

THE GAVIN REPORT #1234 1978 SUMMARY



Happy Holidays From The Gavin Staff

Left to right: Gary Taylor, Keith Zimmerman, Betty Hollars, Susan Nelson, Elma Greer, Lisa Smith, Diane Rufer, Kent Zimmerman, and Ron Fell.

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Top Rock Hits of 1978

1. NIGHT FEVER-Bee Gees (RSO)
- 4 2. STAYIN' ALIVE-Bee Gees (RSO)
3. THREE TIMES A LADY-Commodores (Motown)
- 3 4. KISS YOU ALL OVER-Exile (Warner Bros.)
- 2 5. SHADOW DANCING-Andy Gibb (RSO)
- 9 6. BAKER STREET-Gerry Rafferty (UA)
7. HOT CHILD...-Nick Gilder (Chrysalis)
8. YOU NEEDED ME-Anne Murray (Capitol)
9. EMOTION-Samantha Sang (Private Stock)
10. MACARTHUR PARK-Donna Summer (Casablanca)
11. WITH A LITTLE LUCK-Wings (Capitol)
12. CAN'T SMILE...-Barry Manilow (Arista)
- 6 13. GREASE-Frankie Valli (RSO)
14. DUST IN THE WIND-Kansas (Kirshner)
15. IF I CAN'T HAVE YOU-Yvonne Elliman (RSO)
16. HOT BLOODED-Foreigner (Atlantic)
17. LAY DOWN SALLY-Eric Clapton (RSO)
18. YOU'RE THE ONE...-Travolta/John (RSO)
19. HOW MUCH I FEEL-Ambrosia (Warner Bros.)
20. MISS YOU-Rolling Stones (Rolling Stones)
21. TWO OUT OF THREE...-Meatloaf (Epic)
22. SOMETIMES WHEN WE TOUCH-Dan Hill (20th)
23. WHENEVER I CALL...-K. Loggins (Columbia)
24. STILL THE SAME-Bob Seger (Capitol)
- 8 25. JUST THE WAY...-Billy Joel (Columbia)
26. REMINISCING-Little River Band (Harvest)
- 7 27. BOOGIE OOGIE OOGIE-T. of Honey (Capitol)
28. ...THICKER THAN WATER-Andy Gibb (RSO)
29. YOU DON'T...-Barbra & Neil (Columbia)
30. IT'S A HEARTACHE-Bonnie Tyler (RCA)
31. HOPELESSLY DEVOTED...-Olivia N-J (RSO)
32. LOVE WILL FIND A WAY-Pablo Cruise (A&M)
33. THE CLOSER...-Flack & Hathaway (Atlantic)
34. FEELS SO GOOD-Chuck Mangione (A&M)
35. DOUBLE VISION-Foreigner (Atlantic)
36. CHAMPIONS/ROCK YOU-Queen (Elektra)
37. SHARING THE NIGHT...-Dr. Hook (Capitol)
38. USE TA BE MY GIRL-O'Jays (Phil. Int'l)
39. I JUST WANNA STOP-Gino Vannelli (A&M)
40. YOU'RE IN MY HEART-Rod Stewart (WB)
41. YOU BELONG TO ME-Carly Simon (Elektra)
42. EBONY EYES-Bob Welch (Capitol)
43. RIGHT DOWN THE LINE-Gerry Rafferty (UA)
44. JACK AND JILL-Raydio (Arista)
45. LAST DANCE-Donna Summer (Casablanca)
46. TOO MUCH...-Mathis & Williams (Columbia)
47. BLUER THAN BLUE-Michael Johnson (EMI)
48. DON'T LOOK BACK-Boston (Epic)
49. LIFE'S BEEN GOOD-Joe Walsh (Asylum)
50. SUMMER NIGHTS-Travolta/John (RSO)
51. SHORT PEOPLE-Randy Newman (Warner Bros.)
52. GOODBYE GIRL-David Gates (Elektra)
53. AN EVERLASTING LOVE-Andy Gibb (RSO)
54. TIME PASSAGES-Al Stewart (Arista)
55. IMAGINARY LOVER-ARS (Polydor)
- 10 56. SHAME-Evelyn "Champagne" King (RCA)
57. TAKE A CHANCE-Abba (Atlantic)
58. BABY COME BACK-Player (RSO)
59. WHO ARE YOU-The Who (MCA)
60. THANK YOU...-Andrew Gold (Asylum)
61. COUNT ON ME-Jefferson Starship (Grunt)
62. MY LIFE-Billy Joel (Columbia)
63. STRANGE WAY-Firefall (Atlantic)
64. DON'T THROW IT ALL...-Andy Gibb (RSO)
65. READY TO TAKE...-Barry Manilow (Arista)
66. ALWAYS AND FOREVER-Heatwave (Epic)
67. FOOL-Chris Rea (UA)
68. THE GROOVE LINE-Heatwave (Epic)
69. BABY HOLD ON-Eddie Money (Columbia)
70. BEAST OF BURDEN-R. Stones (R. Stones)
71. PEG-Steely Dan (ABC)
72. MAGNET AND STEEL-Walter Egan (Columbia)
73. OUR LOVE-Natalie Cole (Capitol)
74. LE FREAK-Chic (Atlantic)
75. THUNDER ISLAND-Jay Ferguson (Asylum)
76. ...THE THINGS YOU DO-Rita Coolidge (A&M)
77. HOLD THE LINE-Toto (Columbia)
78. COPACABANA-Barry Manilow (Arista)
79. RUNNIN' ON EMPTY-Jackson Browne (Asylum)
80. DANCE, DANCE, DANCE-Chic (Atlantic)
81. ALIVE AGAIN-Chicago (Columbia)
82. TOO MUCH HEAVEN-Bee Gees (RSO)
83. TURN TO STONE-ELO (Jet/UA)
84. RUNAWAY-Jefferson Starship (Grunt)
85. MY ANGEL BABY-Toby Beau (RCA)
86. SLIP SLIDIN' AWAY-Paul Simon (Columbia)
87. WONDERFUL WORLD-Art Garfunkel (Columbia)
88. DANCE WITH ME-Peter Brown (Drive)
89. DESIREE-Neil Diamond (Columbia)
90. SWEET LIFE-Paul Davis (Bang)
91. ...GOODBYE AGAIN-Dan & Coley (Big Tree)
92. HERE YOU COME AGAIN-Dolly Parton (RCA)
93. YOU NEVER...-Capt. & Tennille (A&M)
94. DISCO INFERNO-Trammps (Atlantic)
95. HOLLYWOOD NIGHTS-Bob Seger (Capitol)
96. CLOSE ENCOUNTERS...-J. Williams (Arista)
97. SWEET TALKIN' WOMAN-ELO (Jet/UA)
98. WEREWOLVES OF LONDON-W. Zevon (Asylum)
99. ON BROADWAY-George Benson (Warner Bros.)
100. YOU-Rita Coolidge (A&M)

Looking Back

1978 - the year for radio audience research - the year we lost Pulse - the year that spawned several new audience measurement systems - the year of the disco - the year of FM's continued growth - the year when many AM top 40's turned their backs on the teen audience - the year that the NAB held its first "Radio Programming Conference" - a year when The Gavin Report brought regional radio programming meetings into seven local communities - the year that our publication switched to its new format (and the front page doesn't fall off any more) - the year that we added Eric Norberg's P.D. Notebook and Kent Zimmerman's album radio section to our pages - a year of honors and awards.

