

Fred

October 15, 1979

BOB PITTMAN
See Interview, page 18

SCHOOL OF HARD ROCK

FRED 104

STEREO ★ FM 104

HOLLYWOOD KNIGHT BALTIMORE HILL

FRED Record Of The Week: SUPERTRAMP



Epic

**Cheap
Trick**
**Dream
Police**

Adds: KAUM, KNUS, WLAC, WTIX, KTSA, KOFM, KYYX, 92X 40, WPST, WDEC, KEOS, KRLC 29, KCRG, WIKS, WNAM, WANS, KOBO, WYMC, KJCK, WKNX, WCUE, WRJZ, QV-93, KLBQ 33, WBLI, WFME, Y-94, WFOX, KATI, WANS, KOAQ, CK-101 35, KYSN.

Debuts: WLS 40, F-105 32, WGCL 30, B-100 30, KJR 25.

Moves: WPEZ 30-25, 96-KX 27-22, WRKO 25-20, KRBE 30-23, KFRC 21-16, KUPD 23, KKEG 11-7, KOKQ 17-12, WISM 19-13, WNFQ 26-18, KBOS 29-22, KYNO-FM 29-25, KNOE-FM 36-30.

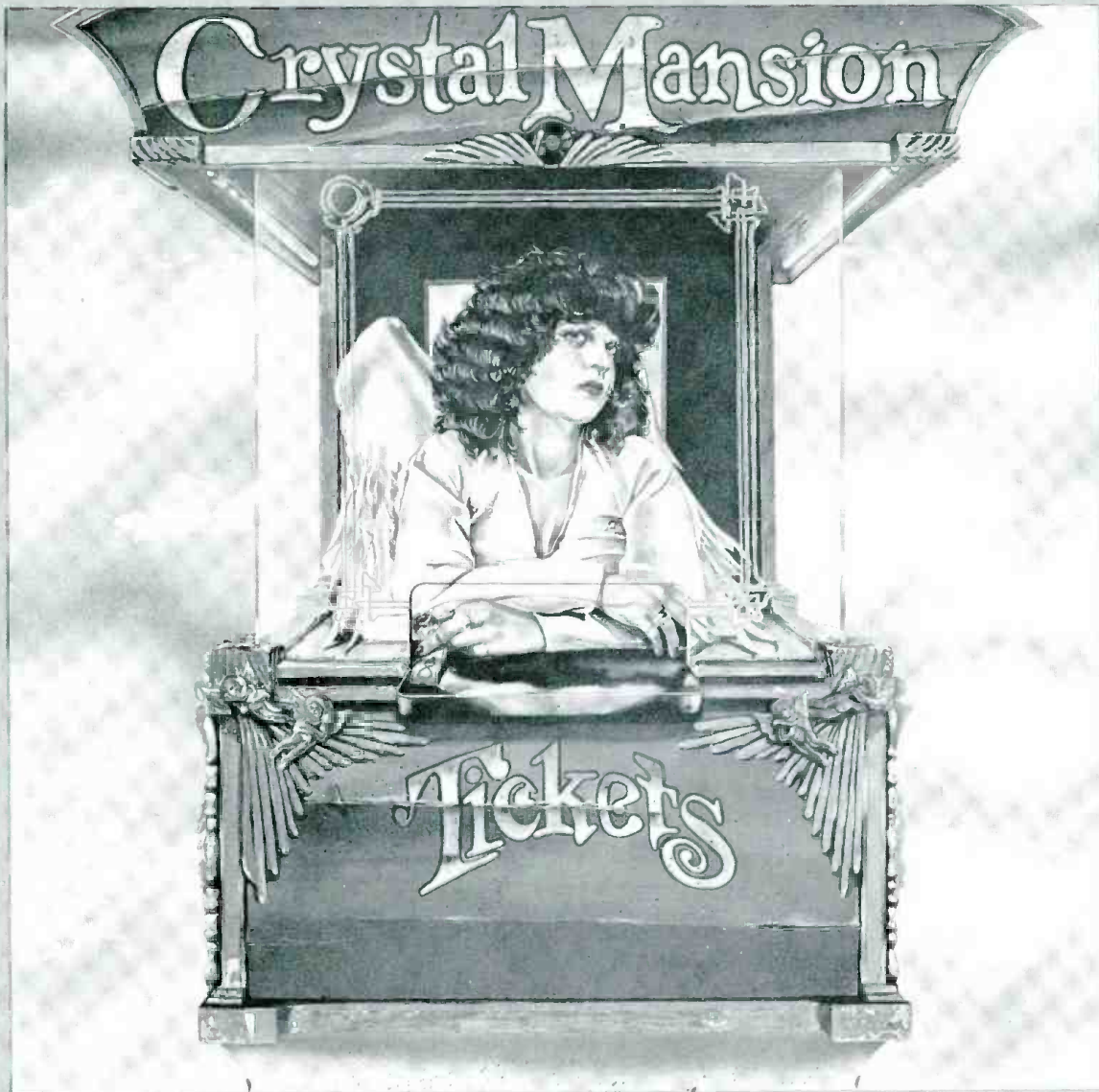
On: WIFI, KJR, WZDQ, CHUM, B-100, WERK, WNOE-AM, WLS, KRUX.

**The New Cheap Trick Is
Blowing Wide Open!**

Universals

9	1	1 EAGLES/Heartache Tonight	(Asylum)
29	7	2 STYX/Babe	(A&M)
6	4	3 KENNY ROGERS/You Decorated My Life	(UA)
17	11	4 COMMODORES/Still	(Motown)
12	9	5 FLEETWOOD MAC/Tusk	(WB)
7	6	6 LED ZEPPELIN/All My Love	(Swan Song)
3	3	7 DONNA SUMMER/Dim All The Lights	(Casablanca)
2	2	8 THE KNACK/Good Girls Don't	(Capitol)
4	5	9 MICHAEL JACKSON/Don't Stop 'Til You Get Enough	(Epic)
13	12	10 IAN GOMM/Hold On	(Stiff-Epic)
18	13	11 K.C. & THE SUNSHINE BAND/Please Don't Go	(TK)
1	8	12 HERB ALPERT/Rise	(A&M)
11	10	13 FOREIGNER/Dirty White Boy	(Atlantic)
††	N	14 BARRY MANILOW/Ships	(Arista)
24	16	15 JIMMY BUFFETT/Fins	(MCA)
8	14	16 JOURNEY/Lovin', Touchin', Squeezin'	(Columbia)
5	15	17 COMMODORES/Sail On	(Motown)
N	27	18 MICHAEL JOHNSON/This Night Won't Last Forever	(EMI-America)
N	25	19 ANNE MURRAY/Brokenhearted Me	(Capitol)
N	26	20 J.D. SOUTHER/You're Only Lonely	(Columbia)
N	28	21 BLONDIE/Dreaming	(Chrysalis)
10	17	22 M/Pop Muzik	(Sire)
25	24	23 JENNIFER WARNES/I Know A Heartache	(Arista)
N	N	24 SUPERTRAMP/Take The Long Way Home	(A&M)
16	21	25 WINGS/Arrow Through Me	(Columbia)
SA	N	26 LAUREN WOOD/Please Don't Leave	(WB)
N	29	27 CHEAP TRICK/Dream Police	(Epic)
23	22	28 JOHN STEWART/Midnight Wind	(RSO)
15	19	29 ATLANTA RHYTHM SECTION/Spooky	(Polydor)
N	N	30 ELTON JOHN/Victim Of Love	(MCA)

Talk To Me (Talk To Me)



The
Crystal
Mansion



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POWER PAGES

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TOP NEWS

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GENE KNIGHT exits San Diego for the RICHes of LA. BEN HILL takes over the Program Director's slot at Metromedia's WCBM/Baltimore. Charleston stations challenge ARB. KDWB/Minneapolis finally stops simulcasting. SAM SHERWOOD ends Doubleday's search and takes the GM job at KHOW/Denver. JIM SUMPTER moves to Fresno to program K-104. There's a new Council in the NAB. Or is there? TOM GONGAWARE to program CQ 102. MIKE ANTHONY named PD at KBDF. PAUL FREDERICKS leaves KFRC for KMPC News Directorship. New York radio to carry "The John Hour."

PROMOTION/MANAGEMENT

14

JESSE BULLET of the Loop in Chicago talks about the Loop Stores they've set up. An idea Par Excellence. "Crisis Management" is the subject under discussion with JACK THAYER from WNEW-AM/New York, BOB McDOWELL of WQUD/Memphis and DAN MASON, leader at KTSA/San Antonio.

RATINGS

15

This week the Mediatrends are in from Atlanta, Detroit and Milwaukee.

PROFILE

17



DAVE POPOVICH, Program Director at WFFM/Pittsburgh, talks about stepping out on music, lifestyle radio and how all this adds up to higher numbers. Is Spectrum III really AOR for the 25-34 demo?

INTERVIEW

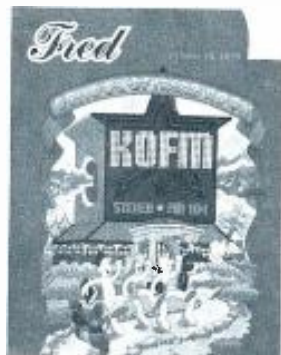
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A look at some of the game plans for the upcoming October/November ratings period. FRED talks with BOB PITTMAN-WNBC/New York, BEAU MATTHEWS-KOAOQ/Denver, BILL TANNER-Y100/Miami, JOHN SEBASTIAN-KUPD/Phoenix, JESSE BULLET-WLUP/Chicago and SANDY BEACH-WKBW/Buffalo about their plans and the look of the marketplace going into this all-important book.

QUEST/CIPHER

44

PLUS: LETTERS/CHANGES-4, OPENINGS-12, UNIVERSALS-21, ALBUMS-29, SPECTRUM III-34, URBAN MUSIC-39.



