

Fred

November 19, 1979

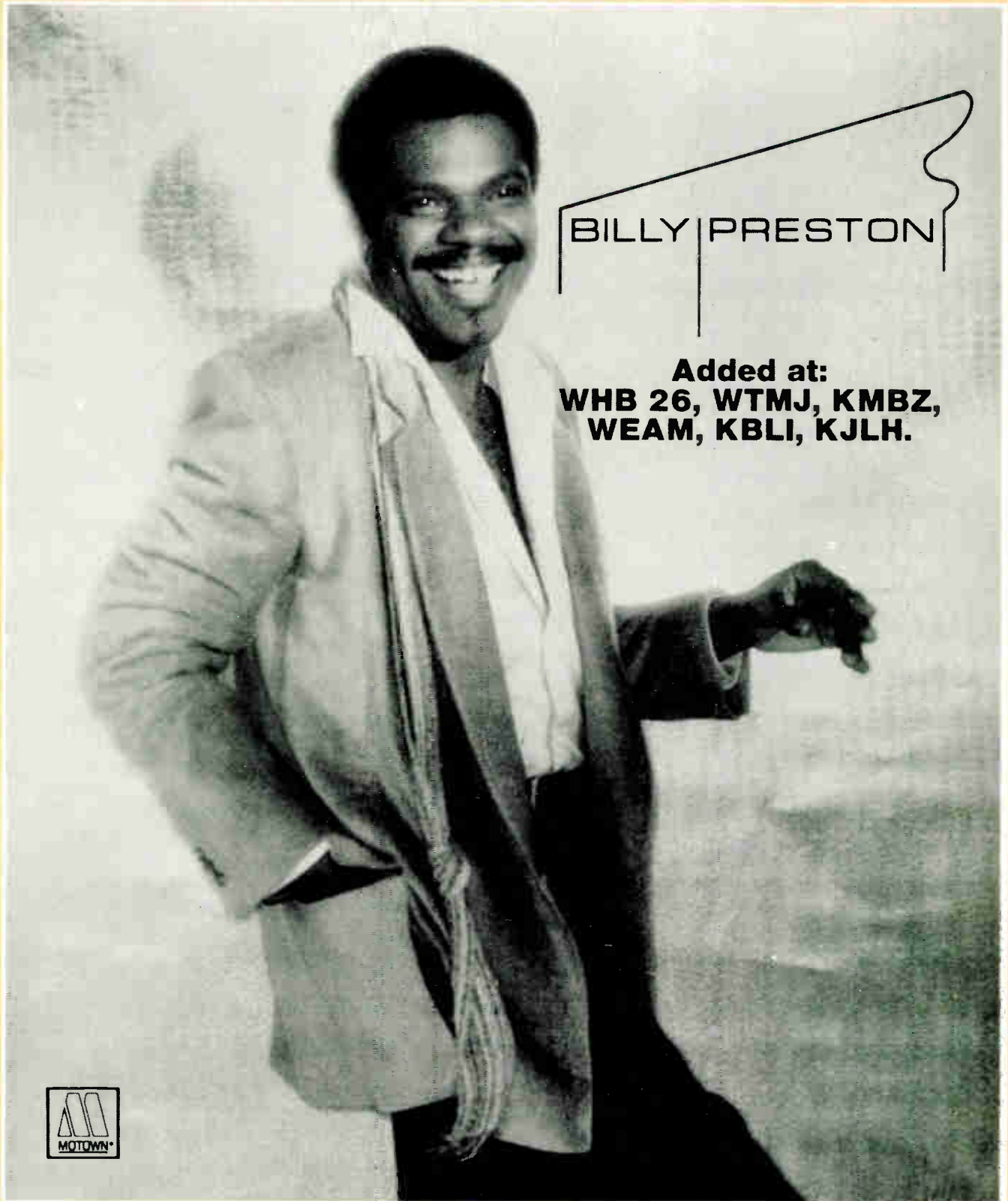
RON ALEXENBURG
see Top News P.9

JAY THOMAS
New York To Ork

THE NEW YORK
INFINITELY
MAY BE
FRED Record Of The

World Radio History

BROUGHT TO YOU BY THE MOTOWN FAMILY
"WITH YOU I'M BORN AGAIN"



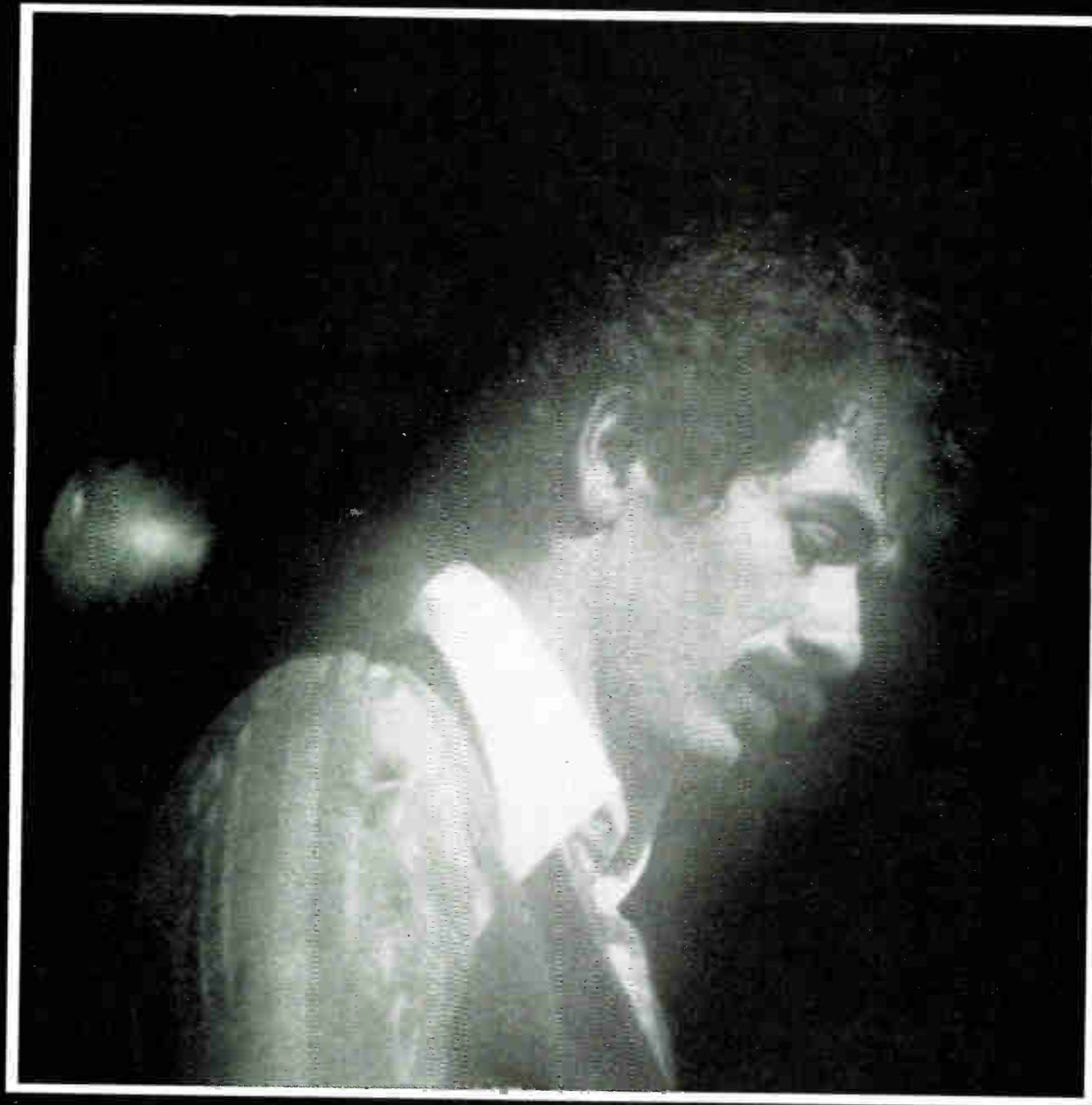
By popular demand from the album "LATE AT NIGHT"

The New Single "WITH YOU I'M BORN AGAIN"

Universals

10	3	1 RUPERT HOLMES/Escape	(Infinity)
1	1	2 STYX/Babe	(A&M)
2	2	3 STREISAND-SUMMER/No More Tears/Enough	(CBS-Casa)
7	6	4 SUPERTRAMP/Take The Long Way Home	(A&M)
6	5	5 J.D. SOUTHER/You're Only Lonely	(Columbia)
11	9	6 LITTLE RIVER BAND/Cool Change	(Capitol)
22	13	7 STEVIE WONDER/Send One Your Love	(Tamla)
29	17	8 JEFFERSON STARSHIP/Jane	(Grunt)
19	11	9 CLIFF RICHARD/We Don't Talk Anymore	(EMI-America)
4	7	10 COMMODORES/Still	(Motown)
5	8	11 BARRY MANILOW/Ships	(Arista)
21	15	12 PABLO CRUISE/I Want You Tonight	(A&M)
20	16	13 KENNY LOGGINS/This Is It	(Columbia)
N	27	14 MICHAEL JACKSON/Rock With You	(Epic)
N	25	15 FOREIGNER/Head Games	(Atlantic)
8	10	16 K.C. & THE SUNSHINE BAND/Please Don't Go	(TK)
23	18	17 CRYSTAL GAYLE/Half The Way	(Columbia)
27	20	18 DR. HOOK/Better Love Next Time	(Capitol)
3	4	19 EAGLES/Heartache Tonight	(Asylum)
N	28	20 KOOL AND THE GANG/Ladies Night	(De-Lite)
30	26	21 CAPTAIN & TENNILLE/Do That To Me One More Time	(Casa)
N	30	22 SMOKEY ROBINSON/Cruisin'	(Tamla)
14	14	23 CHRIS THOMPSON/If You Remember Me	(Planet)
12	21	24 BLONDIE/Dreaming	(Chrysalis)
SA	N	25 KENNY ROGERS/Coward Of The County	(UA)
SA	N	26 TOM PETTY/Don't Do Me Like That	(Backstreet)
N	29	27 JOHN COUGAR/I Need A Lover	(Riva)
15	23	28 ANNE MURRAY/Brokenhearted Me	(Capitol)
9	12	29 FLEETWOOD MAC/Tusk	(WB)
N	N	30 ISAAC HAYES/Don't Let Go	(Polydor)

WHEN YOU HEAR IT...



**"YOU KNOW THAT I LOVE YOU"
IS A HIT**

by **SANTANA**
from their album "MARATHON"

Added at: KCBQ, WANS,
WKYB, KRKE, Y-103, KCBN, WLOF,
WRTB, BJ-105, WALG, WAKA.



Columbia Records

World Radio History

Fred MAGAZINE

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ON THE COVER:

The smile you see on JAY THOMAS' face is not there by virtue of his acting ability. It is a real smile from a man who has realized many of his goals. This week's Interviewee talks about how his acting work helped his radio career, how radio helped acting and how he helped both—pushing without being pushy. Read on, avid FRED person, and you too could have a house in Woodstock, or a star in the heavens.

POWER PAGES

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TOP NEWS

9



Physicists are amazed...Infinity ends. NY diaries blown. (Those two are not related.) BULLET leaves the Loop. ERIC STEVENS to devote full time to WBBG-AM, M-105 PD slot open. JIM MORRISON named successor to DON BENSON at 94Q. MCA hit with discrimination lawsuit. KARL ELLER resigns from Combined/Gannett combo. DAVE MICHAELS named to PD KWEN. JOLENE BURTON named Sr. Veep at A&M. OSCAR FIELDS named Special Markets VP at E/A. RICK SMULIAN brought in as Promo VP at Spector Records. New PD at WHVL is DAVE LYONS. (Remember, he won \$500 in FRED's Rating Game.)

SIXTY SECONDS

11

PROMOTION/MANAGEMENT

14

Who else would use a Disc Jockey Cloth but a disc jockey? KSJO shows that everyone wants the cloth (and it helps build strong cume, too). Also a look at two school-oriented promotions, for those of you in need of some lower demos. NANCY POOL of KSHE/St. Louis, PAT KELLY of WIFE/Indianapolis, SAM SHERWOOD of KHOW/Denver and ERIC HAUNSTEIN from Sandusky Broadcasting talk about management's involvement with the record companies.

RATINGS

15

A comparative look at RAM and ARB numbers for the spring.

PROFILE

17

DANNY BRAMSON talks about the interrelationship of video, concerts and radio. A very young man with a long history in all areas, Danny suggests how this relationship will work in the future with his new Backstreet Records.

INTERVIEW

18



From radio to acting to radio to television acting, JAY THOMAS talks about how he came to be REMO DAVINCI and how his radio background contributed to his move from 99X in New York to Denver in LA. See how it's done in a piece we call "From New York To Ork."

VITAL STATISTICS

BIRTHPLACE Kermit, TX BIRTHDATE July 12
HEIGHT 5'8" WEIGHT 165 lbs.
HAIR Brown EYES Brown

QUEST/CIPHER

40

PLUS: LETTERS/CHANGES-4, OPENINGS-14b, UNIVERSALS-21, ALBUMS-28, SPECTRUM III-33, URBAN MUSIC-39.

Subscription rates: \$140 per year; \$50 per quarter. FRED accepts unsolicited photographs and articles. None can be returned.

Pick Up The Tempo

To FRED:

Greetings from Paradise. I'm sorry I missed the opportunity to talk to you during the seminar. I arrived late, unfortunately missing all the record information. I did get a chance to pick up all available copies of FRED which I have enjoyed thoroughly.

Please accept our subscription order and allow us to introduce ourselves. KNVR-FM is a class A, 24 hour, "Universal" (if I may use that term prematurely), #1 12+ station, serving the Chico/Paradise/Oroville market. We presently are automated and receive our music from Concept Productions in Sacramento.

Right now I am developing a system where we can produce a series of our own tapes based on local sales and phone responses. This market reaches a very influential college audience and attracts major acts on both the auditorium and club levels. I plan to add a little earlier my own picks from a larger base of new material to our rotation.

Right now we receive very little service. I talked with an old friend, DENISE ST. LOUIS (Ariola), who turned me on to the fact that the only way we can expect better service is to report to FRED.

Steve Friedman, PD
KNVR-FM/Paradise, CA

Ring My Bell

To Jeff:

Your comments in last week's Green were right on! I hope you gave 'em hell in SF.

Diplomas make great wall hangings,

but that's about the extent of it. Being a fairly recent graduate in broadcasting, I hope I can shed some light. I've learned more in the six months since graduation here at the station than I learned in five long years at San Jose State University. State never told me it takes total dedication. State never explained that if I don't do my job the best way I know how, someone else will be here tomorrow to do it instead.

Being one of the few students to graduate from State's Radio-TV program with a paying job at a major radio station, I was asked to talk to a few classes about the "realities" of radio. My prof had explained the problems he'd been having with his students: the problems involved with trying to relate the antiquated curriculum to modern media.

So there I went, prepared to scare them into scrambling for the first available job. Well, after 45 minutes of fire and brimstone, I was the recipient of 20-odd blank "We've-heard-it-all-before" stares. That scared the hell out of me. They remained quite obviously unshaken!

I was lucky enough (thanks to that prof) to land my first job at KEZR. I've just finished my first year of graveyard shifts (it's still a far cry from Moosejaw). It is here I've had the opportunity to learn from and work with professionals like BOB HARLOW, STEVE BEHM, CAPT. RIFE, BILL POLISH and a whole batch of others. The job's not perfect, and the hours are killing me, but I'll stick with it until I can't learn any more. I've got a long, long way to go.

Joe Chiramonte (Joe "Daniels")
KEZR/San Jose

Gary Fencik, safety for the Chicago Bears, has joined WMET. He will comment on the preceding day's game each Monday at 7:20 am on the Tom O'Toole Show.

Ron Fraiser has vacated his morning shift at WIFE/Indianapolis to do mornings at FM-97 (WFZB-FM)/New Orleans. Fraiser had been with WIFE for nine months.

Robert Randall is new MD at KVOX/Fargo. Mountain Man from WHVL/Hendersonville, NC joins the Q101 morning drive team.

Glen Lajeski has been appointed to the newly created position of Director, Promotion Administration at Arista Records. In his new capacity Lajeski will have responsibility for the coordination of all Arista promotion activities. Prior to this promotion he was administrative assistant to the vice-president of promotion at Arista.

Ovation Records has appointed two individuals to its Pop Promotion Department. Frank Giuliano has been appointed Pop Promotion Director and will coordinate all national trade charts, distributor promotion staffs, independent promotion people, and will work with radio on a national basis. Lauren Korman fills the position of National Secondary Pop Promotion Coordinator. She reports to Giuliano and is in charge of secondary Album-Oriented Rock, Top 40 and Pop-Adult radio. Additionally she will work with radio tipsheets weekly.

New lineup at KZEL/Eugene, OR: Paul McCabe 6-10 am, Ron Sommers 10 am-3 pm, Chris Kovarik 3-7 pm, Peyton Mays 7 pm-12 am, Nancy Walton 12-6 am. Maggie Rossi is the station's new sales manager, Paul Greenlee is operations manager and Greg Lee is new promotion manager.

New lineup at KNBR/San Francisco: Frank Dill 6-10 am, Mike Conray 10 am-12 pm, Ron Lyons 12-3 pm, Carter B. Smith 6-8 pm, Ken Ditto (Sports, Talk), Tom Brown 8 pm-12 am, Christine Ray 12-6 am.

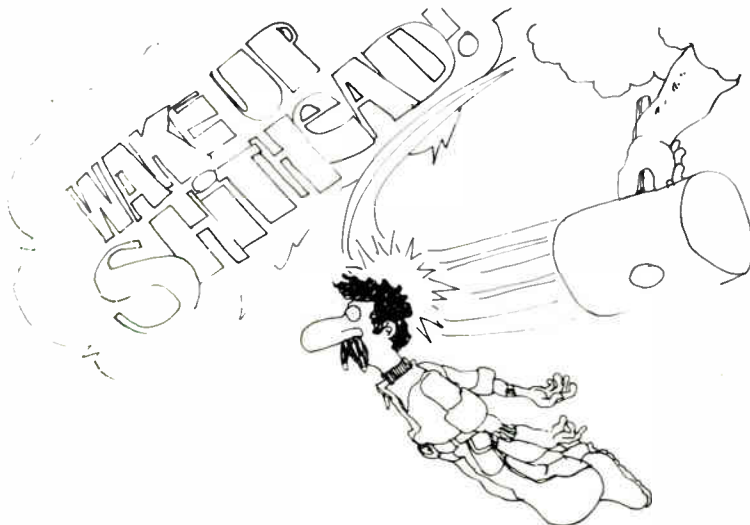
New lineup at KUIC/Vacaville, CA: Jacque Skarr 12-6 am, Andy McCoy 6-10 am, Billi Lynn 10 am-2 pm, Ray Franklin 2-7 pm, Clarence Wolff 7 pm-12 am, Toby Johnson, Carren Sheldon and Ron Brown, weekends.

New lineup at CHUM/Toronto: Jay Nelson 5-9 am, Terry Steele 9 am-12 pm, Mike Holland 12-4 pm, John Majhor 4-8 pm, Bob Magee 8 pm-12 am, Gord James 12-5 am, J.D. Roberts, Jim Van Horne, Steve Bolton and Roger Ashby, swing.

New lineup at WRAW/Reading, PA: David Blaise 6-10 am, Kevin O'Brian 10 am-3 pm, Bob Collins 3-7 pm, Steve Reed 7 pm-12 am, Nick Hatzas 12-6 am, Mark Davis weekends, Cary McDaniel engineer.

New lineup at The Lady/Miami: Buddy Hollis 6-10 am, Barry James 10 am-2 pm, Nolan Cruise 2-6 pm, Ron Parker 6-10 pm, Barbara Porter 10 pm-2 am, Geoff Allen 2-6 am.

New lineup at WLOL/Minneapolis: Phil Houston 6-10 am, Steve Shannon 10 am-1 pm, Karen Wong 1-5 pm, Greg Austin 5-9 pm, Brian Acker 9 pm-1 am, Tim Marxhausen 1-6 am, Lisa Frantsen and Bryce Bullis, weekends.



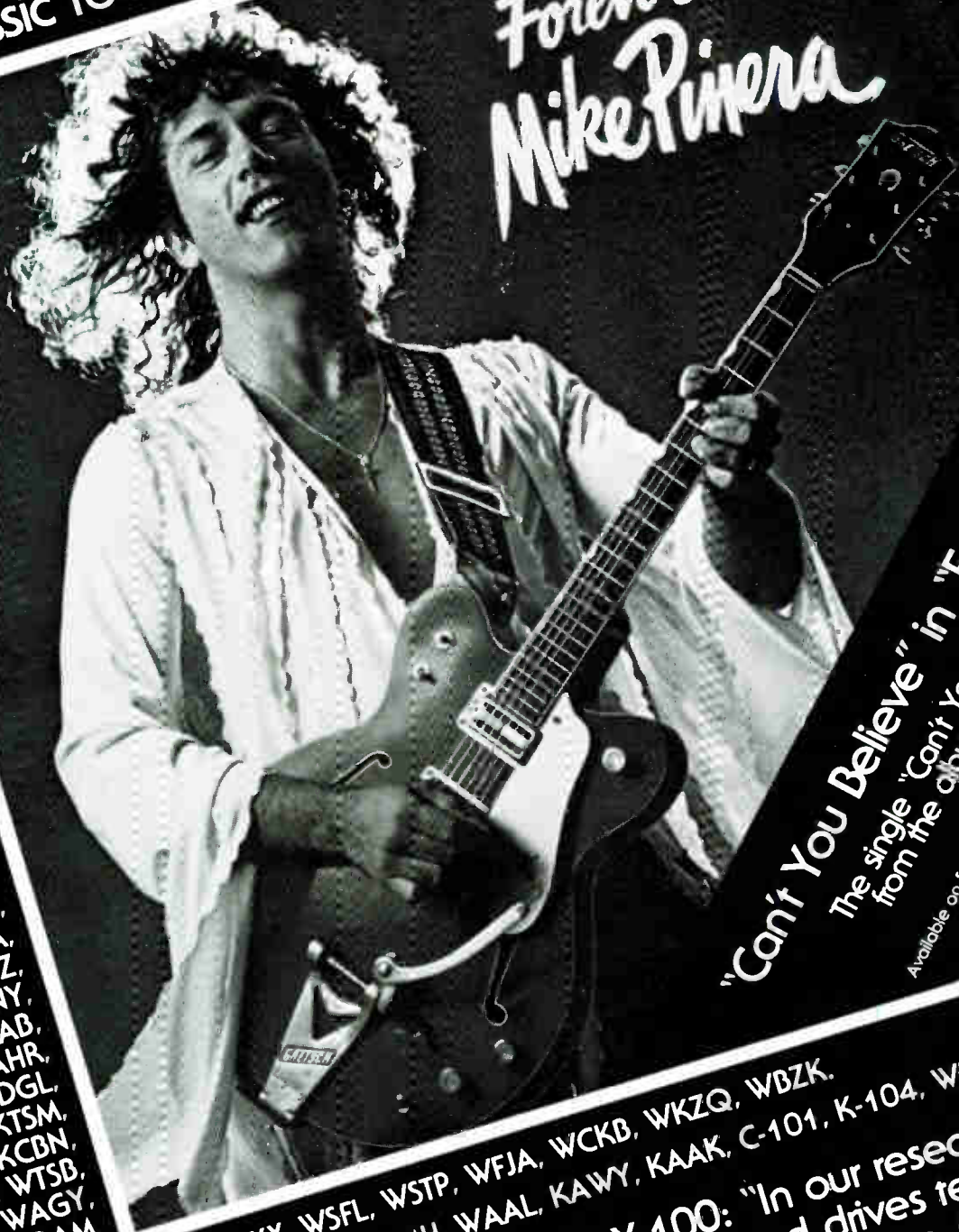


Mike Pinera



His explosive guitar phrasing has powered IRON BUTTERFLY, CACTUS and BLUES IMAGE where he wrote the classic rock landmark "Ride Captain Ride."

Forever Mike Pinera



"Can't You Believe" in "Forever"
The single "Can't You Believe"
from the album "Forever"

Available on Spectra Int'l. distributed by Capitol Records

Adds:
WTNL,
WCLL,
WRAQ,
WLOW,
WTRP,
WOOF,
WRFS,
WVLD.

On: 98Q,
WZYP, WDAK,
WPAX, WDEC,
WTTI, WDMG,
WRBN, WOGA,
WAGL, WEVA,
WBSD, WKIZ,
WALG, WHNY,
WHSB, WTAB,
WALD, WJHO, WAHR,
WPXC, WFPM, WDGL,
WNFQ, WUPE, KISM,
WKYB, WAIM, KCBN,
WHNC, WANS, WTSB,
WJRI, WJMX, WAGY,
WSSC, Studio 107, WQAM,
WGBS, Super-Q, WAXY,
WSHE, ZETA-4, WONN,
WIRK, WTKX, WSFL, WSTP, WFJA, WCKB, WKZQ, WBZK.

Top 10 Y-100: "In our research it leans males 18+ and dives teens nuts! That's what drove it Top 10."

MOST VALUABLE RECORD OF THE WEEK: KENNY LOGGINS

"This Is It" is a hit with all demos and Kenny paces 16 to 13... **Rupert Holmes** commands 3 to 1 with one of the biggest songs of the year... **Little River Band** paddles 9 to 6 with outstanding callout acceptance... **Stevie Wonder** blossoms 13 to 7 with immediate LP sales... **Jefferson Starship** breaks sound barrier 17 to 8—headed #1... **Cliff Richard** steps 11 to 9... **Pablo Cruise** sails 15 to 12—artist power.

HI-JUMPER OF THE WEEK: MICHAEL JACKSON

Last week's FRED Record Of The Week is a total smash—"Rock With You" rocks 27 to 14! **Foreigner** plows 25 to 15—giant image and group. **Dr. Hook** lances 20 to 18—good 18+ reaction... **Kenny Rogers** barges from NEXT to 25 (actual rank: 41-25!).

IMAGE RECORD OF THE WEEK: TOM PETTY

"Don't Do Me Like That" (NEXT to 26) is #1 Most-Added single and already the #1 album—a true hit artist... **John Cougar** prowls 29 to 27, also good image.

CROSSOVER RECORD OF THE WEEK: ISAAC HAYES

"Don't Let Go" has crossed completely to white markets and debuts from NEXT to 30.

NEW "NEXT": ALAN PARSONS, EAGLES, BUGGLES and FOGHAT

GAINING RAPIDLY: MELISSA MANCHESTER, LED ZEPPELIN 'Fool',

HERB ALPERT, MOON MARTIN, TERRY DESARIO & K.C.,

STEVE FORBERT and DIONNE WARWICK

WORLDWIDE SMASH: THE POLICE GREAT NEW IMAGE LP: DAN FOGELBERG

TOM PETTY & THE HEARTBREAKERS BLAST TO #1 JEFFERSON STARSHIP: ALBUM OF THE WEEK

ZZ TOP MALE ALBUM TOTO 18+ GIANT

THE INMATES and BOOMTOWN RATS DEBUT

Tom Petty & The Heartbreakers rocket to the top of the chart with total reporter support... Reaction from males 16+ is strongest... Also drawing female attention... Top Five phones and Top Ten sales... Tremendous artist power... **Jefferson Starship** smash into the chart at fourteen... solid male base... 95% of reporting stations have added this album... Group image is incredible... **ZZ Top** spins top twenty instantly... Male response is excellent... Debuts with an astounding 82% reporter support... **Toto** leaps into the chart at twenty... Across the board reaction... Crossing to all formats... **The Inmates** break out of Next and chart at 26... Strong new-artist appeal... Ten new adds insure growth... The **Boomtown Rats** debut at 29... "I Don't Like Mondays" pulling instant phones... Eleven new adds will power this album... **The Police** shoot top ten among heavy contenders... Demos are M/F 16+... Sales starting to build... **Steve Forbert** bullets 26-22... Covering all demos... Sales and phones showing solid growth patterns.

REQUEST POWER 12-14

1. RUPERT HOLMES
2. STYX
3. KC & SUNSHINE BAND
4. STREISAND-SUMMER
5. MICHAEL JACKSON

REQUEST POWER 18+

1. RUPERT HOLMES
2. STYX
3. STREISAND-SUMMER
4. COMMODORES 'Still'
5. BARRY MANILOW



REQUEST POWER 15-17

1. RUPERT HOLMES
2. STYX
3. KENNY ROGERS
4. LITTLE RIVER BAND
5. KENNY LOGGINS

ALBUM POWER

1. TOM PETTY & THE HEARTBREAKERS
2. LED ZEPPELIN
3. EAGLES
4. FLEETWOOD MAC
5. STYX

PAGES

Powers approximately every 2 hours. **B Stress** every 3 hours. **C Stress** every 4 hours. **Image** records are suggested for once an hour rotation when applicable. Take dayparting into consideration. Local market differences must also be computed.

White Market Crossover Market

POWER

1. RUPERT HOLMES
2. JEFFERSON STARSHIP
3. STEVIE WONDER
4. KENNY LOGGINS
5. TOM PETTY

B STRESS

1. LITTLE RIVER BAND
2. MICHAEL JACKSON
3. SUPERTRAMP
4. FOREIGNER
5. CLIFF RICHARD
6. PABLO CRUISE
7. KENNY ROGERS
'Coward'
8. KOOL & THE GANG
9. SMOKEY ROBINSON
10. DR. HOOK

C STRESS

1. CAPTAIN & TENNILLE
2. STYX
3. JOHN COUGAR
4. J.D. SOUTHER
5. EAGLES 'Long Run'
6. ALAN PARSONS
7. CRYSTAL GAYLE
8. ISAAC HAYES
9. FOGHAT
10. STREISAND-SUMMER

POWER

1. STEVIE WONDER
2. MICHAEL JACKSON
3. RUPERT HOLMES
4. JEFFERSON STARSHIP
5. KENNY LOGGINS

B STRESS

1. LITTLE RIVER BAND
2. ISAAC HAYES
3. SUPERTRAMP
4. TOM PETTY
5. CLIFF RICHARD
6. PABLO CRUISE
7. FOREIGNER
8. KOOL & THE GANG
9. SMOKEY ROBINSON
10. DR. HOOK

C STRESS

1. SWITCH
2. SUGAR HILL GANG
3. PRINCE
4. KENNY ROGERS
5. EAGLES 'Long Run'
6. STREISAND-SUMMER
7. DIONNE WARWICK
8. STYX
9. JOHN COUGAR
10. TERRY DESARIO

IMAGE

Recommended
Album Cuts For
All Of Rock Radio

1. TOM PETTY & THE HEART-BREAKERS-Refugee
2. EAGLES-The Long Run
3. LED ZEPPELIN-In The Evening
4. STYX-Never Say Never
5. FLEETWOOD MAC-Sisters Of The Moon
6. JEFFERSON STARSHIP-Freedom At Point Zero
7. JOE JACKSON-I'm The Man
8. CHEAP TRICK-Gonna Raise Hell
9. FOREIGNER-Head Games

20 Most Valuable
Records Of The
Past Twelve Months
(in alphabetical order)

- BEE GEES-Too Much Heaven
 BILLY JOEL-My Life
 BLONDIE-Heart Of Glass
 CARS-Let's Go
 CHEAP TRICK-I Want You To Want Me
 COMMODORES-Sail On
 DIRE STRAITS-Sultans Of Swing
 DOOBIE BROS.-What A Fool Believes
 EARTH, WIND & FIRE-After The Love Is Gone
 HERB ALPERT-Rise
 JAMES TAYLOR-Up On The Roof
 KENNY ROGERS-She Believes In Me
 LITTLE RIVER BAND-Lady
 PEACHES & HERB-Reunited
 POINTER SISTERS-Fire
 ROBERT JOHN-Sad Eyes
 SISTER SLEDGE-We Are Family
 STREISAND & DIAMOND-You Dont Bring Me Flowers
 SUPERTRAMP-The Logical Song
 SUZI QUATRO-Stumblin' In

BEST PROMOTED RECORDS OF THE WEEK

Single
 KOOL & THE GANG
 "Ladies Night"
 (De-Lite)

Album
 DAN FOGELBERG
 "Phoenix"
 (Full Moon/Epic)

ABBA CHIQUITITA!

Added at: WDRQ, KRLA, WKY, KTFX, WFLB,
 KQDI, WFBR, WDRG, WIKS, WICC, ROCK 102, KSTN!
 Moves: WKBW 10-8, CKLW D-18, KSTP D-30, KKEG 10-5,
 WKYB D-23, WKNX-AM D-25, KRDG D-40, WEAM 40,
 K-104 30-23, WBT 25, FM97 D-39!
 On: KTSA, KFI, KCBQ, KCPX, WHRT,
 WANS, WAKY, WPRO-AM, WGTR, WALG, WFBG!



NEXT in Spectrum III!





Fred Top News

November 19, 1979

BRIDGING THE INDUSTRIES

Number 112

THE END OF INFINITY



Pete Gideon

Los Angeles--The speculation is over. Both informed and uninformed sources agree that the demise of RON ALEXENBURG's Infinity Records is imminent. Although the facts are still unclear, most industry watchers say that the executive and national staffs from

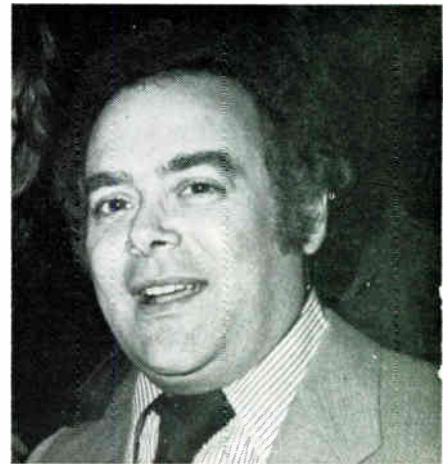
Infinity will be absorbed into MCA, with the fate of regionals and locals still to be decided.

According to the word, the Infinity staffers will be compared with their MCA counterparts and a determination will be made as to which of the two people for each position is the most qualified. With Rupert Holmes hitting number 1 this week, the Infinity crew have proven that when they have a hit record they can bring it home.

The end of Infinity has been talked about and rumoured about for some months. Ironic that it should come this week.

FRED contacted PETER GIDEON, promo honcho at Infinity, who told us that he had sent a memo to his staffers preparing them for some changes. "There will be some sort of change made," stated Gideon, "but I don't know what it will be."

Neither MCA nor Infinity execs



Ron Alexenburg

would comment further on the rumoured demise. If ever there an opportunity to waken the sleeping giant, this is it. Ron Alexenburg knows his business and knows how to work in a big company situation having quite a successful history at CBS.

NY ARBITRON SNAFU

Beltsville---ARB revealed this week that there was some delay in getting diaries into the New York market for the Fall book. The problem occurred due to a postal union slowdown and a mechanical malfunction in key postal facilities. The diaries that were scheduled to reach households in the latter part of the survey period were delayed. Approximately 240 individual diaries were affected by the screw-up.

The third week of the survey was affected and the integrity of the whole survey for the area is in question. Originally, ARB did not alert radio or the trades as to the problem. Neither the ARB Advisory Council nor the Broadcast Rating Council were made aware of the situation.

Problem households were contacted by telephone to see if they had received the diaries. Those who had not were asked to jot down any listening until the arrival of the diaries. Explained ARB spokesperson CONNIE ANTHES, "Upon receipt of the diaries the respondents were to transpose any listening to the diaries from the paper it was originally written on."

Since the problem has come to light, ARB officials have outlined the steps they will take to see if the book has been affected. ARB will run a comparison of return rates for the opening weeks of the book versus week three and check to see if the sample distribution in the nine affected New York countries appears to be in line.

After examining this information,

ARB feels that the following options are open to them: 1-Not publish an October-November 79 report for the New York market; 2-publish a report with the third week diaries intact and come out with a normal four week report; 3-publish a three week report with the third week diaries excluded entirely.

After the diaries are processed, ARB will decide which of their options to pursue. In the meanwhile, they will release a full disclosure statement on the situation. This will be made available to New York broadcasters and other interested parties.

Whoops! Again!

Due to the Thanksgiving holiday, we will stop taking reports on Tuesday, 11/20 at 3 pm PST. Get your report in early! Eat a big one!

Back To KPRI?

BULLET BLOWS CHICAGO



Jesse Bullet

Chicago---JESSE BULLET is leaving the Loop to check into some prospects on the West Coast. Jesse will be looking into some "very lucrative offers" he's received. The industry speculation is

running to Jesse returning to his old stomping grounds in San Diego KPRI.

The Bullet is planning on exiting the Windy City on Thanksgiving Day for a leisurly time off with his wife. The

move supports the theories that Jesse is looking to work on the coast. It is expected that Jesse will be talking with his old boss, DEX ALLEN, about an upper management position with KPRI.

"I had a great time here. I've got this bulletin board with headlines that I've clipped, like 'Bullet Speechless After Victory' and 'Can Chicago Take A Winner'. I really believe that I have a lock in my head on what AOR radio in the 80's is supposed to be. The Loop is on a real secure platform. I couldnt leave the station in better shape than it is now. There's tremendous talent here," said Bullet.

"I've enjoyed working here with everyone. Contrary to rumour, I am not being blown out," said The Bullet.

Speculation is running rampant now that two of the major mid-west AOR's' WABX and WLUP, are open---not announced that is.

MCA Discrimination Complaints

Los Angeles---MCA has been charged with a multitude of racial discrimination and civil rights violations in a class act suit. The suit was filed on behalf of BILL WILLIAMS, a Memphis based member of MCA's black music staff.

The suit contends that MCA and its divisions utilized segregated job classifications; failed to transfer and promote qualified black employees; dismissed blacks on the basis of color; denied equal wage opportunities, job assignments and expense reimbursement

to blacks; and failed to recruit, maintain or employ blacks due to color. The suit further charges that MCA refused to take affirmative action to correct these policies.

The suit asks for a permanent injunction against these practices and that payment be made of all wages, pensions, Social Security and other benefits to the complainants.

Sources say that a suit has also been filed by former MCA National R&B Marketing Director, WENDELL BATES.

The suit names label A&R VP DENNY ROSENCRANTZ, Comptroller LOU COOK and former National VP of Promotion STAN BLY. The suit charges that Bates was illegally discharged from the company following a 6 month "leave of absence". Bates claims that he was given time off to have an operation and that when he was ready to return to work, he was fired. Bates is seeking \$1.5 million in damages.

Officials at the label declined to comment on the suits.

MORRISON GETS 94Q

Atlanta---In the wake of departing PD DON BENSON (See FRED Top News, 11/12), JIM MORRISON has been named to fill the position at WQXI-94Q. Until the appointment, Morrison was assistant to Benson.

"I've been lucky enough to be trained by Donnie for this job. I've been working with him for the last couple of years," explained Morrison. "The station is a monster. We were doing Top 40 of the 80s in 1977. The ideas just rolled in and we were innovators. Now that we've gotten a jump on what is becoming the radio sound of the 80s, we've got to figure out where the 90s are going to be at and get into it now.

"Ahead is the only way to go. As Donnie's responsibilities grew in the management end, he delegated more of the programing to me. It's been a great chemistry here and it's going to



Jim Morrison

continue," said Morrison in a talk with FRED. "It's tough walking in behind Benson because he's unbelievable. The man redefined program director, I think."

Eller Quits Gannett

Phoenix---President KARL ELLER of Combined Communications has announced that he is resigning from Gannett Company's five-member Office of the Chief Executive. The panel was established after the recent merger of Gannett and Combined.

Eller stated that there were "serious disagreements" with Gannett's "philosophy, policy and style" in announcing his resignation. Eller added that he will stay on as head of Combined until the end of the year to keep the transition smooth. Eller went on to say that he will also remain a director of Gannett because he has a sizable holding in that company.

No replacement has been named for Eller as yet.

M-105 OPEN

Stevens To Take AM

Cleveland--ERIC STEVENS, Vice-President of Programming and Operations at M-105, will be relinquishing the programming role to devote his time to making WBBG-AM a viable music station. It has just recently changed from an all talk format.

"I put M-105 on the air 5 years ago. Now that we've made the change on our AM property, I made the decision that I was going to put 100% of my efforts into helping to build WBBG into the important radio station we believe it's going to be. On that basis we are now looking for a PD for the FM," said Stevens.

"As VP of Programming, the All

Hits format we are going to employ on the AM is a concept I created over the last 3 or 4 months. It was a fairly simple decision to know the direction we should move in to help our company grow. Now we have to take the AM to the level we've enjoyed on M-105," commented Stevens.

"The playlist will be made of approximately 25 singles. We are going to do some innovative programming behind this to create a viable AM format for this market. We're real excited about it. With all the work I did on M-105 in its inception, I feel like I have a second baby now," laughed Stevens.

A&M's First Employee

JOLENE BURTON SR. VP



Jolene Burton

Los Angeles--Chairman JERRY MOSS, has promoted JOLENE BURTON to the position of Senior Vice-President of A&M records. Ms. Burton comes up from the position of Vice-President of Finance.

Burton was the very first employee of the then new label back in 1963. In Moss' words, Jolene was hired as

a "girl Friday, and Saturday, Sunday, Monday..." Ms. Burton imposed an order on the developing functions of the company and as the label grew, so did her responsibilities. In 1968, Burton was a major motivating force behind the computerization of A&M. At the time this was felt to be an unusual move for a company the size of A&M.

"I am real pleased to make this appointment. A&M has come a long way in our 17 year history. I am sure that this journey through time and space might not have taken place with as much reward or as much fun had it not been for Jolene Burton's strong contribution," commented Moss. "She is the only truly indispensable part of our organization. That classification, by the way, includes HERB (ALPERT, Co-founder of A&M) and myself. All of our people join me in looking forward to Jolene's new role in our future. As usual the possibilities are limitless."

Michaels To PD

KWEN THE ESKALATOR

Tulsa--Changes have arrived at KWEN radio. Music Director DAVE MICHAELS will now take on the mantle of Program Director while ED HOPKINS moves up to Operations Manager from Operations Director. FRED contacted Michaels to fill in some holes, like who is he replacing?

"We didn't really have a PD until now. Ed Hopkins as Operations Director handled the gig but now Ed has become

so busy with operating the station that he can't deal with the programming," explained Michaels.

"I have been interested in the position since I started here in August. When the job was offered I jumped on it. This is my first programming job so I'm doubly excited," said Michaels. "I think that the only thing that I have to do is fine tune. There will be no staff changes."



Dont forget to call FRED today, Monday, with your report. We are cutting off all reports Tuesday at 3 pm West Coast time.

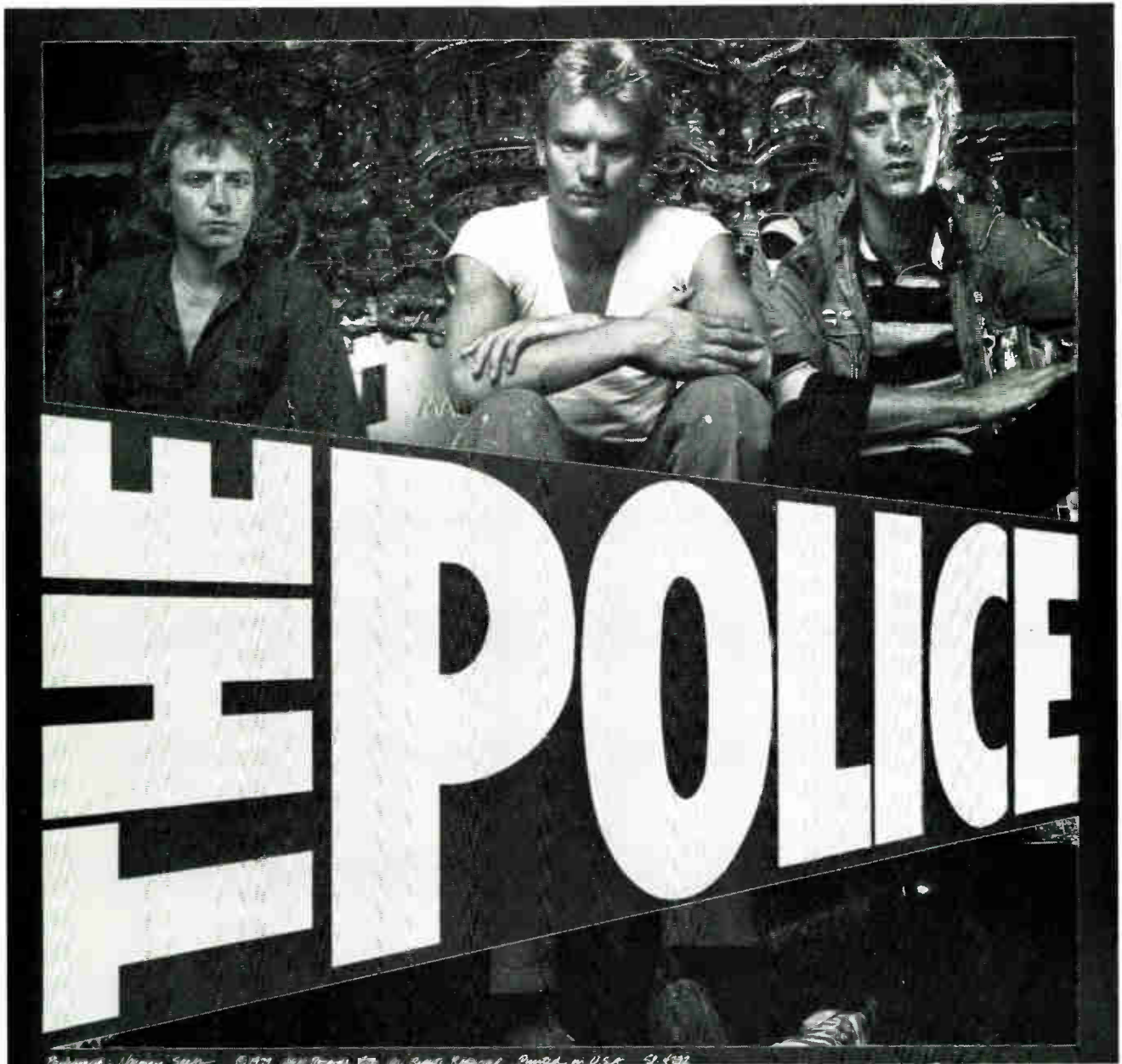
RON JACOBS is still in Honolulu. He is now a part owner and PD of KAHU soon to be KWAI. Ron promises to cover the islands like no one has yet been able to do. Makes sens to milla.

