**COMING NEXT WEEK:** Sports play-by-play on AOR radio? There's at least one station experimenting with such programming, and next week KTXQ/Dallas PD Tim Spencer gives his candid opinions on how this bold experiment is working.

WHAT IS IT THAT EVERYONE  
LIKES ABOUT ROCK 'N ROLL?

IT'S  
**THE BEAT**



Produced by Bruce Botnick  
Direction: Bill Graham Management  
on Columbia Records

PLAY IT LOUD!











### SOUTH FM100

**Oklahoma City  
405-831-8881**

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WQDR Raleigh 919-832-8311

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### XL102 Richmond 804-282-9731

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WXLN 97 ROCK Savannah 912-233-9211

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### KMOD Tulsa 918-684-2810

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

## MIDWEST

### WIBC Ann Arbor 313-882-2881

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WEDN Cincinnati 513-871-8500

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

## MIDWEST

### 94.1 'SAI-FM Cincinnati 513-921-0594

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

## MIDWEST

### 94.3 Elgin 312-741-7700

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

## MIDWEST

### LAV-FM 97 Grand Rapids 616-458-5481

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### Appleton 414-734-9226

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### MOB Cleveland 216-391-1260

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### KGGO Des Moines 515-285-8181

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### KDO Evansville 812-422-5995

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WTO Indianapolis 317-257-7565

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### Chicago 312-440-5270

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### Q-FM 96 Columbus 614-224-1271

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WRIF 101 Detroit 313-444-1010

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WWCK 105 FM Flint 313-744-1570

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### KY/102 Kansas City 816-753-4587

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### Chicago 312-828-9191

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### DAYC Dayton 513-228-4247

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### WJLA Detroit 313-259-4323

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### FM104 WKE Ft. Wayne 219-464-0580

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

### 101-FM Lansing 517-393-1320

Albums Added  
**LED ZEPPELIN (Swan Song)**  
"When the Levee Breaks" (Atlantic)  
"In Through the Out Door" (Atlantic)  
"The New York Times" (Atlantic)  
"Moby Dick" (Atlantic)  
"The Firm" (Atlantic)  
"The Heart of the Matter" (Atlantic)  
"The Lead" (Atlantic)  
"The Next Step" (Atlantic)  
"The One" (Atlantic)  
"The Other" (Atlantic)

## MOST ADDED FOREIGNER

**Head Games (Atlantic) 37/35**  
**MOLLY HATCHET  
Flirtin' With Disaster (Epic) 31/24**  
**KARLA BONOFF  
Restless Nights (Columbia) 8/8**  
**HOUNDS  
Puttin' On The Dog (Col) 6/6**  
**JULES & THE POLAR BEARS  
Fenatiks (Columbia) 7/5**  
**PAT BENATAR  
In The Heat... (Chrysalis) 6/5**  
**FRANK ZAPPA  
Joe's Garage (Zappa) 5/5**

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

## MEDIUM RECORDS

**The Records (Virgin) 24/18**  
**ALAN PARSONS PROJECT  
Eve (Arista) 27/15**  
**TALKING HEADS  
Fear Of Music (Sire) 21/14**  
**GEORGE THOROGOOD &...  
Better Than... (MCA) 17/14**  
**IAN GOMM  
Gomm With... (Stiff/Epic) 21/13**  
**RAINBOW  
Down To Earth (Polydor) 18/13**  
**SOUTHSIDE JOHNNY  
The Jukes (Mercury) 14/13**

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

## THE HOTTEST

**LED ZEPPELIN  
In Through... (Swan Song) 40/38**  
**CARS  
Candy-O (Elektra) 35/33**  
**KNACK  
Get The Knack (Capitol) 32/32**  
**REO SPEEDWAGON  
Nine Lives (Epic) 35/28**  
**ROBERT PALMER  
Secrets (Island) 33/28**

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

Cheap  
Trick  
Dream  
Police

Watch For Their New Hit Single  
"Dream Police"  
On Your Desk Monday

on *Epic* Records

MIDWEST

WIBA-FM Madison 808-274-6450

Albums Added: ALES & P. BEARS (Columbia), NICK LOBE (Columbia), RACHEL SHEET (Stiff/Epic), JIMMY BUFFETT (MCA), JERRY BUTT (MCA), CAROL THE KAS (Mercury), "Sittin' on..."

Madison 808-837-8992

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

WLPX 97 fm Milwaukee 414-342-1111

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

KO92 Minneapolis 612-848-6601

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

KPHL Muscatine 319-293-2612

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

WLPX 97 fm Milwaukee 414-342-1111

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Omaha 712-322-4041

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Peoria 309-674-2000

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Rockford 815-877-3075

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Rockford 815-399-2233

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Saginaw 517-892-0528

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Sioux Falls 605-339-1820

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Terre Haute 812-238-2557

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Toledo 419-248-3377

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Wichita 316-722-8123

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

WJEC

Albuquerque 505-286-7946

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Anaheim 714-776-3698

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Anchorage 907-349-2531

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Aspen 303-925-5776

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Bakersfield 805-393-1500

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Boulder 303-444-5800

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Corvallis 503-754-8633

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Denver 303-936-2313

Albums Added: "The Love" (S&W Records), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA), "Chateau" (MCA)

Most Added

FOREIGNER Head Games (Atlantic) 30/25, MOLLY HATCHET Flirtin' With Disaster (Epic) 20/20, PAT BENATAR In The Heat... (Chrysalis) 16/13

Medium

ALAN PARSONS PROJECT Eve (Arista) 28/16, CHARLIE Fight Dirty (Arista) 22/16, TALKING HEADS Fear Of Music (Sire) 22/14