One of our correspondents remarked recently, "I've heard the words 'callout research' so many times that now it's an automatic tuneout." For awhile it looked as if this new method of using the telephone in radio's music research would become the definitive replacement of top 40's traditional weekly survey of singles sales. Many important stations started using it as the exclusive arbiter of their playlists. Refinement in research techniques brought many new audience insights to the program director. It quickly became apparent that the callouts provided remarkably helpful data in two areas, burnouts and old hits. The system turned out to be a complete failure, however, in evaluating hit potential of new releases. And now, as the year nears its close, a growing number of programmers have rejected callouts as their exclusive playlist arbiter and have been incorporating other data - such as retail sales - in their tabulations of comparative current record popularity. Chief complaints have been that callout results showed too much bias toward the familiar and the ballad, and that they lagged too far behind current trends.

A notable trend in 1978 has been radio's increased exposure of album product. The growing impact of FM radio has brought about an amazing variety of formats, for both AM & FM. In almost all major markets, today's advertiser can find a radio station whose audience characteristics match the advertiser's requirements. Smooth rock, disco rock, personality top 40, modern country, traditional country, black orientation, "beautiful", etc. with almost endless variations in each field. Each different format delivers a predictable and measurable - demographic, sociographic and ethnic audience composition to its advertisers. Agency time buyers never before had such a wide variety of choice. Many of the format variations make extensive use of selected album tracks. Even top 40's traditional resistance to album programming has in many stations broken down, and programmers are making use of album selections, as well as old hits, to space out the rotation of their singles.

The old "sock hops" of the 60's have been replaced lately by a disco explosion. Tastes of the disco dancers have brought a new trend in recorded music - a bold, vigorous beat and lyrics that have no need to fear radio's rejection. The disco fever stimulated the sale of single records. Many of these disco hits have found their way onto radio playlists and have become preferred listening for a wide range of non-disco fans. The disco craze has given some of radio's disc jockeys opportunities to expand their incomes through moonlighting as disco jocks.

Two years ago, Jim Gabbert and the National Association of FM Broadcasters changed that organization to the National Radio Broadcasters Association, in rebellion against the National Association of Broadcasters' notorious bias toward television. It was obvious at that time that if the NAB wished to continue representing radio as well as TV it would have to take constructive action in radio's direction. This year the NAB held its first ever such meeting, calling it a "National Radio Programming Conference". (It is probably coincidence, rather than compliment, that this also

was the official handle for the series of such national radio meetings, sponsored by The Gavin Report from 1966 through 1974.)

The year has been marked by a sharp increase in the number of women employed in broadcasting. While this trend may have been started in response to equal opportunity legislation, women have proved themselves equally capable with men, both on the air and in administrative jobs. In the old days there was a widespread belief that female voices were not well suited for radio and were unacceptable to listeners. Radio women of 1978 have proved otherwise.

During 1978 I was greatly honored to be the recipient of several awards: Appreciation plaques from the trade magazine "Fred" and from the Upper Midwest Communications Conclave, a section of a corner post of the King Ranch with kind words from the Texas Broadcasters and surmounted by a Texas Longhorn, a lifetime service award from Billboard, and a distinguished alumni service award from my alma mater, the University of Wisconsin - Eau Claire. Then came the crowning honor of all, a great testimonial dinner in San Francisco on December 2nd. It is almost beyond my comprehension that so many distinguished people should have gathered from all over the nation just on my account. Mel Albert had collected a lot of old pictures from and of my family and printed them in a beautiful booklet, along with some of my personal reminiscences. Neil McIntyre, recalling the switched captions on my picture and that of Ted Nugent, had a composite painting made up showing Nugent with his guitar but wearing my head. The caption read: "Rock and Roll Will Never Die". There were tributes from many friends: Earl McDaniel, George Burns, Joe Smith, Paul Drew, Ron Alexenburg, George Wilson, Bob Sherwood, Jo Walker, Dean Tyler, Pat O'Day, John Rook, and Lucky Cordell. The organizing committee - Harold Childs, Bud O'Shea and Stan Monteiro, with help from Gary Taylor, Augie Blume and Betty Hollars - handled the multitude of details so that everything went smoothly. Rick Swig planned the dinner menu and co-ordinated hotel arrangements. Net proceeds in excess of \$25,000 are going to the Janet Breed Gavin Fellowship Endowment Fund of the American Association of University Women.

And, by the time this goes to press, I'll be somewhere in the Pacific, south of the equator, still warmed by memories of so many friends and hoping that they all enjoy a happy holiday season.

Radio Diary 1978

JANUARY

John Sebastian kicks off the radio new year by taking over as PD of KHJ-Los Angeles. John Driscoll replaces Jimi Fox as PD of KTNQ-Los Angeles. Johnny Thompson resigns as PD of KELP-El Paso in the closing part of December. Alene McKinney, MD of KMPC-Los Angeles, retires from radio. KSAN/FM-San Francisco decides to broadcast Sex Pistols concert. Jimmy Rogers - The singing brakeman, commemorative stamp issued. Bill Garcia leaves 99X-New York.

FEBRUARY

Bobby Rich resigns from B100-San Diego to accept PD position at 99X-New York. Dave Sholin promoted to National Music Coordinator for the RKO chain. Bob Travis promoted to Program Director WGCL-Cleveland. C. C. McCartney from KTLK-Denver to B100-San Diego as Program Director. New World Media, a radio consultant firm is introduced by Michael Spears formerly of KFRC and KHJ.

MARCH

Don Hoffman promoted to Program Director at KSFO-San Francisco - Vic Ives, PD at KSFO was named General Manager of Golden West's WCAR/FM-Detroit. Mark Cooper joins KMEL/FM-San Francisco as Air Talent and eventually becomes Music Director. Frank Felix leaves KBPI-Denver to assume Operations Manager at 96KX-Denver. Wayne Shayne of KZ100-San Antonio promoted to Program Director.

APRIL

Seattle regional meeting, one of the largest ever, highlighted by Bill Moyes' talk on research. KFRC-San Francisco's March of Dimes Walkathon, with Andy Gibb, raises \$667,000 for the charity while KLEO-Wichita's eighth annual "Walk for Man-kind" raised \$250,000 in pledges for Project Concern. WYIG-Jackson raises \$90,000 for the same charity. Dan Lynch named PD at WKKY-Pascagoula. Chris O'Brien promoted to PD at Z96. Nick Alexander leaves KLIF for PDship of G100 Mobile. XEROK-El Paso changes from rock to beautiful music. On April 17th President Jimmy Carter

MAY

Scott Christenson named Operations Manager of K TSA/KTFM-San Antonio. Jim Sumpter leaves WQAM for CK101 as new PD. Wayne Miller takes over as PD of KQWB-Fargo, ditto Bob Denver at Q98/FM-Fargo. Bill Watson resigns as Asst. P.D. of KMPC-Los Angeles. Bonnie Simmons leaves KSAN for national position at Warner Bros. The Gavin Report hosts two regional meetings, St. Louis (featured speakers: Charlie Lake and Paul Drew) and Monterey (speakers: Les Garland, Michael Spears and Bill Graham). Buzz Bennett and Bob Hamilton pay special tribute to Bill Gavin on behalf of Fred Magazine. WPRO/FM-Providence holds a "Principal of the Year Election" and tabulates an astounding 50 million votes.