As was expected, HUDSON & HARRIGAN, former morning team at KILT/HOUSTON, have moved cross town to do same at KULF whose morning team is now at KRTH/LA. KULF ran ads with two guys with bags over their heads saying, "Guess who's coming to KULF?" KILT owns the names so they will now be known as Stevens & Pruett.


Just to complete the story, the EMI merger-with-somebody-with-cash move is complete. After the Gulf & Western deal fell through, EMI got Thorn Electronic Industries to put up \$360 million in badly needed cash. The new company is known as Thorn/EMI.

One of the biggest groups in the world is Abba. It has taken American programers a long time to accept this, though the American public have been buying Abba records by the millions. This is a group that just will not go away. They have completed a highly successful tour and their latest album is growing daily. Some of their singles are smashes and some arent. The ones that are are monsters. The current "Chiquitita" is one that is. It is absolutely the best seasonal record out there.

By the way, whatever you can do to associate your station with Bette Midler's movie "The Rose", do it. All formats, including AOR, should lookout for this one. The soundtrack has been slightly delayed but a single is forthcoming. Bette gives new (and true) meaning to "When A Man Loves A Women." The entire movie is sensational. There is not a weak second in it. Bette's singing and acting are flawless. The concert scenes are the best ever. Get tickets, get soundtracks, get the single on the air. Everything about it is class.....and mass.



THE REAL POLICE STORY: FRED ALBUM CHART

12-9 

ALSO GETTING THE MESSAGE:

92-FLY 22-9, CHUM 16-10, WCKO 19-14,
WKYB 27-16, WBSD 26-21, KKEG 28-24,
WZDQ 30-26, KIDD D-28, Q-106 D-29,
KBOX 35-30, WANS 37-32,
WNFQ D-34.

Added at: WALT, KREM,
KROY-AM, KOBO,
WLAN.

IT'S HAPPENING!
The single... "MESSAGE IN A BOTTLE."
The album... "REGGATA DE BLANC."



On A&M Records and Tapes

OSCAR FIELDS E/A VP

Los Angeles---OSCAR FIELDS has been named to the newly created position of Vice-President/Special Markets for Elektra/Asylum. The announcement was made by Elektra's vocal Chairman, JOE SMITH.

Fields was Vice-President of Black Music for WEA for the past 2½ years and will be responsible for E/A's expansion in the areas of black music, R&B, jazz and fusion.

Fields holds the distinction of being one of the founding members and on the Board of Directors of the Black Music Association. He also worked for RCA Records as Director of Product Management prior to joining the



WEA organization. Previous to that he was Vice-President of Marketing for the General Recording Company and VP of Sales and Promotion for Bell Records.

REORGADEREGUNIZING

Washington---With all the talk and action that has been geared towards the supposedly upcoming deregulation of the broadcast industry, particularly radio, it's interesting to see the FCC reorganize its Broadcast Bureau. The Bureau's function is to develop, recommend and administer policies and programs for the regulation of the broadcast industry services, both in tv and radio.

"This reorganization will enable us to improve the management of the Bureau and to increase our service and responsiveness to the public and the industry," stated reorganization architect Bureau Chief RICHARD H. SIBEN. "This reorganization is especially important now because it gives the Bureau increased capability for planning and developing policies in light of new and advancing technologies that tend to blur the lines between video, audio, cable,

common carrier and broadcast."

The reorganization is outlined as follows:

-Establishment of a Program Planning and Evaluation Staff within the office of the Bureau Chief.

-Formation of a Technical and International Branch in the Policy and Rules Division.

-Creation of an Equal Employment Opportunity Branch within the Renewal and Transfer Division.

-Abolition of the Office of Network Study.

-Extensive streamlining of the Broadcast Facilities Division.

The reorganization is expected to allow the Bureau to process more efficiently the over 3000 translator and auxiliary service applications received annually, a quantity of work that hopefully would decline with dereg.

TECHNOLOGY THREATS

New Orleans---FCC Chairman CHARLES D. FERRIS traveled to the Crescent city to attend the annual meeting of the Audit Bureau of Circulation. Speaking with cautious optimism, Chairman Ferris posed three major dangers in our fast developing communications technology:

The proverbial free speech dangers involved when government or private industry control access to the media; Speed-of-light political pressure on major issues from media like the two-way television system allowing people to vote daily on various subjects; Invasion of privacy, loss of freedom and dignity threatened by unwarranted access and misuse of information gathered, stored and transmitted by

electronic means.

Chairman Ferris didn't want to leave an impression of pessimism but rather wished to emphasize the need for government to "anticipate" and "identify" the potential dangers. He sees technology advancing to the point where communication fields will merge creating a threat to the already confusing legality of FCC "traditional concepts" and "regulatory approaches."

"We must master technology or technology will be the master of us," he said. (Thank you Buckminster.) The way Americans answer those questions, he concluded, "will tell us a great deal about the kind of society we will have in the future."

Lyons PD At WHVL

Hendersonville, N.C.---DAVE LYONS has been named to Program Director at WHVL. CHUCK FINLEY was the PD and has stepped down from the position but will continue to do mornings until the turn of the year when he will move to WCOS-FM in Columbia to cover afternoon drive.

Lyons commented, "I was the Music Director until now and I've always had pretty much complete say over the music and the rotation. This is what I've been working towards anyway.

"Because I've had so much input already, I don't see any major changes that will take place. I like the way the station sounds. I think in this size market you couldn't do better," said Lyons.

RICK SMULIAN PROMOTION VEEP



Rick Smulian

Miami---RICHARD "RICK" SMULIAN has been named to the post of Vice-President of Promotion for the newly formed Spector Records International.

"Now that Rick has joined our team at Spector Records, I am looking forward to a long lasting and very close relationship with him and his efforts," stated BAYARD SPECTOR, founder and President of the label. "Rick has a tremendous energy level along with one of the most positive attitudes I have ever seen. He is a professional from the word go."

Smulian's background includes work with advertising agencies, independent promotion and Promotion Coordinator for RSO Records in the Carolina area.

HAVE YOU MET THE MUSIC MAN?

NANCY POOL
KSHE/St. Louis

Me personally, a lot. I handle all the record companies as far as the business part is concerned. That includes contract negotiations, spot rates, frequency, promotions, that sort of thing.

PAT KELLY
WIFE/Indianapolis

I have asked our MD to introduce me from time to time. I like to know the reps and I like to know the hits and labels. Sometimes it might spark something in my mind that we can get into some sort of promotion with. I may be working on some particular promotion that, "Hey, this fits real good" and zap, we get together. We have been making a pretty decent effort to know the record people. As a matter of fact, in the summertime we get together a softball game between us.

It's important for the GM to be aware of what's happening with the record companies, because we're selling entertainment and music is a substantial part of it. If you don't know the music, you don't know the mood of the folks. It's very important to know what music is coming down, what kind of product.

It's necessary for me to know, for example, what kind of dollar volume the total industry is responsible for. The figure is very impressive. I want to know who likes what music, what demos like it, what lifestyles like it.

SAM SHERWOOD
KHOW/Denver

Being that I'm so new here at KHOW, I haven't really gotten into a heck of a lot of contact yet. I would like to get into more and get a feel of that too. I think

the GM should have a feel of everything in the station.

The GM should be aware of what systems we're using to research the music, how well we research it, how well we research our target group, how we're putting new product in and how fast we're putting new product in. That's all part of what's going into the future profit and loss. No question about it. I guess I'm more sensitive to that because I came up through the programing ranks.

ERIC HAUNSTEIN
Broadcast Division Manager
Sandusky Broadcasting

I have a tremendous amount of involvement, interest and an awareness of what's going on in the record business by having direct dialogue with program directors, music directors, sales managers and other people who do have contact with record companies. As a GM I have been decreasingly involved with record companies as the years went by but I never stopped reading the trades. I don't mean just the broadcast trades, I read the music-oriented trades.

It would violate my management philosophy to have unnecessary contact with record people just as it would be unnecessary for me to contact the Collins Transmitter Company over the purchase of the transmitter. I've got engineers and other people who do that.

However, I would never hesitate to get involved if my program director came to me and said, "They gave an exclusive to somebody across the street," or "Do you think if they could get an artist we could put a show together?" I would very rarely if ever initiate any of that. It wouldn't be appropriate to usurp my PD's authority.

CHEMICALLY TREATED Disc Jockey Cloth

COMPLIMENTS OF



DIRECTIONS:

The chemical impregnation in the cloth will last the life of the cloth. The cloth should be used damp, and when it does dry out, sprinkle lightly with water to reactivate. Keep cloth in plastic bag to avoid drying out.

Wipe record gently in a circular motion working from the inside out toward the edge.

Clean Sweep Award

KSJO/San Jose Music Director LOBSTER WELLS noticed that the record cleaning cloths sold in his local retail record outlet were called "Disc Jockey Cloths." Noticing the natural tie-in to his (or any) radio station, Lobster hit on the idea of giving away cloths whose package was emblazoned with the KSJO logo. The positives behind this type of idea are many. Besides raising the consciousness of good record care, the station logo will always be in the same proximity as the stereo, making tuning to KSJO more prevalent in the listener's mind.

Be True To Your School Award

Two school-oriented promotions that have come to our attention this week should be considered fully in any marketplace. These are promotions that get response from lower demos.

The first is from WPFM/Panama City, Florida. The station has announced that they have awarded Rutherford High School the WPFM Spirit Trophy for 1979-80. This type of award raises the competitive, interschool consciousness as well as making your station the one that these students want to listen to.

JIM GOLDEN from WBSR/Pensacola told us about the second of this week's school-oriented promotions by explaining his School Spirit Award. The award is based on votes from the students of the various high schools in the area. What started out as a lightweight promotion has Jim's desk snowed under with votes.

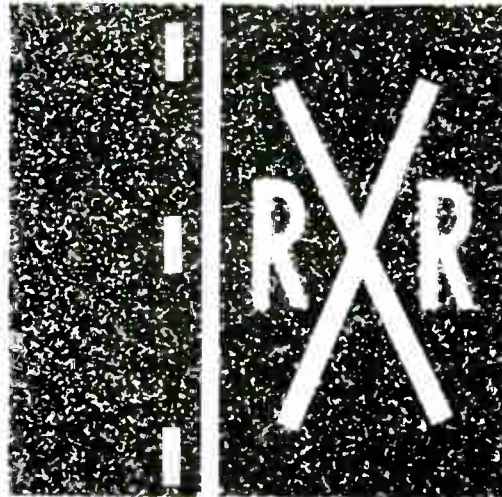


CHUM-FM's 2nd Annual Sound Spectacular Show, featuring 30 sound rooms and over 100 different brands of audio equipment.



INFINITY RECORDS

CROSSING NOW!



Nature's Divine

"I Just Can't Control Myself"

Added at: WLAC, KWEN, KSLY, KTFX, WLSQ,
KAKC, KEEL, KISR, WQCM.

Movers: WSM-FM 29-24, KFMK 27-20,
WNOE 39-36, WHHY D-30, WFLB 28-25,
FM99 33-28, WVIC 28-25, K-104 15-12,
KTLK 26-23, WCUE D-30, KCMQ 40-34,
98Q D-37, WLAY 23-20, WZZP on,
WBBQ on, WROV on, WCIR on.

ALL WE ASK YOU TO DO IS LISTEN.

Openings

New Openings This Week

WLSQ/Montgomery, AL has openings for afternoon and evening personalities following major restructuring. Good production skills required. Send tapes and resumes to John Stewart, PD, WLSQ, PO Box 5000, Montgomery, AL 36101. EOE. M/F. 11/19

WEIZ-FM/Columbus, GA seeks on-air Operations Manager to handle AM drive shift and some managerial duties plus liaison with consultant. Mellow, rich-sounding voice a must; previous management experience helpful. Send tapes and resumes immediately to Bernie Barker or Steve Kelly, WEIZ-FM, Box 1640, Columbus, GA 31902. EOE. M/F. 11/19

KYNO-FM/Fresno is accepting tapes for future openings. Send with resumes to John Lee Hooker c/o 96-1st St., 1060 Fulton Mall, Ste. 1500, Fresno, CA 93721. EOE. M/F. 11/19

WFBQ-95/Indianapolis needs street savvy personality with good business head. Send tapes and resumes to Tom McMurray, Operations Manager, WFBQ/WNDI Radio, 6161 Fall Creek Rd., Indianapolis, IN 46220. EOE. 11/19

KKRC/Sioux Falls, SD is looking for dynamic morning personality. Great pay for great talent. Tapes and resumes to Brian (Cosmic) Phoenix, KKRC Radio, 1704 S. Cleveland, Sioux Falls, SD 57103 or call 605 335-6500. EOE. 11/19

KMPC/Los Angeles has rare and unique opportunity for very special person to join our 50,000 watt giant. Music and talk personalities encouraged to apply for choice daytime opening. No calls. Send tapes and resumes to Jim Davis, KMPC, 5858 Sunset Blvd., Los Angeles, CA 90028. EOE. M/F. 11/19

WWMW (M-105)/Cleveland is looking for Program Director. Contact Eric Stevens at 216 391-1260. EOE. 11/19

WBBG-AM/Cleveland needs to fill two airshift positions at new all-hits station. Call Eric Stevens at 216 391-1260. EOE. 11/19

#1 18-44 AOR in central Florida is looking for intelligent, articulate individual. News background essential, music background helpful. Send tapes and resumes to David Sousa, 2001 Mercy Drive, Orlando, FL 32808 or call 305 298-5510. 11/19

WHND/Detroit is going live January 1, needs on-air PD and jock. Send tapes and resumes to Paul Christy, WHND-Honey, 1 Radio Plaza, Detroit, MI 48220. 11/19

KOTN AM-FM/Pine Bluff, AR seeks News Director for 3 person news department. Need individual who is aggressive, highly visible and community involved. Mature judgment is vital. Send tapes, resumes and photos to Buddy Deane, KOTN Radio, 920 Commerce Rd., Pine Bluff, AR 71601 or call 501 534-8732. EOE. 11/19

Wanted: Jocks, PDs and news people for major market. Contact Jerry Clifton or Eric Rhoades, NewWorld Communications, 3000 NE 30th Place, Ste. 202, Ft. Lauderdale, FL 33306 or call 305 564-4905. EOE. 11/19

Midwest

WDRQ-FM/Detroit has mornings, needs talent! The search continues for quick-witted, multi-talented morning drive hustler! Send tapes and resumes to Mark Driscoll, PD, WDRQ, 20300 Civic Center Dr., Southfield, MI 48075. 11/12

WIFE/Indianapolis has opening for Adult Contemporary morning person. Send tapes and resumes to Steve Cooper, WIFE, 1440 N. Meridian, Indianapolis, IN 46202. EOE. 11/12

WFMK/Lansing needs bright, entertaining, mature, etc. morning person. Send tapes and resumes to Mike Jackman, WFMK, PO Box 991, East Lansing, MI 48823. EOE. 11/12

KCBW/Sedalia, MO has two openings for on-air announcers. Good production skills essential. Send tapes and resumes to KC BW, Box 1056, Sedalia, MO 65301 or call Wesley Yates at 816 826-1051. 11/12

KLAZ-FM/Little Rock needs top notch professional entertainers. Send tapes and resumes to Carl E. Jones, Asst. PD, KLAZ-FM, Little Rock, AR 72207. No calls please. EOE. 11/12

KKEZ/Ft. Dodge, IA, a 100,000 watt pop adult station, is accepting tapes and resumes for future openings. Please write J. Michael Libbie, Box 578, Ft. Dodge, IA 50501. 11/5

KLAZ-KOKY/Little Rock is accepting applications for future openings in news. Send tapes and resumes to Linda Johnson, 1501 N. University, Suite 768, Little Rock, AR 72207. EOE. 11/5

WDJX/Dayton, OH is looking for experienced air talent. Send tapes and resumes to WDJX, 44 Kinsey Rd., Xenia, OH 45385 or call 513 372-8014. EOE. M/F. 11/5

WMEE (MAGIC 97)/Ft. Wayne, IN is looking for bright young star for future openings. Send tapes and resumes to Steve Christian, PO Box 6006, Ft. Wayne, IN 46816. 10/29

South

WSGA/Savannah, GA has News Director opening, also considering tapes for future jock openings. Send tapes and resumes, with recent photo, to Jerry Rogers, PD, WSGA, PO Box 8247, Savannah, GA 31412. M/F. EOE. 11/12

100,000 watt South Florida contemporary FM needs your talent. Openings in all shifts, full and parttime, production, news, promotion for new facilities. Major or medium market people preferred. Send tapes and resumes to 3033 Terramar, Suite 14, Ft. Lauderdale, FL 33304. 11/12

FM97/New Orleans has jock openings. Send tapes, resumes and career goals to Dan Valle, PD, WLFB, 601 Toyota Ave., Poydras Plaza, New Orleans, LA 70113. 11/12

WROV/Roanoke, VA needs News Director. Applicants should know how to relate issues and events to wants and needs of young adult audience. No beginners. Send tapes and resumes to Mark Fryburg, ND, WROV, PO Box 4005, Roanoke, VA 24015 or call 703 343-4444 or 345-6397. EOE. 11/12

WLSQ/Montgomery, AL has opening for afternoon drive time personality. Good production essential, good bucks. Send tapes and resumes to Pat Robbins, WLSQ, PO Box 5000, Montgomery, AL 36101. EOE. M/F. 11/5

16KZ/Augusta, GA looking for air talent with creative personality. Production skills essential. Send tapes and resumes to Brian Sargent, PO Box 1454, Augusta, GA 30903. 10/29

WQPD/Lakeland, FL is looking for engineer-jock with first class license and experience in AM transmitter and studio maintenance. Also openings for experienced super personality morning man and personality rock jocks. Excellent pay in growing market. Contact John Jenkins, PO Box 827, Lakeland, FL 33802 or call 813 682-3142. 10/29

G-135/Blackshear, GA has opening for personality with good production. Also sales position opening for experienced only. Contact John Rogers, PO Box 400 R, Blackshear, GA 31516 or call 912 449-6614. EOE. M/F. 10/29

Northeast

WAEB/Allentown, PA, top-rated FM rock, has immediate opening for experienced, high-energy audience grabber. If you have a good voice and proven act, send tapes and resumes to Jeff Frank, WAEB, PO Box 2727, Allentown, PA 18052. EOE. 10/22

WLAN/Lancaster, PA has opening for nighttime rock personality with good production, interest and input towards station promotion. Five-day week. Send tapes and resumes to Rod Rice, PD, WLAN, PO Box 868, Lancaster, PA 17604. EOE. M/F. 10/22

WUPE/Pittsfield, MA has unique opening for adult oriented jocks with programming experience. Send tapes and resumes to Bob Cahan, PO Box 1265, Pittsfield, MA 01201. EOE. M/F. 10/22

WKBO/Harrisburg, PA is looking for talented communicator for adult approach to Top 40 for midday or afternoon slot. Good production and mature voice required. Send tapes and resumes to Jim Buchanan, 411 South 40th St., Harrisburg, PA 17111. No calls. Also opening for experienced news broadcaster. Send tapes and resumes to Mike Pintek, ND, WKBO, 411 South 40th St., Harrisburg, PA 17111. EOE. M/F. 10/22

West

KAGO/Klamath Falls has openings for two top notch personalities. Good money. Females encouraged to apply. Send tapes and resumes to Charlie Van Hall, PO Box 1150, Klamath Falls, OR 97601. EOE. 11/12

Z-93/Amarillo is accepting tapes and resumes from the best chief engineers and air talents. Contact Bo Jefferies, Box 7488, Amarillo, TX 79109. 11/12

KGAB/Ventura needs talented air personalities and production persons. Call Chester at 805 647-0634. 11/12

KYYX/Seattle has opening for extremely talented air personality who can reflect the 80s. Send tapes, resumes and personal goals to Program Director, KYYX Radio, 1305 3rd Ave., Suite 400, Seattle, WA 98101. 11/12

KATA/Arcata, CA is accepting tapes and resumes for future full and parttime air personalities. Contact Mark Hill, Program and Operations Manager, KATA, Drawer 1, Arcata, CA 95521. No calls, please. 11/12

KFMB-AM/San Diego needs air personality immediately for weekend shift. Send tapes and resumes to Mark Larson, PD, KFMB, PO Box 80888, San Diego, CA 92138. EOE. 11/12

KBLI/Blackfoot, ID needs afternoon man with strong production skills. Send tapes and resumes to Mike Scott, Box 699, Blackfoot, ID 83221 or call 208 785-1400. 11/12

Christian radio managers, programmers needed in major, medium and small markets. Great opportunities for advancement. Ask for Rick Painter, Radio Design Group, 714 888-2287. 11/12

KPAS/El Paso, TX needs dedicated air talent. Send tapes and resumes to Bo Jagger, 3901 N. Mesa, El Paso, TX 79902 or call 915 533-8211. EOE. 10/29

KSEN/Shelby, MT needs nighttime air personality for Spec III station. Send tapes and resumes to Bob Norris, 830 Oil Field Ave., Shelby, MT 59474 or call 406 434-5241. EOE. 10/29

KUPD/Phoenix has jock opening, considering research director. Send tapes and resumes to John Sebastian, 1089 E. Camelback, Phoenix, AZ 85061. No calls, please. EOE. M/F. 10/29

KHOW/Denver has opening for radio engineer. Applicants shall have first class radio/telephone license with at least 3 years experience in broadcasting field. Applications accepted thru Nov. 9. Contact Hugh Beavers at 303 573-6300 to set up appointment. EOE. 10/29

KOKQ/Monterey, CA needs parttime weekend. Send tapes to PO Box KOKQ, Monterey, CA 93901. 10/29

Looking

Al Bondi, formerly of KOBO/Yuba City, seeks work as air personality in medium market production. Call 916 444-7840. 11/19

Fred Levy, former PD KXIM/Santa Maria, now available. Call 805 922-1888. 11/12

Hot female communicator will rock you into big numbers. Formerly with Y-103. Call Sabrina. 904 725-4890. 11/12

Paul Trembley, formerly of WHYN, WTIC, WELI, seeks major market production/wing or medium market AC/Top 40 drive slot. Great pipes, heavy 4 track production experience. Tapes and resumes on request. Write 36 Mount Vernon Drive, Apt. D, Vernon, CT 06066. 11/12

Brock Boulette, 7 years experience, 3 in programming, is seeking air talent or programing position in medium or small market Top 40 station. Presently working at Q101/Meridian, MS. Please call 601 483-1859 between 9 am and 1 pm. 11/5

Contemporary couple, one-to-one communicators, 11 years combined experience, 2 years AM drive team, are looking for warm climates. Contact Jude or Georgia at 504 466-8421. 11/5

Top 40, Adult Contemporary Phoenix jock looking for job in Southwest or Northwest. Call Bob at 602 994-8072 or leave message at 602 268-2377. 11/5

Ken Silverstein, former Sports Director for WKY/Oklahoma City and WRFD/Columbus, OH, is looking for large or medium market opportunity. Will relocate. Excellent references. Call 201 246-2063. 10/29

Roy Rosen is available for major or medium market Universals format. Currently jock and music research at WAYS, looking for same. Call 704 568-1882. 10/29

Two announcers work and live AOR. Out of work due to Muzak change. Will relocate. Call Rick or Hal at 904 772-6261. 10/29

Matt Hudson, 4 years experience, former MD KLIK/Jefferson City, MO, looking for MD or research position. Call 314 636-2038. 10/29

Top 10 Market pro with good credentials seeks programing position. All markets considered. Call 415 573-8093 anytime. 10/29

Beverly Padratzik, former National Promotion Director for Bill Graham Management, available for record promotion opportunity. Direct management with Santana, Eddie Money, Van Morrison and many others. Relocating to New York November 15. Until Nov. 15 call 415 552-9533. After Nov. 15 call 212 986-2914. 10/29

Steve Nadel wants a gig closer to home in Big Apple. Top 40 and MOR stations, take note. This former Music and Program Director can help your station. Excellent knowledge of pop music. Call 212 823-3069. You won't be sorry. 10/22

Female personality most recently with WHAM is looking. Professional and quality operations. Call Gerry Cipolla at 716 442-7363 or 305 482-5479. 10/22

Lee Brenner, former morning personality and MD at WGLT/Tallahassee, is looking for large or medium market opportunity. Call after 9 pm 904 576-7455. 10/22

John Stennett, alias Mark Donahue, formerly at 95-KBOS/Tulare, would like to relocate to medium or large market (will accept small) PD or MD position, preferably Top 40, Adult Contemporary and/or Country. Call 805 5831-4224 9 am-5 pm PDT. 10/15

Mike Jacobs, 6 years experience, seeks employment in Universal, Spec III or Disco format. Prefer mid-Atlantic region. Call 215 415-2066. 10/15

Female air talent with good ratings in top markets and music, research and production background looking for new opportunity. Contact Hilary at 518 785-6929. 10/15

Ray Oakes, 9 years experience, formerly PM drive and Research Director at WZZX/Louisville, is looking for jock, MD or PD position anywhere. Excellent background in music research and programming. Call 502 245-7234. 10/15

Steve Jeffries, 7 years experience and former PD & MD, is looking for position in contemporary station. For resumes and tapes call 601 372-3385. 10/15

Ratings

After FRED's incredibly well received Interview with RAM Research's JACK McCOY, we had many requests for a comparison between RAM and league leader Arbitron. Here is a representative sample comparison of RAM and ARB for the Spring ratings period. Note that RAM covers March, April and May while ARB reflects April and May only.

	RAM 12+	ARB 12+						
WQBK/Albany	3.2	4.5	KAZY/Denver	7.4	7.3	WNEW/New York	3.1	2.8
WKLS/Atlanta	9.6	7.7	KBPI/Denver	9.3	4.6	WPLJ/New York	3.8	3.5
WBCN/Boston	6.5	5.1	KFML-AM/Denver	0.8	1.0	WPIX/New York	1.4	1.1
WCOZ/Boston	4.7	4.5	WABX/Detroit	5.0	3.9	WDIZ/Orlando	6.7	7.3
WEEI-FM/Boston	4.7	3.0	WNIC-FM/Detroit	3.8	3.3	WORJ/Orlando	6.5	6.4
WGRQ-FM/ Buffalo	6.7	5.4	WRIF/Detroit	4.9	4.6	WIOQ/Philadelphia	3.2	1.8
WBUF-FM/ Buffalo	3.0	1.5	WWWW/Detroit	6.8	6.1	WMMR/Philadelphia	7.4	6.1
WLUP/Chicago	6.9	5.3	WCCC/Hartford	4.6	3.2	WYSP/Philadelphia	3.8	3.8
WMET/Chicago	1.8	1.4	WDRC/Hartford	3.4	3.4	WKZW/Peoria	16.9	14.3
WXRT/Chicago	3.2	1.8	WHCN/Hartford	4.9	3.9	WWCT/Peoria	9.4	10.8
WMMS/Cleveland	10.9	7.7	WIOF/Hartford	3.0	2.0	KBBC/Phoenix	4.3	5.1
WNWM/Cleveland	5.0	5.2	KILT-FM/Houston	5.4	3.9	KDKB/Phoenix	9.5	7.5
WLVQ/Columbus	11.2	7.8	KLOL/Houston	6.2	3.5	KIOG/Phoenix	2.8	2.2
KTXQ/Dallas	5.5	6.8	WFBQ/Indianapolis	9.6	8.7	WDVE/Pittsburgh	7.9	7.6
KZEW/Dallas	4.2	2.8	KUDL/Kansas City	3.6	3.2	WYDD/Pittsburgh	2.9	1.9
WTUE/Dayton	8.4	12.7	KYYS/Kansas City	14.3	10.3	WLOB/Portland, ME	6.1	6.3
WVUD/Dayton	3.5	2.7	KLOS/Los Angeles	2.6	2.6	WBLM/Portland, ME	7.3	3.7
			KMET/Los Angeles	6.6	5.8	WCMF/Rochester	2.7	2.5
			KWST/Los Angeles	1.1	1.3	WMJQ/Rochester	13.2	11.5
			KZLA/Los Angeles	2.0	1.6	WYFE-FM/Rockford	4.7	7.1
			WLRS/Louisville	14.5	13.6	WZOK/Rockford	8.3	13.2
			WNUU/Louisville	1.4	1.2	KGB-FM/San Diego	6.4	4.4
			WWWL/Miami	5.0	2.5	KPRI/San Diego	4.3	4.1
			WSHE/Miami	2.7	1.8	KMEL/San Francisco	2.7	2.3
			WINZ-FM/Miami	1.0	1.7	KSAN/San Francisco	7.9	1.8
			WLPX/Milwaukee	8.3	7.1	KYA-FM/San Francisco	2.1	2.5
			WQFM/Milwaukee	3.5	3.6	KOME/San Francisco	2.7	1.9
			WNOE-FM/New Orleans	4.7	5.0	KISW/Seattle	3.7	3.1
			WRNO/New Orleans	8.5	7.4	KZAM/Seattle	2.1	2.8
			WMYK/Norfolk	6.7	8.7	KZOK/Seattle	7.0	5.5
			WNOR/Norfolk	9.2	7.4	KCFM/St. Louis	1.3	1.4
			WZAM/Norfolk	2.2	1.7	KSHE/St. Louis	7.3	5.5

TOP TELEVISION

Courtesy A.C. Nielsen. Week ending 11/11/79.

1. 60 Minutes (CBS)	31.1	6. Archie Bunker's Place (CBS)	25.1
2. Eight Is Enough (ABC)	27.6	7. Jeffersons (CBS)	24.9
3. M*A*S*H (CBS)	27.0	8. Three's Company (ABC)	24.8
4. Alice (CBS)	26.6	9. White Shadow (CBS)	23.5
5. One Day At A Time (CBS)	26.5	10. Happy Days (ABC)	23.4

TOP MOVIES

1. 10	(ORI)	18. The Amityville Horror	(AIP)
2. Apocalypse Now	(UA)	19. Why Not	(NL)
3. Skatetown USA	(Col)	20. La Cage Follies	(UA)
4. Life Of Brian	(WBO)		
5. Time After Time	(WBO)		
6. Luna	(Fox)		
7. Rocky II	(UA)		
8. Nosferatu	(Fox)		
9. Young Frankenstein	(Fox)		
10. Enter The Dragon	(WB)		
11. Fantasia	(BV)		
12. Up In Smoke	(Par)		
13. The Warriors	(Par)		
14. Alien	(Fox)		
15. North Dallas Forty	(Par)		
16. Dracula	(U)		
17. The Muppet Movie	(AFD)		

TOP BOOKS

1. JAILBIRD		7. THE RIGHT STUFF	
Kurt Vonnegut		Tom Wolfe	
2. AUNT ERMA'S COPE BOOK		8. SOPHIE'S CHOICE	
Erma Bombeck		William Styron	
3. HOW TO PROSPER DURING		9. CRUEL SHOES	
THE COMING BAD YEARS		Steve Martin	
Howard Ruff		10. SHADOW OF THE MOON	
4. THE DEAD ZONE		M.M. Kaye	
Stephen King		11. THE MATARESE CIRCLE	
5. TRIPLE		Robert Ludlum	
Ken Follett			
6. RESTORING THE			
AMERICAN DREAM			
Robert J. Ringer			

UNIVERSALS PROGRAMING FAVORITES

1. TOM PETTY
2. RUPERT HOLMES
3. JEFFERSON STARSHIP
4. STEVE FORBERT
5. MICHAEL JACKSON

NO MATTER
 HOW YOU LOOK AT IT
 NITELYTE IS
 A SMASH!

"IF YOU WANT IT"
 The New Single
 by Niteflyte

Added to: WFL, WFBR, WEFM,
 WPRO-AM, KX104, KTOQ, WIFC.

Moves: WDBQ 18-15, WTIX 25-17,
 Y-100 2-4, WNOE 18-15, WQAM 23-17,
 WAXY 25-25, WXIL 25-17, WFOU 21-18,
 98Q 21-17, WRFC 25-19, WQXQ 20-17,
 WKXY 27-24, KWEN 9-8, KUHL 27-23, WORD 30-28,
 WEAH 18-15, KISR 23-17, WUPE 28-21, KQIZ D-29,
 WRAW D-30, KRDC 38-35, WLOF D-39,
 WCHV 30-28, WNVK D-38.

Produced by Sandy Toronto & Barry Miorz.



**NO MATTER
HOW YOU LOOK AT IT
NITEFLYTE IS
A SMASH!**

**"IF YOU WANT IT"
The New Single
by Niteflyte**

Added at: WIFI, WFBR, WEFM,
WPRO-AM, KX104, KTOQ, WIFC.

Moves: WBBQ 16-12, WTX 22-17,
Y-100 5-4, WNOE 18-15, WQAM 23-17,
WAXY 25-22, WXIL 22-17, WFOM 21-18,
98Q 21-17, WRFC 22-19, WQXQ 20-17,
WKXY 27-24, KWEN 9-8, KUHL 27-23, WORD 30-28,
WEAM 18-15, KISR 23-17, WUPE 26-21, KQIZ D-29,
WRAW D-30, KRDG 38-32, WLOF D-39,
WCHV 30-26, WNVR D-38.

Produced by Sandy Torano & Barry Mraz.





**GOD
KNOWS**

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State _____
Zip _____
Phone Number _____

FRED Directory of Radio
598 Foam Street
Monterey, CA 93940

Fred

World Radio History

Profile



DANNY BRAMSON

President, Backstreet Records
Executive Director, Universal Amphitheatre
Vice-President, MCA Concerts, Inc.
Consultant, MCA Discovision

Young Man, Young Label, Young Ideas

I'm 26. I started working within the MCA corporate family when I was 18 and produced a film and music festival here. I went to UCLA film school for four years and worked in the Universal Amphitheatre as stage manager, production manager, ran the box office, was house manager, wore every hat in the theatre. When I came out of UCLA, having just turned 21, I took over the Universal Amphitheatre.

At that time the hippest act they ever had was Bette Midler. I brought in Crosby and Nash, James Taylor, Linda Ronstadt, Fleetwood Mac, ELO, Hall and Oates—and that was the first year. The second year I did the record breaking 14 day engagement with Linda Ronstadt. I did James again, Sinatra, and Jackson Browne recorded his live album "Runnin' On Empty." In '78 I did Donna Summer's very first concert, Steve Martin's 10 day engagement with the Blues Brothers. Benson, Natalie Cole, Heart, Kenny Loggins, Sinatra again, Diana Ross, Liza Minelli—this last year, it's like who didnt I do!

In addition to this, I'm a corporate officer of MCA, as of a couple of years ago. I had been a consultant for Universal Pictures. Now I'm musical consultant and basically coordinate the majority of their contemporary and rock soundtracks. I'm working on a new film, "Where The Buffalo Roam," the story of Hunter S. Thompson. In addition to that, I'm musical adviser to MCA's video disc division, Discovision. In January I formed my own record label called Backstreet, manufactured, distributed and marketed by MCA Records. When it comes down to it, I'm like the house hippie in MCA! We also formed a company last year called MCA Concerts, Inc. to produce concerts outside the Amphitheatre. I've been lucky! I've learned a lot. It allows me to crosspollinate into a lot of areas. It

never allows one to get bored and never allows one to get any sleep!

What Chrysalis has done in putting the Blondie album on video is a very innovative and very creative attempt. What is not certain is its commercial viability at this point. In store video displays it could possibly get someone turned on enough to buy a record.

With respect to selling the video disc itself, I dont know how many video units there are throughout the U.S. right now but it's not enough to make a lot of difference. That doesnt mean there wont be in the very near future and I'm talking about maybe three years at the maximum. It's going to be an incredible force in home entertainment. You dont have to be a genius to come up with that one.

I dont think anything can replace that live interaction between an audience and a performer. If you could go see the Rolling Stones or James Taylor at a club, you bet your ass you would do that no matter how many video performances you had seen. But to have to stand in the hot sun for six hours to be treated like a piece of meat, I think you'd rather stay home and watch it on Discovision. Video disc will force concerts to be better but it wont replace them.

Subscription tv is going to affect it more. And it may also affect video and record sales. If Bruce Springstein is playing in New York and they offer it as part of your subscription thing so that you phone in and say, "I want to see Bruce Springstein at 8:00, bill me," that could be a very real possibility instead of going out and purchasing a pre-recorded tape. I dont think it would affect the live concert business as much because it's difficult to transpose a live concert feel to video or to film. There is something about a live concert that cant be replaced. Let's hope that this world doesnt get so dangerous that people are so paranoid they wont go out to movies,

concerts or a play. That social interaction is so important. Can you imagine that your children werent able to feel live entertainment? How disgusting! How antiseptic! I dont think any new media are going to destroy that interaction.

I dont think it's going to have that dramatic an effect on radio, either. It's going to affect the discretionary viewer, that guy who only watches four hours of tv a week. He's going to be even more discretionary and only watch those things he wants to watch instead of settling for reruns. He's going to put on a video tape of Neil Young or put on an educational video disc, a tremendous educational tool. As important as music on video will be the educational power of the video disc will be even more pervasive. The U.S. government has invested quite a substantial amount in buying video machines for educational purposes. Everytime you get into an airplane instead of having a stewardess run through her motions, showing you how to use the safety equipment, you can watch it on video. It'll make it attractive, fun and more informative.

Backstreet Records is a young company. I'm young. Therefore, we are in a growing stage, susceptible to new ideas. We are not locked into a specific pattern of thought. If I predict what we will do, I defeat the purpose in what I represent. The one thing we're not going to be is conservative in our outlook on the future.

Radio is one of the most important media in my life. I hope that radio continues their imaginative and creative power and continues to present newer artists and keep that growing to inspire new acts. Those are the magic moments that I remember in radio. I'm a fan of radio. I love radio. There's nothing more fun than driving around in a Camaro listening to American radio! It's what America is all about!

FROM NEW YORK TO ORK

JAY THOMAS "Mork & Mindy"

"...I played semi-pro football in Charlotte and was drafted by the World Football League. Went to camp as a quarterback but never made the team."

FRED: *How did you get from 99X to Mork & Mindy?*

JAY: I would leave the station and do plays—seven in three years. I was doing stand up at the Improv and then I wrote a screenplay with RAY D'ARIANO. They came to town and somebody said, "There's a guy named Jay Thomas who's a writer and actor and a disc jockey who could probably do what you want. They wanted somebody, not so much an actor but somebody Robin Williams wouldnt blow off the stage. The first day on the set he blew me off the stage in about 10 seconds. I said three or four things and I knew I was in the wrong ballpark. I've done 15 shows. In the last six I've relaxed. It took us a long time to start working together like we are now.

FRED: *Where did you start in radio?*

JAY: Panama City, Florida at WDLP. I was a highschool football announcer. They used to sign off at midnite and I stole the key to the control room after everybody went home. I went in work and practiced being a jock.

I got a job in Pensacola, WBSR. From there to WKGN/Knoxville, then WKDA in Nashville. I got fired for saying something about Elvis Presley.

STAN KAPLAN hired me in Jacksonville. I worked the night show at APE. He put me through college and he told me never to go to law school and all that stuff. He taught me how to really promote and how to buy things with the dollars I made, like stock. I became PD of APE from 71-76 and then was moved to Charlotte to become PD for the chain.



I came home one day and all my furniture was gone. So was my wife! The phone was ringing as I came in. The guy was from 99X in New York. I said, "Look, I never thought about leaving but all my furniture is gone so why not." I sort of made the deal in shock. "The divorce is so awful I have to run away," I told Stan. I owed him so much that I had trouble telling him I was going to quit. I still own a small piece of the company.

FRED: *Tell us about 99X.*

JAY: I was the morning man. I was PD there for awhile. It was absolutely the

worst situation I've ever been in in my life. I learned from Kaplan that you spend a lot and you make a lot. I spent a ton of money when I was a PD and I was just used to that. I flew around the world for them and tried to get some promotions going. They didnt know how to handle me and they ran scared. There was no commitment to personality radio. I think they were afraid I was going to become a monster if I ever hit.

I'm not interested in being a big star. That's going to happen whether you want it to or not. When you want it to

sometimes it doesnt happen. The week before I got this job I was demonstrating french fries out of human fingers machines in shopping centers. I just made a deal with a bubble gum company where I go to shopping centers and interview to find the youngest comedian in the world. That's how I did it in radio and I'm going to do it in tv the same way. I'm going to work from the grassroots in instead of the center out. I stayed with 99X to have a great radio show which was fun. They let me do almost anything I wanted.

"...I'm not interested in being a big star. That's going to happen whether you want it or not."

FRED: *What was your acting background? Were you interested in acting back when you were with Kaplan?*

JAY: Yes. My background included high school and college plays. I dont like being uncomfortable for one second, so the plan was always to move in radio to either New York or Los Angeles and to live comfortably and break into professional acting. That's exactly what happened. I was in summer stock at 18 but I'm not big on starving. I dont think you have to live like that to make it. Guys jump off of buildings sometimes.

FRED: *When you were in New York, what kind of acting training did you take?*

JAY: I was in a class with a guy named Warren Robertson. He started me in a play which the New York Times reviewed. I didnt want to do anything that hasnt been done before. I would go to a new playwright and if he needed \$500, I'd give him the money to get the play going.

At this point, I'm an ex-DJ whom somebody found on the street and put on television. I'll have to fight now to be an actor because I'm not so sure they're going to look at me as an actor. Just in case they dont, I'm buying real estate now.

FRED: *How did you go about getting this part specifically? Did you have an agent?*

JAY: Yes, I had an agent but he didnt get me the job. A secretary from another agent's office mailed a picture of me. I met the casting girl at Paramount and she liked me. Then the producers came in, this was all in NY. I had a real loyal

radio following and a couple of them happened to be in that audition. They went in and said, "Boy, ya know that Jay Thomas is really funny and bla, bla, bla."

First of all, television scripts dont read very funny. I thought what they had given me was a drama. It wasnt funny at all. There was a thing about my father in there and it was supposed to be funny but it made me sad so I started crying. They must have thought I was crazy. They said, "It's funny! Cant you do it funny?" I said, "Well no, it isnt funny. It's kind of a piece of shit you got here." They laughed. They thought it was real funny. I later found out that Robin sort of talks like that. These guys were used to it from working with him and they said, "We'd like to put you on the show." That's exactly what he said. I came back for screen testing on Wednesday, they hired me on Friday and I was at work and shooting Monday morning. It took about 10 days. I quit 99X and that was a tough decision because I was under contract but they let me go.

FRED: *You've mentioned twice already that you dont like to suffer. Radio is a very unstable profession. The only profession I know of that's more unstable is acting. How does that make you feel?*

JAY: When you're yelling and you make \$80 a week like I did in Pensacola, I didnt know I was suffering. I had a new car and a \$50 a month apartment. I didnt feel anything. Now at 31, if I were broke I would know it. There was a time in radio where I said, "Well, I'm probably not going to be an actor. I'm not going to live any of those dreams. I became real unhappy and I went through a couple of real nice girlfriends that probably I would have stayed with had I been as happy as I am now—and a

wife. One day I just said, "Gee, I'm sick of being miserable. I'm going to go take a shot." To me, working in New York for 65,000 bucks was miserable. That's what I made in Charlotte and I was rich in Charlotte.

FRED: *The fact that this is a much more unstable profession doesnt make you more insecure?*

JAY: I'll tell you what, I'm going to be around for awhile. I know how to play the game. I'm coming out of one career moving into another. If things get rough, I'll go work radio again. I dont think it'll get rough. I think everything is going to be ok.

"...I'm not a good disc jockey. I have trouble doing the time and temperature. I make a lot of mistakes. I have a lisp. But I'm funny."