The Hottest

LED ZEPPELIN In Through... (Swan Song) 35/34, CARS Candy-O (Elektra) 32/28, BOB DYLAN Slow Train Coming (Col) 33/26

Most Added

FOREIGNER Head Games (Atlantic) 30/25, MOLLY HATCHET Flirtin' With Disaster (Epic) 20/20, PAT BENATAR In The Heat... (Chrysalis) 16/13

Medium

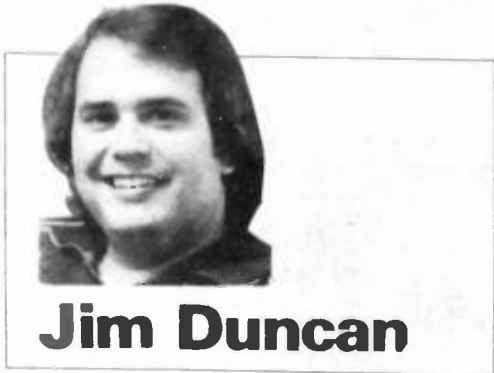
ALAN PARSONS PROJECT Eve (Arista) 28/16, CHARLIE Fight Dirty (Arista) 22/16, TALKING HEADS Fear Of Music (Sire) 22/14

The Hottest

LED ZEPPELIN In Through... (Swan Song) 35/34, CARS Candy-O (Elektra) 32/28, BOB DYLAN Slow Train Coming (Col) 33/26



# Country



**Jim Duncan**

## On The Road Again

Spent the latter part of last week in Nashville to get things set for the CMA's post-awards radio show and work with the 1980 Country Radio Seminar agenda committee. After a smooth flight from Los Angeles to Dallas, my journey continued after an hour stop in the "Big D." (Just enough time to grab a quick beer and be hassled three times by some religious nut who wanted to give (sell?) me a plastic glow-in-the-dark flower to save me from the clutches of evil. "I rather enjoy the clutches of evil, thank you.")

Meanwhile, back at the Dallas to Nashville flight: We started to pick up some pretty heavy turbulence from the tail of Hurricane Frederick. But I wasn't afraid. After all I had one of my boyhood heroes right by my side: Mickey Mantle. I couldn't believe it. Old number 7 sitting right next to me. It seems that



Mantle, who still does PR for the Yankees and lives in Dallas, was on his way to Nashville for a party to celebrate the signing of the Nashville Sounds AA baseball club to the Yankees' farm system. Even though our conversation helped to pass the time through the storm, I kind of wished I had given that guy at the airport a buck for one of his stupid flowers.

In Nashville, it rained harder than I had ever seen in that town. The streets were flooded and traffic was backed up like a typical day in L.A. traffic. Got to the CMA offices almost an hour late, but had a great meeting with many of the principals for the CMA's first radio network broadcast at the post-awards party on October 8. Happy to report everything seems to be running smoothly on that project. One of the major additions to the program we made was to add former CMA "Disc Jockey of the Year" and longtime morning man of WIRE/Indianapolis, Bill Robinson, to the air staff as a roving reporter. Bill Anderson and Ralph Emery will cohost the show.

## News Notes



"Big Jon" Anthony

Jon Anthony is off to the Windy City to take over the PD reins at WJEZ-FM/Chicago. Anthony is one of the bright new programming talents, and he sounds like a wise choice for the Plough-owned FM facility. Jon was offered the job on Tuesday by WJJD-WJEZ VP/GM George Dubinetz and Plough's National PD Craig Scott. In the past two years, Anthony has programmed the highly successful WLWI-FM/Montgomery, taking it from nowhere to number two in the market, just behind a Top 40 station. Anthony told R&R, "After two great years with WLWI, it is a difficult decision to leave. I feel this will be a great challenge and move for my career. There is a superb programming job open now here at WLWI" . . . Chuck Larsen, from WFLB/Fayetteville, NC, is the new GM of WHYL-FM/Carlisle, PA . . . Barry Burkes, former PD of KHAK/Cedar Rapids, IA, has joined KFYO/Lubbock as PD. He told R&R, "We are among four Country stations in this market (including KLLL-AM-FM and KEND), and we have a lot of work ahead to be a factor. I feel we have the best Country AM signal in the market and we will use that to our advantage. KFYO has new owners and soon will be moving to new studios. Right now I am in need of a morning air personality. Calls to me at (806) 765-5567" . . . Greg Slaight has been appointed Operations Manager of

CFGM/Ontario. Gord Ambrose will take on the MD job for the station . . . Dave Michaels exits WCOS-FM/Columbia, SC as MD. PD Ken Martin will handle the music and do the morning drive show. The station needs someone now for afternoons. (803) 256-7348 . . . WKXA/Brunswick (near Portland), ME needs an Operations Director-air talent. Tapes and resumes to GM Bob Papper, Box 900 Brunswick, 04011. (207) 725-5507 . . . WSAI/Cincinnati needs an evening air person. Debbie Conner moves from that shift to afternoon drive, with Dale Turner now doing middays . . . WGTO/Cypress Gardens, FL PD Terry Slane takes over the music, as MD Dave Campbell moves in to promotions and production . . . WKCQ/Saginaw, MI needs afternoon drive help. Phone PD Tom Samoray, (517) 752-8161. Tapes to Box 1776, Saginaw, 48605 . . . Mark Thomas resumes the MD job at WNRS/Ann Arbor, as Randy Carr exits . . . Bart McLendon called last week with details of an interesting weekend program being produced in Dallas called the "Hickory Creek Reunion." The program is similar to the successful Top 40 show called "Fantasy Park." It is a fictitious 49-hour concert hosted by Kenny Rogers with the help of Larry Gatlin, the Oak Ridge Boys, Buck Owens, Charley Pride, Conway Twitty, and many others. Sounds like an interesting programming-sales vehicle. For a demo contact Dave Gerity at (214) 357-1750 . . . Out of space for this week . . . We'll do some catch-up next week on a few items I've been meaning to get to you . . . Have a good time until then . . .

