

**KAL RUDMAN
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THE FRIDAY MORNING QUARTERBACK™

A PROGRAMMING GUIDE

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FMQB ALBUM REPORT

November 12, 1982

BILL HARD, Editor

Hard Choice

NIGHT RANGER, "DOWN PATROL", BOARDWALK

We just can't say it any better than WLWQ's Tim Smith, "We are proud to carry the banner as one of the premier stations to commit airplay to Night Ranger. With the influx of trendy new rock, Night Ranger is straight ahead, well produced, all pro rock and roll, which makes a great reality check for album rock radio"...Now, let's talk quick audience reaction. Here's Curt at WERN, "I warned you about Night Ranger and here they come. Already getting phones here at WERN after one week's play"...There's nothing fancy here. Just straight ahead, well produced radio rock with nice fat hooks. It will test beautifully, should get calls, and could well sell-through. Start with "Don't Tell Me You Love Me" and our single pick "Sing Me Away".

Easy Choice

J. GEILS BAND, "IT'S SHOWTIME", ATLANTIC

Many consider J. Geils the best American band in the land and this rip-roaring set will go a long way to confirm it. Though the crowd is loud, the music still cuts through and strikes like a cobra. Hot performance/hot recording/hot damn! "I Do" gives the album a running start on 96 of our stations...Joe Folger, KQRS, "J. Geils is hot live. It's an automatic on KQRS"...Ilyse Gottlieb, WRXL, "The new material is clean and that live energy is unmistakably the J. Geils Band"...The Doctor, WYFE, "J. Geils' live version of 'I Do' really shows the band can strut its stuff and I can't wait to hear some of their later tracks the way they do it on stage. It should be a great album"...Bob Bittens, WHCN, "I love the new Geils single. I'm counting on those guys to put out a live album that equals their 81-82 tour"...We recommend "Just Can't Wait", "Love Stinks", "Sanctuary", and "Centerfold". "It's Showtime" goes way beyond live option time.

Chain Reaction

PHIL COLLINS, "HELLO, I MUST BE GOING", ATLANTIC

Our Red Page praise from last week is matched in spades by radio. 117 adds and reams of raves tell the whole story...Doug Clifton, WBCD, "It's a continuation of a great solo career that seems to be destined for superstardom. It's almost like Phil can't do anything wrong"...Bob Rosel, KFMJ, "A varied package of rhythmic mood music and rave-up soulful rockers. This new record has something for everybody"...Bob Linder, WDMA, "This is one of this year's best albums. In less than 12 months he has been responsible for substantial changes in album rock boundaries"...Kid Leo, WPMG, "One wonders how Genesis is going to follow the Phil Collins solo work. The man must be a virtual fountain of ideas. The album is solid, or as the NFLPA would say, 'Etched in stone'"...Tom Starr, WOUR, "Phil again affords depth and versatility to suggest that he'll still be crooning to this generation long after most other rock figures have retired or turned to selling insurance. It's another gem of a record for Phil"...Art Phillips, KILQ, "Hooray for Captain Collins! Phil nabs awards in all three categories: best voice, best drums, and best arrangements. And although the LP takes on a more moderate mood than 'Face Value', it sounds exquisite on the radio"...Early leaders: "I Don't Care Any More", "Do You Know Do You Care", "It Don't Matter To Me", "Through These Walls" and "Like China".

TOM PETTY, BACKSTREET

Last week's 72 LP adds convert for a #12 Index, #11 Metro debut, and when this report's 58 new stations factor into the charts, look for top 5 play--easy, 14-6 Sebastian, 4-3 Pollack, 6-2 Doubleday, and 11-2 Superstars. Here we're looking at 44 max play reports, and 10 top 5 request mentions, including: WCOZ, KZAP, WLUP, WFBQ, WERN, WYSP, WHJY, and KZAP...Strongest out-of-the-box retail reports from Philly, Boston, St. Louis, Milwaukee, and Buffalo...Top trax: "You Got Lucky" #14, and "One Story Town" #93. Also active: "Change Of Heart" and "Deliver Me"...More Radio Action: Bill Simmons, WMYK/WZAM-AM, "Best Petty since the 'Torpedoes' LP. You can drop the needle down anywhere and you'll find an air-playable cut"...Sonny Fox, WSHE, "We're 5 cuts deep on the Petty. Calls are jubilant"...Dick Bescom, WQAM, "In a word, superb. In two words, it's great. In three words, a musical masterpiece"...Dan Walston, WIMZ, "Let's face it, Tom has the best sneer in rock and roll and the band to back it up. This is the only album I've ever listened to three times in a row"...Ron Sorenson, KBLE, "A potentially timely return to straight-ahead rock and roll by Tom Petty. 'Long After Dark' should play long after December."