ON THE COVER:

Well, it's time to hit the books so FRED's cover this week presents a very timely bookcover. KOFM (Stereo 104)/Oklahoma City is distributing bookcovers to the "Back to School" set. With the thousands of school-aged radio listeners across the country, this is an excellent way to maintain visibility with one of the most critical (and fickle) demos.

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



Dont Fence Me Out

To FRED:

First off, let us thank and congratulate you for your fine magazine. Your pages are thumbled ragged every week, and by the time I get around to putting together a music list, I can hardly read it anymore.

Anyway, the reason I'm writing is because of the plight of the smaller or secondary station, where we fall in. Record companies are going through some tough times as we all know but the first to go are the secondaries. We here at 'The Whoop' are considered the number one station for influencing the record buyer here in the Berkshires, with Featured Artists at 9 am and 9 pm, and midnight albums six days a week, along with the usual of taped special shows like the BBC and such. We debut a lot of the music that the public wants to hear, but we cant do it if we dont have the product. I'm sure that there are many other small secondaries that are thinking the same thing, so record companies, beware the smaller stations...we are still a very important part of what you sell. With close to 200,000 people in the Berkshires, please reconsider.

Martin A. McGuane, MD
WUPE-FM/Pittsfield, MA

Looking For Ladies

To FRED:

I need your help! My key female announcer has moved up to bigger and better things and I need a replacement, yesterday. I'd like you to help me find possible female candidates for our adult contemporary operation. A lot of experience is not necessary but always helps. I'm looking for someone with the willingness to learn and who picks up ideas/concepts easily. Of course, I'd love to hear from male applicants too. Ninety days ago KEWI had two fulltime female announcers. Today, we have none; both ladies have done well.

If you have any likely candidates in your top desk drawer, your wallet, or the back of your mind, please call me at your earliest convenience. I'd like to contact the candidates myself.

I asked for your help in the past. I hate to keep imposing, but your contacts are much better than mine. If I can be of any service to you in the future or now, please contact me.

J.R. Greeley, PD
KEWI/Topeka

The Sundeen Kid

To FRED:

Took note of your anniversary in FRED. You've certainly established yourselves in an incredibly competitive field with alacrity.

More important is the fact that you did it with taste and care. May the future see many such milestones.

Don Sundeen
Cream Records

From The Haze

To FRED:

In your 2nd anniversary edition Jeff Green's story on the future fired this radio station up. Thanks Jeff! We totally agree "GO FOR THE THROAT." Until we started reporting to FRED, Fort Smith had not had such great radio. Keep up the good work and bring on the book.

Your Faithful Follower,
Rick Haze
KISR/Fort Smith, AR

Mele Kalikimaka

To Jeff (and FRED):

Happy 2nd Anniversary and congratulations from the entire staff at O'Day Broadcasting on a magazine well read.

As you already know, the Eagles' first U.S. concert date was here in Hawaii and everyone's still talkin' about it. Undoubtedly the best concert ever, here in the islands—24,000+ in attendance!

We are in the midst of a combined effort with Playboy in the search for the most luscious, lovely wahines (women) in Hawaii. The winners will be featured in a future Playboy issue. We will be sending you some pictures so you can *eat your heart out!*

Cant thank you enough for improving our service trip with Polygram. Mahalo nui loa kakou.

Here's wishing you success in the future.

Kimo Akane
KORL/Honolulu

David Benson has been named Music Director of WMET/Chicago. Prior to this move he served as MD at WIBA-FM/Madison, air personality at KGB-FM/San Diego, and later as Program Director at WIBA-FM until joining WMET in 1979. He retains his weekend air shifts in addition to his duties as Music Director. Bill Evans remains in his 6-9 am air shift in addition to coordinating WMET's "Streetline," a concert and information line recently started by the Mighty Met.

Dick Sloane, formerly with WXLO/New York, will be heard from 5:30-9 am Monday through Saturday on WGBS/Miami.

Steven Epstein has joined the NBC Radio Network as Regional Manager, Affiliate Relations. Epstein, who is based at NBC's Burbank facilities, is responsible for affiliate acquisition for The Source, NBC Radio's new youth-oriented radio network, and for the Western Region of the U.S. served by the NBC Radio Network. Prior to joining NBC, he served as Vice-President and General Manager of Pacific Programing Consultants and as a consultant to KEZR/San Jose, Radio Arts and The Sterling Recreation Organization.

Eric G. Norberg has been appointed Vice-President of Consolidated Communications Consultants. Norberg, who recently resigned his PD position at KEX/Portland, is an author and college instructor whose background also includes announcing, writing, news management and commercial production.

Steve Blum, former news assistant at KNEW/Oakland, is now News Director at KUIC/Vacaville, CA.

Craig Lutz has been promoted from Production Director to Assistant PD at KREM-AM/Spokane. C.J. Stone has been promoted to Production Director and continues as air personality.

Randy Marsh is new Music Director at WIRK/W. Palm Beach. He takes music calls Monday and Tuesday from 2-4 pm.

Tawn Mastrey has resigned the MD position at KSJO/San Jose.

Mark Cote, former Music Director at WGNB/Cumberland, RI, leaves for KBOM/Bismarck.

Tom Mazetta has been appointed National Promotion Director for International Artists Records, Tapes and Filmworks. Most recently he had been affiliated with London Records and prior to that with Phonogram.

New lineup at KVOX/Fargo: Chuck McKay 6-9 am, Charlie Bennett (PD) 9 am-12 pm, Dan Wright (MD) 12-4 pm, Dwayne Hagen 4-7 pm, Larry O'Brien 7 pm-12 am, Robert Randal 12-6 am, Tom Furcht, Jim Schamber and Paul Stevens, weekends.

New lineup at KAGO/Klamath Falls: Roger Stevens 5-9 am, Steve Kenyon 9 am-1 pm, Charlie Van Hall 1-3 pm, Dan Daniels 3-7 pm, Mike James 7 pm-12 am, Alan Lawson 12-5 am, Jay Allen and Tia Holiday, weekends.

SMOKEY ROBINSON

**Added at:
CKLW
KOPA**

**WKYB d-5
WHBQ 12-10
WCBS d-22
KRLA d-26**

**Also
Added at:
WFLI
WRFC
98-Q
WKTK
WKHJ
WGNI
KGN
WKZQ
WERC
WBGM
WDMT
FM99**



**C
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**TAMLA® Records
1979 Motown Record Corp.**

MOST VALUABLE RECORD OF THE WEEK: SUPERTRAMP

"Take The Long Way Home" carries mass appeal artist strength, breaking from NEXT to 24 (National rank: 47-24!). **Eagles** nest firmly at #1 while **Styx** stacks 7 to 2. **Commodores** blitz 11 to 4—incredible crossover! **Fleetwood Mac** toots 9 to 5 with the new LP the talk of the town. **Ian Gomm** is powerful 18+ and tugs 12 to 10...**K.C.** squeezes 13 to 11.

FEMALE RECORD OF THE WEEK: BARRY MANILOW

"Ships" is essential for all females and booms from NEXT to 14 (National rank: 45-14!). **Jimmy Buffett** steps 16 to 15, **Michael Johnson** charges 27 to 18 with good adult females. **Anne Murray** is solid 18+ with females and skips from 25 to 19...**J.D. Souther** cruises 26 to 20, also strong 18+...**Blondie** holds image grip with 12-24 demos and sweeps 28 to 21...**Lauren Wood** builds early familiarity with Michael McDonald and debuts from NEXT to 26.

IMAGE RECORD OF THE WEEK: CHEAP TRICK

"Dream Police" (29 to 27) is backed by a huge LP and artist image power...**Elton John** dances in from NEXT to 30.

GAINING WHERE PLAYED: CRYSTAL GAYLE, CARS, MELISSA MANCHESTER and KERMIT

FLEETWOOD MAC ATTACK

EAGLES SOAR TO THE TOP

STYX: 18+ ALBUM OF THE WEEK

BLONDIE: HIGH JUMPER OF THE WEEK

FOGHAT: MALE ALBUM OF THE WEEK

SANTANA, BONNIE RAITT, SHOES DEBUT

Fleetwood Mac's long-awaited album debuts at 17 with giant group power and instant across the board response...totally valuable to programming. The **Eagles** fly 4 to 1 with giant requests, big sales, a smash single and huge group power. **Styx** bang 10 to 5...heavy 18+ support...good female acceptance...sales developing. **Blondie** rockets 25 to 12...giant 18-24 response...good male support. **Jethro Tull** leaps 15 to 7...primarily males...demos are 16-24. **Foghat** smashes 26 to 14...strong male response...demos are 18-30...good requests. The **Who** pound 18 to 15...heavy group power...action centers on previously unreleased tracks. **Santana** debuts at 22...strong male response 18+. **Bonnie Raitt** debuts at 25...demos are 18-34...valuable programming LP. The **Shoes** bow in at 27...initial response is good...demos are 16-24...leans male...good for image programming. **Joe Jackson, Kenny Loggins, Hall & Oates, Pat Benatar** and **John Cougar** are Next.