FRED: *When you were in Charlotte, did you ever get any outside work?*

JAY: You can get work, I used to tell the jocks at 99X all the time. They used to think people called me on the phone and gave me work. Man, I hustled every day. You've got to get the hustle going. You've got to dress in your coat and tie and you've got to go knock on the door with the tape. You can do it in St. Louis, Chicago or anyplace. If you dont work you're not going to get any. Nothing ever came to me. I went out in the street. In Charlotte I would think of





things to do. I would also make myself expensive. I was charging \$250 an hour for an appearance which is a lot of money in Charlotte. In New York I was making \$300 an hour demonstrating foot massagers and all that. I'd pick up an extra 2, 3 grand a month. It wasn't just money to me, it was fun and I would do jokes for the crowd. I wrote screenplays. All of it's going to be valued. If I stick around Mork & Mindy for, let's say, three years and I don't work after it's over, I'll live off the residuals and move into another realm. I don't think it's going to be easy from here on in as far as getting acting. You know this, you wrote a play and a musical. It's tough. I don't think it's going to be easy but it's going to be fun.

FRED: *What advice do you give to these guys in radio about self-promotion?*

JAY: You just said it. Self-promotion. Even here at Paramount and ABC, I give them as much help as I can. You have to go do it yourself, without being pushy. You can't be rude.

Also, I think there are certain disc jockeys who ought to be giving information and not telling jokes. You have to have a real sense of who you are. I'm not a good disc jockey. I have trouble doing the time and temperature. I make a lot of mistakes. I have a lisp. But I'm funny. I don't try to fool myself. The first thing you have to do is realize what you're promoting. If you're drab, you ought to somehow promote that you're drab. You oughta take whatever you are and make something out of that.

Another thing is that they lack confidence. They just don't believe it's going to happen. It'll happen because no one else is trying to do anything. There are a lot of real talented guys who could have done this job that I'm doing but they didn't think they could do it, so

they're still back in New York waiting for a break. Waiting has never gotten me anything. Robin is very ambitious. He's a well-trained actor but he couldn't get work in San Francisco doing Shakespeare which is really what he wants to do. So he turned to comedy because he made his friends laugh. He re-evaluated what he could make a career out of and here he is, the biggest thing on tv.

You have to re-evaluate. If you're a good writer, then use your salary from radio to do your writing. It makes you a lot happier. I was unhappy for ten years going to work. As soon as I hit New York, I loved going to work everyday. They were paying me until I became an actor. I gave them a good show. Self-promotion is it. You don't need an agent. You don't need a manager. You have to do it yourself first.

When I was a senior in high school, C.C. COURTNEY was the king of the radio in New Orleans and BUZZ BENNETT was there too. I used to listen to Buzz and listen to C.C. They were big rivals. When I got in radio I copied both their styles and that's how I started. That's the actual truth. I copied bits and little voices C.C. used to do and then Buzz was kind of a shotgun style. I liked both of them. I always figured Bennett had one of the worst voices I ever heard and yet he made it. He knew how to promote himself and his station. C.C. went on to write hit plays and become a very successful actor. I watched him go for it and get it. I always thought I could do the same.

FRED: *What advice would you give someone in radio about performing? Anything that you're picked up from acting that you can relate to radio?*

JAY: You have to try a lot of things. God, it's so hard. I always tell people who



aren't funny not to tell jokes. Jokes don't make you funny. It's always the style.

There's a lack of education among disc jockeys. I read everything. I don't give three shits about what we did in outer space but on the air I was able to sound like I knew about a lot of different subjects. Then you give yourself a little credibility.

I was always made to get into these situations to make him laugh up there in heaven when things don't go right. "Alright, let's let that asshole get in another situation he can't handle!" I don't know where Mork & Mindy came from. I can't say I worked for it, deserve it, nothing. It just came from I don't know where. And to work with these guys now, it's like, well you can see how friendly and nice it is here. No ego battles here. I work with a star who's so big that you can never overcome him.





KZEW/Dallas celebrated their sixth birthday by treating the Metroplex to free ice cream, ZEW free nights at various clubs and a frisbee festival. Pictured (l-r) is the ZEW air staff in their birthday suits: John Dillon, John LaBell, Beverly Beesley, Michael Brown, Betsy Thaggard and Greg Crouch.



While on a recent promotional tour, A&M recording artist Rita Coolidge stopped by radio stations WHHY-AM and WHHY-FM (Y102) to thank her friends for their support in promoting her current album, "Satisfied." Pictured (l-r): Seated: John Chapman; Rich Thomas, WHHY-AM Music Director; Johny Schuler, A&M Local Promotions. Standing: Phil Horton, WHHY-FM Music Director; Larry Stevens, WHHY-AM Program Director; Rita; and Kris O'Kelly, WHHY-FM Program Director.



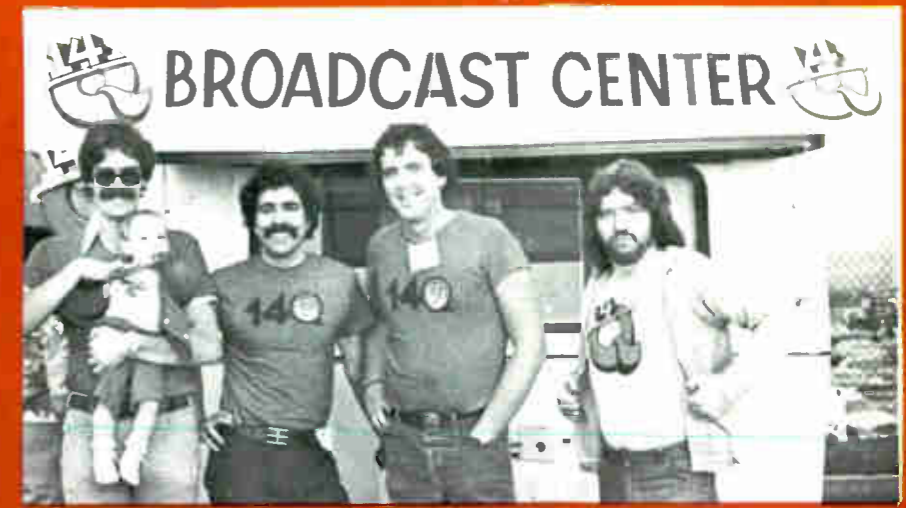
Dobie Gray visits Z93/Atlanta. Pictured (l-r): Roger Sayles, Infinity Local Promo; Bob Osborne, Infinity Regional; Dobie; John Young, Z93 PD; and Ross Brittan, half of Z93's very expensive morning team.



Rock 'n' rollers Tantrum personally deliver their new "Rather Be Rockin'" LP to Chicago AORs. Here, WXRT's Bob Gelms (teeth firmly entrenched in leather jacket) and WMET's Dave Benson (whose leather jacket is being attacked by vicious predator). Pictured (l-r): Vern Wennerstrom, Tantrum; David Webb, Ovation; Gelms; Benson; Phil Balsano, with hat, Tantrum; Sandy Caulfield, Tantrum; Cary Baker, Ovation; Ray Sapko, Tantrum; and Bill Syniar, Tantrum. Kneeling are Barb Erber and Pam Bradley, both of Tantrum.



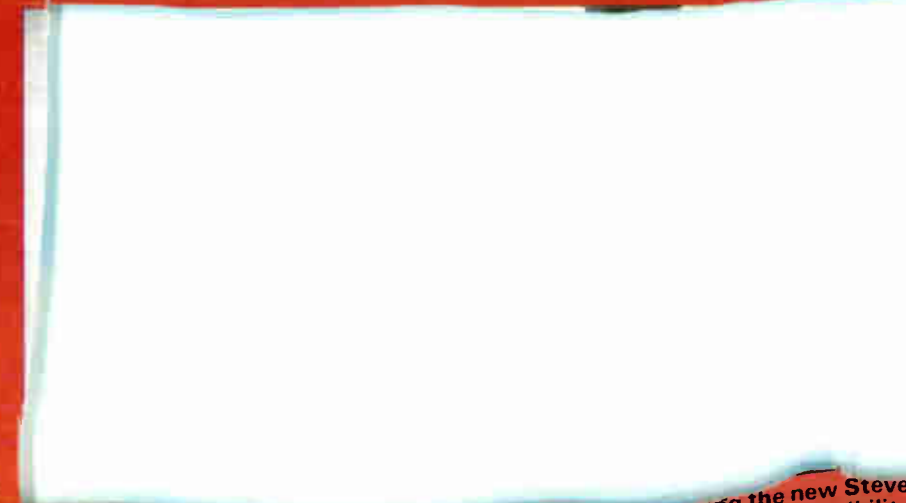
Knoxville's Finest from WRJZ meet with members of Mothers Finest after their recent local appearance. Pictured (back row, l-r): Scott and Steve Lipscomb; B.B. Queen, Mothers Finest; Bob Kaghan, WRJZ Program Director; Moses Mo, Mothers Finest; (front row, l-r): Pam Lipscomb, WRJZ Programing Assistant; Glenn Murdock, Mothers Finest; Wizzard, Mothers Finest; Joyce Kennedy, Mothers Finest.



14Q/Worcester, MA recently attracted over 100,000 people to Worcester's air show '79. As the official voice of Air Show '79, 14Q broadcasted live from Worcester Airport during the show. Pictured (l-r): 14Q PD Cliff Blake and daughter Christy; air personality Gary Nolan; Promotions Director Jim Schakenback; 14Q MD Steve York.



The weekend of October 13-14 a Fall Festival was held to benefit Children's Hospital in New Orleans. WNOE-AM sponsored a bicycle race in Audubon Park (where the festival was held) to raise funds for the hospital. The two-day event brought in excess of \$100,000 for the hospital. Pictured (l-r): Scott McAllister, WNOE-AM announcer; Lee Armstrong, Operations Manager, WNOE AM-FM; Wierd Wayne Watkins, MD WNOE-AM; Jimmy "Bo" Horne; Jack "The Wack" Talley, announcer, and Ty Bell, WNOE-AM announcer.



Houston's 98FM (KFMK) music director Jerry Steele receiving the new Steve Forbert album from nimal shelter oriented promotions. The increased visibility for the station makes the idea profitable in terms of cume.

STEVE FORBERT

Added at: KRBE, KIMN,
WEAM, KLOU, WALT, Z-98.

Moves: WCKO D-24,
WKYB D-25, Q-101 D-26,
92-FLY D-30, KNOW D-38.

Love At First Listen—
“ROMEO’S TUNE”
by Steve Forbert
from his album “Jackrabbit Slim”

Distributed by CBS Records.



World Radio History

November 19, 1979

Fred STROKES



The 1979 KSAN-Greenpeace Skatathon in Golden Gate Park not only raised \$43,000 for Greenpeace but also provided everyone with a full day of fun and surprises. One of the many celebrity skaters was Charlie Williams, lead singer for RSO's Mistress, pictured here with KSAN air personality Matt Riedy (left) and KSAN Program Director Jackie McCauley (center).

Universals

The Universals analysis is developed from sales, requests and callout research from nearly 300 of today's trendsetting stations. Information is gathered by phone to assure accuracy and up-to-the-minute detail. Lightbulbs indicate songs with significant growth. FRED computers organize, correlate and project this research to help you win the ratings. For further information on any record, contact Jeff Green or Steve Douglas at 408 646-9333.



by Steve Douglas

INTERNATIONAL TOP 40 RADIO

Radio is borderless. Shortwave broadcasts are high-powered signals that can be heard everywhere in the

world if the conditions are right. Stations transmit in different languages, frequencies, and times but one basic service of radio is the same: MUSIC.

Music, whether native or foreign, is an important part of world communication. Foreign shortwave broadcasts are beamed to the U.S. daily. They keep people who are away from their homelands informed. They provide entertainment to an audience who may not understand a word but listen because of the music.

Most shortwave stations do charts and have programs where they count down the Top 20, 30, or 40 hits of their country. Included are the current American hits of the week except they run 2 or 3 months behind the FRED charts.

Record companies release a tremendous amount of product worldwide. Some are available here, some not. Foreign radio stations jump at the chance of receiving Top 40 records from the U.S. Record sales around the globe are staggering. An artist that has mass appeal here can become internationally famous after the record is heard throughout the world.

Young artists are influenced by styles that can be attributed to their shortwave. In fact, the other week I picked up Radio Uganda playing the Bee Gees' "Stayin' Alive." This was followed by a local Ugandan group that sounded exactly like the Bee Gees with heavy accents.

Among the most entertaining disc jockeys are the French and Spanish because of their smooth deliveries (sounding like babbling brooks). Radio Luxembourg is the best foreign Top 40 station I have listened to. They are as professional, dedicated and enthusiastic about their station as any powerhouse in America. The format is basically strict (loaded with "oldies") with a huge spot load. Their British jocks hit the bridges equaling any program director's dream.

Personal dedications to listeners who write in are frequent and stations reply to those who ask by sending back verification cards (Q.S.L.s). Contests, giveaways, and other promotions are a regular occurrence. Can you imagine the cume?

Shortwave radio is a connecting factor that keeps Top 40 music truly Universal. Each shortwave station becomes a musical ambassador from their country to the world.

P.S. Best promoted single of the week from Radio France International: Telex/ "Rock Around The Clock." Good DX'ing!

WEEK'S MOST ADDED

- | | |
|--|--------------|
| 1. TOM PETTY/Don't Do Me Like That | (Backstreet) |
| 2. KENNY ROGERS/Coward Of The County | (UA) |
| 3. MICHAEL JACKSON/Rock With You | (Epic) |
| 4. FOREIGNER/Head Games | (Atlantic) |
| 5. FOGHAT/Third Time Lucky | (Bearsville) |
| 6. KENNY LOGGINS/This Is It | (Columbia) |
| 7. SMOKEY ROBINSON/Cruisin' | (Tamla) |
| 8. KOOL AND THE GANG/Ladies Night | (De-Lite) |
| 9. TERRY DESARIO & K.C./Yes I'm Ready | (Casablanca) |
| 10. CAPTAIN & TENNILLE/Do That To Me One More Time | (Casablanca) |
| 11. ISAAC HAYES/Don't Let Go | (Polydor) |
| 12. TOM JOHNSTON/Savannah Nights | (WB) |
| 13. DR. HOOK/Better Love Next Time | (Capitol) |
| 14. JOHN COUGAR/I Need A Lover | (Riva) |
| 15. RUPERT HOLMES/Escape | (Infinity) |
| 16. PABLO CRUISE/I Want You Tonight | (A&M) |
| 17. STEVIE WONDER/Send One Your Love | (Tamla) |
| 18. JEFFERSON STARSHIP/Jane | (Grunt) |
| 19. SUGAR HILL GANG/Rapper's Delight | (Sugar Hill) |
| 20. LITTLE RIVER BAND/Cool Change | (Capitol) |

WEEK'S MOST DEBUTED

- | | |
|---|---------------|
| 1. STEVIE WONDER/Send One Your Love | (Tamla) |
| 2. JEFFERSON STARSHIP/Jane | (Grunt) |
| 3. FOREIGNER/Head Games | (Atlantic) |
| 4. KENNY ROGERS/Coward Of The County | (UA) |
| 5. KENNY LOGGINS/This Is It | (Columbia) |
| 6. MICHAEL JACKSON/Rock With You | (Epic) |
| 7. CAPTAIN & TENNILLE/Do That To Me One More Time | (Casablanca) |
| 8. SMOKEY ROBINSON/Cruisin' | (Tamla) |
| 9. CLIFF RICHARD/We Don't Talk Anymore | (EMI-America) |
| 10. KOOL AND THE GANG/Ladies Night | (De-Lite) |
| 11. PABLO CRUISE/I Want You Tonight | (A&M) |
| 12. TOM PETTY/Don't Do Me Like That | (Backstreet) |
| 13. RUPERT HOLMES/Escape | (Infinity) |
| 14. DR. HOOK/Better Love Next Time | (Capitol) |
| 15. JOHN COUGAR/I Need A Lover | (Riva) |
| 16. BUGGLES/Video Killed The Radio Star | (Island) |
| 17. ISAAC HAYES/Don't Let Go | (Polydor) |
| 18. EAGLES/The Long Run | (Asylum) |
| 19. ALAN PARSONS/Damned If I Do | (Arista) |
| 20. FOGHAT/Third Time Lucky | (Bearsville) |

Universals

STATE OF THE CHART

2 wks	LW	TW	
159	156	168	Songs receiving action
4.2	4.2	4.1	Average adds per station
4.0	3.7	3.0	Average debuts per station
70%	60%	50%	Pct. adds for established artists
70%	70%	65%	Pct. debuts for established artists

experienced heavy burn. Strong new ballads are particularly valuable now for programing balance. This week marked an upswing for songs receiving action, snapping a 5-week slump. Also, the chart-and-rotation accessibility for new artists reached the *Relatively Unlimited* status for the first time in 11 weeks, indicating programers are increasingly open-minded concerning new music. Note the average debuts decreasing—programers have exhausted much of the power artists available, especially in markets closing out their ARB period.

TREND

Nearly every ballad on the chart without *lightbulb* status has

3 1 RUPERT HOLMES/ESCAPE (THE PINA COLADA SONG) (INFINITY)

Profile: WNFQ 1-1, KKEG 1-1, KISR 2-1, WFOX 2-1, WLSQ 3-1, Z-93 5-1, KEZR 8-1, KLOU 11-1, KTFX 4-2, Q-101 4-2, WBSO 6-2, WSSC 10-2, Q-106 10-2, WQXI-AM 4-3, KOFM 4-3, WUPE 10-3, WAYX 23-3, KOAQ 9-4, WAYS 9-4, WEAM 9-4, WFLI 14-4, KUHL 14-4, B-100 15-4, WPGC 8-5, KRGV 8-5, KIQY 9-5, KREM 10-5, KSLQ 12-5, KOBQ 20-5, KB-101 20-5, WSGA 21-5, WRAW 23-5, WIKS 10-6, KQIZ 10-6, CKLW 13-6, WRJZ 17-6, Z-98 10-7, KPUG 13-7, KTLK 14-7, KRDG 15-7, WAGY 17-7, WRFC 20-7, WKNX-AM 9-8, KELI 13-8, WAIM 13-8, WRQK 18-8, KBOS 18-8, WORD 18-8, WAXY 19-8, WMEE 13-9, KVOL 15-9, WDJX 20-9, WCKO 20-9, KFMK 23-9, KBDF 24-9, WAPE 14-10, KMJK 16-10, THE LADY 17-10, WERK 18-10, KWIC 20-10, KJR 20-10, WKPT 21-10, WQCM 23-10, KRTH-FM 23-10, WLCS 31-10, G-105 A-10, WJDX 20-11, WRBR 21-11, KCBN 31-11, WGBF-D-11, KNUS 15-12, WBBM-FM 16-12, KRIG 17-12, KFI 19-12, QV93 22-12, 92-FLY 23-12, KC-101 24-12, KWOD 27-12, WSGN 30-12, WPST 23-13, WKAP 18-14, WCSI 21-14, WBLI 22-14, KSTN 22-14, 92-Q 22-14, KGW 23-14, CK101 25-14, M-91 18-15, WJET 18-15, KBEQ 20-15, G100 24-15, WKLO 24-15, WBBF 25-15, KIMN 25-15, WDAK 20-16, WSEZ/Z93 23-16, WGLF 27-16, KYXX 20-17, KIDD 20-17, WRVQ 23-17, KRBE 26-17, KOKQ 31-17, WANS 25-18, KHJ 30-18, KROY-AM 30-18, KQDI 23-19, WKBO 26-19, KNOE 27-19, WISM 28-19, KATI 28-19, WAMS 30-19, WMOH 24-20, WZDQ 25-20, WALG 28-20, WALT 28-20, WHVL D-20, WLAC 30-21, KEYN-FM 30-21, KOPA 30-21, KRUX 30-21, WKMX 25-22, KRNA D-22, 14-Q 32-23, WOKY 27-24, Y100 29-24, KOIL 30-24, KKIQ D-24, WABB D-24, KRQ 30-25, WRTB A-25, WKIX D-25, WTIC-FM 30-26, KFRC 30-26, WQZQ D-26, WITZ D-26, KSFM A-27, WIYD A-27, WKXY D-28, 94-Q A-30, KXDD D-31, JB-105 D-33, KENI D-33, WLOF 38-34, Y-103 D-34, WNOE-AM A-38, and WTIX D-39...added at KRKE, WHBQ, KYA, KYNO-FM, and KLUC...Former FRED Record Of The Week captures #1! Ridiculous #1 phones 12+ and 18+...very good callout acceptance from all demos, leaning female 18+...45 sales exploding! Easily one of the biggest records of the year...extremely valuable to programing...#13 Most-Debuted, #14 Most-Added...reporters showing growth command from 79 to 88%...3rd week on chart. (1st Universal reporter to take Rupert to #1: KKEG 14-1 October 23, the Leading One for the fourth time this year, ranking KKEG #1 in the U.S. in this category.)

1 2 STYX/BABE (A&M)

Profile: WKNX-AM 1-1, WIKS 1-1, WAYS 1-1, BJ-105 1-1, KBEQ 1-1, WAGY 1-1, WRBR 1-1, KJR 1-1, WGBF 1-1, KCBN 1-1, WMEE 1-1, WISM 1-1, WSSC 1-1, KOKQ 1-1, WPST 1-1, KYNO-FM 1-1, 92-FLY 1-1, WKBO 1-1, WCKO 1-1, Y-103 1-1, KYYX 1-1, KOPA 1-1, WORD 1-1, KWOD 1-1, KREM 1-1, WPGC 1-1, KNOW 1-1, WJUC 1-1, WRAW 1-1, WDJX 1-1, KSLQ 1-1, Q-106 1-1, WANS 1-1, WCSI 1-1, WQXI-AM 1-1, WQCM 1-1, WEAM 1-1, KQIZ 1-1, THE LADY 1-1, KOIL 1-1, WUPE 1-1, WKMX 1-1, WAIM 1-1, KPUG 1-1, WMOH 1-1, KBDF 1-1, KUHL 1-1, KRKE 1-1, KBOS 1-1, Z-98 1-1, WBBF 2-1, KRQ 2-1, WKAP 2-1, KNOE 2-1, WQLK 2-1, KWIC 2-1, WNOE-AM 2-1, WIYD 2-1, WTIC-FM 2-1, WBBM-FM 2-1, WQZQ 2-1, WAXY 2-1, KOAQ 2-1, WRQK 2-1, KMJK 2-1, KELI 2-1, WHVL 3-1, CHUM 3-1, KRUX 3-1, WGLF 3-1, KOFM 3-1, WROV 3-1, KTFX 3-1, G100 3-1, B-100 3-1, WLS 3-1, KRBE 5-1, WFLI 7-1, KENI 8-1, WRTB 1-2, KISR 1-2, WRRD 1-2, KRIG 2-2, WSGA 2-2, WAKY 2-2, KFMK 2-2, WHBQ 2-2, WBLI 2-2, WKPT 2-2, KROY-AM 2-2, WAMS 2-2, 14-Q 2-2, WJET 2-2, KIQY 2-2, WRJZ 2-2, KSFM 2-2, KKIQ 2-2, WKXY 3-2, WLAC 3-2, KOBQ 3-2, WSGN 3-2, KSTN 3-2, KSTN 3-2, KIMN 3-2, CKLW 4-2, Y100 4-2, WALG 4-2, WAPE 4-2, KLUC 4-2, WZDQ 5-2, WALT 6-2, KGW 10-2, WSEZ/Z93 1-3, KRDG 3-3, WRVQ 3-3, M-91 3-3, WLAN 3-3, WJDX 4-3, 92-Q 4-3, JB-105 4-3, KRTH-FM 4-3, WKIX 4-3, WDAK 4-3, KIDD 6-3, KQDI 6-3, G-105 6-3, KTLK 4-4, WNBC 5-4, WFOX 6-4, KHJ 7-4, WXLO 8-4, KATI 2-5, Z-97 7-5, WLOF 8-5, KXDD 12-5, KIIK 7-6, WABB 7-6, KEYN-FM 9-6, KFRC 12-6, WRKO 8-7, KNUS 13-9, and KUPD 18-16...As projected, the biggest record in FRED history had to finally give way to the explosive Rupert Holmes...former FRED Record Of The Week...Phenomenal sales and heavy phones continue...excellent callout response 12+ and 18+...leans female...peaking as reporters showing growth slip from 93 to 80%...8th week on chart. Highest chart position: 1 (for 3 weeks).

2 3 B. STREISAND & D. SUMMER/NO MORE TEARS/ENOUGH IS ENOUGH (CBS/CASABLANCA)

Profile: WBLI 1-1, CKLW 1-1, 14-Q 1-1, JB-105 1-1, WLCS 2-1, KFI 2-1, KC-101 2-1, WNBC 2-1, WXLO 2-1, CK101 2-1, WRKO 2-1, KIDD 3-1, WAYX 16-1, KRTH-FM 2-2, KWOD 2-2, WEAM 2-2, WUPE 3-2, WDJX 3-2, KHJ 3-2, WMOH 3-2, WTIC-FM 3-2, WAGY 3-2, WMEE 4-2, WRAW 5-2, WQZQ 5-2, KRDG 6-2, KREM 6-2, WRVQ 9-2, Z-98 10-2, Y100 3-3, KCBN 3-3, WJET 3-3, QV93 3-3, WALT 3-3, KOPA 3-3, WAYS 4-3, WSGA 4-3, WPGC 4-3, KATI 5-3, KQIZ 5-3, KJR 5-3, WSGN 5-3, KELI 5-3, KOKQ 5-3, WKXY 6-3, KUHL 6-3, WAMS 6-3, WAPE 6-3, KTLK 6-3, KBEQ 7-3, KFRC 7-3, WNOE-AM 7-3, WQCM 11-3, KNOE 12-3, KISR 3-4, WQXI-AM 3-4, KB-101 4-4, WKAP 4-4, KWIC 4-4, WBBM-FM 5-4, WLS 6-4, WBBF 7-4, KRIG 7-4, WIYD 7-4, KOBQ 7-4, KEYN-FM 8-4, WRQK 8-4, WOKY 8-4, WRFC 8-4, WRBR 8-4, KBDF 9-4, KRNA 9-4, WLOF 9-4, WORD 9-4, WGBF 10-4, KPUG 11-4, KTFX 12-4, WRJZ 5-5, KOIL 5-5, KSFM 6-5, KROY-AM 7-5, KRBE 7-5, B-100 8-5, G-105 10-5, KSTN 11-5, KMJK 6-6, WANS 6-6, Q-101 6-6, M-91 6-6, WJDX 6-6, WKPT 7-6, WRTB 8-7, KRUX 9-6, THE LADY 10-6, WHBQ 11-6, BJ-105 12-6, Z-93 12-6, WLAN 7-7, WLSQ 10-7, KIIK 13-7, KRQ 8-7, WUPE 9-8, WJUC 9-8, WRTB 11-8, WKIX 12-8, 92-Q 13-8, KKIQ 15-8, WKMX 10-9, WFOX 10-9, WCSI 10-9, WROV 14-9, KOFM 16-9, KVOL 12-10, WLAC 13-10, KGW 19-10, WGLF 15-12, WALG 23-13, KIMN 17-14, KQDI 17-14, G100 23-16, KOAQ 21-17, KYNO-FM 21-19, WHVL 22-19, WTIX 24-20, WFLI 27-22, KXDD A-24, WISM D-28, WITZ D-28, and KIQY D-29...Excellent sales on 12-inch, 45 and both albums...covering females 12+...peaking as reporters showing growth slip from 82 to 70%...6th week on chart. Highest chart position: 2.

6 4 SUPERTRAMP/TAKE THE LONG WAY HOME (A&M)

Profile: WRRD 2-1, Z-97 4-1, WERK 4-1, WITZ 5-1, WCKO 4-2, KRKE 4-2, CK101 5-2, WSEZ/Z93 6-2, Q-106 3-3, KREM 4-3, WNFQ 4-3, KOBQ 5-3, KRGV 5-3, Z-98 5-3, WPST 6-3, KOAQ 6-3, KWOD 6-3, KRQ 5-4, KSLQ 5-4, 92-FLY 7-4, WUPE 7-4, WQCM 8-4, KATI 8-4, WROV 8-4, THE LADY 9-4, WLCS 10-4, KVOL 11-4, WLSQ 5-5, WMEE 7-5, KISR 11-5, WKXY 7-6, 14-Q 9-6, WLOF 10-6, WHVL 10-6, WDJX 10-6, WRQK 12-6, KIMN 13-6, WJET 8-7, WEAM 8-7, WRTB 8-7, WAPE 9-7, KBOS 9-7, WBSO 9-7, Y100 14-7, KBDF 15-7, WMOH 15-7, WKAP 9-8, WGBF 9-8, WKPT 10-8, WFLI 13-8, KEZR 10-9, CHUM 11-9, KWIC 12-9, KOIL 14-9, Q-101 14-9, KJR 14-9, KIDD 11-10, KRIG 11-10, KRDG 11-10, WBBF 12-10, WRJZ 12-10, WBBM-FM 12-10, KRUX 14-10, WSKY 20-10, WDAK 14-11, KOKQ 14-11, KC-101 15-11, KFI 15-11, WABB 17-11, WAMS 18-11, G100 18-11, KENI 21-11, KELI 21-11, WISM 16-12, B-100 20-12, KCBN 18-13, Y-103 18-13, WRVQ 17-14, KIIK 18-14, WTIC-FM 18-14, QV93 19-14, KROY-AM 20-14, WALG 21-14, WJDX 22-14, KUHL 22-14, WPGC 18-15, KLOU 19-15, WKMX 19-15, WCSI 20-16, WZDQ 20-17, KFRC 21-17, WIYD 24-17, WALT 25-17, BJ-105 22-18, WLAC 24-18, WAXY 24-18, KSFM 26-18, KSTN 30-18, KXDD 22-19, KRNA 24-19, WNOE-AM 27-19, WTIX 32-19, WRKO 23-20, WNSC 23-20, WFOX 24-20, KOFM 28-20, KIIK 24-21, WBLI 25-21, WLOF 27-21, WOKY 25-23, KKIQ 26-23, WGLF 26-23, WLSQ 27-23, Z-93 27-24, WNBC 29-24, KYNO-FM A-24, KMJK 30-26, KB-101 D-27, and WLS D-34...added at KRBE, KYA, and CKLW...Former FRED Record Of The Week...outstanding callout response with all demos, the most powerful indicator for this record...sales and phones steady...extremely valuable for males and for image...initial peaking stages as reporters showing growth nudge from 68 to 70%...6th week on chart.

5 5 J.D. SOUTHER/YOU'RE ONLY LONELY (COLUMBIA)

Profile: WSKY 3-2, WAIM 3-2, 94-Q 3-2, WCSI 3-2, KQIZ 4-2, KXDD 6-2, WZDQ 4-3, WRFC 5-3, KISR 8-3, KWOD 5-4, WKMX 5-4, WAGY 6-4, KRGV 7-4, Q-106 9-4, KC-101 10-4, KEZR 5-5, WKPT 6-5, WQZQ 7-5, WFOX 7-5, WAYX 8-5, WALG 8-5, WGBF 9-5, WQCM 12-5, WQXI-AM 6-6, WMEE 6-6, WITZ 7-6, WJUC 7-6, Z-98 7-6, KGW 8-7, WALT 10-7, WSEZ/Z93 10-7, KCBN 11-7, G100 12-7, KLOU 12-7, KMJK 13-7, WBBF 14-7, WUPE 14-7, WKAP 15-7, KKEG 8-8, KROY-AM 10-8, WEAM 10-8, WAYS 10-8, KRIG 10-8, WDJX 11-8, M-91 13-8, KWIC 18-8, KDWB 19-8, KATI 7-9, KOBQ 9-9, KOKQ 9-9, WRJZ 10-9, WRQK 10-9, WLAC 12-9, QV93 12-9, CK101 20-9, G-105 A-9, KIQY 11-10, KQDI 13-10, WKBO 15-10, WANS 15-10, KSFM 14-11, WTIC-

Universals

FM 15-11, KOIL 17-11, KPUG 18-11, WLCS 18-11, WAKY 15-12, KRKE 16-12, WRBR 18-12, WKXY 20-12, KRUX 21-12, KENI 25-12, WMOH 18-13, B-100 18-13, KNOW 20-13, WQLK 17-14, WABB 22-14, KIDD 22-14, 96-KX 19-15, WAMS 20-15, WAXY 18-16, WORD 19-16, WNOE-AM 22-16, WSSC 2-17, WLAN 19-17, KEYN-FM 22-17, WKNX-AM 25-17, KNUS 25-17, WPGC 25-17, KNOE 22-18, WOKY 22-18, WHBQ 25-18, KLIK 22-19, WBLI 24-19, WAPE 28-19, WKIX 23-20, CHUM 26-20, KOAQ 26-20, WPST 27-20, 92-Q 25-21, KFI 26-22, WRKO 27-24, WIYD 29-26, Y100 30-27, WXLO D-29, WLOF 37-30, KYXX D-30, BJ-105 40-31, and WGLF 39-36...added at KTFX... Former FRED Record Of The Week...Covering females 18+ and particularly 25+...steady requests...slowly peaking as reporters showing growth slip from 65 to 63%...7th week on chart.

9 6 LITTLE RIVER BAND/COOL CHANGE (CAPITOL)

Profile: KKEG 3-2, WFLI 9-2, WNFQ 7-4, WERK 8-4, WSKY 9-4, WMOH 10-4, KLUC 6-5, WAIM 7-6, WRFC 7-6, WUPE 8-6, 94-Q 9-7, WCKO 9-7, WRVQ 11-7, WROV 12-7, THE LADY 13-7, KISR 13-7, KCBN 13-8, KBDF 13-8, WLSQ 13-8, KWOD 16-8, WANS 9-9, Z 98 13-9, WMEE 11-10, WBSD 14-10, KEZR 14-10, WKXY 14-10, Q-106 17-10, KBEQ 17-10, WEAM 21-10, CK101 22-10, KIQY 17-11, KREM 18-11, WQZQ 22-11, KRGV 15-12, WCSI 17-12, KWIC 19-12, G100 21-12, WGBF D-12, WITZ 16-13, WAGY 18-13, KATI 19-13, WTIC-FM 19-13, WBBF 20-13, KRDG 17-14, KNOE 18-14, KYXX 18-14, KFI 18-14, Y-103 20-14, KENI 28-14, KJR 19-15, KRIG 19-15, WRFB 23-15, WRQK 23-15, WRAW 24-15, WDJX 24-15, KTFX 27-15, WAPE 19-16, WRKO 20-17, CHUM 22-17, KSFM 22-17, KBOS 22-18, WZDQ 22-18, KRQ 22-18, WIYD 23-18, WLCS 26-18, KELI D-18, KMJK 22-19, WQXI-AM 24-19, WSEZ /Z93 26-19, QV93 26-19, WQCM 28-19, WBBM-FM D-19, G-105 23-20, 14-Q 26-20, KRUX 28-20, WORD 24-21, KIMN 24-21, WTIK 27-21, WALT 27-22, BJ-105 27-22, WSSC 29-22, WLOF 29-22, B-100 25-23, WLAN 26-23, 96-KX 26-23, KQDI 26-23, WBLI 26-23, KPUG 28-23, Q-101 28-23, KEYN-FM 29-23, WNOE-AM 36-23, KRNA D-23, KOAQ 28-24, KC-101 29-26, WPST 32-26, WLAC D-26, WRRD D-28, KOFM D-28, KNUS 33-29, WAMS 35-29, WKAP D-29, KROY-AM D-30, KRKE D-30, WAYS 35-32, and KOBO 40-34...added at WRBR, KLOU, WKMX, WXLO, KRBE, WALG, KGW, WAXY, WFOX, WAYX, and CKLW...Now outstanding callout acceptance with all demos, leaning female 18+...heavy phones in many markets...reporters showing growth surge from 59 to 67%...5th week on chart.

13 7 STEVIE WONDER/SEND ONE YOUR LOVE (TAMLA)

Profile: WLCS 8-3, WERK 12-7, WKYB 14-8, WSSC 19-8, KRDG 16-10, WJDX 15-10, WNOE-AM 25-11, WKPT 15-12, WEAM 16-12, KDWB 20-13, KXDD D-13, WFLI 19-14, WAMS 21-14, Q-106 24-14, KATI 20-16, WMOH 21-16, KISR 26-16, WSKY 27-16, WUPE 30-16, WMEE D-16, WOKY 21-17, KTLK 25-17, WQXI-AM 26-17, WRAW 28-17, WBBM-FM D-17, WPST 21-18, KIDD 24-18, WGBF D-18, WKNX-AM 27-19, CHUM 28-19, KWOD 31-19, WDJX D-19, KOKQ 23-20, WBLI 23-20, KRTH-FM 24-20, WORD 25-20, WSEZ /Z93 25-20, WCSI 26-20, WRFC 27-20, Z-98 A-20, KIQY D-20, 92-FLY 24-21, Y100 27-21, KRQV D-21, KEYN-FM 25-22, KSLQ 25-22, WIKS 27-22, KFRC 29-22, WISM 29-22, WTIK 34-22, WVJCD-22, WPGC 26-23, WAXY 27-23, WNBC 28-23, WHBQ 28-23, KLIK 31-23, WAXY D-23, KYXX D-23, WZDQ 28-24, KRIG 28-24, KWIC 29-24, KQIZ 30-24, CK101 37-24, WRTB A-24, KRNA D-24, B-100 27-25, 94-Q 27-25, KEZR 27-25, KQDI 28-25, WQLK 28-25, G-105 A-25, WABB D-25, KKEG D-25, WHVL D-25, WKBO 29-26, WXLO 29-26, WLOF 36-26, KQIL D-26, KFMD D-26, WNFQ D-26, WKAP 30-27, Z-93 A-27, G100 D-27, KPUG D-27, WJET D-27, WROV D-27, WKXY D-27, KC-101 A-28, KGW D-28, KNOE 33-29, BJ-105 38-29, KBDF A-29, WRKO D-29, KSFM A-30, QV93 D-30, KELI D-30, WAYS 33-31, WAGY 39-32, WRJZ D-33, KCBN D-36, KTFX D-37, KBEQ D-37, WGLF D-38, and WALG D-39...added at KREM, WIYD, and WANS...Covering males and females 18+ with surprisingly strong early male acceptance...album sales developing very well, giant artist and crossover power...extremely valuable to programming...#1 Most-Debuted for second week in a row, #17 Most-Added...reporters showing growth flower from 56 to 64%...3rd week on chart.

17 8 JEFFERSON STARSHIP/JANE (GRUNTY)

Profile: Q-106 8-5, WRAW 10-6, 92-FLY 10-8, WCKO 13-8, WEAM 11-9, KUPD 11-10, KBOS 21-11, WNFQ 27-11, WSSC 21-12, KIQY 16-13, WKYB 20-13, WHBQ 20-14, KOKQ 24-14, WRRD 18-15, WUPE 22-15, WSKY 24-15, KRUX 22-16, 94-Q 23-16, KLUC 25-16, KSLQ 26-16, WGBF D-17, 96-KX 21-18, WERK 26-18, KWIC 29-18, KNOW 31-18, KJR 24-19, KOAQ 24-19, KREM 26-19, G100 28-19, THE LADY D-19, WITZ 24-20, WTIC-FM 26-20, KIMN 27-20, KCBN 30-20, WAXY D-20, WFLI 25-21, KFRC 26-21, KROY-AM 26-21, KQIZ 27-21, KRIG 27-22, WJET 29-22, WRTB 29-22, WANS 29-22, WAIM 29-22, WMEE 30-22, KDWB 28-23, KRBE 29-23, CK101 34-23, WDJX D-23, KIDD D-23, WBSD D-23, KQDI 27-24, WPST 28-24, KISR 28-24, WKAP 28-24, KNOE 29-24, KENI 32-24, G-105 A-24, KRKE D-24, WZDQ 31-25, WOKY 31-25, WLOF 32-25, KTFX 39-25, WRVQ D-25, WLAC D-25, WFOX D-25, WLAN 30-26, WQCM D-26, WMOH D-26, WLSQ 30-27, WISM 30-27, KRDG 30-27, M-91 30-27, BJ-105 31-27, KMJK D-27, CHUM D-27, WSGN 31-28, WLCS A-28, WRBR D-28, WRKO D-28, KUHL D-28, KPUG D-28, Q-101 D-28, WAGY 35-29, KELI D-29, KVOL D-29, KQID D-29, WRFC D-29, QV93 D-29, KOPA D-29, JB-105 33-30, 14-Q 34-30, KWOD 37-30, WHVL A-30, B-100 D-30, KSTN D-30, WSGA A-31, WAMS D-33, WAYS D-33, WVJC 2-35, WIKS 40-35, WQLK 43-35, KNUS 39-36, WRJZ D-36, and WGLF D-37...added at WABB, KRGV, WQXI-AM, WIYD, WTIK, and TM ROCK...Last week's #1 favorite among programers is a total *smash!* Started with 16-24 males, next 16-24 females broke and now 25-34 males and females are developing...very promising callout with all demos...requests are starting to cook...#2 Most-Debuted, #18 Most-Added...very valuable image and balance...LP release is adding extra fuel...reporters showing growth rocket from 52 to 65%...heading for #1...3rd week on chart.

11 9 CLIFF RICHARD/WE DON'T TALK ANYMORE (EMI-AMERICA)

Profile: KKEG 15-4, KISR 20-6, WCSI 11-8, WAPE 12-9, WISM 12-9, WERK 17-9, KUHL 19-10, KATI 15-11, WMEE 17-11, WRVQ 15-12, Q-101 20-12, WAIM 16-13, WSSC 18-13, WZDQ 17-14, WORD 17-14, KOFM 20-14, WGBF D-14, WUPE D-14, BJ-105 18-15, WLOF 21-15, WLSQ 22-15, KSLQ 24-15, KC-101 20-16, KSTN 23-16, WDJX 23-16, KWOD 28-16, Z-98 29-16, KFMD 19-17, THE LADY 20-17, WTIC-FM 21-17, KRIG 23-17, Y-103 23-17, G100 26-17, CK101 27-17, WPGC 21-18, M-91 21-18, WKPT 22-18, WBSD 24-18, 94-Q 22-19, KRGV 23-19, WALG 26-19, WCKO D-20, KRDG 24-21, WAKY 24-21, KBOS 25-21, KJR 26-21, WANS 27-21, WIYD 27-21, KIDD 29-21, WRAW 30-21, WSKY A-21, KEZR D-21, KCBN 32-22, G-105 A-22, WQZQ D-22, KIMN 26-23, KRTH-FM 26-23, KMJK 27-23, WRTB 27-23, KGW 27-23, CKLW 27-23, WLAC 28-23, WSEZ /Z93 29-23, KRKE D-23, B-100 26-24, KOPA 27-24, WKMX 27-24, KYXX 27-24, JB-105 28-24, Q-106 29-24, KREM 30-24, WHBQ 30-24, WQXI-AM 28-25, WRJZ 28-25, WNOE-AM 28-25, WKXY 30-25, WAMS 33-25, WRQK D-25, KQID D-25, KFI 29-26, KSFM 29-26, WDAK 30-26, WRFC 30-26, KENI 33-26, KRUX 34-26, WOKY 29-27, WXLO 30-27, WLCS 32-27, WPST 33-27, WKIX D-27, WAYS 32-28, WKAP D-28, WNFQ D-28, WBLI D-28, KQDI D-28, WALD D-28, WFOX D-29, Z-93 A-30, KOAQ D-30, KOKQ 33-31, WAGY 37-31, and KRQ 39-33...added at KPUG, KROY-FM, KNOW, KYA, KRNA, KWIC, and WAXY...Former FRED Record Of The Week...the LP release is accelerating sales...callout acceptance now forming 18-24 with 25-34 interest now building...covering males and females...steady growth patterns...reporters showing growth climb from 57 to 62%...#8 Most-Debuted...3rd week on chart.

