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ISSUE NUMBER 248

THE INDUSTRY'S NEWSPAPER

FRIDAY, SEPTEMBER 8, 1978

KISW Duck The Issue In Beating Incident

A radio station mascot made news again this week, following R&R's chronicling of the life and times of the KGB Chicken. The Chicken was once beaten and arrested at a San Diego concert, and now a similar fate has overtaken the KISW/Seattle Duck.

According to Program Director Beau Phillips, the incident transpired something like this: A woman



was walking down the aisle at a show at Seattle's Paramount Theater, and the Duck (Danny O'Brien in his unfeathered identity) began an exaggerated imitation of her walk. His version of the duckwalk apparently offended his subject, as she walked up and slapped him one in the beak. The Duck apologized to her, and to a security guard nearby, who turned out to be the girl's boyfriend. The lady was not impressed with the Duck's apology, and slapped him hard four times, whereupon the Duck, instead of coming back with a clever wise-quack, made the tactical mistake of kicking her in the tailfeathers.

Duking It Out With The Duck

Immediately two other guards (not the boyfriend) reportedly tackled the Duck, removed his mask, and began, according to Phillips, "mashing his face into the cement" and "kicking him in the groin." The Duck's bodyguard made an attempt to halt this mal-lardjusted behavior, but was threatened with a beating himself. At least 100 people reportedly witnessed the beating.

The guards finally put the Duck in a police car and had him booked for "obstruction of justice," instead of the seemingly more logical assault charge (for kicking the young lady). KISW does not plan to duck the issue; Phillips told R&R: "We're not looking to hassle the Paramount or the concert company, just to zoom in on the two cops who are responsible. If these are the kind of people being used for crowd control, they have proven they're not good at dealing with groups of people." Phillips considers the obstruction of justice charge a ridiculous canard (French for "duck," incidentally), pointing out: "How can a man who is dressed in a big padded duck outfit lying on the ground being kicked in the groin obstruct justice with these two big bruisers on top of him? They claim the Duck hit them, but the Duck has two huge padded

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\$3 MILLION SUIT PROVOKES ANGRY REACTION

XTRA Sues San Diego Stations For Restraint Of Trade

The XTRA-FM vs. San Diego broadcasters situation, already touchy, flared anew this week as Noble Multimedia Corp. a California-based corporation which owns U.S. sales rights to the Mexican-licensed station, filed a \$3 million suit against 16 San Diego radio stations (and two TV outlets) for restraint of trade. XTRA intends to boost its power to 100,000 watts on September 15 and beam a rock format into San Diego; local broadcasters consider such a move a violation of a 1972 U.S.-Mexico treaty and a threat to their livelihood.

San Diego radio officials were unwilling to comment on the record owing to possible legal complications, but one local broadcasting figure told R&R, "What the suit is really saying is that several broadcasters have conspired to restrain XTRA's ability to market their radio station." He added that there was more to the situation than San Diego stations merely "bitching"

about new competition.

Another San Diego broadcaster provided this explanation of the XTRA move: "I suppose if I were in XTRA's position I could justify it in this way: If I sue those guys (San Diego broadcasters), they'll go to their lawyers, who will instruct them not to say word one about it to anyone. Don't comment, don't go out and sell against them, be quiet. Then you can go on your merry way if you're XTRA and sell the shit out of the station. Then a year down the road when you're established and everyone has backed off from you, you can drop the suit quietly before it even comes to court. It's a strategy. To my knowledge, there's been no organized thing against those guys."

XTRA General Manager John Lynch, although likewise restrained by legal advice to limit his comments, did state that the lawsuit was serious in intent. "It's not a ploy when you're talking antitrust

suits," he told R&R, adding that the company would not go to the expense of mounting the suit for mere purposes of strategy.

Treaty Interpretations

Much of the XTRA furor hinges on interpretations of the Mexican-American broadcasting treaty. One San Diego radio man put it this way: "The treaty says that American stations will broadcast in their national interest and that Mexican stations will broadcast in their national interest. Now the spirit of the treaty is obvious — that we'll broadcast in English to serve our public and they'll broadcast in Spanish to serve theirs. Now they've said, 'It's in the best interests of our nation for us to broadcast in English and take American dollars into Mexico.'" It will obviously be a crucial point in the XTRA affair whether "national interest" is defined as broadcasting directly to a nation's people in their own language or as bringing in revenue to the nation of license. There has been some talk among San Diego broadcasters of petitioning the FCC on the matter, but FCC officials report that no petitions have yet been submitted.

Rules And Regulations

XTRA's Lynch assured R&R, as he has emphasized in the past, that XTRA-FM will follow all FCC and NAB regulations, as well as observing Mexican communications authority rules. San Diegans are obviously not completely reassured, as this anonymous comment indicates: "What we have

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Broadcasters Ask Fairness Doctrine Moratorium

Several broadcast groups including the Radio/TV News Directors Association, Combined Communications, Corp., and Gaylord Broadcasting asked the FCC this week for a "two year moratorium" on the section of the Fairness Doctrine requiring broadcasters to air conflicting viewpoints on important public issues. They are also requesting a repeal of the Commission's personal attack and political editorializing rules.

The Fairness Doctrine is viewed as one of the most controversial theories ever put into practice. For example, Sen. William Proxmire (D-Wisc.), author of legislation creating the Fairness Doctrine, has introduced a bill which would repeal Section 315 of the Communications Act, thus relieving broadcasters of their obligations in this area. Hearings on the bill were conducted by the Senate Communications Subcommittee as recently as June 7, 1978.

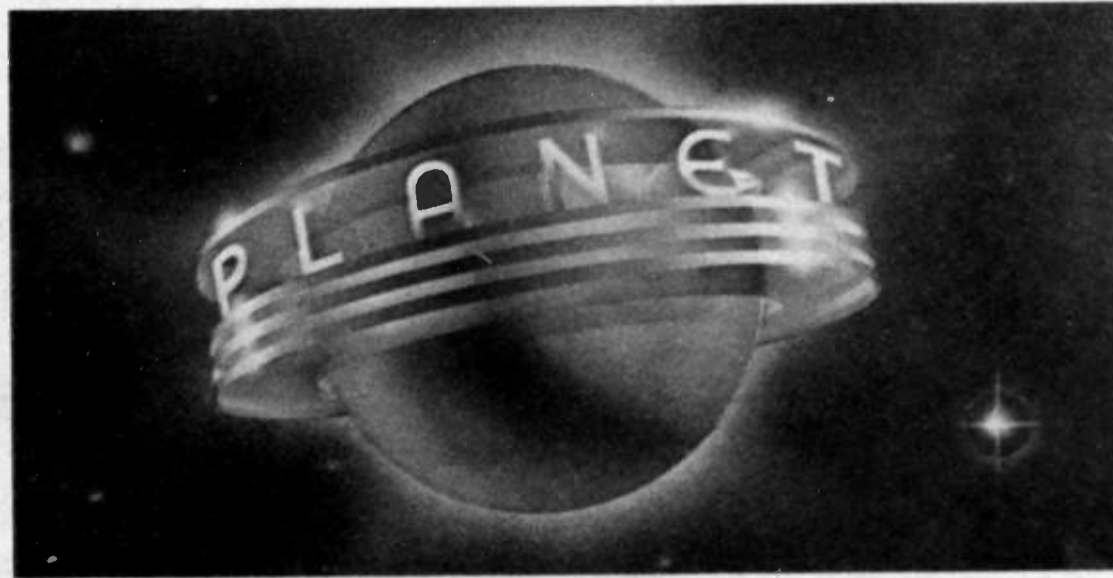
Many broadcasters have long concluded that the Fairness Doctrine inhibits their service to the public because: 1) it prohibits a multiplicity and diversity of broadcast information sources, 2) it has the effect of reducing editorializing, and 3) it tends to restrict production of controversial programs because of risks of personal attack.

The National Association of

Broadcasters also filed comments this week referring to the Fairness Doctrine as "an instrument of governmental interference with the dissemination, of news and issue-oriented programming. Applied to non-broadcast media," say Erwin Krasnow, NAB Senior VP & General Counsel and Jim Popham, NAB Assistant General Counsel, "it would be patently unconstitutional. Applied to the broadcast media, it is justified only because broadcasters are accorded

the 'most limited' protection under the First Amendment."

The proposals of the NAB, RTNDA and others seeking to place limitations upon the Fairness Doctrine are countered by the Committee for Open Media, which wants stricter enforcement of the policy. Moreover, under the proposed rewrite of the Communications Act, radio stations would no longer be subject to either the Fairness Doctrine or Section 315 obligations.



PERRY'S PLANET IN E/A ORBIT—Producer Richard Perry's new label, Planet Records, becomes Elektra/Asylum's first custom label, according to E/A. The new company, whose first release will be a Perry-produced album by the Pointer Sisters, has appointed David Urso as Vice President. The striking Planet logo is pictured above; for the full Planet story, as candidly related by Richard Perry, see Page 13.

The Beast is Released



"BEAST OF BURDEN"



The Stones' new Single

From the LP "SOME GIRLS"
39108

Another Production of the Glimmer Twins on Rolling Stones Records
Rock is Alive at 75

Distributed by Atco





A CLONE AGAIN (UNNATURALLY)

Deceased Rock Stars Revived By Plastic Surgery

The bandages are off, and the five musical performers who consented to plastic surgery to become "clones" of four famous, deceased rock stars (R&R 8-25) made their public debut at an Atlanta concert Friday (9-1). The resurrected surgically-corrected would-be stars, as pictured above, are (l-r) Mona Moore (as Janis Joplin), Erin Ryan (as a female Elvis Presley), Marc Hazebrouck (Jim Croce), Jesse Bolt (a male Elvis) and Duke O'Connell (Jim Morrison). Inspiration for the ambitious plastic surgery project came from "clone prince" Danny O'Day, a promoter/manager who gained some notice when his client Dennis Wise, another Elvis Presley imitator, had plastic surgery earlier this year to take on a close physical resemblance to the late singer. Wise left O'Day's management stable, but the entrepreneur, unde-

terred, launched plans to find a new stable of willing impressionists. Eventually, he hopes to have a large troupe of impersonators, but he's starting with the above quintet, dubbed "Rock & Roll Heaven" by some observers. The cost for O'Day's trip into the plastic fantastic was about \$1 million, he says, so a concert tour for the quintet is planned. If the Atlanta reaction to their debut is any indication, however, O'Day may have to book a lot of shows to recoup his investment. Estimates of the crowd size varied — O'Day called it a "small but mighty" crowd, while a photographer guessed that it appeared mighty like about 40-50 people had showed up — and O'Day may be forced to stand on the sidelines selling novelty products (a perfume called "clone cologne" might show good sales

potential) to make ends meet. Not to mention added surgical costs for Ms. Moore, whose Joplin-lookalike transformation was only half-completed by showtime, giving rise to a few remarks about "half-baked productions." The tepid reaction to the first Rock & Roll Heaven concert may deter other aspirants in the cloning field, but it's likely that more will go the plastic surgery route — as they're saying, if you want to be a star, suture self.

Parris National PD For UBC

Bill Parris has been named National Program Director of the United Broadcasting Co. stations. He will assume the direction of all on-air programming and promotion at 12 UBC outlets nationwide. Parris was most recently Operations Manager of UBC's WSID-WLPL-

FM/Baltimore (the AM is Black-formatted, the FM is Top 40), and was a consultant for UBC Black stations WOOK-FM/Washington, D.C. and WJMO/Cleveland. UBC also owns KSOL/San Francisco, WINX/Rockville, MD, (near Washington D.C.), KALI/Los Angeles, WLYT/Cleveland, and WBNX/New York.

Broadcasters Back Bill Overruling Police Searches Of Newsrooms

Donald Zeifang, Vice-President of the National Association of Broadcasters, and Bill Monroe, moderator of NBC-TV's "Meet The Press", asked Congress to pass legislation overruling a recent decision by the U.S. Supreme Court which would permit police searches of newsrooms to obtain evidence in criminal investigations. Speaking before a Senate Judiciary Subcommittee, the duo claimed that the Court's decision "is going to have a subversive effect on the vigor of investigative, reform-minded journalism" and will discourage people who want to tip off the media to crime and corruption.

The legislation in question is a bill sponsored by Senator Birch

Bayh (D-Ind.) that would require authorities to obtain subpoenas in order to obtain material held by individuals not suspected of criminal activity.

Bayh explained his motives, calling it a "frightening" situation in which police, "armed with a simple warrant, could rifle through the records and files of doctors, lawyers, psychiatrists or any other professional who has personal information relating to the private lives of their patients or clients."

Confidential Sources Undermined

Zeifang and Monroe both expressed fears that the recent deci-

sion might discourage people from talking, thereby undermining journalistic confidentiality. Zeifang said, "Once the populace learns that the police may gain easy access to newsrooms and conduct widespread searches, confidential sources of information will dry up."

Paul Perito, Washington counsel for the National District Attorneys Association, speaking in favor of the controversial ruling, opposed the measure, arguing that the Bayh bill would inhibit attorneys' efforts in prosecuting criminal activity, especially sophisticated economic crime. Perito also urged that legislators adopt a wait-and-see approach regarding the decision before acting to change it.

"Before I started listening to KERN radio..."

—I thought 'Progressive Rock' was a geophysical phenomenon characteristic to the sedimentary deposits of pacific coastal shelves—

[Small, illegible text from a newspaper advertisement, likely the "Nurd To Neat" ad mentioned in the caption below.]



KERN FIGHTS NURDISM IN NEWSPAPER AD — KERN/Bakersfield took out its first full-page newspaper ad to boost its image, taking an unusual approach. The ad (pictured above) chronicles the development of a socially-maladjusted student from "Nurd To Neat," thanks to "heavy doses of KERN Radio." While the ad's hero was accustomed to thinking of "Top 40 as the upper five rows of elements in the periodic table" and Boz Scaggs as a "staph infection," he gets an instant coolness refresher course from KERN and becomes "well-built, sun-tanned, and socially competent." The ad concludes with a general invitation to become "neat," advising, "Next time you feel like taking in a lecture on the nervous disorders of lower vertebrates, or maybe just get the urge to read a chapter of your calculus textbook, why not switch on KERN Radio instead? It could change your life." While the ad is not calculated to please calculus professors or lower vertebrate lecturers, it is a clever print image-builder for the station.



A QUARTER-MILLION GOOD NEIGHBORS FOR PORTLAND STATIONS — KGW and KINK-FM/Portland, along with their TV counterpart KGW-TV, staged the third annual Neighborfair, a one-day event featuring displays by over 300 community, ethnic and nonprofit organizations, as well as music from six stages, boat tours, free balloon rides, and an evening concert featuring a wide variety of musical talent. Even with a rainout on the first date scheduled, the event (held the following week) drew about 250,000 people, 80,000 of whom attended the evening show. A cross-section of the massive crowd is pictured above.

WASHINGTON REPORT

Update

Rewrite Update

The latest happenings with the proposed Communication Act rewrite include:

1) Field hearings continue with five down, two to go:

Dates & Times:

September 15, 9:30 AM

City Hall, City Council Chambers

801 Plum Street

Cincinnati, Ohio 45202

Contact:

Cong. Henry Waxman (202) 225-4465

Cong. Tom Luken (202) 225-2216

September 23, 9:30 AM

407 Cannon House Office Bldg.

U.S. Court of Appeals

600 Camp Street

New Orleans, La. 70130

Contact:

Cong. Henson Moore (202) 225-3901

2) Daytime Broadcasters Association Chairman Ray Livesay of WLBH-AM-FM/Mattoon, IL formulates new radio fee system which is reportedly being given serious consideration by the bill's sponsor, San Diego Congressman Lionel Van Deerlin.

3) Broadcasting magazine this week advances speculation that Van Deerlin is "trying to drive wedge between radio and TV halves of (NAB) association."

4) The House Communications Subcommittee will hold hearings beginning next Monday on Title 4 of H.R. 13,15 - the broadcast section of the Communications Act of 1978.

5) Walter May, President of WPKE-WDHR/Pikeville, KY will appear as a witness on Monday. His remarks will closely parallel those stated in a letter mailed to all NAB radio members urging caution on the rewrite. May is NAB's Radio Board Chairman.

Quotations From Chairman May

Both the NAB and the NRBA agree that deregulation portions of the bill are right-on and both single out their misgivings about fees as their biggest objective. The NRBA, however, is on record as supporting H.R. 13015, whereas May feels that radio broadcasters should play wait and see. "I've heard a few radio friends of mine" says May, "say that they think we ought to support this bill and throw the weight of the industry behind it. I understand that reaction, and it's tempting to join in. But I won't now, because from my experience working with the Kentucky delegation in the Congress, I can tell you that this bill has got a long road to travel to final enactment. . . . First drafts are not known to have long lives and that's all we've seen. . . . In this instance, the Chairman of the Subcommittee is in effect saying to us: 'Look what we've done for you, now what are you doing for me?' He wants and needs the industry support when we have the answers to our questions, but. . . let's stay flexible until we see which way the tide is running and then make our decisions."



Walter May

The Law Of Political Broadcasting

The FCC has mailed to all stations a fifty-page reprint from the Federal Register entitled "The Law of Political Broadcasting and Cablecasting." Prepared by Bill Ray, former Chief of the Broadcast Bureau's Complaints and Compliance Division, the publication will arrive in time for stations to utilize its contents prior to the November elections. It is the first pamphlet from the FCC which deals with all laws, rules, and policies about political broadcasting. The primer, for example, answers questions such as: "When Are Candidates 'Opposing Candidates'?", "Who Is A 'Legally Qualified Candidate'?", and "How Much Time Must A Station Provide?" It's free and in the mail to your station now.

New York's FM Radiation

Concern over excessive radiation levels from broadcasters' transmitters in New York City is being raised by the city's Department of Health, which is proposing to establish a standard covering all frequencies from 10 MHz to infinity. Several groups are pressuring the Health Department to prevent public harm. New York broadcasters feel that there is no conclusive evidence of harm. This week the National Association of Broadcasters filed comments stating that "the proposed standards would have a general negative impact upon broadcasters and their audience." The NAB also is calling the public's response "a sensationalized approach to a highly complicated technical phenomenon."

FTC This Week

Coincidental to the FCC's requiring a former staffer/turned communications attorney, Rod Porter, to make clear his previous relationship to a client, the Federal Trade Commission is proposing to place a flat one-year ban on certain key employees who leave the Commission and end up representing clients before the FTC.

FCC's Fall '78 Playlist

On the one hand, because of the pressure of other matters, such as the proposed energy legislation, and because of extensive campaigning, there is no chance that Congress will enact either of the two most important pieces of legislation affecting the radio industry - the proposed rewrite of the Communications Act and the proposed creation of performers' royalties which broadcasters would pay to record performers and manufacturers.

On the other hand, much is expected to happen at the FCC before year's end. Of those items which have been placed in rotation for the fall, here's a summary of what is expected to receive heaviest play.

Programming

(1) Format Changes

At Issue: Can The Federal Government Tell Broadcasters How To Format Their Stations?

(Status: In the Courts): It all dates back to 1974 when WEFM/Chicago was prohibited by the FCC from changing its format from classical music. The courts had ruled in favor of the Citizens Committee to Save WEFM, calling their format "endangered." A year later the FCC began questioning this practice, concluding in July 1976 that "the marketplace is the best way to allocate entertainment formats in radio." The FCC has subsequently reaffirmed its position, stating that its role in this area is "injurious to the public interest." On one hand, citizen groups continue to appeal the FCC stance. On the other hand, groups like the NAB and NRBA are strongly pushing for less government intervention. It is thought that ultimately the Supreme Court will be asked to decide this issue.

(2) AM Stereo/FM Quad

At issue: Should the FCC permit AM stereo and FM quadrasonic broadcasting?

(Status: 95% chance of being approved by next week in time for Commission to announce it at NRBA Convention.): "Of course and as soon as possible," say most broadcasters. Several systems have been tested by the National AM Stereophonic Radio Committee and the National Quadrasonic Radio Committee. However, AM Stereo is expected to get the Commission's attention first. The feeling is that rather than approving any one system, that the FCC will first ask the public for comments. Many broadcasters report they will im-

mediately convert to AM Stereo when given green light by Commission. Others contend that it is still not high-fidelity and that AM will continue to be subject to nighttime noise. Although most manufacturers already have prototype receivers in-house, all are waiting until official action comes before making the plunge, which is bound to affect public reaction. Price for new units should only raise slightly - estimates say \$10 to \$50.

(3) PSAs

At issue: What should be the future of Public Service Announcements and the impact of regulation on station operations?

(Status: The Policy and Rules Division of the Broadcast Bureau is undertaking an Inquiry): The FCC is asking whether it should make PSA's mandatory and also specify (or give credit for) the time of day when they are broadcast. Citizens' groups continue to seek more FCC intervention including asking the Commission to require that a set percentage (i.e., 25%) of all PSA's be local in origin, that no more than 20% of them be for any one organization and that radio stations make their facilities available for producing PSAs.

(4) Public Affairs Programming

At Issue: Should the FCC alter its processing standard of 8% (AM) and 6% (FM) for nonentertainment programming?

(Status: The Commission, vis-a-vis its examinations of WQAL-FM/Cleveland, is looking into radio broadcasters' treatment of public affairs programming.): NAB, for example, filed a petition on the station's behalf raising a First Amendment question and calling the action a "new area of programming control and censorship." Unrelated to WQAL, the Broadcast Bureau is studying the extent to which broadcasters might be airing public affairs programming during "graveyard" times.

(5) Telephone Conversations

At issue: Should radio broadcasters be allowed to tape phone conversations prior to a person's knowledge of the taping and then be allowed to air the recording once clearance has been given?

(Status: The Commission has issued a Notice of Proposed Rule-making): The FCC proposes the elimination of the present beep tone

if permission has been obtained to record the conversation. Broadcasters have been successful in alerting the public over the air that they might be recorded or put on the air when calling the station, thus eliminating the specific need to get consent when calls come in. The current policy primarily affects radio station promotions but also serves to restrict some forms of news interviewing and investigative reporting.

(6) "Junk" Telephone Calls

At Issue: Should the public be protected from unsolicited phone calls?

(Status: The Commission has issued a Notice of Inquiry): Broadcasters are asking the Commission to distinguish between "junk" and "non-junk" unsolicited calls, stating that a rule banning all unsolicited calls would impair radio station's abilities to serve the public. Specifically, such a rule would interfere with both station and research firm methods for polling the public.

Technical

(7) License Requirements

At Issue: Is there a better way of holding stations responsible for technical standards than the present three-tier system of licenses?

(Status: The Commission is examining comments which are on file): Broadcasters are extremely critical of FCC's methods of testing applicants seeking radio operator licenses. Furthermore, critics contend, there should be more distinction between routine functions and maintenance functions in some form of dual third class license.

(8) Automatic

Transmission Systems

At Issue: Should the Commission extend ATS to Directional AM's?

(Status: FCC is expected to approve this action): ATS has been lauded by NAB as "the most significant revision of broadcast transmitter operating requirements since the first use of remote control 25 years ago." With ATS all routine operating functions can be handled without an engineer. Because of problems associated with AM directional stations, the FCC did not initially include them in its 1976 rulemaking.

Advertising

(9) Institutional Ads

At issue: Should the FCC reverse
(Continued on page 22)

Washington Street Talk

NRBA adds FCC Commissioner Jim Quello as luncheon speaker (Tuesday, Sept. 19). Other speakers include Rep. Lionel Van Deerlin (D. Cal.) as keynoter and California Governor Jerry Brown. The NRBA Convention will be held Sept. 17-20 at the Embarcadero hotel in San Francisco.

Latest FCC rumor is that Commission may rewrite the job description for Public Information Officer vacated by Sam Sharkey and that likely candidate is Belle B. O'Brien, who is currently Chief of the Consumer Assistance Office. She has little actual news experience, but is dubbed a "fast learner."

Flood On The Tracks.



Leo
Sayer

"Raining in My Heart"

His new single.

Produced by
Richard Perry



Mediascope

Ninth Loyola College Radio Conference Set

The ninth annual Loyola National Radio Conference is scheduled for November 3-5 in Chicago. The Conference is in all probability the biggest national meeting for college radio, and will feature sessions on management, programming, public affairs, technicalities and technology, and record company hospitality suites. In addition, this year the Conference has scheduled a symposium covering new FCC regulations which will eliminate 10-watt stations in the noncommercial portion of the radio band, moving the power minimum up to 100 watts and raising problems of mutual interference among college stations. Registration is \$12.50 until October 13, (\$17.50 afterward); further information is available from Registration Coordinator Kathy Nedza, Loyola National Radio Conference, 820 N. Michigan Ave., Chicago, IL 60611, (312) 670-3129.

CBS Sells Football Ad Rights To Five Sponsors

CBS Radio, which bought the broadcast rights to 36 NFL football contests, has sold participating sponsorships to five national advertisers. The sponsors are Cluett-Peabody & Co. (makers of Arrow shirts), Goodyear Tire & Rubber, Anheuser-Busch, Buick and Qantel (computer manufacturers).

FTC Halts Grey Ad Campaign For Poly-Grip

The FTC, citing false claims for false teeth products, has ordered Grey Advertising Inc. to halt ads for Poly-Grip and Super Poly-Grip dental adhesives. Grey has agreed to comply, and now must pull back ads which made performance claims without a reasonable basis of fact, and claimed that Poly-Grip users could, among other feats, eat corn-on-the-cob without embarrassment or discomfort.

WCI Bank To Merge With New Jersey's National State Bank

An agreement in principle has been reached for the merger of Garden State National Bank of New Jersey (63% owned by Warner Communications) and National State Bank. Under the terms of the merger, WCI would receive about \$36.3 million in cash, plus additional preferred stock. Other Garden State shareholders, would be compensated in another fashion.

Top 100 Advertisers Boost Expenditures 14% In 1977

The nation's top 100 advertisers spent 14% more on advertising in 1977 compared to the previous year, according to Advertising Age's annual survey. Total expenditures for the 100 ad topers reached \$8.8 billion, a record. However, the 14% jump was markedly less than 1976's all-time increase, 20%. 82 of the top 100 increased their ad budgets last year, compared to 96 in 1976.

Procter & Gamble led the top ten, as usual, registering a \$460 million ad total, up slightly over 1976's \$445 million. Following were 2) General Motors 3) General Foods 4) Sears & Roebuck (national advertising only; with local ads, Sears is easily the number one advertiser) 5) newcomer K-Mart (not in the top 10 last survey) 6) Bristol-Myers 7) Warner-Lambert 8) Ford 9) Phillip Morris and 10) American Home Products. Among radio or record industry related corporations, RCA Corp. finished 19th (\$124 million), CBS was 32nd (\$96.3 million), and ABC was 93rd (\$26.8 million). The U.S. Government ranked 24th, spending \$116.2 million.

Advertising Lawyer Sees More "Harassment" From FTC In Future

In a pessimistic and strongly-stated speech, advertising industry lawyer Felix H. Kent told the marketing management workshop at Advertising Age's Ad Week conference that government regulation and "harassment" of advertisers would increase in the near future. "Every indicator points to greater and greater regulation and harassment by the government," Kent stated, adding that there is not "any reason for optimism" in the matter. He itemized a long list of products which the Federal Trade Commission is set to look into shortly, and blamed the "consumerist movement" for the trend toward increased regulation. Kent maintained that the consumer protection division of the FTC is "staffed up and down with consumerists who have a disturbing attitude of distrust and antagonism toward the business community and cynicism toward advertising and marketing." He also predicted that the FTC would be looking into emotionally-slanted ads, with an eye towards stopping "advertisers from motivating consumers."

Kent also delivered a few tips for advertisers to avoid FTC confrontations, including quitting the use of unsupported product claims; avoiding false impressions; taking care with warranties and guarantees; and making accurate comparisons in comparative ad campaigns.

TV News

ABC Receives "Cease & Desist" Order On Elvis Special

A Daily Variety report indicates that ABC has been notified to "cease and desist" preparing its proposed three-hour biography of Elvis Presley, being planned by Dick Clark Productions. Lawyers cited "wrongful appropriation and infringement of rights" held by Elvis's estate, and Colonel Tom Parker, Elvis's manager, apparently objects to any actor portraying him "while I'm still alive." Work on the special, however, continues, with casting plans being made.

Fine Tuning Department

Naturally, as soon as this column listed some of the new shows scheduled for the fall season, changes came down. NBC has now dropped "The Runaways," a supposedly hard-hitting drama series, from its Tuesday 8-9 slot (with possible reinstating due in November); and has eliminated its Saturday Night at the Movies (9-11) after 15 years. Unspecified "special programming" will fill the 9-10 period on Saturdays, followed by "Sword of Justice." "Grandpa Goes To Washington" replaces "The Runaways," while its Wednesday 9-10 slot will be filled with "Wednesday Night At The Movies." Another NBC Wednesday series, "Lifeline" (formerly set for 10-11), moves to Sunday 10-11, replacing "Eddie Capra Mysteries," which moves to Friday 10-11, replacing "Sword Of Justice." There will be a quiz following this column.

MUSIC ON TV: General Electric's "All Star Anniversary," a salute to American entertainment of the past century, airs on ABC September 29, with appearances by Charley Pride, Cheryl Ladd, Sha-Na-Na, and Donny & Marie Osmond . . . Crystal Gayle appears on Walt Disney's 25th Anniversary Special, NBC, September 13 . . . Teddy Pendergrass repeats an earlier appearance on September 8 "Midnight Special" . . . Burton Cummings's Canadian Broadcasting Co. special "Burton Cummings West" will air September 25, with David Clayton-Thomas as guest . . . And ABC's "Superstars On Stage at the Ohio State Fair" upcoming stars Eddie Rabbit, Dolly Parton, Kenny Rogers, Johnny & June Carter Cash, Debby and Pat Boone, the Osmonds, Charley Pride, Dottie West and Tavares.

Another Victory For ABC In Nielsens

ABC took another summer victory in the Nielsen rating week ending August 27, although it was fairly close. ABC won with a 15.3 average rating, compared to CBS's 14.8 and NBC's 14.0. ABC's "Three's Company" led by a convincing margin, followed by 2) "Quincy" (NBC) 3) "Laverne & Shirley" (ABC) 4) "Carter Country" (ABC) 5) "MASH" (CBS) 6) "Alice" (CBS) 7) "Rockford Files" (NBC) 8) "One Day At A Time" (CBS) 9) "Starsky & Hutch" (ABC) and 10) "All In The Family" (CBS) in another week marked by strong showings from familiar reliables on all three networks.

Radio & Records

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WATCH OUT FOR BULLETS!

"BADLANDS"



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WKBW deb 27
KDWB 25-23
WZZP deb 27
KTLK add
99X 28-27
F105 add
PRO-FM 28-21
JB105 on
WOLF on
WPHD 24-20
WTIX deb 39
BJ105 add
WIFE deb 30
WVIC on
Y94 on
K104 add
WLOF add
WTMA on
WEAQ on
KSLY 26-21**

Bruce Springsteen

**WINDS UP THE TRIUMPHANT 60 CITY TOUR WITH THIS
BULLETING HIT SINGLE FROM "DARKNESS ON THE EDGE OF TOWN"**

On Columbia Records



WHAT'S NEW

Bass Promoted At Chrysalis

Billy Bass has been promoted to the position of Vice President of Promotion and Creative Services at Chrysalis Records. Bass, who had



Billy Bass

been Vice President of Promotion, will now take on additional responsibilities involving advertising, cover art, and other graphic matters. He will report to Senior Vice President Sal Licata.

Basie, Pablo Records Sue Distributor For \$5 Million

Count Basie and Pablo Records have filed a \$5 million lawsuit against Festival Records Distributing Co., claiming the company had no right to distribute an album of Basie's and had used his name illegally. The suit, which claims that Festival's distribution of the album will impair the value of future Basie releases on Pablo, also asks Festival to halt its distribution of the LP and provide an accounting of royalties due.

Marijuana Use Becoming Prevalent In All Industries

Use of marijuana in all walks of industry is apparently becoming more prevalent, as the Wall Street Journal recently devoted a lengthy front-page story to the subject. Incidents of pot smoking by people ranging from bank vice presidents to assembly line workers were related in detail, along with a figure of 33.5 million 18-plus Americans who've reputedly used marijuana. The revelations that marijuana is smoked frequently (often on the job) might not come as a stunning surprise to the entertainment industries, and the Journal piece does point out that the practice is "most common among executives in the so-called creative industries." But both the practice of pot-smoking and management tolerance of it seem to be growing nationwide.

Orleans Joins ABC As VP: New Title For Davis

Arnie Orleans has been appointed Vice President of Sales and Merchandising for ABC Records in a "realignment of executive responsibilities." Gary Davis has been retitled Vice President of Promotion and Artist Development; he had also supervised sales in addition to his present responsibilities. ABC President Steve Diener commented, "Over the past year ABC Records has taken a needed posture of consolidation...The change to a more aggressive organizational structure has come more quickly than planned because of the progress the label has shown. Gary Davis has been instrumental in accomplishing this progress. Now, the combined talents of Davis and Or-



Mel Phillips

Phillips Rejoins CBS In International Post

Mel Phillips, longtime radio and record industry figure, has rejoined the CBS organization as Associate Director of Promotion for CBS Records International. Phillips, most recently General Manager of the C.E. Hooper rating service, served as Associate Director of National Promotion for Epic from 1974-76. In his radio career, Phillips was Program Manager of WNBC/New York, and earlier programmed WRKO/Boston and KQV/Pittsburgh.

BMI Student Scholarships Set

Broadcast Music Inc. will award \$15,000 in its 27th annual Student Composers competition. Over 230 students have received grants to aid their educational financing during the course of the program. Prizes are open to student composers under 26 years of age in accredited schools. Deadline is December 31.



Arnie Orleans

leans will enable us to move forward more quickly in their respective areas of responsibility.

Orleans comes to ABC from 20th Century-Fox Records, where he had been Senior Vice President of Marketing. He was previously National Sales Director at A&M.

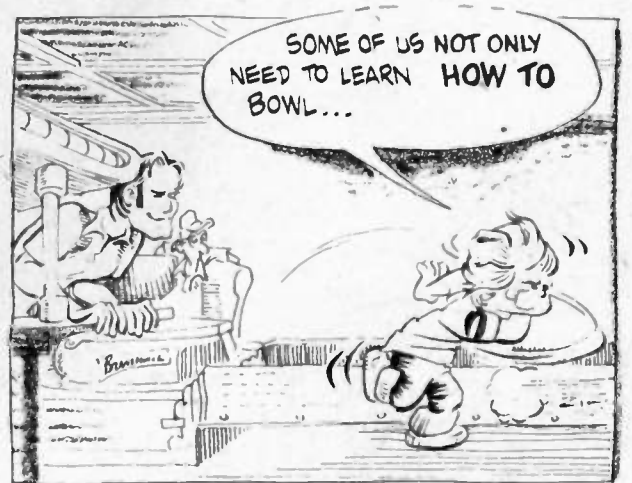


Shape Of Discs To Come?

Not content with colored vinyl, picture discs, and all manner of promotional devices to call attention to their records, labels are now changing the formerly sacred circular configuration of vinyl artifacts. Arista and EMI America last week issued square-shaped singles for the Kinks and Zwol, respectively. Both records' grooves are still circular, but the discs have four square corners (which incidentally makes them much easier to handle). The Arista disc is called "The Kinks Misfit Record," tying in with their LP "Misfits"; it contains four tracks from the album and is pressed on black vinyl with a circular picture sleeve, reversing normal practice. EMI America's Zwol record contains a long and short version of the artist's single, "New York City," and is pressed on white vinyl, with a conventional square picture sleeve. Both records are promotional limited editions, and are already shaping up to be valuable collectors' items. The industry can probably expect triangular, oblong, and trapezoidal records in the near future, and one wonders what's left—three dimensional discs, perhaps?

ERR WAVES

BY BOBBY OCEAN



Don't Blame It On Sunshine,
Moonlight, Or Good Times.

"BLAME IT ON THE BOOGIE"

The Jacksons are back with the hottest record of their career.

It's 3:23 of funky, foot tapping, ear catching, and
audience grabbing hit music, as only the Jacksons can sing it.

Don't be fooled...nobody can boogie like

THE JACKSONS



Management:

Weisner Demann Entertainment Inc.
9200 Sunset Blvd., PH 15
Los Angeles, CA 90069

Joe Jackson
6255 Sunset, No. 1023
Hollywood, CA 90028

Produced by The Jacksons
Executive Producers
Bobby Colomby, Mike Atkinson
on Epic Records



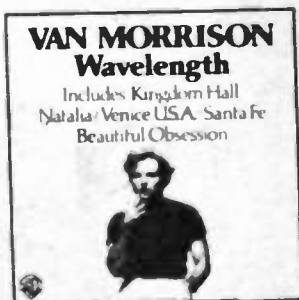
America Is Tuning In to Van Morrison's Wavelength.

**VAN MORRISON
Wavelength**

His new single.

- | | | |
|--------|------|-------|
| WRKO | WPHD | KCBN |
| F105 | WYSL | WYND |
| PRO-FM | KNOW | CK101 |
| JB105 | KSLY | WISM |
| | KQEO | |

His new album.



Produced by Van Morrison
for Caledonia Productions
On Warner Bros. Records.



Rick Brady has resigned as Program Director of KTLK/Denver. George Wilson is now in to consult the station and has hired Greg Allyn to be the new PD. Rick is a hard working pro and he's ready to get back to work immediately.

Jim Taylor has left his national position with Mercury Records and will join Ron Alexenburg's new label doing Midwest Regional Promotion. Alexenburg is assembling quite an impressively large staff around the country . . . now, if the label just had a name!

Charlie Van Dyke's first wedding gift upon returning home to KLIF/Dallas from his honeymoon was a move from mornings to afternoons. Street Talk contacted Charlie at home to see if this new move means anything and he said, "It certainly does! I get to sleep in for the first time in over 10 years."

Doug Silver is the latest jock to exit WXYZ/Detroit. Doug is relocating at KSTP/Minneapolis, doing 9am-12noon. WXYZ insiders are saying the station will eventually be a carbon copy of KABC/Los Angeles, which is talk/sports and information, but no music.

From our "looking for a heart of gold department" . . . Neil Young will embark on a U.S. tour this Fall and Dolly Parton will be on the bill with him. They will open at Pine Knob in Detroit September 18th. That's a strange pair . . . we mean Dolly & Neil (c'mon).

True Don Bleu's final day at KDWB/Minneapolis was Tuesday (9/5), and he even got some TV coverage out of it. Channel 9 dropped by to film his final show for the 11pm news. Don now heads west to do mornings at KHJ/Los Angeles where he will not change names after all. It will be True Don Bleu in Hollywood.

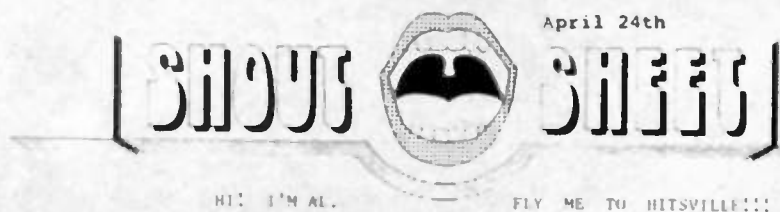
Shaun Cassidy has sued Universal Studios over the merchandising rights to his name and likeness. His \$6 million suit says that Universal's claim to his merchandising rights are damaging his ability to license himself elsewhere. The suit also claims that Cassidy has only a verbal contract with Universal to do "The Hardy Boys" TV show and should be free to leave the series when he wants.

KFRC/San Francisco's Dr. Don Rose will join Z93/Atlanta's morning team Ross & Wilson this morning (9/8) on the air at "The Z." Dr. Don, who is in Atlanta for the RMR convention, will turn the usual two-man show into a three (or possibly more) man affair. Z93 has made arrangements with the Royal Coach Hotel (the convention host) to have the show piped (their word) into all the rooms. We also heard a rumor that the Air Force had agreed to fly all of Don's "drop-in carts" into Georgia in a special C-5A.

Tony King has resigned his post as Executive Vice President of Rocket Records, reportedly for "personal reasons."

Street Talk's Fun Desk recently received a strange press release from KYA/San Francisco outlining some changes coming down at the station. The release said the station would be "getting down to basics without unnecessary frills." The new sound was described as (and we quote), "more music and Les Garland." So much for tranquility by the Bay!

Linda Ronstadt's new "Living In The U.S.A." album has shipped double platinum (2 million units), making it the biggest release in the history of Elektra/Asylum Records.