REQUEST POWER 12-14

1. K.C. AND THE SUNSHINE BAND
2. STYX
3. COMMODORES 'Still'
4. DONNA SUMMER
5. THE KNACK

REQUEST POWER 18+

1. KENNY ROGERS
2. COMMODORES 'Still'
3. STYX
4. ANNE MURRAY
5. DONNA SUMMER

REQUEST POWER 15-17

1. COMMODORES 'Still'
2. EAGLES
3. STYX
4. FLEETWOOD MAC
5. KENNY ROGERS

ALBUM POWER

1. EAGLES
2. LED ZEPPELIN
3. STYX
4. CHEAP TRICK
5. FLEETWOOD MAC



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

POWER

1. STYX
2. EAGLES
3. COMMODORES 'Still'
4. KENNY ROGERS
5. IAN GOMM

B STRESS

1. BARRY MANILOW
2. LED ZEPPELIN
3. FLEETWOOD MAC
various
4. SUPERTRAMP
5. BARBRA & DONNA
6. BLONDIE
7. CHEAP TRICK
8. MICHAEL JOHNSON
9. ANNE MURRAY
10. K.C. & SUNSHINE
BAND

C STRESS

1. J.D. SOUTHER
2. JIMMY BUFFETT
3. LAUREN WOOD
4. DONNA SUMMER
5. ELTON JOHN
6. JENNIFER WARNES
7. HERB ALPERT
8. THE KNACK
9. FRANCE JOLI
10. ELO

Crossover Market

POWER

1. COMMODORES 'Still'
2. STYX
3. EAGLES
4. K.C. & SUNSHINE
BAND
5. DONNA SUMMER

B STRESS

1. BARRY MANILOW
2. KENNY ROGERS
3. FLEETWOOD MAC
various
4. IAN GOMM
5. BARBRA & DONNA
6. SUPERTRAMP
7. LED ZEPPELIN
8. MICHAEL JACKSON
9. BLONDIE
10. CHEAP TRICK

C STRESS

1. MICHAEL JOHNSON
2. ANNE MURRAY
3. J.D. SOUTHER
4. LAUREN WOOD
5. KOOL & THE GANG
6. JIMMY BUFFETT
7. HERB ALPERT
8. ASHFORD & SIMPSON
9. DAVID RUFFIN
10. FRANCE JOLI

IMAGE

Recommended
Album Cuts For
All Of Rock Radio

1. EAGLES-The Long Run
2. LED ZEPPELIN-In The Evening
3. FOREIGNER-Head Games
4. CHEAP TRICK-Voices
5. STYX-Never Say Never
6. MOLLY HATCHET-Jukin' City
7. FLEETWOOD MAC-Sisters Of The Moon
8. CARS-Dangerous Type

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

- AMII STEWART-Knock On Wood
 BEE GEES-Too Much Heaven
 BILLY JOEL-My Life
 BLONDIE-Heart Of Glass
 DIRE STRAITS-Sultans Of Swing
 DONNA SUMMER-Hot Stuff
 DOOBIE BROS.-What A Fool Believes
 EARTH, WIND & FIRE-After The Love Is Gone
 JAMES TAYLOR-Up On The Roof
 LITTLE RIVER BAND-Lady
 NICOLETTE LARSON-Lotta Love
 PEACHES & HERB-Reunited
 POINTER SISTERS-Fire
 RICKIE LEE JONES-Chuck E.'s In Love
 ROBERT JOHN-Sad Eyes
 ROD STEWART-Do Ya Think I'm Sexy?
 SISTER SLEDGE-We Are Family
 STREISAND & DIAMOND-You Don't Bring Me Flowers
 SUPERTRAMP-The Logical Song
 SUZI QUATRO-Stumblin' In

BEST PROMOTED RECORDS OF THE WEEK

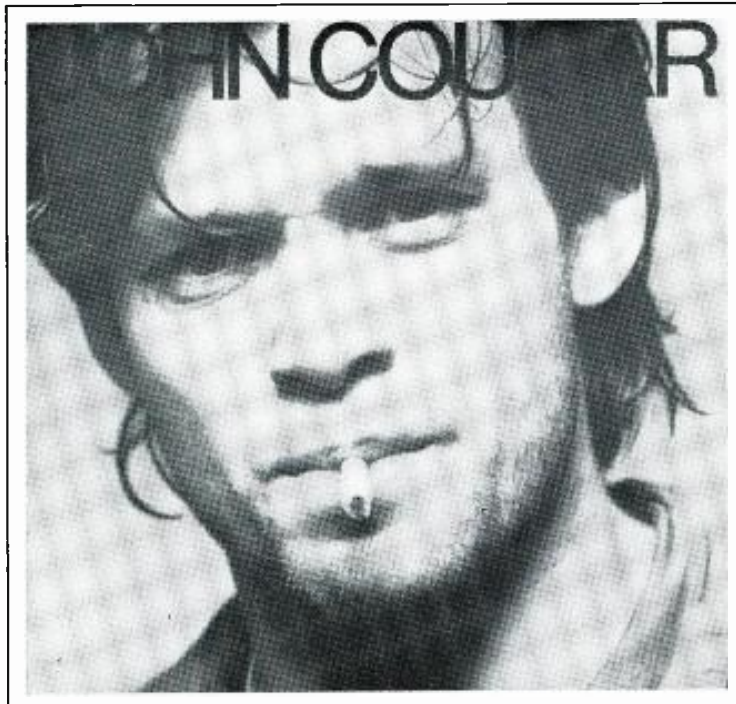
Single
 CHRIS THOMPSON
 "If You Remember Me"
 (Planet)

Album
 BONNIE RAITT
 "The Glow"
 (WB)

 /RIVA

QUITE FRANKLY, WE GUARANTEE IT

"I NEED A LOVER" JOHN COUGAR



**Moves: KWK #1 (8th week), WRKO 27-24,
KDWB 14-10 (2nd week), KUPD 3-3,
WIFI D-25 (2nd week), WEFM D-30
(1st week), WNAP 20-15, WLLH 35-30,
WKJJ 28-24, WPST D-32, WVIC 34-24,
KSKG 39-32, KJCR 27-20, WOW D-30
(1st week).**

**Adds: KEZR 28, KBEQ, KOPA, KREM, KJOY, WPHD, KSDN,
KSPT, WBSR, WAUG, WJAD, KERN, KDVV, KTTX.**

**On: KCPX, WBBQ, KEWI, KROY, KOBO, KASH, WALG, KCRG,
KGGO, and many more thanks to everyone.**

BB 61* CB 72* RW 62*

 /RIVA



Fred Top News

October 15, 1979

BRIDGING THE INDUSTRIES

Number 107

GENE KNIGHT TO K-HITS



Gene Knight

Los Angeles--As parts of new stations come together, parts of older stations come apart. Such is the case with BOBBY RICH's venture into the LA market, K-HITS. Bobby's latest move is to bring in GENE KNIGHT, until now Program Director at 91-X/San Diego to do 8 to mid. Who will take 91-X?

"There has been a change of con-

sultants here (91-X). We used to have some research done by BILL MOYES and the Research Group. Last week it was decided that FRANK FELIX and ROGER AGNEW would be consulting the station. They work out of Albuquerque. They will also be doing some research for the station," explained Knight when contacted by FRED.

"On Wednesday, of last week, I accepted an offer from Bobby to come to K-HITS. Felix and Agnew will be working in house for about sixty days, so I don't think there will be a replacement named for me right away.

"I'm really looking forward to the opportunity of working with him, again. I enjoyed his tenure at B-100 when I worked there. One of my first loves in radio is putting together a new radio station. I love helping to make a winner. That along with the fact that I've never worked any market other than San Diego in twelve years in radio makes this especially exciting," said Knight.

"One of the factors in my decision to move is that I've kind of wanted to get on the air and get away from

programming for a little while. The desire to learn more and go back into programming is still there, though. Besides, Bobby Rich is definitely one of the better people to pick up pointers from," laughed Knight.

Another Rich instigated transition comes in the form of KATHY De ROUVILLE, until now Music Director under JEFF SALGO at Magic-91 (KMGC)/San Diego. Prior to that Kathy was MD at KPRI during the reign of JESSE BULLET

"Kathy will be Programming Department Coordinator," explained Rich. "Enthusiastic, fabulous attitude, that's the hook. I'm real excited! She's going to be a definite asset."

KMGK to WCBM

Ben Hill to Baltimore

Baltimore--BEN HILL, currently PD at KMGK/Des Moines, has been named Program Director at WCBM, Metro-media radio's Spectrum III outlet here. Ben will be filling the spot left open after RAY QUINN exited the post.

"CBM's GM, HAROLD DEUTSCH and BRUCE HOLBERG who used to program CBM called me up and said that they wanted to talk with me. I went out there and they offered me the job. It's a great radio station. I'm really looking forward to it. It's a hell of an opportunity to work for Metro-media," said Hill.

"I really don't think there's much in the way of changes to implement. The station is incredibly successful, a real moneymaker. We want a twenty-five instead of eighteen. I want to make the station even stronger than it is now, but you don't mess with a winner," said Hill.

"I'll move over there on November 15 because I want to stay here through the book."

There has been no replacement named for Hill at KMGK as yet.

TROUBLE IN CHARLESTON

Ratingsville--There is a controversy growing in Charleston over some very conscientious promoting on the part of WCSC/WXTC going into and during the Spring ratings. Seven other stations in the market are claiming that the promotion, a cash call, exceeds ARB limits and that the station should have been "stickered" when the books were mailed. Arbitron considers "special promotions" any promotion that is being run specifically during the ratings period only. If a promotion is started before the book, as in the case of WCSC's promotion beginning in February it is not considered a "special promotion" and therefore would not be stickered. They are also demanding another free survey.

Arbitron troubleshooters have gone

down to the market to discuss the issue. FRED talked with CONNIE ANTHES in ARB's New York office and she explained the situation this way: "We went down there about a week and a half ago and found out the details. WCSC/WXTC has been running a promotion since February. The station really took off in this past book. When we published the report, the information that had been given us in regard to the contest was apparently not up to date. The contest hit its peak during the last week of the Spring book.

"We told the people in the market that within twenty one days of the meeting, which was a week ago, we would consider sending out a bulletin," explained Ms. Anthes.

SHERWOOD TO GM KHOW



Gary Stevens

Denver---For the past few months GARY STEVENS, President of Doubleday Broadcasting, has been covering his

KDWB Splits



Dave Thompson

Minneapolis--KDWB-AM and FM have finally gone through the change to become KDWB-AM and KDWB-FM. For some time now the Doubleday outlet has been building its cumes with a simulcast signal here and with KWK/St. Louis, which also may split soon. The two stations were under the programming expertise of DAVE THOMPSON and will remain so but with a difference. The FM will use the slogan K-101 and will be more album oriented than the AM. Both stations, however, are considered to fall within the universal mold.