7 10 COMMODORES/STILL (MOTOWN)

Profile: KFMD 1-1, KROY-AM 1-1, WKIX 1-1, WAMS 1-1, KRTH-FM 1-1, KIQY 1-1, WJET 1-1, KHJ 1-1, KTLK 1-1, Y100 1-1, KNUS 2-1, KRDG 2-1, WDAK 2-1, 92-FLY 2-2, KOIL 2-2, KPUG 2-2, KOPA 2-2, JB-105 2-2, KQDI 3-2, KFRC 3-2, THE LADY 3-2, KRQ 4-2, B-100 4-2, KOFM 7-2, WLOF 7-2, KLIK 3-3, WIYD 3-3, KC-101 3-3, WVJC 3-3, KDWB 3-3, WKAP 3-3, KRIG 3-3, KWIC 3-3, KBDF 4-3, WTIC-FM 4-3, WGBF 4-3, WBBF 4-3, KGW 4-3, KIMN 4-3, WHVL 4-3, 14-Q 5-3, WRKO 5-3, KMJK 5-3, WISM 5-3, KTFX 6-3, KLUC 23-3, KNOE 4-4, WHBQ 4-4, WSEZ /Z93 4-4, WALT 4-4, WPST 4-4, KNOW 4-4, WRJZ 4-4, KJR 4-4, KIDD 4-4, 92-Q 5-4, KFI 6-4, WRTB 6-4, G100 7-4, WBLI 8-4, Y-103 4-5, WABB 5-5, 96-KX 7-5, WLAC 8-5, KQID 8-5, KRNA 10-5, KYNO-FM 3-6, WBBM-FM 6-6, KSTN 6-6, WNBC 9-6, KBOS 11-6, KRKE 12-6, M-91 8-7, WCSI 8-7, KUHL 9-7, WOKY 10-7, KATI 13-7, KOAQ 14-7, KENI 13-8, KISR 6-9, WLAN 10-9, BJ-105 15-9, WQXI-AM 7-10, WAGY 9-10, KEYN-FM 15-11, KYXX 17-12, Z-97 17-12, KBEQ 18-13, WLS 21-13, CHUM 17-14, WBSD 21-17, and WSSC 23-19...Former FRED Record Of The Week...Extremely heavy sales everywhere with excellent adult female callout acceptance...peaked as reporters showing growth slip from 64 to 50%...6th week on chart. Highest chart position: 3

8 11 BARRY MANILOW/SHIPS (ARISTA)

Profile: WORD 6-2, KENI 9-2, WAXY 18-2, WERK 3-3, WQZQ 4-4, WKXY 4-4, WCSI 4-4, CK101 4-4, WAMS 5-4, KCBN 6-4, WDAK 7-4, 14-Q 7-4, KBEQ 13-4, Q-101 5-5, WAPE 7-5, WOKY 7-5, KWOD 8-5, WAKY 8-5, KRUX 8-5, G100 8-5, KYXX 8-5, WROV 9-5, KWIC 9-5, WBBF 10-5, KOIL 6-6, WKAP 6-6, WSEZ /Z93 7-6, WSGA 7-6, WRTB 7-6, KBDF 7-6, KPUG 8-6, KRNA 8-6, KLOU 10-6, KIQY 10-6, KSLQ 7-7, WJDX 7-7, WBBM-FM 8-7, WKBO 9-7, WPST 9-7, WLAC 9-7, KEYN-FM 10-7, KIMN 12-7, G-105 13-7, WQCM 14-7, KXDD 15-7, KISR 5-8, WABB 8-8, KRDG 8-8, KOPA 10-8, WBLI 11-8, WRFC 11-8, WHBQ 12-8, WNBC 10-9, WQXI-AM 11-9, KELI 11-9, WXLO 11-9, JB-105 11-9, WAYS 12-9, WALT 13-9, WAXY 14-9, KRQ 16-9, KNOE 10-10, KTFX 11-10, M-91 11-10, CKLW 12-10, WLOF 14-10, WRKO 14-10, WGLF 14-10, KREM 14-10, WHVL 15-10, WNOE-AM 15-10, WRQK 16-12, KOBO 16-12, KRTH-FM 15-13, WKMX 16-13, KQID 18-13, KRBE 20-13, WISM 17-14, KATI 18-14, WKIX 21-15, KFI 22-15, Y-103 21-16, KUHL 24-16, KGW 24-17, WLAN 21-18, WFOX 22-18, Z-93 22-20, WQLK 29-21, KSTN D-25, and KOAQ 30-26...Sales, phones and female callout support continue, particularly 18-49...peaked as reporters showing growth slip from 64 to 50%...6th week on chart. Highest chart position: 5

15 12 PABLO CRUISE/I WANT YOU TONIGHT (A&M)

Profile: CK101 8-5, WSKY 13-5, WVJC 30-5, Z-93 13-8, KRGV 13-9, KWOD 15-9, Q-106 23-9, WFLI 15-10, KOBO 15-10, 94-Q 16-12, KNOW 16-12, WROV 19-12, WRFC 16-13, WRAW 18-13, Q-101 19-13, WAIM 18-14, WAKY 18-15, WOKY 19-15, WAPE 21-15, WITZ 22-15, KIDD 23-15, KOKQ 18-16, WANS 19-16, WGBF 19-16, WAGY 21-16, WISM 21-17, WALG 22-17, WUPE 25-17, WMEE 27-17, KIQY 22-18, WIKS 22-18, WCKO 23-18, 92-FLY 24-18, KEZR 22-19, WORD 23-19, KRQ 27-19, KTLK 28-19, KFRC 23-20, B-100 23-20, WSSC 24-20, KPUG 26-20, KELI 29-20, WKPT D-20, KRIG

Universals

24-21, KISR 25-21, KSFM 28-21, WERK 29-21, KOAQ 25-22, WHVL 25-22, KJR 25-22, WRBR 26-22, WSEZ /Z93 27-22, WTIC-FM 28-23, WCSI 28-23, WQCM D-23, KQZQ D-23, WRJZ 26-24, WAYS 30-24, WSGN 28-25, KRKE 28-25, KBEQ 32-25, G100 D-25, KRNA D-25, WKMX 29-26, KREM 29-26, WBSD 29-26, WKIX 30-26, KNOE 32-26, KXDD D-26, WBLI 30-27, WRQK D-27, KRTH-FM 30-28, Y-103 31-28, WAMS 32-28, Z-98 35-28, KKEGA-28, WLSQ D-28, WMOH D-28, KMJK 32-29, KOFM D-29, WALT D-29, WIYD A-30, WKBO D-30, KRBE D-30, KLOU D-30, WKXY D-30, WLAC D-30, WGLF 37-32, KNUS 40-37, WEAM A-37, WLOF A-38, KRUX D-39, and BJ-105 A-40... added at WAXY, WLAN, WBBF, KIMN, THE LADY, WNOE-AM, and CKLW...Covering males and females 12-30 with emphasis base 18-24... good female request action...reporters showing growth cruise from 52 to 57%...#12 Most-Debuted, #17 Most-Added...valuable image...some programmers are opting for the LP version...3rd week on chart.

16 13 KENNY LOGGINS/THIS IS IT (COLUMBIA)

Profile: KKEG 5-3, KOPA 7-5, 94-Q 8-5, WAIM 9-7, WSKY 16-8, WAGY 13-9, 92-FLY 13-10, KLUC 17-10, KISR 14-11, KVOL 6-12, KSLQ 14-12, WMOH 16-12, WRVQ 16-13, KJR 17-13, WUPE 21-13, WAXY 16-14, KBEQ 16-14, KWOD 19-14, WORD 20-15, CK101 21-15, KOBO 27-15, WNFQ 28-15, KEZR 19-16, WALT 20-16, KRQ 21-16, KRGV 20-17, WKMX 20-17, KBDF 23-17, WCSI 25-17, WKYB 29-17, WAXY 25-18, Y100 22-19, KYX 24-19, WKXY 24-19, WRQK 25-19, WKPT D-19, WQXI-AM 23-20, WIKS 24-20, WLSQ 25-20, WDJX D-20, WZDQ 24-21, KELI 26-21, KNOW 32-21, WITZ 25-22, WAYS 25-22, WKNX-AM 30-23, Z-98 31-23, WROV D-23, WDAK 27-24, WSSC D-24, M-91 29-25, KPUG 30-25, KOAQ D-25, WFLI D-25, KRDG 29-26, KWIC 30-26, WNOE-AM 35-26, WLOF 30-27, WRJZ 31-27, WQCM D-27, WMEE D-27, KRTH-FM D-27, KRUX 33-28, Q-106 A-28, KHJ D-28, KBOS 31-29, KC-101 A-29, WJDX A-29, WIYD A-29, KIDD D-29, KFMD D-29, WTIC-FM A-30, WISM D-30, CKLW D-30, WRTB A-31, WPST D-31, WALG 40-33, KOKO D-34, KTLK D-35, Y-103 D-37, KATI A-39, and WLAN A-39... added at G100, KOIL, KNOE, KTFX, KIQY, WRAW, WTX, KREM, WLAC, KUHL, and WHVL...FRED Record Of The Week Most Valuable! Reflecting an unusually powerful demo pattern... Outstanding callout support gaining immediately with 18-24 males and females...WIKS Don Geronimo "#1 callout with 18-21 males!" Very good 12+ and 18+ request action... leans female slightly...teens still developing...strong adult image...#5 Most-Debuted, #6 Most-Added...reporters showing growth march from 47 to 57%...heading Top 10...3rd week on chart.

27 14 MICHAEL JACKSON/ROCK WITH YOU (EPIC)

Profile: WRVQ 2-1, WKYB 13-4, WXLO 13-5, WLCS 16-5, WQXI-AM 15-8, CKLW 21-9, Z-93 23-12, KKEG 24-12, KRTH-FM 20-14, Y-103 22-15, WSGN 25-15, KRGV 19-16, KVOL 25-16, WIKS 25-16, WLOF 26-16, WHBQ 27-16, WORD 22-17, WEAM 23-17, WAXY 23-17, WGLF 21-18, WRFC 25-18, WRJZ 29-18, KLOU D-18, KROY-AM 22-19, Q-101 22-19, KIDD 25-19, WERK 28-19, BJ-105 29-19, Y100 23-20, WJDX A-20, WPGC 30-21, KWOD 30-21, KSTN D-21, KSFM A-22, WBLI D-22, WQCM D-22, WBBF D-22, KHJ D-23, KC-101 28-24, KBDF 30-24, KOKO 34-24, WKMX 28-25, WIYD 30-25, CK101 32-25, KTLK 33-25, B-100 D-26, KQZ D-26, WSGA 31-27, WALG 35-27, KFMD D-27, WCSI A-28, WQZD D-28, KOBO 39-29, WSSC D-29, WNFQ D-29, WLSQ D-29, KNOE D-29, WJET A-29, KFRC D-29, WNOE-AM 34-34, WSEZ Z93 D-36, WAGY A-38, and KNUS D-40... added at WLAC, KOFM, WUPE, KFRC, QV93, KELI, WGBF, WKBO, WITZ, WFOX, WKXY, WKIX, WAMS, WJET, KRUX, WAYS, KIQY, KUHL, WRKO, KRIG, KXDD, WKNX-AM, WRQK, KKIQ, WFLI, WAKY, KREM, WAPE, WMEE, KBEQ, KJR, and WAXY...Hi-Jumper Of The Week! Last week's FRED Record Of The Week is a *smash!* Already #1 Urban (25-8-5-1)! Appears to be Michael's biggest hit ever... demonstrating his familiar pattern of instant sales and phones across the board...LP sales solid...a mass appeal monster...#3 Most-Added, #6 Most-Debuted...extremely valuable to programming...reporters showing growth erupt from 32 to 56%...heading Top 10 immediately...2nd week on chart.

25 15 FOREIGNER/HEAD GAMES (ATLANTIC)

Profile: KSLQ 6-2, Z-97 13-7, KOKO 11-8, WQLK 15-12, WSGA 17-13, Z-93 21-13, KBOS 23-13, KXDD 20-14, WCKO 22-15, THE LADY D-15, KKEG 19-16, WRKO 19-16, WERK 20-16, KYX 22-16, KEZR 23-18, Q-106 27-19, WQCM 7-20, KNOE 25-20, WBSD 25-20, KTFX 31-20, KRKE 25-21, WJVC 28-21, WKYB 30-21, WALT 30-21, Y-103 28-22, WPGC 28-22, KQZ 29-22, KOPA 29-22, WTIC-FM 27-24, 94-Q 28-24, 92-FLY 28-24, KRTH-FM 28-25, WLAN 29-25, KFMD 30-25, JB-105 32-25, WORD A-25, WBBF D-25, WLSQ D-25, WNFQ D-25, KWIC D-25, WUPE 2-26, WAPE 30-26, CHUM D-26, WBLI D-26, WRAW D-26, WRVQ D-26, CK101 33-27, KFID-27, Q-101 D-27, 14-Q 31-28, WLAC D-28, WIYD D-28, WAIM 2-29, WRJZ 33-29, 96-KX A-29, WIKS A-29, WJET A-29, KFRC D-29, KIMN D-29, WNOE-AM 37-30, WAXY A-30, WRFC D-30, WPST D-30, KPUG D-30, KMJK D-30, KRDG 35-31, WALG 35-31, WSGN D-31, WZDQ 38-32, KRQ A-32, KATI 37-34, WAYS D-34, and WANS D-36... added at WSSC, WGBF, WABB, G100, WKBO, WITZ, Z-98, KRGV, WKPT, KLUC, WAMS, KOIL, KLOU, WKNX-AM, KOAQ, WFLI, KREM, KIDD, KIKI, WTX, KRIG, and B-100... Already strong callout with 12-28 males...some 18-24 females developing...huge group, LP and image...#3 Most-Debuted, #4 Most-Added...reporters showing growth travel from 42 to 55%...heading Top 10 immediately...very valuable to programming...2nd week on chart.

10 16 K.C. & THE SUNSHINE BAND/PLEASE DONT GO (TK)

Profile: KKIQ 1-1, WKPT 1-1, WLOF 1-1, WOKY 2-1, WSGN 2-1, G-105 2-1, KATI 3-1, KB-101 5-1, KTLK 2-2, 92-Q 3-2, WRQK 3-2, WIKS 3-2, WPGC 3-2, KRNA 4-2, KRUX 5-2, WKBO 10-2, WORD 4-3, WRBR 4-3, WRTB 4-3, KPUG 6-3, THE LADY 6-3, BJ-105 10-3, KOKO 4-4, M-91 4-4, WJET 5-4, WQLK 8-4, WDJX 8-4, KOIL 10-4, WRVQ 10-4, KBEQ 4-5, KFRC 5-5, KCBN 5-5, WIYD 5-5, WAGY 5-5, CKLW 5-5, WQXI-AM 5-5, WKXY 5-5, KRIG 6-5, KBDF 6-5, KRDG 7-5, WISM 8-5, QV93 8-5, KQZ 8-5, WTIC-FM 12-5, WLAN 6-6, KELI 6-6, WSSC 7-6, WAPE 8-6, WAYS 7-6, WNOE-AM 8-6, KSFM 12-6, KRTH-FM 7-7, KFI 10-7, WJVC 13-7, WBBF 8-8, WMEE 9-8, B-100 10-8, KIMN 14-8, WBBM-FM 10-9, KGW 18-9, KISR 5-10, KQDI 14-11, WBLI 17-11, KYNO-FM 17-12, WAKY 17-14, KNUS 18-15, WROV 22-15, JB-105 23-15, WKAP 21-17, WXLO 23-20, KEYN-FM 28-20, WAMS 25-21, WRKO 26-21, KYX D-21, KRKE 27-22, WFLI A-23, 14-Q 30-25, KXDD 32-28, KENI 34-28, KIQY D-30, and WLS 43-30... Stupendous teen phones continue with confirmed 18+ female callout acceptance...one of the biggest teen phone records we've ever seen for a record at this stage of development (Top 5 phones everywhere)...peaked as reporters showing growth slip from 50 to 44%...9th week on chart. Highest chart position: 7.

18 17 CRYSTAL GAYLE/HALF THE WAY (COLUMBIA)

Profile: WSKY 2-1, WDAK 3-2, WCSI 6-3, WKMX 6-5, WRQK 7-5, KNOW 8-5, KATI 6-6, WALT 7-6, KRGV 12-7, WITZ 16-8, WSEZ /Z93 15-9, WALG 12-10, M-91 14-11, WSGN 19-11, KRTH-FM 16-12, WQXI-AM 17-12, WLCS 21-14, WTX 21-14, WLAC 22-14, WERK 19-15, WISM 19-15, KOIL 22-15, Z-98 25-15, KEZR 21-17, KSTN 29-17, KC-101 21-18, KFI 21-18, WMEE 22-18, WTIC-FM 22-19, WOKY 24-19, Y-103 24-19, WGLF 26-19, KQZ 24-20, KRIG 25-20, KISR 29-20, CK101 28-21, WLSQ 26-22, WIYD 28-22, WROV D-22, KREM 27-23, KRQ 34-23, G-105 A-23, WXLO 26-24, WAKY 27-24, WQLK 34-24, WBBF A-24, KFRC 27-25, KELI 28-25, KEYN-FM A-25, WFOX 29-26, KWOD 29-26, KUHL D-27, CKLW A-28, WSSC D-28, KXDD 33-30, WMOH D-30, WAMS D-34, KTLK D-34, KRUX D-40, and KOBO D-40... added at KROY-AM, KPUG, KIQY, and KRNA...Covering 18+ females with good callout acceptance...sales are crossing over from country strength...starting to peak as reporters showing growth stabilize at 38%...3rd week on chart.

20 18 DR. HOOK/BETTER LOVE NEXT TIME (CAPITOL)

Profile: WFLI 6-3, WCSI 2-5, KOBO 10-7, Q-101 9-8, 92-Q 12-9, WOKY 12-9, WNFQ 15-9, WORD 15-10, KRGV 17-10, KISR 16-12, KSTN 18-12, WUPE 19-12, Z-98 21-13, WITZ 18-14, WAYS 19-14, WLSQ 20-14, WKBO 21-14, WSKY 23-14, Q-106 22-15, WHVL 23-15, WLAC 21-16, M-91 20-17, WLOF 22-17, WAXY 24-17, KGW 20-18, WKMX 22-19, WNOE-AM 23-20, WALG 27-21, Z-93 25-22, WRJZ 25-22, CK101 29-22, WKPT D-22, WIKS 26-23, WAIM 28-23, JB-105 35-23, WMOH 27-24, BJ-105 30-25, KRQ 25-26, KOPA 28-26, WMEE 29-26, KBEQ 29-26, WAMS 29-26, KRIG 30-26, Y-103 30-26, KQDI 30-26, KTLK 31-26, KC-101 30-27, WKYB D-27, QV93 D-27, WQXI-AM D-27, WRQK 2-28, KQZ D-28, WJET D-28, KRBE D-28, KRUX 35-29, WABB D-29, KKEG A-30, KHJ D-30, KOIL D-30, KIMN D-30, KENI D-31, KNUS 37-32, WAGY A-33, and WPST D-33... added at WKAP, KRNA, KWOD, WHBQ, WBLI, G100, WALT, WRKO, WXLO, KUHL, and KFI...Covering the pop pattern of adult females and teens...still #1 sales and phones at WHVL...#13 Most-Added, #14 Most-Debuted...early peaking indicators activating as reporters showing growth level from 45 to 42%...could still break further...3rd week on chart.

4 19 EAGLES/HEARTACHE TONIGHT (ASYLUM)

Profile: WRJZ 1-1, KXDD 1-1, WRFC 1-1, KRIG 1-1, KGW 1-1, 92-Q 1-1, WAKY 1-1, WKXY 1-1, KFRC 1-1, M-91 1-1, KOBO 1-1, WZDQ 1-1, WHBQ 1-1, KQDI 1-1, KIKI 1-1, WALT 1-1, KOWB 2-1, WLAC 2-1, QV93 2-1, WABB 2-1, WBSD 2-1, KEYN-FM 2-1, KIMN 2-1, WALG 2-1, WAPE 3-1, WRTB 3-1, KRGV 4-1, WJDX 8-1, KATI 1-2, KBOS 2-2, KOKO 2-2, WGBF 2-2, KCBN 2-2, Y-103 2-2, KJR 2-2, WQCM 2-2, WQXI-AM 2-2, WAYS 2-2, WHVL 2-2, KUHL 2-2, WRBR 2-2, WJVC 2-2, WKMX 2-2, KBEQ 2-2, KBDF 3-2, WKX 3-2, WPST 3-2, BJ-105 3-2, WQLK 4-2, WKNX-AM 4-2, WFOX 5-2, KRQ 1-3, WAGY 2-3, KOIL 3-3, KIQY 3-3, KROY-AM 3-3, WBLI 4-3, WKBO 4-3, WEAM 4-3, KKIQ 5-3, WXLO 5-3, WGLF 7-3, WKPT 4-4, WLAN 4-4, KSTN 4-4, KOPA 4-4, WLSQ 4-4, G-105 7-4, WRRD 3-6, KTLK 7-6, KOFM 8-6, KSFM 8-8, 94-Q 15-9, and WNBC 18-14...LP is selling like mad and heavy phones continue from all demos in all markets, while programmers reach now for the new single 'The Long Run' (see back cover NEXT)...other image cuts highly recommended...reporters showing growth on 'Heartache' slip from 66 to 41%...7th week on chart. Highest chart position: 1 (for 3 weeks).

SWITCH

"I CALL YOUR NAME"

Their New Single From The Album "SWITCH II"

G7-988R1

On Motown
Records & Tapes



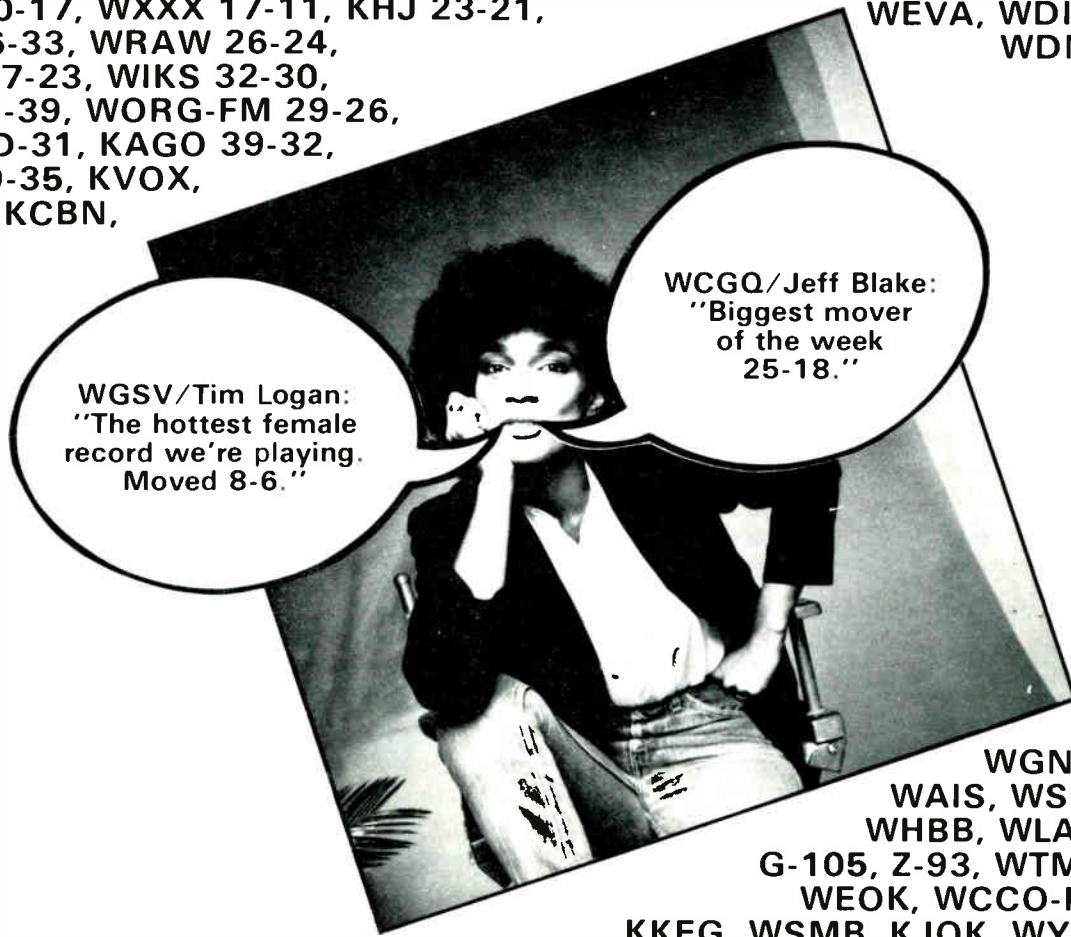
**The Book Is Over
The "SWITCH" Is On
And HOT
At These Stations:**

KYNO-FM 12-7, KOAY Top 5, WDRQ #1 phones 3 to 1,
KJLA 25-20, WOOK Top 10, KTLK 20-14, KSOL 10-8,
WBLX 12-7, WBMX Top 10, KLOU 15-11,
WDAS 15, WXAP add,
WVEE Top 10.

ARE YOU LISTENING? MAXINE NIGHTINGALE "(Bringing Out) The Girl In Me"

WALG, WFLB, KUGN, WKY, KCAP,
KRPL, KALE, KGOS, KSLY, KUHL,
WIBR, KSKG, KROF, WJDX,
WROA, WHSY, KKLS, WSMM,
WGSV, WXIL, WGLF,
WEVA, WDIG, WDOP,
WDNG, WEIR,
WGAD,

KVOL 20-17, WXXX 17-11, KHJ 23-21,
KTLK 36-33, WRAW 26-24,
KOKQ 27-23, WIKS 32-30,
WSEZ D-39, WORG-FM 29-26,
WHAG D-31, KAGO 39-32,
KBAI 39-35, KVOX,
WQON, KCBN,
WANS,



WGSV/Tim Logan:
"The hottest female
record we're playing.
Moved 8-6."

WCGQ/Jeff Blake:
"Biggest mover
of the week
25-18."

WCIR,
WGNG, WHAP,
WAIS, WSGV, KJLA,
WHBB, WLAY, WFGC,
G-105, Z-93, WTMC, KAYC,
WEOK, WCCO-FM, KFJN,
KKEG, WSMB, KJOK, WYN, WNYC,
WPAP, KOBO, KYWO, KIDD,
KRDG, WSFL, KVOX, KGVO.

DONT BE CAUGHT NOT LISTENING!

Produced by Denny Diante for Coldeye Productions.
Management by Ray Anderson & Friends.



Manufactured and Distributed by RCA Records

Universals

- 28 20 KOOL & THE GANG/LADIES NIGHT (DE-LITE)**
 Profile: KSTN 8-1, KVOL 10-2, WTXI 7-3, KFMC 7-3, KYNO-FM 10-4, KTLK 5-5, KHJ 9-5, WRKO 7-6, KRTH-FM 10-6, WPGC 15-7, WNOE-AM 11-8, JB-105 17-8, WBLI 12-10, KLOU 14-10, KOPA 23-10, KOKQ 25-10, Y100 13-11, WXLO 16-11, WRJZ 18-12, THE LADY 19-13, WEAM 20-14, WQXI-AM 22-14, WLS A-14, WFLI 24-15, WSSC 22-16, WLCS 29-16, KKEG 20-17, KFI 24-17, WABB 24-17, WRTB 22-18, KFRC 24-18, KUHL 25-18, WKIX D-19, KRGV 24-20, WHBQ D-20, Q-106 26-21, B-100 D-21, KOBO 36-23, WRVQ D-23, WKBO D-23, WAXY 30-24, Q-101 29-25, WTIC-FM 29-25, WAYS 34-25, 92-Q D-25, KTFX D-27, WRAW D-27, KWOD 32-28, KBEQ 39-28, KSFM A-28, WJDX A-28, WKMX D-28, WQCM D-28, WSGA A-29, KRDG D-29, M-91 D-29, KROY-AM D-29, WIKS 36-31, CK101 A-36, and WLOF D-40. added at KQIZ, KKIQ, KISR, WRFC, WSGN, G100, Z-98, WRBR, WLSQ, Z-93, KMJK, WANS, and TM ROCK. Former #1 Urban for 3 weeks and now taking off! Covering teens and females...KOPA John Volpe "The 45 and LP are exploding!" Good sales and phones developing...Ladies Night' has completely crossed over to white markets...#8 Most-Added, #10 Most-Debuted...Kool's biggest Universal record ever...reporters showing growth groove from 28 to 43%...2nd week on chart.
- 26 21 CAPTAIN & TENNILLE/DO THAT TO ME ONE MORE TIME (CASABLANCA)**
 Profile: WAYS 15-10, Z-98 17-10, WSKY 19-11, WAPE 16-13, KSTN 19-13, WCSI 19-13, WOKY 20-13, KFMC 17-14, WQXI-AM 19-15, KRTH-FM 18-16, KHJ 21-16, G-105 22-16, WJDX 26-16, WITZ 21-17, KRDG 23-17, WBBM-FM D-18, WRAW 22-19, WHBQ 24-19, Q-101 23-20, M-91 27-21, WISM 27-21, KVOL 30-21, KOIL 25-22, WORD 26-22, KXDD D-22, KRGV D-22, WKMX 26-23, WSSC 27-23, KC-101 27-23, WAKY 29-23, WRQK 29-23, KJR D-23, KNUS 27-24, KFi 27-24, WLSQ 28-24, WRFC 29-24, KPUG 29-24, WLCS 30-24, KIMN A-24, WGLF 29-25, WERK D-25, KISR 30-26, Q-106 A-26, KBEQ 30-27, KSLQ 30-27, WTIC-FM 31-27, WAGY 32-27, Y-103 33-27, KOBO 37-27, WFOX D-27, WALG 32-28, WRJZ 34-28, WMEE D-28, 14-Q 33-29, WPST 34-29, KRQ 36-29, KQDI D-29, Z-93 D-29, KREM D-29, WSEZ Z93 D-30, WXLO D-30, WRKOD-30, KKIQ D-30, WRTB A-32, WAMS D-32, KRUX 40-33, KWOD D-35, CK101 A-37, WVJC D-38, and WNOE-AM D-39. added at WKAP, WMOH, KBDF, KYXX, WPGC, WABB, WKBO, WRBR, KIDD, WUPE, and WKXY. Covering all females 12-34 with some 25+ males developing. KIMN reports huge callout acceptance from all demos...#1 18+ phones at WISM...Top 5 18+ phones at 14-Q...#7 Most-Debuted, #10 Most-Added...starting to break wide open as reporters showing growth swell from 41 to 48%...heading Top 15 quickly...3rd week on chart.
- 30 22 SMOKEY ROBINSON/CRUISIN' (TAMLA)**
 Profile: WRFC 4-2, KRTH-FM 9-5, KKEG 14-6, CKLW 7-7, WQXI-AM 10-7, KHJ 13-9, Q-101 17-10, KTLK 17-12, WNOE-AM 16-13, KFRC 19-13, WKPT 19-15, Z-93 26-16, WHBQ 19-17, WAYS 26-17, KOPA 21-18, KRGV 21-18, WJDX A-18, WROV 23-19, 92-Q 24-19, WLAC 29-19, KOKQ 29-19, KC-101 25-20, WSGN 29-21, WSGA 29-21, Y100 25-22, WAGY D-22, Z-98 D-22, WPST 26-23, WFOX 28-23, KIDD D-24, Q-106 28-25, WRBR D-26, WTXI 29-27, WKBO D-27, WKIX D-28, WXLO D-28, KIMN D-28, WALG 33-29, WLCS A-29, WPGC D-29, KSTN D-29, WITZ D-29, KOIL D-29, KRIG 34-30, WTIC-FM A-31, WNFQ D-31, KSLQ 38-32, WAGY A-35, WAMS D-35, KBEQ D-36, KWOD D-37, WANS D-38, WGLF D-39, and KTFX D-40. added at WRKO, WRTB, WISM, WQLK, KFMC, KOBO, KOFM, KFI, KELI, KRUX, WRAW, WRQK, KWIC, and B-100. Z-93's Dale O'Brien says it best: "First a solid crossover with heavy females and teens—it's now busting mass appeal." Callout support forming with all demos...sales developing nicely...no male tuneout detected...#7 Most-Added, #8 Most-Debuted...reporters showing growth smoke from 31 to 41%...headed Top 20 immediately...2nd week on chart.
- 14 23 CHRIS THOMPSON & NIGHT/IF YOU REMEMBER ME (PLANET)**
 Profile: WNOE-AM 6-5, KTFX 13-5, 14-Q 14-5, WALG 7-6, WERK 9-6, WKPT 9-7, KIDD 9-7, Y-103 11-7, KOIL 13-7, Z-98 9-8, WAMS 11-8, WPST 13-8, WTXI 18-8, WUPE 9-9, WLSQ 15-9, WITZ 13-10, KRNA 18-10, WOKY 18-10, KIMN 15-11, WFOX 15-11, WJET 14-12, THE LADY 16-12, WSEZ Z93 19-13, WKBO 18-15, WRFC 18-15, G-105 20-15, WKAP 19-16, WRBR 20-17, WDAK 24-17, KREM 22-18, KRTH-FM 21-19, WCSI 22-19, WQLK 22-19, KSLQ 23-19, WQZQ 23-20, WAKY 25-20, WKXY 27-20, KLOU 25-21, Q-101 30-21, KFMC 25-22, KWIC 21-23, KROY-AM 28-23, WMOH 28-23, WPGC 27-24, WDJX A-24, WVJC D-24, KOFM 29-26, JB-105 29-27, KCBN 35-27, WALT D-27, CK101 36-29, WLAC D-29, WBLI D-30, and Y100 36-33. Solid female support across the board...peaked as reporters showing growth slip from 40 to 30%...5th week on chart. Highest chart position: 14.
- 21 24 BLONDIE/DREAMING (CHRYSALIS)**
 Profile: 92-FLY 3-3, CHUM 5-4, WSEZ/Z93 5-5, WCKO 5-5, KRQ 6-6, KRDG 13-6, WTIC-FM 9-7, WBSD 8-8, WKXY 10-8, WAPE 10-8, WRRD 10-8, WANS 14-8, WRVQ 12-9, WNOE-AM 13-9, WTXI 19-9, KBOS 10-10, KNOW 12-10, WBLI 15-12, KCBN 15-12, KWIC 16-13, KROY-AM 16-13, QV93 17-13, WKMX 17-13, WRKO 16-14, KOPA 17-14, WHVL 18-14, KRBE 17-15, KKIQ 20-15, KRNA 21-16, KNUS 22-16, KYNO-FM 25-17, WJET 20-18, KSLQ 20-18, WAMS 22-18, WLAN 23-19, WABB 23-19, WRTB 26-21, WQZQ D-21, KOFM 25-22, WOKY 26-22, KOAQ 27-23, Y-103 27-23, WNBC 30-25, WALG 30-25, WALT 29-26, Z-97 A-26, KELI D-27, BJ-105 32-28, KPUG D-29, WRBR D-30, KBEQ 37-31, and Y100 37-34. added at KFI. Reporters showing growth slip from 36 to 30%...7th week on chart. Highest chart position: 12.
- N 25 KENNY ROGERS/COWARD OF THE COUNTY (UA)**
 Profile: Q-101 25-1, WPGC 7-6, 92-Q 15-6, WMOH 19-11, KFMC 21-12, WSGA 23-12, WEAM 17-13, WLAC 19-13, WFOX 21-13, 14-Q 23-16, KATI 25-18, WKMX 23-20, WBBM-FM D-20, WKIX 25-22, WORD 18-23, WJDX 30-23, WAPE 29-25, WAKY 31-25, WCSI A-25, KEYN-FM A-26, WRFC D-27, WSGN D-27, KISR D-27, WAYS 36-29, KWIC A-29, KRBE D-29, KSLQ 36-30, WLCS A-30, WOKY A-30, KEZR D-30, KFI D-30, WRJZ D-30, CK101 38-31, KOKQ A-32, WZDQ 39-33, KNOE D-34, WRTB D-34, WAGY A-36, WLOF A-37, KOBO D-38, and KRQ A-39. added at KREM, JB-105, WROV, WQLK, KWOD, WALG, WSEZ/Z93, WNOE-AM, WBLI, WAXY, WKPT, KSTN, CKLW, QV93, KQDI, WROV, WABB, WABB, KTFX, WPST, KRGV, WISM, KOIL, WQXI-AM, KROY-AM, KVOL, Z-93, WRKO, KIDD, WQZQ, WFLI, WRQK, KBEQ, KOPA, KJR, and B-100. Larry O'Neal at Q-101/Meridian, MS tells the story "25-1! #1 phones out-of-the-box, instant sellout in every store!" Heavy lyric power spells the sentiments of much of your audience...as usual, breaking overnight in the South and Southeast...heavy 18+ phones with males and females...#2 Most-Added, #4 Most-Debuted, which means Kenny is converting immediately...valuable artist power...reporters showing growth fight from 23 to 44%...headed Top 15 immediately...1st week on chart.
- N 26 TOM PETTY/DON'T DO ME LIKE THAT (BACKSTREET)**
 Profile: WKYB 19-7, KQIZ D-7, WAGY 26-15, WERK 23-17, WCKO D-22, KMJK D-22, 94-Q 29-23, KDWB A-25, KROY-AM D-26, KEZR 30-27, KOPA D-27, KBOS 30-28, WZDQ 34-28, WBSD A-28, KFRC D-28, WRFC D-28, KOKQ D-29, KNOE 24-30, WSGA A-30, Q-106 A-30, WAIM D-30, KVOL D-30, KSLQ 37-31, CK101 40-32, JB-105 A-34, KENI D-34, WALG D-36, KBEQ D-38, KCBN D-39, KATI A-40, and WEAM D-40. added at KIDD, Q-101, KISR, KRDG, WGLF, WIKS, WAPE, KRTH-FM, KBDF, WMEE, KWOD, WNOE-AM, KOFM, WLAN, WLAC, WUPE, WUPE, KFMK, Y-103, KNUS, KYXX, WMOH, WTIC-FM, WSGN, KQDI, KTFX, WISM, KELI, WPST, 92-Q, WQCM, WJET, WRAW, WORD, KROY-FM, KKEG, WRJZ, WRKO, WAYS, 92-FLY, KNOW, KIMN, WKNX-AM, KHJ, WKXY, WNFQ, and B-100...Image Record Of The Week! Following his smash 'Saturday Night Live' performance, Tom has proven his artist power and talent...#1 Most-Added, #12 Most-Debuted and already a Top 5 album. Covering males 16-34 with 18-24 females developing...extremely valuable to programming...reporters adding or showing growth burst from 18 to 46%...heading Top 5...his U.S. tour is now underway...1st week on chart.
- 29 27 JOHN COUGAR/I NEED A LOVER (RIVA)**
 Profile: KOAQ 4-2, WRRD 4-3, WCKO 7-4, WRAW 11-8, WERK 11-8, KBEQ 11-8, WRKO 15-12, KEZR 13-13, WBSD 16-13, KKEG 18-15, KOPA 19-16, WRTB 21-17, KTFX 25-17, WSSC 25-18, KXDD 27-20, WEAM 26-21, WCSI 29-21, Q-106 25-22, KREM 25-22, KRBE 27-25, KHJ 29-25, KIMN 30-25, WVJC 33-26, WQLK 35-27, KJR D-27, KYXX D-27, KRIG 32-28, KLUC 2-29, WISM D-29, KOKQ 32-30, Y100 33-30, Q-101 D-30, KWIC D-30, WTIC-FM D-32, WANS D-33, KRDG D-34, JB-105 A-35, KATI 40-37, KRUX D-38, Y-103 D-38, CK101 D-39, and KRQ A-40. added at WORD, WLSQ, KMJK, WGLF, WUPE, KNUX, KELI, WALT, WAXY, and WLAN. Very good callout acceptance forming with 16-34 males and females 18-34...valuable for balance programming...#14 Most-Added, #15 Most-Debuted...reporters showing growth level at 28% due to the fact that John has already been a smash and has peaked in many markets...2nd week on chart.
- 23 28 ANNE MURRAY/BROKENHEARTED ME (CAPITOL)**
 Profile: KNOW 3-2, WRKO 4-4, JB-105 8-5, KQIZ 9-7, WMOH 11-8, WAXY 17-8, KREM 9-9, M-91 10-9, WDAK 10-9, WAMS 10-9, WAKY 12-9, KFI 13-9, KENI 16-9, KUHL D-9, WALT 11-10, KATI 12-10, KBDF 12-10, WLOF 15-11, KOPA 15-13, WJDX 18-13, G100 19-13, WQCM 20-13, KC-101 16-14, WKXY 17-14, KSFM 18-15, KCBN 23-15, 92-Q 19-16, WQXI-AM 20-16, WBLI 20-16, KIKI 21-16, KEYN-FM 21-16, WNOE-AM 20-17, WBBF 23-17, KSLQ 31-17, WXLO 22-19, WLAC 27-20, KKIQ 25-21, WPST 25-22, KWIC 25-22, KSTN D-27, WUPE D-29, and KRDG 40-30. Reporters showing growth slip from 32 to 26%...7th week on chart. Highest chart position: 13.
- 12 29 FLEETWOOD MAC/TUSK (WB)**
 Profile: KRNA 1-1, WISM 2-2, WGLF 4-2, WOKY 4-2, WRJZ 3-3, KSLQ 4-3, KEZR 4-3, KXDD 4-3, G100 4-3, WLAC 5-3, WKPT 5-3, WABB 4-4, KROY-AM 4-4, KRBE 4-4, KDWB 4-4, WBSD 5-4, QV93 5-4, WVJC 5-4, WZDQ 6-4, WRTB 2-5, KRQ 3-5, WHVL 5-5, KBOS 5-5, WKAP 5-5, WLAN 5-5, KEYN-FM 6-5, WSGN 6-5, WALT 6-5, WKIX 7-5, WAGY 4-6, KOKQ 6-6, WQLK 7-7, WLS 8-7, WKMX 8-7, WHBQ 9-7, BJ-105 9-7, WIYD 10-7, WKNX-AM 10-7, KATI

Universals

4-8, WFOV 11-8, WRVQ 13-8, KTLK 11-9, 92-Q 10-10, KSFM 11-10, KOAQ 13-10, KGW 15-13, QODI 20-17, and KOFM D-27...The attention is converting to the new single, 'Sara', while 'Angel' also is proving itself in many markets as well...reporters showing growth on 'Tusk' slip from 48 to 23%...big LP sales continue...9th week on chart. Highest chart position: 5.

N 30 ISAAC HAYES/DON'T LET GO

(POLYDOR)
Profile: KVOL 1-1, KFMK 6-4, WKYB 15-5, KNOE 16-12, WLSQ 17-12, WAYS 24-12, KTLK 21-15, WKNX-AM 24-15, WFLI 23-19, Z-93 29-21, WQXI-AM D-21, KRGV D-23, WFOV 27-24, WSGA 28-25, KSLQ 29-26, WGLF 36-27, WSEZ/Z93 30-28, WANS 35-28, KOKQ A-28, 92-Q D-28, KSTN D-28, WHBQ D-29, WPGC A-30, KOPA D-30, WNOE-AM 34-31, WIKS A-37, and WALG D-38...added at KRDG, KRTH-FM, Y-103, WLAC, KISR, WSGN, KELI, WEAM, WRJZ, KIDD, KUHL, and KHJ...Crossover Record Of The Week! Sales on 45, 12-inch and LP developing impressively...strongest with females and teens...middles proving to be valuable daypart...requests building...#1 phones at KVOL (10-1-1), #11 Most-Added, #17 Most-Debuted...reporters showing growth grab from 15 to 23%...1st week on chart.