JUNE

The Gavin Report hosts regional meetings in Columbus (guest speaker: Kent Burkhardt) and Houston (speaker: Jack McCoy). Bill Young, on behalf of the Texas broadcasters, presented Bill Gavin with a special award calling him "the best friend radio ever had". Upper Midwest Conclave presents plaque to Bill Gavin for his contribution to the industries. Don Halyburton leaves W DGY for the PD chair at WGBS-Miami. Michael Spears and partners purchase WFSO-Tampa. Dan Vallie takes over as PD of 92Q-Nashville. Bob Denver (KQWB/FM) gets married, as does Don Nordine (KQDI-Great Falls) KYA/FM raises \$12,000 for Muscular Dystrophy.

JULY

Paul Drew leaves radio. WCBS-NY and KOY-Phoenix receives the "Edward R. Murrow" award (in the Northeastern and Western regions, respectively). Mississippi Music Association names Kirk Kilpatrick and P.D. Bob Burton (WJDX-Jackson) "D.J.'s of the Year". The Gavin Report hosts regional radio meetings in Cambridge (Boston) with Lee Abrams as guest and Atlanta with Arbitron's Bill Engle. Beau Raines promoted to PD at 96X Miami, Joel Denver named PD at KCBQ-San Diego. Gary Stevens (PD-KIOA) marries Debbie Peterson (Traffic Dir.). Keith London (PD) and Linda Sellars (MD) are married in the lobby of WINW-Canton. Ed Chandler resigns from KSON.

AUGUST

Program Director changes: Jeff Ryder from WBBF to WOKY. Curt Lancaster from KGKL to KCTV/TV-San Angelo. Jack Diamond from WACQ-Boston to WLLH-Lowell, Gary Dixon from KSDN to KLWW, Paul Sebastian promoted to Program Director, Drew Harold named PD at KF XD-Boise, Bob Lima (WQID/WVMI) named Operations Manager, Jim Smith leaves WOKY. Billboard magazine runs a picture of Ted Nugent with Bill's name underneath ...a classic typo. WSAI-Cincinnati goes country. KFIV-Modesto raises \$26,000 in 24 hours for M.D. KPOK-Crescent City raises \$22,000 for the Rowdy Creek Fish Hatchery. KOY-Phoenix raises \$6,500 for Cystic Fibrosis.

(Continued on page 15.)

Top Country Hits of 1978

1. MAMA, DON'T LET...-Waylon & Willie (RCA)
2. SLEEPING SINGLE...-Barbara Mandrell (ABC)
3. TALKING IN YOUR SLEEP-C. Gayle (U.A.)
4. DON'T BREAK THE HEART...-M. Smith (W.B.)
5. HEARTBREAKER-Dolly Parton (RCA)
6. EVERYTIME TWO FOOLS...-Rogers & West (UA)
7. NIGHT TIME MAGIC-L. Gatlin (Monument)
8. I JUST WANT...-Eddie Rabbitt (Elektra)
9. READY FOR THE TIMES...-C. Gayle (U.A.)
10. YOU DON'T LOVE ME...-E. Rabbitt (Elektra)
11. ...ALWAYS BEEN CRAZY-W. Jennings (RCA)
12. ONLY ONE LOVE...-R. Milsap (RCA)
13. LOVE OR SOMETHING LIKE IT-K. Rogers (UA)
14. SHE CAN PUT HER SHOES...-J. Duncan (Col)
15. THE GAMBLER-Kenny Rogers (U.A.)
16. SOMEONE LOVES YOU HONEY-C. Pride (RCA)
17. HEARTS ON FIRE-Eddie Rabbitt (Elektra)
18. I'M ALWAYS ON A MOUNTAIN-M. Haggard (MCA)
19. OUT OF MY HEAD-Loretta Lynn (MCA)
20. WHAT A DIFFERENCE-R. Milsap (RCA)
21. DO YOU KNOW...-Statler Bros. (Mercury)
22. RAKE AND RAMBLIN' MAN-D. Williams (ABC)
23. DO I LOVE YOU-Donna Fargo (W.B.)
24. ...NO GOOD CHAIN GANG-Cash & Jennings(Col)
25. ON MY KNEES-Rich & Fricke (Epic)
26. IT'S ALL WRONG...-D. Parton (RCA)
27. I BELIEVE IN YOU-Mel Tillis (MCA)
28. SWEET DESIRE-Kendalls (Ovation)
29. LET'S TAKE THE LONG WAY...-R.Milsap (RCA)
30. GEORGIA ON MY MIND-W.Nelson (Columbia)
31. TEAR TIME-Dave & Sugar (RCA)
32. WOMAN TO WOMAN-B. Mandrell (ABC)
33. I'LL BE TRUE...-Oak Ridge Boys (ABC)
34. I JUST WISH YOU WERE...-L. Gatlin (Mon.)
35. BOOGIE GRASS BAND-Conway Twitty (MCA)
36. WALK RIGHT BACK-Anne Murray (Capitol)
37. BURGERS & FRIES-Charley Pride (RCA)
38. WHEN I START LEAVING...-C. Pride (RCA)
39. ANYONE WHO ISN'T ME...-Rogers&West (UA)
40. YOU'RE THE ONE-Oak Ridge Boys (ABC)
41. CRYIN' AGAIN-Oak Ridge Boys (ABC)
42. IT DON'T FEEL...SINNIN'-Kendalls (Ovation)
43. TWO MORE BOTTLES...-E. Harris (W.B.)
44. BLUE SKIES-Willie Nelson (Columbia)
45. WHO AM I TO SAY-Statler Bros. (Mercury)
46. WHAT DID I PROMISE HER-M. Tillis (MCA)
47. I CAN'T WAIT...-B. Anderson (MCA)
48. ...A GREAT AFTERNOON-M. Haggard (MCA)
49. TO DADDY-Emmylou Harris (Warner Bros.)
50. IT ONLY HURTS...-Margo Smith (W.B.)
51. WOMANHOOD-Tammy Wynette (Epic)
52. TAKE THIS JOB...-J. Paycheck (Epic)
53. AIN'T NO CALIFORNIA-M. Tillis (MCA)
54. I LOVE YOU...-R. McDowell (Scorpion)
55. TULSA TIME-Don Williams (ABC)
56. ROSE COLORED GLASSES-J. Conlee (ABC)
57. LITTLE THINGS...-M. Smith (W.B.)
58. NO, NO, NO...-Rex Allen, Jr. (W.B.)
59. I'VE FOUND A WINNER...-D. Williams(ABC)
60. I CHEATED ON...-Billy "C" Craddock(ABC)
61. MIDDLE AGE CRAZY-Jerry L. Lewis (Merc)
62. YOU NEEDED ME-Anne Murray (Capitol)
63. WE BELONG TOGETHER-S.Allanson (W.B.)
64. MY WAY-Elvis Presley (RCA)
65. ALL OF ME-Willie Nelson (Columbia)
66. TWO DOORS DOWN-Zella Lehr (RCA)
67. FADIN' IN...-J. Overstreet (ABC)
68. PUTTIN' IN OVERTIME-C. Rich (U.A.)
69. PITTSBURGH STEALERS-Kendalls (Ovation)
70. GOTTA QUIT LOOKIN'-Dave & Sugar (RCA)
71. A LOVER'S QUESTION-J. Ward (Mercury)
72. HELLO MEXICO...-J. Duncan (Columbia)
73. SWEET SWEET SMILE-Carpenters (A&M)
74. ...HAPPY ENDINGS-J. Rodriguez (Merc.)
75. TONIGHT-Barbara Mandrell (ABC)
76. LOVE ME WITH ALL...-J. Rodriguez (Merc)
77. IT'S A HEARTACHE-B. Tyler (RCA)
78. FRIEND, LOVER, WIFE-J. Paycheck (Epic)
79. I NEVER WILL MARRY-L. Ronstadt (Asylum)
80. LONELY STREET-Rex Allen, Jr (W.B.)
81. IF YOU CAN TOUCH HER...-W.Nelson (RCA)
82. THE BULL...-Haggard & Williams (MCA)
83. SOMETHING TO BRAG ABOUT-M.K.Place (Col)
84. IF THE WORLD RAN...-Jim Ed & Helen(RCA)
85. FROM SEVEN TILL TEN-Conway&Loretta(MCA)
86. WE CAN DO THIS AGAIN-T.G.Sheppard (WB)
87. SOFTLY.../UNCHAINED...-E.Presley (RCA)
88. LADY LAY DOWN-J. Conlee (ABC)
89. TWO LONELY PEOPLE-Moe Bandy (Columbia)
90. BARTENDERS BLUES-George Jones (Epic)
91. I DON'T NEED A THING...-G.Watson (Cap)
92. ...TEN MINUTES-J. Stampley (Epic)
93. WHAT CAN I SAY-Jerry Reed (MCA)
94. RETURN TO ME-Marty Robbins (Columbia)
95. DON'T YOU THINK...-W. Jennings (RCA)
96. MAYBE BABY-S. Allanson (Warner Bros.)
97. RED WINE...-Joe Stampley (Epic)
98. ...LITTLE BIT CLOSER-Duncan/Fricke(Col)
99. HERE YOU COME AGAIN-D. Parton (RCA)
100. ...NEVER BE FREE-Jim Ed & Helen (RCA)