In a related incident, JIM GABBERT, who has K-101/San Francisco, has threatened to sue Doubleday over the use of the K-101 logo. Gabbert has a Federal Service Mark (akin to a copyright) on the logo. This will be the first time, if Gabbert goes ahead with the suit, that the Federal Service Mark will be tested in court as it concerns radio. If Gabbert wins the suit, it could affect radio logos around the country.

own duties and watching over KHOW, the Doubleday AM/FM combo here. The double work is over as Stevens brings in SAM SHERWOOD as General Manager. Sherwood comes over from WAYL/Minneapolis.

"Sam has been in Minneapolis for all of his radio career and we met because I'm based out of there," explained Stevens. "We originally had some conversations about KHOW a couple of years ago when the job was first open. He didn't want to make the move at that time but we talked again recently and he said he would go now. I didn't wait two seconds to hire him when he said that," laughed Stevens.

Sherwood told FRED, "What it really comes down to is that I got tired of the midwest and said I gotta go west. KHOW is one of the magnificent properties in this country. I feel very fortunate to get with a company like Doubleday and to get to manage a property like KHOW."

TO CUT OR NOT TO CUT

Washington--According to "How Advertising During Recessionary Periods Affect Sales", a new book from American Press Advertisers, companies that continue at the prerecession levels of advertising show greater increases in revenue than companies that cut back. The study examines the 1974-5 recession and postrecession sales figures. The results found agree with results of similar studies done after the recessionary periods in 1949, 1954, 1958, 1961 and 1970.

An average net increase in income of 4% was shown for respondents who did not cut ad budgets. This compares to decreases of 9% for companies that cut back during both years, 1% for those that cut in 74 and 30% declines for those who cut in 75.

The study noted that "maintaining or increasing advertising budget levels during recessionary periods may, in fact, be necessary in terms of protecting market position."

WHAT'S IN A NAME

Washington--The NAB is making more strides in the area of minority hiring by broadcasters. They have set up a Minority Executive Council to give advice to the Association on its relationship with minority groups. The Council will work closely with the already established NAB Minority Investment Fund to increase minority ownership of stations, suggest specific areas of minority participation in NAB conferences and propose research projects

Sumpter To Fresno



Jim Sumpter

Fresno--JIM SUMPTER, Assistant PD at WIVY (Y-103)/Jacksonville, is coming to California to program KIOY-FM (K-104). Sumpter had previously programmed CK-101 in Cocoa Beach.

"It feels really good to be back on the front lines again," laughed Sumpter. "It was really weird to think that going into the Fall book I wouldn't have anyone hitting on me or shooting at me or anything.

"The whole thing came together because JERRY CLIFTON called me and asked me if I'd consider the position. I couldn't say 'Yes' fast enough," said Sumpter. "I've wanted to program a market like Fresno, of that size, and I'm really looking forward to the energy and challenge that comes from that type of situation. I think we're going to kick some ass there," stated Sumpter.

that will benefit the NAB and the industry.

"We are delighted that for the first time the NAB will have an advisory committee composed of minority owners and managers which will provide input to the Board and staff at top level," commented the new council's chairman EUGENE JACKSON.

The members of the new council are: Chairman Jackson, President of the National Black Network/New York; EDWARD O. ROMERO, President and GM of KBNO/Denver; EDWARD GOMEZ, President of KABQ/Albuquerque; RAGAN A. HENRY, President of Broadcast Enterprises Network/Philadelphia; WILLIAM E. SUMMERS III, President and GM of WLOU/Louisville and PIERRE SUTTON, President of Inner City Broadcasting/New York.

This new council will replace the Minority Advisory Council.

TOM GONGAWARE TO WDNC

Geneva, NY---TOM GONGAWARE has resigned his position as Program Director at CQ102 (WECQ) to take the Assistant PD slot at WDNC/Raleigh-Durham. Moving into the CQ102 PD position is PAUL WARREN.

"I leave CQ102 grateful for the fine folks I have met in the Finger Lakes and thankful of the professionals I have been associated with for some time at the radio station," stated Gongaware. "I will miss them all."

Warren commented on the change, "Tom has done a hell of a job here. Never before have I seen professional

standards so high. It will be a smooth transition and I look forward to working with an exceptionally talented staff."

EVAN COLEMAN, currently handling PM drive for WECQ has been named Music Director of the station. Congaware had handled the MD job as well as PD.

Warren comes to ECQ from the PD slot at WACK/Newark, NY. He also has been with WHAM/Rochester, WEZO-WNYR/Rochester and WBNY (now WJYE)/Buffalo.



Pictures of JIMI FOX are about as rare as air but I wasn't ready for a giant Fox photo to jump out of the pages of the Wallstreet Journal of all places. Top billing. How does he do it?

Just heard the new Tom Petty album. Great! Amazing to know that the album was being mixed and artwork was ordered before the recording contract was even signed. Backstreet Records, Petty's new label distributed by MCA, must have been extremely confident that the deal would go through.

WZZD is for sale but the deal is a long ways from struck. There probably won't be any problems other than trying to pick a viable format for the AMer once changeover is complete.

The phones this week were more ridiculous than ever but we're ready for you next week. New lines and new report takers will help but calling on Monday or early Tuesday is still the best course of action for you. It appears that FRED will soon have to stop taking new reporters, as the number we can handle efficiently is fast approaching.

The crunch in the record business hurt more than just radio, recording acts and trades. Independent promotion people were also cut way back but the best keep on getting better. No shortage of work for CAROL ARCHER, for example, because she was coming through when all else seemed to be falling apart.

Another busy bunch are the GALLIANIS---all except LOU. Oh, he's getting the records played but he isn't moving around much these days. Broke his leg in Hawaii. Maui owee!

Now that the crunch is about over, MARC NATHAN is ready to give the record promotion business another shot. He's been working on other projects since he left Sire but is now available for A&R and/or promotion. If you need a quality, qualified person, call Marc at 213-876-8179.

Radio is very quiet just before and during a book as far as big moves go but I've never talked to so many people with questions, needs and concerns as last week. That's what we're here for. BUZZ BENNETT will soon be coming to your town to answer your questions in person.

FREDERICKS KFRC TO KMPC

Los Angeles---PAUL FREDERICKS, who has been the voice of the news on KFRC/San Francisco for the past four years, has accepted the position of News Director for Golden West's KMPC.

"The toughest part is leaving KFRC. I have mixed emotions. I've had four really good years there. Dr. DON ROSE and I have become close personal friends. At first when he found out he was down in the dumps. I'm sure he was wondering who my replacement would be and whether they'd work together as well as we did. But when you get the opportunity you've got to go. And this really is a hell of an opportunity," said Fredericks. "I've always thought of KMPC as one of America's truly great stations."



Paul Fredericks (center) with Ron Rodrigues and Connie Gordon

they become available.

Koch is receiving kudos and lambasts from law officers and civic leaders throughout the New York area.

It's eleven o'clock. Do you know where your husband is? Turn on the radio.

Anthony PD of KBDF

Eugene---MIKE ANTHONY is the new Program Director of KBDF. Mike replaces BILL JACKSON who has moved to KGW/Portland to fill in on the air. I was across town at KUGN hoping to be sports director when KBDF called. They made a really nice offer and I accepted," stated Anthony.

"You've got to look at what's available. It was a matter of being a PD today or a sports director maybe tomorrow. It was an easy and a hard decision at the same time. There were two paths to choose from, both of which I have been actively pursuing. I'm still very interested in sports but this comes first."

The John Hour

New York---In a throwback to olden times when the guilty were put on display, Mayor ED KOCH of New York is going to brand the customers of prostitutes in the Big A (which used to stand for Apple).

Utilizing the city owned radio outlets, WNYC AM/FM, Koch has set up "The John Hour". This will be a broadcast list of prostitution clients arrested with the "ladies of the night" (and day as is the case in New York).

"We're not allowed to put people in stocks or pillories any more, so instead, what I'm going to do is focus attention by putting their names in stocks, meaning reporting them on the radio," said the New York Mayor.

Koch is hoping the New York newspaper community will follow his lead and begin publishing the names as

Openings

New Openings This Week

KHOW/Denver is looking for experienced newperson. Send tapes and resumes to Mike Anihony, Petroleum Club Bldg., 16th and Broadway, Denver, CO 80202. 10/15

KZEW/Dallas is looking for News Director with presentation and emphasis on music and lifestyle info. Send tapes and resumes to KZEW Communication Center, Dallas, TX 75202. No calls please. M/F. EOE. 10/15

WITZ/Jasper, IN has immediate opening for afternoon drive and night time personalities for Universals format. Good production a must. Send tapes and resumes to Gene Kuntz, PO Box 167, Jasper, IN 47546 or call 812 482-2131. 10/15

KKIQ/Livermore needs morning and afternoon drive personalities. First class license and good production required. Send tapes and resumes to Lenny Mac, KKIQ, 1603 Barcelona St., Livermore, CA 94550 or call 415 455-4500. EOE. M/F. 10/15

WALT/Meridian, MS has immediate opening for Production Director w/possible airshift. Send tapes and resumes to Todd Martin, PO Box 5797, Meridian, MS 39301 or call 601 693-2661. EOE. M/F. 10/15

WQLK/Richmond, IN needs air personality with production skills for new Universals 50 kw FM regional trendsetting station. Send tapes and resumes to Brian Christian, PO Box 1647, Richmond, IN 47374. EOE. M/F. 10/15

WROV/Roanoke, VA seeks midday air personality. Music Directorship possible. Contact Bart Prater, PO Box 4005, Roanoke, VA 24015. EOE. M/F. 10/15

WISM-FM/Madison needs experienced morning personality who can blend information, humor and adult contemporary music into a Number 1 morning show. Good voice and production skills required. Send tapes and resumes to Bill Vancil, Box 2058, Madison, WI 53701. 10/15