NEXT: FRED Predicts That These Will Move Into The Chart Next:

ALAN PARSONS/Damned If I Do 73/8/11
EAGLES/The Long Run 35/6/8
BUGGLES/Video Killed The Radio Star 30/9/5
FOGHAT/Third Time Lucky 54/28/5

(Arista)
(Asylum)
(Island)
(Bearsville)

SIGNIFICANT ACTION

BLACKFOOT/TRAIN TRAIN 54/9/7 (ATCO) Profile: WSEZ/Z93 3-1, WANS 2-2, WKYB 4-2, WSKY 5-3, WNFQ 10-6, WRJZ 14-7, Q-106 D-7, WFLI 11-9, WRAW 12-9, WZDQ 16-9, WCKO 16-12, KDWB 16-14, WEAM 19-16, WBSD 20-16, KKEG 21-18, WAGY 27-22, WIKS 28-24, KBOS 28-25, WKMX 30-27, WRTB 31-27, WTIC-FM 32-28, KEZR D-28, KNOW 38-30, WITZ D-30, and KRDG D-38...added at WSGN, WERK, KFI, KIDD, KNUS, KIMN, WHBQ, WRVQ, and WLAN

RONNIE MILSAP/GET IT UP 54/1/13 (RCA) Profile: WSGN 11-6, WIYD 17-8, WRFC 13-10, Y-103 14-10, WALT 17-11, WAPE 15-12, WLAC 16-12, 92-Q 21-12, WQXI-AM 18-13, WRJZ 24-14, BJ-105 21-17, WLOF 23-18, Z-98 28-18, WAYS 22-19, KJR 23-20, WROV 25-20, WGLF 38-26, WABB D-26, KREM D-27, B-100 30-28, and WANS 38-34...added at WKPT

MELISSA MANCHESTER/PRETTY GIRLS 43/8/9 (ARISTA) Profile: WROV 6-3, WGLF 12-6, WSSC 14-10, CKLW 15-13, KPUG 20-16, KJR 21-17, WLAC 25-17, WAIM 22-18, WAYS 28-18, Z-93 24-19, Y-103 25-20, 94-Q 25-21, QODI 25-21, WDAK A-21, KBDF 28-23, WQXI-AM D-23, WORD D-24, WNOE-AM 31-27, KREM D-28, KIDD D-30, KRDG D-37, WSEZ/Z93 D-37, and KTLK D-38...added at WAMS, KB-101, WKNX-AM, WQZQ, WAXY, KRGV, and WHVL

LED ZEPPELIN/FOOL IN THE RAIN 28/2/13 (SWAN SONG) Profile: KSFM 4-4, Z-97 5-4, Y-103 7-4, KDWB 5-5, WRRD 5-5, KELI 7-7, WALG 10-8, KYNO-FM 15-9, WABB 10-10, KEZR 12-12, WNBC 24-17, KRKE 22-18, KRQ 32-24, Y100 32-26, WIKS 31-28, KLUC D-28, WLAN 33-29, KB-101 D-30, KBOS 40-34, and WLCS A-34...added at WGLF

SUGAR HILL GANG/RAPPER'S DELIGHT 26/10/4 (SUGAR HILL) Profile: WSGA 1-1, WTIK 9-1, KVOL 14-6, KTLK 18-8, WLCS 22-8, WPGC 22-9, WKNX-AM 21-11, WQCM 24-12, WABB D-22, KFMK D-24, WNOE-AM A-28, Y100 35-29, WTIC-FM A-29, WEAM A-32, KWOD 43-39, and CK101 A-40...added at WLAC, WANS, WALT, WKMX, WSSC, and Q-101

TOM JOHNSTON/SAVANNAH NIGHTS 38/14/8 (WB) Profile: KEZR 9-8, WKYB 16-10, WZDQ 15-12, WRFC 19-16, WSKY 21-18, WKMX 24-21, WFOV 26-21, KIQY 29-21, WITZ 26-23, KQIZ 28-23, KNOW 35-24, WANS 33-25, KOKQ 28-26, WKXY D-29, KBOS 34-32, and Z-98 D-40...added at WCSI, BJ-105, WLOF, WRAW, KB-101, WGLF, KSTN, KTLK, WKPT, WALT, KYXX, KROY-FM, KOPA, and KFRC

HERB ALPERT/ROTATION 15/3/3 (A&M) Profile: WKMX 9-6, KWOD 10-7, KKEG 13-10, WKYB 24-11, WNOE-AM 17-12, KELI 19-15, WRTB 24-20, KPUG 25-21, WKAP 29-26, KOKQ 35-27, WKNX-AM D-29, WZDQ D-34, WNFQ D-38, and WIKS A-39...added at KTLK, and KOBO

MOON MARTIN/NO CHANCE 51/9/5 (CAPITOL) Profile: WKYB 18-12, WAGY 22-18, WANS 28-23, WERK D-24, KJR D-25, 92-FLY 30-26, WAYS 29-27, KKEG A-27, KBDF D-27, WSEZ/Z93 35-29, WORD D-29, WKMX D-29, WBSD D-29, KTFX 40-34, WNFQ D-35, and KOBO D-36...added at KIKI, KROY-AM, QODI, KIMN, KB-101, WZDQ, WITZ, and Q-101

CARS/ALL I CAN DO 65/4/8 (ELEKTRA) Profile: KIQY 4-4, 14-Q 13-9, WTIC-FM 11-10, WRRD 11-10, WLAN 12-10, WBSD 15-11, KOAQ 19-13, KENI 27-15, KRKE 23-19, CK101 24-20, WPST 24-21, KXDD 31-21, WNOE-AM 29-22, Z-97 A-22, WRAW 29-25, WANS 31-26, WAMS 31-27, WAPE D-27, WTIK 30-28, Y-103 32-29, and KTLK 34-30...added at G100, WKBO, and TM ROCK

HALL & OATES/WAIT FOR ME 60/8/8 (RCA) Profile: WNFQ 14-8, WFLI 16-13, WANS 17-13, WALG 18-15, Q-106 19-16, WPST 22-19, KRNA 25-20, KOAQ 23-21, KEZR 25-22, WRAW 25-22, WKAP 26-22, WRKO 29-26, CK101 31-28, 94-QA-29, BJ-105 39-30, KBOS 36-31, WDAK A-34, KRQ 40-35, WLCS A-35, KENI D-35, and WQLK 44-40...added at WLSQ, WROV, KWOD, WSSC, and WLAN

AC/DC/HIGHWAY TO HELL 31/3/11 (ATLANTIC) Profile: KBOS 4-3, WFLI 10-7, KTFX 15-8, WQLK 10-9, KRBE 15-9, WCKO 15-10, KUPD 14-11, WANS 18-15, WTIK 23-18, 96-KX 22-20, WFOV 25-22, WZDQ 26-23, KBEQ 40-33, and WLAN A-33...added at WERK, and WDJX

KERMIT THE FROG/RAINBOW SONG 32/1/10 (ATLANTIC) Profile: WKBO 6-4, WRRB 6-5, QV93 11-7, KTFX 14-9, WQXI-AM 14-11, WKIX 17-11, KELI 17-13, WALT 21-19, 14-Q 29-21, WKAP A-30, and KOFM D-30

RICHIE FURAY/I STILL HAVE DREAMS 24/3/8 (ASYLUM) Profile: 94-Q 5-4, WAIM 8-4, KNOW 14-7, WZDQ 14-11, WKYB 21-15, WQXI-AM 25-22, WRFC 26-23, Z-93 30-25, WALG 31-26, WSGN 32-29, and WANS D-31...added at WAYS, WSEZ/Z93, and WFOV

THE POLICE/MESSAGE IN A BOTTLE 32/5/6 (A&M) Profile: 92-FLY 22-9, CHUM 16-10, WCKO 19-14, WKYB 27-16, WBSD 26-21, KKEG 28-24, WZDQ 30-26, KIDD D-28, Q-106 D-29, KBOS 35-30, WANS 37-32, and WNFQ D-34...added at WALT, KREM, KROY-AM, KOBO, and WLAN

YVONNE ELLIMAN/LOVE PAINS 42/6/10 (RSO) Profile: KTFX 10-7, WAGY 10-8, KRDG 28-23, WLOF 28-24, WNOE-AM 32-29, WDAK 34-29, KOAQ D-29, WNFQ 35-30, WOKY A-31, Y100 34-32, KTLK 35-32, WALG 38-34, and WGLF 40-35...added at QV93, WKBO, KRGV, WRQK, and WSKY

DONNA SUMMER/ON THE RADIO 27/5/6 (CASABLANCA) Profile: WJET 6-6, WSGA 10-8, WRKO 18-13, WPGC 23-19, KFMK 24-19, KRTH-FM 27-21, Y100 28-25, Z-98 A-25, WAXY 29-26, WAGY 34-30, and WQXI-AM D-31...added at WCSI, KRDG, KBDF, and WQCM

DIONNE WARWICK/DEJA VU 19/9/6 (ARISTA) Profile: WKNX-AM 11-5, WRFC 17-14, CKLW 30-17, KKEG 27-23, KXDD 34-27, WDAK A-27, KTLK 39-31, 14-Q A-31, WQLK 45-39, Y-103 D-40, and KBEQ D-40...added at WAXY, QODI, WGLF, WRJZ, WQXI-AM, M-91, and KSTN

IAN LLOYD/SLIP AWAY 24/4/8 (SCOTTI BROS.) Profile: WNBC 23-6, KBEQ 25-20, WRKO 30-27, WRTB A-29, WRAW D-29, JB-105 34-31, WEAMA-33, and WALG D-40...added at WHVL, and WLAN

RITA COOLIDGE/I'D RATHER LEAVE WHILE I'M IN LOVE 20/4/4 (A&M) Profile: WAIM 25-17, WKNX-AM D-28, Q-101 D-29, WORD A-30, WDAK A-30, WLSQ D-30, WZDQ 36-31, and KRDG D-39...added at WANS, and WGLF

TERRY DESARIO & K.C./YES I'M READY 28/15/4 (CASABLANCA) Profile: WKYB D-22, Y100 26-23, KRTH-FM 29-26, KVOL D-28, WOKY D-28, and KWOD D-40...added at WKIX, WRFC, WROV, WSEZ/Z93, WLOF, WALG, KFMK, WORD, KTLK, KLOU, WRAW, KUHL, BJ-105, WCSI, and WAIM

DAN PEEK/ALL THINGS ARE POSSIBLE 6/0/7 (MCA) Profile: WKBO 25-18, KELI 27-19, KBEQ 27-21, WEAM 35-25, WIKS 39-33, and KOBO D-37

BONNIE RAITT/YOU'RE GONNA GET WHAT'S COMING 13/7/3 (WB) Profile: WKMX 14-10, WTIC-FM 25-22, WRRD 29-25, 92-FLY D-27, WRTB 36-33, and 14-Q A-34...added at KLOU, WANS, WZDQ, KCBN, WSSC, and WAIM

ORLEANS/FOREVER 11/0/10 (INFINITY) Profile: KKEG 11-7, KRKE 18-14, KENI 30-23, KRDG 34-28, and KIQY D-28

KARLA BONOFF/WHEN YOU WALK IN THE ROOM 8/2/4 (COLUMBIA) Profile: Z-98 37-31...added at WKYB, and WITZ

SNAIL/TONIGHT 5/3/3 (CREAM) Profile: Added at KISR, KNOW, and WUPE

JOE JACKSON

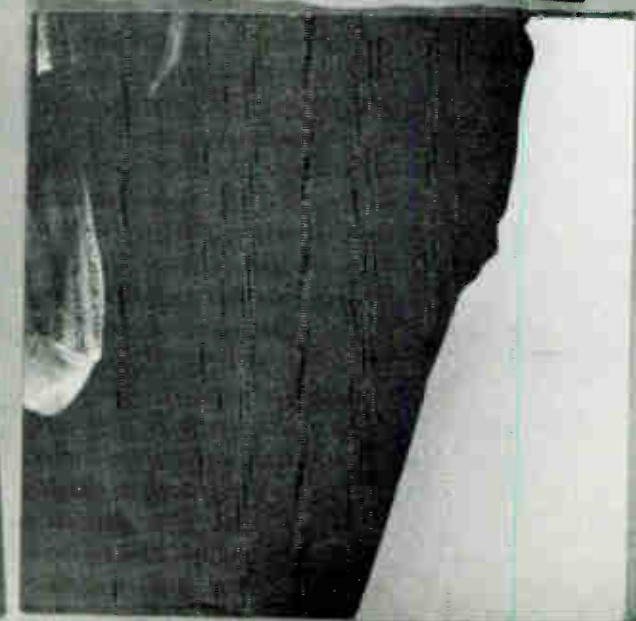
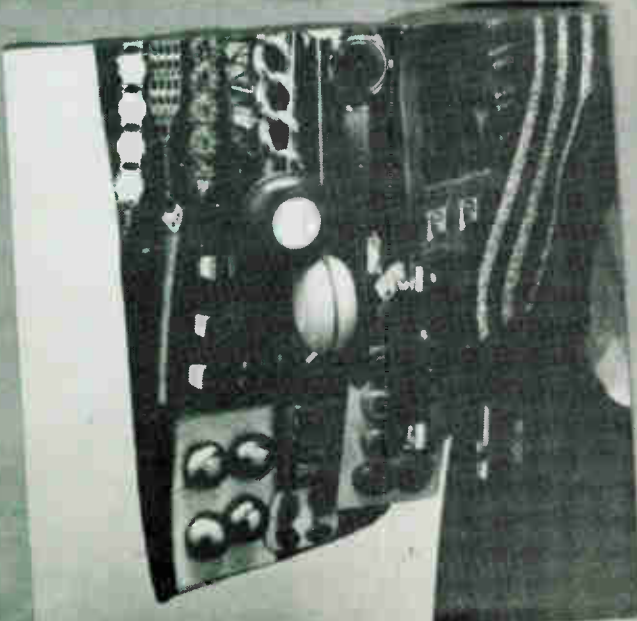
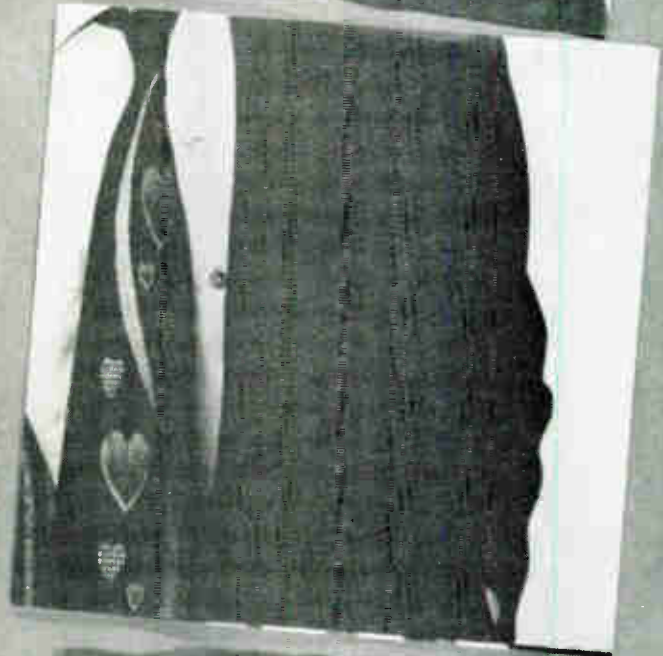
"IT'S DIFFERENT FOR GIRLS"

from his album
"I'M THE MAN"

Added at: KHSN, WKTJ.
Moves: WANS 32-24, KBEQ HB-39,
KQWB 30-26, WZDQ X-36



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Universals

STEVE FORBERT/ROMEO'S TUNE 11/6/2 (NEMPEROR) Profile: WCKO D-24, WKYB D-25, Q-101 D-26, 92-FLY D-30, and KNOW D-38...added at WALT, WEAM, KIMN, KLOU, Z-98, and KRBE

PRINCE/I WANNA BE YOUR LOVER 6/2/7 (WB) Profile: KFMK 22-11, WJDX 21-12, KVOL 17-14, Y100 A-30, and WNOE-AM D-40...added at WEAM

ABBA/CHIQUITITA 8/3/5 (ATLANTIC) Profile: KKEG 10-5, CKLW D-18, WKYB D-23, WKNX-AM D-25, and KRDG D-40...added at KTFX, KQDI, and KSTN

RAINBOW/SINCE YOU BEEN GONE 12/7/4 (POLYDOR) Profile: KLUC 19-11, KUPD 30-24, KDWB A-30, and KBOS D-36...added at WQLK, KCBN, KTFX, KOAQ, KIMN, and KOPA

MAXINE NIGHTINGALE/(BRINGING OUT) THE GIRL IN ME 17/2/6 (WINDSONG) Profile: KHJ 23-21, KOKQ 27-23, WRAW 26-24, WIKS 32-30, KTLK 36-33, and WSEZ/Z93 D-39...added at KCBN, and WANS

SWITCH/1 CALL YOUR NAME 5/1/9 (GORDY) Profile: KYNO-FM 12-7, KLOU 15-11, and KTLK 20-14, added at KQIZ

CHICAGO/STREET PLAYER 16/0/5 (COLUMBIA) Profile: WSKY 17-13, KENI 29-16, WSEZ/Z93 D-34, and KTFX D-39

PAGES/I DO BELIEVE IN YOU 16/2/6 (EPIC) Profile: KUHL 16-13, KHJ 18-15, WEAM 22-19, and KOAQ 29-27...added at KTLK, and KBOS

SNAIL/BROKE UP BROKE DOWN 5/2/2 (CREAM) Profile: WTIK A-29, WKBO D-29, KQIZ 2-30, WRTB 33-30, and M-91 A-30

SHOES/TOO LATE 21/0/6 (ELEKTRA) Profile: WKYB 9-1, WUPE 27-22, WFLI 28-24, and WBSD D-30

DANN ROGERS/LOOKS LIKE LOVE AGAIN 15/4/5 (INT'L ARTISTS) Profile: WITZ 27-24, WKYB D-24, WCSI A-30, and WNFQ 38-33...added at WEAM, WKMX, and WBSD

NITEFLYTE/IF YOU WANT IT 42/2/15 (ARIOLA) Profile: Y100 5-4, WNOE-AM 18-15, WEAM 18-15, KISR 23-17, WRFC 22-19, WUPE 26-21, WAXY 25-22, KUHL 27-23, WKXY 29-24, WORD 30-28, KQIZ D-29, WRAW D-30, KRDG 38-32, and WLOF D-39...added at WEFM and WIFI

FLEETWOOD MAC/ANGEL 27/5/6 (WB) Profile: KDWB 13-10, KOKQ 19-15, KRQ 29-21, WSGA 26-23, KIDD D-25, WERK D-28, Y-103 35-30, CK101 39-33, and WDAK A-35...added at KBOS, WTIC-FM, KRDG, and WKXY

FRANK MILLS/PETER PIPER 19/3/4 (POLYDOR) Profile: WKYB 12-6, KFMK 20-10, WAYS 21-15, WKMX 21-18, KISR 27-19, WDAK 26-22, WRFC 28-25, WOKY 28-26, and WGLF D-40...added at WLSQ, WRTB, and WKPT

TRIUMPH/LAY IT ON THE LINE 14/0/9 (RCA) Profile: 96-KX 14-10, KUPD 17-13, WLAN 20-15, Z-97 25-21, WRAW 27-23, and WQLK 31-28

ENGLAND DAN & J.F. COLEY/WHAT CAN I DO WITH THIS BROKEN HEART 21/3/6 (BIG TREE) Profile: M-91 25-22, JB-105 26-22, WCSI 30-27, WMOH D-29, KISR D-29, and WLOF 40-36...added at Y-103, KOBO, and WNFQ

TIM CURRY/I DO THE ROCK 19/0/10 (A&M) Profile: KBOS 13-9, KFRC 16-10, 14-Q 19-10, KEZR 11-11, KSTN 27-19, and WNOE-AM D-35

KEITH HERMAN/SHE'S GOT A WHOLE NUMBER 15/3/9 (RADIO) Profile: Y100 16-13, WRTB 17-14, WNFQ 20-16, and WUPE 24-20...added at WKYB, WKAP, and KISR

FLEETWOOD MAC/SARA 15/5/6 (WB) Profile: KEZR 16-14, and M-91 A-19...added at KRKE, KRUX, 14-Q, and KFI

SUZI QUATRO/SHE'S IN LOVE WITH YOU 7/3/3 (RSO) Profile: WFLI D-26, KOBO D-35, and Y100 A-39...added at BJ-105, and WALG

FLYING LIZARDS/MONEY 7/7/1 (VIRGIN) Profile: ...added at KNOW, KFRC, KOKQ, WIFI, WLAN, WTIC-FM and WSEZ/Z93

NATURE'S DIVINE/I JUST CAN'T CONTROL MYSELF 9/4/8 (INFINITY) Profile: KFMK 27-20, and KTLK 26-23...added at KISR, WLAC, KTFX, and WQCM

DOLLAR/SHOOTING STAR 5/2/3 (CAREER-ATLANTIC) Profile: WKYB 17-9, and WALG 36-32...added at WAGY, and WSSC

VILLAGE PEOPLE/READY FOR THE EIGHTIES 12/2/5 (CASABLANCA) Profile: WSSC 30-27, KFMK D-30, and KTLK D-40...added at Z-93, and WFLI

NICOLETTE LARSON/LET ME GO LOVE 1/1/1 (WB) Profile: ...added at KEZR

NICK LOWE/SWITCHBOARD SUSAN 8/0/6 (COLUMBIA) Profile: KIQU 27-24, WLAN 35-32, KTFX D-35, WZDQ 40-38, and WSEZ/Z93 D-40

MOLLY HATCHET/FLIRTIN' WITH DISASTER 2/2/1 (EPIC) Profile: KUPD A-21, and KDWB A-24

DANNY DOUMA/HATE YOU 2/0/2 (WB) Profile: KOKQ 13-7, and 92-Q D-27

JOE JACKSON/IT'S DIFFERENT FOR GIRLS 10/4/3 (A&M) Profile: WKYB 22-14, WBSD 27-24, WANS 32-24, and KBEQ D-39...added at KRNA, KROY-FM, 92-FLY, and KOKQ

EAGLES/IN THE CITY 3/1/2 (ASYLUM) Profile: WRRD 23-20, and 96-KX 27-22...added at 14-Q

EAGLES/THOSE SHOES 7/1/7 (ASYLUM) Profile: KDWB 23-18, and WRRD A-29

MARC RATNER/DON'T GO LOOKING 9/1/5 (RSO) Profile: WKYB 23-18, and KLOU D-29...added at KCBN

O'JAYS/FOREVER MINE 7/4/4 (PI) Profile: WSGA 11-10, and BJ-105 A-39...added at WXLO, WLOF, and WNOE-AM

DIANA ROSS/IT'S MY HOUSE 2/0/2 (MOTOWN) Profile: WKNX-AM 29-26, and WKYB D-28

TOTO/ALL US BOYS 1/1/1 (COLUMBIA) Profile: KLOU D-26

JUDY TZUKE/STAY WITH ME TILL DAWN 5/2/3 (MCA-ROCKET) Profile: WRJZ D-32, and WALG 39-35...added at WKYB, and WAIM

TOTO/99 2/2/1 (COLUMBIA) Profile: ...added at KKEG, and KSLQ

SANTANA/YOU KNOW I LOVE YOU 13/9/3 (COLUMBIA) Profile: WAIM D-31...added at WANS, WKYB, KRKE, Y-103, KCBN, WLOF, WRTB, BJ-105, and WALG

ELO/LAST TRAIN TO LONDON 3/2/4 (JET) Profile: KSTN 12-10...added at KBOS, and KREM

PAT BENATAR/HEARTBREAKER 12/4/3 (CHRYSALIS) Profile: WRRD 30-27...added at KRKE, WQLK, KBOS, and WKXY

JOURNEY/TOO LATE 3/0/6 (COLUMBIA) Profile: KUPD 19-15, and WLAN D-40

HOUNDS/UNDER MY THUMB 1/1/1 (COLUMBIA) Profile: Y100 9-5...added at KLOU

FOREIGNER/I'LL GET EVEN 1/1/1 (ATLANTIC) Profile: 96-KX A-26

TOM PETTY/REFUGEE 2/2/1 (BACKSTREET) Profile: KUPD A-27...added at KRNA

OAK/DRAW THE LINE 3/1/3 (MERCURY) Profile: WKYB D-29, and 14-Q D-32...added at WQLK

MOTELS/TOTAL CONTROL 1/1/1 (CAPITOL) Profile: WUPE D-24

SAMMY HAGAR/GROWING PAINS 1/1/1 (CAPITOL) Profile: WSEZ/Z93 D-25

FOGHAT/SOMEBODY'S BEEN SLEEPING 1/1/1 (BEARSVILLE) Profile: KUPD A-29

REO SPEEDWAGON/ONLY THE STRONG SURVIVE 5/1/6 (EPIC) Profile: 96-KX A-28

IAN GOMM/HOOKED ON LOVE 3/3/1 (EPIC) Profile: ...added at WQLK, WBSD, and WSKY

BAR-KAYS/MOVE YOUR BOOGIE BODY 4/0/4 (MERCURY) Profile: WHBQ 14-9

STYX/NEVER SAY NEVER 5/1/3 (A&M) Profile: 96-KX 29-24...added at WTIC-FM

CARLENE CARTER/DO IT IN A HEARTBEAT 8/2/4 (POLYDOR) Profile: WSKY A-28...added at WQLK

RICK JAMES/LOVE GUN 3/2/2 (TAMLA) Profile: WKYB D-26, and Y100 A-37...added at KTLK

ROBERT JOHN/ONLY TIME 6/3/3 (EMI/AMERICA) Profile: WLSQ 29-21, and WDAK A-33...added at 92-Q, and KNUS

CHEAP TRICK/VOICES 6/2/3 (EPIC) Profile: KDWB 22-19...added at KRUX, and WDJX

FLEETWOOD MAC/THINK ABOUT ME 16/2/6 (WB) Profile: KDWB 25-22, and KGW 29-27...added at KRKE, and KBDF

MIKE PINERA/CAN'T YOU BELIEVE 10/0/7 (SRI) Profile: WNFQ 31-27

Universals

HEAD EAST/LONELIER NOW 1/1/1 (A&M) Profile: KKEG 25-21
MISTRESS/MISTRUSTED LOVE 14/2/6 (RSO) Profile: KRBE 22-18, and WALG 34-30... added at WSSC, and KWIC
BILLY PRESTON/WITH YOU I'M BORN AGAIN 1/1/1 (MOTOWN) Profile: Added at WEAM
FANDANGO/BLAME IT ON THE NIGHT 1/1/1 (RCA) Profile: Added at WEAM
HEAD BOYS/THE SHAPE OF THINGS TO COME 3/1/4 (RSO) Profile: Added at WRRD
POINTER SISTERS/WHO DO YOU LOVE? 7/1/6 (PLANET) Profile: KJR D-26... added at KREM
STYX/WHY ME 1/1/1 (A&M) Profile: Added at WKAP
BEACH BOYS/IT'S A BEAUTIFUL DAY 2/1/2 (CARIBOU) Profile: Added at WKPT
AC/DC/THE GIRL'S GOT RHYTHM 1/1/1 (ATLANTIC) Profile: Added at KUPD
BONNIE TYLER/I BELIEVE IN YOUR SWEET LOVE 2/1/2 (RCA) Profile: Added at WQLK
EARTH, WIND & FIRE/STAR 2/1/3 (COLUMBIA) Profile: Added at WHBO
AEROSMITH/BONE TO BONE 1/1/1 (COLUMBIA) Profile: Added at KUPD

UNIVERSAL TRENDSETTERS

B-100 San Diego
 BJ-105 Orlando
 CFR Toronto
 CHUM Toronto
 CK-101 Cocoa Beach
 CKL Montreal
 CKLW Detroit
 F-105 Boston
 FM 102 Sacramento
 G-100 Mobile
 G-105 Durham
 G-135 Blackshear, GA
 JB-105 Providence
 K-104 Fresno
 KACY Ventura
 KADQ Rexburg, ID
 KATA Arcata, CA
 KATI Casper
 KB-101 Portland
 KBBL-FM Riverside
 KBDF Eugene
 KBEO Kansas City
 K-BEST, San Diego
 KBO5 Tulare, CA
 KC-101 New Haven
 KCBN Reno
 KCPX Salt Lake City
 KDES Palm Springs
 KDWB Minneapolis
 KELI Tulsa
 KENI Anchorage
 KEYN-FM Wichita
 KEYV Provo, UT
 KEZR San Jose
 KFI Los Angeles
 KFAM Houston
 KFRC San Francisco
 KGB San Diego
 KGW Portland
 KHBJ Canyon Amarillo
 KHJ Los Angeles
 KHTZ-FM Los Angeles
 KIDD Monterey
 KIKK Davenport
 KILT Houston
 KIMN Denver
 KIQY Corvallis Albany
 KISR-FM Ft Smith, AR
 KJIN Houma, LA
 KJR Seattle
 KJRB Spokane
 KKBC Reno
 KKEG Fayetteville, AR
 KKIQ Livermore, CA
 KKQJ St Louis
 KKLUA Honolulu
 KLAZ-FM Little Rock
 KLEO Wichita, KS
 KLIF Dallas
 KLOU Lake Charles, LA
 KLUC Las Vegas
 KMKG Des Moines
 KMJK Portland
 KNOE-FM Monroe, LA
 KNWV Austin TX
 KNUI Maui
 KNUS Dallas
 KNVR-FM Paradise, CA
 KOAQ Denver
 KOBO Yuba City
 KOFM Oklahoma City
 KOLH Omaha, NB
 KOKQ Monterey
 KDPA Phoenix
 KORL Honolulu
 KPUG Bellingham, WA
 KQDI Great Falls
 KQIZ-FM Amarillo
 KRBE Houston
 KRDG Redding, CA
 KRDM-AM Spokane
 KREG Weslaco, TX
 KRIG Odessa, TX
 KRKE Albuquerque
 KRLA Los Angeles
 KRNA Iowa City
 KRDK Shreveport

Glen McCartney 714 292 5362
 Reggie Blackwell 305 425 6631
 John Keogh 416 864 2000
 Bob Wood 416 925 6666
 Steve Ocean 305 783 9257
 Gilles Gravel 514 668 0100
 Bill Gable 313 963 1567
 Tom Connelly 617 332 9817
 Shaun Harris 916 422 1025
 Jim Roberts 205 432 5500
 Don West 919 682 0318
 Chuck Norris 912 449 6613
 Todd Chase 401 277 7001
 Jim Sumpter 209 834 5904
 Jim Barker 805 647 5092
 Tom Shannon 208 356 7323
 Scott Mearns 707 822 4814
 Donna Fox 307 266 1400
 J.J. Jeffrey 503 222 1841
 Bob West 714 787 9911
 Roger Mason 503 484 4304
 Kathy Ross 816 531 2535
 Dane Hallam 714 278 1000
 Carl Soares 209 686 3407
 Curt Hansen 203 777 4761
 Palmer Stewart 702 826 1355
 Gary Waldron 801 972 3030
 Amy Hiatt 714 325 1211
 Dave Thomson 612 739 4000
 Ray Livingston 918 622 1430
 Jeff Cooper 907 272 7461
 Jeff Alan 316 838 7744
 Lee Kelley 801 373 2175
 Bob Harlow 408 287 5775
 Roger Collins 213 385 0101
 Lee Logan 713 797 9198
 Les Garland 415 986 6100
 Michele Pettis 714 299 8829
 Janis Wojniak 503 226 5000
 Tony Mathis 806 655 2589
 Chuck Martin 213 462 2133
 Connie Singer 213 381 7201
 Ron Rodriguez 408 649 6622
 Charles King 319 383 7097
 Tish Reyes 713 526 3461
 Chuck Buell 303 234 9500
 Steve Conrad 503 259 2414
 Rick Hayes 501 785 2527
 John LaBorde 504 872 6828
 Tracy Mitchell 206 937 5100
 Tommy Huter 509 448 1000
 Red Mountain 702 882 6263
 Jim Beard 501 521 5566
 Karel Kalin 415 455 4500
 Gary Brown 314 721 2323
 Austin Vali 808 946 2869
 Karen Williams 501 661 9850
 Bob McKay 316 685 0261
 Jack Darden 214 747 9311
 Jerry Lousteau 318 436 7277
 Dave Anthony 702 739 9383
 Ben Hill 515 247 4533
 John Shomby 503 245 1433
 Wayne Moorhead 318 387 9900
 Lenny White 512 474 9841
 Doug Cory 808 877 5566
 Larry James 214 651 1010
 Steven Friedman 916 895 1197
 Beau Matthews 303 861 4444
 Ross Forbes 916 673 7677
 Chuck Morgan 405 478 0444
 Jimmy O'Neill 402 397 1290
 Jeffrey Mark 408 394 9000
 Steve Rivers 602 941 1007
 Kimo Akane 808 524 6560
 Bruce Butterfield 206 734 1170
 Barry Cooper 406 761 2800
 Steve Stucker 806 353 6663
 Clay Gish 713 960 0123
 Jerry McGee 916 243 0343
 Don Nordine 509 448 2000
 Jim Patrick 512 968 3131
 Ken Carver 913 632 6871
 Debbie Hughes 505 765 5400
 Rick Stancato 213 681 2591
 Rob Norton 319 351 6426
 Ken Shepherd 318 222 8711

Don Selasco 916 441 4950
 Richard Irwin 916 441 4950
 Dan McCoy 602 624 2431
 Lorraine Winegar 801 262 5541
 Bobby Rivers 602 247 5789
 Bob Hamilton 213 937 5230
 Joel Denver 314 725 9814
 Dave Morgan 209 948 5786
 Mike Raub 515 423 8634
 Peter De Les Dernier 918 663 6511
 Ed Alexander 602 622 6711
 Paula Matthews 303 573 1280
 Dan Steele 512 655 5500
 Denny Luell 805 922 7727
 John Sebastian 602 838 3062
 Mike Rey 214 826 7900
 Kim Canard 318 234 5151
 Mike Murphy 713 842 2210
 Bob Hatterick 314 644 1380
 Noah Flood 916 486 8000
 Mike Purdy 509 586 3970
 Allan Mason 415 396 2500
 John Lee Walker 209 266 2132
 Tony Stone 206 682 2828
 Rusty Garrett 512 883 3516
 Barry James 505 431 6200
 Jeff Salgo 714 583 9100
 Jean Burns 305 485 4111
 J.J. McKay 804 421 7111
 Steven York 617 755 1444
 Nick Bazoo 615 244 8290
 Jeff McCartney 404 261 2970
 Larry O'Neal 603 693 2381
 Mason Dixon 813 879 1420
 Liz Curtis 717 757 9402
 Steve McKee 717 232 9351
 Bob Harper 214 634 8511
 Phil Wiseman 704 922 3411
 Carlos Beck 205 432 5572
 Mark Adams 517 265 1500
 Gary Hill 704 245 9887
 Bill McCown 803 226 1511
 Reggie Blackwell 934 783 3711
 Bob Moody 502 857 7979
 Skip Eliot 912 883 0180
 Todd Martin 601 693 2661
 Tom Summers 302 654 8881
 Gary Miller 606 928 6464
 Nonna Rael 803 224 3424
 Paul Sebastian 904 264 4523
 Jim Rising 413 525 4111
 Staff 305 467 6351
 Roy Rosen 704 392 6191
 Frank Kelly 912 283 1230
 Jerry White 912 246 2035
 Tom Nast 716 232 7550
 Lee De Young 312 944 6000
 Bruce Stevens 803 279 6610
 Tom Wynick 919 347 6141
 Bill Terry 516 475 1061
 Perry Hintz 414 763 6532
 Jim Gordon 904 432 6172
 Ron Riley 301 653 2200
 John Galanes 305 731 4800
 Mike King 812 372 4448
 Steve Kelly 404 322 5447
 Adam Cook 513 372 8074
 Charlie Papp 203 278 1115
 Jim Zizzo 703 534 1390
 Kevin Metheny 312 649 0099
 Cyote Calhoun 205 252 3171
 Chad Hunt 317 289 3311
 Dan Vallie 504 581 7002
 Bill Bass 703 647 3761
 Jay Cook 215 879 1610
 Frank Grimes 703 245 1511
 Randy Rice 504 383 5271
 Sam Church 404 536 9948
 Barry James 812 477 9811
 Charlie Cook 305 377 8811
 Bob Canada 804 340 1310
 Ned Smith 904 222 9237
 Dave Nichols 901 458 0058
 Johnny Rap 716 654 4884
 Rich Thomas 205 281 9378
 Dave Lyons 704 693 7915
 Gary Peters 203 366 9383
 Steve Rivers 215 839 0900
 Don Geromino 317 462 7790
 Jonathan Little 608 271 1486

Gene Coutler 812 482 2131
 Brian Douglas 904 325 4556
 Bob Burton 601 982 1062
 Barney Luv 814 455 2411
 Rick Roberts 904 456 5751
 Dave Dillon 215 433 3166
 Rick Allen 414 766 4663
 Heidi Krammer 717 561 0710
 Ron McKay 919 851 2711
 C.C. Matthews 502 589 4800
 Chuck Leonard 205 347 2278
 Ric Allen 517 799 1000
 Mike Padgett 615 246 9578
 Jim English 304 232 2250
 Charlie Fernandez 813 366 4422
 Jason Dennis 803 558 2558
 Rick Harris 615 748 8150
 Candi Clarke 717 394 7261
 Bob Elliot 504 383 4411
 Beau Richards 813 577 0138
 Dave Ross 207 775 2336
 Alex Stone 305 293 2431
 John Roberts 205 264 6449
 Karen Cavaliero 312 782 2002
 John Curry 219 447 5511
 Joe London 513 863 6800
 Steve Mitchell 317 924 5211
 Ric Pittman 212 664 2744
 Don Geronimo 317 257 7565
 Butch Peiker 904 752 1340
 Lou Downey 305 844 6340
 Jack Talley 504 529 1212
 Tracy Mitchell 803 776 1234
 Don Davis 804 623 6180
 Chris Keller 904 243 6180
 Rusty Ford 414 442 0150
 Rick McAlister 803 583 2711
 Roger Davis 402 592 3500
 Mark Fritzes 413 323 5300
 Tom Sawyer 904 234 8858
 Jim Elliot 202 779 2100
 Tom Taylor 609 924 3600
 Gary Michaels 301 797 7300
 Dan Benedetto 215 459 1602
 Brian Christian 317 966 3932
 J.J. Jackson 404 261 2970
 Steve Reid 215 676 7173
 Joe Lightner 219 256 1836
 Gary Kirk 404 549 6222
 Bob Kaghian 615 546 6121
 Harry Nelson 617 725 2700
 John Arthur 815 299 2233
 Jerry Michaels 703 343 4444
 Wes Jones 919 275 9895
 Steve Shannon 612 699 1330
 Danny Wayne 812 882 6060
 Fred Horton 315 736 5225
 Bill Thomas 804 649 9151
 Pete Berry 919 722 1347
 Ed Seeger 919 633 2407
 Jerry Rogers 912 233 8807
 Jerry Michaels 205 942 0600
 Pat Martin 715 341 1300
 Kirk Chiatt 803 773 3769
 Fred Brian 313 694 4146
 Arnold Chase 203 522 1080
 Terry Young 504 561 0001
 Chris Hampton 904 438 4730
 Chris Angel 919 723 4353
 Marty McGuane 413 499 1531
 Denny Shane 618 262 8989
 John Jay 404 324 2441
 Fred Petty 904 732 8000
 Don Kelly 212 764 6617
 Michael McGann 912 244 4544
 Anne McCartney 615 842 6604
 Chuck Walker 813 299 1142
 Gary Jarret 919 672 0985
 Chris Currier 414 964 3180
 Joe Johnson 301 662 2148
 Randy Davidson 502 245 6601
 Tim Bird 216 696 4444
 Bob McNeil 813 576 9550
 Robert Muzzy 305 944 1956
 Scott Sherwood 904 721 9111
 Dale D'Brien 404 881 0093
 Gary Mack 817 731 6301
 Joe Johnson 301 662 2148
 Gene Knight 714 236 9872
 Bob Mason 518 456 3600

Albums

NEXT:

AEROSMITH/NIGHTS IN THE RUTS (COLUMBIA)
KEY CUT: REMEMBER WALKING IN THE SAND. Profile: WYSP A-H, KEZY-AM A-H, WLPL A-H, WDVE A-H, KTXQ A-H, WBCN A-H, WLOB A-H, KROQ A-H, WGRQ A-H, KNAC A-H, KSJO A-H, WCOZ A-H, KY-102 A-H, KFMH A-H, KLOL A-H, WZZO A-M, WZOK A-M, KGON A-M, KZAP A-M, KQFM A-M, WMMS A-M, WIYY A-M, WLUP A-M, KZEW A-M, WOUR A-M, WAAF A-M, KQRS A-M, ZETA-4 A-M, KGB-FM A-M, WMMR A-M, 92-ROCK A-M, WNOR A-M, ROCK-106 A-M, WKDF A-L, KXFM A-L, KSAN A-L, T-95 A-L, KRSI A-L, KPRI A-L, WLPX A-L, WABX A-L, Z92 A-L, WNEW-FM A-L, WMET A-L, KLIV A-L, KMET A-L, KZEL A-L, WSMI A-L, WLRS A-L, KWST A-L, KMEL A-L, KAWY A-L, and KBPI A-L...other cuts: Three Mile Smile, Think About It, No Surprises and Reefer Headed Woman...Most added album of the week...moves directly into NEXT with a walloping 67% reporter support...drawing instant phones in many markets...primary demo is male 16+...very strong image artist.

38 SPECIAL/ROCKIN INTO THE NIGHT (A&M)
KEY CUT: STONE COLD BELIEVER. Profile: Hot at WJAX, KCBW, KFMH, and XL-102...medium at WZOK, C-101, T-95, KRST-FM, WAAF, KZOM, KLIV, WDVE, ROCK-106, KGGO, WZZO, WOUR, KTXQ, 92-ROCK, 98-ROCK, WSMI, WLPL, KLOS, KYTX, WYSP, KNAC, KSJO, ZETA7, KAWY, and KRSI...WGNE L-M, KZAP A-M, KQRS A-M, and KXFM A-L...other cuts: Title and Turn It On...starting to develop sales...holding at 43% reporter support...good reaction from programers where played.

HEAD EAST/A DIFFERENT KIND OF CRAZY (A&M)
KEY CUT: SPECIALTY. Profile: Hot at KFMH, C-101, WLPX, and WZOK...medium at WAAF, WJAX, KGGO, ZETA7, T-95, WZZO, KRST-FM, WCPI, WSMI, KLIV, KZEL, KSJO, KRSI, X93, and KZAP...WGNE L-M, ROCK-106 A-M, KMOD A-M, KYTX A-M, K-105 A-L, WRUV A-L, and WGRQ A-L...other cuts: Too Late, Got To Be Real, Feeling Is Right and Keep A Secret...six new adds and an increase to 34% reporter support brings this record into NEXT...Top Ten sales in Milwaukee...gaining in other markets...artist familiarity is very powerful.

BOB WELCH/THE OTHER ONE (CAPITOL)
KEY CUT: REBEL ROUSER. Profile: KTXQ A-H, KRST-FM A-H, KROQA-H, KFMH A-H, WDVE A-M, KZEW A-M, KBPI A-M, WZOK A-M, WCPI A-M, KSJO A-M, WAAF A-M, KRSI A-M, 92-ROCK A-M, WJAX A-M, KQFM A-M, T-95 A-M, WYSP A-M, KZEL A-L, KSHE A-L, WKDF A-L, WCOZ A-L, C-101 A-L, Z92 A-L, KYTX A-L, WBCN A-L, WABX A-L, KZOM A-L, KMEL A-L, KTIM A-L, KEZY-AM A-L, KPRI A-L, WNEW-FM A-L, WOUR A-L, KWST A-L, KLRB A-L, and KAWY A-L...other cuts: Hideaway and Straight Up...out of the box add at 46% of reporting stations.

MOST ADDED ALBUMS

1. **AEROSMITH/NIGHTS IN THE RUTS** (COLUMBIA)
KEY CUT: REMEMBER WALKING IN THE SAND
2. **JEFFERSON STARSHIP/FREEDOM AT POINT ZERO** (GRUNT)
KEY CUT: JANE
3. **BOB WELCH/THE OTHER ONE** (CAPITOL)
KEY CUT: REBEL ROUSER
4. **ZZ TOP/DEGUELLO** (WB)
KEY CUT: CHEAP SUNGLASSES
5. **DAN FOGELBERG/PHOENIX** (FULL MOON/EPIC)
KEY CUT: WISHING ON THE MOON
6. **EMERSON, LAKE & PALMER/IN CONCERT** (ATLANTIC)
KEY CUT: OPEN
7. **FABULOUS POODLES/THINK PINK** (EPIC)
KEY CUT: BIONIC
8. **THE BOOMTOWN RATS/THE FINE ART OF SURFACING**(COLUMBIA)
KEY CUT: I DON'T LIKE MONDAYS
8. **PAT METHENY GROUP/AMERICAN GARAGE** (ECM)
KEY CUT: OPEN
9. **THE INMATES/FIRST OFFENCE** (POLYDOR)
KEY CUT: DIRTY WATER

12 INCHES by Steve Jenkins

Last week (Nov. 4 thru 10) marked the fortieth anniversary of regular television broadcasting in the United States. It began at a station in Buffalo, I believe, and if I'm not mistaken, it was an NBC affiliate, if there was such a thing in 1939. There had been special broadcasts prior to Buffalo but they were primarily to test the invention and the broadcasts werent available to the general public.

There was no videotape and all of the technology was primitive to say the least. It wasnt viewed as an overtly significant event at the time but its impact has been inestimable.

I'm not a trivia freak by any means and the above information did not come off the top of my head. I heard (and saw) it on the television news. Like most Americans, I watch television with some degree of regularity. I'm part of the so-called "TV Generation" and like many of the members of that generation, I have been alternately enthralled, confused, disappointed and entertained by television. I have always been intrigued and excited by its potential to influence and affect large numbers of people. It is exactly that potential, filled often enough to change the face of our culture, that makes television both the best friend and worst enemy that radio could have.

For a very long time, television has been seen by radio programers almost solely as just another medium competing for their audience. Television changed radio programing forever and the change hasnt hurt a bit. The goal has always been the same, television merely changed—no, modernized—the method.

Now television is using radio as a programing tool. WKRP in Cincinnati is a hit and Dr. Johnny Fever is a superstar. This show makes a strong promise; a promise that radio can be fun, crazy, unpredictable, even successful. But television can only promise. It's up to radio to fulfill those promises.

So in the past forty years, television has helped force radio programing into the modern age. It has helped ratings by being a successful tool in promoting radio stations and it portrays the people in radio as lovable, crazy and good. I like to think they are. To hell with radio's detractors, I hope the next forty years are as good.