P.D. Notebook

(by Eric Norberg, KEX-Portland)

Radio research into listener music preferences goes back decades (and has been the basis for The Gavin Report since its inception); radio-commissioned studies into listener perceptions and attitudes have been taking place since the mid-'60's at least. But 1978 certainly was the year that these two types of "research" came to dominate all discussions of music selection and formatting.

Partly as a result of this, the last two or three years have seen the extreme of dropping records after a fixed number of weeks completely replaced by the extreme of keeping a record on the playlist virtually forever (as long as phone calls reveal people remember it!), once it is added. Since increasingly even smaller stations refuse to take a chance on a new record till it is proven, it is increasingly hard to break a new record - and those that get broken take longer and longer to start. The consequent difficulty in exposing new artists and concepts presents problems to the record and radio industries alike - not the least of which is boredom. Those stations still intelligently combining the elements of familiarity and novelty continue to show strength, however.

"Research" has proven vitally important for some stations, and a disappointment for others. Those to whom it has proven disappointing generally have made one or more of the following errors: (1) They have failed to define clearly what it is that they are actually trying to find out, (2) They have not designed a research method which will deliver accurate answers to the questions asked, and (3) They do not know how to evaluate accurately the data obtained. Wrong answers are worse than no answers at all.

1978 has been a most notable year in contemporary radio, too. FM gains have continued at AM's expense in many markets, but more importantly, contemporary stations have become aware of population distribution curves which indicate that the "postwar baby boom" of the 1940's has made 20-40 instead of 10-30 the most important age group for advertisers. The result is that even the old-line MOR's have been attempting to woo the 25-34's, while top 40's in many markets have been softening their approach to try to gain strength in the same age group. This has led to a decrease in diversity in the various forms of pop music radio, and has raised an interesting question concerning the new directions in music. Since virtually all new trends begin with the youth, and the youth are increasingly being disenfranchised even by top 40 stations, it seems legitimate to ask if we are entering a period of musical stagnation generated by the radio/records push towards the young adult.

There seems to be no reason to expect any change in these trends in the coming year, with the greatest interest likely to center on new technology (AM stereo, video recording, increasing acceptance of digital recording techniques) and - just perhaps - radio drama. Sears is sponsoring and producing a "Sears Radio Theater" hour on CBS radio starting February 5, which from the advance publicity sounds as if it may have more flexibility than the successful "CBS Radio Mystery Theater"...and in an extremely interesting experiment, Watermark will be syndicating a weekly half-hour science fiction semi-serial called "Alien Worlds" after the first of the year. Nostalgia for reruns of the old time radio shows seems to be receding in many markets where it has been exposed for a considerable period of time, but these interesting and aggressive new experiments show that the form itself is far from extinct.