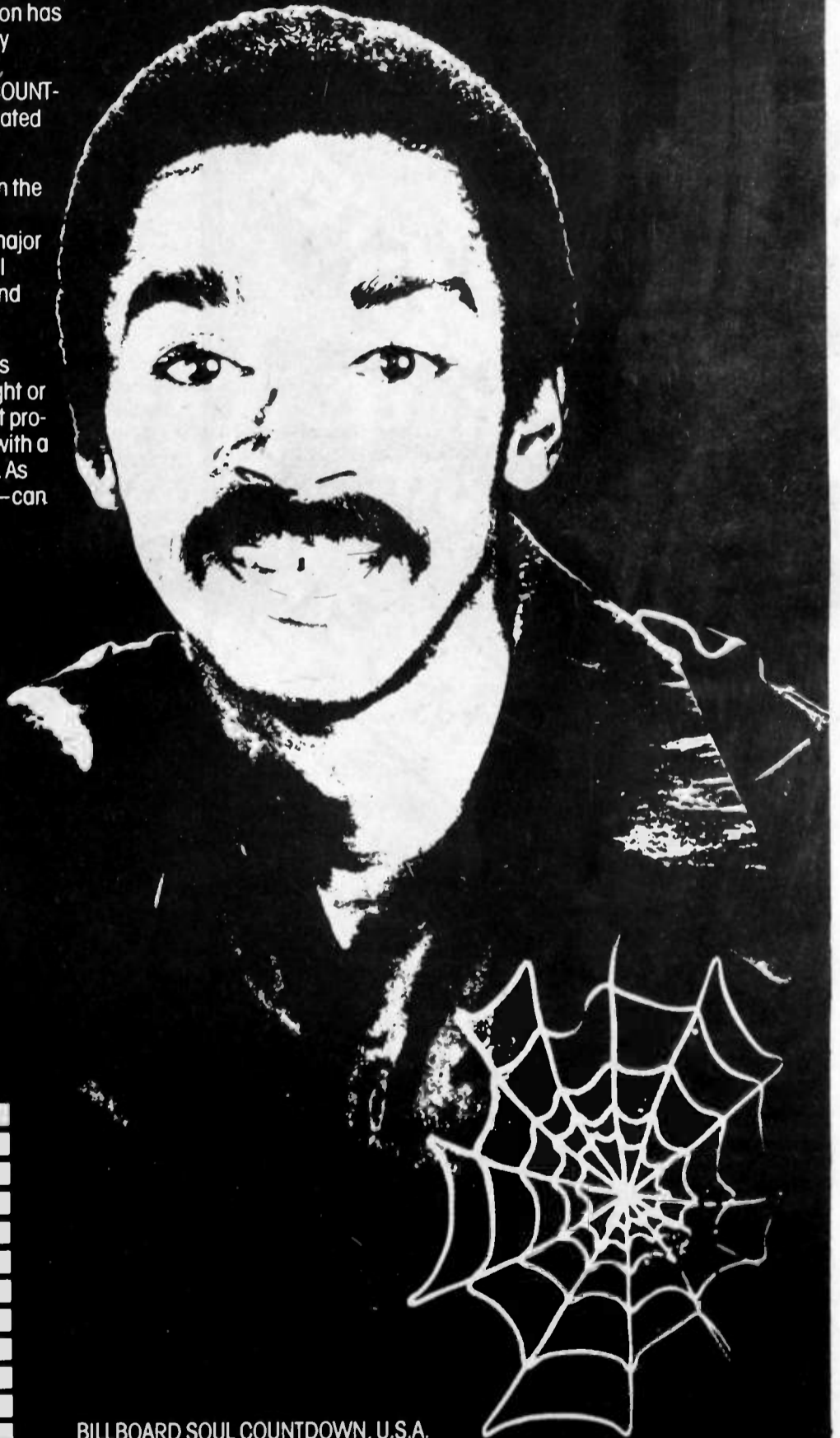
Return with us now to those embarrassing days of yesteryear as we recycle the cover of a bygone issue of Capitol Records' "Shout Sheet." This promotional in-house vehicle for Capitol employees introduced to the wary masses a picture of newly named Vice President, Al Coury. Who'd have thought that years later as the President of RSO Records, Al would be petitioning RIAA for a new certification designation for record sales. Seems that Al wants the RIAA to certify albums that sell in excess of 10 million units with the new award, Titanium. With a face like that, how could they say no?

WHEN "SPIDER" COUNTS DOWN, YOUR RATINGS GO UP.

The host of a three hour nightly show on WLAC, Nashville, "Spider" Harrison has established himself as a dynamic, distinctive radio personality with a very special flair for capturing the tempo and style of today's Soul sound. Now, "Spider" can be part of your station line-up: as host of BILLBOARD SOUL COUNTDOWN, U.S.A., a three hour weekly program from Music in the Air's Syndicated Programming division.

Each week, your listeners will follow "Spider" Harrison as he counts down the 40 top hits from Billboard Magazine's Hot Soul Singles chart. Interleafed between disks there's commentary and lively, revealing interviews with major Soul artists. Also, special reports from a pair of top journalists on the Soul scene: Billboard's "Soul Sauce" editor Jean Williams from Los Angeles and Radcliffe Joe from New York.

BILLBOARD SOUL COUNTDOWN, U.S.A., is a "natural" for any Soul station's schedule, or in fact for any station seeking a sure-fire stimulus for late night or weekend listening. With an already proven record of audience response it provides attractive opportunities for local sales, by associating advertisers with a recognizable personality and with the week's most popular Soul sounds. As "Spider" counts down from #40 to #1, you—and participating sponsors—can count on a rise in ratings and audience share.



SOUL COUNTDOWN BILLBOARD U.S.A.

Find out today how this exciting new program might fit into your own scheduling plans. For demo and rates, contact Barbara Stones at Music in the Air, Billboard Publications, Inc., 1515 Broadway, New York, N.Y. 10036. Or phone (212/764-7310) or telex (620523).



Ms. Barbara Stones
MUSIC IN THE AIR
Billboard Publications, Inc.
1515 Broadway New York, N.Y. 10036

Please send me a demo and complete rate information on "Spider" Harrison's BILLBOARD SOUL COUNTDOWN, U.S.A. show.

Name _____

Title _____

Station/Company _____

Address _____

City _____

State _____

Zip _____

BILLBOARD SOUL COUNTDOWN, U.S.A.
with "Spider" Harrison

"IT DOESN'T MEAN A THING"

THE NEW SINGLE BY

ROADMASTER

FROM THE ALBUM

SWEET MUSIC

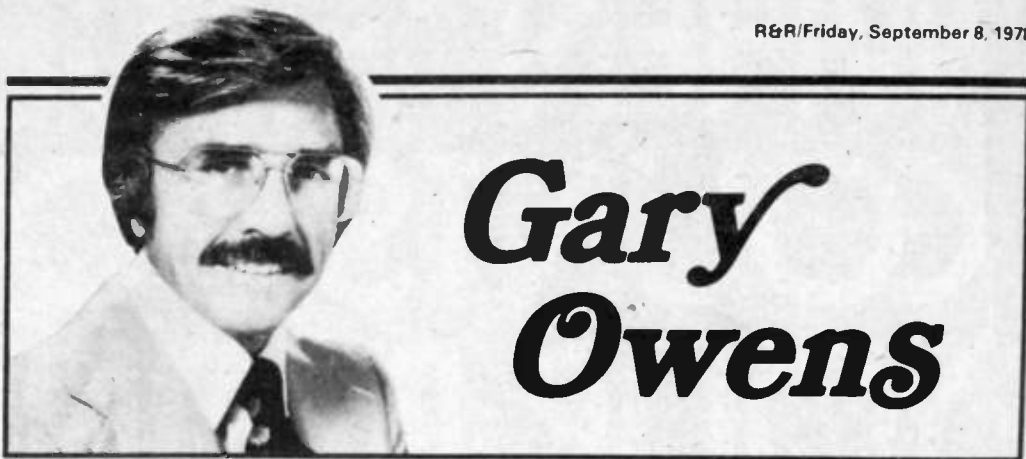
...ON THE ROAD AND PICKING UP SPEED AT EVERY TURN

THE PEOPLE AT VILLAGE WOULD LIKE EVERYONE TO HAVE A TURN ON...

ROADMASTER

Village Records

PRODUCED BY: GREG RIKER AND ROADMASTER



Because of the large number of broadcasters who read Radio & Records every week, the Gary Owens Column has agreed to run something that will satisfy their kinky cravings. So we're printing a typical GO hard-hitting commercial and public service spot.

However, this is not to denigrate the wants and needs of the huge number of winos, poets, swordsmen, curmudgeons, geeks, hookers and awning inspectors who also read this column regularly. We'll have things for you later.

So, you may read this along with the broadcasters but don't let anyone catch you moving your lips....

Book Cover Of The Month Club Commercial

Announcer: The most prestigious of all book cover clubs . . . Book Cover Of The Month Club, invites you to become a member and offers a special premium to those who will act immediately. Yes, Book Cover of the Month has a wide selection of popular book covers so that you the reader of sleazy, cheap, embarrassing books can make it look like you are reading the classics. Here's how it works....

Just send in the membership application in the tawdry, cheap, sexy publication containing our ads and then every month you will be mailed and billed for one of our prestigious fake covers! Covers like "Jane Eyre," "August 1914," "Shakespeare," "Silas Marner," and "Little Women." You need only select four covers a year to keep your agreement, but we're certain you'll want each month's selection. Just imagine covering up that sleazy, filthy, moronic, trash you're reading with this month's bookcover selection: "Heidi!" Or, cover that Harold Robbins book you're reading with next month's selection: "Emerson's Essays!"

Join today and end the humiliation of people knowing you're a shallow, no-class, tasteless bum. That's Book Cover Of The Month Club, New York, New York. Very large covers are also available for those who wish to cover New York because it too embarrasses them. Offer not good after Oct. 1, 1959.

This next section might be for you . . . if you are public-spirited and service minded. This following announcement was the most popular P.S.A. spot in the Los Angeles area over the past twelve months.

At the Klarnman Awards, it beat out the "Let's Cover Hollywood With A Tarp" campaign; the "Let's Send Barbara Walters To Mars" series of spots, and the "Send A Dozen White Pianos to the Starving Earthquake Victims" campaign.

The other competitors included Dave Moorhead of KMET's "Wear Some Funny Ears Church" series; Grizzly Adams' "Perform Electrolysis On Your Pet Bear" charity, and Clark Race of KYUU/San Francisco's "Stick A Pencil Up Your Nose For Hedonism" campaign. Here is the award winner:

A Heartbreaking Appeal

Announcer: (serious pitch) Every year, hundreds, perhaps thousands of Beverly Hills and Bel Air children and adolescents are afflicted with the discomfort of "tennis elbow" and "polo rump". This heartbreaking condition can seriously impair their participation in garden parties, luaus, sportscar riding and . . . yes, even disco dancing. But your dimes and dollars can help ease the suffering and perhaps even lead to a cure for both "tennis elbow" and "polo rump". This year's poster girl is Zsa Zsa Gabor. Join Zsa Zsa, Lee Radziwill, The Sunset Blvd. Statue Sheik, and a host of others who want to stamp out these dreaded Beverly Hills and Bel Air disabilities. Send your contributions today and receive an eight-by-ten glossy of three Russian Wolfhounds living on North Roxbury Drive! Give generously, you never know when you too might hit it rich and want this same assistance yourself.

Next week, the inside story on why Tatum O'Neal keeps a dozen enraged hamsters inside her lunch box!!

Perry's Planet Plans



Noted producer Richard Perry has formed a custom label, Planet Records, to be distributed by Elektra/Asylum. Perry claims his ultimate goal is "having every album that comes out on Planet be an unqualified success."

While custom labels headed by producers constitute a recent trend, e.g., Jimmy Ienner's Millenium, Norman Whitfield's Whitfield and Kenny Gamble and Leon Huff's Philadelphia International, Planet is the first custom label to be distributed by Elektra/Asylum.

In announcing the distribution pact, Elektra/Asylum Chairman Joe Smith said, "Richard Perry's achievements in the studio are known internationally both in terms of his eclectic tastes and commercial success. He is among the very top group of creative music men in our industry and we expect that huge talent to make Planet Records a very potent member of the record business and a solid investment for Elektra/Asylum. We are extremely proud to be involved with the man and the label."

According to Perry, his basic reason for forming Planet was to be involved in a situation where he would be "able to build a creative entity that would reflect my own taste and stamp of approval attached to everything from top to bottom."

Although Perry does not intend to control management of the label's artists, he aims to insure that coordination between management and the label functions on an optimum level. To this end, Perry's plans are to release no more than five albums (most likely by five separate artists) within the first year.

Coordination Challenge

Perry cites the challenge of this total coordination as being another contributing factor in his decision to form Planet. "I have spent so much time watching other labels in action through the years — 13 years of producing records now," he reflects, "and I've come to see the strengths and weaknesses in every label. Basically, I'm hoping simply to maximize the strengths and eliminate the weaknesses by proving to myself and to the industry that a properly coordinated effort can be done every time — where every ad is done with the exact taste; the timing on everything is exactly right. Nothing is ever out of place; nothing is ever out of sync."

Perry is quick to point out, however, that Planet will not be just a vehicle for his productions. "I'm definitely open to working with the finest producers in the business," he says. "Knowing what it takes to produce an album . . . I can work very closely in a unique fashion with producers, either formally as an executive producer or informally as an objective sounding board. In other words, any act that

with Richard Perry's new label. I am looking forward to working with the many friends I have at E/A and Richard Perry's incredible talent to make music. I intend to take full advantage of this situation to broaden my scope in this industry."

Additional Planet appointments are Kathleen Carey as Director of Artist Development and Publishing, and Robin Rinehart as Executive Assistant to Richard Perry. Temporarily, the label will be headquartered at 9120 Sunset Blvd., Los Angeles.

Perry maintains that with distribution being covered through WEA, and sales & promotion being handled by Elektra/Asylum, as well as Planet's own staff, Planet is in "a better position than any other custom label because E/A has always represented the highest in artistic integrity in the business for a major label, and they release the least amount of product, by far."

The Science Of Radio

As far as the relationship between radio and Planet Records, Perry stresses that with the label's initial release (due in late September), the Pointer Sisters' "Energy," the strategy will be "to go with the album first and let it settle in. Radio, being so apprised of what the audience wants can let you know what a hit is before you know it, and to what demographic it's going to appeal to. I've come to the realization that the hippest people in our industry are in radio.

"To me, radio people on the whole are much more geared to the public taste and have much more refined taste as to what's good and what isn't good, and are not afraid to say so, as opposed to most people in record companies who really are afraid to make any kind of statement like that for fear of losing their jobs.

"Therefore, I hope to build a level of integrity with the radio community and Planet Records where they will know that we will only put out something that we are fully committed to. They'll know from the



"To me, radio people on the whole are much more geared to the public taste and have much more refined taste as to what's good and what isn't good, and are not afraid to say so, as opposed to most people in record companies who really are afraid to make any kind of statement like that for fear of losing their jobs."

music speaking for itself that it's always going to be quality product."

Historical Overtones

Perry's statements regarding artistic integrity are borne out by his desire to cut everything at his own studio. "My own studio," he explains, "will become the nucleus for the kind of creative entity that I'm looking to build. Having your own studio — if you know how to use it — is the way great labels were built in the past, like Cameo-Parkway in the early 60's; the beginnings of Motown, and Stax-Volt. The concept being, the studio becomes more than a studio — more like a home for all the musicians — having what amounts to a house band, which was certainly the case in all three of those examples. I haven't yet signed my house band, but that's not to say that by the end of the year I may not sign a great band who are also composed of guys who are great in the studio for other artists as well. In fact, I have something like that in the works at the moment."

However, Perry denies that any

such thing as a "Richard Perry Sound" exists, saying that was never his intention. Perry doubts whether he'll ever produce another album for another label, stating that working on the Pointer Sisters album has been "so stimulating and rewarding that I'm basically not interested in just producing another album. Which is not to say I won't, but it would have to be on the level of a solo album by Mick Jagger or Bob Seger."

Maximum Effort

Perry envisions Planet as being "a small Tiffany-like class label" where "new artists and artists who have not come to fruition" can be assured of the maximum effort from the label in every facet of their careers. "It has always been one of my gripes within the industry," he says, "that for years now, starting with the early 70's when the album explosion really started building momentum — record companies — would sign an artist, not because they had a clue or insight into what that artist was about and what to do with that artist, who would be the best producer for the artist, what is the best direction for the artist, what is the artist's marketplace? They just put it out, stick it on the assembly line, rather than thinking about building a bridge to that marketplace or sitting down and — God forbid I should mention the word — 'listening' to the album and then see what they want to do with it. Even if it's AOR, there are all different categories of AOR."

In conclusion, Perry maintains that "what's really exciting is that the technology involved in marketing has progressed so tremendously in the last two to three years. I want to take advantage of the most up-to-date and innovative methods of marketing, which represent the science, and combine it on as high a level as possible with the emotion, i.e., the music, and really bring them together to create the most effective coordination of A&R and promotion/marketing that has ever existed in the business." *THH*



THE PLANET RECORDS STAFF: (l-r) Dave Urso, Robin Rinehart, Richard Perry and Kathleen Carey.

WIRE GETS WIRED FOR SPACE AGE PROGRAMMING

WIRE Radio in Indianapolis is not your typical down-home Midwest Country and Western radio station.

Sure, as you approach the WIRE and WXTZ-FM studios in the middle of what one disc jockey called the "electric cornfield," it looks like an average Midwest radio station located with its transmitter site in the middle of a field. But when you enter the station you know from the first moment you have found something unique.

Unlike hundreds of radio stations, you won't be greeted by a wall of "pat-us-on-the-back" community award plaques. The walls are filled with modern, almost futuristic, art. You know from the start you are in a special place. The people are friendly and don't seem to be overburdened with work. Sure they're busy, but unlike so many radio stations the desks are clear of piles of paperwork and everyone seems to be enjoying their jobs. The computer age has come to this radio facility and it has made everyone more efficient at getting the job done.

Mid-America Media, owner of the radio facility, also owns a computer data processing center in Kankakee, Illinois, known as "Imagery, Inc.," so computers are nothing new to the organization. For many years their payroll, logging, and other assorted jobs have been done through the use of computers. But up until now, nothing had been used to help make the programming department more efficient. After two years of development, a computerized system of programming has made WIRE a leader in the radio industry. Let's take a look at space-age radio at its best.

Don Nelson, Vice President and General Manager of WIRE/WXTZ, tells how this all began: "This thing started about two years ago in my shower, which is where some of the best things get started. We had two or three management-type problems, which are inherent with all radio stations. Number one was the fact that on the weekends, for the most part, your radio station goes down the tubes. The good guys work Monday through Friday. On weekends you bring in part time help, college kids, or whatever to fill the slots. The second aspect of it was not so much the records that did get played, but the concern over the records that did not get played. I'm talking about the great hits, particularly the gold, that someone plays, then shoves into the wrong bin, or gets lost somehow, or even broken and not replaced. We were looking for an absolutely perfect rotation of our music, old and new. A few years back, many stations went to carting their music, as we did at WIRE. Our question was: what do you do with the cartridge, how do you store it and what is your access on it?"

"We took our questions and ideas to our data processing people in Kankakee. There we put together what we felt would

"This thing started about two years ago in my shower, which is where some of the best things get started."



Recording the music is the first step. Everything is done in stereo as WIRE looks toward the future and AM stereo. Pictured at the controls is "song cloner" Sam Davis; PD Gary Havens and assistant chief engineer Alex Keddie, look on.



Once a song is recorded, each is encoded into the computer for future reference. PD Gary Havens shows R&R Country Editor Jim Duncan the process.

serve our needs in the area of scheduling and retrieval for our music. Earlier this year we decided to purchase the Harris System 90, which is probably the most advanced automation system available, as the basic unit. The bare unit runs about \$45,000, but by the time we made the necessary modifications, we were in the neighborhood of \$150,000.

"Our purpose was to eliminate the disc jockey from ever having to handle a cart or record while on the air. We took away the turntables and eliminated him from having to find commercials or music carts. This system was set up to be a live-assist for the disc jockey rather than a total automation system, even though it could be used as such. After we got our system in, we saw the possibility of having the regular air personalities cutting voice-overs for the weekend shows, thus giving the top WIRE air personalities a chance to be heard seven days a week. The same holds true for holidays."

Nelson said the nucleus of the idea came from a presentation he saw put on by the Moffat Group in Canada a few years ago. He said he felt their system did not go as far as WIRE wanted to with their system.

"In the two years since the idea came to us," continued Nelson, "a great deal of computer technology has been developed. We now have the ability to multiplex four simultaneous functions at once through our computer center from one phone line. The accounting department can be running the payroll. The sales manager can be pulling out national sales avails. A jock can be sitting in the music room planning his show for tomorrow and the on-air jock can be asking the computer a question about a record he wants to play. This can happen all at the same time.

"As far as the schedule is concerned, all we have done is set it up so the computer does the work that most program directors are doing by hand. In a given hour the computer will set up about six current records that should be played, all within the format. The jock will still decide on the oldies. The computer does not schedule the records in order. Again, this is left up to the jock. The jock can always override the system if deemed necessary."

Back to some of the many advantages of computerized radio programming after a look at the steps taken to get the music ready for the WIRE air waves.

AM Stereo was a topic of great interest at WIRE. Nelson told R&R, "Because of our belief that AM stereo is just around the corner, we decided to cart everything in stereo. To dub things in stereo takes more than a turntable and cart deck to get a quality reproduction. So we invested in some high-priced fancy gear to make everything sound perfect, from music to commercials. We invested over \$30,000 in a new AM production center."

Sam Davis is in charge of carting all the music for the new system. The WIRE staff call him the official "song cloner." His job is to record every song, old and new, in stereo. He closely supervises the retiming of each song. He said, "I've found that about 90% of all the records that come in are mistimed on the label." He puts cue tones on each cart, which will signal a light to make the disc jockey aware of the song's ending. Davis watches an oscilloscope to make sure everything is recorded with the same quality every time. After a song is recorded it is then taken to the encoding room.

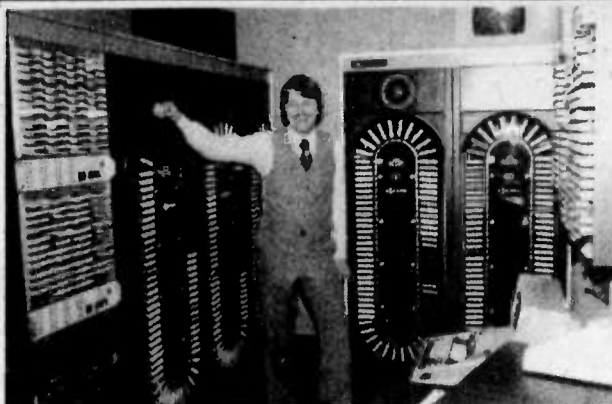
In the encoding room the operator plugs in a special cart which tells exactly what type of information must be registered. Information includes the library number, licensee, duration, artist's name, and title. When the air person sees a particular record to be played, he takes the library number and feeds that into another computer and right before his eyes, on one of two computer screens in the main control room, a complete rundown of important statistics pertaining to that song is listed. This complete information display makes every jock an instant expert on each song.

Once a song is encoded with the necessary information and the main computer knows everything it needs to about the

"Our purpose was to eliminate the disc jockey from ever having to handle a cart or record while on the air."



In a spoof on author Jim Duncan, WIRE had a non-existent song encoded into the main computer terminal. This will give you an idea of some of the information each song has available to the air staff.



Gary Havens shows off the System 90 control center where the music and commercials are loaded.

WIRE GETS WIRED FOR SPACE AGE PROGRAMMING

song, it is ready to be put into the Harris System 90. The ideal situation would be for every song cart to be plugged into the machine. WIRE's current system holds a total of 330 music selections. According to Program Director Gary Havens, "It will hold 280 oldies and 50 current records at one time. If a jock needs a specific record that is not already plugged into the system, the storage room is just a few steps away. The computer will tell him if the song is in the file or currently plugged into the system." Each week the station updates the oldies and changes them within the available system. The current records are changed as needed. The main computer terminal will always store the music information on a particular song whether it is in the current system or not. WIRE's system is geared to hold 144 commercial spots at any one time.

From the main storage room, our tour made its final stop at the main control center, or the actual air studio. The first thing you notice is there are no turntables or carts. There is a main control board, with sliding pots, a microphone, six cart decks, two computer display screens, a timing device, and two computer control panels similar to those you would see at an airport ticket counter. The air personality controls everything with the computer controls. The screen on the right lists the function on the air, plus the next fifteen scheduled functions. Therefore, the disc jockey can set up sixteen items in advance, everything from music to commercials to newscasts to remote broadcast feeds. The computer display screen on the left shows the music information for each record requested by the jock. The main computer terminal can feed everything from complete music information about the songs to a list of songs played by a particular artist that day, or even during that time slot for the past month. Since the computer stores information on each song when it was played, if a jock starts to play a song he played during the same hour the day before, or if the song had been played just an hour before, the computer will tell him to select another song. It will even give a few suggestions for alternatives.

Alex Keddie, assistant Chief Engineer for WIRE/WXTZ, told R&R, "One of the neat things about the music control system is that our big computer gets a copy of the log. It has a complete list of all the commercials that ran, so it will do all the billing for us, and provide complete lists of when everything was run. An actual computer printout of everything run through the system can be made. It has diagnostic symbols that can tell us engineers what might have caused some kind of error. We can see if there was a power drop, if the operator made an error, if he was in manual or automatic control. You can tell exactly what went on during any shift, any day of the week, whether it be an operator mistake or a power loss in the building."

Keddie continued, "At first it looks real complicated, but actually the disc jockey just has to insert, take out or rearrange music or commercials on command. Most of the real complicated work will be done in advance by the program director and will be done on the time commands." How long will it take a jock to learn to properly use the equipment? According to Havens, "About three or four hours. He'll sit there with his program log, like he always has, and instead of pulling out carts and sticking them in the machine, he'll just go down the log and type them into the program line. Each function can be played automatically or manually depending on how each person wants to work. Once something is in the unit, we still have the option to override it with our manual control." GM Nelson jokingly stated, "We used to worry about jocks who couldn't talk. Now we worry about jocks who can't type."

According to engineer Keddie, "The main computer will even be able to change pattern, start a coffee pot in the morning, and even turn on the lights. We certainly have reached the 'Twilight Zone' in this business."

Now from the "Twilight Zone," back to reality for just a minute. Let's look at the bottom line: the cost factors involved with this kind of setup. The actual hardware, which would include the computer screens, encoding equipment, and other



Pictured is the main control center from where the air staff will work. The screen on the left is where the encoded information for each song is shown. If a disc jockey needs a particular type of song, based on the year, time, or tempo, this screen will show which songs are available.



WIRE/WXTZ VP and GM Don Nelson (standing) and PD Gary Havens are shown in the main control center. The computer screen by Nelson gives a readout of the on-air function and the next fifteen spots or songs to be played. Under the cart machines on the right is the programming input control. The disc jockey controls all functions on this unit.

necessary pieces, would run in the neighborhood of \$250,000 for the very best available. Havens said, "The cost would vary depending on how extensive each station wanted to be involved. Our production facility was an extra cost factor, but again we are looking for AM stereo to be the thing in the near future. And even if it doesn't happen soon, the quality of our sound has improved 1000 percent with the extra steps we have taken to properly record the music." One other cost you have to be concerned with would be the main computer terminal. Unlike WIRE, most stations do not have the millions of dollars worth of computer equipment that WIRE has available to them. Havens says, "All a station has to do is find a company with this equipment and just like we do, use phone lines on a rental basis to get the use of a computer terminal for memory storage."

Everyone at WIRE is very excited about their new systems and the staff is available to answer any questions an interested station might have. The costs will cause most to reject the idea. But the long term advantages and the greater level of efficiency the computer system can give a radio operation should make up the costs over the years. It never hurts to look ahead to the future for ways of improving our media. For WIRE, the future is here now: "You're traveling to another dimension... A dimension not only of sight and sound, but of mind... there's a signpost up ahead... your next stop..."

"Because of our belief that AM stereo is just around the corner, we decided to cart everything in stereo."

"We used to worry about jocks who couldn't talk. Now we worry about jocks who can't type."


Platinum makes perfect.

Announcing the 2nd single
from "Worlds Away:"
"Don't Want To Live Without It"
SP 4697
AM 2076

On A&M Records & Tapes 


Produced by Bill Schnee

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Public
Cruise

Worlds Away



Platinum.

Produced by Bill Schrie

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TOP-40



John Leader

With the Labor Day Holiday weekend behind us summer has pretty much turned into fall. And what a summer it was! The final weeks of August pushed PD-mobility to a new high. New program directors for new stations and lots of established and successful PDs moving to new locations. Ever wonder how those guys move from one spot to another before you even hear about the job being available? It's called word-of-mouth, usually backed up by a good set of credentials. When a programmer moves from one major-market gig to another it's usually a move from a successful station to one that needs some help. The movement from the secondaries to the majors is similar, but can be accomplished in another way.

If you are in a secondary situation now and have been longing for a taste of the elusive "big time," but you never get called, maybe you're waiting in vain. Have you ever thought of spending a little money, time and effort to present yourself to a manager at a station where you would like to be? Even if there is no opening (that you are aware of) at the station, it can never hurt to make the first contact and at least alert the proper person that you exist and have a sincere interest in his station.

I was a PD in Grand Rapids, MI. in 1969 and applied for a job at WSAI/Cincinnati when Bill Sherard was the Program Director. I thought that a move from Grand Rapids to Cincinnati would be a good market jump for me (not too far from family and friends, bigger than G.R. but not L.A., etc.). So, not knowing if there was a job open or not, I sent Bill a tape, resume and a letter explaining what it was that I wanted to do with my career. Well, I never made it to WSAI, but two years later when Bill was Program Director of WQXI/Atlanta, he called me. I had stayed in Grand Rapids but Bill now had an opening for me in Atlanta. My initial contact with Bill at WSAI had gotten me a job in Atlanta two years later.

In case my personal illustration hasn't made the point yet, just don't ever be afraid of trying to get the job you really want. John Gehron of WLS/Chicago said it in the R&R "Tapes and Resumes" feature, "I encourage people to send tapes even though I may not have an opening . . . I listen to every tape I get." Just as John listens to every tape for possible future air personalities for WLS, many station managers will take the time to see you and talk to you about a programming job that may not even presently exist.

The key is, if you want it, go for it, but be realistic. If you have the experience to handle more than you're presently handling, and feel a bigger challenge would make you happy, then pick the station you'd like to try and give it a shot. Even if the answer is no, what have you lost? Two years later (or even less) it could be yes!



OH, THAT MEAT LOAF! — When WHB/Kansas City's Music Director Don Berns was invited out of his office for meat loaf recently by PD Al Casey, he thought Al was talking about lunch. As you can see that's not at all what Al had in mind. Mr. Loaf was in town for a sold-out concert appearance and dropped by the new WHB for a visit. (l-r) Epic's Carolyn Broner, Casey, Berns and Meat Loaf!

You Are What They Think You Are

America has become very "image conscious." Politicians want to clean up their images . . . the American auto industries are trying to change their image . . . and radio stations are now talking image perhaps as a direct result of the increased use of audience research.

Image can be defined as, "a mental picture; idea" and therefore can best be understood as a state of mind. Your radio station has an image and just how sharply defined that image is depends on how long you have been doing what it is that your station does. WABC/New York has a very clearly defined image in the minds of New York listeners, but they have been WABC for a very long time. That's not to say they haven't changed or evolved over the years, because they have. But basically, in the minds of their listeners, they have remained the same . . . their image has not changed.

The proliferation of audience research recently has made us all more conscious of our radio stations' images. If your station has a ratings problem, chances are it will be easier to solve the problem if you can properly understand just how the listeners perceive your station. In advertising this is sometimes called "positioning," when you compare yourself to all your competitors.

But the only true judges of a station's image are the listeners (or in some drastic cases the former listeners). You can make a very big mistake if you assume your station's image to be one thing and the public actually sees it another way. It's not particularly difficult to determine your image; you just ask enough people and eventually a pattern of similar responses will develop. With a little educated interpretation a conclusion will become evident.

The biggest problem of all comes when you determine that the image your radio station has is incorrect and you decide to change it. The problem I have noticed is that many programmers feel that changing a few personalities, revising the music, moving the news, dropping the jingles and repositioning the one-liners will change the station's image overnight. It won't!

The longer your image has existed the longer it will take to change it. We all know that listeners don't listen as closely as we would like them to. A major format change within the station may not be perceived as a major change by the listeners. Amazingly, it may not even seem like a change at all.

The key to any image change is time. It takes time to change people's perceptions of what it is that you are. An example would be a person who wears blue jeans and t-shirts every day suddenly showing up for work wearing a three-piece suit and tie. The first day the change would be notable. But unless the person continued to wear suits and ties over a long period of time, his image would not be changed by one day of different clothes. In the same way a radio station that has been a screaming Top 40 station for several years cannot one day soften their approach and become different in the minds of the listeners. However, over a period of months, the new approach will slowly replace the old image and a new image of the station will emerge as dominant.

There are outside things that can be factors in speeding the image change for your station. Billboards, television and newspaper advertising should all be considered as a way to more completely explain your shift. But wait — where should you put the billboards? What TV shows should you buy time on? What typefaces should you use in your print ads? There are a lot of critically important questions to answer that you may not have the expertise to deal with. Basic psychology tells us that people, who are comfortable with their current perceptions, are slow to change those perceptions. And we also know that people are affected by basic things in advertising . . . things like the color of a billboard, the style of typefaces in print ads, the voices and pictures presented in a television campaign.

Chances are if you're considering an image change for your station you might do well to call in some expert help. An advertising agency or other similar experts could be a lot of help as you try to change what the listeners think you are. You can't just drop the so-called "teen records" and suddenly be perceived as a more adult-sounding radio station. Two weeks ago, when we discussed "teen music" (8/25), you noticed that image was a big part of the reason some stations no longer feel the necessity to expose those teen artists. My point is there's a lot more to your station's perceived image than the music you play. A change in the music you present may go unnoticed by your listeners if they think you're still the same.

Image is very important. A quick look at successful stations around the country will help you realize that they all have definite images. The stations without strong images are likely to be the stations having difficulties. If you're going to change your station's image, get some qualified help to insure you make the right moves. And be prepared to give it time . . . time for people to change their perceptions.

Bits

OWN A PIECE OF THE ROCK: It was billed as "The Last Block Party on State Street" as WEFM/Chicago invited their listeners to bid a fond farewell to the street which will disappear in favor of a new mall. The party was held Thursday (8/31) and featured continuous music, dance contests and lots of prizes. The WE-FM jocks were on hand to give away actual "pieces of State Street" to lucky listeners. State Street has long been the lifeline of Chicago and as progress envelopes it the station felt a celebration was in order.

HAPPY DAYS GETS KISSED: For the third year in a row the cast of ABC-TV's "Happy Days" met the KIIS AM&FM/Los Angeles "Kiis-offs" in a celebrity softball game in Dodger Stadium. This year's match, held prior to a regular Dodger game (8/9), was another big success for the stations, but not for "Happy Days" ace Ron Howard. The Kiis-offs won the game 3-1 and Ron wound up with a cast on his wrist from an injury sustained when he slid into home.

DAYS TRIUMPH OVER NIGHTS: The air staff at KOFM/Oklahoma City held a 20 lap "death defying" go-cart race as a part of a benefit to raise money for the local Jaycees. The staff was split into two teams consisting of the day jocks versus the night jocks, and each team recruited its own cheerleaders from the crowd. (strictly for moral support) and the race began. Program Director Mike Miller raced to first place claiming victory for the day crew. The promotion raised over \$3000 for the Jaycees, who will use the money for their 18th annual "Children's Christmas Party." There were 5000 loyal race fans on hand for the promotion, which KOFM and the Jaycees termed a big success.

WATCH!

“MY ANGEL BABY”

GO

“INTO THE NIGHT”

The Brand New Single From

TOBY BEAU

FROM HIT TO HIT. . .
THE PERFECT SEGUE!!!

From The LP



Direction/Management:

AUCOIN
MANAGEMENT INC.

RCA
Records



Where The Magic is in The Music



TOP-40



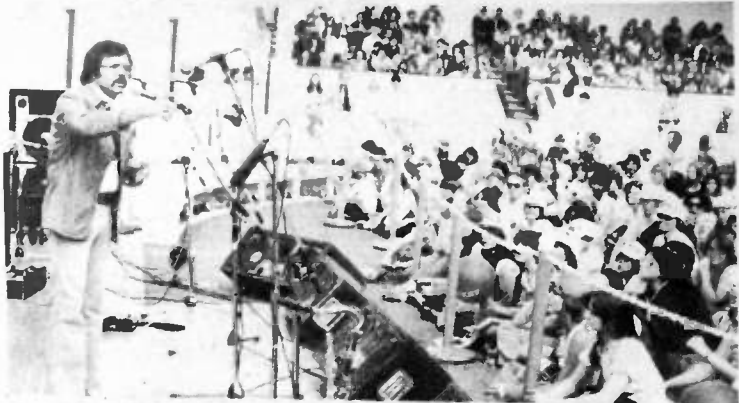
CHARLIE CHECKPOINT — WSGA/Savannah was first off the block with photos of their local "Charlie Girl" competition, part of a nationwide promotion coordinated by Janus Records to find the new cover model for rock act Charlie's third LP for the label. Pictured with Savannah's five finalists are Station Manager Jerry Rogers (left) and air personalities Chris O'Brien and Jim Lewis. The winning contestant stands next to Rogers at left.



TYLER TAKES BOW (TIE) IN CHICAGO — RCA's Bonnie Tyler visited Chicago recently, and is pictured after a showcase performance, along with WLS Music Director Alan Burns (left) and RCA's Ed Mascari.



OXYGEN IS LIKE GOLD — WFLB/Fayetteville, NC recently received a gold single for Sweet's "Love Is Like Oxygen." Pictured at the presentation are (l-r) the station's Stanley Stewart, Capitol's Michael Steele, and WFLB's Larry Cannon.



WMET OPENS MIKES FOR CELEBRATION—WMET/Chicago cosponsored (with MCA Records) a free "Almost Summer" concert featuring Celebration, with 40,000 attending. Air personality Greg Brown is pictured welcoming the crowd to the concert.



RADIO GETS VEGAS NOTION—Radio and record representatives attended Muscular Dystrophy organizational meetings in Las Vegas recently. Pictured taking a break at the Stardust Hotel are (l-r) A&M's Neil Tesler and Sharon Meyer, B100/San Diego air personality "Shotgun" Tom Kelly, McGraw-Hill Broadcasting's Marty Levine and friend, KTAC/Tacoma Program Director Ric Hansen, and A&M's Ross Ojeda.



ELO TO WQXI — The Electric Light Orchestra's Bev Bevan dropped by WQXI/Atlanta for an interview recently. Pictured at the station are (l-r seated) WQXI-AM-FM Program Director Don Benson, Bevan, WQXI Music Director J.J. Jackson; (standing l-r) Jet Records National Promotion Director Gary Diamond and CBS Associated Labels' Lewis Lewow.



KHJ, AEROSMITH COME TOGETHER—Columbia's Aerosmith visited KHJ/Los Angeles following a recent concert appearance. KHJ air personality Bobby Ocean (left) and Program Director John Sebastian are pictured standing above the seated Steven Tyler (left) and Tom Hamilton of the group.

Music for the Seasons!

"Hot Summer Nights"

"Forever Autumn"

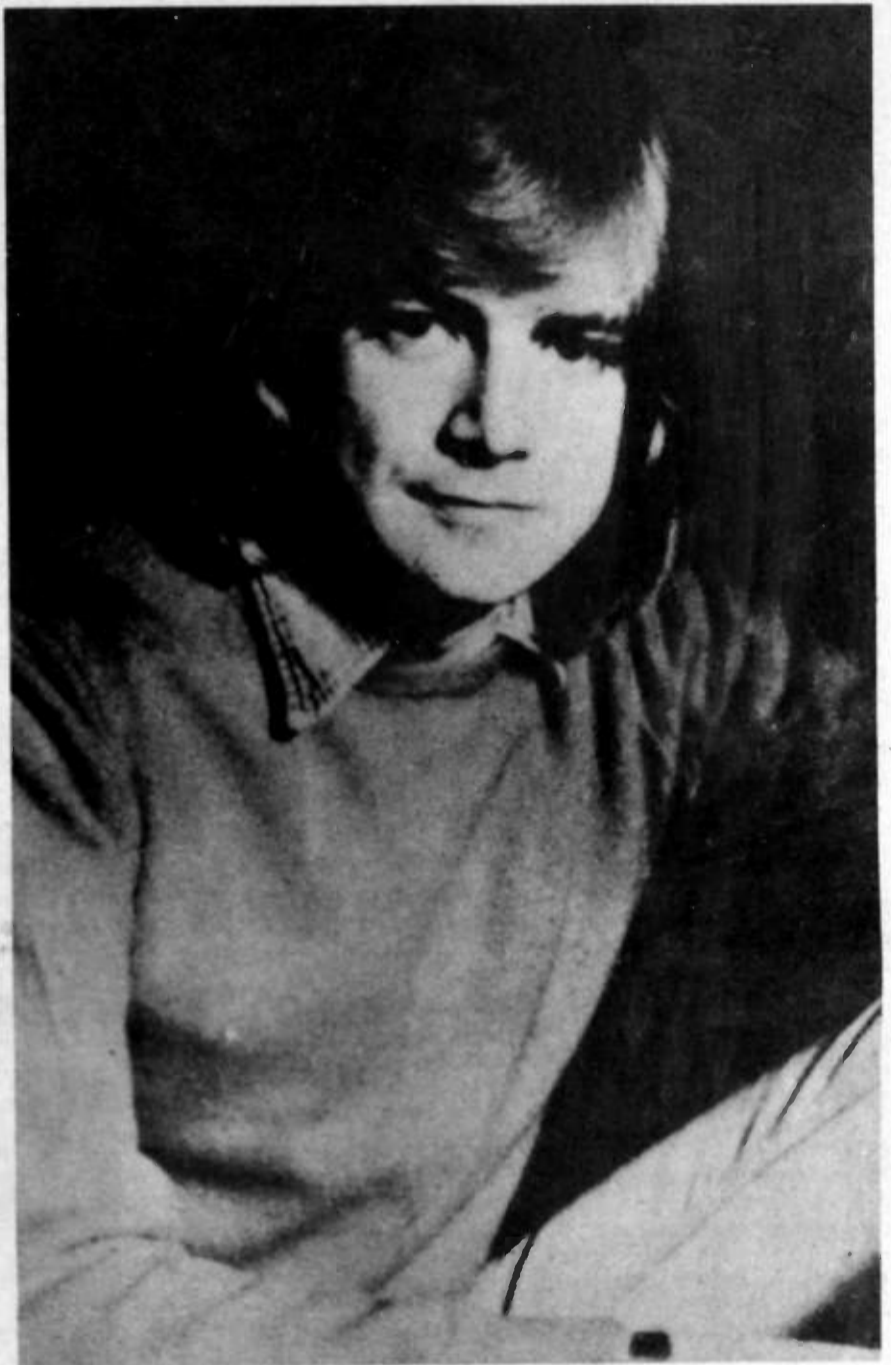


WALTER EGAN

THE HEAVILY REQUESTED FOLLOW UP TO
"MAGNET AND STEEL"

(NOT to be confused with other records similarly titled)

FROM THE CHART LP "NOT SHY"



JUSTIN HAYWARD

OF THE MOODY BLUES

PERFORMS THE NEW SINGLE FROM

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



on Columbia Records

XTRA

(Continued from page 1)

here is a Mexican radio station operating under their own set of rules, because Mexican broadcasters don't have to conform to the same rules that American broadcasters do. They could broadcast at 200,000 watts if they want; they can do a lot of things the rest of us are inhibited from doing - no public affairs, news, community ascertainment, virtually anything we're responsible to the Commission for." Lynch responds that the Mexican communication authorities have rules as stringent as the FCC's.