Albums

- 6 1 TOM PETTY & THE HEARTBREAKERS/DAMN THE TORPEDOES KEY CUT: REFUGEE (BACKSTREET)**
 Profile: Hot at WNEW-FM, KZAP, KGB-FM, WIYY, WMET, WLUP, KLOL, KRSI, KQRS, WBCN, KAWY, KSJO, KMEL, CHOM-FM, T-95, XL-102, WIBA-FM, KBPI, KFMM, WLRS, KSAN, ROCK-106, KLRB, WXRT, KWST, KPAS, WAAF, WABX, KEZY-AM, KTIM, KMET, WLPX, WDV, KGON, WGRQ, WPIX, KXFM, KGGO, WCOZ, KTXQ, WZZO, WCPI, KROQ, WMMR, WMMS, ZETA7, 9B-ROCK, WSMI, WLPL, KLOS, WZOK, WYSP, KZEL, WOUR, KLIV, X93, and KNAC...medium at KMOD, K-105, KRST-FM, ZETA-4, KZEW, KQFM, KSHE, WLOB, WNOR, C-101, KCBW, KPRI, KZOM, and WKDF...WRUV M-H, Z92 M-H, WGNM M-H, 92-ROCK M-H, and WNOE-FM A-L...Blasts into the number one position in its 4th week of release...100% reporter support...sales pattern developing very well, already top ten in Pittsburgh, San Diego, Philadelphia, Denver, Boston and many others...phones are extremely active...demos are male 16-34...gaining females 18-24...totally valuable to programing...3rd week on chart.
- 2 2 LED ZEPPELIN/IN THROUGH THE OUTDOOR KEY CUT: IN THE EVENING (SWAN SONG)**
 Profile: Hot at T-95, KLOL, KBPI, ZETA7, KCBW, KMEL, Z92, C-101, KQRS, KSAN, KLRB, KPAS, KY-102, WAAF, KZEW, KMET, WDV, WGRQ, WKDF, WLRS, WMMR, WMMS, WNOE-FM, WYSP, KWST, ZETA-4, KRST-FM, KEZY-AM, KTIM, KZOM, WJAX, WLPX, WABX, KGON, KSJO, KXFM, KGGO, WCOZ, KTXQ, WZZO, WCPI, KROQ, WNOR, 92-ROCK, 9B-ROCK, WSMI, KLOS, WZOK, WRUV, WOUR, KQFM, KLIV, X93, KNAC, KZAP, WLUP, CHOM-FM, K-105, KMOD, WGNM, WMET, WNEW-FM, WIYY, KPRI, ROCK-106, KGB-FM, and WBCN...medium at KZEL, KAWY, WIBA-FM, and KRSI...KSHE A-L...other cuts: All My Love, Fool In The Rain, South Bound Suarez, Carouselambra and I'm Gonna Crawl.
- 3 3 THE EAGLES/THE LONG RUN KEY CUT: TITLE (ASYLUM)**
 Profile: Hot at KBPI, WIBA-FM, Z92, ZETA7, KLRB, KAWY, KMET, C-101, KQRS, KSAN, KSHE, KWST, KMEL, WAAF, KZEW, WABX, WDV, WGRQ, WKDF, KFMM, WLRS, WMMR, WMMS, WXRT, WYSP, WOUR, ZETA-4, KY-102, KEZY-AM, KTIM, KZOM, WJAX, WLPX, WBCN, KGON, KSJO, WPIX, KXFM, KGGO, WCOZ, KTXQ, WZZO, WCPI, KROQ, WNOR, WLOB, 92-ROCK, 9B-ROCK, WSMI, WLPL, KLOS, WZOK, KQFM, KLIV, X93, KRST-FM, KZAP, WLUP, CHOM-FM, K-105, KMOD, WGNM, WMET, WNEW-FM, WIYY, KPRI, KGB-FM, KRSI, KLOL, KCBW, KPAS, XL-102, and T-95...medium at KNAC...other cuts: Those Shoes, The Greeks Don't Want No Freaks, Disco Strangler, I Can't Tell You Why, In The City, and King Of Hollywood...maintains top position in sales and requests...awesome group power...covering all demos...extremely valuable to programing.
- 1 4 FLEETWOOD MAC/TUSK KEY CUT: TITLE (WB)**
 Profile: Hot at T-95, KLOL, WIBA-FM, KBPI, KGGO, KCBW, Z92, C-101, KQRS, KSHE, KLRB, XL-102, KZEW, KAWY, WGRQ, KMET, KFMM, WLRS, WMMS, WNOE-FM, WXRT, WOUR, KWST, KEZY-AM, WAAF, KZOM, WJAX, WLPX, KMEL, WDV, WPIX, KXFM, WKDF, WCOZ, KTXQ, WZZO, WCPI, KROQ, WNOR, WLOB, 92-ROCK, 9B-ROCK, WSMI, KLOS, WZOK, ZETA-4, KZEL, KQFM, KLIV, X93, KTIM, KZAP, WLUP, CHOM-FM, K-105, KMOD, WGNM, WBCN, WNEW-FM, WIYY, KPRI, ROCK-106, KGB-FM, and KRSI...medium at WMET, KNAC, WRUV, KSJO, KPAS, ZETA7...other cuts: Sara, Sisters Of The Moon, Angel, Think About Me, I Know I'm Not Wrong, Not That Funny, What Makes You Think You're The One and Brown Eyes.
- 4 5 STYX/CORNERSTONE KEY CUT: NEVER SAY NEVER (A&M)**
 Profile: Hot at XL-102, KCBW, T-95, KMEL, KPAS, C-101, KBPI, KAWY, KSHE, KWST, Z92, WAAF, KZEW, WABX, ZETA7, WGRQ, WKDF, KFMM, WLRS, WMMR, WMMS, WNOE-FM, KY-102, KMET, ZETA-4, KRST-FM, KEZY-AM, KZOM, WJAX, WLPX, WDV, KGON, KSJO, KXFM, KGGO, KTXQ, WZZO, WCPI, KROQ, WNOR, WLOB, 92-ROCK, 9B-ROCK, WSMI, KLOS, WZOK, WYSP, WOUR, KLIV, X93, KNAC, KZAP, WLUP, CHOM-FM, KMOD, WGNM, WMET, WNEW-FM, WIYY, KPRI, ROCK-106, KGB-FM, KRSI, and KLOL...medium at KQFM, KZEL, WBCN, KSAN, KQRS...other cuts: Lights, Borrowed Time, Love In The Midnight and Babe.
- 5 6 CHEAP TRICK/DREAM POLICE KEY CUT: GONNA RAISE HELL (EPIC)**
 Profile: Hot at ROCK-106, WMET, KPAS, KRSI, WIYY, WNEW-FM, KGON, WIBA-FM, KLRB, KLOL, KPRI, Z92, KMET, KZEW, T-95, WDV, WGRQ, KBPI, WLRS, KSAN, KSHE, WBCN, KWST, WYSP, KMEL, KRST-FM, WAAF, KTIM, KZOM, WLPX, WABX, C-101, KSJO, KGGO, WCOZ, KTXQ, WZZO, WCPI, KROQ, WMMR, WLOB, 92-ROCK, 9B-ROCK, WMMS, WNOE-FM, KLOS, WXRT, KLIV, X93, KNAC, KZAP, WLUP, CHOM-FM, KMOD, and KEZY-AM...medium at WGNM, KQFM, ZETA-4, KY-102, WLPL, WSMI, WNOR, XL-102, KCBW, WKDF, KQRS, ZETA7...other cuts: Dream Police, I Know What I Want, The House Is Rockin and I Need Your Love.
- 7 7 FOREIGNER/HEAD GAMES KEY CUT: TITLE (ATLANTIC)**
 Profile: Hot at KXFM, KGON, T-95, ZETA7, KCBW, KRSI, KBPI, KQRS, KSAN, KSHE, KPAS, KY-102, KMET, KLOL, C-101, Z92, WGRQ, WKDF, KFMM, WLRS, WMMR, WMMS, KWST, KMEL, WOUR, KRST-FM, KEZY-AM, WAAF, KZEW, WJAX, WLPX, WABX, KSJO, WDV, KGGO, WCOZ, KTXQ, WZZO, WCPI, KROQ, WNOR, WLOB, 92-ROCK, 9B-ROCK, WSMI, WLPL, KLOS, WZOK, WYSP, KQFM, KLIV, X93, KNAC, KZAP, WLUP, CHOM-FM, K-105, KMOD, KZOM, WMET, WIYY, KPRI, and ROCK-106...medium at WGNM, KTIM, KZEL, KAWY, WIBA-FM, XL-102, and KGB-FM...WNOE-FM L-M...other cuts: Rev On The Red Line, Seventeen, Women, The Modern Day and I'll Get Even With You.
- 8 8 JOE JACKSON/I'M THE MAN KEY CUT: TITLE (A&M)**
 Profile: Hot at KLIV, WCPI, WNEW-FM, KRST-FM, KSHE, KROQ, KRSI, ROCK-106, CHOM-FM, KNAC, WRUV, WOUR, 9B-ROCK, WMMS, KSJO, KLOL, WBCN, WMMR, KSAN, WAAF, KTIM, KZAP, T-95, KWST, KEZY-AM, KLRB, WYSP, WXRT, WLOB, WABX, WPIX, WDV, WGRQ, WCOZ, KFMM, and WZZO...medium at KGB-FM, KGON, WLPX, KZOM, KMEL, KAWY, WLUP, X93, KQFM, KZEL, ZETA-4, KY-102, WZOK, KLOS, WLPL, WSMI, WNOR, KBPI, KTXQ, K-105, KQRS, WIYY, KXFM, XL-102, KPAS, KCBW, C-101, Z92, and WIBA-FM...ZETA7 M-H, and WGNM L-M...other cuts: Different For Girls and On Your Radio...one of the hottest new artists in the top ten...showing its strength by moving from B0 to 90% reporter support...phone reaction is very good...number one request at XL102/Richmond...sales are developing...5th week on chart.
- 12 9 POLICE/REGATTA DE BLANC KEY CUT: MESSAGE IN A BOTTLE (A&M)**
 Profile: Hot at KNAC, KTXQ, WNEW-FM, WLUP, 9B-ROCK, KBPI, WDV, WBCN, WLPX, WIBA-FM, KZEL, KWST, KROQ, WZZO, KSJO, WXRT, WYSP, ROCK-106, WPIX, KRST-FM, KRSI, KZOM, KLRB, KTIM, WRUV, WZOK, WOUR, WLOB, WMMS, and WCPI...medium at KGGO, KXFM, KCBW, KLOL, C-101, KMEL, KGB-FM, WIYY, KZEW, WMET, WGNM, CHOM-FM, WJAX, XL-102, KQFM, ZETA7, WSMI, ZETA-4, 92-ROCK, KSAN, KTXQ, KPRI, KQRS, and Z92...WAAF M-H, KLIV M-H, WNOE-FM M-H, WGRQ L-M, and KGON A-L...other cuts: It's Alright For You, Walking On The Moon and The Bed's Too Big Without You...demos remain M/F 1B+...sales and phones are good...moving well among the supergroups on the chart...4th week on chart.
- 11 10 SANTANA/MARATHON KEY CUT: ALL I EVER WANTED (COLUMBIA)**
 Profile: Hot at WOUR, WCPI, KZOM, KTIM, WSMI, KMET, KCBW, KMOD, KNAC, KLIV, KQRS, WNOE-FM, 9B-ROCK, KSJO, KPAS, WIBA-FM, KXFM, KLRB, WLUP, KZAP, KWST, ZETA7, KAWY, WRUV, WAAF, KGON, KMEL, KTXQ, and WZZO...medium at WDV, T-95, KZEW, XL-102, KRSI, ROCK-106, K-105, WBCN, KY-102, KRST-FM, KSAN, X93, KQFM, KZEL, ZETA-4, Z92, WZOK, KLOS, WLPL, WYSP, WLOB, WNOR, WKDF, WGRQ, and KBPI...WGNM M-H, and CHOM-FM A-M...other cuts: Hard Times and Lightning In The Skies...very valuable to image programing...demos are males 1B+...sales and phones are good...6th week on chart.
- 9 11 BLONDIE/EAT TO THE BEAT KEY CUT: DREAMING (CHRYSALIS)**
 Profile: Hot at WNEW-FM, KLIV, KLOL, WIYY, KNAC, X93, WLRS, WBCN, KRSI, KPRI, WGNM, WLUP, WMMR, WMMS, WXRT, KSHE, WOUR, KLRB, WAAF, KBPI, WDV, KZOM, C-101, KTIM, KEZY-AM, KSJO, WPIX, KXFM, WCOZ, WCPI, KROQ, WLOB, 92-ROCK, WYSP, KLOS, KZEL, and KWST...medium at KSAN, T-95, XL-102, WLPX, WJAX, WKDF, KAWY, WMET, KMOD, KRST-FM, KQFM, WSMI, KCBW, ZETA-4, KMEL, WIBA-FM...other cuts: Accidents Never Happen, Slow Motion, The Hardest Part and Living In The Real World.
- 10 12 FOGHAT/BOOGIE MOTEL KEY CUT: SOMEBODY'S BEEN SLEEPIN IN MY BED (BEARSVILLE)**
 Profile: Hot at KTIM, 92-ROCK, KMET, KZAP, KAWY, 9B-ROCK, T-95, ROCK-106, WMET, WLUP, KTXQ, WZZO, KFMM, WSMI, KSHE, WYSP, KCBW, KSJO, KEZY-AM, WIYY, WABX, KMOD, X93, KLIV, WGRQ, KRST-FM, WCPI, KROQ, WLPL, and WLOB...medium at WNOR, WMMS, KQRS, KPAS, KLOL, KGB-FM, KPRI, WBCN, WDV, Z92, KZOM, KMEL, KNAC, WAAF, WJAX, KBPI, KQFM, KZEL, WZOK, KLOS, WOUR, KWST, and ZETA7...WGNM M-H, and WNOE-FM A-L...other cuts: Title and Love In Motion.
- 13 13 MOLLY HATCHET/FLIRTIN WITH DISASTER KEY CUT: WHISKEY MAN (EPIC)**
 Profile: Hot at KMOD, K-105, ROCK-106, WGNM, ZETA7, KQRS, T-95, KRSI, WIYY, WMET, C-101, WDV, WGRQ, WKDF, WLRS, KSHE, KPAS, KLOL, KRST-FM, WAAF, KZOM, WJAX, WLPX, WABX, KXFM, KGGO, WZZO, WCPI, WNOR, WLOB, WSMI, WLPL, WMMR, WZOK, WYSP, KLIV, KWST, KCBW, KZAP, WLUP, and KEZY-AM...medium at KSJO, WNEW-FM, KZEW, CHOM-FM, KMET, KNAC, WOUR, KQFM, KMEL, KLOS, Z92, and WIBA-FM...X93 M-H...other cuts: Jukin City, Boogie No More and the title.

Albums

- N 14** **JEFFERSON STARSHIP/FREEDOM AT POINT ZERO** **KEY CUT: JANE** **(GRUNT)**
 Profile: Hot at Z92, 98-ROCK, WYSP, WLPL, WIYY, KPAS, KLOL, WLPX, KSAN, KXFM, KZAP, KRSI, KY-102, ROCK-106, KWST, WXRT, CHOM-FM, KPRI, WLUP, and K-105...medium at ZETA-4, WOUR, 92-ROCK, KQRS, and XL-102...KZEW A-H, KRST-FM A-H, KAWY A-H, KNAC A-H, KZOM A-H, WRUV A-H, KMEL A-H, WZOK A-H, WMMS A-H, WLOB A-H, ZETA7 A-H, KROQ A-H, KTXQ A-H, KYTX A-H, WCOZ A-H, KGGO A-H, KFMH A-H, WGRQ A-H, KSJO A-H, T-95 A-H, KGON A-H, WBCN A-H, WDVE A-H, KGB-FM A-H, C-101 A-H, KEZY-AM A-M, WAAF A-M, X93 A-M, KQFM A-M, WMMR A-M, WNOR A-M, KBPI A-M, WJAX A-M, WNEW-FM A-L, WMET A-L, KLIV A-L, KZEL A-L, WNOE-FM A-L, KMET A-L, WSMI A-L, WLRS A-L, WKDF A-L, WABX A-L, KSHE A-L, and WIBA-FM A-L...other cuts: title, Lightning Rose, Rock Music and Things To Come...debut with monstrous support...95% of all reporters have added album into rotation...artist image and power are incredibly strong...extremely valuable to programming...1st week on chart.
- 15 15** **BONNIE RAITT/THE GLOW** **KEY CUT: YOU'RE GONNA GET WHAT'S COMIN** **(WB)**
 Profile: Hot at WXRT, KLRB, KRSI, KAWY, WCOZ, WAAF, KZAP, WGNM, 98-ROCK, WCPI, WLOB, WOUR, KEZY-AM, WYSP, and KPAS...medium at KROQ, KWST, WMMS, KYTX, WKDF, C-101, XL-102, WDVE, KTXQ, WZZO, KBPI, WBCN, WNOR, K-105, KZOM, T-95, X93, KLIV, KQFM, KTIM, KZEL, ZETA-4, KY-102, WZOK, KLOS, ROCK-106, ZETA7, KGGO, and WIBA-FM...WRUV M-H, KLOL A-L, and WABX A-L...other cuts: Wild For You Baby, I Thank You and Standing By The Same Old Love...6th week on chart.
- 16 16** **KENNY LOGGINS/KEEP THE FLAME** **KEY CUT: LOVE HAS COME OF AGE** **(COLUMBIA)**
 Profile: Hot at WNOR, KBPI, X93, C-101, KTXQ, KGB-FM, KMOD, KSHE, KZOM, WZOK, KAWY, WMMS, and KYTX...medium at WLPX, KWST, Z92, K-105, KQFM, WJAX, 92-ROCK, ZETA-4, WCPI, ZETA7, WKDF, KGGO, KRSI, KGON, KZEW, KPRI, and KCBW...WGNM M-H, WSMI M-H, and WBCN A-L...other cuts: This Is It and title...4th week on chart.
- 17 17** **PAT BENATAR/IN THE HEAT OF THE NIGHT** **KEY CUT: HEARTBREAKER** **(CHRYSALIS)**
 Profile: Hot at WZZO, KRSI, KRST-FM, WMMS, KYTX, KGON, KTIM, KSJO, WYSP, KROQ, KQRS, KTXQ, KGGO, 98-ROCK, ROCK-106, and CHOM-FM...medium at KLOS, ZETA-4, WAAF, WNOR, WCPI, KWST, WLRS, KLOL, KSHE, C-101, WDVE, WSMI, KBPI, WRUV, WABX, KLIV, KZEL, KEZY-AM, KZOM, KPRI, KSAN, and KPAS...WGNM M-H, X93 L-M, and WGRQ L-M...other cuts: I Need A Lover, Don't Let It Show and title...maintains position with slight increase in support to 53%...generating good response with key cut from both M/F 16+...5th week on chart.
- 18 18** **OUTLAWS/IN THE EYE OF THE STORM** **KEY CUT: IN THE EYE OF THE STORM** **(ARISTA)**
 Profile: Hot at WLPX, WGRQ, KZEL, WZZO, ZETA7, KCBW, KSJO, WDVE, KRST-FM, 98-ROCK, and KNAC...medium at WZOK, KQRS, KLIV, KZOM, WSMI, WAAF, KAWY, WCPI, WOUR, KTXQ, KROQ, WYSP, KWST, WLPL, KLOS, KYTX, KXFM, KSHE, X93, KMOD, KGON, KZAP, WXRT, T-95, WNEW-FM, ROCK-106, and XL-102...WGNM L-M, K-105 A-L, and WBCN A-L...other cuts: Long Gone, Miracle Man and I'll Be Leaving Soon...4th week on chart.
- N 19** **TOTO/HYDRA** **KEY CUT: ALL US BOYS** **(COLUMBIA)**
 Profile: Hot at KRSI, KSHE, KZAP, KYTX, WMMS, KZOM, WIYY, WOUR, KROQ, KTXQ, WZZO, WLRS, KZEW, KNAC, and KFMH...medium at ZETA7, KBPI, WDVE, WABX, CHOM-FM, KQRS, KCBW, KEZY-AM, KTIM, WJAX, WLPX, KSAN, KGON, KXFM, WKDF, KRST-FM, WAAF, ZETA-4, KY-102, KMET, KAWY, 92-ROCK, WLOB, WYSP, WLPL, WZOK, KZEL, KQFM, KLIV, X93, WNOR, KWST, WCPI, KMEL, KPAS, and ROCK-106...WBCN A-H, T-95 A-M, KGGO A-M, WGNM A-L, and WSMI A-L...other cuts: White Sister, St. George, title and 99...across the board reaction...demos are M/F 18+...75% reporter support...1st week on chart.
- N 20** **Z Z TOP/DEGUELLO** **KEY CUT: CHEAP SUNGLASSES** **(WB)**
 Profile: Hot at KZEW, KSHE, KQRS, WKDF, WDVE, KCBW, KROQ, C-101, KXFM, T-95, KYTX, WZZO, KTXQ, KY-102, WYSP, WLRS, ROCK-106, ZETA7, WXRT, KZOM, WLUP, KNAC, and KPAS...medium at KPRI, WJAX, WAAF, KZAP, WLPL, KWST, WMMS, KBPI, and Z92...KLOL L-H, KGON A-H, KMOD A-H, KTIM A-H, KRST-FM A-H, WLOB A-H, KFMH A-H, WCOZ A-H, KGGO A-H, KAWY A-M, WIYY A-M, KEZY-AM A-M, X93 A-M, KQFM A-M, ZETA-4 A-M, WRUV A-M, WZOK A-M, WOUR A-M, WCPI A-M, WBCN A-L, WNEW-FM A-L, WGNM A-L, K-105 A-L, WLPX A-L, KLIV A-L, KZEL A-L, WSMI A-L, KSAN A-L, and WIBA-FM A-L...other cuts: I Thank You, I'm Bad I'm Nationwide, She Loves My Automobile and A Fool For Your Stockings...top 5 most added second week running...male appeal is very powerful...sales and phones are taking off...already top ten sales in Nashville and Wichita...top five phones in Houston and Louisville...extremely valuable to image programming...1st week on chart.
- 14 21** **JETHRO TULL/STORMWATCH** **KEY CUT: SOMETHING'S ON THE MOVE** **(CHRYSALIS)**
 Profile: Hot at KNAC, 98-ROCK, KRST-FM, CHOM-FM, WXRT, WSMI, KCBW, ROCK-106, KMOD, WOUR, WKDF, KLIV, WMMS, WAAF, KBPI, KSHE, KRSI, KEZY-AM, WGNM, KXFM, KGGO, WCPI, and KROQ...medium at KQFM, WYSP, KLOS, KWST, KMEL, WGRQ, KPAS, KSJO, WDVE, WBCN, KGB-FM, WABX, KPRI, K-105, KZEW, C-101, T-95, ZETA7...other cuts: North Sea Oil, Orion and Home.
- 26 22** **STEVE FORBERT/JACKRABBIT SLIM** **KEY CUT: ROMEO'S TUNE** **(NEMPEROR)**
 Profile: Hot at KZEL, WPIX, WIBA-FM, KRSI, XL-102, WCOZ, WNEW-FM, KCBW, WOUR, and WZZO...medium at KAWY, KTIM, KZOM, WBCN, WZOK, ZETA-4, KY-102, WCPI, KYTX, WYSP, ZETA7, WNOR, KFMH, KLOL, KGGO, WDVE, KQFM, X93, KZAP, WLUP, KXFM, and KBPI...WRUV M-H, WAAF A-M, ROCK-106 A-M, WSMI A-L, T-95 A-L, KMOD A-L, and Z92 A-L...other cuts: Say Goodbye To Little Joe and Complications...moves to 51% reporter support with six new adds...covering all demos...top five request and number eight sales in Philadelphia...valuable to programming...2nd week on chart.
- 23 23** **THE HEADBOYS/THE HEADBOYS** **KEY CUT: THE SHAPE OF THINGS TO COME** **(RSO)**
 Profile: Hot at KWST, KZEL, KLRB, KTXQ, KSAN, WBCN, KQFM, KTIM, WYSP, and WZZO...medium at ROCK-106, KQRS, KLIV, WAAF, KZOM, KRSI, WGNM, WCPI, WOUR, KYTX, KGGO, 98-ROCK, WMMS, KLOS, KXFM, KSJO, KZEW, KSHE, KGON, KNAC, KPAS, and KZAP...X93 L-M, WRUV L-M, KAWY L-M, WLUP A-L, and WLPL A-L...other cuts: Stepping Stones, Changing With The Times, Kick In The Kan and The Ripper...maintains strong 18-30 support...sales developing...3rd week on chart.
- 19 24** **SHOES/PRESENT TENSE** **KEY CUT: TOMORROW NIGHT** **(ELEKTRA)**
 Profile: Hot at X93, WZZO, WYSP, WPIX, KCBW, KMET, WMMS, 98-ROCK, and KTXQ...medium at WNEW-FM, KTIM, WCPI, KZOM, WLRS, KFMH, ZETA7, KRST-FM, WCOZ, KZEW, KBPI, WIBA-FM, WMET, KSJO, KEZY-AM, WLUP, WSMI, WLPL, KLOS, WJAX, KZEL, KNAC, KGON, WBCN, and KMOD...WRUV L-M, 92-ROCK L-M, ZETA-4 A-M, and KXFM A-L...other cuts: I Don't Miss You, Cruel You, Too Late, Every Girl and Now And Then.
- 20 25** **AC/DC/HIGHWAY TO HELL** **KEY CUT: TITLE** **(ATLANTIC)**
 Profile: Hot at WZOK, WLOB, WIYY, WNOE-FM, Z92, WGRQ, T-95, WJAX, WLUP, KLIV, WLRS, and WZZO...medium at XL-102, KLOL, WDVE, KTIM, KNAC, WABX, KSAN, KQFM, WMMS, KLOS, KZEW, WSMI, WGNM, WMET, 92-ROCK, WNOR, WKDF, KWST, KMET...other cuts: Shot Down In Flames, Girls Got Rhythm and Touch Too Much.
- N 26** **INMATES/FIRST OFFENCE** **KEY CUT: DIRTY WATER** **(POLYDOR)**
 Profile: Hot at KTIM, WPIX, KY-102, KYTX, WMMS, and KMET...medium at WLUP, ZETA7, KNAC, KTXQ, WZZO, WOUR, KRST-FM, KSAN, ROCK-106, KPRI, T-95, KZAP, WAAF, X93, KLOL, KLIV, KZOM, WYSP, KROQ, WLOB, 98-ROCK, WSMI, WLPL, KEZY-AM, and KLRB...WGNM M-H, KZEL L-H, WRUV L-M, KAWY L-M, WCPI A-M, KQRS A-M, KRSI A-M, KGGO A-M, KXFM A-M, CHOM-FM A-M, K-105 A-L, WBCN A-L, WLRS A-L, and WIBA-FM A-L...other cuts: The Walk...enters the chart with 59% reporter support and 10 new adds...excellent new artist power...1st week on chart.
- 28 27** **APRIL WINE/HARDER FASTER** **KEY CUT: I LIKE TO ROCK** **(CAPITOL)**
 Profile: Hot at CHOM-FM, WZOK, WABX, KFMH, KTXQ, WZZO, and WJAX...medium at T-95, ZETA7, XL-102, WDVE, KSHE, KZAP, WLPL, KRST-FM, WCPI, WYSP, WMMS, KYTX, WLOB, 98-ROCK, KLOS, KGGO, KEZY-AM, WLRS, KZEL, KZEW, KQRS, ROCK-106, and KGON...WRUV M-H, X93 L-M, and KCBW A-L...other cuts: Say Hello and Ladies Man...2nd week on chart.
- 21 28** **HALL & OATES/X-STATIC** **KEY CUT: BEBOP DROP** **(RCA)**
 Profile: Hot at KWST, KLRB, KTIM, KROQ, WBCN, X93, and WPIX...medium at WYSP, WMMS, C-101, KMOD, WNEW-FM, WCOZ, WZZO, KQFM, KLOS, KZOM, 92-ROCK, WLOB, WZOK, KEZY-AM, KLIV, WCPI, ZETA-4, KZEW, KRSI, XL-102, KMEL...other cuts: Wait For Me, Intravino and Woman Comes And Goes.
- N 29** **THE BOOMTOWN RATS/THE FINE ART OF SURFACING** **KEY CUT: I DON'T LIKE MONDAYS** **(COLUMBIA)**
 Profile: Hot at KSJO, WXRT, WRUV, WIBA-FM, WCOZ, WPIX, WMMS, WLUP, KRSI, WLOB, KTIM, KNAC, CHOM-FM, and WNEW-FM...medium at KGON, WBCN, KLIV, XL-102, KROQ, KWST, KQFM, WZZO, KRST-FM, ZETA7, KZAP, and X93...WAAF M-H, KZEL L-M, 98-ROCK A-M, WCPI A-M, KYTX A-M, ROCK-106 A-M, KGGO A-M, KXFM A-M, WYSP A-M, WLPX A-L, WJAX A-L, WLRS A-L, and WABX A-L...other cuts: When The Night...instant phone reaction on key cut...already top five request in Minneapolis and Worcester...hits the chart with 51% reporter support and 11 new adds...very

Albums

valuable to programming...1st week on chart.

24 30 JOHN COUGAR/JOHN COUGAR KEY CUT: I NEED A LOVER (RIVA/PHONOGRAM)

Profile: Hot at 98-ROCK, KAWY, KRSI, WOUR, KPRI, WZZO, KPAS, WONE, WOVE, WZOK, KGB-FM, and WLOB...medium at KTXQ, KGGO, WGRQ, KSJO, KZAP, Z92, ZETA-4, WLPL, KQRS, WRUV, KROQ, WMMS, WCPI, WIYY, C-101, and ROCK-106...KLIV M-H, KGON A-M, WMMR A-M, XL-102 A-L, and WIBA-FM A-L...other cuts: Small Paradise, A Little Night Dancing and Miami.

SIGNIFICANT ACTION

DAN FOGELBERG/PHOENIX KEY CUT: WISHING ON THE MOON (FULL MOON/EPIC) Profile: Hot at KLOL...KTXQ A-H, ZETA7 A-H, WZOK A-H, 98-ROCK A-H, KY-102 A-M, WJAX A-M, KZEW A-M, ZETA-4 A-M, KRSI A-M, WIYY A-M, KQRS A-M, T-95 A-M, WMMR A-M, KSJO A-L, XL-102 A-L, KZOM A-L, KWST A-L, WLUP A-L, KSHE A-L, WSMI A-L, WNOR A-L, WLRS A-L, KSNAN A-L, and Z92 A-L...other cuts: Gypsy Wind, Face The Fire and title.

FABULOUS POODLES/THINK PINK KEY CUT: BIONIC MAN (EPIC) Profile: Medium at KNAC, KTIM, WNEW-FM, ZETA7, KFMH, KSJO, and WMMS...WRUV L-M, KZEL L-M, 98-ROCK A-M, KROQ A-M, KGON A-M, KZAPA-M, X93 A-M, KEZY-AM A-L, KXFM A-L, WXRT A-L, WOVE A-L, KCBW A-L, WLPX A-L, WJAX A-L, and C-101 A-L...other cuts: Man With Money and Cossack Cowboy.

EMERSON LAKE & PALMER/IN CONCERT KEY CUT: OPEN (ATLANTIC) Profile: WPIX A-H, KFMH A-H, KROQ A-M, KGGO A-M, WRUV A-M, KRST-FM A-L, KTXQ A-L, KSHE A-L, WGRQ A-L, WJAX A-L, KTIM A-L, KWST A-L, C-101 A-L, KZEL A-L, X93 A-L, and WIBA-FM A-L...other cuts: open.

ATLANTA RHYTHM SECTION/ARE YOU READY KEY CUT: OPEN (POLYDOR) Profile: Hot at WGNE, KZEL, and KFMH...medium at KEZY-AM, 98-ROCK, WJAX, WOUR, KYTX, WCPI, KROQ, KQFM, WSMI, KLOS, WZOK, KXFM, WXRT, KNAC, C-101, ZETA7...other cuts: open.

SPORTS/DON'T THROW STONES KEY CUT: WHO LISTENS TO THE RADIO (ARISTA) Profile: Hot at KFMH, and KSJO...medium at WAAF, WYSP, WCPI, WOUR, KGON, KTIM, WMMS, WZZO, KZEW, KROQ, 98-ROCK, KEZY-AM, KZEL, KNAC, and KRSI...WLPL A-L...other cuts: Title, Suspicious Minds and Tired Of Me.

RICK DERRINGER/GUITARS AND WOMEN KEY CUT: SOMETHING WARM (BLUE SKY) Profile: Hot at KSJO, and X93...medium at WMMS, WLUP, WOUR, KGGO, WSMI, WZZO, ZETA-4, WXRT, WPIX, ROCK-106, KRSI, KPAS, and XL-102...WGNE L-M...other cuts: It Must Be Love, Desires Of The Heart and title.

20/20/20 KEY CUT: CHERI (EPIC) Profile: Hot at KSNAN, and KNAC...medium at WYSP, KTIM, KGON, KSJO, WZZO, KRSI, KROQ, WLOB, KLOS, KLIV, KTXQ, ROCK-106, WOUR, KCBW, WMMS...other cuts: Yellow Pills.

KARLA BONOFF/RESTLESS NIGHTS KEY CUT: TROUBLE AGAIN (COLUMBIA) Profile: Hot at KBPI, KYTX, and WKDF...medium at ZETA7, KZOM, WBCN, WCPI, KLLOL, KXFM, WRUV, KZEL, KQFM, X93, KMOD, C-101, KAWY...other cuts: Baby Don't Go, When You Walk In The Room, Trouble Again and title.

GAMMA/GAMMA 1 KEY CUT: I'M ALIVE (ELEKTRA) Profile: Hot at KSHE, KSJO, and KYTX...medium at KLIV, KROQ, WLSR, KQRS, WYSP, KSNAN, KFMH, KLOS, WSMI, and WMMS...WGRQ L-M, WLPL A-M, and WCPI A-M...other cuts: Fight To The Finish and Thunder And Lightning.

PABLO CRUISE/PART OF THE GAME KEY CUT: I WANT YOU TONIGHT (A&M) Profile: Hot at KXFM, and C-101...medium at KRST-FM, KZOM, KZEL, KMOD, KROQ, XL-102, WNOR, WZOK, KTXQ, KLIV, KTIM, and KRSI...KGON A-M, and WIBA-FM A-L...other cuts: open.

STEVIE WONDER/SEND ONE YOUR LOVE KEY CUT: OPEN (TAMLA) Profile: Hot at WNOE-FM, WBCN, WIBA-FM, C-101, and WPIX...medium at ZETA-4, WXRT, KQFM, KROQ, KBPI, WNEW-FM, and KZEL...WRUV A-H, KFMH A-H, and KXFM A-M...other cuts: A Seed's A Star and Outside My Window.

JEAN-LUC PONTY/A TASTE FOR PASSION KEY CUT: STAY WITH ME (ATLANTIC) Profile: Hot at WIBA-FM, KFMH, WXRT, WRUV, and KTIM...medium at WBCN, KMOD, WCPI, C-101, and XL-102...WNOE-FM L-M...other cuts: Sunset Drive.

NICOLETTE LARSON/IN THE NICK OF TIME KEY CUT: OPEN (WB) Profile: Hot at WMMS, and KYTX...medium at XL-102, KAWY, C-101, WJAX, KXFM, WIBA-FM, KZEL, ZETA-4, and KZOM...WGNE L-M, and KCBW A-L...other cuts: open.

CINDY BULLENS/STEAL THE NIGHT AWAY KEY CUT: FULL TILT ROCKER (CASABLANCA) Profile: Hot at WBCN...medium at WYSP, WCOZ, KRST-FM, WNEW-FM, WPIX, WOUR, WZZO, 98-ROCK, KLOS, WAAF, KWST...other cuts: Too Close To Home.

SNAIL/FLOW KEY CUT: BROKE UP BROKE DOWN (CREAM) Profile: Hot at KSHE...medium at KFMH, KLIV, KTIM, WCPI, WSMI, WAAF, KNAC, KSJO, and KCBW...WGNE L-M...other cuts: Tonight and Threw It Away.

THE BEAT/THE BEAT KEY CUT: ROCK & ROLL GIRL (COLUMBIA) Profile: Hot at KLRB, KSJO, and KSNAN...medium at KTIM, WMMS, WPIX, KFMH, WZZO, WYSP, and KNAC...KLIV A-L...other cuts: open.

DUNCAN BROWN/STREETS OF FIRE KEY CUT: AMERICAN HEARTBEAT (SIRE) Profile: Hot at WRUV, KZEL, and KAWY...medium at KFMH, WCPI, WJAX, KTXQ, WBCN, and KZAP...98-ROCK A-M...other cuts: Fauvette.

PETER GREEN/IN THE SKIES KEY CUT: TITLE (SAIL) Profile: Hot at WRUV, KTIM, and WIBA-FM...medium at KZEL, WCPI, WMMS, and XL-102...KYTX A-M, and KQFM A-L...other cuts: title.

TOM JOHNSTON/EVERYTHING YOU HEARD KEY CUT: SAVANNAH NIGHTS (WB) Profile: Medium at KWST, KMEL, KTIM, KYTX, KLIV, X93, KNAC, KMOD, and XL-102...ZETA-4 A-M...other cuts: Small Time Talk and Outlaw.

HORSELIPS/SHORT STORIES/TALL TALES KEY CUT: GUESTS OF THE NATION (MERCURY) Profile: Hot at KCBW...medium at KTIM, X93, WMMS, WOUR, KZEL, and KSNAN...WLPL A-L, K-105 A-L, and WJAX A-L...other cuts: open.

PAT METHENY GROUP/AMERICAN GARAGE KEY CUT: OPEN (WCM) Profile: Hot at WXRT, and WIBA-FM...medium at WBCN, and WCOZ...KFMH A-H, WNEW-FM A-L, WNOR A-L, KAWY A-L, C-101 A-L, KTIM A-L, KRST-FM A-L, WRUV A-L, KLRB A-L, KCBW A-L, and KBPI A-L...other cuts: open.

CAMEL/I CAN SEE YOUR HOUSE FROM HERE KEY CUT: WAIT (ARISTA) Profile: Medium at X93, WNEW-FM, KFMH, and KCBW...WRUV A-M, WJAX A-M, WOUR A-L, KTXQ A-L, and WIBA-FM A-L...other cuts: Who We Are.

THE HOUNDS/PUTTIN' ON THE DOG KEY CUT: UNDER MY THUMB (COLUMBIA) Profile: Hot at WLUP...medium at WZOK, WZZO, T-95, KMOD, and WMET...KRST-FM L-M, KLLOL A-L, KRSI A-L, and KLIV A-L...other cuts: Do Wha Diddy Diddy.

THE MOTELS/THE MOTELS KEY CUT: DRESSING UP (CAPITOL) Profile: Hot at KRST-FM, and KTIM...medium at WBCN, WLOB, XL-102, KNAC, and WCOZ...KZEL L-M...other cuts: Total Control.

FLYING LIZARDS/MONEY KEY CUT: 12" (VIRGIN) Profile: Hot at WPIX...medium at WNEW-FM...WAAF A-M, WOUR A-L, WRUV A-L, KZELA-L, WCOZA-L, and WMMR A-L.

JUDAS PRIEST/UNLEASHED IN THE EAST KEY CUT: DIAMONDS AND RUST (COLUMBIA) Profile: Hot at KYTX...medium at KEZY-AM, KPAS, KNAC, WLPL, ROCK-106, and KLIV...WGNE L-M...other cuts: The Green Manalishi and Running Wild.

BOB MARLEY/SURVIVAL KEY CUT: WAKE UP AND LIVE (ISLAND) Profile: Hot at WIBA-FM, WRUV, and WPIX...medium at KTIM, KZEL, WXRT...other cuts: Top Ranking, title and So Much Trouble In The World.

J.D. SOUTHER/YOU'RE ONLY LONELY KEY CUT: TITLE (COLUMBIA) Profile: Hot at KFMH, and WMMS...medium at X93, WCPI, KZOM, WNEW-FM, ZETA-4...other cuts: Trouble In Paradise and White Rhythm And Blues.

RORY GALLAGHER/TOP PRIORITY KEY CUT: FOLLOW ME (CHRYSALIS) Profile: Hot at WLUP...medium at WZOK, KNAC, WSMI, KPAS, ZETA7...other cuts: Just Hit Town, Philby and At The Depot.

IAN LLOYD/GOOSE BUMPS KEY CUT: SHE BROKE YOUR HEART (SCOTTI BROS.) Profile: Hot at WPIX...medium at 92-ROCK, X93, WNEW-FM, KPAS, ZETA7...other cuts: title.

BLISS BAND/NEON SMILES KEY CUT: OPEN (COLUMBIA) Profile: Medium at WOUR, 92-ROCK, WSMI, KLIV, KRSI, WAAF...other cuts: open.

MARIANNE FAITHFULL/BROKEN ENGLISH KEY CUT: OPEN (WB) Profile: Medium at WPIX...WRUV A-M, KTIM A-L, WOUR A-L, KZELA-L, WNEW-FM A-L, and KAWY A-L...other cuts: open.

Albums

XTC/DRUMS & WIRES KEY CUT: THAT'S THE WAY (VIRGIN) Profile: Medium at KNAC, and WCOZ...KROQ A-H, WPIX A-H, WNEW-FM A-L, KRIS A-L, and KTIM A-L...other cuts: Ten Feet Tall and Making Plans.

GILDA RADNER/LIVE FROM NEW YORK KEY CUT: OPEN (WB) Profile: Hot at WMMS, and KQFM...WCOZ A-M, KTIM A-L, KZEL A-L, 9B-ROCK A-L, and WMMR A-L...other cuts: open.

ALDA RESERVE/LOVE GOES ON KEY CUT: OPEN (SIRE) Profile: Medium at WYSP, and WAAF...WLPL A-L, and KSJO A-L

WHITE SNAKE/LOVE DRIVE KEY CUT: TITLE (UA) Profile: Hot at KFMH...medium at KZOM, KROQ, KRSI, ZETA7...other cuts: open.

ALIAS/CONTRABAND KEY CUT: OPEN (MERCURY) Profile: Hot at WJAX, and K-105...medium at XL-102, ZETA7...other cuts: open.

GARY MOORE/BACK ON THE STREETS KEY CUT: TITLE (JET) Profile: Medium at WLOB, KZOM, and WYSP...KAWY L-M, KTXQ A-L, and KXFMA-L...other cuts: open.

TANYA TUCKER/TEAR ME APART KEY CUT: OPEN (MCA) Profile: Medium at C-101, WMMS, KZOM, and KXFM...KAWY A-L...other cuts: open.

RUPERT HOLMES/PARTNERS IN CRIME KEY CUT: OPEN (INFINITY) Profile: Hot at ZETA-4...medium at WJAX, and KXFM...WRUV L-M, and WNOE-FM A-L

TANTRUM/RATHER BE ROCKIN' KEY CUT: TITLE (OVATION) Profile: Medium at KRST-FM, WXRT, and KCBW...KTXQ A-L...other cuts: open.

CITY BOY/THE DAY THE EARTH CAUGHT FIRE KEY CUT: TITLE (ATLANTIC) Profile: Hot at WBCN...medium at CHOM-FM, KMOD, KSJO...other cuts: open.

BRAND X/PRODUCT KEY CUT: OPEN (PASSPORT) Profile: Medium at WOUR, WRUV, KNAC, WXRT...other cuts: open.

INTERVIEW/BIG OCEANS KEY CUT: YOU DIDN'T HAVE TO LIE TO ME (VIRGIN) Profile: Hot at WXRT...medium at KZEL...WRUV M-H...other cuts: St. Jean Wires.

POINT BLANK/AIRPLAY KEY CUT: MEAN TO YOUR QUEENIE (MCA) Profile: Hot at KFMH...medium at XL-102, and KMOD...WYSP A-M, and Z92 A-L...other cuts: open.

RICHARD LLOYD/ALCHEMY KEY CUT: OPEN (ELEKTRA) Profile: Medium at WOUR, WPIX, and WBCN...WRUV A-M, WJAX A-L, and KTIM A-L...other cuts: open.

BUGGLES/VIDEO KILLED THE RADIO STAR KEY CUT: 12" (ISLAND) Profile: Hot at WMMS...medium at WCOZ, and KNAC...WAAF A-M.

THE BLEND/ANYTIME DELIGHT KEY CUT: THE PRIZE (MCA) Profile: Hot at WLOB...medium at KCBW, and WYSP...X93 A-L, and WXRT A-L...other cuts: open.

JORMA KAUKONEN/JORMA KEY CUT: OPEN (RCA) Profile: WRUV M-H, WPIX A-H, and KTIM A-L...other cuts: open.

BUZZCOX/GOING STEADY KEY CUT: OPEN (A&M) Profile: Medium at WBCN, and KNAC...WCOZ L-M, KSJO A-L, and WMMR A-L...other cuts: open.

STARJETS/STARJETS KEY CUT: OPEN (EPIC) Profile: Medium at KTIM, WPIX, KFMH...other cuts: open.

ANGIE/PEPPERMINT LUMP KEY CUT: 12" (STIFF/IMPORT) Profile: Hot at KEZY-AM...medium at KPAS, WMMS

ROB GRILL/ROCK SUGAR KEY CUT: TITLE (MERCURY) Profile: Hot at WMMS...medium at WSMI, KROQ

THE NOW/THE NOW KEY CUT: CAN YOU FIX ME UP WITH HER (MIDSONG INT.) Profile: Medium at WYSP, KSJO, WAAF...other cuts: open.

MONTY PYTHON/LIFE OF BRIAN KEY CUT: OPEN (WB) Profile: Medium at WBCN, WLOB, WGRQ...other cuts: open.

PAGES/FUTURE STREET KEY CUT: OPEN (EPIC) Profile: Medium at KFMH, and KBPL...KTIM A-L...other cuts: open.