KSDW/Sulphur, OK, a brand new Spec III station, needs air talent and Program Director. Great training ground in market half way between Oklahoma City and Dallas. Call or write Charles Stone, KSDW Radio, 416 W. Muskogee. OK 73086, 405 622-3090. 10/15

KOIL/Omaha is reshaping entire news and public affairs department and has two openings, including News Director. If you believe in upbeat lifestyle, people-oriented news, plus the heavy stuff, realize that public affairs can be entertaining and know how to be dynamic as well as personable on the air—you're the one we're looking for. Send tapes and resumes to Jimmy O'Neill, PD, 8901 Indian Hill Rd., Omaha, NE 68114. 10/15

WTAC/Flint wants unusual humor, a wit that won't stop and professional airwork. We offer the Top 40 challenge. Can you meet it? Send tapes and resumes to Fred Brian, PD, Box 600, Flint, MI 48501. EOE. 10/15

KOFM/Oklahoma City has opening for midday air personality. Send tapes and resumes to Mike Miller, PD, PO Box 14806, Oklahoma City 73113 or call 405 478-0444. EOE. M/F. 10/15

KEZO/Omaha has immediate opening for fulltime morning man. Outstanding opportunity for a rock and roll personality to do a number. Rush tapes and resumes to Bob Linden, Meredith Broadcasting, 11128 John Galt Blvd., Omaha, NE 68137. EOE. 10/15

99-1/Riverside, CA needs morning newperson with creative writing abilities and conversational on-air delivery. Send tapes and resumes to Brian White, KGGI, 3610 Central Ave., Ste. 520, Riverside, CA 92506. EOE. M/F. 10/15

WHHY/Montgomery has immediate opening for outgoing, personable receptionist. Duties include answering phone, distributing prizes to listeners, light typing. Send resumes to Marguerite Bragg, Box 2744, Montgomery, AL 36105. EOE. 10/15

Midwest

WAZY-FM (Z96), 50,000 watt Midwest powerhouse, seeks Top 40 jock for possible future opening. Strong production skills essential. MD background helpful. Send tapes and resumes to Jeffrey Jay Weber, Operations Manager, WAZY AM-FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to apply. EOE. 10/8

WDRQ-FM/Detroit needs air talent that can make morning show the "main event"! Possible openings for DJ and newscasters. Send tapes and resumes to Mark Driscoll, PD, WDRQ, 20300 Civic Center Drive, Suite 300, Southfield, MI 48075. Member Charter Broadcasting. EOE. 10/8

WCWA/Toledo needs air personality for Spec III format. A/C or Top 40 experience. Send tapes and resumes to Doug Silver, 604 Jackson St., Toledo, OH 43604. No calls please. EOE. 10/8

KWK/St. Louis needs air talent. If you would like to join one of the most successful new stations in history, send tape and resume to Bob Hattrik, KWK, 2360 Hampton Ave., St. Louis, MO 63139. EOE. M/F. 10/1

WIBC/Indianapolis wants creative, MOR/Adult Contemp personality. Send tapes and resumes to Program Director, WIBC, 2835 North Illinois Street, Indianapolis, IN 46208. EOE. 10/1

WRBR-FM/South Bend, IN is looking for News Director with minimum two years experience. Send tape, resume and salary requirements to R.C. Rogers, Program Director, WRBR-FM, 100 Center Professional Building, Mishawaka, IN 46544. EOE. M/F. 10/1

WNAP/Indianapolis is looking for experienced full and parttime personalities for Universal format. Also interested in qualified news-oriented person for possible morning team addition. Production talents desired. Send tapes and resumes to Kris Conners, WNAP, 2835 North Illinois St., Indianapolis, IN 46208. M/F. EOE. No calls. 10/1

South

WSDO (Magic-107)/Ft. Lauderdale-Miami needs news and public affairs person for morning drive. Send tapes and resumes to Skip Herman, WSDO, PO Box 5333, Ft. Lauderdale, FL 33310. M/F. EOE. 10/8

WQPD/Lakeland, FL is searching for super personality morning man and rock jocks. Excellent pay. Send tapes and resumes to John Jenkins, WQPD, PO Box 827, Lakeland, FL 33802. EOE. M/F. 10/8

WNEU/Wheeling, WV needs morning man for top contemporary Spec III facility. Send tapes and resumes to Barry Chase, PO Box 6462, Wheeling, WV 26003 or call 304 233-1470. EOE. 10/8

WHHY-AM/Montgomery, AL is looking for community-involved communicator to fill 6-10 pm airshift. Also accepting resumes for future sales openings. Send tapes and resumes to Larry Stevens, 3435 Normanbridge Road, Montgomery, AL 36105. EOE. M/F. 10/8

WBVQ (92-Q)/Nashville has opening for talented air personality and possibly MD. Send tapes and resumes to Dan Vallie, PD, WBVQ, Box 24890, Nashville, TN 37202. EOE. M/F. 10/8

KTFX/Tulsa needs midday personality with good production, possible production director. Send tapes and resumes to Bobby Davis, KTFX, 5840 South Memorial, Suite 103, Tulsa, OK 74145. EOE. M/F. 10/8

Z-96/Augusta-Wrens, GA has immediate opening for sales manager. Market small but professional. Excellent working conditions. Call Jim Jacobs, 404 547-2311. 10/8

WAIR/Winston-Salem, NC needs young and aggressive DJ whose heart is set on soul and disco. Send tapes and resumes to Pete Berry, WAIR, PO Box 2099, Winston-Salem, NC 27102. EOE. M/F. 10/1

WKQQ/Lexington, overwhelmingly successful AOR station, has 2 positions open: morning air personality and news director. Send tapes and resumes to Gary

Dickson, WKQQ, PO Box 100, Lexington, KY 40590. No calls, please. 10/1

Northeast

CQ-102/NY, in very special Finger Lakes region of NY State, needs experienced newperson. Send tapes and resumes to Paul Warren, PD, Box 213, Geneva, NY 14456. EOE. 10/8

CKGM/Montreal is looking for mature, experienced and dynamic morning newscaster/reporter. Excellent salary, longterm contract. Send tapes and resumes to Dave Christianson, ND, 1310 Greene Ave., Montreal, Quebec H3Z2B5. 10/8

WKAP/Allentown, PA has immediate opening for a proven morning man with good production. Send tapes and resumes to Dave Dillon, WKAP, PO Box 246, Whitehall, PA 18052. EOE. M/F. 10/1

High caliber talent wanted for new adult contemporary station in one of America's most delightful cities. Need top-notch programmer with track record, working news director, air talent. Aircheck today's show and mail along with resume and salary requirements to Box 284, Gaithersburg, MD 20760. EOE. 10/1

WAMS/Wilmington, DE is looking for communicator for PM drive. Good production essential. Send tapes and resumes to Tom Summers, WAMS, PO Box 3677, Wilmington, DE 19807. EOE. M/F. 10/1

West

KOLO/Reno needs experienced, take-charge broadcast journalist to share news gathering, writing, editing and anchor duties in three-person department. Must have good voice and strong writing skills. No beginners, please. College degree required. Send tapes and resumes to Patrice Bingham, ND, KOLO Radio, PO Box 821, Reno, NV 89504. Member Donrey Media Group, an EOE. 10/8

KSTN/Stockton, CA needs morning and afternoon drive personalities. Need 1st class license. Good production and ability to read news required. Send tapes and resumes to Dave Morgan, KSTN Radio, 2171 Ralph Ave., Stockton, CA 95206 or call 209 948-5786. EOE. M/F. 10/8

KAGO/Klamath Falls, OR, serving 350,000 people, has future primetime opening. Send tapes and resumes to Charlie Van Hall, KAGO Radio, PO Box 1150, Klamath Falls, OR 97601. EOE. M/F. 10/8

Western Cities Broadcasting is taking applications for on-air positions in several large western cities. If you've mastered the art of getting your natural personality on the air, ship us a tape and resume. Positions must be filled by Christmas. Contact Dave Anthony, KLUC, PO Box 14805, Las Vegas, NV 89114. 10/8

KHOW/Denver needs professional newperson with good voice and excellent delivery. Send tapes and resumes to Mike Anthony, ND, KHOW, Petroleum Club Building, 16th and Broadway, Denver, CO 80202. EOE. 10/1

KFRC/San Francisco has rare opportunity in its news department—the morning drive anchor slot. The right person must be able to write and deliver intelligent and entertaining newscasts. Good voice and journalistic track record sought. Send tapes and resumes to John Winters, KFRC News, 415 Bush St., San Francisco, CA 94108. No calls, please. EOE. M/F. H/V. 10/1

KACY/Ventura, CA has immediate opening for daytime shift. Must have 1st class FCC license and production skills. Looking for one-to-one communicator. Send tapes to Jim Barker, KACY Radio, PO Box 1520, Oxnard, CA 93034. EOE. M/F. Apply now! 10/1

KQDI/Great Falls is looking for a dynamic PM production man. Send tapes and resumes to Scott Greely, PD, KQDI, Box 6760, Great Falls, MT 59406. 10/1

KPUG/Bellingham, WA is looking for afternoon newperson. Send tapes and resumes to Pete Kremen, Po Box 1170, Bellingham, WA 98225 or call 206 734-1170. EOE. M/F. 10/1

Looking

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 805 831-4224 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 215 435-2066. 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 programing. 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

Johnny Stevens, formerly of WKXY and WYND, is available immediately as air talent in major or medium market Top 40 in California only. Write 12 Maple Ave., Apt. #23, Colorado Springs, CO 80906. 10/15

Program Director/Jock: Seasoned professional seeks medium to major market situation. Contact Mike Jackson at 314 273-5471 or write Route 1, Box 262, Glencoe, MO 63038. 10/15