Mexican Radio Invasion?

At the heart of the San Diego community's worries is the existence of a number of other FM facilities in Tijuana (eight, according to one source), which arouses fears that the signals will be boosted and targeted at San Diego audiences. Citing XTRA-FM and new Black-formatted XIIRM (R&R 9-1) already planning San Diego campaigns, a San Diego radio executive drew grave implications: "Who's to say that six other smart entrepreneurs aren't going to go down there, grease the right guy in Mexico City, and put another six frequencies on the air . . . and then we've got a real zoo on our hands."

"San Diego worked its ass off for years to get out from under the L.A. umbrella as a radio market," says another broadcaster. "Now here are the used-car dealers of broadcasting gathered around the honeypot saying, 'Wait a minute, I don't want to pay \$2-3 million to buy a low-power San Diego station. I'll go over to Mexico and lease one of the signals there, boost the power, and beam it north, and I can do all the business I want to.' If these guys come on and do well, then 15 others may follow suit, and that is a very real consideration and problem for San Diego broadcasters."

On the other side, Lynch asserts that XTRA was "given the right by the treaty" to boost power, and that other FM facilities in Tijuana would not have that right. XTRA and Noble management speak of "concerted attempts" on the part of San Diego broadcasters to "frustrate" Noble's attempts to sell advertising. However, a San Diego broadcaster told R&R, "I don't believe that any San Diego sales managers, salesmen or general managers have maliciously and willfully gone out of their way to slander or inhibit XTRA's ability to sell their station."

The two sides in the matter are diametrically opposed in their positions and statements, and the situation is not smoothed over by Arbitron's recent decision to list all foreign-licensed stations "below the line" in its border market rating reports (including El Paso and Detroit as well as San Diego); San Diego radio people would like the foreign stations delisted, and the foreign stations themselves would prefer to be listed with the American market stations. The XTRA controversy is far from finished; further reports will appear in R&R as the situation develops.

FCC's Fall '78 Playlist

(Continued from page 4)

its thinking and prohibit corporations from passing the cost of advertising on to their customers?

(Status: Currently being studied): AT&T is the corporation on trial. It has been a longstanding practice with AT&T to include in its base rate its cost of doing business, including advertising. A distinction is being sought by "consumerists" to distinguish between product advertising and ads created to sell the public a concept.

(10) Number Of Ads

At Issue: Does the FCC need to set limits on the number of ads stations run per hour?

(Status: Petition for Rule Making filed by NAB): Currently the FCC uses the same standards for commercials as does the industry's self-regulating arm - the NAB Radio Code. However, radio broadcasters for competitive reasons must keep commercials to a minimum in most markets. Examples of exceptions to the marketplace rule are radio stations located in resort areas which have to make a buck when they can in order to serve their community year-round. Broadcasters contend that it is impossible for the Federal government to fairly apply an overcommercialization policy nationally.

Next Week

There are roughly an additional ten areas that radio broadcasters should be concerned about. They include: refunding of broadcaster's fees, EEO, ascertainment, petitions, minority ownership, and comparative hearings. We'll examine these next week.

KISW Duck

(Continued from page 1)

wings; there was no way he could punch anybody."

Phillips reports that the Duck suffered only minor injuries, but was "really humiliated" over the incident. However, the station has been deluged with offers from bystanders to testify for the mascot, and according to Phillips, "All our response has been pro-Duck." Jury hearing is set for October 19, at which time KISW hopes for a dismissal or at least a reduction of charges.



WHO'S WHO - Pictured at MCA's recent party for the Who are (l-r) MCA Promotion VP Stan Bly, RKO National Music Coordinator Dave Sholln, and MCA President J.K. Maitland.



THE GIFT OF GIBB - KING/Seattle sponsored a contest in which winners were able to meet RSO artist Andy Gibb backstage before his recent area show. Pictured are (l-r, rear) KING's Scott Forrest, KING PD Rob Conrad, and air personality Bruce Murdock; (center) Andy Gibb flanked by two winners; and (kneeling, front) RSO's Michael Rowley.



WLS SCHOLAR DOLLARS - The Greater Chicago Radio Broadcasters Association, in conjunction with the Omega School of Communications, are making \$25,000 available for scholarships in broadcasting for Chicago students. Pictured at the presentation ceremonies are (l-r) Eric Thurman, President of the Omega School; Chicago Mayor Michael A. Bilandic; and WLS VP/IGM Martin G. Greenberg, President of the GCRBA.



KGW'S HOLE NEW THING - KGW/Portland's new T-shirts feature a station logo pressed into the center of what looks like an album, complete with hole in the center. Modelling the new garb are fashion plates and Big Tree artists England Dan Seals (left) and John Ford Coley, with Station Manager Larry Campbell in the middle.

am·bi·tious (äm-bīsh'əs) *adj.* 1. Characterized by ambition. 2. Challenging: an ambitious plan. —*am·bi'tious·ly adv.*

am·bro·sia (äm-brō'zhə, -zhē-ə) *n.* 1. The food of the Greek gods and immortals. 2. Something of exquisite flavor or fragrance.

am·bu·lance (äm'byə-ləns) *n.* A vehicle equipped to transport the sick or wounded. [*< F (hôpital) ambulant, itinerant (hospital).*]

Now being served at:

WPGC deb 27
WKBW add
Z93
Q102 add 34
KSTP add
WZUU 23-20
WGCL deb 29
B100 deb 30
KJR on
KIMN add
13Q add 29
WAVZ
PRO-FM deb 25
WISM on
WTRU add 33
WEAQ add 29
WSPT deb 28
KVOX deb 26
KQWB add
WKAU
WNAM on
KKXL 25-23
KFYR deb 17

WYRE add
WPHD deb 27
WKBO deb 27
WQXI deb 30
94Q 20-15
WAYS
WGH
WSGA add 29
Q94 26-24
WBBQ deb 29
Z98 add
KNOW
KX106 22-17

WKIX
WRJZ 26-24
WJDX
WVIC 30-21
KAKC
KBEQ on
KING
KJRB 29-27
KTAC add
KCPX add
KOPA on
KTKT
KGW

KENI
Y94 on
KQEO deb 36
WEEO on
WGUY deb 29
13FEA
WHYN add 37
WFBG add
WHHY 27-25
WRFC add
WFOM on
WFLB
WGLF 24-15

WERC deb 30
WAAY deb 29
WISE
WANS 30-22
KHFI on
CK101 deb 36
WCGQ 29-28
WTMA deb 25
G100 add
WLEE add 26
KKRC
WAKX 23-20
WJON add
KCBN on
KRSP add
KQDI on
KBIM
KANC add
KDZA add 38
KYNO on
KENO on

"How Much I Feel"

AMBROSIA

Produced by Freddie Piro & Ambrosia
on Warner Bros. Records.



MIDWEST	
Most Added	Hottest
Ambrosia Hell & Oates Rolling Stones	Exile Nick Gilder Boston

WEST	
Most Added	Hottest
Ambrosia Styx Gino Vannelli	Exile Boston Little River Band Taste Of Honey

WEST

WEST	Y04/Fresno, CA	KENO/Las Vegas, NV
Parallel One	Don Spears	Steve Summers
KDMN/Deaver, CO Ed Green	Anne Murray Rolling Stones Pablo Cruise Jefferson Starship Gino Vannelli David Gates HOTTEST: Taste Of Honey 1-1 Exile 4-3 Capt. & Tennille 15-11 LRB 22-17 Gerry Rafferty 24-19	Barbra Streisand The Cars Foreigner HOTTEST: Travolta/Olivia 2-1 Pablo Cruise 5-3 Charlie 12-7 Donna Summer 19-8 LRB 27-15
The Who Ambrosia HOTTEST: Commodores 1-1 LRB 10-2 ABS Bother 8-4 Exile 14-8 Olivia 18-13	KOBO/Albuquerque, NM Frank Regan Rolling Stones Foreigner Gino Vannelli Player Dr. Hook Styx Barry Manilow HOTTEST: Exile 1-1 Chris Rea 10-8 Travolta/Olivia 18-12 Kenny Loggins 22-16 Boston 24-17	KQDI/Great Falls, MT Don Nordine Paul Davis Crystal Gayle Hall & Oates Barbra Streisand (dp) Meco (dp) Alan Parsons (dp) HOTTEST: Commodores 1-1 Exile 7-3 Anne Murray 12-7 Heat Loaf Paradise 18-14 Bob Seger 19-16
KFI/Los Angeles, CA Roger Collins None HOTTEST: Taste Of Honey 5-1 Linda Ronstadt 14-10 EMF 20-12 Boston 19-16 Travolta/Olivia 23-19	KOPA/Phoenix, AZ Brian Christian Heart Gino Vannelli Foreigner HOTTEST: Exile 4-1 Taste Of Honey 14-8 Kenny Loggins 28-13 Linda Ronstadt 24-20 Billy Joel 27-24	KANC/Anchorage, AK Ron O'Neil Ambrosia HOTTEST: Exile 2-1 Olivia 10-7 LRB 16-12 Rolling Stones Burden 22-16 Anne Murray 23-17
KPB/Los Angeles, CA John Sebastian LRB HOTTEST: Frankie Valli 1-1 Exile 11-4 E.C. King 12-8 Olivia 20-10 Chris Rea 18-13	KTAC/Tacoma, WA Ric Hansen Ambrosia John Paul Young The Who Steely Dan HOTTEST: Frankie Valli 1-1 Exile 10-7 Travolta/Olivia 16-11 Anne Murray 19-14 LRB 21-16	KANC/Anchorage, AK Ron O'Neil Ambrosia HOTTEST: Exile 2-1 Olivia 10-7 LRB 16-12 Rolling Stones Burden 22-16 Anne Murray 23-17
B100/San Diego, CA C.C. McCartney Player Billy Joel Styx HOTTEST: ELO 4-1 Boston 15-5 Steely Dan 8-7 Bob Seger 19-9 Foreigner Vision 23-20	KCPX/Salt Lake City, UT Gary Waldron Heart Crystal Gayle Ambrosia HOTTEST: Exile 1-1 Olivia 5-2 Boston 6-3 Bob Seger 10-7 Anne Murray 14-10	KYTL/Portland, OR Mike Davis Capt. & Tennille John Paul Young HOTTEST: Commodores 1-1 Exile 6-2 E.C. King 10-8 LRB 17-14 Kenny Loggins 20-20
KTLB/Deaver, CO Randy Jay Rick James Village People Quincy Jones Barry Manilow Copa Linda Ronstadt Dan Hill Dolly Parton Bruce Springsteen Player Michael Johnson Bob McGilpin Kraftwerk Judy Cheeks	KERN/Bakersfield, CA Pete Shannon Anne Murray Aerosmith Capt. & Tennille HOTTEST: Barry Manilow Copa 4-1 Olivia 11-9 Village People 13-10 Boston 19-13 E.C. King 24-20	KCBN/Reno, NV Red Mt. ABS Cheap Trick (dp) Jefferson Starship Ross/Jackson Barbra Streisand (dp) Styx Donna Summer Gino Vannelli HOTTEST: Exile 1-1 Taste Of Honey 6-2 Nick Gilder 11-7 Boston 25-19 Kenny Loggins 28-20
KJRB/Seattle, WA Tracy Mitchell Aerosmith Styx HOTTEST: Foreigner Hot 1-1 Exile 6-2 Taste Of Honey 12-5 Nick Gilder 21-14 Gerry Rafferty 24-20	KJRB/Bakersfield, CA Alan Haque David Gates Hall & Oates Ambrosia HOTTEST: Exile 1-1 Anne Murray 9-4 Gerry Rafferty 10-5 Kenny Loggins 11-6 Boston 13-9	KSLY/San Luis Obispo, CA John Tobin Gino Vannelli Rolling Stones Donna Summer Pablo Cruise Doucette Eric Carmen Tom Petty HOTTEST: LRB 1-1 Linda Ronstadt 12-6 Gerry Rafferty 14-8 Hall & Oates 19-10 Journey 22-12
KFRC/San Francisco, CA Garland Sholin Dr. Hook John Belushi Louie HOTTEST: Taste Of Honey 1-1 Exile 8-4 The Cars 18-10 Steely Dan 16-11 Teddy Pendergrass 20-15	KCBO/San Diego, CA Nina Gomez Anne Murray The Who Styx HOTTEST: Commodores 1-1 Taste Of Honey 5-2 Walter Egan 10-5 Exile 16-9 Chris Rea 21-14	KJRH/Phoenix, AZ Bobby Rivers Dolly Parton HOTTEST: Commodores 3-1 Exile 10-8 Olivia 12-9 Chris Rea 16-11 Gerry Rafferty 20-15
Parallel Two	Parallel Three	
KJRB/Spokane, WA Tom Mutyler Barry Manilow Gino Vannelli Heart Aerosmith Boston Never (dp) Styx (dp) Hall & Oates (dp) HOTTEST: Exile 7-1 Anne Murray 5-4 Nick Gilder 16-7 Boston 14-8 Kenny Loggins 20-15	KDZA/Pueblo, CO Rip Avina Hall & Oates Aerosmith Ambrosia Rolling Stones Dolly Parton HOTTEST: Foreigner Hot 2-1 LRB 13-10 EMF 14-11 Nick Gilder 16-12 Boston 18-13	
KEZY/Anaheim, CA Larry Groves Kenny Loggins John Paul Young Robin Gibb HOTTEST: Commodores 1-1 E.C. King 9-4 Travolta/Olivia 14-6 Chris Rea 12-8 Steely Dan 13-10	KYNO/Fresno, CA Kris Van Kamp Alicia Bridges Meco Donna Summer Foreigner HOTTEST: Taste Of Honey 8-1 Travolta/Olivia 13-8 Village People 11-9 Nick Gilder 16-14 Boston 28-25	

AFTER FIVE DAYS WE'RE "STRAIGHT ON" TARGET

- | | | |
|-------------|-------------|-------------|
| Q102 add 35 | KING add | WHHY-FM add |
| WZUU deb 22 | KYYX add | KVOX add |
| KJR add | KJRB add | KQWB add |
| KX106 add | KCPX add | KKLS add |
| KBND add | KOPA add 29 | KRPL add |
| WBGN add | KYLT add | KBLL add |
| KYJC add | | WGLF add |

"Straight On"
The New Single From

HEART



From the new Heart Album
"Dog & Butterfly"

on *Portrait* Records
Produced by Mike Flicker

AC/DC



IT'S SHOCKING
 "Rock 'N' Roll Damnation"
THE POWER IS ON AT

KFRC 610 San Francisco

- | | | |
|----|----|-----------------------|
| 1 | 1 | TASTE OF MONEY |
| 2 | 2 | ROLLING STONES (old) |
| 3 | 3 | EVELYN C KING |
| 4 | 4 | EXILE |
| 5 | 5 | JOHN & OLIVIA (new) |
| 6 | 6 | PABLO CRUISE |
| 7 | 7 | COMMODORES (old) |
| 8 | 8 | QUINCY JONES (old) |
| 9 | 9 | FRANKIE VALLI |
| 10 | 10 | CARS |
| 11 | 11 | STEELY DAN (new) |
| 12 | 12 | EWF |
| 13 | 13 | FOREIGNER |
| 14 | 14 | OLIVIA NEWTON JOHN |
| 15 | 15 | TEDDY PENDERGRASS |
| 16 | 16 | ANDY GIBB (new) |
| 17 | 17 | LITTLE RIVER BAND |
| 18 | 18 | NICK GILDER |
| 19 | 19 | JOE WALSH |
| 20 | 20 | KENNY LOGGINS |
| 21 | 21 | BOB SEGER |
| 22 | 22 | WHY |
| 23 | 23 | EDDIE MONEY |
| 24 | 24 | BOSTON |
| 25 | 25 | WALTER EGAN (old) |
| 26 | 26 | LINDA RONSTADT |
| 27 | 27 | DONNA SUMMER (old) |
| 28 | 28 | FOREIGNER ("Double") |
| 29 | 29 | BARRY MANILOW (old) |
| 30 | 30 | PABLO CRUISE ("Live") |
- ADDS: DR HOOK, JOHN BELUSHI
- ON: JACKSON BROWNE, BOB SEGER ("Shower"), ROLLING STONES (new), CAPTAIN & TENILLE, LEIF JARVIS STARSHIP (new), GERRY RAFFERTY & WHEEL, LINDA VANNELL

KTLK 1280 Denver

- | | | |
|---|----|---------------------|
| A | 16 | RICK JAMES |
| A | 17 | VILLAGE PEOPLE |
| A | 20 | QUINCY JONES |
| A | 24 | BARRY MANILOW (old) |
| A | 28 | LINDA RONSTADT |
- ADDS: 16, 17, 20, 24, 28
 DAN HILL, DOLLY PARTON, BRUCE SPRINGSTEEN (new), PLAYER (new), MICHAEL JOHNSON (new), BOB MCGILPIN, KRAFTWERK, JUDY CHEERS

64KFI Los Angeles

- | | | |
|----|----|----------------------|
| 5 | 1 | TASTE OF MONEY |
| 1 | 2 | COMMODORES (old) |
| 3 | 3 | EXILE |
| 4 | 4 | OLIVIA NEWTON JOHN |
| 5 | 5 | FOREIGNER |
| 6 | 6 | EVELYN C KING |
| 7 | 7 | WALTER EGAN (old) |
| 8 | 8 | LRB |
| 9 | 9 | ANDY GIBB |
| 10 | 10 | LINDA RONSTADT |
| 11 | 11 | FRANKIE VALLI |
| 12 | 12 | EWF |
| 13 | 13 | CAPTAIN & TENILLE |
| 14 | 14 | NICK GILDER |
| 15 | 15 | CHRIS REA |
| 16 | 16 | BOSTON |
| 17 | 17 | DONNA SUMMER (old) |
| 18 | 18 | EDDIE MONEY |
| 19 | 19 | JOHN & OLIVIA |
| 20 | 20 | BOB SEGER (new) |
| 21 | 21 | GERRY RAFFERTY (new) |
| 22 | 22 | BARRY MANILOW |
| 23 | 23 | STEELY DAN (new) |
| 24 | 24 | KENNY LOGGINS |
| 25 | 25 | ROLLING STONES (old) |
| 26 | 26 | ROBIN GIBB |
| 27 | 27 | PABLO CRUISE |
| 28 | 28 | TOBY BEAU |
| 29 | 29 | JOE WALSH |
| 30 | 30 | ARS (old) |
- ADDS: None
- ON: BARBRA STREISAND, SIMON & TAYLOR, CRYSTAL GAYLE, AEROSMITH, JOHN PAUL YOUNG, DONNA SUMMER (new), ROSS & JACKSON, ANNE MURRAY, PAUL ANKA, DAN HILL, STONEROLT, BEE GEES/FRAMPTON

95 Music Radio Denver

- | | | |
|----|----|----------------------|
| 1 | 1 | COMMODORES (old) |
| 10 | 2 | LRB |
| 2 | 3 | FOREIGNER |
| 3 | 4 | ARS (old) |
| 4 | 5 | PABLO CRUISE |
| 5 | 6 | RITA COOLIDGE |
| 6 | 7 | ANDY GIBB |
| 7 | 8 | EXILE |
| 8 | 9 | EVELYN C KING |
| 9 | 10 | CHRIS REA |
| 10 | 11 | DONNA SUMMER (old) |
| 11 | 12 | JACKSON BROWNE |
| 12 | 13 | OLIVIA NEWTON JOHN |
| 13 | 14 | JOE WALSH |
| 14 | 15 | NICK GILDER |
| 15 | 16 | EWF |
| 16 | 17 | FRANKIE VALLI |
| 17 | 18 | BOSTON |
| 18 | 19 | WALTER EGAN (old) |
| 19 | 20 | JOHN & OLIVIA |
| 20 | 21 | KENNY LOGGINS |
| 21 | 22 | EDDIE MONEY |
| 22 | 23 | BOB SEGER |
| 23 | 24 | TASTE OF MONEY |
| 24 | 25 | ROLLING STONES (old) |
| 25 | 26 | GERRY RAFFERTY (new) |
| 26 | 27 | ALESSI |
| 27 | 28 | JOHN PAUL YOUNG |
| 28 | 29 | LINDA RONSTADT |
| 29 | 30 | DIRTY BAND |
- ADDS: THE WHO, AMBROSIA
- ON: ANNE MURRAY, STEELY DAN (new), ROBIN GIBB, BEACH BOYS

KJR 95 Seattle

- | | | |
|----|----|----------------------|
| 1 | 1 | FOREIGNER |
| 2 | 2 | EXILE |
| 3 | 3 | ANDY GIBB |
| 4 | 4 | COMMODORES (old) |
| 5 | 5 | TASTE OF MONEY |
| 6 | 6 | OLIVIA NEWTON JOHN |
| 7 | 7 | EWF |
| 8 | 8 | LRB |
| 9 | 9 | WALTER EGAN (old) |
| 10 | 10 | JACKSON BROWNE |
| 11 | 11 | JOE WALSH |
| 12 | 12 | WENDY WALDMAN |
| 13 | 13 | ANNE MURRAY |
| 14 | 14 | NICK GILDER |
| 15 | 15 | BOB SEGER |
| 16 | 16 | KENNY LOGGINS |
| 17 | 17 | EVELYN C KING |
| 18 | 18 | JOHN & OLIVIA |
| 19 | 19 | ALICIA BRIDGES |
| 20 | 20 | GERRY RAFFERTY (new) |
| 21 | 21 | BILLY JOEL (new) |
| 22 | 22 | BOSTON |
| 23 | 23 | PETER BROWN |
| 24 | 24 | DAVID GATES |
| 25 | 25 | CAPTAIN & TENILLE |
- ADDS: AEROSMITH, STYX (new)
- ON: BARBRA STREISAND ("Eyes"), AMBROSIA, JOHN PAUL YOUNG (DP), PAUL DAVIS (DP), CRYSTAL GAYLE (DP), LINDA RONSTADT (DP), SEALS & CROFTS (new) (DP), ROLLING STONES (new) (DP), FOREIGNER ("Double") (DP), THE WHO (DP)

B-100 San Diego

- | | | |
|----|----|--------------------------|
| 4 | 1 | ELO |
| 1 | 2 | FOREIGNER |
| 2 | 3 | COMMODORES (old) |
| 3 | 4 | PABLO CRUISE |
| 4 | 5 | BOSTON |
| 5 | 6 | ROLLING STONES (new) |
| 6 | 7 | STEELY DAN (new) |
| 7 | 8 | ARS (old) |
| 8 | 9 | BOB SEGER |
| 9 | 10 | EXILE |
| 10 | 11 | KENNY LOGGINS |
| 11 | 12 | PRISM |
| 12 | 13 | GERRY RAFFERTY (new) |
| 13 | 14 | JOE WALSH |
| 14 | 15 | LRB |
| 15 | 16 | WALTER EGAN (old) |
| 16 | 17 | JEFFERSON STARSHIP (old) |
| 17 | 18 | CARLY SIMON (old) |
| 18 | 19 | NICK GILDER |
| 19 | 20 | FOREIGNER ("Double") |
| 20 | 21 | CARS |
| 21 | 22 | ROLLING STONES (old) |
| 22 | 23 | LEROUX |
| 23 | 24 | RINKS |
| 24 | 25 | CHAP TRICK |
| 25 | 26 | HALL & DATES |
| 26 | 27 | EDDIE MONEY |
| 27 | 28 | CHARLIE |
| 28 | 29 | THE WHO |
| 29 | 30 | AMBROSIA |
| 30 | 31 | DIRTY BAND |
- ADDS: PLAYER (new), BILLY JOEL (new), STYX (new)
- ON: WINGS (new), MOODY BLUES

- WLBZ LP
- WQTC
- KGMO LP
- WQIO
- WFIF
- WSKW LP
- WALG LP
- WBGN
- KLAZ-FM
- WLEQ LP
- WIVY LP
- WIFC LP
- WKAU LP
- WACI
- KTOQ LP

- WZUU LP
- WAVZ
- WFRL
- WHSY
- WDLP
- KONO
- KNDE
- KCBN
- KFIV
- KBZY
- WYND
- WBBQ LP
- KLIV
- KYNO
- Y103
- WFLI LP
- WTMA

- WDXY LP
- WCOS LP
- WMFJ
- WQPD
- KJOY
- KOPA LP
- WCUE LP
- K104 LP
- WXIL
- WCRO LP
- KDON
- KYLT
- KOOK
- KQEO
- KGHO
- KRHC
- Q-105 LP
- WMID LP





BLUE COLLAR MAN

AM 2087

The new single.

ATLANTA
Z-93
WBBQ
WAUG
WFOM

CHARLOTTE
WANS
WCOS
CHICAGO
WMET
LOS ANGELES
K100

DENVER
KCPX
KRSP
KQEO
CLEVELAND
WCUE
WXIL

MILWAUKEE
WZUU.
WRKR
WSPT
NEW ORLEANS
WTIX
BUFFALO
WYSL

ST. LOUIS
KSLQ 33
KBEQ-FM
WHB 40
PHOENIX
KVSL
KTKT
XROK

SEATTLE
KING
KYYX-FM
KJRB
KREM
KTAC
KMBQ

WASH. D.C.
WWDC
WLPL-FM
WZYQ



From the platinum album, "Pieces of Eight" ^{SP 4724}
On A&M Records and Tapes

Produced by Styx. Production Assistance: Barry Marx.
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CHRIS REA - Fool (If You Think... (UA) LP: What Ever Happened To Benny

Table of radio stations and frequencies for CHRIS REA's album across various regions like Northeast, South, Midwest, West, and Midwest.

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

Table of radio stations and frequencies for LINDA RONSTADT's album across various regions.

BOB SEGER - Hollywood Nights (Capitol) LP: Stranger In Town

Table of radio stations and frequencies for BOB SEGER's album across various regions.

TASTE OF HONEY - Boogie Oogie... (Capitol) LP: Grease Soundtrack

Table of radio stations and frequencies for TASTE OF HONEY's album across various regions.

TRAVOLTA & OLIVIA - Summer Nights (RSO) LP: Grease Soundtrack

Table of radio stations and frequencies for TRAVOLTA & OLIVIA's album across various regions.

THE WHO - Who Are You (MCA) LP: Who Are You

Table of radio stations and frequencies for THE WHO's album across various regions.

JOHN PAUL YOUNG - Love Is In The Air (Scott Bros.) LP: Love Is In The Air

Table of radio stations and frequencies for JOHN PAUL YOUNG's album across various regions.

ELECTRIC WEENIE

Wizard of Oz II... Toto becomes a hero by putting out a fire on the scarecrow's leg. As one guru said to the other, "Every time I'm about to achieve nirvana... I have to go to the bathroom." What's green and travels 100mph? A frog in a blender. Morris the cat dies. Behind the scenes it is rumored it was suicide. He was despondent. Some time ago, while opening a can of sardines, he accidentally fixed himself. I get myself started each morning by sticking my tongue in the fan. Dams are bi-sexual. Which is why they have such a hard time finding an apartment. Cross a porcupine with a mole. You get a tunnel that leaks. For more of this humor-bypass free, write: The Electric Weenie, 660 N. Mashta Dr., Key Biscayne, FL 33149.

Others Getting Significant Action

STONEBOLT "I Will Still Love You" (Parachute) 19/2, CHUM, WVIC, 29-27 WGCL, 37-31 WTX, 23-21 WBBQ, 16-12 WHYY, 28-24 WAAY, 18-14 KAYC, on KFI. DOLLY PARTON "Heartbreaker" (RCA) 11/6, KTLK, WBBF, KRUX, WNDE, KLMS, KDZA, on Y103, WTX. DIANA ROSS & MICHAEL JACKSON "Ease On Down The Road" (MCA) 14/2, JB105, KCBN, 27/26 WLCY, 29-27 WQXI, 43-40 WHYN, debut 29 WRKO, debut 29 WBBQ, debut 35 WZZP, on KFI. ERIC CARMEN "Change Of Heart (Arista) 11/5, WGCL, 13Q, WPHD, WBBQ, KSLY, 34-30 WZZP, 32-30 WGLF, on 94Q. ATLANTA RHYTHM SECTION "Champagne Jam" (Polydor) 11/4, JB105, 94Q, 92Q, KCBN, 35-32 CK101, debut 30 KX106, debut 30 KOPA. THE BEACH BOYS "Peggy Sue" (Brother/Reprise) 11/4, WPHD, WHB, WYND, WHYN, 28-24 KSLY, debut 24 WICC, on KIMN. VAN MORRISON "Wavelength" (WB) 10/4, PRO-FM, WYND, CK101, WISM, 35-30 JB105, 29-23 KSLY, on WRKO. RUPERT HOLMES "Let's Get Crazy Tonight" (Private Stock) 12/2, WZZP, WSPT, 28-21 WKBO, 17-15 KLEO, debut 28 WBBQ. LOUISIANA'S LaROUX "New Orleans Ladies" (Capitol) 18/1, Z98, 24/23 B100, 2-2 KX106, 28-25 WRFC, 20-17 WLEE, 4-3 WCGO.

R&R Top-40 Radio Reporters

Table listing radio reporters for various regions: Northeast, South, Midwest, West, and Parallel One, Two, Three.

Table listing radio reporters for various regions: Northeast, Midwest, South, and Parallel One, Two, Three.

O'Liners

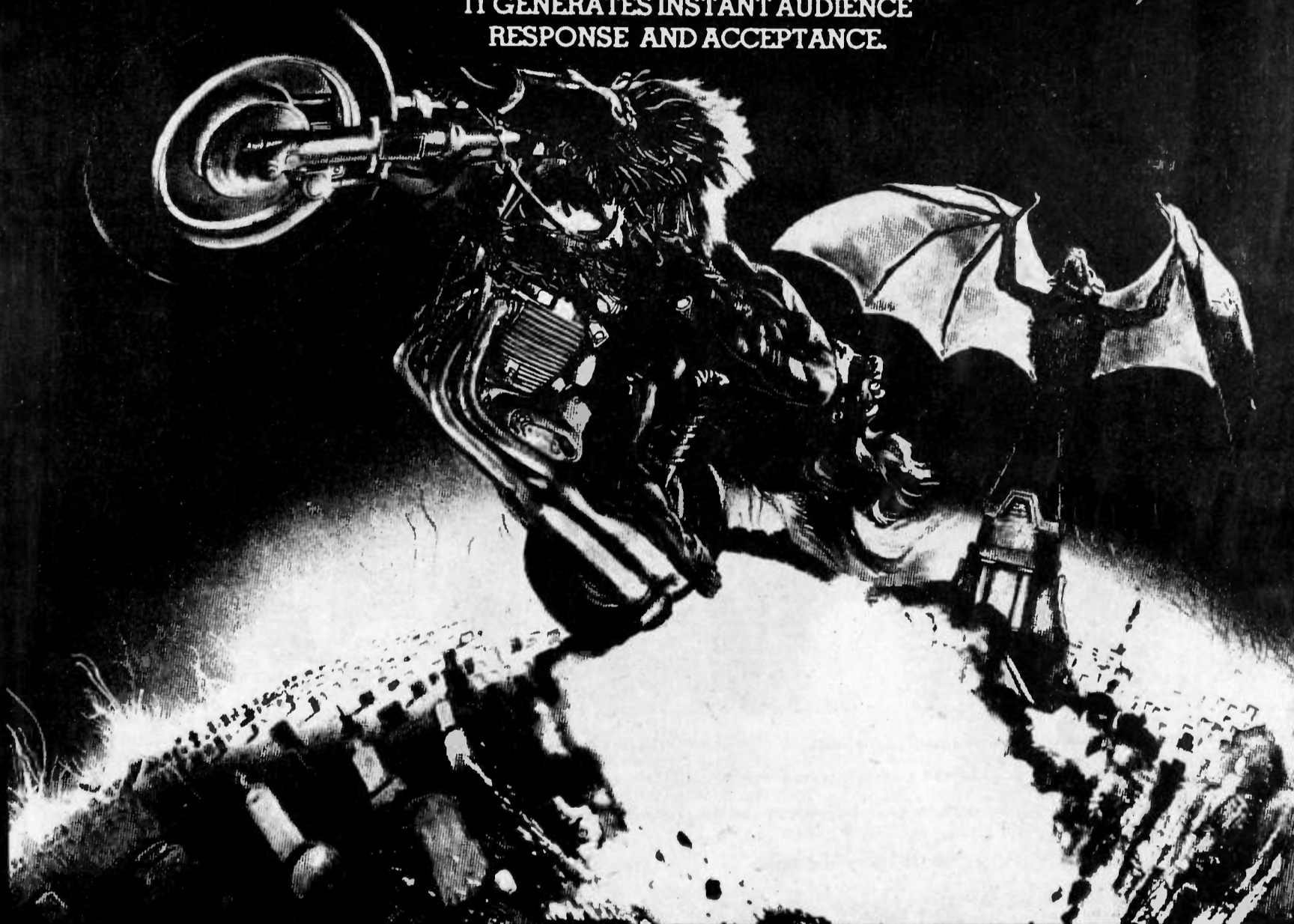
Menahem Begin has come up with a compromise Mideast settlement. The Israelis won't give up their occupied territories in the Sinai, but they will give the Arabs Miami Beach! More than 50% of the new school teachers in Dallas, Texas, recently flunked a mental aptitude test designed for persons 13 years of age and older. In a newspaper interview, a Dallas math teacher was quoted as saying, "Sure, you media people only write about the 50% that failed. Why don't you concentrate instead on the other two-thirds of us?" Maybe I'm just old-fashioned, but I'm not too wild about the idea of test-tube babies. I think babies should be conceived in the traditional American way: at drive-in movies! A recent poll indicates 50% of the American public doesn't want Jimmy Carter to run for re-election in 1980. The other 50% are still demanding a recount from 1976! Recent polls indicate that even Richard Nixon could beat Jimmy Carter in a presidential election. Now THAT'S humiliating! That's like losing a beauty contest to Abe Vigoda! It seems like everyone is disenchanted with Carter's performance as President. The other night Rosalyn told him, "Not tonight, Jimmy: the country has a headache!" Calendar, topicals, jock lines. For a complete FREE sample issue, write: O'LINERS, Dept R, 366 West Bullard Avenue, Fresno, California 93704—or call (209) 431-1502. NOTE: When requesting sample, please be sure to tell us your call letters.

ACR HOTTRACKS - STEPHEN BISHOP "Everybody Needs Love", BOSTON "Don't Look Back", BOB DYLAN "Baby Soft Cryin'", etc.

MEAT LOAF'S

"PARADISE BY THE DASHBOARD LIGHT"

IS THE ULTIMATE BOY/GIRL SONG.
IT GENERATES INSTANT AUDIENCE
RESPONSE AND ACCEPTANCE.



RADIO ACTIVITY: KIOA add 22 WGCL 24-19 KX106 10-8 WLOF 39-37
WGUY deb 28 F105 3 KBEQ 25-21 CK101 2-2
WPHD 2-1 WDRC 29-27 WHB 24-14 WLEE 24-22
WRJZ deb 25 PRO-FM 13-12 WHOT 20-19 KQWB on
99X 4-2 JB105 14-7 KJRB on KSLY on
WNBC 25-23 WICC 16-10 KOPA 6-5 KQDI 18-14
WRKO 7-3 WTRY 21-20 WHYN 35-30
WZUU 25-21 WNOE 18-15 WRFC 27-24

Female Vocal:
ELLEN FOLEY
Play By Play:
PHIL RIZZUTO

**MEAT LOAF WILL TURN YOUR AUDIENCE ON,
AND THEY'LL KEEP YOU TURNED ON.**

Distributed by CBS Records, Inc.



CLEVELAND
Cleveland International
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The Cleveland
Entertainment Company

THE PICTURE PAGE

Spellbound In L.A.



Pictured backstage after their recent appearance at the Roxy in Los Angeles, EMI America recording artists Spellbound accept congratulations from the EMI America staff. Pictured (l-r): Bill Straw, EMI America; Ron Umile, manager of Spellbound; Dennis Edwards, Ralph Cater, David Lenchner and Bill Burgess, group members; Don Grierson, VP, EMI America; Frenchy Gauthier, EMI America; Barry Flast, group member; and J.J. Jordan, EMI America.

Arista Pacts Womack



At their Los Angeles regional sales meeting, Arista Records announced the signing of Bobby Womack with the initial release for the label due early in 1979. Shown welcoming Womack (center) to the label are (l-r): Ray Parker, Jr., leader of Raydio; and Clive Davis, President, Arista Records.

RCA Trumpets Triumph



Triumph, a Canadian rock group, has been signed to a worldwide (except Canada) recording contract by RCA Records. Their debut U.S. album, "Rock & Roll Machine", will be released in September. Pictured at the signing (l-r): Triumph managers Neil Dixon and Steve Propas; Triumph producer and group member Mike Levine; and Warren Schatz, VP, RCA Records.

Tarney/Spencer Recruit Air Force



When A&M recording artists Tarney/Spencer visited the company's Los Angeles offices, they drew a crowd of radio people. The not-quite-a-cast-of-thousands included (l-r, seated): Trevor Spencer, group member; Meredith Lifson, Ten-Q; Alan Tarney, group member; and Steve Marshall, KNX-FM (standing, middle row, l-r): Harold Childs, Senior VP, A&M; Joan Dlugatch, A&M; Guy Zapoleon, KRLA; Jan Basham, A&M; Bob Hamilton, KRTH; Jeanne Morick, A&M; Larry Green, A&M; and Denise Gorman, K100 (back row, l-r): Mike McVey, Ten-Q; Sherman Cohen, KIIS; Jim La Fawn, KZLA; Tom McKay, KWST; Joyce Conti, friend; and Jeff Gonzer, KMET.

Nick-O-Teen



Nick Gilder, his band and entourage huddle backstage prior to their appearance on Midnight Special in Los Angeles. Shown (l-r) are: Craig Krampf and Eric Nelson, band members; Berry Samuels, Gilder's co-manager; Jamie Herndon, band member; Terry Ellis, President, Chrysalis Records; Gilder; and Lloyd Segal, Gilder's co-manager. Seated is James McCulloch, band member.

Genesis Mines Canadian Metals



Atlantic recording group Genesis recently performed two nights at the Montreal Forum in Canada. Following the shows, Atlantic Records and WEA Canada presented the group with gold and platinum awards for several of their albums. Exhibiting that unmistakable "Genesis se quel" are (l-r) group members: Phil Collins, tour drummer Chester Thompson, Michael Rutherford, Tony Banks and tour guitarist Daryl Stuermer.



WE TAKE INFINITE PRIDE IN ANNOUNCING
THE FIRST LABEL VENTURE IN OUR HISTORY
ELEKTRA/ASYLUM PRESENTS RICHARD PERRY'S

PLANET RECORDS



THE PICTURE PAGE

Howling Success



When A&M recording artist Paul Winter (known for his musical collaborations with wolves) visited Jane Fonda's Laurel Springs Camp for L.A. inner city kids to entertain the children, he was accompanied by a wolf named "Slick." Caught harmonizing on a familiar Howlin' wolf tune, "Smokestack Lightning", are (l-r): Winter; Slick; John Harris, Slick's owner; and Jane Fonda.

Genya Do It?