Top A-C Hits of 1978

1. JUST THE WAY...-Billy Joel (Columbia)
2. CAN'T SMILE WITHOUT YOU-Manilow (Arista)
3. THREE TIMES A LADY-Commodores (Motown)
4. YOU DON'T...-Barbra & Neil (Columbia)
5. SOMETIMES WHEN WE TOUCH-Dan Hill (20th)
6. REMINISCING-Little River Band (Harvest)
7. WITH A LITTLE LUCK-Wings (Capitol)
8. BAKER STREET-Gerry Rafferty (UA)
9. THE CLOSER...-Flack & Hathaway (Atl.)
10. YOU BELONG TO ME-Carly Simon (Elektra)
11. EMOTION-Samantha Sang (Private Stock)
12. SHADOW DANCING-Andy Gibb (RSO)
13. HOPELESSLY DEVOTED...-Olivia N-J (RSO)
14. GOODBYE GIRL-David Gates (Elektra)
15. RIGHT DOWN THE LINE-Gerry Rafferty (UA)
16. BLUER THAN BLUE-Michael Johnson (EMI)
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21. WHENEVER I...-Kenny Loggins (Columbia)
22. FOOL-Chris Rea (UA)
23. WONDERFUL WORLD-Art Garfunkel (Columbia)
24. READY TO TAKE...-Barry Manilow (Arista)
25. LOVE IS IN THE AIR-J.P. Young (Scotti B)
26. FEELS SO GOOD-Chuck Mangione (A&M)
27. TIME PASSAGES-Al Stewart (Arista)
28. MACARTHUR PARK-Donna Summer (Casablanca)
29. I JUST WANNA STOP-Gino Vannelli (A&M)
30. COPACABANA-Barry Manilow (Arista)
31. HOW MUCH I FEEL-Ambrosia (WB)
32. YOU-Rita Coolidge (A&M)
33. DESIREE-Neil Diamond (Columbia)
34. DUST IN THE WIND-Kansas (Kirshner)
35. BEFORE MY HEART...-Gene Cotton (Ariola)
36. SONGBIRD-Barbra Streisand (Columbia)
37. GREASE-Frankie Valli (RSO)
38. YOU'RE THE LOVE-Seals & Crofts (WB)
39. YOU'RE THE ONE-Travolta/John (RSO)
40. DON'T THROW IT ALL...-Andy Gibb (RSO)
41. IF I CAN'T HAVE YOU-Yvonne Elliman (RSO)
42. TOOK THE LAST TRAIN-D. Gates (Elektra)
43. SHE'S ALWAYS A WOMAN-B. Joel (Columbia)
44. EVEN NOW-Barry Manilow (Arista)
45. THE NAME OF THE GAME-Abba (Atlantic)
46. KISS YOU ALL OVER-Exile (WB)
47. STAYIN' ALIVE-Bee Gees (RSO)
48. AN EVERLASTING LOVE-Andy Gibb (RSO)
49. LADY LOVE-Lou Rawls (Phil. Int'l)
50. MY ANGEL BABY-Toby Beau (RCA)
51. LOVE WILL FIND A WAY-P. Cruise (A&M)
52. COUNT ON ME-Jefferson Starship (Grunt)
53. SHARING THE NIGHT...-Dr. Hook (Capitol)
54. MY LIFE-Billy Joel (Columbia)
55. HERE YOU COME AGAIN-Dolly Parton (RCA)
56. PROMISES-Eric Clapton (RSO)
57. CLOSE ENCOUNTERS...-J. Williams (Arista)
58. YOU'RE IN MY HEART-Rod Stewart (WB)
59. YOU NEVER...-Captain & Tennille (A&M)
60. TAKE A CHANCE-Abba (Atlantic)
61. IF EVER I SEE...-Roberta Flack (Atlantic)
62. USE TA BE MY GIRL-O'Jays (Phil. Int'l)
63. HOW CAN I...-John Denver (RCA)
64. IT'S A HEARTACHE-Bonnie Tyler (RCA)
65. STILL THE SAME-Bob Seger (Capitol)
66. THE CIRCLE IS SMALL-G. Lightfoot (WB)
67. LAY DOWN SALLY-Eric Clapton (RSO)
68. THANK YOU...-Andrew Gold (Asylum)
69. TOO MUCH HEAVEN-Bee Gees (RSO)
70. ...THE THINGS YOU DO-R. Coolidge (A&M)
71. OOH BABY BABY-Linda Ronstadt (Asylum)
72. SLIP SLIDIN' AWAY-Paul Simon (Columbia)
73. SWEET LIFE-Paul Davis (Bang)
74. IMAGINARY LOVER-ARS (Polydor)
75. YOU'RE A PART...-Cotton/Carnes (Ariola)
76. MAGNET & STEEL-Walter Egan (Columbia)
77. EVERYBODY NEEDS LOVE-S. Bishop (ABC)
78. HOW DEEP IS YOUR LOVE-Bee Gees (RSO)
79. CAN YOU FOOL-Glen Campbell (Capitol)
80. DEVOTED TO YOU-Carly & James (Elektra)
81. DON'T CRY...-Melissa Manchester (Arista)
82. THIS TIME I'M IN IT...-Player (RSO)
83. CURIOUS MIND-Johnny Rivers (Big Tree)
84. CHANGE OF HEART-Eric Carmen (Arista)
85. FALLING-LeBlanc & Carr (Big Tree)
86. SENTIMENTAL LADY-Bob Welch (Capitol)
87. SHORT PEOPLE-Randy Newman (WB)
88. TWO DOORS DOWN-Dolly Parton (RCA)
89. TALKING IN YOUR...-Crystal Gayle (U.A.)
90. BABY COME BACK-Player (RSO)
91. SWEET SWEET SMILE-Carpenters (A&M)
92. I'M ON MY WAY-Captain & Tennille (A&M)
93. TWO OUT OF THREE...-Meatloaf (Epic)
94. ...THICKER THAN WATER-Andy Gibb (RSO)
95. OH! DARLING-Robin Gibb (RSO)
96. LOVE ME AGAIN-Rita Coolidge (A&M)
97. STRANGE WAY-Firefall (Atlantic)
98. I WILL BE...-Livingston Taylor (Epic)
99. ONE LIFE TO LIVE-Lou Rawls (Phil. Int'l)
100. THE GAMBLER-Kenny Rogers (UA)

A-C Music 1978

THE WINTER QUARTER

January started with Billy Joel's classic JUST THE WAY YOU ARE climbing into the top bunk where it stayed for 6 weeks. January also was a major month for the Bee Gees, who were not only riding the success of the "Saturday Night Fever" Soundtrack (HOW DEEP IS YOUR LOVE & STAYING ALIVE) but two others produced by the Gibbs were firmly entrenched in the A/C chart (EMOTION-Samatha Sang and LOVE IS THICKER THAN WATER-Andy Gibb).

At the end of February, unknown Canadian Dan Hill had made his way to the top with the ballad SOMETIMES WHEN WE TOUCH. The record had been released in Mid-October and was still being played heavily at some stations in April.

SPRING

March held great things for England Dan & J.F. Coley and Barry Manilow. Dan and Coley's WE'LL NEVER HAVE TO SAY GOODBYE AGAIN exploded, in what started as a cover battle with Maureen McGovern ended with A/C stations forgetting there ever was a McGovern version. Manilow's CAN'T SMILE WITHOUT YOU was the first of his five hits at the A/C level in 1978. CAN'T SMILE WITHOUT YOU, COPACABANA and READY TO TAKE A CHANCE AGAIN all reached #1. EVEN NOW hit #4 in July and SOMEWHERE IN THE NIGHT is destined for great numbers in 1979.

One of the biggest instrumentals of the year was Chuck Mangione's FEELS SO GOOD (I recall two stations told me that they were getting calls for the LOVE BOAT THEME) and in April of 1978 it peaked at #3. Our April 28th issue, believe it or not, was the week A/C correspondents picked YOU NEEDED ME by Anne Murray and it didn't peak at the A/C level until September 29th (at #5).

May was dominated by Roberta Flack & Donny Hathaway's THE CLOSER I GET TO YOU and Wings' WITH A LITTLE LUCK. Each held the #1 slot for two weeks keeping another great record Johnny Mathis & Deniece Williams' TOO MUCH, TOO LITTLE, TOO LATE out of the top slot.

SUMMER SESSIONS

Andy Gibb owned June with SHADOW DANCING (the biggest of his four A/C hits in '78). Two great comebacks were noticeable in June of '78. Gerry Rafferty reappeared with BAKER STREET and Michael Johnson ended a four year drought with BLUER THAN BLUE. Both were unconquerable throughout most of July until Manilow surfaced with COPACABANA and the Commodores sailed in with one of the years prettiest songs THREE TIMES A LADY. September was the best month ever for Australia's Little River Band finally attaining a #1 with REMINISCING and holding on for three weeks.

September also was the month The Gavin Report switched from blue 8 x 14 paper to its current 32 page booklet. This change gave me the opportunity to clear almost all of the correspondent waiting list. This means the A/C section now includes nearly 160 Adult-Oriented stations.

FALL

In October Gerry Rafferty shot back up to the top with RIGHT DOWN THE LINE, fighting off otherwise #1 records LOVE IS IN THE AIR by John Paul Young and WHENEVER I CALL YOU FRIEND by Kenny Loggins + Stevie Nicks. It was also in October that Neil Diamond and Barbra Streisand finally released their duet version of YOU DON'T BRING ME FLOWERS. The idea of the duet should be credited to Gary Guthrie of WAKY in Louisville.

November was basically a five record month; Manilow's READY TO TAKE A CHANCE AGAIN, Barbra & Neil's YOU DON'T BRING ME FLOWERS, Donna Summer's great version of MACARTHUR PARK, Gino Vannelli's I JUST WANNA STOP and Al Stewart's TIME PASSAGES.

Barbra & Neil owned the Month of December like no record has ever owned any month in my three and a half years with The Gavin Report.

The Year of The Album 1978

Never before in the history of contemporary radio has the album enjoyed more prominence than in 1978. Album Radio Programming was a major format in nearly all multiple station markets around the country. The variety of music available to these and other formats was tremendous. Disco and Reggae were never more accessible than they were in '78 and Rock ran a broad spectrum from AC/DC and Ted Nugent to Talking Heads and Patti Smith to Wings, Chicago and Billy Joel. Not only was the Album enjoying success within its own "format" but Top 40/Rock was turning to album cuts, not available as singles, for airplay in volume never heard before.