Ken Silverstein, former sports director for WKY/Oklahoma City along with WRFD/Columbus, OH, is looking for large or medium market opportunity. Will relocate; excellent references. Call 201 246-2063. 10/8

Scott Fisher, formerly Y100, is available for major market air work. Top references, college graduate. Call 305 552-1809. 10/8

Florida air personality, production person looking for Top 40, rock gig. Available immediately. For tape and resume call 305 276-3009. 10/8

J.J. Johnson is looking for air talent, promotion or production position near the West Coast, all music formats. Call 209 464-3209. 10/1

Jim Sumpter is looking for a PD slot. Great track record and references, 6 years experience, including major market. A determined winner. Call 904 721-9111. After hours call 904 725-6835. 10/1

Peter Napoli, former MD of KXFM, is seeking position at medium or major market AOR. If you need an energetic, creative and thoroughly reliable individual with good production skills, call 805 925-8502. 10/1

Tom Gilligan, formerly with WPST and WZZD, is now available as air personality for major or medium market stations. Call 215 357-6984. 10/1

Bill Morgan is available immediately. Air talent experienced in Universals, Spec III, AOR and disco, also research and public affairs. Call 312 521-3022. 10/1

Morning Show major market jock looking to move to do a super morning show. Call 313 836-1680. 10/1

Mike McCarthy, previously at KOMA/Oklahoma City, is looking to do drive time. Will also handle music. Call 405 329-1291. 10/1

Eileen Evans (McNellis), former air talent at WGBS/Miami, seeking air work in California. Experienced in AOR, Top 40 and Pop Adult formats, also strong production and music research. Call 415 756-9455. 10/1

Talented program director with a flair for management, promotion and total air quality, looking for Top Forty station PD position in top 175 markets only...knowledge of FCC rules and regulations is complete; will combine with sales team to produce a winning station...resume and references upon request...phone Media Consultants at 317 474-5888. We also have jocks for medium market openings. 10/1



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help yourself & is now informing a group in Salinas. Call 1-424-0401 (Salinas) or 1-247-1577 (San Jose) for free information.

TUNE-UP SPECIAL thru Oct. 6, \$20 plus parts. Also do brakes, steam cleaning, major engine repair, valve job, electrical, transmissions. American cars - some foreign. Eldridge Automotive Repair, 485 Palm, Seaside. 394-0181

CARTOONING/DRAWING lessons by Bill Bates starting Oct 10. Call 624-2370.

INCREDIBLE SUZUKI Children coming to the Monterey Peninsula. November 3rd. 375-3324.

He, She, You, DRINK & DRIVE? Help each to stop with my "Steering Wheel Warning Disc" only \$2 (\$3 with mirror). For information: Ad + Art, PO Box 824, Marina, CA.

HOUSEPAINTER - experienced. Low bids or by the hour. Call after 8pm, John. 373-8114

EXPERIENCED TUTOR of French, German, English as second language. Will go to student's home. 375-9907.

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COUNSELING/THERAPY you can afford. 11 yrs. experience, U.C. instructor. Bruce Scott, 649-6036

NOW PACIFIC GROVE has its own Radiator Repair Service. Automotive Rad-Air has moved to 2080 Sunset Dr. Giving prompt service to Pacific Grove, Pebble Beach & Carmel areas. Ask about our specials through October.

THE BARNYARD, Sheer Creations would like you to get acquainted with Glenn. Special haircut, Blow Dry, Regular \$16 for \$12.50 includes conditioner. 625-1075.

PIANO LESSONS: experienced and qualified teacher. Reasonable. 373-2207 after 5pm

ON US 101 soon to be open. Rock & Murieta Park is now taking reservation for mobile home trailers, also taking leases for 4 1/2 acres, zoned C-2, suitable for restaurant, store, motel, wine tasting, what have you. Call 384-6914 or apply to 3330 Dunes Dr., Marina.

MIKE-A-SHINE, Auto Detail. Make your car like new. Wash & Wax. 586 Mesa Rd. Monterey. 649-5939

WILL DO housekeeping. \$25 minimum by the job. Call 646-8563 evenings.

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PART TIME help, evenings & Saturdays inside phone work. Apply in person 1123-B Fremont, Seaside. See Mr. Rav between 10-5.

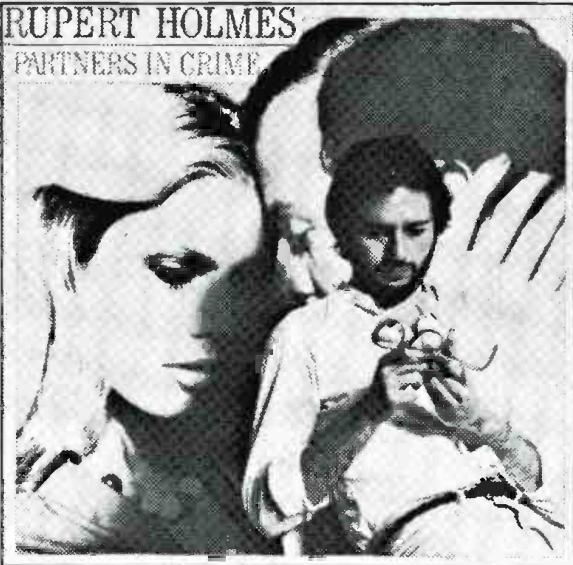
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PG NEAR DLI one bedroom furnished & unfurnished apt. \$255 & \$245. Key Property Management

Personals

If you like Pina Coladas and getting caught in the rain, if you're not into health food and into champagne, then "ESCAPE" with Rupert Holmes.

The new single from his new album "Partners In Crime"

Added at: **KNUS, WBBQ, WAYS, KTLK D-38, KOFM 40-30, KWEN 29-24, KRAV 26-17, KELI D-29, WRKR 29-26, WFOX 30-24, KBOZ D-25.**
Added at: **WXIL, WHHY, WBTR, KRLC, KPUG, Q101, KTFX, KOIZ.**
On: **WROV, KSTP, KDZA, WFLB, KNOW, WIRK, LOVE-94, KLIV, KYYX-FM, WNFO, WLSQ 26-16, KKEG A-17, WQLK 27-23.**



INF 9020

MAID & HOUSEMAN Needed, 40 hr week. Apply 53 E. Carmel Valley Rd. See Fran.

CONVENIENTLY LOCATED! 3 bedroom home in beautiful condition. Large yard. Close to shopping, bus, church and schools. Tri-

WANTED: 1960 Plymouth Fury 2-door hardtop, call 394-0917 or 394-8733 or trade.

71 CHEVY CHEYENNE Stepside. 307, custom interior & paint. Needs work. Call after 5:30pm, best offer or trade, 373-8359.

76 INTERNATIONAL Scout, automatic, air, AM, more. \$5000/offer. 624-6284 or 667-2253

77 TOYOTA pickup, low mileage, custom interior, shell with boof, fantastic stereo. \$4500 or offer. After 5, 373-5491

78 FORD E-350 van, last of the kind, extra heavy duty, 9800GVW, 460 engine, automatic, power steering & brakes, \$5600, 394-1616.

FREE Roamer wood & fiberglass camper shell. Fits standard B' pickup bed. 375-4992, 375-8909

OLDER Mayflower Trailer, good condition. 8 x 35. Furnished or unfurnished. 25 ft Awning. Must be moved. 899-2178

TERRY TRAVEL Trailer. '72, 24ft, self-contained, \$4,000. Call 375-7422.

77 SCAMPER hardtop tent trailer with 3-burner stove, gas/electric fridge, furnace, sleeps 7, many extras, used twice. \$2400. 375-8540.

MOPEDS. NEW Smiley Mopeds, 2-only, \$375 each + tax. South Shore Boats & Cycles, #1 The Mall, Seaside Auto Center.

1975 KAWASAKI KZ400, very low mileage, excellent condition, many extras. \$700/best. 649-5240.

72 KAWASAKI 750. Everything new. Asking \$1200. Call for information 373-2030.

BMW 2002, 74, silver/blue, automatic, air, stereo, sunroof, 1 owner, impeccable. Agent 375-1492

FOR PARTS or restoration. 1969 Austin America, low miles, excellent body, interior & engine, needs new transaxle, first \$500 takes. 375-2144; 646-1593.

FOR SALE: 71 MG Midget, 71,000 mi., good condition, blue with black interior. \$1800 or best offer. 646-0285

MASERATI MISTRAL Spyder, 68, black/tan, both tops, 1 of 89 produced, flawless. Agent 375-1492.

MERCEDES, 450SL, 73, dark brown/tan leather, exquisite, like new condition. Agent. 375-1492

1968 TRIUMPH convertible, runs good, many spare parts. \$1700. 646-8539 or 625-2110

1969 VW BUG, great car, clean. Needs a little help. \$1100 or best offer. Duane 649-1905

1970 RENAULT R10, 4 door, good condition, 4 speed, good tires, good gas mileage 375-4659

1975 FIAT 124, 4 passenger sport coupe, AM/FM cassette, new radials, excellent condition. \$3450. PMW230. 373-0686, 7-6, after 6, 372-0031.

1976 MGB Repossession. 4-speed, radio, 1-Owner. Bids now being accepted. Monterey Federal Credit Union, 649-3600.

1978 PORSCHE 924, chocolate brown, sunroof, 16,000 mi, 1-449-7794. \$12,000.

69 MG BGT, 69,000 miles, wire wheels. Quick sale at \$1395. 373-0053

79 733 BMW, buy or assume lease, less than 4000 mi, stick shift, cashmere exterior, black interior. Loaded. Call after 6pm, Fri. Anytime Sat & Sun. 1-484-1032

56 T-BIRD, EXCELLENT CONDITION, \$9000. CALL 373-3898.

57 T-BIRD - in mint condition. Power windows, low mileage. Left by little old

ALL WE ASK YOU TO DO IS LISTEN.