As part of an in-store promotion for 20th Century-Fox recording artist Genya Raven's current album, "Urban Desire," Tower Records' Los Angeles employees, customers and 20th staff members applied spray paint, American graffiti and champagne to a 6'x8' canvas in keeping with the spirit of the album's cover. Posing in front of their collective masterwork are (standing, l-r): Jim Fisher and Judy Stearns, 20th Century-Fox Records; Bob Delaney, Manager, Tower Records-Sunset; Vicki Leben and Chris Baca, 20th Century-Fox Records; Mike Hektoen, manager of Genya Raven; and Jack Hakim, VP, 20th Century-Fox Records (kneeling, l-r): Marie Bacharach, 20th Century-Fox Records; and Bob Stapleton, Assistant Manager, Tower Records-Sunset.

English Cats In L.A.



RSO recording group British Lions visited Los Angeles recently where they were honored with a party hosted by RSO. Pictured at the festivities are (l-r): Joe Louls, RSO; Rich Fitzgerald, VP, RSO; Bob Edson, Senior VP, RSO; Morgan Fisher, group member; Mitch Huffman, RSO; Buffin, John Fiddler and Ray Major, group members; Al Coury, President, RSO; and British Lion Overend Watts.

KC Scores More Ore



Harry W. (KC) Casey and his co-producer and writer, Rick Finch, of KC and the Sunshine Band were awarded three platinum records for their albums, "Part 3" and "Who Do Ya (Love)", and for their single, "Keep It Comin' Love". Pictured (l-r) are: Jim Morey, VP of the management firm of Katz-Gallin; Finch; Henry Stone, President, TK Records; and KC.

Columbia Adopts Foster



Ronnie Foster has been signed to Columbia Records with a debut album, "Love Satellite," set for September release. Pictured at the Columbia offices in New York are (l-r): Foster; Vernon Slaughter, CBS Records; Jim Fishel, Columbia; Dr. George Butler, VP, Columbia; and Rita Roberts, CBS Records.

Asleep At The Wheel Star



Following the presentation of proclamations designating August 30th as "Asleep At The Wheel Day" from the Texas State Legislature and the Mayor of Austin, members of Capitol recording group Asleep At The Wheel celebrated their return to Austin from the road. Pictured proudly displaying the emblem of these Texans' favorite brew are (standing, l-r): Chuck Flood, Capitol Records; Gonzalo Barrientos, Texas Legislature Representative; Ray Benso and Tony Garnier, group members; Richard Goodman, Austin City Councilman; ex-AA TW member LeRoy Preston; Danny Levin, Chris York, Chris O'Connell, Pat "Taco" Ryan, and Lucky Oceans, group members; and Tim O'Connor, Austin Opry House (kneeling, l-r): Mika Harr, road crew; and Pat King, Capitol Records.

**Pledge Your
Allegiance To**

FUNKADELIC



**“ONE NATION
UNDER
A GROOVE”**

★★★ THEY ALREADY HAVE: ★★★

WPGC 29-24	WGCL add
96X	WAVZ 15
CKLW 16	WFLB



Black Radio



Bill Speed

Applying Personality To Black Radio

Over the next several weeks we'll be doing a "How To" series designed to show some facets of the industry we have all questioned, but couldn't always find the place for answers.

The people who will be contributing to the series are known for their knowledge within the boundaries of their fields. Many are programmers and other important figures.

This series will include several basic parts, with subdivisions within the format of each topic. We'll start first with personality, then the next part will be a two-part series on identity (image as well as music); sound, how to make the best of your facility as well as improve it; and of course money, including the topic of agencies. This part will be in several sections to assure a well-rounded picture.

Starting us off is Tom Joyner, who was recently appointed Program Director of WJPC/Chicago. Joyner begins by saying, "It's very important for Black radio to have personality, but it's something you have to fit to your particular market. For example, in Chicago there are some things you can do that you could only do in a city like Chicago. When I was in Texas, there was a situation there where there were a lot of radar traps within the black community. The police were really serious about these traps, they were everywhere, in places you would never imagine. So I organized a network on the radio for people to call in, and whenever this was happening someone would call and I'd interrupt everything, just like a special bulletin, to tell people where the latest trap was. It was called "Drop A Dime On The Man" — now that worked in Texas; some other people tried it in several other markets and it didn't work because it was centered around a certain situation that was particular to that market. However, it helped build an image for me in that market.



Tom Joyner

Joyner points out, "Personality doesn't have to be an individual perspective, it should always reflect what the people are into. Again, here is where you build the personality around the situation. There are some instances where it's a plus to do what people expect you to do. For example, when I worked in Dallas, I was seldom seen. When I came to Chicago that all changed. I had to be very visible because the guy before me was everywhere all the time, so I had to do the same thing just to maintain, and it worked."

Joyner feels personality is something that can't be generalized. If there are certain elements particular to the situation, "don't change it." He further states, "Take those things and customize them. The bottom line is to look at the situation and figure out how it relates and see what fits and use what you can. One of my favorite things I've done in this town is send out a coffee truck that goes around in the winter and serves a cup of coffee to people waiting for the bus and the local trains. It's so cold in Chicago in the winter you could freeze waiting for the bus, but his truck would serve a couple hundred cups of coffee each morning compliments of me! When the weather would change the idea would vary. I had changed stations but I kept the idea, and improved on it. I served orange juice and hot and cold tea. When I came to WJPC I added a complete breakfast. Now I serve at least 200 breakfasts that are cooked on the spot. The aromas fill the neighborhoods that we are in and people come out for it. 'Good Morning America' is doing a number on it this coming week. Again I couldn't have done the coffee truck campaign with as much success unless the people were receptive to the idea."

Tom believes "the simpler the better." He carries this simplicity with him on the air. "I try to project, 'hey, I'm just a guy from the neighborhood' with everybody!"

Since his appointment as Program Director, he wants his staff to have the same kind of personality, someone on the radio that a listener can relate to. For example, he says, "One of my jocks, 'Jo Jo' Bill Williams, his whole image is the party man. This town is into that type of personality for a variation on the main theme. "People don't always go to a show so another type of social function happens, called 'sets,' which can cost up to \$8 to get in. These functions are always jam-packed, so realizing this is a city habit, we have a jock that fits this crowd. Jo Jo is a reflection of this type: like tonight there's a hot show in town but a lot of people will be going to one of these 'sets.'"

To further emphasize this type of personality programming, the station will be sending a listener to New Orleans for the Ali-Spinks fight, along with Joyner. Jo Jo will be having a party in Chicago complete with big screen television and free beer and popcorn as well as a disco. The only restriction is an age limit of 21 or older to get in. It's simply called "the Ali-Spinks Fight Night Disco."

Joyner goes on to say, "I think these types of things should be simple." He feels people are basically simple. "A lot of people who try this type of programming overshoot and miss the point because they try to put titles and all sorts of things in it and it becomes too complicated."

Next week: Building a station image with WDIA/Memphis's Mike Frisbee.



COMMODORES GET KUTE — Members of Motown recording group the Commodores visited KUTE/Glendale recently. Shown at the station are (l-r): Walter Orange and Thomas McClary, group members; Lee Bailey, air personality, KUTE; Larry Tollin, Motown; Lionel Ritchie, group member; and Mike Johnson, Record Merchandising Distributors.

People

Roshoon Vance comes to WMAK/Nashville from KMJQ/Houston . . . Jeffrey Van has been appointed Program Director at KLIP/Fresno . . . Joe Collins just appointed Music Director at KLIP. WVON/Chicago appoints Carl Connors assistant Program Director as Paul Zarone exits as Program Director . . . Bill "Butch" Mayo comes to KDAY/Los Angeles from KMJQ/Houston . . . George Moore also leaves KMJQ to KKTT/Los Angeles . . . Bill Travis comes to WDIA/Memphis from Z-93/Atlanta . . . also in the move to WDIA is Mark Christian, who comes from WVON/Chicago . . . Phyllis Hyman, Arista recording artist, is currently working on the West Coast on her upcoming LP to be produced by Barry Manilow . . .

Places

Bayard Racetrack is the place where WPDQ/Jacksonville held its Labor Day picnic. The station used its remote unit all day, along with ten bands as well as the Bar-Kays on hand to sign autographs. The radio station sponsored the free barbecue and the corn on the cob . . . New York is the place where the Miss Headlights contest was held. The winning entry was from Los Angeles and was chosen by the Whispers themselves . . . The Regal Room/East St. Louis, IL is the place where WESL personalities "Jockenstein" and David Soul are the judges for the "Ghetto Gong Show" . . . MacArthur Park in Los Angeles was the place where KACE held its Labor Day cookout with several artists on hand.



A TASTE OF HONEY IN THE BIG APPLE — Capitol recording artists A Taste Of Honey recently performed at Madison Square Garden in New York. Pictured backstage congratulating the group are (back row, l-r): Rusty Moody and Annette Monaco, Capitol Records; Donald Johnson and Janice Johnson, group members; Vaughn Harper, DJ, WBLS; Hazel Payne, group member; Ron Magnum, DJ, WBLS; Doreen D'Agostino, Capitol Records; and Perry Kimble, group member; (front row, l-r): Ricky Morrison and Maureen O'Connor, Capitol Records.

Things

WMAK/Nashville has a Kash Kard that allows listeners to get discounts all over town at places like movie houses. For a time listeners could go to the station, present their cards, and get a free popular LP . . . KKSS/St. Louis and KLIP/Fresno are the latest to drop numbers from their playlists . . . WTLC/Indianapolis is having a back-to-school parade. The parade is in cooperation with the city of Indianapolis. The station held a contest where students had to write in a slogan to be used in a fall ad campaign throughout the state on radio as well as television. The winner was picked by a committee that consisted of city officials as well as WTLC's personalities. The winning slogan was: "Education, a life of learning." . . . KDKO/Denver is currently doing a Name-That-Tune call-in, where if the listeners can correctly name the records played during a given time slot, they win things like football tickets and albums.


SMASH CITY!



Foxy and Get Off (DASH 5046) **are getting off.**

WABC	WGCL	WHY	WAIR	BJ105	KNUZ
CKLW	WAVZ	WAAY	WFLB	KAAY	KAYC
WDRQ	WORC	WALG	WQAM	WJDX	KRIO
WLS	Z93	WNEX	Y100	WTIX	WHB
WPGC	WQXI	WAYS	96X	WNOE	KYNO
WCAO	WBBQ	WKIX	WLCY	KVOL	KJOY
KRTH	WSGA	WTOB	WAPE	KEEL	KCBN

AND MANY MORE.

 **PRODUCTIONS, INC.** Produced by Cory Wade for General Entertainment Corp.

DASH RECORDS
Distributed by TK

"IS IT STILL GOOD TO YA"

YOU BET IT IS, AND ASHFORD & SIMPSON ARE SINGING ABOUT IT. "IT SEEMS TO HANG ON" AND THEY WANT YOU TO LISTEN "AS LONG AS IT HOLDS YOU". BUT, NOW THAT "THE DEBT IS SETTLED", GIVE IT A LISTEN. "SO GET UP AND DO SOMETHING"... "YOU ALWAYS COULD". "FLASHBACK"... WITH ASHFORD & SIMPSON. 'NUFF SAID... "AIN'T IT A SHAME".



ASHFORD & SIMPSON

FEATURING THE HIT SINGLE "IT SEEMS TO HANG ON".

ALREADY ON: KDAY, WBLS, WWRL, KKTT, KYAC, KRE, KYOK, KMJQ, KJET, KGBC, WYLD, WVON, WJPC, WBMX, WAWA, WESL, KATZ, KKSS, KPRS, WCIN, WABQ, WJMO, WDAO, WVKO, WTLC, WLOU, WJLB, WCHB, WAMO, WDKX, WBLK, WUFO, WDAS, WCAU, WHAT, WOL, WKYS, OK100, WWIN, WEBB, WENZ, WANT, WILD, WKND, WAOK, WIGO, V103, WENN, WHRK, WOKJ, WGIV, WWDM, WEDR, WMBM, WCKO, WRBD, WERD, WPDQ, WORL
... AND THE LIST GOES ON AND ON AND ON



Warner Bros.
Records

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb

The Little Radio Station That Could

They were once an automated station that did not even show up in the Casper, Wyoming ratings book. Then, on February 1st, 1977, Casper's only FM radio station dropped their automation to turn to live AOR programming, and KAWY was born. Their first ratings book, taken one-and-a-half months after going live, gave them a 1.6, 12+ overall. This year's ratings results brought a more pleasant surprise: the station rose to a double-digit 11.5 overall number. Their nighttime numbers for 18-34 adults went from last year's nonexistent shares to this book's 20's. They achieved all this without promotions, without tightened playlists, with virtually no compromises in the station's progressive programming stance in the community.

Initially, the station had to meet the challenge of being the area's only FM station. According to PD Phil "Strider" Robinson, that had obvious advantages but also worked against



Phil Robinson

CASPER WYOMING

Fred Moore

them: "When we got here no one was in the habit of tuning in FM; there was nothing there. We took a survey about two months after we went on the air live and about one per cent of the population had FM's in their cars. We had to train these people to listen to FM."

They did so by providing a finely-honed blend of progressive music and an adult jock style which Robinson defined as "conversational and as one-on-one as is possible without actually telling private jokes or things like that on the air. We treat the listeners like intelligent people. It's by no means the old-line progressive 'hey man, we're hip' approach. Everybody on the staff (there are six full-timers) understands this concept behind the station; it's very much a team effort."

Part of the KAWY team is MD Fred Moore, who was on hand with Robinson when the station went to live programming a year-and-a-half ago. Moore said the station's musical emphasis is on the new and varied; 50% of their music is new product. Moore says, "I believe new music is the lifeblood of the industry, and our research has shown that this city is stimulated by new music. We've conditioned them to be flexible enough to accept new music," which the station achieved by strategic placement of that music in a set: either at the front or end of a set where it can be identified immediately, or sandwiched in between two proven favorites. Casper's musical taste is as mixed a bag as is its population. As Robinson explained, "it's a fast-growing city; people are moving here from all different areas of the country. We often get calls from newcomers who say they can't believe our station is in the middle of Wyoming. We draw from this variety in our listenership for our musical programming; we play everything from jazz to blues, though we don't play any 'distortion rock.' As the area's only FM station we feel a sense of responsibility to an older audience too."

Musical selections are at the jocks' discretion, which gives the air personalities a great deal more creative control than at most other AOR stations nationwide. There are consensus cuts and ones that are marked for daytime or nighttime play only, but there is no rotation pattern, no card file system. As Robinson explained, "We make sure the staff understands what we are trying to do in advance of their first airshift here; that solves a lot of problems right there." Robinson agreed that this gives the jocks a lot of responsibility, admitting that, "We have to be careful who we hire."

While the station faces no format competitor from Casper's three other radio stations, four FM stations are fed to the market on cable, including Denver Superstars affiliate KAZY. Regardless, Robinson long ago decided not to react to competition with one of radio's staple audience-grabbers, station promotions and contests. As he put it, "We try to avoid cluttering up the airwaves with promotions. I don't think giving things away gets you AOR listeners. What we were trying to do (during the book) was present ourselves as the polar opposite of the other stations in the market who were running up to eighteen commercial minutes an hour and doing contests on top of that. Our spot load limit was ten minutes maximum."

It comes as no great surprise that when asked if the future would bring any changes to KAWY, Robinson answered, "We're not about to make any changes because we've worked too hard to establish things as they are, and it's obviously working. Besides, the station owner is our biggest fan and has given us all his faith."

Arnold Leaves WAAF For Unique Promotion Post

Following a bizarre series of personal attacks by an as-yet-identified assailant, WAAF/Worcester PD Lee Arnold has decided to leave the station and the area. He is taking a Southeast regional album promotion job with RCA. Based in Atlanta, the unique position will involve solely promoting the 50 Abrams Superstars stations nationwide.

Arnold's decision to leave the area follows a series of telephoned threats against his life, and the subsequent assault and attempted murder of his mother, who was visiting her son's home in North Oxford at the time. Lee is mystified as to the identity or true motive of the assailant, who claimed in phone calls that Arnold had been seeing the caller's wife. Both the station and Lee Abrams' organization (of which WAAF is affiliated as a Superstars outlet) have paid for around-the-clock bodyguard protection for the PD since the attack on his mother.

Police have arrested a man who came to the station repeatedly to see Arnold and on one occasion threatened to kill him if he wouldn't see him. While Lee's mother could not positively identify the man who'd been arrested in a police line-up, she did identify his voice in two subsequent voice identifications. His arraignment comes later this month.

Meanwhile, Lee has decided to quit radio and hop into record promotion for RCA. National Album Promotion Director Joshua Blardo has created a new position for Lee, who will be promoting the 50 Abrams Superstars stations nationwide from his Atlanta home base (which is also the headquarters of the Burkhardt-Abrams network). As Lee told me, "With Abrams projecting eighty stations by January, it's a position other record companies should start thinking about."

Lee leaves WAAF on September 15th for ten days' briefing at RCA's New York offices before beginning his new job. Meantime, Assistant PD Paul Lemieux and MD John Duncan will take over PD chores at WAAF until a permanent PD choice is announced by station management.

Lee's tenure as PD at WAAF has shown him to be one of AOR's most energetic and innovative programmers, and we wish him luck in his new endeavor.

Waters To Program Y97

Just two months after being spotlighted in these pages as PD at New York's Jazz AOR station WRVR, Dennis Waters has announced he will leave the station to program NBC's New York Soft AOR FM outlet WYNY (Y97). Waters told R&R, "It was a very difficult decision to make. WRVR has been a terrific experience. The organization has a real solid foundation right now and is continuing to increase. I expect it to continue to do very well."

Waters declined to speculate on the nature of the formatting he would institute at Y97, saying, "It would be premature to say anything further till I'm settled there." Waters' first day at Y97 is September 18th. No successor at WRVR has been named.

His decision to leave the station follows closely behind WRVR GM Bob Orenback's announcement that he would be leaving the station to become President and Executive Director of Jazz Media International LTD., a management company engaged in marketing, broadcast programming and syndication of jazz music.



Lee Arnold



Dennis Waters

Evolution

It was reassuring to talk with the people at WPIX/New York this week to hear that they have not changed formats, but merely tightened up. . . . Meantime, two new AOR stations are on the horizon: WQMG-FM/Greensboro, N.C. who switch from Pop/Adult on September 11th to go 24-hour live with Dennis Elliott at the programming helm, and WZLD/Columbia, S.C. who also switched from Pop/Adult (automated) to Drake-Cbenault's automated AOR service with Herb Carson as PD. . . . In station sales this week, WIBA-FM/Madison has been sold to the Des Moines Register & Tribune. PD Dave Benson has been assured of no changes in the station's AOR stance. And venerable Sacramento AOR KZAP has been sold to Kluc Broadcasting of Las Vegas with ownership to take effect the first of 1979. Once again, no programming changes are planned. . . . KFWD/Dallas has changed call letters to KTXQ in order to increase audience call-letter identification. No format changes there. . . . Former WEZV/Allentown PD Joe McLaine has returned to his previous haunts (WSAN) as morning jock. WSAN PD Rick Harvey has been appointed Sales and Operations Manager of the station as well. . . . KZEW/Dallas MD Bob Shannon has resigned that post to devote more time to his growing family. He retains his airshift as Doris Miller has been named music librarian for the station. . . . WBCN/Boston 6-10pm air personality Tracy Roach is now also Program Coordinator assisting PD Charlie Kendall. . . . KPRI/San Diego MD Cecile has left the station, as has morning air personality "Mary". . . . New to middays at WRNO/New Orleans is Jim White. . . . Dan Carlisle has left KWST/Los Angeles where he was doing afternoon drive. Ex-KMEL/San Francisco staffer Ron Stevens is his replacement. . . . Maxann Satori has returned to weekends at WBCN/Boston from freelance broadcasting work in the community. . . . Gary Toressani has moved from part-timer work to a 12-4pm regular airshift at KSJO/San Jose. He also serves as the station's public service director.

Update

Amidst flying rumors that ratings-troubled WPIX/New York was changing to a Top 40 musical approach, PD George Taylor Morris admitted in a phone conversation Tuesday (9-5) that he was making sweeping musical changes at the station to tighten the station's musical sound, but that the station would still be firmly an AOR. This was confirmed by MD Beverly Mire who said, "We are going to tighten up a lot - we're not going to be adding marginal product anymore. We're going to add records that have hit potential, though we're not necessarily going to wait to add them till they become hits." Musical tightening is a major

Continued on Page 50

**WELCOME TO THE
DANGER ZONE**

KWST	WABX
KNX	WIBQ
KNAC	WIOT
KEZY	WEBN
KFML	WL VQ
KDKB	WBCN
KWFM	WCOZ
KRST	WAAF
KSAN	WBLM
KMEL	WPLJ
KOME	WNEW
KSJO	WPIX
KZAP	WBAB
KSFM	WOUR
KTIM	WAAL
KZOK	WQBK
KREM	WYSP
KZEL	WIOQ
KZEW	WSAN
KMOD	WEZV
KFWD	WHFS
KLOL	DC101
WNOE	WAVA
WRNO	WINR
KLBJ	WQCM
WYFE	WKLS
WZMF	WHHY
KFMH	WOXI
KSHE	WKDF
KADI	WRPL
KY102	WROQ
WMMS	ZETA 4
M105	WSHE
WYDD	WJAX
WCMF	WQSR
W1JQ	WORJ

Player

**THEIR SECOND ALBUM
"DANGER ZONE"**



Produced by
Dennis Lambert and Brian Potter
Direction/Management
Palmer, Roswell & Company Ltd.
RS-1-3036



Radio & Records

Album Airplay/ 40

Chart Summary

September 8, 1978

1	WHO	Who Are You (MCA)	Title "Enough" "Disco" lead
2	BOSTON	Don't Look Back (Epic)	Title "Party" "Man" lead, Variety
3	ROLLING STONES	Some Girls (R. Stones)	"Beast" "Shattered" "Eyes" lead
4	FOREIGNER	Double Vision (Atlantic)	"Hot" "Blue" Title lead
5	BOB SEGER	Stranger In Town (Capitol)	"Hollywood" "Shines" "Same" lead
6	KENNY LOGGINS	Nightwatch (Col)	"Friend" "Driver" "Wait"
7	PABLO CRUISE	Worlds Away (A&M)	"Love Will" "Runnin'" "Live W/out it"
8	JOE WALSH	But Seriously, Folks (Asylum)	"Life's" "Station"
9	BRUCE SPRINGSTEEN	Darkness On The Edge (Col)	"Streets" "Badlands" Title
10	ALAN PARSONS	Pyramid (Arista)	"Goes Up" "Take It"
11	CARS	Cars (Elektra)	"Needed" "Girl" "Roll"
12	ROBIN TROWER	Caravan To Midnight (Chrysalis)	"My Love" "Get You"
13	LYNYRD SKYNYRD	Skynyrd's First And... Last (MCA)	"Home" "Jukin'" "Dove" lead,
14	FOGELBERG & WEISBERG	Twin Sons (Full Moon-Epic)	"Gold" "Face" "Susan"
15	LITTLE RIVER BAND	Sleeper Catcher (Harvest)	"Reminiscing" "Turn Off"
16	MOODY BLUES	Octave (London)	"Slide Zone" "Driftwood"
17	SGT. PEPPER	Various Artists (RSO)	"Come" "Life"
18	DAVID GILMOUR	David Gilmour (Col)	"No Way Out"
19	AMBROSIA	Life Beyond L.A. (WB)	"How Much" Title "Apothecary"
20	HALL & OATES	Along The Red Ledge (RCA)	"Laugh" "Katz" "Lose"
21	BOB DYLAN	Street Legal (Col)	"Cryin'" "Guards" "Tonight" "Talk"
22	JOE COCKER	Luxury You Can Afford (Asylum)	"Funtime" "River"
23	PRISM	See Forever Eyes (Ariola)	"Flying" "Wind"
24	GREG KIHN	Next Of Kihn (Beserkley)	"Remember" "China" "Sorry"
25	GERRY RAFFERTY	City To City (UA)	"Line" "Baker" "Island"
26	TOM PETTY	You're Gonna... (Shelter/ABC)	"Need To Know" Title
27	TALKING HEADS	More Songs About... (Sire)	"River" "Big Country"
28	CHEAP TRICK	Heaven Tonight (Epic)	"Surrender" "Ca. Man" Title
29	PLAYER	Danger Zone (RSO)	"Prisoner" "Tomorrow" "With You"
30	STEPHEN BISHOP	Bish (ABC)	"Hideaway" "Vagabond" "Everybody"
31	JEAN-LUC PONTY	Cosmic Messenger (Atlantic)	"Happiness" Title
32	CITY BOY	Book Early (Mercury)	"5.7.0.5."
33	CRUSADERS	Images (ABC/Blue Thumb)	"Fairy Tale"
34	KINKS	Misfits (Arista)	"Fantasy"
35	KINGFISH	Trident (Jet)	"Hard To Love" "Hurricane"
36	STARCASTLE	Real To Reel (Epic)	"Mind" "Midnight"
37	STEVE GIBBONS	Down In The Bunker (Polydor)	"Spitting"
38	DAN HILL	Frozen In The Night (Twentieth)	Title "Face" lead
39	EXILE	Mixed Emotions (WB-Curb)	"Kiss You"
40	1994	1994 (A&M)	"Again"

The upper chart position logjam was finally broken this week as the **WHO** pushed their way to the top with *Who Are You* at 84% of our reporters. **BOSTON** inched up to number two with *Don't Look Back* at 83% of our reporters, signalling a coming battle for the top slot. **LOGGINS** moved up as **WALSH**, **PARSONS** and **CARS** held steady. **TROWER** inched up. **SKYNYRD** was this week's highest debut with adds at 61% of our reporters. **FOGELBERG** bounced way up with adds at 33% of our reporters plus significant hits. **LRB** had a good week, as did **AMBROSIA**. **COCKER** jumped up with adds at 17% of our reporters and significant hits. **PRISM** moved up while **RAFFERTY** maintained and **PETTY** and **HEADS** resurged. **BISHOP** debuted with adds at 22% of our reporters. **CRUSADERS** held steady as **STARCASTLE** debuted and **GIBBONS** bounced back. Also debuting were **HILL**, **EXILE** and **1994**. **DAVID COVERDALE**, **SAMMY HAGAR** and **JANIS IAN** almost made the chart.

This chart is based solely on airplay and does not attempt to fabricate a trend. The artists in italics are those receiving the most rapid gain in airplay. Album cuts are listed in order of airplay preference.

IN THE BIN

DAVID COVERDALE'S WHITESNAKE Snakebite (UA) Sneak Away	MEAT LOAF Bet Out Of Hell (Cleveland Int'l) "Paradise"
SAMMY HAGAR All Night Long (Capitol) "Everything"	EDDIE MONEY Eddie Money (Col) "Two Tickets"
JANIS IAN Janis Ian (Col) Dance	TROOPER Thick As Thieves (MCA) "Hall"
LOUISIANA'S LeROUX Louisiana's LeRoux (Capitol) Ladies	UFO Obsession (Chrysalis) "Cherry"
MOON MARTIN Shots From A Cold (Capitol) "Dallas"	
DAVE MASON Mariposa De Oro (Col) "Bird"	

The albums listed in the Bin are those which received enough A/R reports to merit significant chart placement. They are listed in order of their A/R report date. Also included are albums that made the chart last week but did not receive enough reports to merit a spot in this week's chart. There are also a few albums that did not get reports in enough time to be placed in the Bin but are listed in alphabetical order.

MOST ADDED

LYNYRD SKYNYRD *Skynyrd's First And... Last* (MCA) - Added at 61% of our reporters.
FOGELBERG & WEISBERG *Twin Sons Of Different Mothers* (Full Moon/Epic) - Added at 33% of our reporters.
STEPHEN BISHOP *Bish* (ABC) - Added at 22% of our reporters.
PLAYER *Danger Zone* (RSO) - Added at 21% of our reporters.
JOE COCKER *Luxury You Can Afford* (Asylum) - Added at 17% of our reporters.

THE HOTTEST

WHO *Who Are You* (MCA) - Reported hot at 84% of our reporters.
BOSTON *Don't Look Back* (Epic) - Reported hot at 83% of our reporters.
ROLLING STONES *Some Girls* (R. Stones) - Reported hot at 81% of our reporters.
FOREIGNER *Double Vision* (Atlantic) - Reported hot at 76% of our reporters.
BOB SEGER *Stranger In Town* (Capitol) - Reported hot at 61% of our reporters.

PROGRESSIVE SINGLES

1	VAN MORRISON	"Wavelength" (WB)
2	LINDA RONSTADT	"Back In The U.S.A." (Asylum)
3	STYX	"Blue Collar Man" (A&M)
4	NICK GILDER	"Hot Child In The City" (Chrysalis)
5	STEPHEN STILLS	"Can't Get No Booty" (Col)
6	BEACH BOYS	"Peggy Sue" (WB)
7	CHRIS REA	"Fool If You Think It's Over" (UA)
7	GINO VANNELLI	"I Just Wanna Stop" (A&M)
8	ZWOL	"New York City" (EMI/America)

NORTHEAST

ADDED	
LYNYRD SKYNYRD	<i>Skynyrd's First And... (MCA)</i> 74%
STEPHEN BISHOP	<i>Bish</i> (ABC) 30%
FOGELBERG & WEISBERG	<i>Twin Sons... (Full Moon/Epic)</i> 30%
DAN HILL	<i>Frozen In The Night</i> (20th) 26%
JANIS IAN	<i>Janis Ian</i> (Col) 22%
KINGFISH	<i>Trident</i> (Jet) 22%
HOTTEST	
WHO	<i>Who Are You</i> (MCA) 89%
BOSTON	<i>Don't Look Back</i> (Epic) 78%
ROLLING STONES	<i>Some Girls</i> (R. Stones) 74%
FOREIGNER	<i>Double Vision</i> (Atlantic) 67%
BRUCE SPRINGSTEEN	<i>Darkness On The Edge... (Col)</i> 59%

SOUTH

ADDED	
LYNYRD SKYNYRD	<i>Skynyrd's First And... (MCA)</i> 64%
FOGELBERG & WEISBERG	<i>Twin Sons... (Full Moon/Epic)</i> 36%
JOE COCKER	<i>Luxury You Can Afford</i> (Asylum) 27%
STEPHEN BISHOP	<i>Bish</i> (ABC) 23%
CITY BOY	<i>Book Early</i> (Mercury) 23%
HOTTEST	
BOSTON	<i>Don't Look Back</i> (Epic) 95%
FOREIGNER	<i>Double Vision</i> (Atlantic) 95%
ROLLING STONES	<i>Some Girls</i> (R. Stones) 82%
KENNY LOGGINS	<i>Nightwatch</i> (Col) 77%
PABLO CRUISE	<i>Worlds Away</i> (A&M) 77%
WHO	<i>Who Are You</i> (MCA) 77%

MIDWEST

ADDED	
LYNYRD SKYNYRD	<i>Skynyrd's First And... (MCA)</i> 50%
FOGELBERG & WEISBERG	<i>Twin Sons... (Full Moon/Epic)</i> 36%
STARCASTLE	<i>Real To Reel</i> (Epic) 29%
JOE COCKER	<i>Luxury You Can Afford</i> (Asylum) 21%
PLAYER	<i>Danger Zone</i> (RSO) 21%
HOTTEST	
ROLLING STONES	<i>Some Girls</i> (R. Stones) 93%
BOSTON	<i>Don't Look Back</i> (Epic) 89%
FOREIGNER	<i>Double Vision</i> (Atlantic) 82%
WHO	<i>Who Are You</i> (MCA) 82%
JOE WALSH	<i>But Seriously, Folks</i> (Asylum) 71%

REGIONAL BREAKOUTS: The numbers refer to the percentage of stations in each area that reported the album as either a hot or an add.

WEST

ADDED	
LYNYRD SKYNYRD	<i>Skynyrd's First And... (MCA)</i> 59%
STEPHEN BISHOP	<i>Bish</i> (ABC) 31%
FOGELBERG & WEISBERG	<i>Twin Sons... (Full Moon/Epic)</i> 31%
PLAYER	<i>Danger Zone</i> (RSO) 28%
THE OZARK MOUNTAIN DAREDEVILS	<i>It's Alive</i> (A&M) 22%
HOTTEST	
WHO	<i>Who Are You</i> (MCA) 88%
BOSTON	<i>Don't Look Back</i> (Epic) 75%
ROLLING STONES	<i>Some Girls</i> (R. Stones) 75%
FOREIGNER	<i>Double Vision</i> (Atlantic) 66%
KENNY LOGGINS	<i>Nightwatch</i> (Columbia) 59%

DAVID COVERDALE STEPS OUT OF THE DEEP

DAVID COVERDALE'S



After years in Deep Purple, David Coverdale has formed his own band —

Whitesnake. Their album is filled with intense and irrefutably great rock and roll.

For people who think purple; for people who love rock and roll.

**DAVID COVERDALE'S WHITESNAKE
THEIR DEBUT ALBUM IS "SNAKEBITE"**



ON UNITED ARTISTS RECORDS AND TAPES

Some Got It.



One of the most played album cuts is now the new single
"Jamie's Cryin' "

Currently on their second major cross-country tour of '78

9/8 Convention Center, Niagara Falls, New York
9/9 Civic Center, Baltimore, Maryland
9/10 Coliseum, New Haven, Connecticut
9/12 Convention Center, Indianapolis, Indiana
9/14 Cobo Hall, Detroit, Michigan
9/15 Public Auditorium, Cleveland, Ohio
9/16 Checkerdome, St. Louis, Missouri
9/17 Municipal Auditorium, Kansas City, Missouri
9/23-24 Anaheim Stadium, Anaheim, California
9/26 Coliseum, Portland, Oregon
9/27 Coliseum, Vancouver, British Columbia
9/28 Coliseum, Spokane, Washington
9/29-30 Arena Coliseum, Seattle, Washington

VAN HALEN,
their alarming debut album.
(BSK 3075)

On Warner Bros. records
and tapes.

Produced by
Ted Templeman.



There are 11 great songs
on the new Dan Hill album,
"Frozen in the night."

Featuring
Dan's
Hit Single
"All I See
Is Your Face"

RC 215



R&R — Debut Album
Airplay — No. 38

Cash Box — FM Albums
No. 7 Most Added

FMQB Album Report
No. 5 Most Added

So take your pick.



© 1978 20th Century-Fox Record Corp.

Produced by Matthew McCauley and Fred Mollin Direction: The Finkelstein-Fiedler Company

THE CARS

(6E 135)

"Cars provide the perfect soundtrack for an endless summer drive... an uncompromising hard rock attack... the best warm-weather musical news since the Beach Boys grew up."

—Kurt Loder
Circus Magazine

"The Cars is a supremely designed, brilliantly functioning rock 'n' roll vehicle."

—Robert Hilburn
Los Angeles Times



THE CARS, MOVING FAST ON ELEKTRA RECORDS AND TAPES. 
ALBUM CONTAINS THE HIT SINGLE, "JUST WHAT I NEEDED" 

PRODUCED BY ROY THOMAS BAKER • DIRECTION FRED LEWIS ORGANIZATION
© 1978 Elektra Asylum Records • A Warner Communications Co.

(E-45491)

wqfm
Milwaukee
414-276-2040

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Faith Band (Village)
Kingfish (J&R)
David Coverdale (UA)
HOT
Boston (Epic)
Who (MCA)
Foreigner (A&M)

ADDED
Rolling Stones (R. Stones)
Kenny Loggins (Colt)
Joe Walsh (Asylum)
Meat Loaf (Clive Int)
Jan Luc Pony (A&M)
Pablo Cruise (A&M)
Alan Parsons (Arista)
Davel Gilmour (Colt)
Bob Seger (Capitol)
Robin Trower (Chrysalis)

JIN ROBERTS, MD: Playing various cuts. Playing **STYX, VAN MORRISON, STYX, LINDA RONSTADI, SWIFT, CITY BOY** and **WALTER EGAN** singles.

WZLZ
Milwaukee
414-251-7070

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Klaatu (Capitol)
Starcastle (Epic)
Player (RSO)
Faith Band (Village)
News (Flyer Int)
HOT
Boston (Epic)
Who (MCA)
Rolling Stones (R. Stones)

ADDED
Hobart Trower (Chrysalis)
Greg Kihn (Berkley)
Jean Luc Pony (A&M)
Joe Walsh (Asylum)
City Boy (Mercury)
Kenny Loggins (Colt)
Foreigner (A&M)
Hall & Oates (RCA)
Alan Parsons (Arista)
Cheap Trick (Epic)
Cars (Elektra)
Steve Gibbons (Polydor)

RENSON, MD: Playing various cuts. Playing **LINDA RONSTADI, STYX** and **VAN MORRISON** singles.

K102
Minneapolis
612-545-5601

ADDED
Fogelberg/Weisberg (Full Moon Epic)
HDT
Foreigner (A&M)
Pablo Cruise (A&M)
Boston (Epic)
Who (MCA)

KRISTEN ST. JOHN, MD: Playing various cuts. Playing **VAN MORRISON, STEVEN STILLS, CHRIS REA, LITTLE RIVER BAND, NICK GILDER, EXILE, EWAR, STEELY DAN** and **GERRY RAFFERTY** singles.

Y102 THE FM
Montgomery
205-265-2288

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Joe Cocker (Asylum)
Dan Hill (20th)
Greg Kihn (Berkley)
HDT
Trooper (MCA)
Stonebriar (Parachute)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)

Kenny Loggins (Colt)
Leon Russell (Parade WB)
Big John (A&M)
Leo Sayer (WB)
Wendy Waldman (WB)
Crimson Tide (Capitol)
Bob McGilpin (Butterfly)
Larry Carlton (WB)
Who (MCA)
Hall & Oates (RCA)
Boston (Epic)

CHOM-FM
Montreal
514-935-2425

ADDED
Greg Kihn (Berkley)
Claude DuBois (Panum)
Boomtown Rats (Mercury)
Robin Trower (Chrysalis)

HOT
Who (MCA)
Walter Ross (Aquarius)
Talking Heads (Sire)
Steve Gibbons (Polydor)

KOB BRADIE, MD: KIHNS "Remember" "Surg" "Everybody Has RATS" "Clickwork" TROWER'S "Live" "Get You" HEADS "River" GIBBONS' Title. Playing **RYAN FERRY** and **HALL & OATES** singles.

KFMJ
Muscatine
319-2512

ADDED
Michael Bloomfield (Takoma)
Becker/Fagen (Vnu)
Jorge Santana (Tomato)
Stephen Bishop (ABC)
Doug Owen (ABC)
Traveler (A&M)
Papa John Creach (DJM)
Klaatu (Capitol)
1994 (A&M)
Lyndy Skyryrd (MCA)
Alan Lee (London)
Coryell/Catherine (Elektra)
Eddie Henderson (Capitol)

HOT
Hall & Oates (RCA)
Boston (Epic)
Sammy Hagar (Capitol)
Who (MCA)
Greg Kihn (Berkley)
Larry Carlton (WB)
Leon Russell (Parade WB)
Rolling Stones (R. Stones)
Jean Luc Pony (A&M)
Chilliwack (Mushroom)
Robin Trower (Chrysalis)
Trooper (MCA)
Prism (Arista)
Savoy Brown (London)
Foreigner (A&M)

KDF3
Nashville
615-254-0611

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Slaughter (Capitol)
Player (RSO)
City Boy (Mercury)
Who (MCA)
Janis Ian (Colt)
Sunny Fortune (London)
Savoy Brown (London)
Lynyrd Skynyrd (MCA)
HOT
Rolling Stones (R. Stones)
Foreigner (A&M)

Pablo Cruise (A&M)
Bruce Springsteen (Colt)
Dance (Epic)
Kenny Loggins (Colt)
Set Pepper (RSO)
Bob Seger (Capitol)
Robin Trower (Chrysalis)
Joe Walsh (Asylum)
David Gilmour (Colt)
Gregg Allman (Capitol)
Little River Band (Harvest)
Bob Dylan (Colt)
Dave Mason (Colt)

ALAN SWIFT, MD: Playing various cuts. Playing **AMBROSIA, MONSIEUR**, **KINKS** and **GINO VANNELI** singles.

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

KHBB
Omaha
712-322-4041

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Janis Ian (Colt)
Lyndy Skynyrd (MCA)
City Boy (Mercury)
HOT
Rolling Stones (R. Stones)
Cars (Elektra)
Who (MCA)
Janis Ian (Colt)

Jackson Browne (Asylum)
Pablo Cruise (A&M)
Foreigner (A&M)
Billy Joel (Colt)
Bob Seger (Capitol)
Water Egg (Colt)
Wat of Words (Colt)
Tom Petty (Shelter ABC)
Meat Loaf (Clive Int)
Alan Parsons (Arista)
Kenny Loggins (Colt)

HARRY TAEL, MD: IAN'S "Street Life" HILL'S Title. Playing **LINDA RONSTADI** and **VAN MORRISON** singles.