JANUARY

The month of the werewolf. Warren Zevon goes from Jackson Browne protege to songwriter to a popular attraction. January was a good month for Journey who finally cracked radio, due to perseverance and heavy touring, not to mention producer Roy Thomas Baker. Notable country releases included Emmylou Harris and a wallet sized hand-tooled Waylon and Willie. Abba also released an album containing their very best and their worst. Also released was Rufus and George Benson Live.

FEBRUARY

A quiet month for quality releases. Barry Manilow's EVEN NOW easily won the month, with four hits eventually being released during the year. The group Van Halen (led by Edward Van Halen) released an explosive debut album produced by Ted Templeman. Manfred Mann's Earth Band's WATCH and Little Feat's WAITING FOR COLOMBUS represent the best of the rest.

MARCH

Gerry Rafferty burst (and I mean burst) upon the scene with one of the year's biggest hit singles. Since "Baker Street", radio has been avalanched with sax solo pop singles. Jefferson Starship released their album also containing hit single material. With the addition of Ansley Dunbar on drums they can only get stronger, instrumentally. Paul McCartney and Wings, back down to the basic trio, maintained their international following. Atlanta Rhythm Section and Genesis fared well, the later also down to a basic nuclear trio. Patti Smith launched a hit single off her album (Gary Taylor is still in shock). Nick Lowe, ever the clever mind, is an artist of the future. Ditto Dirk Hamilton, who went through 1978 unjustly passed over by radio. Heart's MAGAZINE, through not the album of the year, was probably the legal battle of the year. Walter Egan improved his live and recorded presentation to score fairly well in most of our formats with "Magnet and Steel", an old fashioned stroll. Whew!

APRIL

The Soundtrack from "Grease" with John Travolta, Olivia Newton-John, Frankie Valli and Cast proved to be a "Horn of Plenty", which actually out-lived the movie. Carly Simon continued her unbroken string of top-notch albums with "BOYS IN THE TREES". April finally saw the release of The Band's "LAST WALTZ", a musical "Last Supper", including the highlights of the Thanksgiving Day 1976 superstar farewell to one of rock's finest aggregation. Gamble & Huff's best release in '78 might well have been the O'Jays "SO FULL OF LOVE" which included the marvelous "USE TA BE MY GIRL". And Todd Rundgren's "HERMIT OF MINK HOLLOW" continued his personal streak of accessible "art/rock" releases, getting album airplay from cuts like: CAN WILL STILL BE FRIENDS and ALL THE CHILDREN SING. Willie Nelson's "STARDUST" was a perfect example of what superstars can get away with. Singing songs that hadn't seen the light of day for decades, got the special Willie Nelson treatment and good A/C and country airplay.

MAY

After a long delay, Bob Seger finally delivered the goods. Mighty Mr. Michigan is still getting top forty single play and received a major slice of album radio play. Tom Petty and the Heartbreakers just barely spilled over top forty, already album radio strong. In interviews he showed the understanding and frustration it takes to get airplay. Pablo Cruise did very well as did the Commodores who scored a top five smash with "THREE TIMES A LADY". Ray and Dave Davies released "MISFITS" a collection of songs not designed as total concept, therefore much more interesting. Andy Gibb's second album was a pop jewel. Andy also graduated from small clubs to coliseums in one fell swoop. Carole King recorded a beautiful album that didn't even garner adult play. Mink DeVille bloomed with their second effort.

JUNE

While many folks expected Fleetwood Mac and The Eagles to top this year's album heap, they forgot all about Keith, Mick & the Boys. The Rolling Stones came out with a #1 single (MISS YOU) and a #1 album with a bi-product of faithful airplay. Foreigner and The Cars (another Roy Thomas Baker audio movie) flourished amidst abundant airplay. Kudos to Bud Prager for Foreigner's time bomb success. Little River Band remains (along with AC/DC) Australia's prime rock and roll export. Bob Dylan later toured in support of STREET LEGAL released in June. Bruce Springsteen closed the three year gap between DARKNESS and BORN TO RUN. Then he toured with a road show that terrorized even The Rolling Stones. The Moody Blues regrouped forces for one album and later one tour. Country and pop crossover Crystal Gayle produced country, adult contemporary and top forty hit singles from an album first released in June. Kenny Loggins increased his momentum with a top five duet with "A Friend". Other successful June releases includes Floydman David Gilmour, Alan Parsons Project and Rita Coolidge. For the record, the album by Exile was a low profile release.

JULY

Short and sweet in terms of product - quite possibly a catch-up period for the consumer, the programmer and of course the listener. Dolly Parton put out another transpopular format pleaser. SGT. PEPPER'S LONELY HEARTS CLUB BAND was a successfully marketed concept ironically similar to ALL THIS AND WORLD WAR II (remember that one?) packaged a few years ago. Brian Eno's production of Talking Heads album raised a few eyebrows. TAKE ME TO THE RIVER was the album's runaway favorite. As of this writing, Top Forty stations are just now catching up with that track. Also released in July was The Brothers Johnson's successful album also reinforced later by a spectacular tour.

AUGUST

Boston finally released their second album "DON'T LOOK BACK" after what seemed like a decade since their first. Airplay was heavy throughout the remainder of the Summer and into the Fall but the album is destined to be their second best to date. The Who's "WHO ARE YOU" came out at the end of the month and pre-dated the sad and tragic death of their diabolic drummer Keith Moon. Dan Fogelberg and Tim Weisberg's grand experiment "TWIN SON'S OF DIFFERENT MOTHERS" was one of the few pleasant surprises of '78, getting solid airplay from no less than seven of the album's ten cuts and from a variety of pop formats. Hall & Oates' "ALONG THE RED LEDGE" displayed a diminished proportion of "blue-eyed soul" and fell into more mainstream styles of rock.

SEPTEMBER

This usually big release month for record companies lived up to its reputation. We are still convinced, that when programmers look back on '78, one of its finest albums will be TOTO by the group, not the dog, of the same name. Al Stewart's "TIME PASSAGES" was a considerable improvement over "YEAR OF THE CAT" and at year's end is due for its second hit single as a follow-up to the title track. It was also the month Casablanca dumped the four record Kiss set on the market, the month Yes recorded "TORMATO" & the month Chicago re-grouped after the death of Terry Kath and the month remaining members of Lynyrd Skynyrd released previously unheard tracks on "SKYNYRD'S FIRST AND...LAST". Donna Summer's "LIVE AND MORE" was an action packed two record set which reprised, in live form, her greatest hits and resuscitation of Jim Webb's MACARTHUR PARK in a lively studio session. Neil Young's "COMES A TIME" brought back fond memories of "AFTER THE GOLD RUSH" and "HARVEST" and received the kind of airplay one would expect from such heroic efforts. As for great albums, Linda Ronstadt's "LIVING IN THE USA", with seven significant airplay cuts will be registered as one of her best.

OCTOBER

It seems as though programmers have finally accepted Billy Joel. 52ND STREET, released on the heels of the brilliant STRANGER LP, has been a huge success. So much so, that choosing the follow up singles to "My Life" will be difficult. Elton John returned from a self-imposed musical exile, and without Bernie Taupin. The album SINGLE MAN was nicely paced with airplay focusing on the single "Part-Time Love" but followed by four other cuts. Three previously unknown acts made beautiful noise in October. George Thorogood, playing the kinda music representative of the time rhythm and blues met rock and roll, released his second album MOVE IT ON OVER and immediately became Album Radio Programming's "Underdog hero of the year". Dire Straits, playing with flashes of J.J. Cale and Bob Dylan in their music, have made quick friends with Album Radio. Both of us feel the other pop formats will eventually be convinced. Nicolette Larsen, whom we proudly hailed in an Album Of The Week review October 6th, is now the top female artist in the very competitive airplay chart of our ARP section.