Moneymaker Of The Week

This week FRED talked with WLUP's driving force JESSE BULLET. The Bullet explained one of the easiest and most highly visible setups we've ever run across to aid your station's visibility. The idea is self-sustaining, will cause your logo to be seen in neighborhoods all over town and can actually produce a profit, a strong concern of this column. Let Jesse tell it.

"Merchandising is the big thing we're doing now, with the advent of the Loop Stores. Flipside Records is a record outlet here like Peaches or Tower. Inside each Flipside store we have an eight by eight booth that's called a Loop Store. In the Loop Store you can buy T-shirts, jogging shirts, football jerseys, Steve Dahl records, vanity mirrors and all kinds of paraphernalia. We sell them 98¢ above cost. God, we have put out over 50,000 T-shirts and football jerseys. Go outside and walk around and I'll be blown away if somebody doesn't walk up to you in a Loop shirt.

"We have this new thing coming up called Coho Cola. The can's black and it has the Coho fish on it and at the bottom it says, 'No disco additives.' We have 5,000 cases in the initial order. We're going to market it through a supermarket. It's a continuation of everything. Milk it for all it's worth and continue to roll. The Loop Stores are going 24 hours a day, seven days a week. We've worked out a deal with

CRISIS MANAGEMENT

For months now FRED has been dealing with broad subjects of interest to General Managers and Program Directors who are interested in becoming General Managers. The subject discussed in this section have ranged from items of national and international concern, such as the recession, to subjects of importance to the proper operation of a specific station.

We would like to take a couple of weeks and pose situations which do occur in radio stations all across the country and see how GMs would respond to a particular event. Some of these situations are humorous but the problems posed can lead to a crisis if not properly handled.

The first question asked was a real event in Chicago a couple of weeks ago. It concerns a problem that often arises and that is, how to deal with a talented, no-holds-barred type of jock, in this case, the infamous STEVE DAHL. Steve's value to WLUP is beyond doubt so just firing him would be a difficult decision, even if the transgression were

Flipside. We tell them what we want, they do the ordering, billing, stocking and they send us the bill. We take the money and turn it back into promotion. Instead of having to come up with \$200,000 worth of TV, we have \$100,000 we got from the store, to plow back into radio."

Thanks Jesse.

a firing offense. Here are several answers from talented and successful managers to the question, "What do you do when your morning man announces that the long-awaited Papal visit has been canceled?"

**DAN MASON, GM
KTSA/San Antonio**



I wouldn't want to mislead the public under any circumstances. I would have the announcer explain that his statement was only a joke. More than likely, I would have him apologize. I would personally apologize to the Archbishop and I would contact the wire service myself to make sure they knew the situation.

**BOB McDOWELL, GM
WQUD/Memphis**

I would immediately get on the air and correct the joke. I would suspend the announcer probably for a week.

**JACK THAYER, GM
WNEW-AM/NYC**

First I would apologize to the Archbishop and I would be on the air myself with the correction. He may have raised their ratings but that's at a very high cost, I can tell you that. The integrity of the organization and the integrity of the company he's working for is going to be reflected in sales no matter how high the ratings are.

You're talking to somebody about their religious leader. That's not quite the same as talking about some record star or some personality on television. You're talking to people whose lives and hopes have been closely associated with the coming of the Pontiff. That could have had a very serious effect on some people's lives.



The hottest attraction at the Canadian National Exhibition in Toronto this year is the CHUM Wildcat, a midway ride that is sponsored by 1050 CHUM.

I DO THE ROCK



Words & Music: Tim Curry, Michael Kamen

**T
I
M
C
U
R
R
Y**

**FANTASTIC ADD
THIS WEEK:
KFRC!**



On A&M Records and Tapes

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Brenda Russell

is "So Good, So Right" HZ 123



K-HITS, WPRO-FM, 92Q, KHJ, KGW, JB105, WABB, WAAY, WSAN, WKY, WAPE, WOLF. and a dozen more join the list of giants now playing this perfect book record. Sales are phenomenal.

Produced by Andre Fischer for Sweet Street Productions. Associate Producer: Brenda Dash.

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ON HORIZON RECORDS & TAPES

Ratings

MEDIATREND

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ATLANTA

	July	Aug.	Sept.	Cume
WVEE-FM (D)	12.9	11.1	12.4	217,900
WKLS-FM (A)	9.1	14.1	11.9	345,600
WSB (SIII)	13.0	11.4	11.8	473,300
WZGC-FM (U)	11.3	10.9	11.4	418,200
WPCH-FM (BM)	6.3	7.4	8.5	235,400
WQXI-FM (U)	10.7	8.9	7.1	320,100
WSB-FM (SIII)	5.0	4.5	6.1	193,200
WPLO (C)	3.7	3.3	5.3	152,400
WGST (N)	3.2	3.0	4.5	192,300
WRNG (SIII)*	2.6	1.3	2.8	112,800

* Daytime station

DETROIT

	July	Aug.	Sept.	Cume
WJR (SIII)	13.4	14.4	17.9	1,009,800
WRIF-FM (A)	4.7	11.3	7.6	640,200
WNIC-FM (SIII)	2.9	2.5	6.8	422,400
WWWW-FM (A)	6.6	5.4	6.4	549,500
WJR-FM (BM)	4.1	2.5	5.5	345,700
WDRQ-FM (D)	4.7	4.5	5.2	413,700
WMJC-FM (SIII)	7.3	8.0	4.8	358,700
WCXI (CL)	††	3.9	4.7	209,900
WWJ (N)	6.8	5.2	4.6	450,800
WABX-FM (A)	7.4	5.3	4.1	462,900

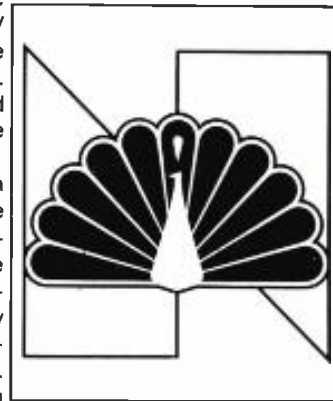
MILWAUKEE

	July	Aug.	Sept.	Cume
WTMJ (SII)	13.9	23.6	15.4	411,900
WISN (SIII)	11.9	10.0	14.7	340,800
WEZW-FM (BM)	8.6	9.8	13.1	242,800
WLPX-FM (A)	16.0	6.6	9.5	217,800
WZUU AM-FM (U)	7.9	6.5	6.6	289,400
WBCS-FM (C)	3.8	6.6	6.1	153,100
WFMR-FM (CL/J)	2.5	3.8	5.9	98,300
WQFM-FM (U)	6.7	3.7	4.2	162,000
WOKY (U)	4.5	4.7	3.7	234,000
WLUM-FM (SIII)	1.6	4.1	2.7	41,300

The Bird's On Top

The surprising strength of NBC has caused quite a stir in TV circles. ABC and CBS are counterprogramming to the max. Several cancellations and reshuffles have already gone down.

The numbers this early in the season are not a true reflection of the total schedules because of the massive quantity of "special programming" used in the early going to confuse the opposition and fill in the weak spots. Another factor that is clouding



the picture is baseball, which we in radio know to be a powerful ratings grabber. Things should begin to settle down next week but FRED is happy to see FRED SILVERMAN's efforts at NBC beginning to pay off. It has nothing to do with the "quality" of his programming from an artistic point of view. We just like to see a winner stand up to all criticism and win again.

TOP TELEVISION SHOWS

Courtesy of A.C. Nielsen. Week ending 12 am 10/7/79.

1. Alice (CBS) 28.5
2. Eight Is Enough (ABC) 27.9
3. The Seventeenth Anniversary Of The Tonight Show starring Johnny Carson (NBC) 27.7
4. The Jeffersons (CBS) 26.8
5. Three's Company (ABC) 25.6
6. Charlie's Angels (ABC) 25.5
7. 60 Minutes (CBS) 25.4
8. One Day At A Time (CBS) 24.8
9. Little House On The Prairie (NBC) 24.1
10. Trapper John, MD (CBS) 23.0
10. Barney Miller (ABC) 23.0

TOP MOVIES

1. Life Of Brian (WBO)
2. Seduction Of Joe Tynan (U)
3. The In-Laws (WB)
4. Breaking Away (Fox)
5. North Dallas Forty (Par)
6. The Muppet Movie (AFD)
7. Apocalypse Now (UA)
8. The Frisco Kid (WB)
9. Rocky II (UA)
10. Alien (Fox)

TOP BOOKS

1. JAILBIRD
Kurt Vonnegut
2. RESTORING THE AMERICAN DREAM
Robert J. Ringer
3. MURPHY'S LAW
Arthur Bloch
4. UP AND DOWN WITH THE ROLLING STONES
Tony Sanchez
5. HOW TO PROSPER DURING

THE COMING BAD YEARS

- Howard J. Ruff
6. SHIBUMI
Trevanian
 7. SCRUPLES
Judith Krantz
 8. CHESAPEAKE
James Michener
 9. TRIPLE
Ken Follett
 10. A WOMAN OF INDEPENDENT MEANS
Elizabeth Forsyth Hailey