## Country Radio Seminar Plans For 1980

Bright (maybe a little hazy for me being on L.A. time) and early last Friday (14) WSUN/St. Petersburg GM Don Boyles brought to order the beginning of two days of meetings to design the 11th Country Radio Seminar. Nashville's Hyatt Hotel will again be the site next March 14 and 15 for this annual event. This year's theme looks toward a new decade of decisions for Country Radio. The theme will be "Country Radio Seminar: Answers for the 80's."

It is impossible to give you a complete outline of topics and speakers, since most will not be confirmed for a few weeks. Let me just say that more money than ever before will be spent on getting some of the very best speakers and educators to participate. The seminar is geared for any people in radio, on all levels, who want to better themselves as managers, programmers, salespersons, music directors, or air personalities. People and time management will be highlighted, as well as music directions and research, new programming techniques, news and public affairs, promotion-marketing, and much more.

Stay tuned for more specific details as they are available in the coming months.

Radio stations are again asked to take part in the CRS by spotlighting themselves by submitting examples of their promotional tools. This would include copies of television spots, billboards, bumper stickers, T-shirts, vans, mobile remote trailers, etc. Following are the names and locations of those assigned to gathering material for the seminar. I would suggest you clip out the list and save the information for any interesting material you come up with in the next month or so. Many stations do their biggest and best selling jobs during the fall sweep. But do not hesitate to send in anything of interest from this year.

Video Spots & Slides (if Billboards)	Air Check Tapes	Bumperstickers, T-Shirts, & Other Promotional Material
Chris Collier KLLB/KYTE 2040 South West 1st. Portland, OR 97201 (503) 222-1841	Peter Porter KBOX 900 McCree Dallas, TX 75238 (214) 348-3800	Frank Mull Multi-Hits Promotions 50 Music Square West Nashville, TN 37203 (615) 329-4487

Pictured below is the 1980 CRS agenda committee during a break in the action.



It was a pleasure on Friday night to get together with many friends from the Nashville record community. They all hosted a dinner party at Mario's restaurant for the visiting agenda committee.

I am also happy to report the weather was beautiful by Saturday, and my return flight to Los Angeles was smooth sailing all the way. Hated to leave the clean air of Tennessee for the heat, smog, and smoky fires we have been having here. Sunday afternoon I was back on the air for KLAC's "Country Day At The L.A. County Fair," doing the MC duties for the Donna Fargo show at the fair's grandstand. (I've got to figure out some kind of hobby to occupy all of my free time!)

# Country



**CHARACTER STUDY** — Pictured in the photo on the left is the KFH/Wichita mascot, the "Kansas Country Giant," with RCA recording artist Helen Cornelius. Looking on, (l-r) are KFH's John Lewis, John "Mad Dog" Taylor, Jason Drake, RCA recording artist Jim Ed Brown, and KFH's Frank Stanton. Jim Ed and Helen were in the area for the Cowley County Fair . . . The photo on the right is still being

questioned by the R&R picture editors. It was submitted by WAXX/Eau Claire, WI air personality Tim Wilson, who claims he is pictured here with RCA's Dave & Sugar prior to a recent concert appearance. (Hey, come on, Tim, everyone can see those are the Oak Ridge Boys.)



**CHICAGO COUNTRY** — At the ChicagoFest '79, Ovation recording artists Royce & Jeannie Kendall headlined two of the ten nights. While in the Windy City, the Kendalls visited WJJD's studios and are shown here with Ovation's Greg Dodd and WJJD's PD Bill Hart.

**SIXTH SUMMER SIZZLER** — KSO/Des Moines reports more than 12,000 persons attended their sixth annual Summer Music Festival. The afternoon and evening of free country music led up to a fireworks display. MC chores were handled by KSO's Jarrett Day, Mike McCoy and Tom & Jerry. Pictured here are performers John Anderson, Reba McEntire along with Tom Grant and Ray Pillow.



**PEN PALS** — MCA recording artist Rex Allen puts his autograph on his recording of "So Long Duke," a tribute to the late John Wayne. More than 200 of the special copies were given to KLAC/Los Angeles listeners who contributed to the John Wayne Memorial Cancer Fund. Seen here standing (l-r) are KLAC's Music Director Cathy Hahn, PD Don Langford, Metromedia Senior VP Bill Ward, and KLAC's VP/GM Stu Levy. Seated next to Rex Allen is the legendary Dottie Vance, MCA's Regional West Coast Country Music Promotion Director.



**RADIO & ROGERS** — Recently Kenny Rogers and Dottie West appeared before a sell-out crowd in Saginaw, MI. Prior to the concert, pictured are (l-r) UA's Howard Lusnick, Kenny Rogers, WKCQ Program Director Tom Samoray, and WKCQ personality Scott Grigg.



**QUICK SHOTS** — Left to right: The Oak Ridge Boys' Richard Sturban being interviewed by WDAF/Kansas City MD and air personality Moon Mullins . . . WHN/New York morning man Del De Montreux, who took part with other WHN personalities in hosting a week-long promotion at Gimbel's main store in Manhattan . . . WLAS/



Jacksonville, NC GM Sidney Popkin with a birthday cake to celebrate the 25th anniversary of the station . . . WDGY/Minneapolis evening airman Paul Johnson, all greased up for the WDGY "Back To The Fifties" night the station recently aired.