This week "Rock Wars" goes to one of the hottest album markets in the country--DENVER! Market analysis from KAZY's Rich Meyer; KZCO's Dennis Constantine; KBPI's Phil Strider; and KPKE's Larry Moffitt inside!

CHAIN REACTION CONTINUED

HENRY PAUL, ATLANTIC

Number 3 Most Added with 29 starts Henry off with a solid 12" to Lp conversion week. New on 13 Level I's, including KDKB, KGB-FM, KBPI, WDVE, and WKLS...After the single (81-79), check out "Hold On" and "Desiree"...Radio Action: Steve Bridges, KFMH, "Henry Paul's album shows a new maturity. They're not just out to produce standard rock albums. They're getting unique and developing a style all their own. I'm partial to 'Heat Of The Night'"...Art Phillips, KIL0, "Southern rock goes synth. We applaud Henry Paul for refusing to be stylized into an obscure category and for delivering a solid album with great craftsmanship."

GOLDEN EARRING, 21/POLYGRAM

Still another 12" paves the way for a warm Lp reception at radio--#4 added with 25, including KYYS, KDWB, WMMS, KWK-FM, WYSP, KOME, KBPI, KRQR, KMET, KGB-FM, KFOG, and KTXQ--Potent!!...On this week's Checklist: none dropping, 25 maintaining, and 31 building, including majors KGB-FM, WKLS, KMET, WDVE, WLPX, KSRR, KWK-FM, WYSP, KOME, KGON, WCOZ, KQAK, and WMMS..."Twilight Zone" is up 34-28...Comments: Kid Leo, WMMS, "It simply is their finest since 'Radar Love'. They've traded their fuzz busters for phasers in the Twilight Zone"...Joe MacCabe, KYYS, "The single is doing well on the request line"...Joanne Peterson, WAPI-FM, "Very positive calls on Golden Earring."

ADAM ANT, EPIC

Adam is the heir apparent new music star. A 48-43 Back Page underline, a Metro debut at #46, and another 20 adds are just the beginning. A big #5 debut on the Request Chart confirms everything else...Comments: Alan Sneed, KSRR, "Adam Ant smokes out of the box both in sales and phones with a top 25 debut last week and a move to #19 this week"...Steve Feinstein, WYSP, "We couldn't resist any longer. Heavy duty sales, requests, and staff support"...Chuck DuCoty, WIYY, "Adam Ant is a smash. Moved to heavy rotation and the earthdogs are just gonna have to put up with this one. They don't particularly like it, but on the other hand, there is a really large segment that loves it and it goes across the board demographically"...Bob Rosel, KFMQ, "Adam Ant fever is catching on in Lincoln. Look out!"...Mike Lyons, WDIZ, "Adam Ant is red hot out of the box. Something psychedelic is happening. New music really gets the most phones"...Chip Hobart, WAPP, "Adam Ant is building nicely. We're getting a lot of requests for it and what's more, the older people like it. Had a lady about 30 call me for it today"...Tim Smith, WLWQ, "Adam Ant #15 sales, #1 requests."

"BRIMSTONE & TREACLE" SOUNDTRACK, A&M

"I Burn For You" certainly seems to be filling in that Police gap nicely. 19 new stations this week, including WKLS, KSJO, WDVE, and WNEW-FM for a total of 42 FMQB stations in 3 weeks...Comments: Bob Bittens, WHCN, "We finally found room for 'I Burn For You' and we're already getting calls for that new Police song"...The Doctor, WYFE, "'I Burn For You' is a phenomenal track. It's got all the necessary hooks to capture your musical spirit. The slow melodic tone of the song with Sting's very haunting, creates a mixture of pure Police that shouldn't be overlooked. And it's perfect for any type of format"...Ron Nenni, WDVE, "I couldn't resist using a new Police song. 'I Burn For You' will fill the void between releases. Good calls for it so far, too"...Buck McWilliams, WIOT, "Smash or Trash winners this week included Police's 'I Burn For You'."