KDF3
Nashville
615-254-0611

ADDED
Fogelberg/Weisberg (Full Moon Epic)
Slaughter (Capitol)
Player (RSO)
City Boy (Mercury)
Who (MCA)
Janis Ian (Colt)
Sunny Fortune (London)
Savoy Brown (London)
Lynyrd Skynyrd (MCA)
HOT
Rolling Stones (R. Stones)
Foreigner (A&M)

Pablo Cruise (A&M)
Bruce Springsteen (Colt)
Dance (Epic)
Kenny Loggins (Colt)
Set Pepper (RSO)
Bob Seger (Capitol)
Robin Trower (Chrysalis)
Joe Walsh (Asylum)
David Gilmour (Colt)
Gregg Allman (Capitol)
Little River Band (Harvest)
Bob Dylan (Colt)
Dave Mason (Colt)

108 FM
Sacramento
916-422-1025

ADDED
Lyndy Skynyrd (MCA)
Willy Alexander (MCA)
Michael Neumith (Pac Arts)
Norton Buffalo (Capitol)
Chaven (Jet Lag)
Joe Cocker (Asylum)
David Gates (Elektra)
Moon Martin (Capitol)
Faith Band (Village)
Arius (A&M)

HOT
Sammy Hagar (Capitol)
Aeromith (Colt)
Prism (Arista)
Greg Kihn (Berkley)
Foghat (WB Bristle)
Robin Trower (Chrysalis)
Cars (Elektra)
Who (MCA)
Foreigner (A&M)
Kingfish (Jet)
Talking Heads (Sire)

GARY NIXON, MD: CHAVEN'S "Divorce" "Jail-bait" Playing **BEACH BOYS, LINDA RONSTADI** and **VAN MORRISON** singles.

WBRU
Providence
401-272-9550

ADDED
Lyndy Skynyrd (MCA)
Michael Neumith (Pac Arts)
Oswald Coverdale (UA)
Boyz (Epic)
Columbia (Capitol)
Dan Hill (20th)
Faith Band (Village)
Cyrus (MCA)
HOT
Who (MCA)
Boston (Epic)

Alan Parsons (Arista)
Kenny Loggins (Colt)
Stephen Bishop (ABC)
Crusaders (ABC Blue Thumb)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

108 FM
Sacramento
916-422-1025

ADDED
Lyndy Skynyrd (MCA)
Michael Neumith (Pac Arts)
Oswald Coverdale (UA)
Boyz (Epic)
Columbia (Capitol)
Dan Hill (20th)
Faith Band (Village)
Cyrus (MCA)
HOT
Who (MCA)
Boston (Epic)

Bruce Springsteen (Colt)
Aeromith (Colt)
Prism (Arista)
Greg Kihn (Berkley)
Foghat (WB Bristle)
Robin Trower (Chrysalis)
Cars (Elektra)
Who (MCA)
Foreigner (A&M)
Kingfish (Jet)
Talking Heads (Sire)

ART SCHROEDER, MD: Playing various cuts.

108 FM
Sacramento
916-422-1025

ADDED
Lyndy Skynyrd (MCA)
Michael Neumith (Pac Arts)
Oswald Coverdale (UA)
Boyz (Epic)
Columbia (Capitol)
Dan Hill (20th)
Faith Band (Village)
Cyrus (MCA)
HOT
Who (MCA)
Boston (Epic)

Bruce Springsteen (Colt)
Aeromith (Colt)
Prism (Arista)
Greg Kihn (Berkley)
Foghat (WB Bristle)
Robin Trower (Chrysalis)
Cars (Elektra)
Who (MCA)
Foreigner (A&M)
Kingfish (Jet)
Talking Heads (Sire)

WRNO
New Orleans
504-837-2424

ADDED
Player (RSO)
Lyndy Skynyrd (MCA)
Joe Cocker (Asylum)
Hall & Oates (RCA)
Moon Martin (Capitol)
Steve Gibbons (Polydor)
HOT
Moody Blues (London)
Boston (Epic)

Who (MCA)
Foreigner (A&M)
Joe Walsh (Asylum)
Torki Rundgren (WB Bristle)
Little River Band (Harvest)
Climax Blues Band (Sire)
Rolling Stones (R. Stones)
Gerry Rafferty (UA)
Dave Mason (Colt)

WRNWR
New York
212-986-8844

ADDED
Dan Hill (20th)
Don Potter (Mirror)
Starcastle (Epic)
Faith Band (Village)
Stephen Bishop (ABC)
Janis Ian (Colt)
Lyndy Skynyrd (MCA)
Klaatu (Capitol)
Caters (Capitol)

HOT
Bruce Springsteen (Colt)
Who (MCA)
Bob Seger (Capitol)
Bob Dylan (Colt)
Steve Gibbons (Polydor)
Eliot Costello (Colt)
Cars (Elektra)
Marshall Chapman (Epic)
Joe Cocker (Asylum)
Rolling Stones (R. Stones)
Foreigner (A&M)
Tom Petty (Shelter ABC)

WRNWR
New York
212-986-8844

ADDED
Stanley Turrentine (Fantasy)
Kenny Barron (World)
HOT
Quincy Jones (A&M)
Gato Barbieri (A&M)
Herbie Hancock (Colt)
Al D'Amico (Colt)
Sonno Mendez (Asylum)
Chuck Corea (Polydor)

Crusaders (ABC Blue Thumb)
Stanley Clarke (Impromptu)
George Duke (Epic)
John McLaughlin (Colt)
Eel Klugh (UA)
Lee Ritenour (Elektra)
Freddie Hubbard (Colt)
Pat Metheny (E&M WB)
Chas. Earlant (Mercury)

WRNWR
New York
212-335-1700

ADDED
Stanley Turrentine (Fantasy)
Kenny Barron (World)
HOT
Quincy Jones (A&M)
Gato Barbieri (A&M)
Herbie Hancock (Colt)
Al D'Amico (Colt)
Sonno Mendez (Asylum)
Chuck Corea (Polydor)

CRUADERS (ABC Blue Thumb)
Stanley Clarke (Impromptu)
George Duke (Epic)
John McLaughlin (Colt)
Eel Klugh (UA)
Lee Ritenour (Elektra)
Freddie Hubbard (Colt)
Pat Metheny (E&M WB)
Chas. Earlant (Mercury)

WRNWR
New York
212-335-1700

ADDED
Stanley Turrentine (Fantasy)
Kenny Barron (World)
HOT
Quincy Jones (A&M)
Gato Barbieri (A&M)
Herbie Hancock (Colt)
Al D'Amico (Colt)
Sonno Mendez (Asylum)
Chuck Corea (Polydor)

CRUADERS (ABC Blue Thumb)
Stanley Clarke (Impromptu)
George Duke (Epic)
John McLaughlin (Colt)
Eel Klugh (UA)
Lee Ritenour (Elektra)
Freddie Hubbard (Colt)
Pat Metheny (E&M WB)
Chas. Earlant (Mercury)

fm99
Norfolk
804-623-9667

ADDED
Cats (Elektra)
Ambrosia (WB)
City Boy (Mercury)
HOT
Kenny Loggins (Colt)
Pablo Cruise (A&M)
Little River Band (Harvest)
Bob Seger (Capitol)

Foreigner (A&M)
Bruce Springsteen (Colt)
Rolling Stones (R. Stones)
Set Pepper (RSO)
Van Halen (WB)
Boston (Epic)
Le Roux (Capitol)
Fogelberg/Weisberg (Full Moon Epic)

fm99
Norfolk
804-623-9667

ADDED
Cats (Elektra)
Ambrosia (WB)
City Boy (Mercury)
HOT
Kenny Loggins (Colt)
Pablo Cruise (A&M)
Little River Band (Harvest)
Bob Seger (Capitol)

Foreigner (A&M)
Bruce Springsteen (Colt)
Rolling Stones (R. Stones)
Set Pepper (RSO)
Van Halen (WB)
Boston (Epic)
Le Roux (Capitol)
Fogelberg/Weisberg (Full Moon Epic)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

FM100 AM1140
Oklahoma City
405-631-8881

ADDED
Janis Ian (Colt)
Fogelberg/Weisberg (Full Moon Epic)
Oswald Coverdale (UA)
Sprey (Pausette)
Anthony Phillip (Passport)
Lee Oskar (Elektra)
Stephen Bishop (ABC)
City Boy (Mercury)
Steve Harley (Capitol)
Lyndy Skynyrd (MCA)

HOT
Rolling Stones (R. Stones)
Foreigner (A&M)
Bruce Springsteen (Colt)
Kenny Loggins (Colt)
Tom Petty (Shelter ABC)
Michael Stanley (Arista)
Crusaders (ABC Blue Thumb)
Ambrosia (WB)
Who (MCA)
Boston (Epic)
Dave Mason (Colt)
Bob Dylan (Colt)
John Prine (Asylum)
Little River Band (Harvest)

Cheep
106
Ottawa
613-563-1919

ADDED
Chris Rea (UA)
John Mayall (ABC)
Stonehill (Parachute)
Rus Ballard (Epic)
Ozark Mt. Dorealis (A&M)
HOT
Chitwick (Mushroom)
Bruce Cockburn (True North-Colt)

Conner Brox (Carrstone)
Bob Dylan (Colt)
Flori Sequin (Colt)
Gaelton (London)
Kenny Loggins (Colt)
Eddie Money (Colt)
Prism (Arista)
Gerry Rafferty (UA)
Bob Seger (Capitol)
Carly Simon (Elektra)
Bruce Springsteen (Colt)
Who (MCA)
Pablo Cruise (A&M)

Cheep
106
Ottawa
613-563-1919

ADDED
Chris Rea (UA)
John Mayall (ABC)
Stonehill (Parachute)
Rus Ballard (Epic)
Ozark Mt. Dorealis (A&M)
HOT
Chitwick (Mushroom)
Bruce Cockburn (True North-Colt)

SIBREY, NICHOLSON, MURPHY, MIDECHILLIACKS "Arms" COOPER, HOKS "Arms" "Arms" "DYLAN'S "Lighthouse" "SQUIGS" "Bain Dances" CAROLINA "Victoria" "LOGGINS" "Wain MONEY'S "Two Tickets" "Hold On" "PRISM'S "Flying" "Wind" "RAFFERTY'S "Line" "Baker St. " "M-GER'S "Shines" "Name" "SIMON'S " "Tranquillo" "SPRINGSTEEN'S "Prize" "WHICH Tick "PAULOS" "Love Will" "Playing "HALL & OATES, LINDA RONSTADI, RANBY MEISNER and CITY BOY singles.

WIOQ
Philadelphia
215-835-6100

ADDED
Lynyrd Skynyrd (MCA)
Starcastle (Epic)
Janis Ian (Colt)
Dan Hill (20th)
HOT
Who (MCA)
Bruce Springsteen (Colt)
Boston (Epic)
Rolling Stones (R. Stones)

Foreigner (A&M)
Ambrosia (WB)
Joe Cocker (Asylum)
City Boy (Mercury)
Talking Heads (Sire)
Hall & Oates (RCA)
Kinks (Arista)
Torki Rundgren (WB Bristle)
Tom Petty (Shelter ABC)
Player (RSO)
Moni Martin (Capitol)

WIOQ
Philadelphia
215-835-6100

ADDED
Lynyrd Skynyrd (MCA)
Starcastle (Epic)
Janis Ian (Colt)
Dan Hill (20th)
HOT
Who (MCA)
Bruce Springsteen (Colt)
Boston (Epic)
Rolling Stones (R. Stones)

Foreigner (A&M)
Ambrosia (WB)
Joe Cocker (Asylum)
City Boy (Mercury)
Talking Heads (Sire)
Hall & Oates (RCA)
Kinks (Arista)
Torki Rundgren (WB Bristle)
Tom Petty (Shelter ABC)
Player (RSO)
Moni Martin (Capitol)

wysp
Philadelphia
215-839-7625

ADDED
Joe Cocker (Asylum)
Steve Gibbons (Polydor)
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)

Alan Parsons (Arista)
Bob Seger (Capitol)
Pablo Cruise (A&M)
Boston (Epic)
Bruce Springsteen (Colt)
Who (MCA)

wysp
Philadelphia
215-839-7625

ADDED
Joe Cocker (Asylum)
Steve Gibbons (Polydor)
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)

Alan Parsons (Arista)
Bob Seger (Capitol)
Pablo Cruise (A&M)
Boston (Epic)
Bruce Springsteen (Colt)
Who (MCA)

wysp
Philadelphia
215-839-7625

ADDED
Joe Cocker (Asylum)
Steve Gibbons (Polydor)
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)

Alan Parsons (Arista)
Bob Seger (Capitol)
Pablo Cruise (A&M)
Boston (Epic)
Bruce Springsteen (Colt)
Who (MCA)

wysp
Philadelphia
215-839-7625

ADDED
Joe Cocker (Asylum)
Steve Gibbons (Polydor)
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)

Alan Parsons (Arista)
Bob Seger (Capitol)
Pablo Cruise (A&M)
Boston (Epic)
Bruce Springsteen (Colt)
Who (MCA)

KGON
Portland
503-655-9181

ADDED
Lyndy Skynyrd (MCA)
Talking Heads (Sire)
Ambrosia (WB)

HOT
Foreigner (A&M)
Joe Walsh (Asylum)
Pablo Cruise (A&M)
Rolling Stones (R. Stones)
Alan Parsons (Arista)
Jackson Browne (Asylum)
Guns (A&M)
Who (MCA)

KGON
Portland
503-655-9181

ADDED
Lyndy Skynyrd (MCA)
Talking Heads (Sire)
Ambrosia (WB)

HOT
Foreigner (A&M)
Joe Walsh (Asylum)
Pablo Cruise (A&M)
Rolling Stones (R. Stones)
Alan Parsons (Arista)
Jackson Browne (Asylum)
Guns (A&M)
Who (MCA)

KGON
Portland
503-655-9181

ADDED
Lyndy Skynyrd (MCA)
Talking Heads (Sire)
Ambrosia (WB)

HOT
Foreigner (A&M)
Joe Walsh (Asylum)
Pablo Cruise (A&M)
Rolling Stones (R. Stones)
Alan Parsons (Arista)
Jackson Browne (Asylum)
Guns (A&M)
Who (MCA)

KGON
Portland
503-655-9181

ADDED
Lyndy Skynyrd (MCA)
Talking Heads (Sire)
Ambrosia (WB)

HOT
Foreigner (A&M)

KZOK 10
Seattle
208 223 3913

ADDED
Lynyrd Skynyrd (MCA)
Player (RSO)
Lean Heatbeat (WB)
Hurley Crowder (WB)
Sweeney (Parade)
Michael Nesmith (Par. Arts)
Willie Nelson (Col)
Lee Oskar (Elektra)
Eumecio (Epic)
Pierce Arrow (Columbia)
HOT
Who (MCA)
Robin Trower (Chrysalis)

Joe Cocher (Asylum)
Bob Dylan (Col)
Greg Kihn (Mercury)
Rolling Stones (R. Stones)
Sammy Hagar (Epic)
Boston (Epic)
Hall & Oates (RCA)
Japan (Arista)
Cars (Elektra)
Steve Gibbins (Polygram)
Touche (RCA)
1984 (A&M)
Foreigner (Arista)

KATI HAYES, MD: Playing various cuts. Playing STYX, LINDA RONSTADT, VAN MORRISON, LITTLE RIVER BAND and GOSPEL single.

KZOK 10
Seattle
208 223 3913

ADDED
Joe Cocher (Asylum)
Lynyrd Skynyrd (MCA)
1984 (A&M)
Lance Sproston (A&M)
Jaguar (Epic)
Player (RSO)
Rolling Stones (R. Stones)
Who (MCA)
Bob Seger (Capitol)
Robin Trower (Chrysalis)

Foreigner (Arista)
Joe Walsh (Asylum)
Hall & Oates (RCA)
Ruth (Arista)
David Gilmour (Col)
Van Halen (WB)
Bruce Springsteen (Col)
FM (MCA)
Tom Petty (Shelby ARC)
Alan Parsons (Arista)

MAX MAI KOFF, MD: Playing various cuts. Playing STYX single.

KZOK 10
Spokane
509 534-0423

ADDED
Lynyrd Skynyrd (MCA)
Player (RSO)
Ortiz Min. Dervels (A&M)
Janis Luc Penty (Arista)
HOT
Boston (Epic)

Bruce Springsteen (Col)
Rolling Stones (R. Stones)
Bob Seger (Capitol)
Who (MCA)
Alan Parsons (Arista)
Money (Arista)
Pablo Cruise (A&M)
Kenny Loggins (Arista)
Ambrosia (WB)

LARRY SNIDER, MD: Playing various cuts. Playing KRACKER, GINO VANSELLI, STEVEN STYX, VAN MORRISON, STYX and DAN HILL singles.

KTMS-FM
Rock 97
Santa Barbara
805-963-1975

ADDED
Lee Ritenour (Elektra)
Player (RSO)
Larry Carlton (WB)
HOT
Who (MCA)
Boston (Epic)

Robin Trower (Chrysalis)
Ambrosia (WB)
Who (MCA)
Kenny Loggins (Col)
Alan Parsons (Arista)
Leon Russell (Parade WB)
Bill Champion (Full Moon Epic)

MARK LEE, MD: Playing various cuts. Playing "The Power" single.

KTMS-FM
Rock 97
Santa Barbara
805-963-1801

ADDED
Columbia (Capitol)
Traveler (ABC)
Stephen Bishop (ABC)
Newton Buffalo (Capitol)
Starcastle (Epic)
Ashford Simpson (WB)
Michael Nesmith (Par. Arts)
Crimson Tide (Capitol)
New Britain & Quarter (Tomato)
Dante (Epic)
HOT
Who (MCA)
Lata Wright (Rocket)

Low Oskar (Elektra)
Player (RSO)
Colin Blunstone (Rocket)
Boston (Epic)
Hall & Oates (RCA)
Sly & The Family Stone (WB)
David Gilmour (Col)
Bill Champion (Epic)
Talking Heads (Sire)
Simpson (WB)
Always at the Wheel (Capitol)
Alice Coltrane (WB)
Peter Gabriel (Arista)

LARRY COBL, MD: Playing various cuts. Playing CAROL CRAWFORD, LINDA RONSTADT, KENNY LOGGINS, ROBERT GORMAN, WENDY WILDMAN, JOHN PRINE, STEVEN STYX and CAROL BYERBAUGH singles.

96 ROCK
St. Louis
314-721-2323

ADDED
Moon Martin (Capitol)
Starcastle (Epic)
HOT
Boston (Epic)
Robert Trower (Chrysalis)
Bob Seger (Capitol)

Prism (Arista)
Rolling Stones (R. Stones)
Joe Walsh (Asylum)
Michael Stanley (Arista)
Little River Band (Harvest)
Touche (RCA)

PIER FARINA, MD: Playing various cuts. Playing ZWOL, STYX and VAN MORRISON singles.

KREM
Santa Maria
805-922-2156

ADDED
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)
Lata Wright (Rocket)
Starcastle (Epic)
David Coverly (UA)
Ortiz Min. Dervels (A&M)
Fogelberg/Wesberg (Full Moon Epic)
Chris Rea (UA)
Colin Blunstone (Rocket)
HOT
Rolling Stones (R. Stones)
Bruce Springsteen (Col)

Foreigner (Arista)
Bob Seger (Capitol)
Pablo Cruise (A&M)
Who (MCA)
Kenny Loggins (Col)
Boston (Epic)
Money (Arista)
Misty Blue (London)
Robert Trower (Chrysalis)
David Gilmour (Col)
Sgt. Pepper (RSO)
Michael Stanley (Arista)
Peter Gabriel (Arista)
Tom Petty (Shelby ARC)

FRED EVY, PHOTOGRAPHER: Playing various cuts. Playing STEVEN STYX, LINDA RONSTADT, NICK GILDER and ERIC CARMEN singles.

WQSR 102.2 fm
Tampa
813-366-0424

ADDED
Fogelberg/Wesberg (Full Moon Epic)
Lynyrd Skynyrd (MCA)
Stephen Bishop (ABC)
Crimson Tide (Capitol)
HOT
Kenny Loggins (Arista)
Who (MCA)
Bob Seger (Capitol)
Rolling Stones (R. Stones)

Foreigner (Arista)
Bruce Springsteen (Col)
Joe Walsh (Asylum)
Gerry Rafferty (UA)
Misty Blue (London)
Jimmy Buffet (Arista)
Jesse Winchester (WB)
Chris Rea (UA)
Ambrosia (WB)
Pablo Cruise (A&M)

ROBERT HULL, MD: Playing various cuts. Playing GINO VANSELLI, VAN MORRISON, BEACH BOYS, MIKELI, LINDA RONSTADT, ERIC CARMEN, EXILE and STONE ISLAND singles.

KISW
Seattle
206-624-4305

ADDED
Hall & Oates (RCA)
Lynyrd Skynyrd (MCA)
Fogelberg/Wesberg (Full Moon Epic)
David Coverly (UA)
HOT
Bob Seger (Capitol)
Eddie Money (Col)

Alan Parsons (Arista)
Joe Walsh (Asylum)
Rolling Stones (R. Stones)
Who (MCA)
Boston (Epic)
Robin Trower (Chrysalis)
Foreigner (Arista)
Bruce Springsteen (Col)

STEVE STATION, MD: Playing various cuts. Playing STYX and VAN MORRISON singles.

98 WQXM ROCK
Tampa
813-391-9988

ADDED
Fogelberg/Wesberg (Full Moon Epic)
Hall & Oates (RCA)
HOT
Boston (Epic)
Who (MCA)
Cars (Elektra)
Kenny Loggins (Col)
Foreigner (Arista)

Little River Band (Harvest)
Joe Cocher (Asylum)
Robin Trower (Chrysalis)
Gerry Rafferty (UA)
Rolling Stones (R. Stones)
Joe Walsh (Asylum)
Bruce Springsteen (Col)
Alan Parsons (Arista)
Lynyrd Skynyrd (MCA)

ERIC WHALEY, MD: Playing various cuts. Playing "Gold" SKYRIVER, "Juke" Home, playing STYX, VAN MORRISON, LINDA RONSTADT (Rock), and NICK GILDER singles.

Jeff Gelb

Continued from Page 40

musical direction for AOR radio in the late seventies, and in next week's AOR column Superstars founder Lee Abrams gives some insight as to the reasons for this trend.

WBCN/Boston MD Tony Berardini is recovering at home from an emergency appendectomy of a week ago, and won't be back on the job for a couple of weeks. To keep him busy, let's send him get well cards through WBCN, 5005 Prudential Tower, Boston, Ma. 02199 . . . AOR stations are busy with a recent spate of public service promotions: DC 101/Washington D.C. staffers auctioned off poster-sized album cover paintings to benefit the Montgomery County Association of Retarded Citizens. Over 6000 people on hand contributed nearly \$3000. DC 101 PD Debbi Miller, MD Mando Camina, and 40 others ran in a station-sponsored jog-a-thon for muscular dystrophy. The nine-mile run netted \$1500. The WILS-FM/Lansing air personalities played Detroit's Pistons in a benefit softball match for the ALSAC leukemia group. The crowd of over 200 saw the station get creamed 14-4 . . . KPAS/EI Paso celebrated its recent AOR anniversary with a free concert for 10,000 listeners that featured Richard T. Bear, Moose Jones and Werewolves . . . WMMS/Cleveland PD John Gorman excitedly related a dream concert that actually happened in Cleveland this past week, when Southside Johnny was joined onstage at his small hall appearance by Bruce Springsteen, who was also in town that night. Springsteen dropped by after his own concert to add harmony vocals to several Motown classics redone by members of both bands, who took the Cleveland audience by delighted surprise . . . WSAN/Allentown has been airing Penn State football games every Saturday afternoon. PD Rick Harvey told me there are 30,000 Penn State alumni living in Allentown, which gives the station the opportunity to increase its upper-level demographics a good bit . . . Y95/Rockford gained substantial coverage area recently by going up to the top of a new 515 foot TV tower in town . . . James Millican, producer of CBC Radio Network program "Ninety Minutes With A Bullet," wrote to ask for names of people who could supply him with interviews of rock artists like Steve Miller, Bob Seger, or Jefferson Starship. Any takers can call Jim at (204) 783-7630.

Color

A WEEK AT THE PARK: KADI/St. Louis sponsored a weeklong special admission ticket price at nearby Six Flags amusement park. The \$5 admission, less than half the normal fee, included a free concert performance by Missouri, who played nightly.

GOODSHIP PABLO CRUISE: KSMB/Lafayette, in conjunction with A&M Records, offered a pair of listeners a "Pablo Cruise" on their own new sailboat. Listeners could register for the boat drawing by sending a card or letter to the station or through the bank where the boat was on display. Ten runners-up got complete P.C. catalogues.

SQUARE PROMOTION: WNEW-FM/New York, in conjunction with Arista Records, offered two hundred copies of the square-shaped KINKS EP (see this week's What's New) to listeners in a drawing through record store registration. One of the two hundred EP winners also got a grand prize stereo system.

Concerts & Conversations

PRESENTATIONS: FM 107/Scranton presented Savoy Brown for \$1.07 . . . WYXE/Madison presented 1994 for 92 cents . . . DC 101/Washington, D.C. presented LeRoux and Prism for \$1.01 . . . WAAF/Worcester presented Prism for \$1.07 . . . KRST/Albuquerque presented Werewolves free.

RADIO CONCERTS: Todd Rundgren on WXRT/Chicago . . . Wendy Waldman on WKDF/Nashville . . . Fandango on WLIR/Long Island . . . Prism on WAAF/Worcester . . . LeRoux, Prism on DC 101/Washington, D.C. . . . Eddie Money, LRB on KAZY/Denver . . . Todd Rundgren on WBCN/Boston.

GUEST DJS: Prism on WAAF/Worcester.

CONVERSATIONS: Colin Blunstone, Snail on WIOQ/Philadelphia . . . Jay Boy Adams on KWFM/Tucson . . . Van Halen, Talking Heads on WLUP/Chicago . . . Styx on KADI/St. Louis . . . Tom Petty on WRNO/New Orleans . . . Jesse Winchester on WQSR/Tampa . . . Talking Heads on WZMF/Milwaukee . . . Todd Rundgren, Talking Heads on WXRT/Chicago . . . Charlie McCoy on WAAF/Charleston . . . Kenny Loggins on KQRS/Minneapolis . . . Van Halen on WYSP/Philadelphia . . . Genya Ravan on WJKL/Elgin . . . Jay Boy Adams on KLOL/Houston . . . 1994 on WYXE/Madison . . . LRB on KREM-FM/Spokane . . . Ted Nugent on KAZY/Denver . . . Mimi Farina on KTIM/San Rafael . . . Eddie Money, Talking Heads on WBCN/Boston . . . Cockrell & Santos on KSJO/San Jose . . . Werewolves on KPAS/EI Paso.

COMING NEXT WEEK: As Lee Arnold pointed out in this week's column page article, Lee Abrams has projected there will be upwards of eighty Superstars affiliate stations by January. Next week we will feature a conversation with Lee Abrams, who will bring us up-to-date on the various activities of his organization, as well as offering reasons for its phenomenal growth and projections for its future and the future of AOR radio.

KZAM
Seattle
206-454-1540

ADDED
Newton Buffalo (Capitol)
Crimson Tide (Capitol)
Gary Burr (Mercury)
Linda Cohen (Tomato)
Gal Scott Heron (Arista)
Bary Miles (Century)
Bill Chesnut (Arista)
Dedication of Jazz Saxes (ABC Impulse)
Mose Jones (RCA)
HOT
Bruce Springsteen (Col)
Tom Matthews (Impulse)

Laura Allen (Elektra)
Jesse Winchester (WB Bristol)
John Prime (Asylum)
Pat Metheny (ECM)
Who (MCA)
Fogelberg/Wesberg (Full Moon Epic)
Lynyrd Skynyrd (MCA)
Roger Taylor (Epic)
Jimmy Fallon (WB)
Lata Wright (Rocket)
Rolling Stones (R. Stones)
Willie Nelson (Col)
Leon Russell (WB)

JON KRIZBER, MD: Playing various cuts. Playing STEVEN STYX, VAN MORRISON and LINDA RONSTADT singles.

98 WQXM ROCK
Tampa
813-391-9988

ADDED
Fogelberg/Wesberg (Full Moon Epic)
Hall & Oates (RCA)
HOT
Boston (Epic)
Who (MCA)
Cars (Elektra)
Kenny Loggins (Col)
Foreigner (Arista)

Little River Band (Harvest)
Joe Cocher (Asylum)
Robin Trower (Chrysalis)
Gerry Rafferty (UA)
Rolling Stones (R. Stones)
Joe Walsh (Asylum)
Bruce Springsteen (Col)
Alan Parsons (Arista)
Lynyrd Skynyrd (MCA)

ERIC WHALEY, MD: Playing various cuts. Playing "Gold" SKYRIVER, "Juke" Home, playing STYX, VAN MORRISON, LINDA RONSTADT (Rock), and NICK GILDER singles.

FM 104
Toledo
419-248-3377

ADDED
Lynyrd Skynyrd (MCA)
Gerry Rafferty (UA)
Fogelberg/Wesberg (Full Moon Epic)
HOT
Alan Parsons (Arista)
Rolling Stones (R. Stones)

Joe Walsh (Asylum)
Bob Seger (Capitol)
Boston (Epic)
Who (MCA)
Hall & Oates (RCA)
Kenny Loggins (Col)

ARNIE ROULSON, MD: Playing various cuts. Playing VAN MORRISON, NICK GILDER, LINDA RONSTADT, LITTLE RIVER BAND, EXILE, WAF, WALTER EGGAN and AFRODISIUM singles.

KMOD
Tulsa
918-749-4631

ADDED
Fagen Becker (Viva)
Starcastle (Epic)
David Coverly (UA)
Lynyrd Skynyrd (MCA)
HOT
Boston (Epic)
Who (MCA)
Kenny Loggins (Col)
Robin Trower (Chrysalis)
Bob Seger (Capitol)

Foreigner (Arista)
Misty Blue (London)
Alan Parsons (Arista)
Rolling Stones (R. Stones)
Joe Walsh (Asylum)
Pablo Cruise (A&M)
Cars (Elektra)
Little River Band (Harvest)
Bruce Springsteen (Col)
Gerry Rafferty (UA)

BILL HULLUS, MD: Playing various cuts. Playing STEVEN STYX, CHYBY, LINDA RONSTADT, EXILE, NICK GILDER, MICHAEL JOHNSON, VAN MORRISON, B.W. STEVENSON, BEACH BOYS, HEART and AFRODISIUM singles.

dc 101
Washington, D.C.
301-589-7100

ADDED
Moon Martin (Capitol)
Kingfish (J&J)
Lynyrd Skynyrd (MCA)
HOT
Boston (Epic)
Rolling Stones (R. Stones)
Foreigner (Arista)
Kenny Loggins (Col)
Who (MCA)
Pablo Cruise (A&M)

Bruce Springsteen (Col)
Fogelberg/Wesberg (Full Moon Epic)
Little River Band (Harvest)
Bob Seger (Capitol)
Walter Egan (Col)
War of Wicks (Capitol)
Alan Parsons (Arista)
David Gilmour (Col)
Robin Trower (Chrysalis)

MICHAEL MCKAY, MD: MARILYN "DALLAS" KING, EXILE, "Hard To Love", "Hurricane" Playing ZWOL, EXILE, CHRIS REA, NICK GILDER, LINDA RONSTADT, CARMEN and KINKS singles.

KWFM
Tucson
602-624-5588

ADDED
Joe Cocher (Asylum)
Kingfish (J&J)
Fogelberg/Wesberg (Full Moon Epic)
Stephen Bishop (ABC)
Mose Jones (RCA)
Carole (Capitol)
Newton Buffalo (Capitol)
Natalie (Capitol)
Lee Oskar (Elektra)

Cars (Elektra)
Ambrosia (WB)
David Gilmour (Col)
Boston (Epic)
Lake (Capitol)
Tom Petty (Shelby ARC)
Robin Trower (Chrysalis)
Who (MCA)
Bruce Springsteen (Col)
Gerry Rafferty (UA)
John Prime (Epic)
Rolling Stones (R. Stones)
Janis Luc Penty (Arista)

JIM RAY, MD: Playing various cuts. Playing STYX, and VAN MORRISON singles.

WOUR
Utica
315-797-0803

ADDED
Lynyrd Skynyrd (MCA)
Michael Nesmith (Par. Arts)
Pierce Arrow (Col)
Fish Band (Village)
Kingfish (J&J)
Janis Luc Penty (Arista)
Blondie (Chrysalis)
HOT
Rolling Stones (R. Stones)
Bruce Springsteen (Col)
Foreigner (Arista)

Who (MCA)
Boston (Epic)
UFO (Chrysalis)
Hall & Oates (RCA)
Prism (Arista)
Starcastle (Parachute)
Ambrosia (WB)
Cars (Elektra)
Steve Harley (Capitol)
Who (MCA)
Little River Band (Harvest)
Mottos (Vanguard)

JIM STARR, MIA LYNN "TERRA" HALL & GADSDEN "Laugh" "Wanna Be" HARLEY'S "Dad" "America" "Heads" "River" "Big Country" "MOTORS" "Airport" "Penguin"

WAAF
Worcester
617-752-5611

ADDED
Lynyrd Skynyrd (MCA)
City Boy (Mercury)
Fogelberg/Wesberg (Full Moon Epic)
Player (RSO)
Greg Kihn (Mercury)
Cars (Elektra)
Bill Chesnut (True North Art)
HOT
Boston (Epic)
Cars (Elektra)
Rolling Stones (R. Stones)

Mart Loaf (Cleveland)
Foreigner (Arista)
Pablo Cruise (A&M)
Bob Seger (Capitol)
Who (MCA)
Sgt. Pepper (RSO)
Joe Walsh (Asylum)
David Gilmour (Col)
Cheap Trick (Epic)
Kenny Loggins (Col)
Prism (Arista)

LIFE ANNOID, MD/JOHN DUNCAN, MD: Playing various cuts. Playing STYX, VAN MORRISON and LINDA RONSTADT singles.

Atco Records Presents

"RUN FOR HOME"

Lindisfatne

Produced by Gus Dudgeon

From the Forthcoming Album
"Back and Forth"



Distributed by Atco Records

COUNTRY



Jim Duncan

And So It Grows . . .

With the final summer weekend over, I am sure you, like all of us at R&R, are thinking of ways to make the very best of the remaining few months of this year. This is a good time of the year to finalize plans for the fall book, to look ahead to next year, and maybe even come up with a few ways to improve your own personal life.

The Country radio format continues to grow by leaps and bounds every day. So it is with that knowledge that the R&R Country section expands further. Already you have no doubt noticed the many appearance changes on our pages. But with your continued input of ideas we have found it necessary to add another Associate Editor to this division. Her name is Lee Wade.

Lee is a graduate of San Francisco State University, with a major in broadcasting, as well as a minor in journalism. She has experience as an assistant PD, disc jockey, music director, writer and producer of radio and television specials and documentaries. She has worked at Country radio stations KEEN/San Jose and most recently at KWYZ/Seattle, Washington.



Lee Wade

Along with being involved with the weekly music research here at R&R, Lee will be very much involved in feature writing directed toward the Country radio industry. Lee will not be replacing anyone already in this section, but rather will be an extra person you can feel free to talk with each week, whether it be about music, news, or a topic you feel needs to be discussed inside R&R. I am looking forward to a long association with a very likeable and knowledgeable lady. Please welcome Lee Wade to R&R Country!

News Notes

WWOK/Miami and WAME/Charlotte, North Carolina have a few things in common. First, they're long-standing Country radio stations. Second, they are both owned by Jack Roth's Mission Broadcasting. Third, they have now been sold. It has been a great source of speculation in the past year to talk about these properties being sold. Now it looks as if it will happen. The Miami property has, according to informed sources, been sold to a Puerto Rican group for an undisclosed amount. The deal includes WWOK's FM, WIGL, which has been simulcast with the AM for the past eight months. WAME/Charlotte has been sold to evangelist Jimmy Lee Swaggart, first cousin to Country music's Jerry Lee Lewis and Mickey Gilley. Swaggart, based in Baton Rouge, already owns six radio properties, two in Texas, one in Oklahoma, one in Florida, one in Baton Rouge, and his only Country radio station, WJYM/Bowling Green, Ohio. A format change at WAME will not be decided until the deal is approved by the FCC. Same is true in Miami. But insiders claim WWOK-WIGL no doubt will have a Latin-oriented format, which would leave Miami wide open for a Country station (I wonder if Storer would let Ed Salamon take WGBS Country? Shouldn't say anything about that. Wouldn't want to let the cat out of the bag too early as was done here in Los Angeles). If these Roth-owned properties are approved for sale, his station ownership would be limited to KERE/Denver and his home-based station of KONO/KITY/San Antonio....Once again this year, Deano Day has exited WDEE/Detroit. Ken Martin takes over the morning slot from Day, after being on 9 to noon. Day's future plans have not been announced... Take a few minutes and check this week's feature on computer radio programming at WIRE/Indianapolis. One thing I neglected to mention in the story was that WIRE is now using the services of Bill Robinson's syndication company, Music Works, Inc., to fill in the weekend gaps. The company uses WIRE airmen Lee Shannon, Gary Havens and Ken Speck. Thus, when the program is aired on the weekends, it gives the listeners a chance to hear the regulars seven days a week. Hope you enjoy the article.... Radio broadcasters in the Huntington, West Virginia; Ashland, Kentucky; and Ironton, Ohio markets have joined forces and formed a broadcasters' association to convince regional and national buyers of the advantages of buying radio time in the Tri-state market. Officers elected to HAIRBA (Huntington-Ashland-Ironton Radio Broadcasters Association) are Richard Holcomb, GM of WTCR, President; James Eblin, GM of WKEE, Vice President; and Toufie Kassab, GM of WGNT, Secretary-Treasurer. Stations joining include WTCR, WKEE-AM&FM, WGNT, WHEZ, WAMX, WKSD, WIRO, WITO, WCAK and WNST.... Dave Wolfe has been upped to MD at WINN/Louisville. He has been with the station for the past six years.... WDGY/Minneapolis celebrated its first Country anniversary September 2.... Also in Minneapolis, WLOL is now officially WRDD, as was mentioned here a few weeks back, prior to FCC approval. "Big Red" rolls on.... KXRB/Sioux Falls became another victim of Ma Bell when a repairman from the telephone company cut their transmitter phone line wire and put them off the air for more than an hour on a recent week.... WKDA/Nashville PD Dale Turner has moved to the afternoon slot and turned his morning show over to Jim De Marco.... KUGR/Green River, Wyoming Music Director Dave Hayduk has stepped down to join the sales department of the station. Russ Roundtree will handle the music.... As a result of the departure of morning man Frank Proctor, CFGM/Toronto has put Mike McMan in morning drive and Dave Johnson in the afternoon drive slot.... Elektra/Asylum has an interesting idea to promote a music concept. They have sent letters to station general managers telling of an October promotion around a greatest hits of Roy Acuff double album they plan to release then (maybe they felt the younger PDs and MDs wouldn't know who Acuff is!!?!).



KLUCKS & BUCKS — The official KLIX/Twin Falls, Idaho, "Klucker" is shown with the president of a local bank during the chicken's recent escape attempt from the radio station. (You might say he was trying to fly the coop. But then again, you might not say that.) Meanwhile, back at the photo caption: The reason the KLIX Klucker was trying to escape was given to R&R in this exclusive statement. The Klucker told R&R: "I was tired of working for chicken feed."

Contests, Concerts & Conversations

... KENR/Houston just cosponsored a "Dolly Parton look-a-like" contest with Mickey Gilley's club in Pasadena, Texas. In the word of a famous cigarette commercial, "It's what's up front that counts." ... KRGO/Salt Lake City will participate via a remote broadcast during the Utah State Fair, September 7-17. Country performers include Kenny Rogers, Lynn Anderson, Johnny Rodriguez, Dottie West, and Eddie Rabbitt, to name a few. Also during September, the station has plans to run the KRGO Chili Contest for its listeners ... Kurt Andrews and Charlie Michaels both appeared over Labor Day on the local television portion of the Jerry Lewis MS Telethon. They are both with KXRB/Sioux Falls ... Eddie Rabbitt and Dolly Parton just appeared for a WHK/Cleveland concert. Music Director Terry Stevens took contest winners to the show and backstage to meet the stars ... Mike Martel, all night air personality on WOKQ/Dover-Portsmouth, New Hampshire, will be hosting a group of listeners on an eight-day trip to Nashville to see the sights and sounds of Music City U.S.A. ... WYTL/Oshkosh, Wisconsin just debuted its new "Wyttle Red Wagon" remote broadcast unit at the recent EAA aviation show. At the show the station broadcast a total of 19 hours during the 10-day event. DJ Debbie Jackson was live on mike when a plane coming in for a landing flipped and exploded, causing two deaths ... During the last two weeks of August and the first two of September, KRMD/Shreveport is, according to PD Tom Phifer, "giving away the grub." KRMD "Country Club" card holders are invited to send in their grocery store tapes. If the tape is pulled and the listener calls the station within five minutes after the name is announced, KRMD will buy a like amount shown on the tape ... September 9 is when Open Road Magazine will hold their annual "Trucker's Week" show. This year it will star Tom T. Hall and Charly McClain and will be in Kansas City. WDAF plans to broadcast the show, which also includes an awards show for the best artists, songs, radio station and air personality as voted by the truckers ... KNOE/Monroe, Louisiana air personalities Charley Cook and Penny Horn sat for more than 36 hours in tubs of Jello to break a Guinness world record. The stunt was done to raise money for muscular dystrophy, as well as to set the new "bath-a-thon" record ... I always thought "jello" was just the Mexican way of saying "hello." Anyway, it's time to say "adios" until next week ...