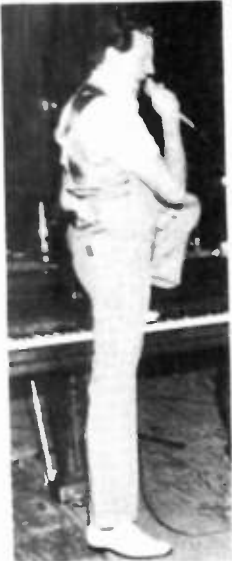
# Country



**Biff Collie**

## Inside Nashville

**HEADLINES:** Nashville's music industry hurts for Gene Kennedy in his sorrow as a result of the bizarre and totally inexplicable tragedy that struck his family last week, leaving his wife Linda dead and his 12-year-old stepson Michael Watts the alleged killer. That's when a person needs a friend... Lynn Anderson was hospitalized in Lake Charles for observation following recent blackouts... Tom T. Hall, Bobby Bare, Billie Jo Shaver and Tennessee Pulleybone band this Wednesday (26th) headline a benefit concert at Exit/In here to raise money for the Second Harvest Food Bank, an emergency food box program for Davidson County's indigent families... Jane Pauley of NBC's "Today" show spent four days in Music City taping "at home" interviews with Mel Tillis, Tom T. Hall, Loretta Lynn, and Ronnie Milsap, which will be programmed during convention week, October 8-12... Tom Brokaw, Jane's "Today" partner, will be here this weekend for the Music City Pro-Celebrity Golf Tournament... Dickey Lee sang the National Anthem at the Ole Miss-Memphis State football game. Dickey is an MSU alumni... The Spinners were opening night grandstand attraction at the Tennessee State Fair... Promoter Bob Sparrow sued Johnny Cash for \$510,000 for cancelling a date at Mt. Pleasant, IA on August 30th "due to a serious injury to his leg"; "Then despite the claimed leg injury Cash appeared at Du Quoin, IL the following day."



Sparrow said... Jerry Lee Lewis (pictured) is back in the news, this time as the loser in the \$125,000 lawsuit brought by former Lewis band member Norman "Butch" Owens. The plaintiff sued for injuries sustained in a 1976 shooting incident at Lewis's Collierville, Tennessee home. He was struck in the chest by bullet fragments after Lewis fired a .357-calibre magnum revolver at a soft drink bottle three feet from him. After he was struck and stumbled into the living room, Owens testified in court, Mrs. Lewis complained he was bleeding on her white carpet.

**REALLY?** Cedarwood Publishing's Bill Denny received a Silver Disc Award for the sale of 200,000 copies of "Teddy Bear" in Germany by Jonny Hill. Denny just recently announced that "Teddy Bear" will be the subject of a full-length movie... The Nashville premiere of "Coal Miner's Daughter" will be a black-tie, invitation-only affair next March 4th, followed in three days with the opening in 500 theatres nationwide... They threw a surprise party for Mae Boren Axton's birthday last Friday at the new private Backstage Club. Mae wouldn't say "how old"... Ronnie & Joyce Milsap spent the opening night in room 620-21 at the new Radisson Plaza Hotel. (Suite

620-21 is the Ronnie Milsap room!)... Dyan Cannon is the latest odds-on favorite to play the female lead opposite Willie Nelson in his first starring movie "Sad Songs & Slow Waltzes"... Marilyn McCoo & Billy Davis starred in the main show at the Tennessee State Fair... Jeanne Pruett is writing "Play Satin Sheets One More Time"... New San Francisco Giants manager Dave Bristol must be baseball's champion Major League fan... Conway Twitty, Cal Smith, Jerry Reed, the Oaks, Richard Sterban and others joined baseball's Minor League Executive of the Year Larry Schmittou in acquiring their third baseball franchise, this in Salem, VA. In addition to their Southern League Champion Nashville Sounds, who drew a record-breaking 516,000 fans this year, they own the Class A Greensboro Hornets, who drew 170,000 their first year in the organization... Happy birthday to 76-year-old Roy Acuff. He's a dandy!... Didja know Don Warden, Dolly Parton's road manager played steel guitar for Porter Wagoner for 25 years?... The Country Music Association hosted a press party last week to announce a new reorganizational plan. Jo Walker remains Executive Director. Ed Benson joins the CMA as Associate Executive Director. Directing the programming and special projects department is Helen Farmer. Toby Cannon will oversee the membership and services department, with Marsha Gepner heading the public information.



**WAYLON JENNINGS** (pictured) went home to West Texas to headline a Buddy Holly tribute which drew 6000 fans and a half-dozen entrants to make memories and raise money for a statue of the kid who's as hot today as he was when that plane went down near Clark Lake, Iowa February 3, 1959. KLLL's Larry Corbin has commissioned Utah artist Grant Speed to do an 8-foot, 6-inch sculpture which will stand in conjunction with a "Walk of Fame" honoring other West Texas entertainers who've made it in showbusiness. The concert was a sellout, despite competition with season-opening high school football games, and a Texas Tech student street dance and pep rally for the Texas Tech-Southern California football game. 800 members of the Buddy Holly Memorial Society from 39 states were present... Waylon's "Greatest Hits" RCA album just went over the million sales mark, making it one of the year's platinum albums... Over on Epic, Charlie Daniel's album, "Million Mile Reflections," featuring Charlie's first chart-topping single "The Devil Went Down To Georgia," has also

reached the platinum sales mark. (See related Country sales story this section of R&R.)