NOVEMBER

If we survived the abundant September/October release, we can survive anything. The release of Willie Nelson's double pocket album was a milestone finally conveying onto vinyl the magic of his live presentation. "Whiskey River" took our minds. Eric Clapton's BACKLESS was more of a throwback to NO REASON TO CRY than to SLOWHAND, a move no doubt frustrating to the programmer and the record label. Still good taste in material made for a wide spread of airplay. As long as Clapton includes at least one blues number, well all right. As Queen bicycled their way to our hearts, the role of guitarist Brian May in the band gave way to "Fat Bottomed Girls" still climbing on the rock charts. The album still enjoys prominent airplay, thanks to the reinstatement of Roy Thomas Baker (his name keeps popping up, doesn't it?). Two new names released in November gained recognition, FM (on tiny Visa records) & Sad Cafe. Peter Tosh, in rastafarian splendors, put out a relaxing, soothing, and intoxicating Reggae effort. Other merit releases include Kansas (live) and Poco's umpteenth LP.

DECEMBER

Usually a slow month, December got off with a solid Neil Diamond album YOU DON'T BRING ME FLOWERS and was followed the following week with an equally potent Rod Stewart album BLONDES HAVE MORE FUN. Everyone else is waiting for the holiday gap between Thanksgiving and New Years to pass.

Top Black Hits of 1978

1. TOO MUCH, TOO LITTLE...-Mathis & Wms.(Co1)
2. ONE NATION UNDER A GROOVE-Funkadelic (WB)
3. FLASHLIGHT-Parliament (Casablanca)
4. STUFF LIKE THAT-Quincy Jones (A&M)
5. USE TA BE MY GIRL-O'Jays (Phil.Int.)
6. THREE TIMES A LADY-Commodores (Motown)
7. BOOGIE OOGIE OOGIE-Taste of Honey (Cap)
8. TAKE ME I'M YOURS-M.Henderson (Buddah)
9. OUR LOVE-Natalie Cole (Capitol)
10. I'M EVERY WOMAN-Chaka Khan (W.B.)
11. TAKE ME TO THE NEXT PHASE-Isleys (T-Neck)
12. IT SEEMS TO HANG ON-Ashford/Simpson (WB)
13. THE GROOVE LINE/& f.-Heatwave (Epic)
14. YOUR SWEETNESS..WEAKNESS-B.White (20th)
15. CLOSER I GET TO YOU-Flack/Hathaway (Atl)
16. BOOTZILLA-Bootsy's Rubber Band (W.B.)
17. YOU & I-Rick James (Gordy)
18. GOT TO GET YOU INTO MY LIFE-E.W.& F.(Co1)
19. CLOSE THE DOOR-Teddy Pendergrass(Ph.Int.)
20. LE FREAK-Chic (Atlantic)
21. ON BROADWAY-George Benson (W.B.)
22. SHAKE & DANCE-Con Funk Shun (Mercury)
23. GET OFF-Foxy (Dash)
24. SHAME-Evelyn "Champagne" King (RCA)
25. IT'S YOU THAT I NEED-Enchantment(Roadshow)
26. STAY-Rufus & Chaka Khan (ABC)
27. GET ON UP (DISCO)-Tyrone Davis (Columbia)
28. JACK & JILL-Raydio (Arista)
29. TOO HOT TA TROT-Commodores (Motown)
30. ALWAYS & FOREVER-Heatwave (Epic)
31. HOLDING ON (WHEN LOVE IS GONE)-LTD (A&M)
32. ANNIE MAE-Natalie Cole (Capitol)
33. REACH FOR IT-George Duke (Epic)
34. DUKEY STICK-George Duke (Epic)
35. AIN'T GONNA HURT NOBODY-Brick (Bang)
36. GOT TO BE REAL-Cheryl Lynn (Columbia)
37. THERE'LL NEVER BE-Switch (Motown)
38. I'M IN LOVE-Rose Royce (Whitfield/W.B.)
39. LOVE ME RIGHT-Denise LaSalle (ABC)
40. THEME: WHICH WAY IS UP-Stargard (MCA)
41. FEEL THE FIRE-Peabo Bryson (Capitol)
42. DANCE WITH ME-Peter Brown (Drive)
43. WHAT YOU WAITING FOR-Stargard (MCA)
44. VICTIM-Candi Staton (W.B.)
45. I LIKE GIRLS-Fatback Band (Spring)
46. REACHING FOR THE SKY-Peabo Bryson (Cap)
47. LAST DANCE-Donna Summer (Casablanca)
48. MACARTHUR PARK-Donna Summer (Casablanca)
49. LOVE DON'T LIVE HERE..-Rose Royce(Whitf.)
50. BLAME IT ON THE BOOGIE-Jacksons (Epic)
51. LOVELY DAY-Bill Withers (Columbia)
52. OOH BOY-Rose Royce (Whitfield/W.B.)
53. (LET'S GO) ALL THE WAY-Whispers (Solar)
54. SOFT & WET-Prince (W.B.)
55. SMILE-Emotions (Columbia)
56. NEVER MAKE A MOVE TOO SOON-B.B.King(ABC)
57. STAND UP-Atlantic Starr (A&M)
58. LADY LOVE-Lou Rawls (Phil. Int.)
59. RUNAWAY LOVE-Linda Clifford (W.B.)
60. GALAXY-War (MCA)
61. DISCO TO GO-Brides of Funkenstein (Atl)
62. F-FUN-Con Funk Shun (Mercury)
63. DANCE, DANCE, DANCE-Chic (Atlantic)
64. SERPENTINE FIRE-Earth, Wind & Fire (Co1)
65. DON'T COST YOU NOTHIN'-Ashford & S. (WB)
66. AM I LOSING YOU-Manhattans (Columbia)
67. I AM YOUR WOMAN..-Barbara Mason (Prelude)
68. GET DOWN-Gene Chandler (20th/Chi-Sound)
69. LONG STROKE-ADC Band (Cotillion)
70. FLYING HIGH-Commodores (Motown)
71. MARY JANE-Rick James (Gordy)
72. NIGHT FEVER-Bee Gees (RSO)
73. OH WHAT A NIGHT FOR DANCING-B.White(20th)
74. EVERYBODY DANCE-Chic (Atlantic)
75. COME GO WITH ME-Pockets (Columbia)
76. BABY MY LOVE'S ALL FOR YOU-D.Williams(Co1)
77. SOFT & EASY-Blackbyrds (Fantasy)
78. GET ON UP, GET ON DOWN-Roy Ayers (Polyd)
79. DANCE DISCO HEAT-Sylvester (Fantasy)
80. DON'T HOLD BACK-Chanson (Ariola)
81. DAYLIGHT & DARKNESS-Smokey R. (Tamla)
82. SHOUT IT OUT-B.T. Express (Roadshow)
83. ALL THE WAY LOVER-Millie Jackson (Spring)
84. ALMIGHTY FIRE-Aretha Franklin (Atlantic)
85. LOVE TO SEE YOU SMILE-Bobby Bland (ABC)
86. WHAT YOU WON'T DO..-Bobby Caldwell(Cloud)
87. STAYIN' ALIVE-Bee Gees (RSO)
88. IF IT DON'T FIT...-Kellee Patterson(Shady-
brook)
89. NATIVE NEW YORKER-Odyssey (RCA)
90. 1,2,3-Dorothy Moore (Malaco)
91. YOU WERE MEANT FOR ME-D.Hathaway (Atco)
92. TONIGHT IS THE NIGHT-Betty Wright(Alston)
93. RIDING HIGH-Faze-0 (Atlantic)
94. STOP YOU WEEPING-Dramatics (ABC)
95. SOMEBODY'S GOTTA WIN-Controllers (Juana)
96. HOLLYWOOD SQUARES-Bootsy's R.Band (WB)
97. FUNK & ROLL-Quazar (Arista)
98. FANTASY-Earth, Wind & Fire (Columbia)
99. WITH PEN IN HAND-Dorothy Moore (Malaco)
100. NEVER GET ENOUGH OF YOUR LOVE-LTD (A&M)