ANNIVERSARY IN SHREVEPORT — 50,000 watt KWKH/Shreveport just held their first anniversary party for the station that changed to a Country format one year ago. KWKH held a free listener appreciation party and show. Pictured during the festivities are KWKH PD Dave Martin; MCA recording artist Nat Stuckey; Epic's Charly McClain; and KWKH Music Director Ken Loomis.

COUNTRY

BREAKERS

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

RONNIE MILSAP

Let's Take The Long Way Around The World (RCA)

Good phone response. Just added at KNEW, WONE, WRCP, KRZY, WGTO, WTCR, CKLW-FM, and others. Charted: debut 20 WHN, 30-23 WHK, 32-22 WHOO, 37-29 KLVI, 32-19 WWVA, 35-20 KEEN, 38-30 WSLR, 33-23 KHTZ, debut 25 WWOK. R&R Chart 39-33.

JACKY WARD

I Want To Be In Love (Mercury)

New adds include WRCP, WWVA, WUNI. Chart action: 44-36 KLAC, 18-12 KRMD, debut 30 KHTZ, 31-22 KXRB, 32-26 KRAM, 36-26 KLVI, 30-23 WKDA, debut 27 WSUN, debut 26 KRGO. R&R Chart debut 34.

RANDY BARLOW

No Sleep Tonight (Republic)

Chart action: 24-17 WUNI, debut 30 KCKC, debut WPLO, 38-28 KDJW, 30-21 WGTO, 46-38 KLAC, 33-26 WSLR, 34-24 WLOL, 20-15 KYNN, debut 30 KERE, 25-20 KRMD, debut 26 KTOM, 34-27 WOKO. Added at WSUN, WNYR, KCKN, WIXZ R&R Chart debut 35.

BILLY JO SPEARS

'57 Chevrolet (UA)

Still moving: 31-26 WWVA, 30-23 KRMD, 33-22 KFDI, 21-16 WKDA, debut 30 WONE, 40-30 KTYN, debut 28 WSUN, 34-27 WXCL, 31-25 KYNN, debut 27 WAME. Added at WSLR, WRCP, KFGO, WIXZ. R&R Chart debut 36.

DONNA FARGO

Another Goodbye (WB)

Just picked up at KSON, KLAC, WDEE, WBAP, KIKK, WNYR, WHOO, WONE, KUZZ, WUNI, WTCR, WGTO. Charted: 21-17 KCKC, 34-25 WWVA, 32-25 KFTN, 32-24 KYNN, debut 25 WSUN, debut 27 WIRK-FM, debut 28 WVOJ. R&R Chart debut 38.

NEW & ACTIVE

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

SANDY POSEY "Love, Love, Love" (WB) Added at KSON, WDEE, WRCP, WNYR, KFGO. Charts 20-17 WPLO, 35-29 KDJW, 34-29 WONE, 32-22 WGTO, 35-29 WNRS, 26-20 KRGO, 18-10 KYNN, 33-28 CKLW-FM. R&R chart debut 39. HANK WILLIAMS, JR. "I Fought The Law" (WB) Added at WRCP, WIXZ, WBAP, WMUS, KCKN, KEED. Charts 25-20 WHOO, debut 29 WKDA, 35-28 WXCL, 29-25 WCOS-FM, 40-30 KRDR, 33-29 WOKO, 23-17 KHTZ. R&R chart debut 40.

OAK RIDGE BOYS "Cryin' Again" (ABC) New at WMAQ, WUBE, WSM, KNEW, KSON, KBBQ, WDDD, WONE, WRCP. Charts 29-18 KCKC, debut 25 WIRK-FM, 38-27 KUZZ, debut 29 WHOO, 48-39 WGTO, 39-27 KRAM, 29-24 KTYN, debut 30 WSUN.

DON KING "The Feeling's So Right Tonight" (Con Brio) Added at KLAC, WMUS, WOKO, WNYR. Charts 26-20 KUGR, debut 29 WAME, 36-30 KNIX, 22-16 KRMD, 28-22 KTYN, 24-17 CKLW-FM.

TOM T. HALL "What Have You Got To Lose" (RCA) The "Most Added" record this week. Some new stations include: WIRE, KENR, WUBE, KKYX, KIKK, WHOO, KNIX, KSON, KHTZ, KERE, KUZZ, KJ JJ, KFDI, WFNC, KRAK, WQQT, WNRS, WKMF, KGA, KRDR, KRZY, KRGO, KFTN, WIRK-FM, Debut 29 KCKC.

MEL TILLIS "Ain't No California" (MCA) One of the "Most Added" of the week. New at WEEP, WSLR, KNEW, WSM, WKDA, KOKE, KRMD, KCEY, KUGR, WHBF, KCKN, WLOL, KXRB, WNYR, WFNC, WDDD, KFEQ, WCOS-FM, WGTO, WADR, WUNI. Charts 30-20 KCKC, 26-23 KTYN.

MARGO SMITH "Little Things Mean A Lot" (WB) Another one of the "Most Added" records. Starting to show strong Pop/Adult cross over. Added at KIKK, WSUN, KERE, KSON, WSLR, KRMD, WNYR, WOKO, WLOL, CKLW-FM, WYTL, WDDD, WCOS-FM, WBAP. Debut 28 KCKC.

BOBBY BORCHERS "Sweet Fantasy" (Playboy/Epic) Added at KLAC, WPLO, KIKK, WONE, KFDI, WRCP. Charts 30-24 KHTZ, 14-10 WUNI, debut 26 KERE, debut 30 KNEW, 38-29 KRZY, 19-15 WUBE, 35-23 KYNN, 38-27 KTYN.

GENE WATSON "One Sided Conversation" (Capitol) Added at WDEE, WONE, WHK, KSO, WSUN, KLAC, KAYO, KNEW, WOKO, WGTO, WLOL, WDDD. Charts 27-16 KCKC, 34-29 WCOS-FM, debut 29 WIRK-FM, debut 29 KENR.

LINDA RONSTADT "Back In The U.S.A." (Asylum) Picked up at WHN, WIRE, WMAQ, KCKC, WAME, WEEP, WSLR, KDJW, WIXZ, WDAF, WDGY. Charts 36-23 KENR, 33-27 WVOJ, 35-33 WWVA.

Radio & Records

COUNTRY AIRPLAY / 40

Three Two Last
Weeks Weeks Week

September 8, 1978

8	3	3	0	WILLIE NELSON/Blue Skies (Columbia)
15	8	5	2	WAYLON JENNINGS/I've Always Been Crazy (RCA)
7	5	4	2	JOHNNY RODRIGUEZ/Love Me With All Your Heart (Mercury)
9	7	6	0	CONWAY TWITTY/Boogie Grass Band (MCA)
16	12	10	0	JOHNNY DUNCAN/Hello Mexico (And Adios Baby To You) (Columbia)
18	14	9	0	TAMMY WYNETTE/Womanhood (Epic)
2	2	1	7	DON WILLIAMS/Rake And Ramblin' Man (ABC)
36	25	13	0	STATLER BROTHERS/Who Am I To Say (Mercury)
1	1	2	9	CRYSTAL GAYLE/Talking In Your Sleep (UA)
38	26	20	10	DOLLY PARTON/Heartbreaker (RCA)
40	28	18	10	MERLE HAGGARD/It's Been A Great Afternoon (MCA)
20	16	12	12	KENNY O'DELL/Let's Shake Hands And Come Out Loving (Capricorn)
25	19	14	13	JOE STAMPLEY/If You've Got Ten Minutes (Let's Fall In Love) (Epic)
29	23	17	13	REX ALLEN JR./With Love (WB)
4	4	11	15	JOHN CONLEE/Rose Colored Glasses (ABC)
13	10	7	18	CHARLIE RICH/Beautiful Woman (Epic)
-	36	25	17	JIM ED BROWN & HELEN CORNELIUS/If The World Ran Out Of... (RCA)
-	37	26	11	EMMYLOU HARRIS/Easy From Now On (WB)
33	27	24	11	CRISTY LANE/Penny Arcade (LS)
3	6	8	20	CHARLEY PRIDE/When I Stop Leaving (I'll Be Gone) (RCA)
26	24	21	21	JOE SUN/Old Flames (Can't Hold A Candle To You) (Ovation)
37	32	28	22	SONNY JAMES/Caribbean (Columbia)
23	20	23	23	OLIVIA NEWTON-JOHN/Hopelessly Devoted To You (RSO)
-	-	35	24	DAVE & SUGAR/Tear Time (RCA)
-	38	29	23	NATE HARVELL/Three Times A Lady (Republic)
-	40	31	23	MICKEY GILLEY/Here Comes The Hurt Again (Playboy/Epic)
-	-	36	27	LARRY GATLIN/Do It Again Tonight (Monument)
12	13	22	28	JERRY LEE LEWIS/If I Find It Where I Can (Mercury)
5	9	15	29	EDDIE RABBITT/You Don't Love Me Anymore (Elektra)
10	17	30	30	ANNE MURRAY/You Needed Me (Capitol)
6	11	16	31	SUSIE ALLANSON/We Belong Together (WB)
17	15	19	32	GEORGE JONES/It's Just Take It Out In Love (Epic)
-	-	39	21	RONNIE MILSAP/Let's Take The Long Way Around The World (RCA)
-	-	→	21	JACKY WARD/I Want To Be In Love (Mercury)
-	-	→	23	RANDY BARLOW/No Sleep Tonight (Republic)
-	-	→	24	BILLIE JO SPEARS/'57 Chevrolet (UA)
39	36	32	37	DOTTSY/Just Had You On My Mind (RCA)
-	-	→	37	DONNA FARGO/Another Good-Bye (WB)
-	-	→	39	SANDY POSEY/Love, Love, Love (WB)
-	-	→	40	HANK WILLIAMS JR./I Fought The Law (WB)

NEW ENTRY →

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 50% of our reporting stations.

Most Added

TOM T. HALL
What Have You Got To Lose (RCA)
MEL TILLIS
Ain't No California (MCA)
MARGO SMITH
Little Things Mean A Lot (WB)

Hottest:

RANDY BARLOW (Republic)
DAVE & SUGAR (RCA)
JOHNNY DUNCAN (Columbia)
MERLE HAGGARD (MCA)
WAYLON JENNINGS (RCA)
WILLIE NELSON (Columbia)
DOLLY PARTON (RCA)
STATLER BROTHERS (Mercury)
CONWAY TWITTY (MCA)
TAMMY WYNETTE (Epic)

Most Requested

2 1	TAMMY WYNETTE (Epic)
10 2	WILLIE NELSON (Columbia)
3 3	JOHN CONLEE (ABC)
7 4	MERLE HAGGARD (MCA)
1 5	WAYLON JENNINGS (RCA)
4 6	DOLLY PARTON (RCA)
8 7	OLIVIA NEWTON JOHN (RSO)
8	JOE STAMPLEY (Epic)
6 9	CONWAY TWITTY (MCA)
5 10	CRYSTAL GAYLE (UA)

Active Re-Currents

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

CASH & JENNINGS
"There Ain't No Good Chain Gang" (Columbia)
JOHN CONLEE
"Rose Colored Glasses" (ABC)
CRYSTAL GAYLE
"Talking In Your Sleep" (UA)
THE KENOALLS
"Pittsburgh Steelers" (Ovation)
CHARLEY MCCLAIN
"Let Me Be Your Baby" (Epic)
RONNIE MILSAP
"Only One Love In My Life" (RCA)
ANNE MURRAY
"You Needed Me" (Capitol)
WILLIE NELSON
"Georgia On My Mind" (Columbia)
CHARLEY PRIDE
"When I Stop Leaving" (RCA)
EDDIE RABBITT
"Hearts On Fire" (Elektra)
KENNY ROGERS
"Love Or Something Like It" (UA)
MEL TILLIS
"I Believe In You" (MCA)
HONNIE TYLER
"It's A Heartache" (RCA)
DON WILLIAMS
"Rake And Ramblin' Man" (ABC)

BARBARA MANDRELL "Sleeping Single In A Double Bed" (ABC) Added at WSM, KERE, WUBE, WXCL, WNYR, WKYG, WYTL, KTOM, KUGR, KXRB, KRMD, WGTO, KLVI. Charts 40-26 KSO, debut 27 WHOO.

KENNY ROGERS & DOTTIE WEBB "Anyone Who Isn't Me Tonight" (UA) Added at WONE, WIL, KCKC, KERE, KNEW, WSLR, WWOK, WADR, KUZZ, WJVA, WHBF. Charts 36-30 KJ JJ, 37-28 KRAM, debut 30 WIRK-FM, debut 29 WOKO, 36-30 WCOS-FM.

CARLY SIMON & JAMES TAYLOR "Devoted To You" (Elektra) New this week at KNEW, WKDA, WEEP, WNRS, WUBE, WDGY, WIRK-FM, WKYG, WVOJ, KRAM, KEED. Charts 20-12 KCKC, debut 39 WMAQ.

MOE BANDY "Two Lonely People" (Columbia) New at KKYX, WXCL, KIKK, KRAK, WKMF, KFDI, KYNN, KRGO, KTOM, KSSS, KBBQ, KLVI. BILLY "CRASH" CRADDOCK "Hubba, Hubba" (Capitol) Added at KCKC, KENR, KTOM, KUGR, WYCL, KMUS, WQQT, WVOJ, KEED, KGA, KRAM, KRDR, On WINN, WPLO.

KENNY DALE "Two Hearts Tangled In Love" (Capitol) New at WIRE, WUBE, KDJW, WKDA, KRAK, WFNC, WLAS, WCOS-FM, KYNN, KUZZ, KBBQ, WJVA, WQQT.

ZELLA LEHR "Danger Heartbreak Ahead" (RCA) New at WPLO, WIRE, KRZY, KKYX, KDJW, WKDA, WVOJ, WKYG, KBBQ, KAYO, KTOM, WDDD, WHBF, WLAS.

RAZZY BAILEY "What Time Do You Have To Be Back To Heaven" (RCA) charts 28-22 KFTN, 32-27 KJ JJ, 40-30 WGTO, debut 28 WAME. Added at KIKK, WUBE, KAYO, WTCR, WWVA, WYTL, WCOS-FM.

MUNDO EARWOOD "Things I'd Do For You" (QMC) Picked up at WIRE, WKDA, WHOO, KSO, KDJW, KOKE, WLAS, WXCL, KAYO, KSSS, KBBQ.

Continued on Page 54

NEW & ACTIVE

Continued from Page 53

CHARLIE McCOY "Fair And Tender Ladies" (Monument) Charts 30 25 WUBE, 34-26 KRAK, debut 30 WAME, 23-19 WKDA, 31-28 KRMD. Added at WIRE, WRCP, WFNC, WNCQ, WNRS, KCKN, WTCR.
CHARLY McCLAIN "That's What You Do To Me" (Epic) New at KKYX, KFDI, WMUS, WYNN, WKMF, WNRS, KRGO, WKDA, WHOO, KLVI, WWVA.
MEL McDANIEL "Bordertown Woman" (Capitol) Added at KLAC, WAME, WQQT, WRCP. Charts 31-25 KUZZ, 35-30 KRZY, 35-29 WIXZ, 33-28 KJJJ, 31-25 KTYN, debut 28 KRGO, 19-15 KRAM.
DAVID ALLAN COE "If This Is Just A Game" (Columbia) Picked up at KSO, KSON, KNEW, KERE, WHOO, KSSS, WFNC, KYNN, WOKQ.

Others Getting Significant Action

LYNN ANDERSON "Last Love Of My Life" (Columbia) New at KHTZ, KFTN, KEEN, WVOJ, KRMD, WADR, KUGR, WQQT, CKLW-FM.
CATES SISTERS "Lovin' You Off My Mind" (Caprice) Added at WPLO, WKDA, KD JW, WQQT, KFTN. On KSSS, KBET.
DR. HOOK "Sharing The Night Together" (Capitol) Added at WUBE, WHOO, KLVI, KRGO.
FREDDIE HART "Toe To Toe" (Capitol) New at KHTZ, WSLR, WSUN, KHAK, WNYR, KFGO, 37-28 KRZY.
BEVERLY HECKEL "Bluer Than Blue" (RCA) Early response in the West. Added at KUZZ, KSSS, KCEY, KRAK, KEED. On KGA, KJJJ, KFTN, KRAM, WUBE, WBAM.
KENDALLS "Sweet Desire" (Ovation) Early adds mainly in the Midwest. KXRB, KFDI, KTYN, KFGO, WDGJ.
MARY K. MILLER "Handcuffed To A Heartache" (Inergi) Early action in the Midwest and South. New at WXCL, KYNN, KFDI, WIRE, KIKK, WKDA, KKYX, WVOJ.
REBA McENTIRE "Last Night, Ev'ry Night" (Mercury) Added at KD JW, KSO, KAYO, KRAK, KUZZ, WADR.
NICK NOBLE "Stay With Me" (Churchill) Adds at WAME, KSO, WHOO, KSSS, WBCS. On WIRE, WXCL, WLAS.
BUCK OWENS "Nights Are Forever Without You" (WB) Picked up at WIRE, WKDA, KD JW, KCEY, KRDR, KRAM, WHBF, CKLW-FM.
BILLY PARKER "Until The Next Time" (SCR) New at WKDA, KSO, KSSS, WYTL. Debut 30 KYNN. On KJJJ, WBAP, WQQT.
EDDIE RABBITT "I Just Wanted To Love You" (Elektra) Early adds at KNEW, KEEN, CKLW-FM.
EDDY RAVEN "You're A Dancer" (Monument) Picked up at WFNC, KHTZ, KFTN, KRDR, WLAS, WADR. Charts 36-27 WIXZ.
DAVID ROGERS "When A Woman Cries" (Republic) New at WKDA, KRAK, KGA, KEEN, KEED, KBBQ, KVOJ.
RAY STEVENS "Be Your Own Best Friend" (WB) Added at WSUN, WNCQ, WXCL, KBBQ, KRAK.
BILLY SWAN "Hello, Remember Me" (A&M) Charts 8-6 WPLO, 39-25 WLOL, 24-20 KTYN, 30-25 WQQT, 27-20 KFTN, debut 24 WOKQ. Added at WDEE, KXRB.

Country Albums

Album cuts receiving airplay and some activity. Listed alphabetically.

BILL ANDERSON (MCA) "Does God Like Country Music" "Mary, How Married Are You?" "Smooth Southern Highway"
LYNN ANDERSON (Columbia) "From The Inside" "Sometimes When We Touch"
JIM ED BROWN & HELEN CORNELIUS (RCA) "Run Baby Run"
JOHNNY DUNCAN (Columbia) "The Best Is Yet To Come" "The Pillow" "Mexican Love Songs"
LARRY GATLIN (Monument) "I've Got You" "Standing By Me" "Everything I Know About Cheating" "I've Done Enough Dying Today"
CRYSTAL GAYLE (UA) "Why Have You Left The One You Left Me For" "When I Dream" "Heart Mender" "Hello I Love You" "Someday Soon"
MERLE HAGGARD (MCA) "The Dream" "Life Of A Rodeo Cowboy" "Don't You Ever Get Tired Of Hurting Me"
GEORGE JONES (Epic) "I Don't Want No Stranger Sleepin In My Bed" "Ain't Your Memory Got No Pride At All"
DON KING (Con Brio) "Old Nebraska Memories"
RONNIE MILSAP (MCA) "Too Soon To Know" "No Relief In Sight" "Back In My Mind Again"
OAK RIDGE BOYS (ABC) "I Can Love You" "Come On In"
DOLLY PARTON (RCA) "We're Through Forever" "The Man" "It's Too Late To Love Me Now" "I Really Got The Feeling" "Baby I'm Burning" "Nickels And Dimes"
JOHNNY RODRIGUEZ (Mercury) "Spanish Eyes" "I Need It Now"
KENNY ROGERS (UA) "There's A Lot Of That Going Around" "Buried Treasures" "Mamma's Waiting" "Sail Away"
BILLIE JO SPEARS (UA) "All The Love I Have"
JOE STAMPLEY (Epic) "She's My Woman" "I'll Marry You Tomorrow" "Houston Treat My Lady Good" "Do You Food Around" "Barnum & Bailey"
GARY STEWART (RCA) "If My Eyes Touch You" "I Got Mine" "Honky Tonkin" "Tequila After Midnight" "Stonewall"
DOC & MERLE WATSON (UA) "My Love Come Rollin' Down"
DOTTIE WEST (UA) "Jesse James"
WHITE MANSIONS (A&M) Waylon Jennings & Jessi Colter "Union Mare & Confederate Gray"
DON WILLIAMS (ABC) "Lay Down Beside Me"
TAMMY WYNETTE (Epic) "Love Doesn't Always Come (On The Nights It's Needed)"



Biff Collie

Inside Nashville

JERRY REED, in a couple years, may pick and sing for the fun of it. He's fast becoming a busy (and successful) actor. His next one will be a co-starring role with Suzanne Pleshette and Dom DeLuise called "Hot Stuff," based on "Operation Sting." Reed says he's a picker first (and writer and singer). "Hot Stuff" starts shooting in Miami sometime in September.

NASHVILLE TALENT DIRECTORS ASSOCIATION is worried about crossover country stars "leaving town" for management and booking representation, cutting into the Nashville music market. Those whose careers are in out-of-town hands include Dolly Parton, Larry Gatlin, The Oak Ridge Boys, Mel Tillis, Tammy Wynette, Donna Fargo, and Don Williams. Jim Halsey, head of Jim Halsey Agency in Tulsa reps most of the above mentioned acts, and says country music is bigger than Nashville. "We've done as much as anybody to create activity for Nashville entertainers. What we're doing we could do in Nashville or anywhere else. This business is bigger than any one town." Dave Skepner, who came here two years ago from L.A. to manage Loretta Lynn and now also Brenda Lee, says, "Country has become big business in the past few years. In any business success brings raids, especially in this case, on artists who outside people feel can become very big stars."

IF YOU GOT IT, FLAUNT IT! Hall of famer Roy Acuff was honored last Saturday night by the Air Force Association as a "great American



Jerry Reed



Roy Acuff

patriot" and presented with a Citation of Honor by Major General Tomas M. Sadler, commander of the 21st Air Force, and Gerald Hasler, Association President. Acuff was commended for visiting more than 30 countries, including Vietnam four times, on 20 different tours . . . Justin Tubb wouldn't say what they did in that surgery he had, but he *did* say they got to the bottom of things! . . . Doc & Merle Watson, John McEuen and the Dirt Band headline the First Annual Bluegrass and Arts Festival at Nashville's Hermitage Landing this weekend (9-10) . . . Harry Chapin headlined the World Hunger Concert at Vanderbilt University's Memorial Gymnasium last week . . . Webb Pierce, Boots Randolph, Jeannie Seely, Jack Greene, and the "Hee-Haw" Band concert'ed in a fundraiser on behalf of the re-election campaign of Nashville-Davidson County's Sheriff Fate Thomas at the War Memorial Auditorium . . . Hank Snow, Loretta Lynn, Conway Twitty, Boots Randolph and the Four Guys filled the Opry House to start a bank account for Hank Snow's International Foundation For The Prevention Of Child Abuse And Neglect Of Children . . . Pee Wee King's recovering from that early July stroke, says he should be working again in a couple months . . . Sonny Throckmorton is finally scoring like some of us believed he would for a long time. At the risk of "plugola" it's sure nice to see nice guys win! . . . Emily Brandshaw Weiland (she was Executive Director of the Nash-

ville chapter of NARAS for seven years) is on a 17-day Gospel tour in Great Britain . . . Paul Randle, formerly Pittsburgh UA promo man, lately RCA Artist Relations boss, now constructing Publicity and Artist Relations division for Pete Drake Productions, sandwiched between AM & PM traffic reports on Nashville's WSIX radio . . . Early Williams, ex-New York-to-Georgia-to-Nashville country jock and for the past 7 years head of promotion at Tree Publishing here, doing back-up traffic on WSIX . . . Bill Carlisle ("Too Old To Cut The Mustard," "No Help Wanted," etc) is 70 years old and jumping as high as he did when I first booked him in Houston 25 years ago . . . Tillman Franks, Carlisle's ex-manager, is at home recovering from surgery in Shreveport . . . Did you know that David Houston has a fish hatchery on Caddo Lake in Shreveport? . . . Old Dallas-Ft. Worth radio buddies are locating "Charlie Pro," who was PD-DJ-etc. at KXOL, WFAA, etc. Charlie "Pro" Prorise is VP-Production Head of D.A.D. Inc. in Nashville, a creative advertising development firm. Moved here last August.

TAKE THIS BANKRUPTCY AND . . . Johnny Paycheck is trying to buy back over 100 songs he lost in a bankruptcy suit a couple years ago. Paycheck had debts of \$488,611 when he filed personal bankruptcy proceedings in 1976 here. Paycheck's attorney offered \$5,500 for the recording rights on Paycheck's behalf. Money raised from sale of royalty rights will go to pay off a \$40,000 priority debt to the IRS (really!).

COUNTRY RADIO SEMINAR Chairman Bob Young (radio) and Roy Wunsch (industry) are hosting a meeting of the 1979 Seminar Agenda Committee this weekend (9-9) to structure the 10th annual Country Radio Seminar format, to be held the second weekend in March, with committee-persons Don Boyles-WSUN, Les Acree-WMC, John Chaffee-WHK, Ted Cramer-WDAF, Chris Collier-KCKN, Richard Holcomb-WTCR, Bob Holtan-WAXX, Ed Salamon-KHTZ-WHN, Jim Walton-WITL, Marty Sullivan-KRMD, Dan Halyburton, Larry Daniels-KNIX, Gordon Marcy-KINE, Billie Joyce Campbell-WXBM, Kim Pyle-WOKX and Terry Wood-WONE, last year's Radio Chairman.

LAST MINUTE FLASHES: Two masked gunmen held a Country Music Hall of Fame employee at gunpoint and left with \$21,000 in holiday cash receipts, Tuesday (5) morning at 9:00, a few minutes after the report of the theft of over 200 silver dollars from Webb Pierce's gold-studded Cadillac across the street . . . Country Radio czar Mae Sanders brought WVOK from the Brennan and Benns families in Birmingham, Alabama. Sanders purchased the former WENO/Nashville and changed the call letters to WJRB earlier this year . . . Larry Gatlin hosts "Midnight Special," Friday the 13th . . . Keep an eye out for those black cats (no offense intended, Charley).



Johnny Paycheck

POP ADULT



Mike Kasabo

Talk Segments On The Rise At Pop/Adults?

Talk segments have been a part of P/A programming for decades on such stations as WHAS/Louisville. Recently more and more P/A stations are establishing a telephone/talk portion of their broadcast evenings such as KHOW/Denver. We contacted Jerry David Melloy, PD of WHAS, where a talk segment has been on for twenty years, and John Lund, OM of KHOW, just recently became involved with talk, and asked for their views on this programming ingredient. First Melloy: "Obviously, ours has been successful. As a matter of fact, Milton Metz, who's on from 7-9pm just started his 20th year and is extremely well known in the community. I would have to call Metz more of a performer than anything else. With our signal at night (50,000 watts, clear channel) we dominate everything around us and the talk segment is the strongest of all. Milton generates a phenomenal loyalty among our listeners and will run the gamut of topics from public affairs to humorous subjects. One of the greatest topics we ever had was when he asked listeners to tell him, 'what was the silliest thing they had ever done?' Well, you just couldn't make up the responses we got. It was absolutely hilarious. You see, people will say things on the phone that they would never say otherwise. Two reasons why I believe a talk segment on a Pop/Adult station does well, and is growing, is that it offers a perfect alternative to the stations blasting out music all the time, plus it gives your listeners an opportunity to participate with a member of your air staff.

"Talk shows have been around for years getting mainly senior demographics. But we're learning that the trend in the last couple of years has been toward a younger audience which I believe is based upon society becoming more sophisticated and more aware of what's happening. The result is younger numbers for us and we're very happy about that."

Next week John Lund discusses KHOW's new-found success with their evening talk segment.



SOCK IT TO 'EM — KMBZ/Kansas City personality, Johnny Dolan (right), poses with Royals' third baseman George Brett and a pile of "clean" socks sent to the infielder by Dolan's listeners. It all began when a Milwaukee deejay (upset because Brett's bat beat the Brewers) asked his listeners to send Brett dirty socks as a practical joke. Dolan heard about the "stinky" trick and countered with his clean socks campaign.

Update

KAKE/Wichita personality John Meyers served as Public Address announcer at the recent National Precision Flying Championship, which hosted contestants from around the world. The event was also broadcast on KAKE . . . KOY/Phoenix helped raise money (over \$6000) for the Cystic Fibrosis Foundation by airing auction bids on various items. Bids were reported and then the station personalities served as auctioneers and closed each deal . . . WFDF/Flint began broadcasting 24 hours a day September 4th . . . WHIO/Dayton personality Carl Day is offering four listeners a chance to go to one of the National League playoff games, wherever that might be . . . KXLY/Spokane held a "Sgt. Pepper" weekend, airing all Beatles music and giving away albums by the Fab Four . . . KSL/Salt Lake City personality Danny Kramer jetted to Oakland last week to prepare radio and TV spots for the up-coming Shrine Circus due in Salt Lake in late September . . . WHOK/Lancaster all set for its season's broadcasts of Ohio State college football . . . KSFO/San Francisco personality Russ Syracuse will broadcast his Sunday show from Candlestick Park during the football 49'ers home games and will provide traffic information to fans making their way to the stadium . . . KVI/Seattle has invited the entire town of Upper Preston, Washington to attend a Mariners baseball game. Population: 48 . . . KNBR/San Francisco MD Brian Eaton is now writing a weekly column on contemporary music for the San Francisco Progress. Brian will cover concerts and review new product . . . KOOL-FM/Phoenix is in need of Pop/Adult singles and albums. Forward product to Bill Kelly at 511 West Adams. Zip 85003 . . . KMPC/Los Angeles personality Geoff Edwards is set to host the Miss World-America Beauty Pageant which will air on TV in mid-October . . . RUMOR FILE: Linda Ronstadt was sighted roller skating her way into an L.A. restaurant, picked up her to-go order, and roller skated away into the night . . .



KOGO/San Diego Program Director Bill Dodd (center) was apparently confused when midday personality (right) Bill Moffitt asked him to go bowling last week. Actually both gents are pictured with a lady from Atlantic records who was promoting the Jean-Luc Ponty album.

Transition

Doug Hoerth to WJNO/West Palm Beach as midday personality from WFLL/Ft. Lauderdale, where he was Promotion Director . . . Dwayne Southwick, KSL/Salt Lake City newsman, has taken on the additional responsibilities as the station's traffic reporter each morning and afternoon . . . Bill Stewart has been named Program Director of WRFD/Columbia to succeed Jim Keyes, who becomes the station's Promotion Director . . . Dave Love is the new all-night music and talk personality at KFMB/San Diego. Dave would like to interview recording artists either live or for convenience's sake, on tape. Anyone interested should call Operations Manager Mark Larson at (714) 292-5363 . . . John Wetherbee has been promoted to full time Music Director of WFYR/Chicago and Dick Bartley has been named Assistant PD of the station and will work with Program Director Don Kelly. Dick comes to WFYR from the Windy City's WBBM . . . Bruce Elliott returns to KMRJ/Pittsburg, Kansas as Program Director . . . Two new faces at K96/Provo are Paul Orchard, to do middays, from KOB/Albuquerque; and Bruce Bisson, who will handle the 6-10pm shift, from KLEO/Wichita . . . Dennis Kennedy returns to KBLF/Red Bluff as afternoon personality from a television gig at Channel 9 in Redding . . . Laura Templeton joins the staff of KAKE/Wichita as Continuity Writer . . . Van Vandywalker joins WFDF/Flint as weekend personality from WOAP/Owosso, Michigan, and replaces Roger Martin who now handles the all-night show . . .

Color

SKY-HIGH FOR A DAY: WLW/Cincinnati is celebrating the 20th anniversary of its helicopter traffic reporting. School kids between 6 and 18 are being asked to write in and tell why they would like to help celebrate the occasion by flying in the helicopter with pilot Jim Stanley. The winning student (entries will be judged on originality) will be in for an unforgettable treat. Stanley will fly to the student's school, pick up the winner and whisk him or her away for a morning's worth of air travel around the Cincinnati area.

IT'S A BUOY: KSFO/San Francisco personality Gene Nelson will host a yacht party September 15th. Nelson is inviting listeners to call when they hear the foghorn on the air. Those qualifying will be taken on an afternoon cruise of the world famous San Francisco Bay aboard a 51-foot luxury yacht. A champagne reception plus a catered gourmet meal will be part of the festivities. The promotion is in conjunction with a local boat show.

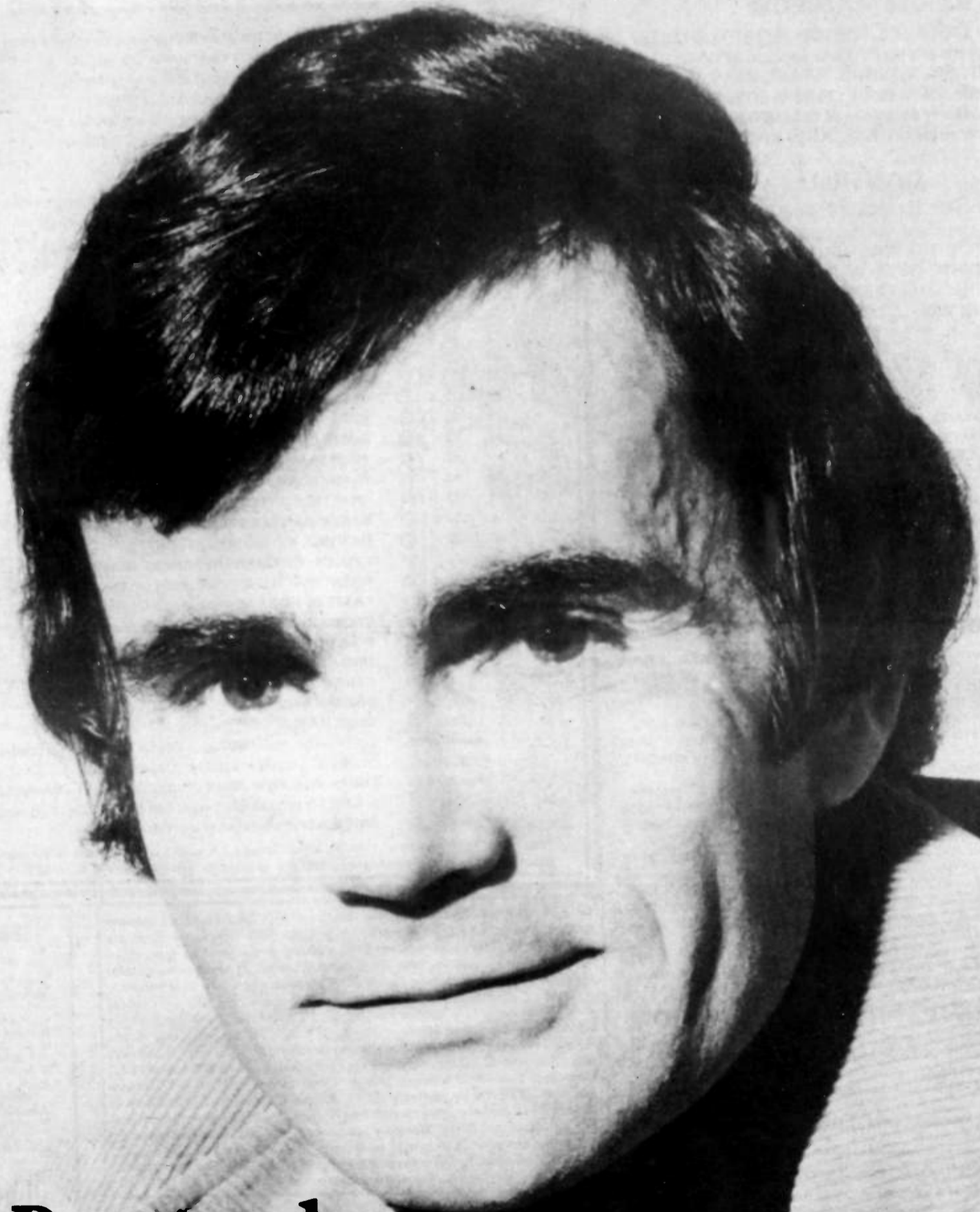
GRAB A CRAB: KVI/Seattle will hold a crab race featuring the station's personalities. The promotion is part of a do-it-yourself craft show. Each jock will have his very own crab entered in the race and will promote the event by asking listeners to call in and offer advice as how to properly race the little buggers. Listeners will be invited to come out and root for their favorite jock's crab.

UP ON THE ROOF: KRMG/Tulsa is involved with the annual Summer Music Festival by offering listeners a chance at free tickets to the event. One of the main features of the festival this year is the stage play "Fiddler On The Roof" starring opera superstar Jan Peerce. The station is tying in by sending out their own version of the famous fiddler to the streets of Tulsa each morning in a high profile traffic area, so those spotting him simply call the station, give the location, and receive tickets to the show.

ROAMING THROUGH THE FOAM: The city of Las Vegas and three area radio stations, including KDWN, held a "Summer Sundown Spectacular." The free bash (paid for by the city, which is unusual in itself) was attended by thousands of people who enjoyed all kinds of summer delights such as watermelon, softball games and the like. The fire department was also involved with a unique contest. They foamed the park area with the same liquid that is used on airport runways (it's harmless), while underneath the foam were a bunch of numbered ping pong balls. Youngsters were then invited to dig into the white substance in pursuit of the little round objects. Those lucky enough to find one received prizes ranging from T-shirts to skateboards.

MUSIC COLLECTION: WFYR/Chicago has been collecting any and all musical items all summer long in order to benefit ALS (Lou Gehrig's Disease). The sale of the musical donations, which is scheduled for September 15th-22nd, will help to establish a research center (the first of its kind) in the Windy City. The station has received over 100,000 items ranging from new and used records and tapes, instruments, sheet music, stereo equipment, etc. Stations sources estimate that the sale should bring in about a quarter of a million dollars.

Bob Morrison has Designs on Your Playlist.



**“You Decorated
My Life”**

Bob Morrison

on Monument
Records



MONUMENT

Distributed by Phonogram, Inc.

POP ADULT

BREAKERS

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

BARRY MANILOW

Ready To Take A Chance Again (Arista)

62% of our reporters are on it. Adds include WWWE, WFYR, KOB, WIOD, WIBW, KEX, WORG, WMAL, KXLY, WISN. Key moves: 19-16 FM97, 20-16 WRIE, 38-29 WLOW, 30-26 WLNH, debut 29 WYNE. Heavy rotation: WTMJ, KOY, WHDH, WSB, WNEW. Increased rotation: KSL, KSD, KMBZ. Moves 37-25 on P/A chart.

DAN HILL

All I See Is Your Face (20th)

60% of our reporters are on it. Adds include KSL, WIOD, KNBR, WTIC, WIP, WHIO, WASH, KRNT, WCER, WHAG. Key moves: 20-17 KDWN, 31-23 WWWE, 29-25 WLNH, 36-30 WYNE, 23-19 WORG, debut 24 WSM, debut 27 WRIE, debut 28 WPRO, debut 29 WMAZ. Increased rotation: KEX. Moves 32-26 on P/A chart.

NEW & ACTIVE

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

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

TASTE OF HONEY "Boogie Oogie Oogie" (Capitol) 31/2 add KMPC, WBZ. Moves: 1-1 WHAG, 7-5 WFYR, 13-8 WHIZ, 17-13 WORG, 18-6 WOWO, 6-3 WBT, 26-17 KOLO, 27-22 WCHV, 39-29 KBLF. Heavy rotation: WSB. Moves 34-29 on P/A chart.

STONEBOLT "I Will Still Love You" (Parachute) 39/3 add KOB, WSAR, KRMG. Moves: 18-9 WLOW, 11-5 WIBW, 24-16 WYNE, 18-13 KBLF, 27-23 KUKI, debut 29 WRIE, debut 30 WMAZ. Heavy rotation: KRKK. Moves 33-30 on P/A chart.

DOLLY PARTON "Heartbreaker" (RCA) 40/8 add KOGO, KSD, KGNR, KRKK, KRNT, KDWN, WLW. Moves: 20-11 WSM, 26-21 KUKI, 30-26 WWWE, 33-28 KBLF, 27-24 WATR, debut 20 KRMG, debut 27 WMAZ, debut 30 KXLY. Moves 35-31 on P/A chart.

LINDA RONSTADT "Back In The U.S.A." (Asylum) 28/8 add WGAR, KOGO, WSBA, KSD, WFDF, WHAG, KNBR, KMBZ. Moves: 23-16 KOLO, 35-19 WCHV, debut 25 WMAZ, debut 25 WPRO, debut 30 WLOW, debut 30 WORG. Debuts No. 32 on P/A chart.

BARBRA STREISAND "Love Theme From 'Eyes Of Laura Mars' (Prisoner)" (Columbia) 29/5 add WPRO, KRMG, WHAS, WSBA, WBT. Moves: 20-14 WLOW, 26-20 WHIZ, 30-27 FM97, 25-21 WLNH, 30-25 WATR, debut 21 WSM. Debuts No. 36 on P/A chart.