INGA RUMPF/INGA KEY CUT: OPEN (RCA) Profile: Medium at KTIM...WRUV L-M, and KSJO A-L...other cuts: open.

THE POP/GO KEY CUT: OPEN (ARISTA) Profile: Medium at KNAC, and KY-102...other cuts: open.

CLIFF RICHARD/ROCK 'N ROLL JUVENILE KEY CUT: OPEN (EMI/AMERICA) Profile: KFMH A-H, ZETA-4 A-M, WLOB A-L, WJAX A-L, KRST-FM A-L, and KAWY A-L...other cuts: open.

JOAN ARMATRADING/HOW CRUEL KEY CUT: TITLE (A&M) Profile: WPIX A-H, C-101 A-M, KFMH A-M, KZEL A-L, and KRST-FM A-L...other cuts: open.

TONY BANKS/A CURIOUS FEELING KEY CUT: OPEN (CHARISMA) Profile: Hot at KPRI...KSJO A-L, KAWY A-L, KTIM A-L and WOUR A-L

FAITH BAND/PARADISE KEY CUT: 12" (MERCURY) Profile: Hot at KFMH...KCBW A-L

JAGS/BACK OF MY HAND KEY CUT: OPEN (ISLAND EP) Profile: Hot at WPIX...other cuts: open.

LIVE WIRE/LIVE WIRE KEY CUT: OPEN (A&M) Profile: Medium at KZEL...WBCN A-L...other cuts: open.

MANHATTEN TRANSFER/EXTENSIONS KEY CUT: OPEN (ATLANTIC) Profile: WNEW-FM A-L, and KTIM A-L...other cuts: open.

PENETRATION/PENETRATION KEY CUT: SHOUT ABOVE THE NOISE (VIRGIN) Profile: WRUV A-L, and WCOZ A-L...other cuts: open.

NAUGHTY SWEETIES/ALICE KEY CUT: 12" (ELEKTRA) Profile: Medium at KNAC and KROQ.

SLY & THE FAMILY STONE/REMEMBER WHO YOU ARE KEY CUT: TITLE (WB) Profile: WBCN A-L...other cuts: open.

ROOT BOY SLIM/ZOOM KEY CUT: WW II (IRS/A&M) Profile: KRST-FM A-L, KTIM A-L, and WXRT A-L...other cuts: open.

ALBUM TRENDSETTERS

C-101 Corpus Christi Charlie Palmer 512 855-4641
 CHOM-FM Montreal Rob Bredie 514 935-2425
 K-105 St Joseph Dave McCormick 816 233-2577
 KAWY Casper John Logan 307 235-1515
 KBPI Denver Frank Cody 303 936-2313
 KCBW Sedalia, MO Wes Yates 816 826-1050
 KOKB Phoenix Linda Clayton 602 833-4261
 KEZY-AM Anaheim Larry Reisman 714 776-3696
 KFMH Muscatine Lisa Catalina 319 263-2512
 KGAB Ventura Bob Gowa 805 647-0634
 KGB-FM San Diego Valerie 714 297-2201
 KGGO Des Moines Mark Vos 515 265-6186
 KGOB Portland Jerry Ostertag 503 655-9181
 KLIV/San Jose Kevin Manna 408 293-8030
 KLOL Houston Paul Ryan 713 526-4591
 KLOS/Los Angeles Ruth Pinedo 213 663-3311
 KLRB/Carmel Bob Stock 408 624-3859
 KMEL/San Francisco Mark Cooper 415 391-9400
 KMET/Los Angeles Sam Bellamy 213 464-5638
 KMOO/Tulsa Charlie West 918 664-2810
 KNAC/Long Beach Paul Fuhr 213 437-0366
 KPAS/El Paso John Marinakos 915 533-8211
 KPRI/San Diego Jesse Summers 714 565-6006
 KQFM/Portland Jim Robinson 503 226-0100
 KQMG/Honolulu Austin Vali 808 946-2869
 KQRS/Minneapolis Tac Hammer 612 545-5601
 KREM/Spokane Larry Snider 504 448-2000
 KROQ/Los Angeles Larry Groves 213 578-0830
 KRSI/Minneapolis Gregg Swedberg 612 941-5774

KRST Albuquerque Jim Zalewski 505 266-7946
 KSNAN San Francisco David Perry 415 986-2825
 KSHE/St. Louis Ted Habeck 314 842-1111
 KSJO San Jose Paul "Lobster" Wells 408 288-5400
 KTIM San Rafael Michael Knight 415 456-1510
 KTXQ Dallas Tim Spencer 214 528-5500
 KWST/Los Angeles Pam May 213 467-1224
 KXFM Santa Maria Irene Salyards 805 922-2156
 KXXY Oklahoma City Andy Lockridge 405 528-5543
 KY-102 Kansas City Max Floyd 816 753-4567
 KYTX Amarillo Oon Sitton 806 359-8561
 KZAP Sacramento Chris Miller 916 444-2806
 KZEL Eugene Chris Kovarik 503 484-4304
 KZEW Dallas Doris Miller 214 748-9898
 KZOK Seattle Brad Hoffman 206 223-3900
 M-105 Cleveland Tom Renzy 116 391-1260
 MAGIC 92 Rochester Bernie Kimball 716 232-7550
 92 ROCK Cleveland Ray Henry 216 371-3534
 ROCK-95 Jacksonville Richard Langlois 904 633-7385
 96 ROCK Atlanta Frank Holler 404 325-0960
 98 ROCK Tampa Nick Van Cleave 813 391-9988
 ROCK-106 Nashville Lisa Richards 615 748-8150
 STARVIEW-92 York Jeff Hunt 717 265-6606
 T95 Wichita Bob Lawrence 317 722-5606
 WAAF Worcester Paul Lemieux 617 752-5611
 WABX Detroit Ted Ferguson 313 398-1100
 WBCN Boston Tony Berardinii 617 266-1111
 WCPI Wheeling Bear 304 232-9935
 WOVE Pittsburgh Oavid Lang 412 562-5900
 WGNW Panama City Wayne Edwards 904 234-6622
 WGRQ Buffalo Irv Goldfarb 716 881-4555
 WIBA Madison Scott Watson 608 274-5450

WIIIY Baltimore Denise Oliver 301 889-0098
 WKDF Nashville Alan Neese 615 244-9533
 WKQQ Lexington Dave Krusenklau 606 252-6694
 WLIR Long Island McNamara/Kleinman 516 485-9200
 WLOB Portland, ME Oanny Shewster 207 775-2336
 WLPL Baltimore Kris Phillips 301 358-4600
 WLPX Milwaukee Pam Bam 414 342-1111
 WLAV-FM Grand Rapids Ooc Donovan 616 456-5461
 WLRS Louisville Orake Hall 502 585-5178
 WLUP Chicago Sky Oaniels 312 440-5270
 WMET Chicago Dave Benson 312 828-9191
 WMMR Philadelphia Oick Hungate 215 561-0933
 WMMS Cleveland John Gorman 216 781-9667
 WNEW-FM New York Maryann McIntyre 212 986-7000
 WNOE-FM New Orleans Capt. Humble 504 529-1212
 WNOR-FM Norfolk, VA Ron Reger 804 623-9667
 WOUR Utica Robin Sherwin 315 797-0803
 WPIX New York Meg Griffin 212 949-2102
 WRUV Burlington, VT Tom Melloni 802 656-2247
 WSHE Miami Michele Robinson 305 581-1580
 WSMI Litchfield Mike Perry 217 324-5921
 WYSP Philadelphia Robin Henkin 215 693-7625
 WZOK Rockford, IL Tom Hunter 815 399-2233
 WZZO Allentown George Hawras 215 694-0511
 WZZQ Jackson Scott Mater 601 982-1062
 WZZX Louisville Randy Davidson 505 245-6601
 X93 Sioux Falls Bruce Fischer 605 339-1520
 XL102 Richmond Jack Casey 804 282-9731
 ZETA 4 Miami Robin Martin 305 624-6101
 ZETA 7 Orlando Bill Mims 305 298-5510
 ZOOM Beaumont Mark McLaren 713 727-0229
 Z-92 Omaha Bob Linden 402 592-5300

Spectrum III

SPECTRUM III is a whole new approach to Adult Programming, meant as a modern evolution from such terms as Adult Contemporary, Pop Adult, MOR, Soft Rock, etc. The S-III analysis is based on reports from the country's trendsetting radio stations. To exchange information call Terry Gillingham or Ardele Leavelle at 408 646-9333 or write FRED: 598 Foam, Monterey, CA 93940.

TRI-ANGLES

by Terry Gillingham



It's been some time since I've spouted off, about music that is. After mentioning a couple of songs last week, I got the urge to just get out of my system all those songs I've been wanting to tell you about. Some of these cuts you may have heard me mention on the phone but I didn't get a chance to tell everybody so excuse a little repetition.

Seems just about everyone is aware of the two hottest tracks from the Eagles album (besides the single) but just in case, let me fill you in. "I Can't Tell You Why" could very well be the best ballad the Eagles have ever done. It's beautiful. The title track is a bit more uptempo but not so much that it can't be played by Spectrum III. Both of these cuts are receiving a lot of attention and doing well in audience response. Check out Significant Action to see just how well they're doing and then choose the one that fits you best and play it as a single.

Admittedly, when the Fleetwood Mac album came out I was disappointed. I thought the album was a loss. Well, since then I've changed my mind considerably. There is an abundance of material to choose from. You should have no problem finding good programming cuts. My favorite just happens to be "Think About Me," for now.

The new Toto album is a knockout! Category 1 stations that lean to the heavier side should check out "St. George And The Dragon," at least for night play. For Categories 2 and 3 and those that tend to lean to the mellow side, check out "99." Both cuts can be treated as singles.

As mentioned last week, "Outside My Window" from Stevie Wonder is definitely worth your attention. From the Kenny Rogers album (aside from the current single), "She's A Mystery" is a great cut for all categories, particularly in middays. Anne Murray has two hot cuts from her latest album. "You've Got Me To Hold On To" and "Why Don't You Stick Around" both sound like potential singles to me.

Rupert Holmes has another smash coming from his newest LP. "Him" is a highly addictive song that gets played in my office at least six times a day. Some programmers have picked up on it and are getting heavy phone response already!

Some singles I really like: Cliff Richard (who doesn't like it?), Alan Parsons (still has a good shot), Hall & Oates (great song, good for males), Karla Bonoff (could be the single that's going to break her as a giant), Michael Jackson (what a voice!). There are others...Oh, am I out of time?

NEXT:

PABLO CRUISE/I WANT YOU TONIGHT (A&M)
Profile: Among five hottest at 14k.....on at WVLC...CHEC 24-15, WQON D-16, KWEN 19-17, WLAV 22-18, WLFA 29-24, WLAG 30-25, WINK 30-26, WCHS 29-27, WLOM D-28, 14NVR D-32, and KAGO D-40...added at CKWW, WORG-FM, and KUKI

HERB ALPERT/ROTATION (A&M)
Profile: Among fifteen hottest at WTMJ...among twenty hottest at KARD-FM...among twenty-five hottest at KBOM...on at KCSW and KOTN...KITY 5-4, WSM-FM 30-25, WAMT A-26, WGAC D-27, KOLE A-29, KAKC D-29, WCHS 37-34, KBAI A-34, and KGVO D-36...added at KEX, WQON, KVI-AM, WVLC, KVOX, CHEC, WGOW, WMYD, KWEN, WINK, and KMGX

ABBA/CHIQUITITA (ATLANTIC)
Profile: Among ten hottest at KLOK...among fifteen hottest at KBOM...among twenty hottest at KLYX-AM.....on at WTMJ...KAKC D-27, KCBQ 29-28, WLW A-28, WCHS 39-30, KSTP D-30, WCHV A-32, and WFFM D-39...added at WLAG, WEBC, KUIC, CHEC, WQON, KVI-AM, and KHOW

EAGLES/LONG RUN (ASYLUM)
Profile: Among ten hottest at 14k.....on at WFMK...CQ-102 20-15...added at WRNZ

WEEK'S MOST ADDED

KENNY ROGERS/Coward Of The County	(UA)
STEVIE WONDER/Send One Your Love	(Tamla)
HERB ALPERT/Rotation	(A&M)
RITA COOLIDGE/I'd Rather Leave While I'm In Love	(A&M)
DANN ROGERS/Looks Like Love Again	(IA)
ABBA/Chiquitita	(Atlantic)
LOBO/Holdin' On To Dear Love	(MCA)
DIONNE WARWICK/Deja Vu	(Arista)
DARYL HALL & JOHN OATES/Wait For Me	(RCA)
CLIFF RICHARD/We Don't Talk Anymore	(EMI/America)
MELISSA MANCHESTER/Pretty Girls	(Arista)
SMOKEY ROBINSON/Cruisin'	(Tamla)
ROBERT JOHN/Only Time	(EMI/America)
MICHAEL JACKSON/Rock With You	(Epic)

SINGLE OF THE WEEK

KENNY ROGERS/Coward Of The County (UA)
He's done it again! As everyone says, "He could and sell a million." Fortunately his product is of the highest quality.

Spectrum III

- 4 1 1 B. STREISAND-D. SUMMER/NO MORE TEARS/ENOUGH IS ENOUGH (CBS/CASABLANCA)**
 Profile: Among five hottest at WHDH, CKWW, KARD-FM, KVI-AM, and KNBR... among ten hottest at KBOM, WCMB, WCBM, WFTL, and WIP... among fifteen hottest at KLOK, and KHOW... among twenty hottest at WISN, WTMJ, and KMGX... WFFM 1-1, WCWA 1-1, KCBQ 2-1, WQON 3-1, WHB 2-2, 14NVR 3-2, KITY 3-2, WFBC 4-2, WRNZ 5-2, WCHS 7-2, KWEN 3-3, WHLM 4-3, WFYR 4-3, WLAV 6-3, WGAC 9-3, WQUD 10-3, WMYD 10-3, KAOK-AM 11-3, WVLLK 5-4, Z-103 6-4, KBAI 8-4, WLWS 8-4, WINK 8-5, KSTP 8-5, WMAZ 10-5, KLO 6-6, KMJJ 6-6, WLAV 7-6, KMBZ 7-6, WHAG 8-6, CO-102 10-6, KOLE 15-6, KRKE-AM 11-7, KAGO 12-7, WCHV 14-7, WLW 9-8, WORG-FM 15-8, KAKC 18-8, CHEC 20-8, KEWI 10-9, KEX 10-9, WLOL-FM 12-9, WROR 12-9, WLFA 14-9, KUIC 12-10, KGVO 16-10, WAMT 13-11, KUKI 18-11, KVOX 18-13, WGOW 19-17, WJYY-FM D-17, KOTN 25-20, and KOLO D-22... Although beginning to slip, this still holds the top with 81% down from 84%. Continues to amass giant sales and request action... Some negs showing up but not enough to pull this down yet... Incredible artist(s) power! 5th week on chart.
- 3 3 2 BARRY MANILOW/SHIPS (ARISTA)**
 Profile: Among five hottest at WCLR, KLYX-AM, KMGX, WHDH, KHOW, KNBR, WCBM, KBOM, WTMJ, KAFM, WFTL, WEBC, WIP, WCMB, WISN, KFMB, and KVI-AM... among ten hottest at WMJC, WISM-FM, KLOK, WFMK, and CKWW... KLO 1-1, KGVO 4-1, WAMT 2-2, WLOL-FM 3-2, CHEC 3-2, KAOK-AM 3-2, KBAI 3-2, WQUD 4-2, WLWS 4-2, WLAV 4-2, KMBZ 5-2, KRKE-AM 6-2, WMYD 7-2, 16 KZK 3-3, KAAM 3-3, KSTP 4-3, KMJJ 4-3, WVLLK 4-3, 14NVR 6-3, KVOX 10-3, WCHV 4-4, WFBC 5-4, WJYY-FM 5-4, WQON 6-4, WLW 6-4, KEWI 7-4, WCWA 5-5, KOLO 5-5, WHLM 6-5, KEX 6-5, WORG-FM 8-5, WCHS 8-5, KAKC 8-6, KCSW 9-6, WSM-FM 9-6, KWEN 7-7, WFYR 7-7, WROR 7-7, WHB 9-7, Z-103 10-7, LOVE94 10-8, WGOW 12-8, KOTN 15-8, KAGO 9-9, WLAV 10-9, WFFM 12-9, KITY 11-10, CO-102 12-10, WLFA 15-13, KCBQ 26-22, and KUKI 28-24... Falls from 87% to 81% reporter support... Still doing extremely well in sales and phone action but it's almost entirely female response... females 25+ strongest... Peaked 6th week on chart.
- 2 2 3 STYX/BABE (A&M)**
 Profile: Among five hottest at KARD-FM, WISM-FM, KHOW, WMJC, WCMB, KMGX, WFMK, and WCLR... among ten hottest at WIP, KLOK, WCBM, KNBR, KBOM, WEBC, and KAFM... among fifteen hottest at CKWW, and KFMB... among twenty-five hottest at WTMJ... WLAV 1-1, WHB 1-1, CHEC 1-1, WLOL-FM 1-1, KITY 1-1, KBAI 1-1, KRKE-AM 1-1, WHLM 1-1, Z-103 1-1, WVLLK 2-1, WFBC 2-1, WFYR 2-1, 14NVR 2-1, WLW 2-1, WRNZ 3-1, WMAZ 3-1, WCHS 3-1, KAGO 4-1, KGVO 4-1, WMYD 6-1, WSM-FM 6-2, WROR 2-2, WROR 2-2, WCWA 3-2, WLFA 3-3, KAKC 3-3, KOLE 5-3, WORG-FM 6-3, KOTN 7-3, 16 KZK 5-4, KUKI 7-4, KMJJ 7-4, KUIC 7-4, KVOX 14-4, WLAV 5-5, KGVO 6-5, LOVE94 6-5, WGOW 6-5, WGAC 6-6, KEX 7-6, KAAM 9-7, KEWI 9-7, WAMT 12-7, KMBZ 10-8, CO-102 15-8, WHAG 10-9, KSTP 16-9, and KCSW 16-13... Perhaps the most valuable record right now for 18-34 programming... #1 sales everywhere... Heavy phone response from both male and female... Drops to 78% from 86% reporter support... On a national level this has peaked... suggested regular but light rotation... 7th week on chart.
- 7 6 4 RUPERT HOLMES/ESCAPE (INFINITY)**
 Profile: Among five hottest at WCBM, WIP, and KFMB... among ten hottest at KVI-AM, WFMK, and KMGX... among fifteen hottest at WCMB, KNBR, WCLR, WEBC, and KAFM... among twenty hottest at KBOM, KHOW, WMJC, and WISN... among twenty-five hottest at 14k... on at WTMJ... KWEN 1-1, LOVE94 1-1, KAKC 5-1, WGAC 8-1, KSEN 11-1, WCHV 11-1, KUKI 13-3, KOLO 6-3, WHB 7-3, KOLE 6-4, WGOW 7-4, WAMT 6-5, WLOL-FM 9-5, WVLLK 10-5, WSM-FM 14-5, KGVO 7-6, WMYD 12-6, WSM-FM 13-7, WVLLK 12-8, KOLO 11-9, 14NVR 14-9, KEWI 13-10, KSEN 14-10, WCHV 15-11, KAGO 16-11, WQON 19-11, WLAV 15-12, WMAZ 20-12, KMJJ 19-13, KBAI 19-13, WHB 16-14, KUIC 19-14, CHEC 23-14, WLFA 20-15, KCSW 24-15, WCWA 18-16, WHLM 22-16, WLWS 19-17, Z-103 20-17, WHAG 22-17, KEX 22-18, KOLE 25-18, WFFM 22-19, WROR 22-19, WQUD 29-19, KAAM 29-19, KAOK-AM D-19, KUKI 23-20, WAMT 24-20, WCHS 28-20, WORG-FM 25-21, KLO D-22, CO-102 D-24, WGAC 29-25, WGOW 29-25, KRKE-AM 28-26, KSTP 30-26, WLAV 33-26, KOTN 30-27, KVOX D-27, and KMBZ 33-28... added at WFTL, KLOK, and KMJJ... Continues to explode... Charges up to 80% from 74% reporter support... Sales are skyrocketing!... Top 5 sales almost everywhere... Love94 reports number one phones for 7 weeks straight... Could go number one next week... 4th week on chart.
- 12 7 5 LITTLE RIVER BAND/COOL CHANGE (CAPITOL)**
 Profile: Among five hottest at KFMB, WTMJ, 14k, WCMB, and KHOW... among ten hottest at KNBR, and KVI-AM... among fifteen hottest at WEBC... among twenty hottest at WCLR, WCBM, WISM-FM, WIP, KBOM, and WISN... among twenty-five hottest at WFTL and WHDH... WLDM 6-1, KCBQ 4-3, WRNZ 7-3, LOVE94 8-6, WLLOL-FM 10-6, WMYD 12-6, WSM-FM 13-7, WVLLK 12-8, KOLO 11-9, 14NVR 14-9, KEWI 13-10, KSEN 14-10, WCHV 15-11, KAGO 16-11, WQON 19-11, WLAV 15-12, WMAZ 20-12, KMJJ 19-13, KBAI 19-13, WHB 16-14, KUIC 19-14, CHEC 23-14, WLFA 20-15, KCSW 24-15, WCWA 18-16, WHLM 22-16, WLWS 19-17, Z-103 20-17, WHAG 22-17, KEX 22-18, KOLE 25-18, WFFM 22-19, WROR 22-19, WQUD 29-19, KAAM 29-19, KAOK-AM D-19, KUKI 23-20, WAMT 24-20, WCHS 28-20, WORG-FM 25-21, KLO D-22, CO-102 D-24, WGAC 29-25, WGOW 29-25, KRKE-AM 28-26, KSTP 30-26, WLAV 33-26, KOTN 30-27, KVOX D-27, and KMBZ 33-28... added at WFTL, KLOK, and KMJJ... Continues to explode... Powers up to 81% from 71% reporter support... Single sales beginning to show through now... Album sales have resurged, somewhat... Reported callout looking great for 25-34 and up to 40... 18-24 demos are limited... Headed for number one... Another SMASH for LRB... 4th week on chart.
- 5 5 6 J.D. SOUTHER/YOU'RE ONLY LONELY (COLUMBIA)**
 Profile: Among five hottest at CKWW, WCLR, WCBM, WISN, KBOM, KNBR, WIP, and WCMB... among ten hottest at WEBC, KVI-AM, KAFM, KFMB, 14k, KHOW, and WFTL... among fifteen hottest at WISM-FM, and KARD-FM... among twenty hottest at WFMK, WHDH, KMGX, and WMJC... CO-102 1-1, KOLE 1-1, WLFA 1-1, KUIC 2-1, LOVE94 3-2, KLO 3-2, WHAG 5-2, KCBQ 6-2, WLW 5-3, WLLOL-FM 5-3, KAGO 5-3, KEWI 6-3, KOLO 4-4, WMYD 4-4, WCHS 4-4, KAAM 5-4, KAOK-AM 5-4, KWEN 6-4, WLAV 7-4, WGAC 5-5, KMBZ 5-5, KRKE-AM 7-5, 16 KZK 7-5, KCSW 7-5, WQUD 8-5, WCWA 7-6, WGOW 8-6, WINK 9-6, WFBC 10-6, WQON 11-6, KEX 8-7, WHLM 9-7, WJYY-FM 9-7, 14NVR 10-7, WFFM 10-8, WLWS 10-8, WMAZ 9-9, Z-103 16-9, KVOX 20-9, WROR 11-10, WAMT 11-10, WORG-FM 16-12, WLAV 20-15, KOTN 20-17, and WHB 24-21... Holds with 76% reporter support but is pushed down by other stronger records... Continues to improve in sales, although phone action is slowing up a bit... Still very valuable to 18-34 programming with no burnout at all... 8th week on chart.
- 19 10 7 CAPTAIN & TENNILLE/DO THAT TO ME ONE MORE TIME (CASABLANCA)**
 Profile: Among five hottest at KHOW, KFMB, and KARD-FM... among ten hottest at WISN, KMGX, WTMJ, WISM-FM, KBOM, KLYX-AM, WCLR, and KVI-AM... among fifteen hottest at WCMB, KAFM, and WEBC... among twenty hottest at WCBM, and WIP... among twenty-five hottest at WFTL... WRNZ 15-7, KOLO 10-8, KBAI 10-8, KGVO 13-8, WLAV 11-10, KMBZ 15-10, WMYD 23-10, KCSW 13-11, KEWI 14-11, WVLLK 21-11, WROR 16-12, KUIC 20-12, CO-102 22-13, 16 KZK 17-14, KEX 18-14, KAOK-AM 20-14, KAAM 26-14, WHAG 23-15, WCHS 18-16, WHB 19-17, WAMT 19-17, KAKC 20-17, WGAC 21-17, WSM-FM 21-17, KWEN 20-18, KLO 21-18, WGOW 21-18, WLW 21-19, KCBQ 24-19, WINK 25-19, WFBC D-19, WQUD 22-20, WMAZ 24-20, KSTP 26-21, WLWS 28-21, WLLOL-FM 29-21, KSEN D-21, WHLM 28-22, Z-103 27-24, KAGO 32-24, KVOX 28-25, KOTN 29-25, KMJJ D-25, WFFM 38-27, and WLAV 39-27... added at WJYY-FM, KNBR, and WMJC... A very healthy 75% reporter support is pulling this up the chart... The phones are really beginning to ring heavily from young females... Demos are 18-34 female with stronger emphasis on 18-24... Few sales reports yet but they are starting to show... Excellent for middays... 4th week on chart.
- 1 4 8 COMMODORES/STILL (MOTOWN)**
 Profile: Among five hottest at WEBC, KNBR, KMGX, WISM-FM, KLOK, WCBM, and KBOM... among ten hottest at WFTL, KHOW, CKWW, WIP, WCLR, KARD-FM, and KAFM... among fifteen hottest at KVI-AM, and KFMB... among twenty hottest at WCBM, WFMK, and WHDH... among twenty-five hottest at WMJC... WSM-FM 1-1, WAMT 1-1, KEWI 1-1, KAOK-AM 1-1, WJYY-FM 2-1, WQUD 3-1, 16 KZK 2-2, WHLM 2-2, CO-102 2-2, KOLE 2-2, Z-103 3-2, WLW 3-2, KSTP 5-2, WROR 3-3, WCHV 3-3, WFFM 3-3, WQON 4-3, WLAV 4-3, KBAI 5-3, WLWS 6-3, KMBZ 4-4, WLFA 4-4, WHB 5-4, KEX 5-4, WFYR 6-4, WCWA 6-4, KCSW 6-4, KAAM 6-5, KAGO 7-5, KOTN 11-5, KMJJ 14-5, WLAV 8-8, KRKE-AM 15-8, KVOX 24-8, WGOW 14-9, and KLO 19-15... 8th week on chart.
- 11 11 9 DR. HOOK/BETTER LOVE THE NEXT TIME (CAPITOL)**
 Profile: Among five hottest at KHOW, WTMJ, KAFM, and KVI-AM... among ten hottest at KMGX, WHDH, WIP, WCLR, KBOM, and WISN... among fifteen hottest at WISM-FM, WFTL, WEBC, and CKWW... among twenty hottest at KFMB... among twenty-five hottest at WCBM and WFMK... on at KCSW... KCBQ 5-5, WHAG 9-5, KVOX 12-7, WCHS 12-7, WRNZ 9-8, KSTP 12-8, KOLE 16-8, WJYY-FM 10-9, KSEN 12-9, KAOK-AM 13-9, KAAM 16-9, WVLLK 11-10, KEX 12-10, 14NVR 15-10, WINK 21-10, WLW 13-12, KBAI 14-12, KAGO 20-12, CHEC 15-13, WMYD 17-13, WSM-FM 18-13, WLAV 18-15, KMBZ 18-15, WGAC 22-16, WFBC 18-17, KUIC 21-17, WHB 20-18, WAMT 22-19, WMAZ 22-19, WGOW 22-19, WORG-FM 24-19, 16 KZK A-19, KEWI 22-20, CO-102 D-20, KOTN 23-21, WLFA 25-23, WCHV 28-24, WLAV 29-24, KMJJ D-24, and

Spectrum III

KRKE-AM 29-28...added at Z-103, WLWL-FM, and KNBR...Completely makes a 360 degree turnaround...Surprised the hell out of me!...Jumps up to 71% from 62% reporter support. This is the first week I've really seen any sales or phone action, and it looks good!...with this kind of momentum it could continue to climb. 5th week on chart.

20 15 10



DIONNE WARWICK/DEJA VU

(ARISTA)

Profile: Among five hottest at KBOM, and WISN...among ten hottest at WCLR, and KLYX-AM...among fifteen hottest at WCMB, KVI-AM, WTMJ, KFMB, KHOW, WFTL, and WEBC...among twenty hottest at WCBM, KNBR, KMGX, and KAFM...on at WIP and WFMK...WHAG 6-1, WJYY-FM 12-8, KCSW 11-9, KBAI 13-10, WMYD 19-11, KAOK-AM 14-12, WSM-FM 17-12, KLO 16-13, WGOW 18-13, KAAM 21-13, WAMT 16-14, WROR 17-15, WORG-FM 18-15, WLWS 18-15, WRNZ 21-15, KVOX 21-15, WVLC 22-15, KSTP 22-15, WQON D-17, WCHS 20-18, KOLO 21-18, KUIC 23-18, KMBZ 22-19, KAKC 23-19, KRKE-AM 25-20, KSEN D-20, WINK 26-21, KAGO 29-21, CO-102 D-23, WCWA 29-24, KEX A-24, WCHV 29-25, WHB A-25, WMAZ D-26, KOTN D-28, WGAC D-30, KEWI A-32, and KCBQ A-34...added at CHEC, WISM-FM, KARD-FM, and WMJC...Breaks loose and gathers up 69% reporter support...The growth on this has been up and down, up 'til now...It's solidly on its way up now...WSM-FM #9 sales and #8 phones, WHAG #1 sales, WJYY-FM #4 phones, KMGX #3 phones...4th week on chart.

22 14 11



CLIFF RICHARD/WE DON'T TALK ANYMORE

(EMI/AMERICA)

Profile: Among five hottest at 14k...among ten hottest at KFMB, WCBM, WISM-FM, WTMJ, and KARD-FM...among fifteen hottest at WISN, WIP, and CKWW...among twenty hottest at WEBC, KNBR, KHOW, and KMGX...among twenty-five hottest at WFMK...on at WMJC and KBOM...CHEC 6-3, KLO 9-5, KBAI 9-6, WSM-FM 15-8, KOLO 13-10, KWEN 14-10, WGOW 13-11, WLWL-FM 24-11, WCHV 16-12, LOVE94 15-13, WQUD 17-13, WVLC 23-14, WCWA 17-15, KEWI 20-17, KGVO 23-17, WMYD 21-19, WLFA 24-19, 16KZK 22-20, WROR 24-20, WGAC 25-20, WLW 23-21, WCHS 23-21, WHLM 25-21, KOTN 24-22, KAKC 25-22, WFFM 25-22, WAMT 25-23, Z-103 26-23, WHB A-23, WORG-FM 27-24, KSTP 28-24, 14NVR 37-25, WLWS 29-26, KRKE-AM 30-27, KAGO 32-27, KUIC D-27, WMAZ D-27, KMBZ 35-30, KVOX D-31, and WLAG D-32...added at WRNZ, WCLR, KAFM, WFBC, WCMB, and KMJJ...One of the most popular records among programmers and becoming that way for the audiences...Now collecting a powerful 72% reporter support up from 63%...WQUD #3 in callout...Love94 #5 phones...KMGX #2 phones...WGAC #5 sales...16KZK #4 sales...A great record that deserves to be called SMASH!...4th week on chart.

N 21 12



STEVIE WONDER/SEND ONE YOUR LOVE

(TAMLA)

Profile: Among fifteen hottest at WIP, WISN, KARD-FM, and WCBM...among twenty hottest at KNBR, and WEBC...among twenty-five hottest at WFMK, KHOW, WTMJ and KFMB...on at KRKE-AM...WMYD 18-12, KWEN D-12, WLW 18-13, WJYY-FM 25-15, WCHV 26-15, WQON D-15, WLOM 23-16, WROR 21-17, LOVE94 22-17, WLWL-FM 22-17, WQUD 26-17, KEWI 24-18, WRNZ 26-18, WLAV 24-19, WLAG 35-19, WVLC D-20, WAMT 28-21, CO-102 D-21, 16KZK 25-22, WCWA 26-22, 14NVR 33-22, WFBC D-23, WCHS 27-24, WLWS 27-24, WGAC 28-24, WMAZ D-24, KCSW D-24, WLFA 30-27, KGVO D-27, WHLM D-27, WSM-FM A-28, KOLE A-28, KAKC D-28, Z-103 D-28, WGOW D-28, KSTP D-28, KBAI A-30, KAOK-AM D-30, and KAGO D-39...added at WHAG, KBLI, WCLR, KAAM, CHEC, KUKI, 14k, WCMB, KAFM, KVI-AM, KMJJ, and KMGX...Last week's Spectrum III Single of the Week...This week, second most added...Grows to 72% reporter support...Album sales are already very strong in certain markets...Covers all demos, especially strong for M/F 25-40...No reports of phone action yet...The nature of his music lends itself to nuturing passive response...2nd week on chart.

6 9 13

ANNE MURRAY/BROKENHEARTED ME

(CAPITOL)

Profile: Among five hottest at KNBR, WIP, WCLR, CKWW, WEBC, WCBM, KLOK, KMGX, KVI-AM, KAFM, and WFTL...among ten hottest at WHDH, WISM-FM, and WFMK...among fifteen hottest at WMJC...among twenty hottest at KFMB...among twenty-five hottest at WCMB...KVOX 1-1, WGOW 1-1, KSTP 1-1, KAAM 2-1, KMBZ 2-1, WORG-FM 3-1, KOTN 3-1, WLWS 3-1, KEX 2-2, KUKI 2-2, KAKC 2-2, KAGO 3-2, WCWA 4-3, WSM-FM 4-3, WAMT 4-3, LOVE94 5-4, KWEN 5-5, WFBC 7-5, 16KZK 6-6, WROR 6-6, KRKE-AM 10-6, KSEN 7-7, WQUD 7-7, WHLM 11-10, KCSW 12-10, WLAG 15-12, Z-103 18-15, WFYR 19-16, and WFFM 20-16...13th week on chart.

8 8 14

LAUREN WOOD/PLEASE DON'T LEAVE

(WB)

Profile: Among five hottest at WIP, WEBC, KBOM, and WISN...among ten hottest at WCMB, and KHOW...among fifteen hottest at WISM-FM, KVI-AM, WFTL, CKWW, KNBR, WCBM, WHDH, and KAFM...among twenty hottest at KMGX...on at KFMB...KGVO 3-2, CO-102 8-4, WCHV 5-5, WAMT 9-6, WVLC 7-7, WMYD 8-7, KOLO 8-7, WLWL-FM 8-7, LOVE94 9-7, WINK 10-7, KUIC 10-7, KSEN 8-8, WLFA 9-8, KAOK-AM 9-8, KAAM 14-8, WLAV 9-9, KWEN 10-9, 16KZK 13-9, WMAZ 12-10, WORG-FM 12-10, KBAI 15-11, KOLE 14-12, KMJJ 16-12, KOTN 17-12, KSTP 18-12, KAKC 15-13, WROR 15-13, KAGO 22-13, KMBZ 19-16, WFFM 19-17, WLAG 25-21, KVOX 29-23, and KEX D-23...7th week on chart.

13 13 15

ENGLAND DAN & JOHN FORD COLEY/WHAT CAN I DO WITH THIS BROKEN HEART

(BIG TREE)

Profile: Among five hottest at KFMB...among ten hottest at KVI-AM, WEBC, KBOM, WISN, WCMB, and KHOW...among fifteen hottest at KARD-FM, KLYX-AM, WFMK, WTMJ, and WCLR...among twenty hottest at WMJC, and WISM-FM...among twenty-five hottest at WFTL...on at WIP...KLO 4-3, KGVO 5-3, KCBQ 7-6, KEWI 11-8, WCHS 10-9, WLWL-FM 11-10, WRNZ 12-11, LOVE94 13-11, KUIC 15-11, KAAM 19-11, KEX 15-12, KVOX 16-12, WLAV 14-13, WAMT 15-13, KSEN 15-14, KMBZ 16-14, WHAG 21-14, KWEN 17-15, KAGO 24-17, WSM-FM 22-18, 14NVR 23-18, KRKE-AM 23-19, KBAI 23-19, CO-102 25-19, WLWS 23-20, WGOW 25-20, KSTP 25-22, WORG-FM 26-23, KAOK-AM D-23, KAKC 26-24, WJYY-FM 27-24, WQUD 27-25, Z-103 28-26, KOTN D-29, WLFA D-29, and WLAG D-38...added at KNBR, and WINK...Despite the fact this stepped up to 64% from 60% support, it is forced down the chart by other stronger records...Still valuable to programing in a limited rotation...No sales or reports of phone action...5th week on chart.

16 16 16

YVONNE ELLIMAN/LOVE PAINS

(RSO)

Profile: Among five hottest at WCMB...among ten hottest at WEBC...among fifteen hottest at KMGX, and WISN...among twenty hottest at KFMB, WISM-FM, and KBOM...among twenty-five hottest at WTMJ...on at WIP...KBAI 7-5, 14NVR 9-6, KCBQ 10-8, KGVO 10-9, WLWS 12-10, WGOW 16-12, KOLO 17-12, CO-102 18-12, KUIC 18-13, KAOK-AM 23-13, WSM-FM 16-14, WLAV 19-16, WORG-FM 20-16, WRNZ 20-16, WQUD 23-16, KEX 19-17, WAMT 21-18, KMBZ 21-18, WHB 21-19, KOTN 21-19, KCSW 23-19, KAGO 27-19, WLOM 21-20, KAKC 22-20, 16KZK 23-21, KRKE-AM 24-21, WCHV 36-31, and WLAG D-35...added at WFTL, CKWW, KSTP, and WFFM...Dips slightly to 48% from 52% support...Looks like it's just not strong enough to break ahead any further...6th week on chart.

18 17 17

SUPERTRAMP/TAKE THE LONG WAY HOME

(A&M)

Profile: Among ten hottest at WISM-FM, and KNBR...among fifteen hottest at WCBM, and KMGX...among twenty hottest at WIP...among twenty-five hottest at KBOM...on at WTMJ and KFMB...KWEN 8-6, WLAV 10-7, 14NVR 13-8, WMAZ 17-8, WLW 10-9, WCWA 14-9, WCHS 13-10, WHLM 18-11, WHB 14-12, WFBC 15-12, WGAC 15-12, WFYR 16-13, WQON 16-13, WRNZ 18-13, WLWL-FM 18-14, KGVO 18-15, KOLO 20-15, WINK 20-16, WROR 20-16, KBAI 22-17, WLAG 24-17, KMJJ 20-18, 16KZK 21-18, KAKC 21-18, KUKI 24-21, Z-103 24-22, KLO 28-23, KUIC D-25, WMYD 29-26, WLWS 35-28, WQUD D-29, KVOX D-29, KRKE-AM D-30, and KAGO 38-31...added at WHAG, CO-102, KEX, and KOTN...Hangs to 53% reporter support...Seems to be slowing up a bit, although still very valuable to programing for 18-34 males...Some sales on the single but strength in sales lies primarily in the album...3rd week on chart.

24 19 18



KENNY LOGGINS/THIS IS IT

(COLUMBIA)

Profile: Among five hottest at 14k...among ten hottest at KMGX...among fifteen hottest at WFMK, and KVI-AM...among twenty hottest at WEBC...on at Z-103 and KRKE-AM...CHEC 7-4, WLOM 9-4, KLO 10-8, KCBQ 22-8, LOVE94 12-10, WRNZ 13-12, KWEN 15-14, WLWS 17-14, KGVO 20-14, WHB 18-16, KBAI 20-16, WLWL-FM 25-16, WINK 23-18, WVLC 24-19, WMYD 22-20, KOLO 24-20, KMJJ 26-20, WLAV 26-20, WGAC 27-22, KAGO 31-22, WLW 28-23, WSM-FM 28-23, KUIC 29-23, WGOW 28-24, WROR D-25, WQUD 28-26, WCWA 30-26, KEWI 35-26, WLFA D-28, WFFM 35-29, KSTP D-29, 14NVR 38-31, WCHS 36-32, and WLAG D-36...added at WORG-FM, KBLI, CKWW, KNBR, and KAOK-AM...Jumps up to 54% from 50% reporter support...this week's FRED Record of the Week...KAGO #4 sales...KBAI #4 phones...Love94 #10 sales...WGAC #6 sales...WFFM #10 phones...and there's more...Should break loose and fly up the chart next week...Great for male and female 25-34...3rd week on chart.

N N 19



RITA COOLIDGE/I'D RATHER LEAVE WHILE I'M IN LOVE

(A&M)

Profile: Among five hottest at KARD-FM...among fifteen hottest at KFMB, WISN, 14k, and KAFM...among twenty-five hottest at KBOM, WTMJ, KHOW, and WFTL...on at KSTP...LOVE94 19-16, KCSW 22-20, KEX 23-20, KBAI 25-20, KOLE 27-20, WSM-FM 24-21, KMBZ 27-21, WAMT 29-22, KUIC 30-24, KOLO D-24, WROR D-24, KAKC 29-25, KEWI 33-25, WLAV A-25, WLWA A-26, KLO D-26, WRNZ D-27, WGOW D-27, WGAC 30-28, WLWS A-29, KGVO D-29, WINK D-29, WLFA D-30, KUKI D-37, WFFM D-38, and 14NVR D-40...added at WIP, KAAM, WLOM, WEBC,

Spectrum III

WVLK, KVOX, WJYY-FM, WFMK, and KLOK...Rita seems to be able to achieve instant acceptance with demos 25+...Love94 #9 phones...WFFM #8 phones...sales seem to be developing again on the album...1st week on chart.