Looking Ahead

Looking at the future in the light of current trends and developments shows the likelihood of radio's greatly expanded use of computer technology. As computer hardware becomes more compact in size and lower in cost, it qualifies now as a practical station investment, not only in analyzing audience research data, but also as a labor and time saver in billing, traffic logs and music programming. At least one audience measurement service - R.A.M. - now utilizes computer tie-ins with client stations, providing fast and frequent read outs of audience shifts, as well as current data on local music popularity.

The faceless, impersonal, high energy radio voices are disappearing. Jocks will be expected to have something to say and to know how to say it in less than ten seconds. Air "personalities" are going to be more involved in community affairs. The great stations, like WCCO and KMOX, owe their leadership in large part to consistent, devoted involvement with community interests and affairs. The trend seems to be that many other stations will switch their emphasis from big prize contests, cash giveaways and hysterical promotions to more meaningful activities that will genuinely serve their communities' needs and interests.

If we are to believe FCC Commissioner Fogarty, over-the-air broadcasting faces challenging technical changes, to be wrought by satellite systems, miniaturizing through fiber optics, expanded cable competition and other factors that broadcasters "haven't even thought of". NAB president Vince Waselewski notes that satellites can bring information systems into the home via cable. New systems of communication are developing so fast that present systems may become obsolete before the warranties on the equipment expire.

In the meantime, the FCC, some of whose members speak kindly about the prospect of deregulating radio, actually is becoming steadily more arrogant and arbitrary in some of its moves to control or influence program formats and the percentage of so-called "non-entertainment" time for both AM and FM stations. Many broadcasters feel that such matters should be decided by the listening public itself, in an open marketplace of competition, rather than allowing a federal bureaucracy to decide what is good for the public. Given the existing timidity and caution that broadcasters feel about the security of their licenses, it is unlikely that any significant segment of the radio community would soon openly defy the commission's rules. More likely is a continuation of the present trend among broadcasters to seek and support legislation that would curb FCC interference with radio programming. We hope, but can hardly predict, that the people, and not the government, will determine the kinds of radio programs that they'll get.

Putting aside such gloomy topics as satellites, cables and the FCC, radio broadcasters look forward to another even more prosperous year in 1979. In spite of inflation, a growing trade deficit, a plunging dollar and other economic woes, advertisers continue flocking to radio's banner, undaunted for the most part by escalating rate cards.

In the field of music programming, we look for an expanded use of selected album tracks to eliminate part of radio's reliance on old hits in spacing out repetitions of current hits.

Probably the most likely - and one of the most exciting - developments of 1979 will be the introduction of AM stereo. Many stations, such as WLS, are now prepared to make an immediate transition to stereo, once a system has been approved. This will remove AM's chief disadvantage to FM and should give it a prestige and quality that presently adheres to FM. Unfortunately, low powered signals would be

noticeably impaired in their coverage patterns, and some probably could not afford to sacrifice area coverage for stereo transmission.

For another view of current and impending radio developments, be sure to read Eric Norberg's "P.D.Notebook" in this issue.

In our own case, we at The Gavin Report look forward to a continued and expanded information service to our subscribers. We will investigate opportunities in the field of new electronic devices and systems. But we will continue to rely on the human values of understanding and judgement in maintaining the high standards of accuracy and integrity that our readers have come to expect.

As we approach this Christmas season, when families are brought more closely together, our thoughts and affections go out to our "family" of correspondents, in sincere appreciation for their indispensable help in making this publication possible.

For all our readers we wish the warm happiness of the season and good health for the coming year.

.....Cont'd from page 6.....

SEPTEMBER

LaVerne Drake leaves K101-San Francisco. Industry responds with a dinner in her honor in San Francisco. Lanny West resigns from WHHY. Jim King, WDLP-Panama City spends 168 hours riding a roller coaster for M.D. His efforts helped raise \$25,000. KANC-Anchorage raises \$18,000. WHHY, \$4,000. Programming changes included Kevin Metheny going from WZZD to 96KX-Pittsburgh. Bobby Christian from 96KX to WMET-Chicago. Jerry Boulding to KDIA. Bob Church to KCAP-Helena. Robert St. John named PD at WGNi-Wilmington. Kris Michaels promoted to PD at KBDF-Eugene and Gregg Albert is named PD at WDUZ-Green Bay. September 15 the Gavin Report publishes the last blue, 8½ x 14 edition and debuts September 22 with a new magazine format is deluged with approving comments.

OCTOBER

Ruth Meyer named Director of Program Development for NBC Radio. Don Nordine from KQDI to KREM. Daniel Lyons from WNEU to WKWK. Bob Savage from 13Q to WNOX. Charlie Derek named PD at KAKC-Tulsa while Steve Stansell receives a similar promotion at WDEC-Americus as does Mike O'Brian at WBBF. Mark Driscoll leaves WNBC to become a consultant, first stop; KELI-Tulsa. Mark McCoy exits KYSN for Drake-Chenault. Bonnie Smith named Assistant PD at WMAL. Charlie Russell promoted to Operations Manager at KHEY-El Paso with Ray Potter being named P.D. Susan Nelson joins the Gavin Report as an editorial assistant, Robyn Bebbington departs for Los Angeles. Ken Clifford (KLEO-Wichita) and Bill Early (WWKE-Ocala) leaving programming for sales at their respective stations.

NOVEMBER

Programming Changes: Stan Garrett takes over at KBDF-Eugene. Bruce Butterfield from KJRB to KPUG-Bellingham. Craig St. John named PD at WKKY-Pascagoula. Mick Kjar promoted at KKLS/KKHJ-Rapid City. Jhani Kaye named Operations Director at KINT-El Paso. Scott Seiden becomes PD at WQQT-Savannah. Al Brady turns down NBC, stays at WHDH-Boston. Jerry West retires after 41 years at KOIL-Omaha. WBOW-Terra Haute raises \$35,000 for St. Jude's Hospital. The Gavin Report hosts it's eighth (and final) regional meeting at the Kahala Hilton in Honolulu.

DECEMBER

Programming Changes: Vic Bremer from KXRX-San Jose to KIRO-Seattle. Lou Saint from KRZI-Waco to KTEM-Temple. Robin Mitchell resigns from KYYX/FM-Seattle. Bob Goode leaves WROK/WZOK-Rockford. Industry salutes Bill Gavin with a special testimonial on December 2nd.

The Gavin Report

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