**FOOTNOTES:** Johnny Cash's new gospel album, "A Believer" will be released at convention time on Cachet Records, the label Ernest Tubbs' "The Legend & The Legacy" album is on. This is a special deal on gospel product and does not affect Cash's deal with Columbia... Boots Randolph's annual Amateur-Celebrity Golf Tournament was held in his hometown of Cadiz, KY last weekend... "Marty Robbins' Spotlight" TV series is out of production but reruns will continue... Are the Wilburn Bros. mulling an offer to do a new weekly syndicated TV show?... Bill Monroe & Earl Scruggs were reunited after 31 years at Monroe's Bean Blossom Festival when they played together for the first time since Earl and his partner Lester Flatt left the Bluegrass Boys to form the Foggy Mountain Boys... Bally, the largest pinball machine manufacturer, has just unveiled a new "Dolly Parton" pinball machine ("TLT!")... Terry Bradshaw comes back to sing again! (Don't ever say "Never")... Pee Wee King robbed of \$10,000 worth of uniforms and instruments in Wooster, MA... They named the City Auditorium in Sparta, TN the Lester Flatt Civic Center... Did you notice that Kenny Rogers's "Gambler" LP has been on the charts for 40 weeks, and 30 of those it was around the top 10?... Stevie Wonder sang "Behind Closed Doors" on the Grand Ol' Opry with Skeeter Davis!... There's a half-million dollar discrepancy, according to a Nashville court, in the recorded income of Johnny Paycheck over a two-year period... Freddy Fender is shown here in the studio during the recent cutting of Coca-Cola national radio commercials... Mary Lou Turner will exit the Bill Anderson show after the first of the year. She has been with him for about seven years... Jim Weatherly has signed a management agreement with Jim Wagner's Encino-based American Management... Merle Haggard, Dave Dudley, and David Rogers taped a television special to air in December for ABC. Some of the segments were shot at the Oklahoma State Prison.



**CLOSER:** I read in the paper that Billy Bob Bowman was hurt while taking a milk bath. (The cow slipped and fell on his head!)

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Country

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Hottest

DON WILLIAMS (MCA) T.G. SHEPPARD (WB/Curb) OAK RIDGE BOYS (MCA) MOE & JOE (Columbia) BARBARA MANDRELL (MCA)

REGIONAL ADDS & HOTS

WEST

BRZY Albuquerque, N.M. Gene Watson Merle Haggard (Both) Buck Owens Mel Tillis HOTTEST Kenny Rogers Charley Pride Johnny Conlee Joe Stampley K&A Arroyo Grande, Ca. Gene Watson Wayne Jennings Lady Arnold Charlie Daniels Band HOTTEST Charley Pride Moe & Joe Barbara Mandrell Crystal Gayle (Col) Kenny Rogers K&Z Bakersfield, Ca. R.C. Bannon Jim Irlbeut Marty Robbins Moe & Joe Gene Watson Jacky Ward Tom Hall Stephanie Minslow HOTTEST T.G. Sheppard Willie "The Kid" Harris Dolly Parton "Sweet" Razy Bailey Buck Owens K&VOC Casper, Wyo. Cliff Cochran Crystal Gayle Reba McEntire Anne Murray Mel Tillis Jacky Ward Gene Watson HOTTEST Tommy Overstreet David Houston Willie Jo Spears K&SS Colorado Springs, Co. Jacky Ward Reba McEntire Jim Chestnut Stephanie Minslow R.C. Bannon Red Steagall HOTTEST Gene Watson Brown S. Cornelius Rosanne Cash Larry Gatlin Dolly Parton "Sweet" K&AR Denver, Co. Anne Murray Gene Watson Merle Haggard David Houston Buck Owens Charly McClain (UA) Hot Tills Elvis Presley Oak Ridge Boys Larry Gatlin K&J Phoenix, Ar. Anne Murray Mel Tillis Johnny Duncan Tom T. Hall David Houston Larry Gatlin Hot Tills Gene Watson Conway Twitty Heavy" K&MS Seattle, Wa. Johnny Duncan Lucy J. Dalton David Houston Hot Tills Brown & Cornelius T.G. Sheppard K&FN Provo, Ut. Stephanie Minslow Mel Tillis Anne Murray Jacky Ward Johnny Duncan Arthur Prysock K&ID Pueblo, Co. Joe Sun Joe Stampley Buck Owens Glen Campbell Anne Murray Mel Tillis HOTTEST Charley Pride Larry Gatlin Bellamy Brothers T.G. Sheppard K&R Reno, Nv. Emory Harris Tom T. Hall Joe Sun Louie Mandrell Nick Noble Joe Stampley Cliff Cochran HOTTEST T.G. Sheppard Ronnie Milsap Crystal Gayle (Col) Razy Bailey Oak Ridge Boys Elvis K&R Green River, Wyo. Anne Murray Larry Gatlin Jacky Ward David A. Cox HOTTEST Charlie Daniels Band Ronnie Milsap Razy Bailey Oak Ridge Boys