CHERYL LADD "Think It Over" (Capitol) 21/1 add K101. Moves: 28-19 WMAZ, 27-22 WGAR, 24-20 WATR, debut 30 WRIE. Moves 39-37 on P/A chart.

ENGLAND DAN & JOHN FORD COLEY "If The World Ran Out Of Love Tonight" (Big Tree) 28/2 add WHOK, KPPL. Moves: 18-13 WIBW, 17-12 KDWN, 27-22 KBLF, debut 17 WSM, debut 29 KXLY, debut 29 WLNH. Heavy rotation: WCER. Debuts No. 38 on P/A chart.

AMBROSIA "How Much I Feel" (WB) 22/7 add WTMJ, WYNE, KOLO, KSFO, WCER, WASH, KPPL. Moves: 22-19 K96, 26-22 WISN, debut 30 WATR. Heavy rotation: WHIO. Debuts No. 40 on P/A chart.

PAUL DAVIS "Sweet Life" (Bang) 25/5 add KVI, WPRO, KEX, WATR (RA), WLNH. Moves: 24-18 WORG, 30-26 WMAZ, 20-17 WYNE, 25-22 KXLY, debut 28 WRIE. Heavy rotation: KRKK.

RENEE ARMAND "I We're) Dancin' In The Dark" (Windsong) 23/0, 23-19 WLNH.

BILL LABOUNTY "In 25 Words Or Less" (WB/Curb) 20/4 add KOB, KMRJ, WHIZ, KRKO, 16-13 WYNE.

Pop/Adult Album Airplay Tracks

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

- JIMMY BUFFETT** (ABC) "Son Of A Son Of A Sailor"
- CAPTAIN & TENNILLE** (A&M) "Love Is Spreading," "Dixie," "Dream"
- RITA COOLIDGE** (A&M) "Love Me Again," "Bye Bye Love"
- CRYSTAL GAYLE** (UA) "Cry Me A River," "Hello I Love You"
- ANDY GIBB** (RSO) "Don't Throw It All Away," "One More Look At The Night"
- ROBIN GIBB** (Sesame Street) "Trash"
- KENNY LOGGINS** (Columbia) "Wait A Little While"
- DAVE MASON** (Columbia) "The Words"
- JOHNNY MATHIS** (Columbia) "Where Or When"
- MOODY BLUES** (London) "Had To Fall In Love," "Driftwood"
- WILLIE NELSON** (Columbia) "Stardust"
- LEO SAYER** (WB) "Stormy Weather"
- SGT. PEPPERS S.T.** (RSO) "Here Comes The Sun"/S. Farina, "Long & Winding Road"/P. Frampton, "A Day In The Life"/B. Gibb.
- CARLY SIMON** (Elektra) "Tranquillo"

Radio & Records POP / ADULT AIRPLAY / 40

September 8, 1978

Three Weeks	Two Weeks	Last Week		
3	1	1	1	OLIVIA NEWTON-JOHN/Hopelessly Devoted To You (RSO)
5	4	3	2	CHRIS REA/Fool (If You Think It's Over) (UA)
1	2	2	3	COMMODORES/Three Times A Lady (Motown)
7	5	4	4	ANDY GIBB/An Everlasting Love (RSO)
11	8	8	5	LITTLE RIVER BAND/Reminiscing (Harvest)
10	7	7	6	ANNE MURRAY/You Needed Me (Capitol)
2	3	5	7	RITA COOLIDGE/You (A&M)
18	13	9	8	EXILE/Kiss You All Over (WB/Curb)
22	16	12	9	JOHN PAUL YOUNG/Love Is In The Air (Scotti Bros.)
9	6	6	10	PABLO CRUISE/Love Will Find A Way (A&M)
33	19	15	11	BILLY JOEL/She's Always A Woman (Columbia)
19	15	13	12	CAPTAIN & TENNILLE/You Never Done It Like That (A&M)
12	11	11	13	WALTER EGAN/Magnet And Steel (Columbia)
28	18	16	14	DAVID GATES/Took The Last Train (Elektra)
31	24	17	15	TRAVOLTA & NEWTON-JOHN/Summer Nights (RSO)
34	23	20	16	KENNY LOGGINS/Whenever I Call You Friend (Columbia)
-	32	21	17	GERRY RAFFERTY/Right Down The Line (UA)
26	22	19	18	EARTH, WIND & FIRE/Got To Get You Into My Life (Columbia)
39	28	22	19	MICHAEL JOHNSON/Almost Like Being In Love (EMI/America)
-	31	23	20	CARLY SIMON & JAMES TAYLOR/Devoted To You (Elektra)
-	33	24	21	ROBIN GIBB/Oh! Darling (RSO)
4	9	10	22	TOBY BEAU/My Angel Baby (RCA)
6	10	14	23	FRANKIE VALLI/Grease (RSO)
14	14	18	24	CRYSTAL GAYLE/Talking In Your Sleep (UA)
-	-	37	25	BARRY MANILOW/Ready To Take A Chance Again (Arista)
-	39	32	26	DAN HILL/All I See Is Your Face (20th)
35	29	27	27	EVELYN "CHAMPAGNE" KING/Shame (RCA)
8	12	25	28	BARRY MANILOW/Copacabana (At The Copa) (Arista)
37	34	34	29	TASTE OF HONEY/Boogie Oogie Oogie (Capitol)
-	36	33	30	STONEBOLT/I Will Still Love You (Parachute)
-	-	35	31	DOLLY PARTON/Heartbreaker (RCA)
-	-	32	32	LINDA RONSTADT/Back In The U.S.A. (Asylum)
15	17	28	33	GENE COTTON & KIM CARNES/You're A Part Of Me (Ariola)
13	20	26	34	BARBRA STREISAND/Songbird (Columbia)
25	26	29	35	EDDIE RABBITT/You Don't Love Me Anymore (Elektra)
-	-	39	36	BARBRA STREISAND/Love Theme From 'Eyes Of Laura Mars' (Columbia)
-	-	39	37	CHERYL LADD/Think It Over (Capitol)
-	-	38	38	ENGLAND DAN & JOHN FORD COLEY/If The World Ran Out (Big Tree)
24	30	31	39	MATHIS & WILLIAMS/You're All I Need To Get By (Columbia)
-	-	40	40	AMBROSIA/How Much I Feel (WB)

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

NEW ENTRY

CHART SUMMARY: Looking over the P/A charts for the past six months or so is enough to inspire anyone to sign with RSO. This week there are five RSO records represented on the chart, including the top of the list with Olivia Newton-John. Andy Gibb is steady at number four, John & Olivia at number 15, and Robin Gibb is almost halfway up at number 21. But of course, there are others doing well. Chris Rea inched his way to the runner-up spot at number two. Little River Band jumps a big three points 8-5, Anne Murray hanging in tough 7-6, Exile still hot with a 9-8 improvement and John Paul Young breaking the top ten for the first time, jumping 12-9. Looking good for continued growth: Billy Joel 15-11, Captain & Tennille, a strong one point jump in heavy traffic 13-12, Kenny Loggins 20-16, Gerry Rafferty 21-17, Michael Johnson 22-19, Carly & James 23-20 and the aforementioned R. Gibb 24-21. Breakers this week are (no surprise) Barry Manilow, surging 37-25, and Dan Hill, making his move from 32-26. Highest new entry is Linda Ronstadt at No. 32, followed by debuts from Barbra Streisand at No. 36, England Dan & John Ford Coley at No. 38, and Ambrosia at No. 40.

TARNEY-SPENCER BAND "It's Really You" (A&M) 20/1 add KPPL.

PAUL ANKA "Brought Up In New York (Brought Down In L.A.) (RCA) 19/8 add KUKI, WHOK, WHIO, WCER, WYMC, WHIZ, WYNE, WJNO. Moves: Debut 24 WIBW, debut 28 WLNH.

LYNDA CARTER "Toto (Don't It Feel Like Paradise)" (Epic) 19/2 add WIOD, WWWE, 27-24 WLNH.

DEBBY BOONE "When You're Loved" (WB/Curb) 17/1 add WKIQ, 21-18 WIBW. Heavy rotation: WFTL.

ROBERT PALMER "You Overwhelm Me" (Island) 17/1 add WKIQ. Moves: 17-14 KUKI, debut 34 WYNE.

LOU RAWLS "There Will Be Love" (Philadelphia Int'l.) 16/2 add KVI (dp), KRNT, 24-21 WIBW. Heavy rotation: WFTL, WNEW.

ENGELBERT HUMPERDINCK "Love's In Need Of Love Today" (Epic) 16/0, 16-9 WIBW.

TEDDY PENDERGRASS "Close The Door" (Philadelphia Int'l.) 15/4 add WOWO, WPRO, WGAR, WRIE, debut 28 KOLO. Heavy rotation: KMPC.

RONNIE MILSAP "Let's Take The Long Way Around The World" (RCA) 15/3 add KSL, WLOW, KOY, debut 18 WSM. Heavy rotation: WKIQ.

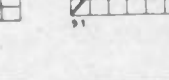
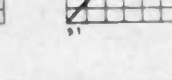
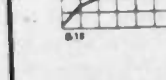
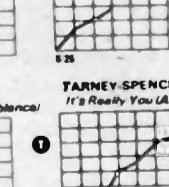
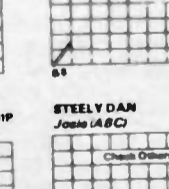
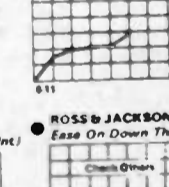
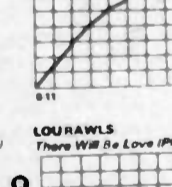
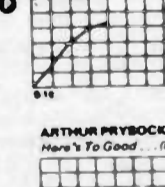
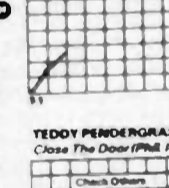
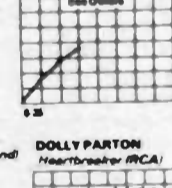
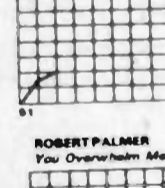
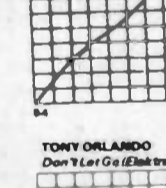
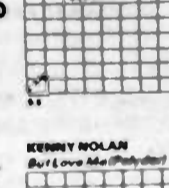
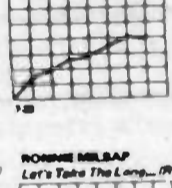
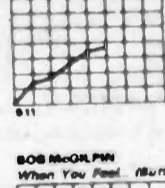
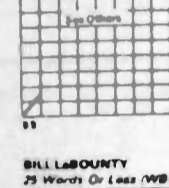
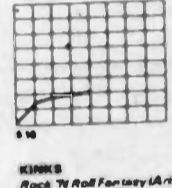
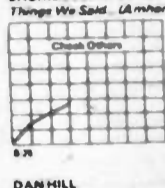
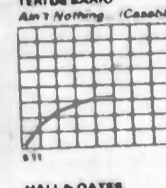
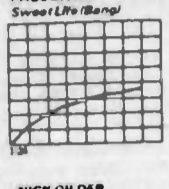
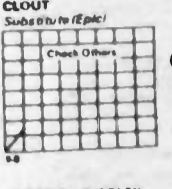
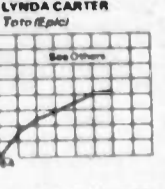
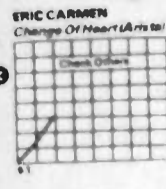
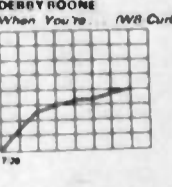
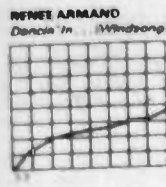
Most Added:

- BARRY MANILOW** Ready To Take A Chance Again (Arista) Added at 15% of our reporting stations.
- DAN HILL** All I See Is Your Face (20th) Added at 13% of our reporting stations.
- LINDA RONSTADT** Back In The U.S.A. (Asylum) Added at 11% of our reporting stations.
- PAUL ANKA** Brought Up In New York (RCA) Added at 11% of our reporting stations.
- DOLLY PARTON** Heartbreaker (RCA) Added at 11% of our reporting stations.

Hottest:

- OLIVIA NEWTON-JOHN** Hopelessly Devoted To You (RSO) Reported hot at 59% of our stations.
- LITTLE RIVER BAND** Reminiscing (Harvest) Reported hot at 51% of our stations.
- EXILE** Kiss You All Over (WB/Curb) Reported hot at 36% of our stations.
- COMMODORES** Three Times A Lady (Motown) Reported hot at 32% of our stations.
- JOHN PAUL YOUNG** Love Is In The Air (Scotti Bros.) Reported hot at 29% of our stations.
- ANNE MURRAY** You Needed Me (Capitol) Reported hot at 27% of our stations.

POP/ADULT SINGLES



ADDS & HOTS

NORTHEAST

WBAL/Baltimore Jack Leary... WRIE/Erie Smokey Burns... WBLZ/Boston Al Brady...

MIDWEST

WYNE/Appleton Dan Davis... WGER/Charlotte Jim Atkins... WGLR/Cleveland Linda Ronstadt...

SOUTH

WYVE/Atlanta Dr. Hook... WFLA/Tampa Bay Steve Nouri... WFTL/Ft. Lauderdale Mike Harvey...

WEST

KOB/Albuquerque Paul Douglas... KJZZ/Phoenix Armstrong/Stevens... KRRK/Everett Dan Mason...

WASH/Washington, D.C.

WATR/Waterbury Glenn Colligan... WASH/Washington, D.C. Bonnie Smith... WJLA/Charlotte Janice Pennington...

WASH/Washington, D.C.

WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington...

WASH/Washington, D.C.

WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington...

WASH/Washington, D.C.

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WASH/Washington, D.C.

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WASH/Washington, D.C.

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WASH/Washington, D.C.

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WASH/Washington, D.C.

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WASH/Washington, D.C.

WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington...

WASH/Washington, D.C.

WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington... WJLA/Charlotte Janice Pennington...

Others Getting Significant Action

WINGS 'London Town' (Capitol) 166 add WHIO, WORG, WPRO, WYMC... JAMES IAN 'That Grand Illusion' (Columbia) 145 add KSL, WYNE, WKQM...

OPPORTUNITIES

Openings

KSEK/KMRJ needs Pop/Adult personalities with experience and things to say. If you can provide an enterprising air sound, we want to talk to you. Rush tapes resumes and salary requirements to Program Director, KSEK/KMRJ, Box 810, Pittsburg, KS 66762. No calls please (9-1)

Operations Manager needed for Pop/Adult format, strong on promotion. Good midwest company. Call Orv Koch (402) 475-4204. EOE (9-1)

Our new adult Top 40 in Ogden, Utah needs two talented air people. Good production and natural sound are must \$550 plus per month to start depending on qualifications. Send me a tape. Tom Greenleigh, SGS Broadcast Inc., 1555 Rising Glen Rd., Los Angeles, CA 90069. (9-1)

KFMQ/Lincoln, NE looking for an experienced AOR announcer, production person to do mornings. State capitol and University city of 200,000. Call Bruce (402) 432 8565 (9-1)

14NVR Greater Waterbury's newest radio station is looking for talented adult contemporary morning person. Tapes and resumes to Joe McCoy, 14NVR, Box 1413, Waterbury, CT 06721. (9-1)

Openings

KTLK/Denver, CO needs personality oriented News Director. Major market experience preferred. Also, looking for creative AM & PM drive personality. Tapes and resumes to Rick Brady, 1165 Delaware, Denver, CO 80204. EOE (9-1)

WANTED: PD/air personality for Pop/Adult-Top 40 station, good sized market. Real, non-hype, enthusiasm desired, plus good programming mind. Also needed: Morning air personality—a real communicator with dry sense of humor...not too talkie. No screamers. Tapes and resumes to Bill Moyes, The Research Group, 1422 Monterey St., San Luis Obispo, CA 93401. EOE (9-1)

Become Sales Manager of WQNZ-FM, 100kw TM Consulted Stereo Rock. We need a winner who wants to live in beautiful Natchez, MS. 2½ hrs. from New Orleans. Also, looking for experienced Chief Engineer for our full facility. Excellent, equipment and good working conditions. Resumes to Alan Perkins, TM Programming, Dallas, TX 75247. EOE (9-1)

KCOK/Tulane, CA needs first class for AM/FM operation, with interest in news and production. Tapes and resumes to Ken Paige, 717 N. Mooney Blvd., Tulane, CA 93274 or call (209) 686-2866. EOE (9-1)

Openings

Y95 (WKKN)/Rockford, IL accepting tapes and resumes for future openings in news department. Minorities encouraged to apply. Tapes and resumes to Randy LaVonn, 1901 Shaw Rd., Rockford, IL 61111 or call (815) 877-3075. (9-1)

Modern Country station needs morning drive person. Also, PD possibilities. Tapes and resumes with salary history to Bill Allison, WHYL, Box 219, Carlisle, PA 17013. EOE (9-1)

KVOC/Casper is looking for a full time employee for copy, production and part-time air work. Tapes and resumes to Ron Tatar, Box 2090, Casper, WY 82602 or call (307) 265-2727 (9-1)

KCBN/Reno, NV needs a news person, heavily into community involvement. Tapes and resumes with salary requirements to Red Mtn., Box 10630, Reno, NV 89510. No calls please (9-1)

WMEE/Ft. Wayne, IN needs female anchor drive. Salary is there. Tapes and resumes to Steve Christian, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE (9-1)

Openings

KPAM/Portland, OR needs good night time communicator, 7pm-12mid. Tapes and resumes to Michael O'Brien, 4700 SW Council Crest Drive, Portland, OR 97201. No calls please. EOE (9-1)

WPTR/Albany, NY seeks creative, intelligent, human sounding air talent for middays. Tapes and resumes to Brian Scott, Box 1540, Albany, NY 12205. (9-1)

WXQR/Jacksonville, NC, Abrams Superstars station looking for morning talent. Females and minorities encouraged to apply. Tapes and resumes to Bud Andrews, WXQR, Bellfork Rd., Jacksonville, NC 28540. (9-1)

Doubleday Broadcasting (KWK) needs human air talent to build one of the nation's best radio stations. Tapes and resumes to Program Director, KWK, Box 6096, St. Louis, MO 63139. EOE M/F (9-1)

The Black Hills best, KKLS AM/FM could have a possible opening early this fall. Quality experience and class production a must for this position. Tapes and resumes to C.J. Stone, KKLS AM/FM, Box 460, Rapid City, SD 57709. EOE (9-1)

WIFI/Philadelphia, PA looking for 10pm-2am air talent. Tapes and resumes to Steve Rivers, GCC Communicators, 1 Bala Cynwyd, Bala Cynwyd, PA 19004. EOE (9-1)

CHANGES

Radio

BOBBY ROBIN formerly KPUR/Amarillo, TX to 91X-FM/San Diego, CA.
 MARY LONDONN formerly WXYQ/Stevens Point joins WLEE/Richmond, VA.
 TY DAVIS formerly KKOA/Minot to WSPT/Stevens Point, IA as afternoon drive.
 P.T. MORGAN joins WRFC/Athens, GA from WTOG/Savannah, GA.
 DAVE WOLFE joins WINN/Louisville, KY as Music Director.
 BOB BOMAR promoted to 7pm-12mid announcer at WINN/Louisville, KY.
 FRED MORSE formerly WTHI/Terre Haute joins WINN/Louisville doing middays.
 JOHN McRAE formerly KRAK/Sacramento, CA named General Manager KERE/Denver, CO.
 CHRIS MICHAELS promoted to Program Director KBDF/Eugene, OR.
 RUS DANIELS formerly KISW/Seattle has joined KBDF/Eugene as Music Director.
 STEVE BARRINGTON named PD WWCK/Flint, MI.
 CHIP TRIEST formerly WPOP/Hartford, named News Director WHCN/Hartford, CT.
 ED O'CONNELL formerly WPLR/New Haven joins WHCN/Hartford, CT doing afternoons.
 JEFF CRAMER joins KAWY/Casper, WY from WQFM/Milwaukee, WI.
 MARK ELMORE promoted Asst. MD WGLF/Tallahassee, FL.
 GERRY WILBURN appointed Sales Supervisor KTOW/Tulsa, OK.
 MARCIA BAKER and JUDI WALLACE join KTOW/Tulsa, OK as Sales Representatives.
 CARL E. LUND appointed Sales Manager KTOW-AM&FM/Tulsa, OK.
 KATHY STRICKLAND named Account Executive for KORL/Honolulu, HA.
 ALICE CHAPMAN named Director of Public Service & Community Affairs for WOR/New York.
 LARRY BENSKY joins KSAN/San Francisco news staff.
 JIM ROBERTS promoted to Program Director WDIF/Marion, OH.
 BARRY KAYE formerly KRBE/Houston, joins KONO/San Antonio doing afternoon drive.

Records

RON PALLADINO appointed Midwest Regional Marketing Manager for Phonogram.
 FRANK PETERS appointed Southern Regional Marketing Manager for Phonogram.
 JOE POLIDOR named Assistant National Sales Manager for Phonogram.
 GABE VIGORITO elected President of De-Lite Records.
 ANDY McKAIE named Arista's Director, National Publicity.
 PATTI ROSENCRANTZ and GARY TRIOZZI appointed Local Promotion Manager.
 RALPH TASHJIAN named National Promotion Director for Venture Records.
 CARLY SAUNDERS appointed Field Promotion Director/Philadelphia for Ariola.
 ED DUNCAN named Field Promotion Director/Baltimore, Washington, DC and Virginia markets for Ariola.
 MARK KILMARTIN appointed Promotion and Creative Services Coordinator for Ariola.
 BUD SCOPPA appointed West Coast A&R Director, Arista Records.
 BRAD HUNT promoted to Southwest Regional Promotion Manager for MCA Records.
 LEN EPAND named Director of Publicity, West Coast for Polydor.
 RONNIE NINA MANN appointed East Coast Publicity Administrator for Polydor.
 LEE ELLEN NEWMAN named Artist Tour Publicist for Polydor.
 JO LAURIA named Artist Tour Administrator for Polydor Family Labels.
 FRANK WILLIAMS promoted to Sales Representative/Chicago for WEA.
 WILBUR MHOON named Black Music Merchandiser/Chicago for WEA.
 STEVE FARLEY joins WEA as Sales Representative for Des Moines/Omaha area.
 GEORGE SKAUBITIS appointed Local Warner Bros. Promotion/Hartford, CT.
 SEAN BRICKELL joins WEA as Promotion Representative/Virginia.
 BOB SINER promoted to Vice President of Marketing MCA Records.
 TOM McENTEE named National Country Promotion for Ovation Records.
 NANCY LEVINE promoted to National Secondary Markets Promotion for Fantasy/Prestige/Milestone/Stax.
 FRAN ALIBERTE named Sales Manager/Boston for WEA.
 SUSAN WAX named Director, Singles Promotion for Champion Entertainment.
 JEB BRIEN appointed Director, AOR promotion for Champion Entertainment.
 CLAUDE SASSOON appointed Vice President Finance and Administration for GRT/Canada.
 JEFF BURNS named Vice President A&R/Promotion for GRT/Canada.

BARRY LYONS named Local Promotion Rep/Buffalo for Elektra/Asylum.
 CARTER J. RUSSELL named Elektra/Asylum Regional Marketing Coordinator for Jazz/Fusion/Midwest.

Industry Changes

RON HARRISON appointed Executive Vice President of McKown & Company/Los Angeles.
 MAUREEN NEMETH appointed Director/West Coast Operations for Amron, Halpern, Margo Management.
 BOB HARPER formerly General Program and Operations Manager WGCL/WERE/Cleveland joins Frank N. Magid Assoc., Radio Consulting.
 SKIP HEINECKE named Executive Vice President for Hanson & Schwam.
 RHONDA SHORE named Touring Publicist for The Howard Bloom Organization, Ltd.

Station Line-Ups

MAGIC 91 (KMJC)/San Diego, CA LINE-UP: 6am-10am Christopher Cane, 10am-2pm Bobby Malik, 2pm-6pm Roger W. Morgan (PD), 6pm-10pm Kevin O'Day, 10pm-2am Chris Lance. Weekends: Tommy Sarmiento.
 KRMD-FM/Shreveport, LA LINE-UP: 6am-9am Paul Bain, 9am-12noon Marty Sullivan, 12noon-3pm Sharon Kelly, 3pm-7pm Tom Phifer (PD/MD), 7pm-11pm Johnny Parker, 11pm-12mid Ralph Emory, 12mid-6am Chris Michaels.
 WZZP/Cleveland, OH LINE-UP: 6am-10am Cleveland Reynolds, 10am-12noon Tom Jeffries (PD), 12noon-3pm Bob McKay, 3pm-7pm Jack Fitzgerald, 7pm-12mid The Smoker, 12mid-6am Ray Henry. Weekends: Corky Mills, Terry Patrick.
 KORL/Honolulu, HA LINE-UP: 6am-10am Lan Roberts, 10am-2pm Dave Shaw, 2pm-6pm Sweet Charlie, 6pm-10pm Captain Cooke, 10pm-2am Jan Foxx, 2am-6am Wili Moku. Weekends: Ken Hutchinson, Bruce Brown and Ron Wood.
 KXFM/Santa Maria, CA LINE-UP: 6am-10am Glenn Miller, 10am-2pm Fred Levy (PD), 2pm-7pm Todd Busch (MD), 7pm-12mid Mickey Finn, 12mid-6am Peter Napoli.
 CFGM/Richmond Hill, Ontario LINE-UP: 6am-10am Mike McMan, 10am-2pm Dan Ryan, 2pm-6pm Dave Johnson, 6pm-10pm Stan Campbell, 10pm-12mid Ron Knight Phone Forum, 12mid-6am Peter Darrell. Weekends: John Loweth, Gord Ambrose, Billy Taylor, J.J. Perkins.
 KONO/San Antonio, TX LINE-UP: 6am-10am Couser & George The Duck, 10am-12noon Tony Raven, 12noon-3pm Ron "Ugly" Thompson, 3pm-6pm Barry Kaye, 6pm-10pm Bobby Orlando, 10pm-2am Rudy Rocha, 2am-6am Darrell Taylor. Weekends: Jay St. John, Mike Hunter.
 KITY-FM/San Antonio, TX LINE-UP: 6am-9am Steve Sellers, (PD), 9am-12noon Craig Allen, 12noon-3pm Tony Lopez, 3pm-7pm Leif Calberg (MD), 7pm-12mid Jimmy DeLeon, 12mid-6am Stewart Burleigh.
 WGTO/Cypress Gardens, FL LINE-UP: 6am-9am Jim Maloy, 9am-12noon Dave Campbell, 12noon-3pm Mike McCoy, 3pm-6pm Terry Slane, 6pm-9pm Jacki West.
 KRSP/Salt Lake City, UT LINE-UP: 6am-10am Randy Rose, 10am-2pm Steve Carlson, 2pm-6pm Todd Kelly, 6pm-10pm Matt Linburg, 10pm-2am Barry Moll, 2am-6am Michael Kane. Weekends: Paul Wilson, Jay Gunn, Scott Thomas and Lorraine.
 KJJJ/Phoenix, AZ LINE-UP: 6am-9am Bobby Butler, 9am-12noon Larry Barwick, 12noon-4pm Johnny Collier, 4pm-8pm Gary Benders, 8pm-12mid Terry Black.
 KNOE/Monroe, LA LINE-UP: 6am-10am Penny and Charley, 10am-2pm Gary McKenney (PD), 2pm-6pm Randy Deaton, 6pm-10pm Jay Alexander, 10pm-6am Rob Williams (MD).
 WJJK (14 K Country)/Eau Claire, WI LINE-UP: 5am-9am Jerry Thomas, 9am-1pm Wayne Elliot, 1pm-5pm Dave Shannon (PD), 5pm-9pm Joey Benkert, 9pm-2am Jim Casey. Weekends: "Uncle" Tom Sumner and Eric Block.
 WAYS/Charlotte, NC LINE-UP: 6am-9am Murphy in the Morning, 9am-11am Scott Slade, 11am-2pm Mark McCain, 2pm-6pm Chuck Brittain, 6pm-10pm Spanky, 10pm-2am Steve Bishop. Weekends: Chuck Baron (PD), Roy Rosen, Frank Graham.
 WIRK-FM/West Palm Beach, FL LINE-UP: 6am-10am Barry Grant (PD), 10am-3pm Jim Howie (MD), 3pm-7pm Lyle Reed, 7pm-12mid Simon Train, 12mid-6am Jack Albert.
 KVOC/Casper, WY LINE-UP: 6am-10am Barb Richardson, 10am-12noon Ron Tatar, 12noon-1pm News, 1pm-3pm Ralph Emery, 3pm-6pm Gaylen Wayne, 6pm-12mid Christina Hahn.

OPPORTUNITIES

Openings

Minneapolis No. 1 Secondary is looking for a production jockey/night announcer. Also possible openings in other time slots. Good bucks, progressive management, and the opportunity to work for one of the best sounding stations around. Pop/Adult format. Tapes and resumes to Jim Roberts, PD, WDIF, Box 524, Marion, OH 43002 EOE M/F (9-1)

Louisville Radio/Orlando, FL (WLOF-WBJW-FM) looking for professional yet personable news people for Live opening. Tapes, resumes and salary requirements to Richard D. Hunt, Box 15748, Orlando, FL 32808 OE (9-1)

KFMB AM San Diego, CA has a part time opening. If you have Pop/Adult format experience and live in the So. California area, send tapes to Mark Larsen, KFMB, Box 10888, San Diego, CA 92138. EOE. No calls please. (9-1)

Nashville is expanding our staff. Looking for secretary, Dictaphone and super typing skills mandatory. Henry of Hills, Resumes to Diane Fraden, Burkhardt Abrams, 5445 Powers Ferry Landing, Suite 180, Atlanta, GA 30339. No calls please. (9-1)

KFWD Dallas, TX is looking for a Program Director. Major market experience required. Tapes and resumes to E.C. Siskar, 3626 North Hall St., No. 910, Dallas, TX 75219. No calls please. EOE (9-1)

WE HOLD THE KEY TO SOMEONE'S FUTURE! Southwestern Powerhouse AM is looking for top-notch, killer jock-jocks who are outgoing and aggressive. We presently have immediate weekend-evening opening and accepting tapes and resumes for future openings. Excellent wages, benefits, and fringes. Must have pipes and dynamic production. Contact Steve Kelly, PD, WDAR AM, Box 1640, Columbus, GA 31920 or call (404) 322-5447, after 11am EDT. (9-1)

WKDF Nashville, TN has an opening for Production Director/writer with extensive radio production experience. Tapes and resumes to Box 25210, Nashville, TN 37202 EOE M/F (9-1)

Q94 Richmond, VA has immediate opening for strong morning personality. Secure position, good bucks for right person. Must be willing to make outside appearances. Tapes and resumes to Ralph Wimmer, Box 1394, Richmond, VA 23212. EOE No calls please. (9-1)

Ever thought about doing Country? WCUI Grand Rapids sends a super holiday communicator for hip top rated station in Michigan's second largest market. Excellent pay. Tapes and resumes to Gary Allen, WCUI, One McKay Tower, Grand Rapids, MI 49503. EOE M/F (9-1)

KNAC Long Beach, CA has immediate opening for afternoon news person (AOR). Experience only, writing, reporting, delivery and Public Affairs. Tapes and resumes to Bill Banks, KNAC, 320 Pine Ave., Suite 1000, Long Beach, CA 90802. EOE (9-1)

OUTRAGEDUS COMIC. Air personality to attract young adult audience. Must have proven track record in contemporary radio. Off the wall humor that breaks traditional formats. Unusual opportunity in Top 5 market. Send resumes, ratings and cover letter to Radio & Records, Box 126, 1930 Century Park W., Los Angeles, CA 90067 EOE

WANS FM Anderson, SC expanding staff. Has opening for night jock, plus weekend talent. Tapes and resumes to Bill McCown, Box 211, Anderson, SC 29622. No calls please. EOE M/F (9-1)

KBLU Yuma, AZ has immediate opening for 6am-10am jock. Three years experience. Tapes and resumes to Lee Poole, Box 1501, Yuma, AZ 85364 or call (602) 782-3881. (9-1)

Wanted Male or Female announcer for opening October 1st. AOR experience required. Tapes and resumes to R.L. Ruth, Nova 104, Box 3306, Lake Charles, LA 70601 EOE (9-1)

Western Kentucky personality Pop/Adult station now accepting tapes and resumes from one-on-one adult AM drive communicators. Must be community involved and enjoy doing creative production. Send tapes and resumes to Gary Morgan, WYMC, Box "V", Mayfield, KY 42066 or call (502) 247-1430. (9-25)

KGAY Salem, OR has opening for 6am-10am air personality. Knowledge of Country music helpful. Some production. Tapes and resumes to Dick Bond, Box 1430, Salem, OR 97308 or call (503) 581-1430 afternoons only. EOE (8-25)

WFUN Ashtabula, OH, yes that's right, has immediate opening for full-time and part time Top 40 announcers. Production required. Salary and shift depends on experience. Call Mark Evar (216) 993-2126 between 11am-2pm. EOE M/F (8-25)

WACKY 102 Springfield seeks morning talent. Good production a must. Creative air work essential. Tapes and resumes for immediate opening to Program Director, WAQY, 45 Fisher Ave. E., Longmeadow, MA 01028. EOE (8-25)

Central California Top 40 FM looking for jocks for immediate and future openings. Tapes and resumes to Chris Ward, PD, KBOS, Box 444, Tulare, CA 93274. EOE (8-25)

Goods And Services

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

GALAXY - The personality ad for AOR, Top 40, Pop/Adult jocks. Sample GALAXY, Box 98024 C. Atlanta, GA 30358 or call (404) 231-9884

Radio Writers

9 weeks worth of (Localized) comedy. Proven in major markets. Limited offer send \$10.00 to RADIO WRITERS, 1700 E. Desert Inn, Suite 104, Las Vegas, NV 89109

Lola's Lunch

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

You'll Be Funnier

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

Radio's Premier Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service! **OUTLINERS,** 366-R West Bulant Ave., Fresno, CA 93704 or phone (209) 831-1502

GOODS & SERVICES

Making your classified come alive or getting your goods and services singled out is simple. Only 25 cents a word, \$5 minimum per week, head lines are free. Contact R&R Classified Department, Mon-Fri. at (213) 553-4336, or write us at 1930 Century Park West, L.A., CA 90007

Openings

KIQQ/RM/GX Tucson, AZ has immediate opening for Chief Engineer. Great salary and great opportunity in sunny Southwest. Send info to Chuck Morgan Operations Manager, Box 5946, Tucson, AZ 85703, or call (602) 624-2431. EOE M/F (8-25)

KHNY AM 670 Riverside, CA now accepting applications for future air personality production openings. Let phone a must. 1-2 years experience helpful. Tapes and resumes to Al Gordon, GM, KHNY, 7351 Lincoln Ave., Riverside, CA 92504. EOE (8-25)

KIKX Tucson, AZ looking for top notch morning man for Country format. Tapes and resumes to Mark Allen, PD, Box 5966, Tucson, AZ 85703. (8-25)

KSO Des Moines, IA is actively seeking a Country Program Director. Tapes and resumes to Perry St. John, GM, KSO, 3900 N.E. Broadway, Des Moines, IA 50317. (8-25)

WJUN Mobile, AL has an immediate opening for a morning communicator. Tapes and resumes to Bill Knight, PD, Box 2567, Mobile, AL 36601. (8-25)

KRGO Salt Lake City, UT needs a combo engineer and jock yesterday. Also looking for personality professionals for full-time shifts. Tapes and resumes to Gene Guthrie, 5085 W. 7100 South, Salt Lake City, UT 84120. (8-25)

Immediate opening for air talent with 1-2 yrs experience. Tapes, resumes and salary requirements to Nick Thomas, PD, KLSS/KSMN, Box 1446, Mason City, IA 50401. No calls please. (8-25)

We need some real radio entertainers of the highest quality, with a relaxed human up-tempo delivery and something to say. Excellent production a must. Pay and benefits are among the finest in the industry. Tapes and resumes to John Walton, KEIN, Box 1239, Great Falls, MT 59403, or call (406) 761-1310. EOE (8-25)

Opening coming at the end of September. Now is the time to prove yourself! Everyone here has moved up one slot. Good security for right person. Need 12mid-6am communicator. Prefer experienced person, will consider GOOD beginner. Good production a must. Tapes and resumes to Dr. Don Leader, WGIG, 801 Mansfield St., Brunswick, BA 31520 or call (912) 265-3870 after 10am. (8-25)

WRUN, 5,000 watts, Top 40 in Utica/Rome needs News Director-morning anchor immediately. Looking for a pro with a nose for news and authoritative delivery. No beginners please. Tapes and resumes to John Carucci, Thomas Road, Onskany, NY 13424. EOE M/F. No calls please. (8-25)

WANTED: I'm looking for a female play-by-play announcer. Candidly, there are no guarantees or promises implied. This person will be part of an upcoming presentation. Could be something could be nothing. Tapes and resumes to Creative Services, 20330 Argonaut Drive, Saratoga, CA 95070. (8-25)

WTBO Cumberland, MD has two immediate openings. Tapes and resumes to Frank Collins, Box 1644, Cumberland, MD 21502 or call (301) 722-6666. (8-25)

KRSY AM Roswell, NM is now accepting applications for future jock openings. Beginners are welcome. Tapes and resumes to Tom Lang, Box 1981, Roswell, NM 88201. EOE (8-25)

Openings

WLSQ Montgomery, AL looking for an aggressive, dynamic promotion minded, on-air Program Director. South's fastest growing market. Also looking for a topical, warm, funny morning personality, with MD experience. And part-time talent. Tapes and resumes to J.J. Beach, Operations Manager, Box 5000, Montgomery, AL 36101 or call (205) 832-4295. EOE (8-25)

Morning personality needed immediately for Top rated station. Must be personable, witty, talented and experienced. If you fit the bill, send tapes and resumes to WENY, Box 208, Elmira, NY 14902. (8-25)

WXXW Allentown, PA needs weekenders, holiday and fill-ins. Our choice will be experienced with automation equipment or be able to catch on quickly. Also, future full-time opening. Number 1 team in Lehigh Valley. Tapes and resumes to Mike Lennen, PD, Box 2727, Lehigh Valley, PA 18001. (8-25)

A new Country station in San Antonio is looking for a qualified Program Director. Tapes and resumes to Wayne Shane, KITE, GPM Building, Plaza Level, San Antonio, TX 78216. (8-25)

Radio Disco 1680 Paso, first disco station now accepting tapes and resumes. Rush to Johnny Kaye, c/o KINT-AM, 5959 Gateway W., Suite 120, El Paso, TX 79925. EOE (8-25)

WURD/Georgetown, OH, Cincinnati suburban Country needs news oriented jock. Call Joe Bell (513) 378-6151. (8-25)

Indianapolis' new Country leader is looking for a great morning personality to join our winning team. Good track record and rating success a must. Great opportunity to become a part of one of the Nation's hottest stations. Tapes and resumes to Herb Allen, WFMS, Indianapolis, IN 46218. EOE M/F (8-25)

Morning personality needed for top-rated Pop/Adult station in Northeast college market. Experience and maturity required as well as production skills and 3rd endorsed. Excellent pay and benefits. Tapes and resumes to WTKO, Box 10, Ithaca, NY 14850. EOE (8-25)

WCFR AM-FM Springfield, VT looking for Pop/Adult personality with good production skills. Nice facility, beautiful area. Tapes and resumes to Frank Zetta, WCFR, Box 800, Springfield, VT 05156. EOE (8-25)

KYYX/Odessa, TX needs an evening air talent immediately. Medium market, \$159,332/5791 grossed base and resumes to Barry Sykes, Box 3509, Odessa, TX 79760. EOE M/F (8-25)

KD/JW/Amarillo, TX needs an air personality. Tapes and resumes to Terry Amber, Box 5644, Amarillo, TX 79109. (8-25)

KINT (95 FM) El Paso has 1st full-time opening in over a year. Tapes and resumes to Johnny Kaye, 5300 El Paso Drive, El Paso, TX 79905. EOE M/F (8-25)

JWG Radio/Rochester, NY needs a Pop/Adult performer with strong production skills. The person we select will be interesting, reliable and willing to become very heavily involved in the community. We're looking for a pro. Tapes and resumes to Larry White, JWG Radio, Box 40360, Rochester, NY 14604. EOE M/F No calls please. (8-25)

The Central Coast of California radio leader is in the market for a mature, talented on-air communicator with flexible delivery styles. We are formatted and production required. Stable persons need only apply by sending tapes and resumes to Lions Share Broadcasting, Box 697, Lompoc, CA 93438. (8-25)

WLWS Hamilton, OH needs all night air talent. Tapes and resumes to Larry Jackson, 98 Stereo Lane, Hamilton, OH 45013. EOE (8-25)

Midwest growing chain needs combo Sales/Jock people for stations in Ohio, Kentucky and Indiana. Call Joe Bell (513) 378-6151. (8-25)

WACO Waco, TX has immediate opening for experienced Top 40 Program Director with proven production background. Tapes and resumes to Robert E. Weathers, WACO, Box 7912, Waco, TX 76710 or call (817) 772-7100. EOE (8-25)