JONI MITCHELL, GEFFEN

Joni's new one is proving to be right in the radio pocket...Debut #49 Airplay Index. 17 new stations and lots of strong talk makes her undeniable...Bob Rosel, KFMQ, "This album is intelligent, warm, humorous, sensitive, and wonderful. This will be one of my favorites over the forthcoming winter"...Art Phillips, KIL0, "Best and most accessible Joni Mitchell since 'Court And Spark' is no boast. It's a fact. Joni is writing pop music again with the flavor of songs like 'Car On A Hill' and 'Free Man In Paris', and she's really enjoying herself in the process. 'Street Light' has the Mitchell style that no one has ever been able to copy or claim"...Doug Clifton, KBCO, "Joni Mitchell has delivered a kind of record that not only her fans have been waiting for, but album radio has been waiting for. The perfect record for picking up more upper demos"...Trish Robbins, KTIM, "Joni Mitchell is just taking off. We can't play it enough to suit our audience."

GEORGE HARRISON, DARK HORSE/WARNER BROTHERS

#5 Most Added with 32 last week. Back with another 15 this report...Key calls: WFBQ, WYSP, KMET, KLOS, WBCN, WAPP, WIYY, KSHE, KBPI, WILS-FM, WGRQ, KTXQ, KDWB, and WAVA...Obviously expect a Metro debut next week..."Wake Up My Love" is the one...Comments: The Doctor, WYFE, "'Wake Up My Love' is put together well enough to withstand the wear and tear of every day airplay, and gets better the more you hear it"...Ilyse Gottlieb, WRXL, "George Harrison's 'Wake Up Love' sure is catchy. The album and the artist are a personal favorite"...Steve Feinstein, WYSP, "George sounds like he's awoken from a deep sleep and has shaken off the cosmic blues he's had for the past decade."

ROD STEWART, WARNER BROTHERS

Continuing to show surprising album rock legs, Rod locks up another 13 stations (including KMET, KDKB, KGB-FM, WGRQ, and WZXR)...Heaviest on WMMR, WNEW-FM, WILS-FM, KEZY, WQBK, WPDH, WRCN, KIL0, and WMAD. New at #46 Index and set for a Metro entry next week...The single is #66 with "Maggie May" also active.

VANDENBERG, ATCO

New at 47 on the Metro Chart, building on the Back Page, 50-48...#9 Most Added with 13, including WMET, WIOT, KQAK, KSHE, KOME, and KQRS...Airplay: Up on WOUR, WZZO, KLAQ, WBAB, and WMYK...Heaviest on KMET, KSJO, KGON, and WQFM...It's really a bit early, but the Checklist already shows a building trend on: KQRS, KSJO, KSRR, KOME, WLAV-FM, KLAQ, KWXL, and KMOD..."Burning Heart" moves 67-63.

TALK TALK, EMI

Up 40-44-27-19 in the past 4 weeks...Underlined Metro 45-30-25...Obviously a most convincing trend...Airplay: 46 steady, 1 down, and 11 ups: KQRS, KQAK, KGB-FM, WZXR, WLAV-FM, WFBQ, KISS, KIL0, WZZO, WBRU, and WPDH...The Checklist couldn't look much better: 34 maintaining, 2 dropping, 31 building...Sales and Phones up on: WMET, WZZO, KQAK, KSMB, WOUR, WRXL, WHJY, WILS-FM, and KBPI...Phone builders include: WFYV, KLBK, WMAD, KISS, WQBK, WYSP, WLPX, WMYK, KGB-FM, and KFOG...New on WEBN, KYYS, KPRI, WRNO, WFYV, and 4 more..."Talk Talk" moves to #11...Joe MacCabe, KYYS, "I've been watching the Talk Talk for a while now, and it's time to put this record right into medium"...Curt Gary, WEBN, "Still too early to get any talk going on Talk Talk, but I'm confident that it's going to produce some phones."

SAGA, PORTRAIT

Our Hard Choice of August 27th powers to the ultimate airplay plateau - #1 Back Page, Metro and Song Index. Here's to our ears, and a super promotion job for the EPA staff. Take a bow, gentlemen.

PAT BENATAR, CHRYSALIS

The week's highest debut - #3 Index, #7 Metro. Our stats show lots of top 10 retail mentions and top 5 request action on: KYYS, WQXM, WCOZ, KZAP, WCMF, WFYV, WHJY, KZOK, KGON, KIL0, and WMYK...Already max play status on 66 of our stations. Heavy on 20 more...Consultants: 6-1 Superstars, 5-3 Doubleday, 1-1 Pollack, and 1-1 Sebastian...On the Song Index: "Shadows Of The Night" #10, "Looking For A Stranger" debuts #56, and "Little Too Late" debuts #64.