MIDWEST

W&R Akron, Oh. Anne Murray Tommy Overstreet Mel Tillis HOTTEST Don Williams Moe & Joe W&R Erie, Pa. Anne Murray R.C. Bannon Rayburn Anthony & Kitty Wells HOTTEST Stephanie Minslow Moe & Joe Mel Tillis W&R Oak Ridge Boys W&R Ann Arbor, Mi. Moe & Joe W&R Detroit, Mi. Anne Murray Johnny Duncan Charlie Daniels Band "Mississippi" Louisa Mandrell Jacky Ward Tom Grant David Houston HOTTEST Margo Smith Conway Twitty Crystal Gayle (Both) Barbara Mandrell K&AR Cedar Rapids, Ia. Johnny Duncan Ernie Kowall Reba McEntire Jacky Ward Emory Harris HOTTEST Crystal Gayle (Col) T.G. Sheppard Oak Ridge Boys Larry Gatlin Ronnie Milsap W&R Chicago, Il. Anne Murray Merle Haggard Kendall Williams Mel Tillis Rosanne Cash W&AR Chicago, Il. Merle Haggard Johnny Duncan Charly McClain "Sweet" Eddy Arnold Brown & Cornelius Moe & Joe W&AT Cincinnati, Oh. Jacky Ward Emory Harris Rosanne Cash Anne Murray HOTTEST Larry Gatlin Barbara Mandrell Oak Ridge Boys Eddy Arnold Dolly Parton "Sweet" W&K Cleveland, Oh. Maylon Jennings Anne Murray Tom T. Hall Gene Watson Charley Pride Don Williams Ronnie Milsap John Conlee W&R Dayton, Oh. Charly McClain Rosanne Cash Mel Tillis Anne Murray Stephanie Minslow HOTTEST Charley Pride Don Williams Ronnie Milsap John Conlee Brown & Cornelius David Houston O.B. McLinton Ann J. Norton Bill Meneilly Dorsey Burnette Mel Tillis HOTTEST Barbara Mandrell Crystal Gayle (Col) Hank Thompson Joe Sun W&R Kansas City, Mo. Ronnie Milsap Crystal Gayle Rosanne Cash Gene Watson HOTTEST Larry Gatlin Charly McClain Oak Ridge Boys Barbara Mandrell W&R Lansing, Mi. Mel Tillis Maylon Jennings Ann J. Norton Anne Murray Big Al Downing Leon Everett Charly McClain HOTTEST Charlie Daniels Band Larry Gatlin Don Williams T.G. Sheppard W&R Saginaw, Mi. Joe Sun Glen Campbell Merle Haggard HOTTEST Barbara Mandrell Don Williams Denny Dale

EAST

W&R New York, N.Y. Dolly Parton "Sweet" Billie Jo Spears Kenny Rogers Willie Nelson HOTTEST Willie & Leon Charley Pride Jennifer Barnes Don Williams Barbara Mandrell HOTTEST W&R Nashville, TN Tom T. Hall Charlie Daniels Band Ernie Kowall Michelle Linneman Judy Argo Mel Street Stephanie Minslow HOTTEST Mickey Gilley T.G. Sheppard Oak Ridge Boys Buck Owens C&LW&M Windsor, Ontario. Maylon Jennings Johnny Duncan Charly McClain Cliff Cochran Moe & Joe Juice Newton Reba McEntire Red Steagall W&RCA Brunswick, N.J. Kenny Rogers Rosanne Cash Crystal Gayle Rosanne Cash HOTTEST Don Williams John Conlee T.G. Sheppard W&R Dover, N.H. Mel Tillis Charley Daniels Band "Mississippi" Anne Murray HOTTEST Crystal Gayle (Col) Kenny Rogers Dolly Parton "Sweet" Moe & Joe Jennifer Barnes W&R Memphis, TN Charly McClain Mando Earwood Joe Sun Kenny Rogers Dolly Parton "Sweet" HOTTEST Moe & Joe O.B. McLinton Brown & Cornelius W&AR Miami, Fl. T.G. Sheppard Randy Cornor Don Williams Barbara Mandrell W&AR Nashville, TN Anne Murray Jacky Ward HOTTEST Charly McClain Ronnie Milsap Gene Watson Tom T. Hall Dolly Parton "Great" Buck Owens Don Gibson O.B. McLinton Jacky Ward Ronnie McDowell HOTTEST Charly McClain Charley Pride W&M Nashville, TN Kenny Rogers Maylon Jennings Mel Tillis Anne Murray Jerry Fuller R.C. Bannon Faron Young David Willis Johnny Duncan Mel Tillis HOTTEST Barbara Mandrell Ronnie Milsap T.G. Sheppard W&KX Savannah, Ga. Gene Watson Tom T. Hall Dale McBride Anne Murray Jerry Fuller Cliff Cochran Nick Noble K&VOC Tulsa, Ok. Emory Harris Maylon Jennings Reba McEntire Jacky Ward Red Steagall W&VOC Tulsa, Ok. Emory Harris Maylon Jennings Reba McEntire Jacky Ward Red Steagall Jerry Fuller David Willis Arthur Prysock Hot Tiller Judy Argo Johnny Duncan David Alan Cox Rodney Leg Jimmy C. Newman Mel Tillis

SOUTH

K&P Amarillo, Tx. Whitnie Lineman Joe Sun Tom T. Hall Ernie Kowall David Alan Cox Jacky Ward Mel Tillis HOTTEST Joe Stampley Crystal Gayle (Col) Glen Campbell K&S Columbia, S.C. Emory Harris Mel Tillis Anne Murray Jacky Ward HOTTEST Ronnie Milsap Rev. Allen Jr. Dolly Parton (Both) W&G Cypress Gardens, Fl. Emory Harris Kenny Rogers Maylon Jennings Joe Sun Gene Watson Cliff Cochran Tom T. Hall Red Steagall K&Y Dallas, Tx. Anne Murray Charly McClain Ronnie Milsap Rev. Allen Jr. Johnny Duncan Emory Harris Maylon Jennings Mel Tillis T.G. Sheppard Gene Watson Tom T. Hall Dale McBride Anne Murray Jerry Fuller R.C. Bannon Faron Young David Willis Johnny Duncan Mel Tillis HOTTEST Barbara Mandrell Ronnie Milsap T.G. Sheppard W&KX Dallas, Tx. Gene Watson Tom T. Hall Dale McBride Anne Murray Jerry Fuller Cliff Cochran Nick Noble K&R Little Rock, Ar. Mel Tillis Reba McEntire Stephanie Minslow HOTTEST Red Steagall Moe & Joe W&R Memphis, TN Crystal Gayle (Col) O.B. McLinton Faron Young Glenn Sutton Razy Bailey W&VOC Pensacola, Fl. Billie Jo Spears Porter Magner Willie Nelson HOTTEST Willie & Leon Crystal Gayle (UA) Moe & Joe W&N St. Petersburg, Fl. Tommy Overstreet Glen Campbell Dolly Parton "Sweet" Tom T. Hall Kenny Rogers