KPUR/Amarillo, TX looking for warmth content and humor for possible future openings. If that sounds like you, send tapes and resumes to DAN WILSON, KPUR, Box 30,000, Amarillo, TX 79120. EOE M/F (8-25)

RAHAL COMMUNICATIONS is now accepting tapes for future opportunities in all formats. If you're good and want to move up, send tapes and resumes (in confidence) to Dave Parks, National PD, 6161 Fall Creek Rd., Indianapolis, IN 46220. No calls please. EOE (8-25)

FRANK N. MAGID ASSOC. is expanding its Radio Consulting staff. We are looking for a Consultant. Someone with several years of successful programming experience in a top 35 market. Must be able to motivate and interact well with air talent and management. Research background helpful. College degree required. Extensive travel. Photo and resume to Bob Lowry, President, Radio Division, Frank N. Magid Assoc., One Research Center, Marion, IA 52302. (8-25)

WYND-AM Sarasota, FL accepting tapes and resumes for future openings. Branch of Tampa Bay market. Contact Dave Allison, Box 3619, Sarasota, FL 33578. No calls please. EOE (8-18)

Openings

WTLB, Inc. has a rare opening for a morning drive newscaster to gather, write, and deliver newscasts for the market's most respected news operation. News sense and air sound more important than experience. 3rd endorsed required. Tapes and resumes to Brian Whittemore, ND, WTLB AM-FM, Utica, NY 13403. EOE (8-25)

Glenwood Springs, CO, mountains, fresh air, hot springs, ski slopes, nice neighbors. AM daytimer needs News Director. Experience a plus. Tapes and resumes to Dave Brill, KGLN, Box 70, Glenwood Springs, CO 81601. EOE (8-25)

WPOR AM 670 Portland, ME needs a top notch mid-day production person. Modern Country format. Tapes and resumes to Tom Hennesey, WPOR, 562 Congress St., Portland, OR 04101. EOE (8-25)

WMOH Hamilton, OH needs 7pm-12mid air talent. Must have good production. Top 40 format. Also looking for News Director, with 3 yrs experience. Community oriented station. Excellent salary for right person. Tapes and resumes to Joe London, Vice President, WMOH, 220 High Street, Hamilton, OH 45011. (8-25)

KKRC/Sioux Falls, SD needs announcer with production abilities. Also, possible News Director opening. Tapes and resumes to Gene Shaw, 1704 S. Cleveland, Sioux Falls, SD 57103. (8-25)

KTWO/Casper, WY 50kw clear seeks morning entertainer. Minimum 5 years experience. Salary and benefits excellent. Tapes and resumes to Bruce King, Box 2720, Casper, WY 82902. No calls please. (8-25)

WXCO/Saginaw, MI has a full-time immediate opening for middays. Tapes and resumes to Tom Samiray, Box 1776, Saginaw, MI 48605 or call (517) 752-8161. EOE (8-25)

"Ca 3" Disco in Winter Park, CO looking for professional. Ski all day DJ at night. Winter in the Rockies. Tapes and resumes to Ca 3, Box 132, Midway Park, CO 80450. (8-25)

WKYQ/Central Wisconsin's number 1 Country music station has first opening in one year. Our midday personality is going to WLEE Richmond. Can you replace her? Tapes and resumes to Pat Martin, PD, WKYQ, Box 247, Stevens Point, WI 54481. EOE M/F (8-25)

KBBC FM Phoenix, AZ needs experienced news person. Mellow AOR station. Great opportunity for creative journalist. Tapes and resumes to J.D. Freedman, KBBC FM, Box 711, Phoenix, AZ 85001. EOE M/F (8-18)

SUBURBAN WASHINGTON D.C. Top 40 station needs first phone announcers for part time and fill-in work. Must have experience or training. Call Randy Swingle (703) 388-3107 or (703) 631-0314. (8-18)

WGBB Merrick, NY has immediate opening for Chief Engineer. Must have 1st class and at least 2 years professional experience in the installation, maintenance and repair of broadcast equipment. Also looking for news and air personalities. Tapes and resumes to WGBB, Box 130, Merrick, NY 11566. (8-18)

News personality with creative, magazine-style writing ability. Females encouraged to apply. Tapes and resumes to Russ Garber, KERN, Box 2700, Bakersfield, CA 93303. EOE M/F. No calls please. (8-18)

Our people go nowhere but up. WKTK FM/Baltimore seeks 7pm-12mid mass appeal personality. Tapes and resumes to Lou Krieger, 5200 Moreau Rd., Baltimore, MD 21206. EOE (8-18)

KSXO/Redding, CA Progressive Northern California Top 40 AM looking for full time air talent. Tapes and resumes to John Staff, Box 1918, Redding, CA 96001. EOE. No calls please. (8-18)

WZZO/Bethlehem, PA between Philadelphia and New York, Abrams Superstar AOR looking for creative production/announcer. Also, need polished part-time announcers. Tapes, resumes and production samples to George Hawras, Box 111, Bethlehem, PA 18016. EOE (8-18)

WINX/Rockville, MD looking for announcer with 1st class license. Appeal to adults and be able to read news. Send resumes, minutes of news, and air check to Brad Taylor, Box 1726, Rockville, MD 20850. EOE (8-18)

WKCT/Bowling Green, KY looking for afternoon Pop/Adult announcer. News experience, and reading helpful. Call David Anthony (502) 781-2121 before 10am CDT. (8-18)

Modern Country format in West Texas looking for announcers and/or copywriting. If your performance is warm and personable and you are dependable, maybe you're for us. Anticipate hiring in Nov. Tapes and resumes to D. Clark, Box 147, Plainview, TX 79072. (8-18)

WSGA/Savannah, GA has an opening for night jock. Tapes, resumes and recent photo to Jerry Rogers, Box 8247, Savannah, GA 31402. No calls please. EOE M/F (8-18)

140 (WFTQ) Worcester, MA looking for morning personality. Strong delivery, and production. Minimum 3 yrs experience, some automation. Music Director experience helpful. Females and minorities please apply. Tapes and resumes to Cliff Blake, PD, 34 Mechanic St., Worcester, MA 01608 or call (617) 755-1444. (8-18)

OPPORTUNITIES

Positions Sought

If you're looking for one heck of a Program Director morning man with creativity and imagination TOM GAL LAGHER is looking for you. Currently PD KLOU No. 1 in last ARI at KAAV Little Rock. 8 1/2 yrs experience. Call (318) 477-2078 or (318) 436-7277 (9-11)

Community Involvement Public Affairs for AOR and it works! Three yrs experience AOR announcing typing PSA's. 2 1/2 yrs Public Affairs for AOR. I read lifestyle news, too. Looking for permanent move to your market and grow with your station. Prefer Denver Boulder and Colorado Rockies, anywhere with mountains. Call DANIEL J. QUITTER (904) 737-6243 12noon-11pm EDT (9-11)

MUSIC DIRECTOR/Air talent, KELP and KNOC with 5 yrs experience available and willing to relocate. Call TIM PAGE (915) 592-4998 or (915) 592-7475 (9-11)

AOR Music/Research, production and announcing experience in 4th market including Superstars format. Excellent track record. 1st phone AOR programming position sought in medium or large market. Call ED SEILER (215) 874-6723 anytime (9-11)

CHERIE formerly B100-FM ready for new opportunity. Call (714) 578-3349 (9-11)

NEWSMAN, 9 yrs in broadcasting. 3 in news, seeks job as staffer at major market outlet or News Director gig at smaller market station. Can dig and write. 2 yrs Newsradio experience. Call (602) 242-9263 (9-11)

PHIL DRAKE formerly PD KROI Sacramento looking for AOR or Pop Adult position. Prefer FM. Must be West Coast. Seattle to San Diego. Available now (916) 334-8006 (9-11)

Female air personality MD with lots of spirit seeking employment in the Portland, Vancouver area. Call VALERIE STEFAN (503) 882-2551 (9-11)

MARK SHANNON, 4 yrs experience Pop Adult, Top 40 1st phone. Desire position as PD or air shift/production. Call (516) 924-5439 (9-11)

Hilarious morning pro seeks relocation in Top 50 market. 2 yrs with Ron Curtis Co. Bright, tight, and topical. Call (501) 225-8342 or (501) 888-1431 (9-11)

5 yr radio man, looking for growing opportunity. 1st phone. Now small market PD and morning man. Married, wanting to settle down. Production my specialty. 1 m professional. Call STEVE (805) 736-5725 after 4pm PDT (9-11)

Seeking R&B Programming position or General Manager for medium market. College person with Operation Manager's experience. Former Program Director, and currently Top 40 jock (Top 10 market). Write: BUS, Route 1, Box 404 A, Monroeville, AL 36460. (9-11)

15 yrs experience, 11 in Country Radio. Looking for good, solid, modern Country station that could use a PD, MD, DJ Production, whatever. Excellent track record. Prefer West Coast. Call after 6pm (602) 384-4147 or write DJ WILSON, 31 Grande Vista, Willcox, AZ 85643. (9-11)

STEVE SHANNON formerly WIRK, WANS, seeks small market Top 40 position. Prefer Northeast, Florida. Call (305) 721-0582 (9-11)

Minority announcer/engineer with 1st phone and 6 1/2 yrs major market experience, would like full time announcing position. Top 40, Soul, Pop/Adult, AOR, we have a lot in common, let's talk. All locations considered. Contact JESSE T. BROOKS, 18150B Euclid Ave., No. 9 Cleveland, OH 44112 (9-11)

Personality entertainer seeks AM drive, midday or PM drive at Pop Adult or Top 40 personality station. Young, enthusiastic, creative, with bits, humor, warmth, programming and production experience too. Call JOHN DIAL (814) 674-5407 (9-11)

Medium market AOR personality with major market talent seeks move up. Currently morning drive on 100,000 watt 83rd market station. Also talk show host and experienced interviewer of major rock artists. 31, mature, married and aggressive with talent and a thorough knowledge of AOR music. Call TOM KLEIN (615) 477-7791 between 6am-11am EDT. (9-11)

GREG MICHAELS, currently KERN/Bakersfield, looking for the right medium or major market jock position. Strong in music & production, 1st phone. Call (213) 798-5789 (9-11)

First phone jock with good pipes looking for secondary Top 40 gig in Iowa or surrounding states. Call MIKE RAAB (319) 242-5237 (9-11)

AOR announcer looking for air shift in or near large metro area. Production and Music Director experience. References. Call BOBBY YOUNG (301) 951-0249 (9-11)

I've had 1 yr experience, 20 yrs old, love radio and I don't sound too bad. Where can I go? BRAD ORCHARD (213) 886-0249 (9-11)

Top notch Country Music Director/air personality looking for opening in West Coast. Call SANDY SOBEL (805) 833-6759 (9-11)

Currently working 6 yr pro. Experience all shifts, plus production, voices, writing and ad agency experience. Call KEN "Jeffries" MEDNICK (805) 773-1002 before 11am or after 7pm

AOR DJ spirited, creamy, BA Tech degree. 1st phone experience currently KNX CBS news radio Los Angeles. I miss my music. Looking for gig in Western states. Call KATE (213) 377-0298 (9-11)

Positions Sought

BOB KOCAK is an inventive, energetic, AOR personality looking for a new gig. Previous experiences in Lexington and Dayton. I'm ready immediately for a new one. Call (203) 327-5773 (9-11)

MARTHA DEE, creative, talented, ambitious air talent. 3rd endorsed, ATS grad, with some professional experience seeking station with good AOR format. Special interests: production, interviews, and programming. Good knowledge of music. Call (212) 657-2660 (9-11)

DISCOVER fresh new talent! Seeking position at AOR progressive station. 3 yrs on air experience along with production and excellent promotion. Very creative and progressive music oriented. Call EVE ADAMS (516) 536-7958 (8-25)

Experienced female wants job in any capacity. Jock, copy writer or news dept. Available now in LA County. Call after 4:30pm (213) 523-1046 (8-25)

JACK NASH former MD WCAV Blockton, MA looking for MD or PD position. Preferably major market or MD on air in a secondary Pop/Adult, Top 40 or R&B. Call (617) 583-3833 after 5pm (8-25)

Funny? Yes I am, and I would like to work for a station that feels entertaining to the listener. Involves more than just playing music. 7 years experience in Pop Adult. Call PAUL (606) 269-4998 (8-25)

HENRY KASTELL formerly WNOR, WFEC, WSSV. 14ZYQ looking for Top 40 Music Director or Jock position. Available immediately. (804) 242-6160 (8-25)

First phone, MD, traffic, production, over 8 yrs experience. I give 100 percent, I'm a doer, let's do it! Call GREG MONICA (714) 325-4762 or write 877 Chia Rd. Palm Springs, CA 92262 (8-25)

BARRY MCCOY 1 1/2 yrs experience Top 40, Pop/Adult seeking personality air shift. Small or medium market. Call (414) 766-6421 except Tuesday and Wednesday, then call (414) 629-9019 (8-25)

JOHN CHARLESTON formerly with WGNG, KSO, KIRL morning man Music Director. Available immediately. Call (515) 255-8016 (8-25)

TED KELLY, WAYS/Charlotte, WCSC/Charleston, SC looking for Top 40 medium market preferably Florida. Call (803) 556-2720 (8-25)

MIKE RIVERS formerly Y95/Tampa. 4 1/2 yrs experience high energy, medium or major market preferred. Call (904) 781-7949 leave message or write 1590 Lane Ave., South, Apt. 110H, Jacksonville, FL 32210. (8-25)

CHARLIE AMBROSIA, New York metro area PD, seeks Hawaiian radio station to call home. Programming, copy/production, on air, any position. AOR preferred. Will be in the islands mid-September. Call collect 9am-5pm EDT (516) 661-4000 or (516) 586-5681 after 8pm EDT. (8-25)

JOCK and/or SALES. Don Martin graduate with 1st ticket, bachelors degree (BBA), good voice, and previous experience. Personable, enthusiastic, dedicated, and a great desire to achieve. Flexible as to location. Call PAUL ROWAN (213) 478-3983. (8-25)

Small market rock jock with medium to major market potential seeks to move NOW. Better than average football pbp, production, and musical knowledge...and a heckuva nice guy to boot. Prefer east coast, Delaware Valley or Florida. Call (215) 664-8761 after 5pm and leave message. (8-25)

KRIZ's former Assistant PD and afternoon drive man, JACK ELLIOTT, is taking number one right now, at (802) 991-9630 to win a "Jack Elliott employment package" consisting of a tape and resume. Let me utilize my caustic wit at your transmitting unit. (8-25)

DAVID "Rock and Roll" LYONS formerly KRUX, WGCL, WAPE, currently WNEU/Wheeling W VA as PD after taking the daytime (1800 on the dial) from dead last to number one in the market. Station going into receiver ship. Call (304) 233-7418 or (304) 233-1470. (8-25)

Young aggressive Broadcast School grad looking for first break. Good pipes. One-to-one delivery. Good production. All formats. Please hurry, I'm getting hungry. Ask for MIKE OAKS (305) 851-8657 (8-25)

WXVY/Baltimore, KSFZ/San Francisco, KKDA/Dallas, KMJQ/Houston, WVEE/Atlanta, WHRK/Memphis. It's obvious somebody likes Disco. I was the Nation's 1st Disco/Rock programmer. I've got the facts, call BOBBY MORGAN (303) 773-2875 Available now. (8-25)

Straight male looking for compatible female. Ooops! Wrong newspaper! Seriously, if you're looking for a sportscaster who not only has a great voice but an incredible knowledge of sports as well, then I may be your man. Investigative news is another of my bags. Experience with KSFO, KYNO. Call STEVE BITKER (209) 255-9328 (8-25)

Aggressive young pro, currently in top market. 6 yrs experience includes Program and Music Director. Top 40, Pop/Adult and AOR. Prefer Northeast or Canada but will consider all. Call Larry (617) 666-0517 (8-25)

10 year broadcasting vet seeks a change. Currently working Springfield/Hartford. Searching for a position in a Record Company (promotion) or a related field. Willing to learn all facets of the business. Will put out 100 percent. Solid, stable family man. Excellent references. Call (413) 283-9277 (8-25)

Positions Sought

DAVE JAMES formerly WHFM, WROC/Rochester, NY, Asst. PD WGGG/Gainesville, FL. 9 yrs experience looking for Top 40/medium market. Prefer South or West. Station presently has gone Country. Call (904) 629-5088 anytime (8-25)

Creative Services Director seeking APOLITICAL position at station willing to work to win. Former personality MD and Public Relations. Call (205) 480-6620 or write 8105 Aaron Dr. S. Mobile, AL 36601 (8-25)

Radio Sales job wanted. Experience in Public and Sales Training at Ron Baile School of Broadcasting. Part-time air work and 2nd class license. Contact KATHY CHANDLER, 1342 N 48th St., No. 3, Phoenix, AZ 85008 (8-25)

Black male with college degree and great personality, looking for first jock break in small or medium market. Willing to work hard and long and will relocate. Excellent references. Call MYRON JONES (212) 365-4788 or (212) 893-8773 (8-25)

DOUG SILVER currently WXYZ/Detroit, ABC 660 changing format. Mature, 1st ticket, 9 yrs major market, MD experience. Good track record. Prefer Top 40, will consider Pop/Adult. Call (313) 855-2524 (8-25)

Former KRIZ jock, and member of the famous final staff looking for work. Would like Top 40 or AOR. Call BOBBY KNIGHT (802) 994-8072 (8-18)

Human communicator, experienced in all formats, wants to work at your station. Willing to relocate, especially Midwest. Call Danny (805) 492-8138 or leave message at (805) 492-3980. Serious calls only. (8-18)

STEVE MORENO formerly 63/KIDD/Monterey, CA looking for career opportunity West or Midwest. Two years experience Pop/Adult and Black. Call (408) 649-5440 or write 456 Dela Vina, Apt. F-2, Monterey, CA 93940

Tired of wondering, looking to get back on the air in Northeast or Midwest medium market. Will consider all other offers. 1st phone/strong production/8 yrs experience jock and engineer. Let's talk. Call RICH LAWRENCE (412) 531-4487 after 5pm EDT. (8-18)

Four years experience, currently working and looking for experience in Programming Music Director, and jock. Proven numbers, station changing format. You know the story new GM, new people. Formerly 14FEC, WJFI, WEZB. Call anytime (215) 927-2821 (8-18)

JIM D. SATTER formerly MD and midday at 63/KIDD/Monterey, CA, also major market experience. Looking for on-air and/or programming position. Western states preferred. Proven track record. Call (408) 649-8608 anytime. (8-18)

Washington's finest radio personality—only problem D.C. hasn't realized it yet. Working part time doesn't pay the rent. Call (301) 933-4816. Willing to relocate. (8-18)

DON HALL experienced professional air personality available. 12 years experience, 1st class license. Call (213) 794-4942 (8-18)

PLAY-BY-PLAY veteran sportscaster available in the Northeast. Call (413) 253-5202 (8-18)

Female personality seeking announcing position. CHRIS WALLENBERG (312) 869-1764. (8-18)

JOHN GABRIEL formerly PD WOLF/Syracuse, also WTRY and WPTR/Albany, NY looking for jock or programming position. Good voice, production and programming background. Call (315) 457-1718 (8-18)

Animated, entertaining Top 40 announcer. Present market smaller than this ad. Amazing production talent, subtle to slap-stick. 3rd endorsed. Call Mark Allen (308) 254-3818 and leave message (8-18)

Personality jock with AM drive experience in New Orleans, Philadelphia, Cleveland and Providence seeks personality or talk show position. Call (413) 783-5490 (8-18)

Experience you want? How about a 1st phone in the bargain. 13 yrs plus, including WSAM, WFMK, WSWG, R99 and more. Doing production, jock, news, graphics, photo, comedy or straight (no screamer). Friendly worker. BA degree. Age 29, single. Looking in Michigan area but will consider all. Call R. SCOTT (517) 777-5800 or (517) 799-2176 leave message. (8-18)

JAQUETTE with 1 year experience seeks relief from wearisome 12mid-6am position. Formerly with AOR, Top 40 formats. Would like to broaden musical horizons. News, writing and clerical tasks. Relocate in Montana, Washington area. Available now. Call Dana (712) 255-4000 anytime. (8-18)

96 RCCK, KADI/St. Louis is looking for AOR announcers for future openings. Salary commensurate with ability. Tapes and resumes to P. Paris, 7530 Forsyth, St. Louis, MO 63105 (8-18)

Male, 18 yrs old, 3rd endorsed, one year college seeks first break in radio. Available immediately. Will relocate for full-time position. Expertly trained, hard-working and always willing to learn. Call BOB CHURNETSKI (716) 334-6528 or write 521 Pinnacle Rd., Rochester, NY 14623 (8-11)

Utility announcer needed for approximately 21 weeks out of the year. Tapes and resumes to Ned Foster, WOWO, 203 W. Wayne St., Ft. Wayne, IN 46802 or call (219) 424-2400. EOE (8-18)

Positions Sought

Personality Entertainer seeks AM drive, mid-day or PM drive at Pop Adult or Top 40 personality station. Young, enthusiastic, creative, with bits, humor, warmth, programming and production experience too. Call JOHN DIAL (814) 674-5407 after 12noon EST. (8-11)

MEL NELSON 26 5/8 yrs experience PD, Operations Manager/personality with 13 station Midwest chain. Impeccable references, seeking on-air shift with top pros in Top 50 Pop/Adult or AOR. Call (712) 274-1415 (8-11)

Lively Top 40 "cooker", no dead air, non-screamer, professional experience, including production and news. Ego and attitude more like Pete Rose's than Reggie Jackson's. Can and will work any format, small or medium market. Call MITCHELL (212) 531-4717 (8-11)

200 percent effort, commitment, and dedication can be yours! 4 yrs experience. Top 40, Pop/Adult, Modern Country and Easy Listening. Tight board, good production knowledge in news, sports, and copywriting. Call anytime. Paul Hill, (914) 352-1946 (8-11)

ALAN SWAN, recently offered PD at KQXE/K 104 FM and KWIXIE, ND. Still searching for right GM/PT position. First heard on WFIL in '66, since in Philadelphia, Atlantic City, Trenton, and Phoenix. Interested in part ownership & liberal benefits in lieu of big bucks. No hype & no hassles. Call (602) 274-0677 (8-11)

19 but sound 25. Looking for good air shift at a tight Top 40 in a Top 50 market. Two years full time experience including both drive times and production (WRNC, 14VOT, 14CBB). Call JOHN LISLE GLOVER (919) 787-2381 or write 4933 Carteret Dr., Raleigh, NC 27617 (8-11)

RICK STEPHENS looking for a new home. Bright young personality. Tightest board work this side of the Mississippi, production too. Looking for Pop Adult screamer spectrum. Call and leave message (315) 423-4689. Must be full time gig, any shift, anywhere (8-11)

SUMMER CLOSE-OUT SALE ON ANDY ARNS! Entertaining, experienced. Comes complete with batteries. Hurry. May still be available in your market. Call (608) 274-5438 (8-11)

Six year radio pro, I've done it all, morning, afternoon drive and evenings too. Production, voices, writing and ad agency experience. Prefer West Coast medium to major market, but will consider all. Call Ken "Jeffries" Mednick (805) 773-1002 before 11am or after 7pm PDT (8-11)

If variety is what you're looking for, hire this black lady jock/writer. Available now to the best offer. Yvonne Bartley (716) 325-6611 or write 50 Chestnut Place, Apt. 716, Rochester, NY 14606 (8-11)

STEVE SHANNON formerly WIRK, WANS nights, seeks Top 40 position. Small/Medium markets. Call (305) 721-0582 (8-11)

Mature 1st phone wants sports/jock/engineering in Illinois. Play by play, production. Hard worker, 2 yrs out of college. Will relocate. Let's talk. M. Sullivan, Box 90, DeKalb, IL 60115 or (815) 758-6629 (8-11)

Experienced Announcer with 1st class ticket and educated knowledge of contemporary music. Seeks medium or major market AOR station, BA in communications and 6 yrs experience. 25 yrs old, single. CRAIG HARRIS (914) 257-2094 days and (914) 255-7071 evenings. (8-11)

Modern Country on the air in PA. Strong in production and public affairs. Also, experienced in sales. Looking for a happening organization. TONY (717) 234-5836. (8-11)

LIZ FULTON formerly KROY, KROI, K-100. Looking for Radio news anchor position. West Coast. Experienced and a great delivery. A winner! Call (213) 866-5047 (8-11)

SUE MIELDS currently AOR Abrams Superstar at WYXE/Madison, formerly WZMF/Milwaukee, looking for AOR medium major market position. Willing to relocate. Call (414) 277-0785 evenings.

Owner MGM Programmer will deliver mass 18-34 and double your billing. 1st phone 9 yrs radio PD, MD talent plus sales, PR and marketing. All markets considered. West Coast preferred. Call RON KAY (702) 588-6143 anytime

J.J. SCOTT currently WRJZ/Knoxville seeking employment in comparable or larger market. Position and compensation comparable. Call (615) 577-2478 after 7pm EDT. (8-11)

GREGG LENNY, KHSN afternoon drive looking for medium or small market West Coast. 4 yrs experience air/strong production. Available immediately. 3rd endorsed. (503) 269-1404 or (503) 771-6011 (8-11)

Canadian, Looking for start in U.S. 30 months experience on air. Currently doing 10am-2pm at best sounding station in Canada. C.H.I. MITCH SNADEN (506) 454-4414 (8-11)

PLEASE NOTE:

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

Takin' It Easy on Long Hot Summer Nights.

**SEALS
&
CROFTS**

**"Takin'
It Easy"**

WZZP WQPD
BJ105 WFRL
K104 WSAM
WGNI KJMO
WBJW

Produced by Louis Shelton



**WENDY
WALDMAN**

**"Long Hot
Summer Nights"**

Produced by Mike Flicker

KJR 13-12
KTAC 15-12
KANC deb 23
KOPA KING
Y94 KYYX
WANS KJRB KODI
KILE KOEO KDON
KKXL KFXD WCGO
KAYC KENI WJON



On Warner Bros. Records



THE BACK PAGE

BREAKERS

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

THE WHO

Who Are You (MCA)

67% of our reporters on it, 17 adds including WRKO, WPGC, WHBQ, KIMN, WBBF, KTAC, KZ93, WSGA, 94Q, WRFC, WEBC, WROK, KKXL. Key moves: 22-17 Q102, 20-17 WGCL, 19-15 at 13Q, 30-25 WKBO, 22-14 KBEQ, 30-25 WMEE, 30-28 WNOE, 28-21 WGLF, 32-24 WANS, 28-20 KDZA, debut 30 WKBW, debut 29 B100. See Parallels, charts at number 29.

JOHN PAUL YOUNG

Love Is In The Air (Scotti Bros.)

62% of our reporters on it, 9 adds, WQXI, WOW, KIOA, KEZY, KTAC, WJBQ, WANS, WEBC, KYTE. Key moves: 16-14 WIFI, 18-16 KVIL, 22-19 KSTP, 23-15 WTRY, 28-23 WSGA, 24-19 at 92Q, 37-33 KRUX, 21-19 KRTH, 26-18 WAAY, 11-9 WFOM, on KJR, WPGC. See Parallels, charts at number 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. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

AEROSMITH "Come Together" (Columbia) 75/11 including KJR, KERN, KJRB, WMEE, WRJZ, WBBQ, WNAM, KSTT. Key moves: 18-13 WRKO, 15-11 WKBW, 20-17 Z97, 21-16 WZUU, 17-12 WZZP, 6-4 F105, 20-17 WOLF, 16-7 WTX, 26-15 KBEQ, 5-4 KOPA, 13-10 KCBN, 8-5 WLEE, 10-7 WGUY. See Parallels, exceptional activity charts it at number 28.

AMBROSIA "How Much I Feel" (WB) 65/22 including KIMN, KSTP, Q102, WKBW, 13Q, WYRE, KCPX, Z98, WFBG, G100, WJON, WTRU, KANC, KRSP. Key moves: 23-20 WZUU, 20-15 at 94Q, 22-17 KX106, 30-21 WVIC, 24-15 WGLF, 30-22 WANS, 23-20 WAKX, debut 27 WPGC, debut 29 WGCL, debut 30 B100.

ROLLING STONES "Beast Of Burden" (Rolling Stones) 59/26 including CHUM, KDWB, WZUU, WZZP, Y94, KQEO, WSGN, Q94, WNOE, Y103, WQXI, WEEQ, K104, WERC, WAAY, KQWB, KSLY. Key moves: 27-23 WRKO, 32-29 Q102, 31-25 F105, 36-31 KCBQ, 40-32 WLOF, 22-16 KANC, debut 29 WPGC, on 99X.

STEELY DAN "Josie" (ABC) 67/12 including CKGM, Q102, WGCL, WOLF, KTAC, WMEE, KEEL, WSGA, G100. Key moves: 30-23 KFI, 17-13 KSTP, 13-10 KEZY, 30-26 KOPA, 30-23 KDZA, 29-23 WEAQ, 37-32 WYND, on 99X, KIMN.

CAPTAIN & TENNILLE "You Never Done It Like That" (A&M) 61/13 including WLCY, WRKO, WDRC, WICC, WHOT, WOHO, WRJZ, KVOX, KYTE. Key moves: 26-24 KSTP, 26-23 WTX, 15-12 WBBQ, 27-21 KCPX, 22-18 KRTH, 19-15 WNAM, 25-21 WCGQ, 30-27 WEEQ, debut 25 KJR.

DAVID GATES "Took The Last Train" (Elektra) 56/12 including WDRC, WICC, Y94, KBEQ, Q2Q, WAAY, WTRU, KRSP. Key moves: 19-17 KSTP, 25-21 at 13Q, 38-33 JB105, 30-27 Y103, 39-36 WHB, 25-19 KJRB, 30-22 WEAQ, 20-14 WGLF, 45-33 WHYN, debut 33 WZZP, debut 24 KJR.

HALL & OATES "It's A Laugh" (RCA) 51/17 including WGCL, PRO-FM, 94Q, Z98, WVIC, WOW, KQDI, WISM, WAAY, WGUY. Key moves: 29-23 at 99X, 28-25 WIFI, 29-26 KDWB, 31-26 B100, 30-27 WOHO, 34-27 CK101, 21-18 KKXL, 19-10 KSLY, debut 27 KSTP, on WZZP.

RICK JAMES "You And I" (Motown) 60/4, KTLK, WICC, KLEO, G100. Key moves: 20-17 WNBC, 30-22 WIFI, 29-25 WRKO, 10-8 WZZP, 8-2 JB105, 5-4 WKBO, 7-5 WSGA, 14-10 WRJZ, 29-21 KRTH, 7-3 WLEE, 14-8 WHHY, 18-15 WHYN.

FOREIGNER "Double Vision" (Atlantic) 42/12 including WIFI, F105, KOPA, 94Q, WAKX, KVOX, KKXL, KYNO, KENO. Key moves: 30-26 WPGC, 27-25 KHJ, 23-20 B100, 35-30 KCBQ, 27-21 WSGA, 39-31 CK101, 27-22 WSPT, debut 30 WRKO, on 99X, KDWB, KJR.

BILLY JOEL "She's Always A Woman" (Columbia) 45/9 including WKBW, WZZP, B100, WTRY, WIFE, 92Q, WAKX. Key moves: 23-18 WNBC, 23-15 Z97, 23-21 KJR, 38-31 WHB, 29-22 WSGN, 36-30 WLOF, 26-23 KLMS, 24-19 KSLY, debut 26 WIFI, debut 27 WRKO, debut 30 WPGC, debut 25 KSTP, debut 23 WZUU.

DAN HILL "All I See Is Your Face" (20th) 41/8 including WIFI, KTLK, WVIC, WBBQ, WTMA, KLMS. Key moves: 26-23 at 13Q, 39-34 KQEO, 31-26 WTX, 10-7 WGLF, on KFI.

BARBRA STREISAND "Love Theme From 'Eyes Of Laura Mers' (Prisoner)" (Columbia) 44/4, WTRY, KENO, KCBN, KQDI. Key moves: 19-17 WZZP, 17-15 WQXI, 28-22 Z98, 13-9 WRJZ, 29-26 KSTT, 24-19 KILE, 5-3 WGLF, on WIFI, KFI, KJR.

Others Getting Significant Action

CRYSTAL GAYLE "Talking In Your Sleep" (UA) 34/7, 13Q, KCPX, KZ93, KHFI, KILE, KLMS, KQDI, 38-32 WTX, 27-25 Y94, 24-21 WFOM, 24-17 KAYC, 9-6 WJON, on KFI, KJR.

MICHAEL JOHNSON "Almost Like Being In Love" (EMI/America) 37/2, KDWB, KTLK, 32-28 WZZP, 29-24 WKBO, 30-28 WQXI, 40-35 WTX, 28-24 WCGQ, 29-26 WEBC, 28-25 KLMS, debut 26 KSTP, debut 30 WGCL.

THE CARS "Just What I Needed" (Elektra) 34/2, WHBQ, KENO, 32-28 WNBC, 26-23 WIFI, 20-15 WZZP, 17-12 WPHD, 10-9 WNOE, 20-18 KCBN, 15-12 WANS, 22-19 WJBQ, debut 24 WZUU, on 99X.

KINKS "Rock And Roll Fantasy" (Arista) 31/3, F105, KZ93, KHFI, 26-24 B100,

Radio & Records NATIONAL AIRPLAY/30

September 8, 1978

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		ARTIST/Title
1	1	1	1	COMMODORES/Three Times A Lady (Motown)
11	7	4	2	EXILE/Kiss You All Over (WB/Curb)
6	3	3	3	OLIVIA NEWTON-JOHN/Hopelessly Devoted To You (RSO)
20	16	13	4	LITTLE RIVER BAND/Reminiscing (Harvest)
10	6	6	5	TASTE OF HONEY/Boogie Oogie Oogie (Capitol)
3	2	2	6	FOREIGNER/Hot Blooded (Atlantic)
22	18	15	7	NICK GILDER/Hot Child In The City (Chrysalis)
28	20	17	8	BOSTON/Don't Look Back (Epic)
16	14	11	9	CHRIS REA/Fool (If You Think It's Over) (UA)
12	12	10	10	EVELYN CHAMPAGNE KING/Shame (RCA)
8	6	7	11	ANDY GIBB/An Everlasting Love (RSO)
14	13	12	12	TRAVOLTA & NEWTON-JOHN/Summer Nights (RSO)
18	15	14	13	EARTH, WIND & FIRE/Got To Get You Into My Life (Columbia)
29	21	19	14	KENNY LOGGINS/Whenever I Call You Friend (Columbia)
4	5	8	15	PABLO CRUISE/Love Will Find A Way (A&M)
-	25	22	16	BOB SEGER/Hollywood Nights (Capitol)
2	4	5	17	FRANKIE VALLI/Grease (RSO)
-	26	20	18	ANNE MURRAY/You Needed Me (Capitol)
-	27	23	19	GERRY RAFFERTY/Right Down The Line (UA)
9	11	18	20	WALTER EGAN/Magnet & Steel (Columbia)
7	8	9	21	JOE WALSH/Life's Been Good (Asylum)
5	9	16	22	ROLLING STONES/Miss You (Rolling Stones)
-	29	26	23	TEDDY PENDERGRASS/Close The Door (Philadelphia Int'l.)
-	-	27	24	LINDA RONSTADT/Back In The U.S.A. (Asylum)
-	-	28	25	ROBIN GIBB/Oh! Darling (RSO)
17	19	24	26	DONNA SUMMER/Last Dance (Casablanca)
13	17	21	27	RITA COOLIDGE/You (A&M)
-	-	22	28	AEROSMITH/Come Together (Columbia)
-	-	23	29	THE WHO/Who Are You (MCA)
-	-	24	30	JOHN PAUL YOUNG/Love Is In The Air (Scotti Bros.)

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

MOST ADDED

Rolling Stones
Ambrosia
Donna Summer
The Who

HOTTEST

Exile
Boston
Little River Band
Nick Gilder

Complete Regionalized Station Listings on page 24 and 25

CHART SUMMARY: The long Labor Day weekend made for a slight decrease in overall activity and a few less total reports than usual. Commodores still on top, but Exile, Olivia Newton-John, Little River Band, and Taste Of Honey are all within definite striking distance for next week. Nick Gilder made it into the top 10 this week along with Boston and Chris Rea. Evelyn Champagne King still moving up many places, but the nine in front of her are making upward momentum difficult. Travolta & Olivia, Earth, Wind & Fire and Kenny Loggins have also hit a logjam for the time being. Seger still running from 22-16. Anne Murray 20-18 and Rafferty up nicely 23-19. Teddy Pendergrass looks strong in the South and moves three. Linda Ronstadt still adding markets along with Robin Gibb; both artists were up three this week. The Who and John Paul Young made Breaker status; and Aerosmith, although not yet a Breaker, had the numbers to chart at 28.

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

31-28 KCBQ, 24-22 WBBQ, 31-25 KILE, 26-23 WSPT, 13-11 KSLY.

DONNA SUMMER "MacArthur Park" (Casablanca) 22/17 including WPGC, KSTP, WAAP, PRO-FM, WYRE, WIFE, WTX, WQXI, WHHY, WHYN, KYNO, 37-28 JB105, on WIFI, KFI.

STYX "Blue Collar Man" (A&M) 21/14 including B100, KJR, KQEO, KCBQ, KBEQ, KX106, WGUY, WGLF, KAAY, KCBN, 36-31 JB105, 40-37 WHB, debut WTX.

BARRY MANILOW "Ready To Take A Chance Again" (Arista) 20/14 including WRKO, WKBW, WICC, Q94, Z98, KBEQ, KJRB, KQEO, WISM, WERC, 34-29 WTX, 20-15 K104.

GINO VANNELLI "I Just Want To Stop" (A&M) 19/13 including KSTP, WPHD, Y103, WSGN, KOPA, KQEO, KSLY, WSPT, KHFI, WFOM, 28-22 at 94Q, on KX106.

PAUL DAVIS "Sweet Life" (Bang) 28/8 including JB105, WTX, BJ105, KQDI, WJON, WTMA, 20-10 WQXI, 16-10 KX106, 30-27 WGUY, 29-24 KAYC, 27-22 CK101, 30-26 KSLY, on KJR.

MECO "Themes From The Wizard Of Oz" (Millennium) 26/7, WZZP, WKBO, KQDI, KYNO, WSPT, WRFC, WHYN, 30-28 WAKY, 30-25 WSGA, 29-26 WIFE, 30-26 KBEQ.

ALICIA BRIDGES "I Love The Nightlife (Disco 'Round)" (Polydor) 29/6, WOLF, KRTH, KYNO, WTMA, WANS, WLOF, 24-19 WQXI, 29-24 WNOE, 29-24 WSGA, 21-16 at 92Q.

FOXY "Get Off" (Dash/TK) 24/5, WTRY, KBEQ, KRTH, WLOF, WANS, 10-4 WPGC, 29-25 WNBC, 11-9 WLCY, 6-3 WTX, 3-1 WSGA, 26-20 WBBQ, 36-30 WHB, 22-16 WHHY.

VILLAGE PEOPLE "Macho Man" (Casablanca) 25/4, KTLK, Y103, WLEE, WLOF, 15-11 WLCY, 7-6 WGCL, 1-1 WKBO, 3-2 KNOE, 22-12 KIOA, 5-4 KBEQ, 13-10 KERN, 11-9 KYNO.

WINGS "London Town" (Capitol) 23/3, WICC, KSTT, KLMS, 28-26 Q102, 39-36 BJ105, 30-22 WGLF, 37-34 KILE, 11-9 WAKX, on WKBW, B100.

MEAT LOAF "Paradise By The Dashboard Light" (Epic/Cleveland Int'l.) 30/1, KIOA, 4-2 at 99X, 7-3 WRKO, 24-19 WGCL, 2-1 WPHD, 10-8 KX106, 24-14 WHB, 6-5 KOPA, 35-30 WHYN, 18-14 KQDI.

BRUCE SPRINGSTEEN "Badlands" (Columbia) 21/5, KTLK, F105, BJ105, K104, WLOF, 28-27 at 99X, 25-23 KDWB, 28-21 PRO-FM, 24-20 WPHD, 26-21 KSLY, debut 27 WKBW, debut 27 WZZP, on WRKO.

BEE GEES, FRAMPTON, NICHOLAS "Sgt. Pepper/Little Help" (RSO) 22/2, KLEO, WYND, 16-10 Q102, 20-16 WMEE, 25-18 at 92Q, 16-14 Y103, on KFI.

CARLY SIMON & JAMES TAYLOR "Devoted To You" (Elektra) 22/2, WDRC, WTX, 28-24 WRKO, 26-23 WZZP, 28-25 WNOE, 39-34 WHYN, 21-18 KSLY, debut 29- WIFI, on KFI, WKBW.

PLAYER "Prisoner Of Your Love" (RSO) 19/7, B100, KTLK, KQEO, WFOM, WGLF, WCGQ, WEBC, 30-27 at 13Q, 40-32 JB105, on WIFI.

DR. HOOK "Sharing The Night Together" (Capitol) 12/9, WKBW, WHBQ, WPHD, WBBQ, BJ105, KQEO, CK101, WHHY, K104.

CITY BOY "5.7.0.5." (Mercury) 16/3, PRO-FM, JB105, WNOE, 28-26 WZZP, 32-27 F105, 15-13 KSLY, on 99X, WRKO.

(Continued on page 30)