- N 25 20 FRANK MILLS/PETER PIPER (POLYDOR)**
 Profile: Among five hottest at KLYX-AM...among ten hottest at KLOK...among fifteen hottest at KAFM, KBOM, WTMJ, WISN, WFTL, and KNBR...among twenty hottest at KHOW, WHDH, WEBC, and WCLR...among twenty-five hottest at KFMB...on at KSTP...WCHS 19-14, KAKC 17-15, KOLO 23-19, KMBZ 26-20, KAAM 30-20, KCBQ 23-21, KEWI 23-21, KEX 24-21, KUIC 26-21, KBAI 31-24, KLO D-24, WVLK 28-25, 16 KZK A-25, WRNZ D-26, WLWS 30-27, WMYD D-28, WORG-FM D-29, KAGO D-29, WLW D-29, WGAC D-29, WGOW D-30, and WHAG D-32...added at KCSW, WROR, and KRKE-AM...Moves from 39% up to 46% reporter support...Does not seem to be developing the same phone pattern as his last record...upper demos responding best...2nd week on chart.
- N 24 21 DANN ROGERS/LOOKS LIKE LOVE AGAIN (IA)**
 Profile: Among five hottest at KLYX-AM...among ten hottest at KARD-FM...among fifteen hottest at KVI-AM...among twenty hottest at WEBC, KBOM, and WTMJ...among twenty-five hottest at KHOW...on at WORG-FM...WJYY-FM 7-5, WAMT 18-15, KSEN 20-16, KGVO 21-16, WQON D-18, WLWS 22-19, WHAG 25-20, KLO 26-20, KVOX 25-21, WRNZ 29-21, KUIC 28-22, KBAI 27-23, KEWI 30-23, WVLK D-24, KOLE 28-26, KAKC 30-26, WLOM D-26, WCHS 38-28, KAGO 35-30, KCSW D-30, KFMB A-31, and KMBZ D-33...added at 14NVR, WGOW, KSTP, KRKE-AM, WFTL, 14k, KAOK-AM, KAFM, and KLOK...5th most added in Spectrum III this week...Moves 46% to 39% reporter support...Some phones starting to ring...Too early for sales...2nd week on chart.
- 30 23 22 MELISSA MANCHESTER/PRETTY GIRLS (ARISTA)**
 Profile: Among ten hottest at WTMJ...among fifteen hottest at KHOW...among twenty hottest at WIP...among twenty-five hottest at KFMB...on at WGOW...WSM-FM 7-4, KLO 13-9, KSEN 21-15, WORG-FM 19-17, WLWL-FM 21-18, WQON D-19, KGVO 26-20, KOLO 25-21, WLOM 25-21, WMAZ 25-22, WCHS 25-22, WVLK 27-23, WLAV 28-23, WINK 28-23, WROR D-23, KMBZ 34-29, KOLE A-30, WHLM D-30, WQUD D-30, WLAG 40-34, KEWI A-36, and 14NVR D-39...added at KRKE-AM, KUKI, WMYD, KOTN, and KAOK-AM...Holds on to 38% reporter support...Seems to be stalling somewhat but may go on and at least break Top 20...WSM-FM #6 sales and #2 phones...3rd week on chart.
- 9 12 23 CRYSTAL GAYLE/HALF THE WAY (COLUMBIA)**
 Profile: Among five hottest at WCLR, WFTL, KVI-AM, WISN, WEBC, and WISM-FM...among ten hottest at KNBR, KMGX, KAFM, and KFMB...among fifteen hottest at WFMK, WIP, and WHDH...among twenty hottest at WCMB, and WCBM...KCSW 3-1, WGOW 4-2, KVOX 7-2, KEX 3-3, LOVE94 4-3, WAMT 5-4, KCBQ 8-4, WROR 5-5, KUKI 10-5, WMAZ 6-6, 16 KZK 9-7, CQ-102 9-7, WORG-FM 10-7, WQUD 11-8, WCWA 15-8, WINK 11-9, WFYR 14-12, Z-103 17-13, KRKE-AM 20-15, WFFM 21-18, WHLM 29-18, KMJJ 23-19, WLAG 28-23, and KOTN 28-24...added at KAKC...10th week on chart.
- N N 24 KENNY ROGERS/COWARD OF THE COUNTY (UA)**
 Profile: Among ten hottest at KLOK...among fifteen hottest at WIP, WCBM, and WTMJ...among twenty hottest at KLYX-AM...among twenty-five hottest at KBOM and KHOW...on at Z-103 and KSTP...WLFA 16-10, KEWI 19-16, KWEN D-19, KOLO D-23, LOVE94 D-23, WHB A-24, WORG-FM 30-25, WRNZ 30-25, WAMT A-25, WGOW 30-26, WQUD 30-27, WLAV A-28, KUIC D-29, WCWA A-30, 16 KZK A-30, WLWL-FM D-30, KMBZ D-31, KCBQ A-32, WLWS A-33, WHAG A-35, and WFFM D-40...added at WISN, WMYD, KARD-FM, WCHS, KGVO, KRKE-AM, KAGO, WGAC, WVLK, WEBC, KVOX, WSM-FM, CHEC, 14NVR, WCBM, WQON, WJYY-FM, WHLM, WFMK, KAFM, and KMGX...Pulls in an impressive 30 adds this week...Already has 60% reporter support...He's giant and so will this be...1st week on chart.
- 17 18 25 KC & THE SUNSHINE BAND/PLEASE DONT GO (TK)**
 Profile: Among five hottest at WISM-FM...among ten hottest at KNBR, WIP, WCBM, and WMJC...among fifteen hottest at KHOW...among twenty hottest at WHDH...among twenty-five hottest at KBOM...WMAZ 2-2, WORG-FM 4-2, WINK 5-2, WGOW 5-3, WHLM 7-4, Z-103 7-5, KAOK-AM 7-5, WLW 8-5, KAKC 11-5, WLFA 8-6, KAGO 10-6, WFYR 8-8, WLAG 8-8, WGAC 13-10, 16 KZK 14-13, WMYD 14-14, WLAV 23-17, WLWS 20-18, KUIC D-26, WCHV 35-29, and KOTN D-30...added at WCLR, KSTP, and KARD-FM...7th week on chart.
- N 27 26 ELO/CONFUSION (JET)**
 Profile: Among twenty-five hottest at WTMJ...KSEN 5-5, WQON 18-12, WFFM 16-15, WMAZ 21-17, WCHS 21-19, KUIC 22-19, WFBC 23-20, WHLM 30-20, WLAV 27-21, WQUD 24-22, WLW 25-22, WVLK 30-28, KVOX D-28, and WLAG 32-30...added at WISM-FM, WLFA, and KAGO...With the third single coming off a very big album, it seems that the audience just doesnt want it right now...Peaked...2nd week on chart.
- 15 22 27 ORLEANS/FOREVER (INFINITY)**
 Profile: Among ten hottest at WISN, KAFM, and KHOW...among fifteen hottest at KMGX, and KBOM...among twenty hottest at KFMB...KEWI 4-2, CQ-102 6-3, KOTN 14-7, KAGO 11-8, KMBZ 9-9, WAMT 10-9, KVOX 17-10, KRKE-AM 19-14, KEX 21-15, and KSTP 29-27...6th week on chart.
- N N 28 SMOKEY ROBINSON/CRUISIN' (MOTOWN)**
 Profile: Among twenty-five hottest at 14k and WFMK...WQON 20-9, WGAC 16-11, 14NVR 21-16, CKWW D-16, WHB 25-22, WRNZ 28-22, KCBQ 28-26, WLWL-FM 30-26, WQUD A-28, WLAG 36-29, WCWA A-29, WVLK D-29, WFFM 39-32, WLWS A-35, and WCHS 40-38...added at WGOW, WISN, WCBM, KAGO, and KLO...Cruises to 25% from 18% reporter support...Among the most added records this week...doing well in Universals...Sales developing quite nicely now...Great for females 25+ and good males 25+...1st week on chart.
- SA N 29 DARYL HALL & JOHN OATES/WAIT FOR ME (RCA)**
 Profile: Among five hottest at 14k...among twenty-five hottest at WHDH and WCBM...on at WGOW...WLOM 13-8, KSEN 16-13, WRNZ 25-23, KVOX 30-24, WLW A-24, KAOK-AM D-24, KGVO 28-25, WLAV A-26, KUKI 32-27, WHAG 34-29, KRKE-AM D-29, and KOLE A-31...added at CHEC, KAKC, WGAC, WVLK, and KHOW...Steps up to 24% from 20% reporter support...After weeks of stalemate, H&O break out and head for a hit they deserve...Too early for sales or demo info...1st week on chart.
- 10 20 30 KENNY ROGERS/YOU DECORATED MY LIFE (UA)**
 Profile: Among five hottest at KAFM, WHDH, KLOK, WISM-FM, and WFTL...among ten hottest at WMJC, WFMK, WCLR, and WEBC...among fifteen hottest at KFMB...among twenty hottest at WCBM...WROR 1-1, KEX 1-1, 16 KZK 1-1, WLFA 2-2, and KMJJ 2-2...11th week on chart.

SIGNIFICANT ACTION

FRANCE JOLI/COME TO ME (PRELUDE)
 Profile: Among five hottest at CKWW...among fifteen hottest at KNBR...on at WVLK, KITY 9-8, CHEC 18-11, 14NVR 19-11, WHAG 27-21, KRKE-AM 26-23, WHLM D-26, WINK D-27, and WCHV 34-28

KERMIT THE FROG/RAINBOW CONNECTION (ATLANTIC)
 Profile: Among fifteen hottest at KLYX-AM, KLOK, and WCBM...among twenty hottest at KBOM, and WHDH...WHB 6-5, WHLM 10-6, KAKC 7-7, WCWA 19-17, WJYY-FM 20-18, WORG-FM 21-18, WLAG 22-20, and KAAM 28-24

CHRIS THOMPSON & NIGHT/IF YOU REMEMBER ME (PLANET)
 Profile: Among ten hottest at WFMK, WCBM, and CKWW...among fifteen hottest at WMJC...among twenty hottest at WCBM...among twenty-five hottest at KMGX...WFBC 14-10, WROR 18-11, WGAC 18-13, and WLAG 19-16

CARLENE CARTER/DO IT IN A HEARTBEAT (WB)
 Profile: on at KRKE-AM...WSM-FM 20-15, WCHV 22-16, KGVO 25-24, WCHS 34-29, KLO D-29, KAKC D-30, WORG-FM D-30, and KUKI D-40...added at KUIC, KAOK-AM, and KMBZ

RICHIE FURAY/STILL HAVE DREAMS (ASYLUM)
 Profile: Among fifteen hottest at 14k...among twenty-five hottest at WHDH...on at WGOW...KRKE-AM...WLOM 14-10, WSM-FM 25-19, KGVO 24-21, KCSW D-26, and KBAI 37-32...added at KSTP

ROBERT JOHN/ONLY TIME (EMI/AMERICA)
 Profile: Among fifteen hottest at KLYX-AM...among twenty-five hottest at WEBC...on at WRNZ...WHAG 29-24, WCHS 30-25, KBAI 29-26, KLO D-30, WINK D-30, KEWI A-33, and KGVO 35-34...added at WISM-FM, WJYY-FM, KCSW, KVI-AM, KBOM, and KAGO

MOON MARTIN/NO CHANCE (CAPITOL)
 Profile: Among fifteen hottest at WCLR...among twenty hottest at 14k, and KFMB...KCBQ 27-23, KUIC D-28, KBAI 34-29, WGOW D-29, KEWI 37-30, and WCHS D-37...added at WISM-FM, KNBR, WEBC, WTMJ, and KAGO

CHARLIE DANIELS BAND/BEHIND YOUR EYES (EPIC)
 Profile: Among ten hottest at KARD-FM...on at WRNZ and KCSW...LOVE94 D-24, KBAI 38-28, WAMT A-30, and WLWS A-36...added at WINK, and KMBZ

FLEETWOOD MAC/ANGEL (WB)
 Profile: Among fifteen hottest at 14k...CQ-102 11-9, 16 KZK 19-17, WRNZ D-28, and WLOM D-29

LOBO/HOLDIN' ON (MCA)
 Profile: KBAI A-8, KEWI 39-29, WLWL-FM D-29, and WLW A-30...added at KARD-FM, WTMJ, KAKC, WCLR, WEBC, KLO, and KMBZ

Spectrum III

SIGNIFICANT ACTION (continued)

- ALAN PARSONS / DAMNED IF I DO** (ARISTA)
Profile Among five hottest at WTMJ WHLM 27-25, WFFM 37-26, WLAG 34-31, and WLWS A-34
- NITEFLYTE / IF YOU WANT IT** (ARIOLA)
Profile KWEN 9-8, WINK 27-22, KCBQ 25-24, WCHV 30-26, and 14NVR D-38
- KOOL & THE GANG / LADIES NIGHT** (DE-LITE)
Profile on at WVLC WFYR 11-9, KITY 14-11, and WHLM D-28 added at WFBC, 14NVR, Z-103, KWEN, and KMBZ
- TERI DESARIO / YES, I'M READY** (CASABLANCA)
Profile Among ten hottest at WTMJ, and WHDH among twenty-five hottest at WEBC on at WGOW KEWI 40-28 added at WGAC, WHAG, and KMBZ
- DAVID LOGGINS / THE FOOL IN ME** (EPIC)
Profile Among twenty hottest at KLYX-AM among twenty-five hottest at WEBC and 14k WSM-FM 27-20, KGVO 29-26, and KLO 30-28 added at KCSW
- EDDIE RABBITT / POUR ME AOTHER TEQUILA** (ELEKTRA)
Profile Among five hottest at WTMJ among fifteen hottest at KLYX-AM KOLE 26-19 added at WCHS, and WRNZ
- BEACH BOYS / IT'S A BEAUTIFUL DAY** (CARIBOU)
Profile KBAI 26-22, KOLO D-25, WHAG 35-27, and KAGO D-38 added at KUIC
- CRYSTAL MANSION / TALK TO ME** (20TH CENTURY)
Profile Among five hottest at KLYX-AM WJJY-FM 19-14, and WHAG 28-22
- KARLA BONOFF / WHEN YOU WALK IN THE ROOM** (COLUMBIA)
Profile Among twenty hottest at WTMJ, WISM-FM, and 14k on at WRNZ WSM-FMA-27 added at WLOM, and KAOK-AM
- MICHAEL JACKSON / ROCK WITH YOU** (EPIC)
Profile on at WVLC WGAC D-21, and WORG-FM D-28 added at WCBM, WISM-FM, WCHS, Z-103, WSM-FM, WHLM, WFYR, and WINK
- EAGLES / I CAN'T TELL YOU WHY** (ASYLUM)
Profile Among fifteen hottest at 14k on at KCSW KGVO 27-23, and WFFM 40-35
- HELEN REDDY / LET ME BE YOUR WOMAN** (CAPITOL)
Profile KVOX 27-22, KBAI 30-27, KGVO 40-32, and KAGO 40-36 added at KBLI, KBOM, and KUIC
- BARRY MANILOW / WHEN I WANTED YOU** (ARISTA)
Profile Among five hottest at KARD-FM, and KLOK on at 16 KZK and WROR
- MAXINE NIGHTINGALE / (BRINGING OUT) THE GIRL IN ME** (WINDSONG)
Profile WORG-FM 29-26, WHAG D-31, KAGO 39-32, and KBAI 39-35 added at KVOX, and WQON
- JOHNNY MATHIS / NO ONE BUT THE ONE YOU LOVE** (COLUMBIA)
Profile Among five hottest at KLYX-AM WHAG 12-10 added at WCLR
- ORSA LIA / I CAN'T HOLD ON** (INFINITY)
Profile Among twenty-five hottest at WEBC WJJY-FM 14-12, and KCSW 30-25 added at WISM-FM, and KLO
- DONNA SUMMER / THERE WILL ALWAYS BE YOU** (CASABLANCA)
Profile Among five hottest at CKWW among ten hottest at WMJC
- RICHARD STEPP / HOLD ON** (INFINITY)
Profile on at KCSW KEWI 36-27, KUKI D-38, and KGVO D-39 added at KAKC
- KEITH HERMAN / SHE'S GOT A WHOLE NUMBER** (RADIO RECORDS)
Profile KAOK-AM 24-17, and WVLC D-30
- BOBBY VINTON / MAKE BELIEVE IT'S THE FIRST TIME** (TAPESTRY)
Profile Among ten hottest at KLYX-AM WJJY-FM 26-20, added at WFTL, and WFFM
- NATURE'S DIVINE / I CAN'T CONTROL MYSELF** (INFINITY)
Profile WSM-FM 29-24, and WLOM 30-25 added at WHAG, KAKC, and KWEN
- BILLY PRESTON / WITH YOU I'M BORN AGAIN** (MOTOWN)
Profile Among twenty hottest at WTMJ WHB A-26 added at KBLI, and KMBZ
- FLEETWOOD MAC / NEVER MAKE ME CRY** (WB)
Profile Among twenty hottest at KHOW on at KCSW KGVO D-28 added at KAGO
- TOM JOHNSTON / SAVANNAH NIGHTS** (WB)
Profile WCHV D-30, and WLWS 36-32 added at KGVO, and KUKI
- DAN HILL / HOLD ON TO THE NIGHT** (20TH CENTURY)
Profile Among twenty hottest at WCLR WHAG 17-13
- AMERICA / ALL MY LIFE** (CAPITOL)
Profile Among twenty-five hottest at WEBC WJJY-FM 4-3 added at KLYX-AM
- DONNA SUMMER / ON THE RADIO** (CASABLANCA)
Profile Among twenty hottest at KARD-FM among twenty-five hottest at WCBM on at WTMJ WROR 25-21
- CHICAGO / STREET PLAYER** (COLUMBIA)
Profile KCBQ 17-13, and KGVO 32-30
- JIM WEATHERLY / SMOOTH SAILIN'** (ELEKTRA)
Profile On at KOLO WEBC and WTMJ KMBZ D-35 added at WISN and KUGN
- SANTANA / YOU KNOW THAT I LOVE YOU** (COLUMBIA)
Profile Among twenty-five hottest at 14k KCBQ A-33
- JUDY TZUKE / STAY WITH ME TILL DAWN** (MCA)
Profile on at WTMJ WJJY-FM D-29 added at WCLR, WLWL-FM, WRNZ, KAKC and WEBC
- TOTO / 99** (COLUMBIA)
Profile LOVE94 D-26 added at WQON
- MAUREEN McGOVERN / I CAN'T TAKE MY EYES OFF YOU** (WB)
Profile on at WEBC WHAG 32-28, and KBAI A-36 added at KGVO, and KLO
- RUPERT HOLMES / HIM** (INFINITY)
Profile WJJY-FM 16-11 added at WGAC
- SPYRO GYRA / JUBILEE** (INFINITY)
Profile Added at KBLI, and WLAG



Just to remind us that "Summer Lasts Forever," the staff of KARD-FM/Wichita got together with a contest winner from their recent Beach Boys Promotion. Pictured (l-r) are the contest winner, Jim Kelly (12-3 pm), Rod Taylor (AM drive) and PD Barry Casey.

Spectrum III

NIGHTPARTED ACTION

JEFFERSON STARSHIP / JANE
Profile: Among twenty hottest at 14k
LED ZEPPELIN / ALL MY LOVE
Profile: 2 103 15 11 and KITY D 18

on at WVLC 14NVR 27 20 Z 103 D 27 and WHLM D 29
(GRUNT)
(SWAN SONG)

CARS / IT'S ALL I CAN DO
Profile: 14NVR 31 21 and WLAG 37 33

(ELEKTRA)

BLONDIE / DREAMING
Profile: Among ten hottest at 14k on at WVLC and KAGO

(CHRYSALIS)

MOST PLAYED ALBUMS

EAGLES / THE LONG RUN (E/A)
Key Cuts: Title, The Sad Cafe, I Can't Tell You Why and The King Of Hollywood

FLEETWOOD MAC / TUSK (WB)
Key Cuts: Angel, Brown Eyes, Think About Me, Sara, Never Make Me Cry, Storms and Beautiful Child

BARRY MANILOW / ONE VOICE (ARISTA)
Key Cuts: Who's Been Sleeping In My Bed, A Slow Dance, When I Wanted You, I Don't Want To Walk Without You and Rain

KARLA BONOFF / RESTLESS NIGHTS (COLUMBIA)
Key Cuts: Baby Don't Go, Title, The Letter, Trouble Again, When You Walk In The Room and Water Is Wide

KENNY LOGGINS / KEEP THE FIRE (COLUMBIA)
Key Cuts: Now And Then, Title, This Is It and Half A Chance

NICOLETTE LARSON / IN THE NICK OF TIME (WB)
Key Cuts: Dancin', Jones, Title, Breaking Hearts, Rio De Janeiro, Let Me Go and Back In My Arms

LITTLE RIVER BAND / FIRST UNDER THE WIRE (EMI)
Key Cuts: Mistress Of Mine, Middle Man and Cool Change

STYX / CORNERSTONE (A&M)
Key Cuts: Lights and Boat On The River

JANIS IAN / NIGHT RAINS (COLUMBIA)
Key Cuts: Other Side, Memories, Have Mercy and Too High

BARBRA STREISAND / WET (COLUMBIA)
Key Cuts: Come Rain Or Come Shine, Ain't Goin', Splish Splash and Come Kiss Me In The Rain

STEVIE WONDER / JOURNEY THROUGH THE SECRET LIFE OF PLANTS (TAMLA)
Key Cuts: Outside My Window, Power Flower and Black Orchid

ALBUM ACTION

TOTO / HYDRA (COLUMBIA)

SANTANA / MARATHON (COLUMBIA)

RUPERT HOLMES / PARTNERS IN CRIME (INFINITY)

JETHRO TULL / STORMWATCH (CHRYSALIS)

RICHIE FURAY / I STILL HAVE DREAMS (E/A)

BOB WELCH / THE OTHER ONE (CAPITOL)

DAN FOGELBERG / PHOENIX (FULL MOON / EPIC)

SPECTRUM III TRENDSETTERS

CATEGORY 1 aims at 18-34 demos with emphasis on 75-34, tends to be heavier, play many album cuts and add records faster to Power rotation

14k Gainesville
14NVR Waterbury, CT
KARD FM Wichita
KCBO San Diego
KCSW Austin
KEWI Topeka
KEYN Wichita
KITY San Antonio
KLDN Edison, MO
KRSP AM Salt Lake City
KUKI Okaloosa, FL
KWAV Monterey
KYGO Denver
WCHV Charlottesville, VA
WFMM Pittsburgh
WFMK Lansing
WFGY Chicago
WYCI FM Chicago
WHB Kansas City
WHLM Bloomburg, PA
WIRK W. Palm Beach
WJPR Greenville, MS
WLAG La Grange
WLQI Minneapolis
WLOM Cape Cod
WLWS Cincinnati
WMAZ Milton, GA
WMHE Toledo
WMJC Detroit
WMYD Wixford, RI
WOMC Detroit
WQUD Memphis
WROF Boston
WSR FM Nashville
WSMI AM Lynchfield, IL
WYSL Buffalo
LOVE 94 Miami Beach
Z 103 Oklahoma City

Shawn Smith 904 376 2688
Joe McCoy 203 729 2291
Jack Oliver 316 265 5631
Ed Chandler 714 286 1170
Bob Joseph 512 477 6375
J R Greeley 913 272 2122
J Walker 316 838 7734
Steve Anderson 512 225 5111
Jay Fisher 314 392 3793
Lorraine Wiergar 801 762 5541
Craig Haworth 916 573 7677
Randy Summers 408 649 0969
Dave Michaels 918 587 9500
John Driscoll 303 234 9500
Tom Twine 804 977 5566
Dave Popovich 412 351 1100
Don Schuelder 517 349 4000
Dave Martin 312 861 8100
Barry Mayl 312 847 2600
Rick Brown 816 221 8300
Tom Benson 717 784 5500
Randy Marsh 305 965 9213
Dan Dymond 601 378 2617
Bill Benjamin 404 882 3505
Steve Shannon 612 699 1330
Larry King 617 255 3220
Alan Matthews 513 868 3696
Steve Murphy 912 746 7311
Paul Christy 313 398 5427
Paul Christy 313 398 7600
Rick McKay 401 295 1370
Jim Scollin 313 546 9600
Dan Vaccaro 901 274 3400
Dick Edwards 617 725 2700
M C Sneed 615 749 2244
Terry Todd 217 324 5921
Dean Matela 716 885 1400
Rick Peters 305 672 2500
Benjamin Cain 405 840 5271

CATEGORY 2 aims at 18-49 demos with heavy emphasis on 25-49, tends to playpart harder selections, play low album cuts and use a combination of music and personality

16K2K Augusta
CHEC Lethbridge, Alb
CO102 Geneva, NY
KAAM Dallas
KAAM Dallas
KAGO Klamath Falls
KAKC Tulsa
KBAI Morro Bay
KBLL Blackfoot, ID
KEX Portland
KFMB-AM San Diego
KGOV Missoula
KHOW Denver
KHO Spokane
KIIS AM Los Angeles
KKEZ Ft Dodge, IA
KLO Oquon, Salt Lake City
KLOK San Jose
KLYX AM Sioux Falls, SD
KMBZ Kansas City
KMCG Dallas
KMGX Tucson
KMJJ AM Las Vegas
KNBR San Francisco
KOGO San Diego
KOLE Port Arthur, TX
KOLQ Reno
KOTN Pine Bluff
KRKE Albuquerque
KSTP Minneapolis
KTBB Tyler, TX
KUGN Eugene
KUIC Charlottesville, VA
KVOX Fargo
KYNO-AM Fresno
KZLA Los Angeles
WASH-FM Washington
WBNS Columbus, OH
WBZ-AM Boston
WCBM Baltimore
WCCO-FM Minneapolis
WCHS Charleston
WCLR Chicago
WCWA Toledo
WEBC Duluth
WFBC Greenville, SC
WFBR Baltimore
WFGL Fitchburg
WGAC Augusta
WGAR Cleveland

J J Hemingway 404 738 9191
Wayne Barry 403 329 4144
Evan Coleman 315 781 1101
Lee Gray 214 386 6100
Ron Dean 214 386 6110
Charlie Van Hall 503 882 2551
Randy Anson 918 743 9877
Ann Dunaway 805 772 2263
B Rand Nickell 208 785 1400
Bob Swanson 503 225 1190
Mark Larson 714 292 5362
Bill Stebbins 406 721 1290
Brian Scott 303 573 6300
Chuck Heaton 509 448 4666
Sherran Cohen 213 466 8381
J Michael Libbie 515 576 7333
Syl McCray 801 731 1111
Bill Weaver 408 274 1170
Bruce Fischer 605 339 1520
Steve Bell 913 236 9800
Dave Thomas 214 688 0641
John Libynski 602 624 2431
Dave Van Stone 702 736 8910
Bryan Eaton 415 546 2200
Chuck Brinkman 714 263 6191
Tommy Maldonado 713 982 9436
Mike Hagerty 702 786 0920
Clint Hairper 501 534 8732
Debbie Hughes 505 765 5400
Denny Carpenter 612 645 2724
John Streatly 214 957 7278
Thaddeus Johnson 503 485 5846
Andy McCoy 707 446 0200
Dan Wright 218 233 1522
Mark McCoy 209 255 8383
Jim Wood 213 466 4123
Bob Duckman 202 244 9700
Joe Corbett 614 460 3850
Jim McMann 617 787 7000
Ray Quinn 301 363 2000
Curt Lundgren 612 339 1029
Al Sahley 304 342 8131
Jack Kelly 312 677 5900
Doug Silver 419 248 2627
Bill Dodd 218 728 4484
Herb Carson 803 271 9204
Dale Andrews 301 685 1300
Mike Thomas 617 343 4897
Gary King 404 863 5800
Chick Watkins 216 526 6700

WGOW Chattanooga
WHAG Hagerstown
WHBC Canton
WIFE Indianapolis
WINK Ft Meyers, FL
WISM-FM Madison
WISN Milwaukee
WJYY-FM Brainerd, MN
WKY Oklahoma City
WLAV Grand Rapids
WLFA Lafayette, GA
WLW Cincinnati
WNEU Wheeling, WV
WORF FM Orangeburg, SC
WPTR Albany
WQON Grayling, MI
WRNZ Augusta, Wrens
WSLI Jackson, MS
WTAE Pittsburgh
WTFM New York
WTMJ Milwaukee
WTOB Winston Salem
WVLC Lexington, KY

Kris Copeland 615 756 6141
Rick Summers 301 797 7300
Rick Jacobs 216 456 7166
Steve Cooper 317 637 1375
Larry King 813 334 1131
Bill Vancil 608 271 1486
Norm Pringle 414 342 1111
Jim O'Rourke 218 828 1244
Sandy Jones 405 478 2930
Jim Corcoran 616 456 5461
Rich Gwyn 404 638 3276
Cliff Hunter 513 241 9597
Dave Amos 304 233 1470
Stu Wright 803 536 1580
Chris Roberts 518 456 1144
Rob Greenwood 517 348 5488
Jim Jacobs 404 547 2596
Walt Grayson 601 372 6311
Mark Roberts 412 731 1250
Frank Kelly 212 357 8000
Mike Elliot 414 332 9611
Gary Cannon 919 723 4753
Jack Pattie 606 254 1151

CATEGORY 3 aims at 25-49 demos with emphasis on upper demos, tends to be softer, more lush, play almost no album cuts and concentrate on personality and information

CKWW Windsor, Ont
KAOK-AM Luke Charles, LA
KBOM Bismarck
KDKA Pittsburgh
KIT Yakima
KMPC Los Angeles
KOB Albuquerque
KPLX Dallas, Ft Worth
KSEN Shelby, MT
KSL Salt Lake City
KTOK Oklahoma City
KVI-AM Seattle
WAMT Titusville, FL
WCBM Harrisburg, PA
WDNC Durham, NC
WEEX Easton, PA
WFTL Ft Lauderdale
WGNV Providence
WGR Buffalo
WHAM Rochester
WHOH Boston
WHIO Dayton
WIBC Indianapolis
WIOD Miami
WIP Philadelphia
WMT Cedar Rapids
WTIC-AM West Hartford
WYNY New York

Kevin Shea 519 252 5751
Jeff Golden 318 436 7541
Joel Johnson 701 663 6411
Rick Starr 412 392 2200
Dave Hanson 509 457 8115
Tess Russell 213 460 5672
Jim King 505 243 4411
Irv Jackson 817 429 0995
Wayne Cordray 406 434 5241
George Lanich 801 237 2639
Robert Miller 405 840 5271
Carol Stripling 206 223 5700
Jeff Mattison 305 267 1060
Larry Scott 717 763 7020
Tom Gongaware 919 682 0318
Charlie Ryan 215 258 6155
Tom Daren 305 485 4111
Mark Cote 401 725 9000
Jerry Roy 716 881 4555
Jack Murphy 716 545 4884
Donna Halper 617 412 5600
Bob Davis 513 254 5311
Jed Duvall 317 924 5211
Alan Anderson 305 759 4311
Bob Russo 215 568 2900
Frank Hanford 319 395 6134
Jay Clark 203 522 1080
Jere Sullivan 212 664 4822

Urban Music

The computer input used to derive this chart comes from progressive black programers who are interested in winning more than just black listeners. There are special weighting factors for crossover markets. Sales in such markets were traced to the stations generating the action, be they black or white. Programing off this chart will win ratings. For further information contact P.J. Baich at 408 646-9333.

URBAN TRENDSETTERS

96-Fever Tampa	Roshon Vance 813 461 9696	WDRQ Detroit	Jim Ryan 313 354 9300
KACE Los Angeles	Cal Shields 213 564 7951	WENN Birmingham	Jimmy Larson 205 324 3355
KBLX Berkeley	Beverly Myer 415 848 7713	WEZB New Orleans	Gary Franklin 504 581 7002
KDAY Los Angeles	Steve Wood 213 665 1105	WGCI-FM Chicago	Barry Mayo 312 984 1400
KDIA Oakland CA	Jerry Boulding 415 834 4262	WILD Boston	Steve Crumbly 617 267 1900
KGFJ Los Angeles	Alvin Watles 213 937 5900	WJLB Detroit	J. Michael McKay 313 965 2000
KHS-FM Los Angeles	Mike Wagner 213 466 8381	WJPC Chicago	Tom Joyner 312 786 7200
KJLA Kansas City	Mark Van Gelder 816 753 7707	WKTK Baltimore	Lou Krieger 301 485 2400
KJLH Los Angeles	Lawrence Tanner 213 299 2992	WKTU New York	Mark Shoshone 212 750 0550
KLUV Hayward	Henry Grier 415 783 9562	WKYS Washington	Steve Manuel 202 686 6764
KMJQ Houston	Jack Patterson 713 527 9545	WMAK Nashville	Sonya Thrasher 615 256 6556
KOKY-AM Little Rock	Larry O'Jay 501 661 9853	WOL Washington	Bob Scott 202 338 5600
KSFX San Francisco	Jim Smith 415 928 0104	WOOK-FM Washington	John Moen 202 722 1000
KSOL-FM San Mateo	Elinor 415 341 8777	WORL Orlando	Billie Love 305 298 5510
WAKY Louisville	Harry Lyles 502 587 7979	WVEE-FM Atlanta	Scotty Andrews 404 872 5851
WBLX Mobile	Alec Griffin 205 432 7609	WWRL New York	Linda Haynes 212 335 1600
WBMX Chicago	James Alexander 312 626 1030	WXAP Columbia SC	Doug Enlow 803 776 1230
WCAU-FM Philadelphia	Roy Perry 215 839 7000	WXKS Boston	Sunny Joe White 617 396 1430
WDAS-AM Philadelphia	Butterball 215 878 2000	WZZD Lafayette Hill	Mark Serpas 215 242 6300

LW	TW		
5	1	MICHAEL JACKSON/Rock With You	Epic
1	2	KOOL & THE GANG/Ladies Night	De-Lite
2	3	SMOKEY ROBINSON/Cruisin'	Tamla
7	4	PRINCE/I Wanna Be Your Lover	WB
6	5	ISAAC HAYES/Don't Let Go	Polydor
4	6	B. STREISAND-D. SUMMER/No More Tears/Enough	CBS/Casablanca
12	7	SUGARHILL GANG/Rapper's Delight	Sugarhill
10	8	SWITCH/I Call Your Name	Motown
3	9	COMMODORES/Still	Motown
13	10	PLEASURE/Glide	Fantasy
20	11	STEVIE WONDER/Send One Your Love	Tamla
8	12	FUNKADELIC/Knee Deep	WB
22	13	BAR KAYS/Move Your Boogie Body	Mercury
9	14	DAVID RUFFIN/Break My Heart	WB
11	15	NATURE'S DIVINE/I Just Can't Control Myself	Infinity
15	16	EW&F/In The Stone	ARC/Columbia
14	17	BRENDA RUSSELL/So Good, So Right	Horizon
23	18	DONNA SUMMER/On The Radio	Casablanca
17	19	KC & SUNSHINE BAND/Bet Cha Didn't Know That/Please Don't Go	TK
26	20	CAMEO/Sparkle	Chocolate City
18	21	CRUSADERS/Street Life	MCA
27	22	PEACHES & HERB/Roller Skatin' Mate	Polydor
19	23	CHIC/My Forbidden Lover	Atlantic
16	24	DONNA SUMMER/Dim All The Lights	Casablanca
30	25	PHYLLIS HYMAN/You Know How To Love Me	Arista
D	26	DIONNE WARWICK/Deja Vu	Arista
D	27	SHALAMAR/The Second Time Around	RCA
21	28	MICHAEL JACKSON/Don't Stop 'Til You Get Enough	Epic
24	29	RAYDIO/More Than One Way To Love A Woman	Arista
D	30	B. PRESTON & SYREETA/With You I'm Born Again	Motown

ON THE COME

ASHFORD & SIMPSON/Nobody Knows	WB	SLAVE/Just A Touch Of Love	Cotillion
WILSON PICKETT/I Want You	EMI	RICK JAMES/Love Gun	Gordy
LENNY WHITE/Peanut Butter	Elektra	DIANA ROSS/It's My House	Motown
PABLO CRUISE/I Want You Tonight	A&M	SANTANA/Aquamarine	Columbia
TYRONE DAVIS/Be With Me	Columbia	DESTINATION/Move On Up	Butterfly
ANGELA BOFILL/I Try	Arista	HALL & OATES/Wait For Me	RCA
RUFUS & CHAKA/I'm Dancing For Your Love	MCA	NATALIE COLE/Your Lonely Heart	Capitol
DEXTER WANSEL/Sweetest Pain	PI	LTD/Stranger	A&M

Quest by Buzz Bennett

PERCEPTUAL RESEARCH

A lack of definition has been the problem with psychographic research. Under its wide umbrella, you will find what is called "passive research" suffering from the same problem: a lack of definition. In too many cases, these types of research are only what the practitioners want them to be. Instead of criticizing passive vs. active, we will tap on motivational research (the early roots of psychographic research), and possibly touch into the areas of psychographics themselves.

Demographic analysis is not sufficient to explain behavior. Psychographic research will certainly not replace demographic research but will extend and augment. Through the use of objective questionnaires in large samples, we can determine the desires,

Cipher by C.C. Courtney

One week ago Friday was the day of the Iranian demonstrations and counter demonstrations. I was driving from Monterey to Los Angeles and around ten a.m. I tuned in KMPC to see how they're coming along with all the new people and the new direction. The Iranian demonstrations were just getting underway and KMPC was on the scene. I was anxious to check out the progress of KHTZ, KUTE, KRTH, KMET, KFI and KHJ but for three hours I was unable to touch that dial.

This was not a big demonstration. There was never a moment when the police weren't all too in control. There were no media stars amongst the demonstrators ready to get on the air and let fly with some eminently quotable statements. Nevertheless, I was fascinated the entire three hours. The reasons for this fascination bear examination.

First off let me point out that KMPC did not spare the bucks to cover this event. They did not wait until something happened to start their coverage. They were there at the outset. They had staked out the prime locations and they had them well covered. There were KMPC people in a mobile van, in a helicopter overhead, on the street among the crowd with handheld units. In the studio were the jock and a newscaster. This was a considerable expenditure to be sure, both in personnel and in equipment.

What made the whole thing work, though, was that which was not present—me. I already know what a demonstration looks like, having

preferences and habits of diverse elements of the audience. Then, by targeting or segmenting these different groups, we can communicate more explicitly.

Psychographic questionnaires do vary, but essentially they test attitudes, opinions, interests and habits so that a distinct personal profile emerges, dividing the audience into "mind types" instead of age groups.

One of the basic goals is to identify a person's self-concept or self-image. Questionnaires must be designed to accomplish an insight to these basics. In the 80s lifestyle, there is fragmentation as never before imagined. It is obvious that research must stretch beyond simple demographics in order to confront highspeed living patterns. This leads us to attitude and opinion testing. Perceptual research is part science and part art, not an exact science—that is, not yet.

MEDIA TRENDSETTERS

A study of perception, in a truly objective probe, will lead us to an understanding of the most important

participated in more than my share in the sixties and having seen hundreds more on tv. Although this was a smallscale operation by comparison, it was just as exciting to me because my mind filled in all the details, making them much more exciting than they actually were.

The sirens wailed, the crowds booed and cheered, cars screeched by, doors opened and slammed, flags were burned, newscasters were surrounded, jostled and cut off, helicopters swooped to follow the ebb and flow. The jock questioned the man in the van, who cut to the man on the street, back to the van, up to the copter. The newscaster in the studio asked about points that made it very clear just what was happening. The man in the crowd was cutting in and out but it was made to sound like he was entering the heart of the fray and that such technical difficulties were to be expected. They would cut back for commercials but interrupt that for just a moment for one more important detail. It was exciting. Something was definitely happening on that radio station.

Fiction writers have long known that the presentation of detail is important, often making the difference in the critical area of believability. This mass of sound with all the technical clicks and pops made the listener feel a total involvement in a live situation. This was truly "history shot on the wing." No recounting of the story, even by Walter Cronkite with his cameras, could surpass the event in progress.

Meanwhile, the other stations were playing music. I knew that I wouldn't miss a thing. The records would all be

individuals, the opinion leaders or as I term them, "Media Trendsetters." The words "mass audience" must be eliminated right now to extend our understanding. Standardization is just about dead in broadcasting.

We must now look deeply into lifestyle research. Segment analysis, hierarchy clustering, perceptual mapping, attitude and opinion studies: the perfect research tools? No. If we consider the variables in human behavior, it is doubtful that we can ever find the perfect research tools. But, like our modern day search for the perfect format and Pandora's Golden Box, the Quest must go on.

SCOTT SHANNON had a football accident last week. He was watching the Redskins game on tv and fell asleep under the sunlamp.

I have begun "The Buzz Bennett Tour." I am now in Atlanta with JOHN YOUNG, DON BENSON, JIM MORRISON and JEFF McCARTNEY. Big changes are coming down here. A full report of this and other markets next week.

repeated—and repeated. The morning shows were over, so I knew I wasn't going to miss anybody saying anything other than title, time and temp. I knew that there would be no presentation of technique or technical equipment that I had not heard 1,000 times.

So are all the music stations supposed to drop music and go for all news? No. I'm offering a few observations. 1. No one is impressed with sameness. Technical innovations are now totally overlooked by most stations. In an era when Saturn flybys and electronic music have expanded the listener's expectations to the outer limits, we turn on the mike and hit the cart start button and that's about it. This is dull.

2. The live quality is critical. They bitch and moan about the decline in viewers for tv, in particular the Monday Night Football. I can tell you that as much as slow motion and stop action have done to enhance the understanding of the game, they have destroyed a critical quality. You no longer have to watch the game closely. Just wait for the crowd to cheer and then watch the replay, another angle, yet another, then the postgame wrapup, then the week's best plays, then the season's best plays. Football is much more exciting on the radio. It is live. Either you hear it or you don't. It's interesting to note that just as rapidly as the Monday night ratings have fallen (ABC is now third on Mondays) the radio broadcast's ratings have risen.

All these points I have made have immense importance for radio. But they have even more interesting implications for the record industry.

Karla Bonoff

RESTLESS NIGHTS

FAMILIAR ARTIST
FAMILIAR SONG
PROGRAMMER'S FAVORITE

KIMN, WKYB, WITZ, WLOM, WAKA, WRNZ, KOAK-AM,
WHBC, KUGN, KLDN-FM, KGVO, KENI,
KCBQ, KEZR, WTMJ, WSM-FM, WISM-FM,

“When You Walk In The Room”



The HOTS

Fred

Songs Showing The Strongest Upward Movement at FRED's Reporting Stations

RUPERT HOLMES/Escape	(Infinity)
LITTLE RIVER BAND/Cool Change	(Capitol)
STEVIE WONDER/Send One Your Love	(Tamla)
JEFFERSON STARSHIP/Jane	(Grunt)
CLIFF RICHARD/We Don't Talk Anymore	(EMI-America)
PABLO CRUISE/I Want You Tonight	(A&M)
KENNY LOGGINS/This Is It	(Columbia)
MICHAEL JACKSON/Rock With You	(Epic)
FOREIGNER/Head Games	(Atlantic)
DR. HOOK/Better Love Next Time	(Capitol)
KOOL AND THE GANG/Ladies Night	(De-Lite)
CAPTAIN & TENNILLE/Do That To Me One More Time	(Casablanca)
SMOKEY ROBINSON/Cruisin'	(Tamla)
KENNY ROGERS/Coward Of The County	(UA)
TOM PETTY/Don't Do Me Like That	(Backstreet)
JOHN COUGAR/I Need A Lover	(Riva)
ISAAC HAYES/Don't Let Go	(Polydor)

NEXT: (THESE WILL BE HITS):

ALAN PARSONS/DAMNED IF I DO 73/8/11

(ARISTA)

Profile: 96-KX 3-1, KUPD 5-2, KOPA 12-6, KRKE 10-8, KDWB 18-11, WKXY 18-15, KNOW 18-15, KOAQ 22-16, QV93 21-17, 14-Q 21-18, Q-106 21-18, WRKO 22-18, KIMN 22-19, KBEQ 23-19, WLOF 24-20, WAMS 27-20, WRBR 28-20, WAIM 24-21, WNFO 30-22, KEZR 26-23, WKBO 27-24, KSLO 28-24, KJR D-24, 94-Q 30-26, WLAC D-26, KLUC D-26, KBOS 29-27, WANS 30-27, KYYX 30-28, KQDI D-30, WPST D-32, KENI D-32, and CK101 D-38...added at WHVL, KRUX, KIDD, KREM, WRFC, KTFX, WERK, and KFI...Powerful callout reaction with 18-34 males and females! KLUC Dave Anthony "Very strong callout—it's mass appeal." KUPD John Sebastian "Strong callout acceptance—one of our best balance songs." KEZR Bob Harlow "Excellent callout with prime demos...Album sales are strong and now kicking in many markets...valuable image...reporters showing growth gain from 19 to 25%...#19 Most-Debuted...National rank: 47-38-31!

EAGLES/THE LONG RUN 35/6/8

(ASYLUM)

Profile: KUPD 4-1, WRRD 7-4, KDWB 8-7, 96-KX 17-12, KOKQ 16-13, Z-97 A-15, KJR 22-16, KRQ 25-17, KISR 18-18, 92-FLY 26-20, WSGA 25-22, KYNO-FM 29-22, KLUC D-23, KB-101 D-24, KREM 28-25, KIDD D-27, Z-93 A-28, M-91 A-28, KENI D-29, KRKE D-29, and KWOD 44-38...added at WMOH, KATI, and KFI...The new single and most popular cut from the album...good callout acceptance already where played...National rank: 61-50-35! Reporters adding or showing growth fly from 8 to 14%...#18 Most-Debuted.

BUGGLES/VIDEO KILLED THE RADIO STAR 30/9/5

(ISLAND)

Profile: WKYB 11-3, WIKS 33-15, KLOU 27-16, JB-105 25-18, KHJ 24-22, KIDD D-26, WBSD D-27, WMEE D-29, KEZRD-29, KFI D-29, KATI 33-30, WZDQ 35-30, WANS 36-30, WUPE D-30, WSGN D-30, Y-103 36-31, KMJK D-31, WQLK 37-33, WRJZ D-34, KBOS D-35, and WEAM A-38...added at KROY-AM, WKMX, KRDG, WGLF, WRVQ, KBDF, WPGC, and WQCM...A true novelty smash wherever played...WIKS Don Geronimo "#1 phones by far, covering all demos! Good callout acceptance already with sales starting. It's my most valuable record!" KLOU Jerry Lousteau "Solid #2 phones—it busted wide open from nowhere! Predominantly teens and now 18+." KEZR Bob Harlow "Big phones and now breaking AOR! Covering teens, 18+ females and now 25+ males." WZDQ Anne McCartney "Really good phones from everyone, with a preponderance of teens." #16 Most-Added...National rank: 96-68-39! Reporters showing growth bubble from 9 to 17%.

FOGHAT/THIRD TIME LUCKY 54/28/5

(BEARVILLE)

Profile: WAIM 19-11, WZDQ 19-15, 94-Q 20-17, WANS 26-20, WKYB 28-20, KFMK 29-21, WCKO D-23, KEZR 29-24, KRBE 30-24, WSKY A-27, Z-97 A-28, WRAW D-28, WFLI D-28, WKMX D-30, WOKY A-32, WQXI-AM D-32, KBOS 37-33, 14-Q A-33, KOKQ D-33, KNOW D-33, WAYS D-35, and KTFX D-36...added at WNOE-AM, WSEZ/Z93, KOBO, QV93, WPST, WRFC, KRKE, WORD, WDJX, KRUX, KIQY, KMJK, Z-93, WRJZ, WTIK, WRVQ, KRDG, WMEE, KBEQ, KIMN, KOPA, WEAM, WAMS, and KFI...This hit has been recommended since before-the-box and already it's the personal favorite of many programers...developing nicely with 18-34 males and females...#5 Most-Added, #20 Most-Debuted...reporters adding or showing growth thicken from 12 to 28%...National rank: 78-65-42!

ALBUM OF THE WEEK

JEFFERSON STARSHIP/Freedom At Point Zero

(Grunt)