Country Albums
Album cuts receiving airplay and some activity. Listed alphabetically. Album cuts in bold indicate heaviest reported airplay.
BELLAMY BROTHERS - The Two And Only - (WB/Curb) "Wet T-Shirt" "Making Music Mama"
JIMMY BUFFETT - Volcano - (MCA) "Dreamsicle" "Lady I Can't Explain" "Sending The Old Man Home"
JOHN CONLEE - Forever - (MCA) "No Relief In Sight" "Crazy" "Forever" "Baby, You're Something" "The In Crowd"
DAVE & SUGAR - Stay With Me/Golden Tears - (RCA) "Why Did You Have To Be So Good" "I Thought You'd Never Ask"
CRYSTAL GAYLE - We Should Be Together - (UA) "We Should Be Together" "Sneakin' Out The Back Door" "Your Old Cold Shoulder" "Time Will Prove That I'm Right"
CRYSTAL GAYLE - Miss The Mississippi - (Columbia) "A Little Bit Of The Rain" "Miss The Mississippi And You" "The Blue Side" "Room For One More" "It's Like We Never Said Goodbye" "Don't Go My Love" "Dancing The Night Away"
BARBARA MANDRELL - Just For The Record - (MCA) "Selfish" "My Love Can Do No Wrong" "Darlin'" "Years" "Is It Love Yet"
CHARLY McCLAIN - Alone Too Long - (Epic) "Baby I'm A Want You" "Hold Me, Thrill Me, Kiss Me" "Gettin' Over You"
WILLIE NELSON & LEON RUSSELL - One For The Road - (Columbia) "Slow City Sue" "Wild Side Of Life"
DOLLY PARTON - Great Balls Of Fire - (RCA) "It's Not My Affair Anymore" "Help" "Almost In Love"
CHARLEY PRIDE - You're My Jamaica - (RCA) "Let Me Have A Chance To Love You" "Heartbreak Mountain" "What're We Doing Doing This Again" "Missing You"
EDDIE RABBITT - Loveline - (Elektra) "Pour Me Another Tequila" "Loveline" "Gone Too Far" "One & Only One"
JERRY REED - Live! - (RCA) "Guitar Man"
JIM REEVES - Don't Let Me Cross Over - (RCA) "I Fall To Pieces" "Oh How I Miss You Tonight" "After Loving You" "When Two Worlds Collide"
MARTY ROBBINS - All Around Cowboy - (Columbia) "The Dreamer" "Pride & The Badge" "Buenos Dias Argentina"
EARL SCRUGGS REVUE - Today And Forever - (Columbia) "Bye Bye Love" "Blue Moon Of Kentucky" "Give Me A Sign"
T.G. SHEPPARD - 1/2 Lonely - (WB/Curb) "It's Only Love" "I'll Be Coming Back For More"
JOE SUN - Out Of Your Mind - (Ovation) "Out Of Your Mind" "I'd Rather Go On Hurtin'" "Why You Been Gone So Long"

## P/A

POP/ADULT



## Mike Kasabo

## The Steam Room

In view of recent mass firings and layoffs at many major record companies, I'd like to share this letter I received from Jerry Reo, Music Director of WGR/Bufalo. This feeling is shared by others I talked with on the phone:

"In a recent issue I read a letter from Art Ortega, PD of WNCI/Columbus. Basically, he questioned the firing (by Columbia) of Julie Godsey, who had two years remaining before retirement. In our market, they gave Jack Perry his walking papers. Jack, too, was well respected here in Buffalo. He did his job as well as any promotion person here and better than most. Here's the clincher. Jack had been with Columbia for over 17 years. I know I speak for all radio people in Buffalo when I say we'll miss Jack, who visited not once, but twice a week. We wish him the best and hope some company has the good sense to at least talk to him about a promotion job. But isn't it strange that Columbia let two people go who have less than three years to go before retirement?"

## Transition

WHAM/Syracuse Music Director Dave Clark has exited the station to join former Rust Communications Group Operations Manager (WHAM is a Rust station) Tom McMurray in an as yet undisclosed radio venture - also at WHAM, Mike Ivers, afternoon drive personality exits with no future plans announced and is replaced by Randy Cramer, who comes from WPEZ/Pittsburgh . . . And I didn't even mention Mike Harvey's name once . . . Greg Magnison comes to KSTP/Minneapolis from that town's WWTC as newsman and newswriter. Also coming to the news department is Michele Lee from KXCR/Grand Rapids, where she held the position of News Director . . . Don King moves from the sales department to the mike at WCWA/Toledo, as he will do morning and afternoon sportscasts - also, the station has added the syndicated Larry King show to the midnight to 5:30am slot . . . Bill Dodd has resigned his Program Director position of KOGO/San Diego and has become the new PD at WEBC/Duluth . . . Dick Smith has been reappointed Program Director of WORC/Worcester after a three-year absence. After a stint with UA Records, Smith returns to shape up a Pop/Adult format; he needs help to stock a depleted library, so any companies wanting to help can send singles and albums to 8 Portland St., Worcester, Mass., 01608 . . . Dave Donovan has been named General Manager of WSGO/New Orleans, as he replaces John Marshall who recently resigned . . . Jane Ferguson to WJAR/Providence from WSAR/Fall River as news-person . . . Mark Reynolds to WORC/Orangeburg as 7pm-1am air personality from WHNC/Henderson, SC . . . Ron Lowry upped from PD to Operations Director of WHOK/Lancaster, OH, and Greg Eyerman was also promoted, from Music Director to PD . . . New Music Director of KMRJ/Pittsburg, KS is Lonnie Swonger . . .

## Update

IS BLOCK PROGRAMMING COMING BACK?: Well, not yet. But WGAR/Cleveland Program Director Chick Watkins has come up with a new nightly approach that is slightly reminiscent. Each weekday evening during the 8pm-midnight block, the station features a new concept called "Music Magazine" and features something different each night. Monday is "Souvenir Night," and will feature the top hits from any given year. On Tuesday is "Special Feature" night, i.e., a salute to Motown, a Beatles special, a feature on Chicago, etc. Next is request night for Wednesday. Then the big Thursday Revue Night, which is broken down into segments: 8-9pm will feature the top requested songs of the week, 9-10 will feature all brand new releases (record companies will pass out), followed by the top album cuts from 10-11, and the last hour will specialize in music for lovers. Finally, Friday will cap the week with a countdown of the top 35 P/A hits in Cleveland.

Outgoing KEX/Portland Program Director Eric Norberg reports an unusual "add" to their playlist. The record, "Let's Make The Music Together" is not a single and cannot be found on any album. The song, sung by Debby Rady, is in fact a two-and-a-half minute station jingle that, according to Norberg, sounds like a contemporary hit record. He stated, "It's on the playlist in an eight-hour rotation - and the music values are such that it isn't out of place with the rest of our list" . . . Ken Roberts of KCEE/Tucson reports that his new Pop/Adult-formatted station is in need of record service from the usual sources. Send to Ken at P.O. Box 5886, Tucson, Arizona, 85703 . . . KVI/Seattle traffic reporters Cliff Murphy and Jay Johnson received a commendation from the Washington State Patrol for their help in keeping a suspect vehicle under surveillance until the Patrol arrived to apprehend the suspect . . . WMAL/Washington premiered a new call-in/talk show featuring a psychiatrist, Dr. Joseph Novello. Congratulations to Dr. Novello - he's sure as hell in the right town . . . And finally a happy note, as WRIE/Erie's Jim Nieman and his bride Suzanne became parents last week of a new baby girl, Jennifer . . .

## Color

HOW MUCH IS THE ? IN THE WINDOW?: WDBO/Orlando came up with a promotion that I haven't heard in quite some time. In conjunction with a major department store, they are offering listeners a chance for a trip to New York to see new Florida football heroes the Tampa Bay Buccaneers try to stomp the football Giants. Anyway, listeners have to guess how much is the retail value of the merchandise in a specially-stocked window of the department store. The closest guess without going over wins the trip for two. Someone suggested putting a picture of Pete Rozelle in the bay window, but police said they couldn't guarantee safety of the merchandise.

NUMBER 5 COMES ALIVE: KRKK/Rock Springs is rightly proud of the fact that it has been operating, and very successfully so far, for the past five years. So the station is sending out its personalities in the station limo to spot, and anyone with that celebratory number on their license plate gets stopped (and possibly arrested) and given a \$5 bill, an LP, and dinner for two. KRKK is also having listeners send in birthday cards as part of the celebration, and will give prizes for the best, biggest, and smallest cards.

PASS THE PEPPER: KUKI/Ukiah is probably coming off its most successful promotion ever, and proved it doesn't have to be big to gain the audience's attention. In collaboration with Dr. Pepper and Marriott's Great America (a theme park), station air personalities asked listeners to call in and sing the complete Dr. Pepper jingle (I bet the local rep's tape machine overheated) correctly in 30 seconds. Just for calling, six-packs of the soft drink were awarded, plus logoed hats and shirts; the station threw in an album too. Those singing the jingle correctly (Board Chairman Schwartz was disqualified when an alert engineer suspected the call was long distance) qualified for the grand prize of the fun trip for four to the theme park.



WINSTON TASTES GOOD LIKE THE CHILI SHOULD - WFYR/Chicago morning personality Fred Winston samples a chili recipe from one of the many area eateries which competed in the Great Chicago Chili Cook-Off. Winston hosted the fun-packed event and was also one of the celebrity judges. All proceeds benefitted the Les Turner A.L.S. Foundation.

## Radio And Runners

KVI/Seattle recently asked this question: "Can radio help you to improve your running performance?"

A special on-air experiment was broadcast by the Golden West outlet to answer that question. The station aired a 90-minute programming segment devoted exclusively to six listeners who were participating during that time in the Sportswest Women's 10,000 Meter Run at a local park. Chosen from a field of applicants who volunteered to try the experiment, the women were each given a runner's strap-on radio and a KVI "Guts" running shirt. The station's team then met with Program Director Tom Straw to select the music which they felt would motivate them to improve their performance.

The week before the "test" run, morning crazy Hardwick did live on-air interviews with team members to talk about their individual preparation and expectations. And now, the true story can be told! The results were nothing short of amazing - five of the six KVI runners dramatically improved their time one by as much as 12 minutes. So radio is not only a state of mind, but apparently a state of endurance!

NEXT WEEK: An informative look at radio's version of cod liver oil - License Renewal.