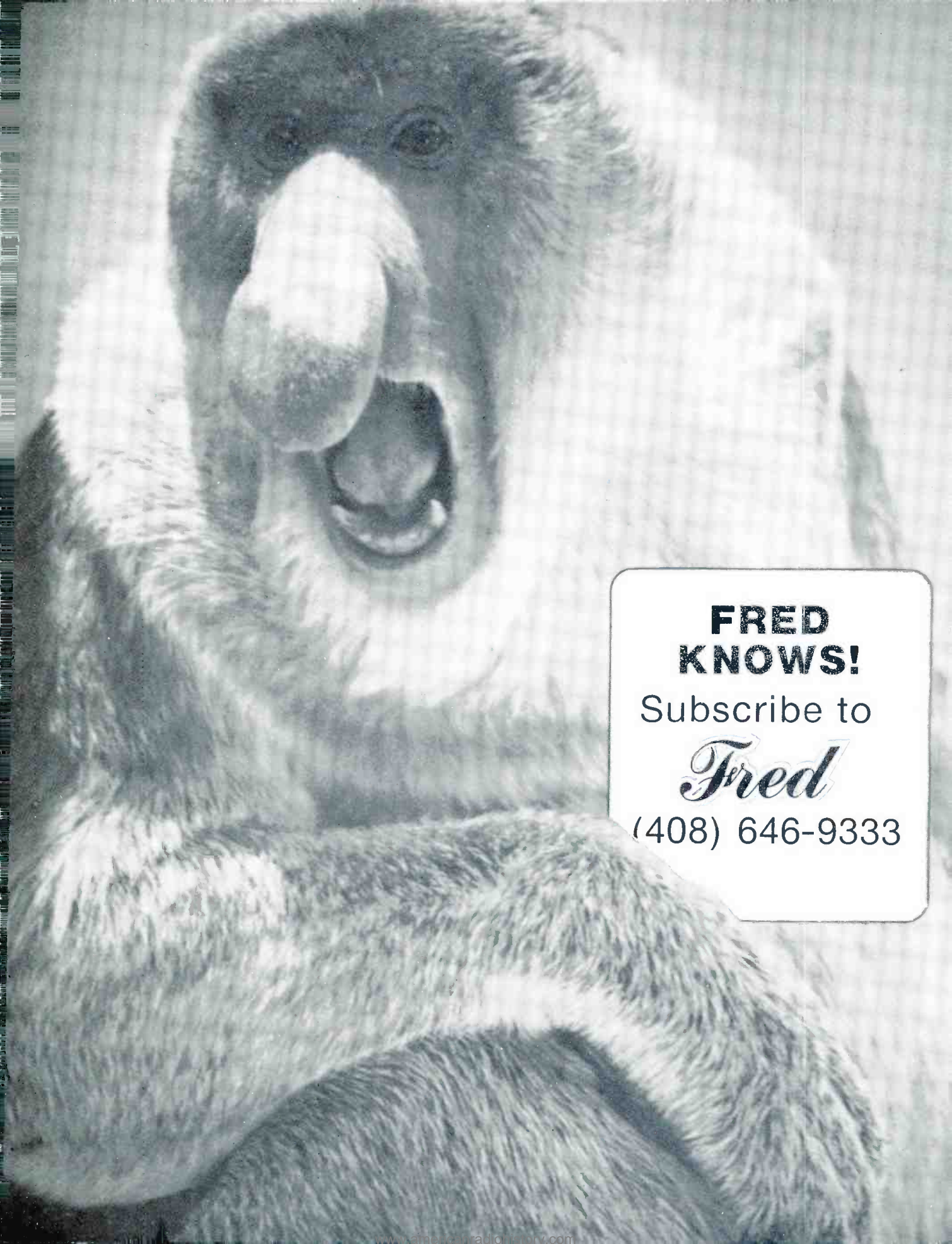
DICK
KNOWS



Name _____
Address _____
State _____ Zip _____
Phone Number _____

FRED Directory of Radio
598 Foam Street
Monterey, CA 93940

Fred



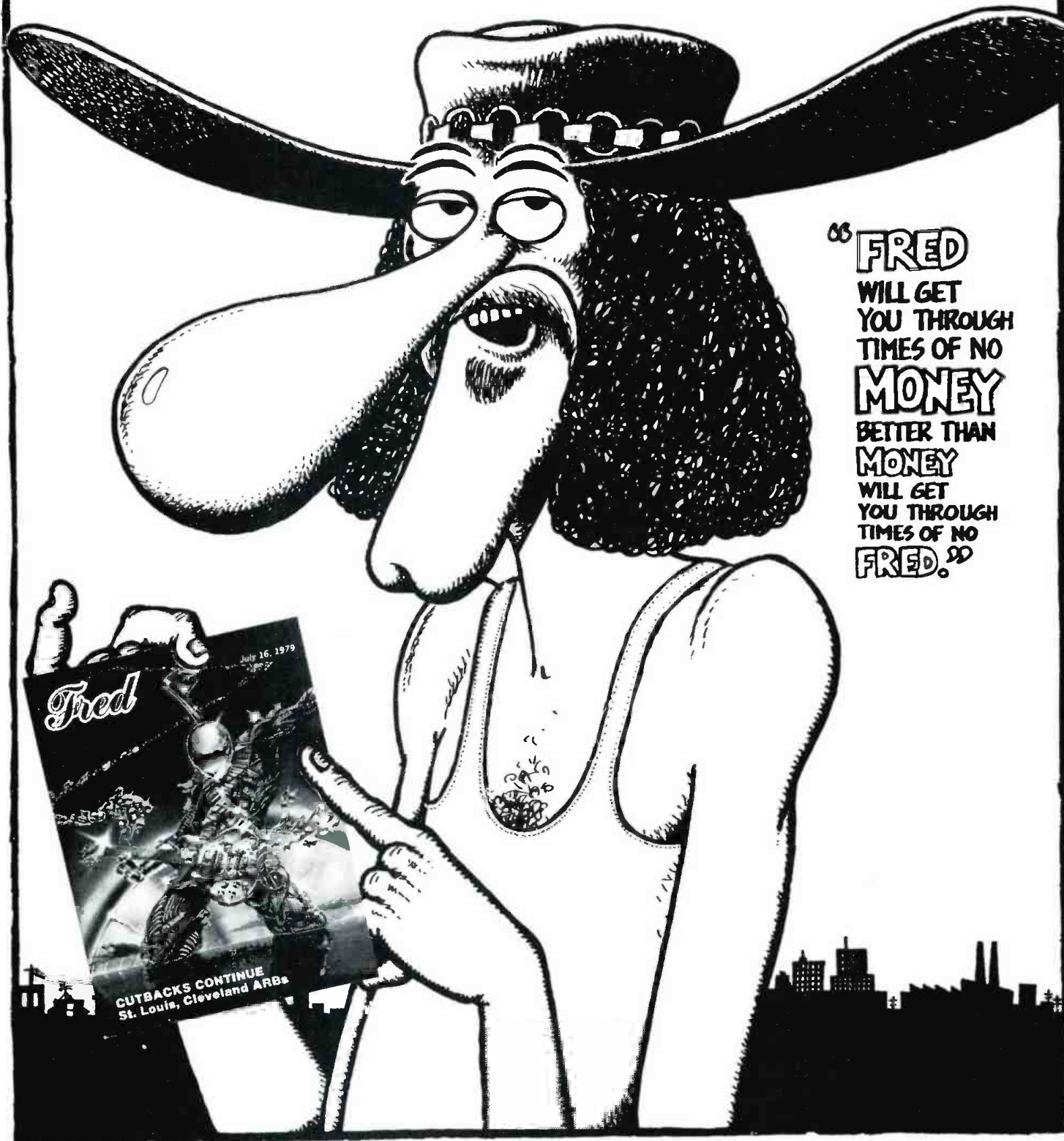
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BUZZ BENNETT SEZ:



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WILL GET
YOU THROUGH
TIMES OF NO
MONEY
BETTER THAN
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YOU THROUGH
TIMES OF NO
FRED.⁶⁹

A NITCH IN TIME

DAVE POPOVICH, PD
WFFM/Pittsburgh



I wanted to do radio as long as I can remember. Got involved with it back in 1971 at Point Park College in Pittsburgh as jock, then Music Director, then Program Director. I heard about a research position at 13Q back in 1973 when they first signed on, went down and got hired. Worked in the research department for about a year, while working at another station on the air.

Went to work at WHJB in Greensburg about 20 miles east of Pittsburgh, as PD, MD and did the morning show. I worked there for almost three years and came here as PD in February of 1977. When I came here, TOM BIGBY was consulting the station and we worked together for the first year and a half. When Tom was let go. BILL MATA, owner of the station, said, "What would you do with the station?" I gave him my ideas and he said, "OK, do it." I've been here since.

In terms of music, we don't play any KISS or any hard rock. I look at it in terms of sound rather than playing the 30 records that appeal to most people. I

feel as long as you have a good familiar base to work with, you can move a couple of steps ahead and be creative with the music. Non-offensive would be the best term I could come up with to describe what we do.

In presentation of the radio station, we do 2 and 3 record sweeps. We have taken the basics of AOR where the jocks are pretty human sounding. We've taken the element that the music is in the spotlight. The jocks and the promotions are there to enhance the music.

However, when you're looking at it in terms of lifestyle of the target 25-34, information is important. They want to know what's happening. I don't think a radio station like this can survive or grow by just playing music. You have to deal with things they're concerned about. I don't think you have to bombard them with it. It comes down to the information they really need to know.

One thing we do in the morning is The Morning Magazine. It's the news one needs to know, the traffic, the weather,

and we've taken it a step further in terms of lifestyle features. We have a guy who gives plant tips. Towards the end of the week people are starting to plan for their weekend, so we give a movie review and we run down which movies are playing where.

People are genuinely interested in art festivals and things like that and we try to give them reasons why they would like to attend something like that. People and US magazines, 60 Minutes and 20/20 prove that news can be a valuable part, it can be entertaining, it can be a tunein instead of a tuneout. It can be done creatively. People are interested in what other people do.

The market perceives this radio station as the station that plays a variety of music and the station that is intelligent. We've been pretty bold in terms of music selection. Hits by the most mass appeal artists are important but we can give them something more than that.

We don't run on-the-air contests. Most of the promotions we do are people oriented. We like to get involved with charitable organizations. We like to become involved with things that people within our target demo would be interested in doing. We like to make them feel as if they're really important in determining what this radio station does.

In any situation you have to watch the other forces around you. Our policy has been to be first on records. The audience is quite aware of that. They now understand that if they hear a record on FM97 today, one, two or three weeks down the road they're going to hear it on other radio stations. We are aware of what every major force in the market is doing and anytime we can become a part of a trend, we will.

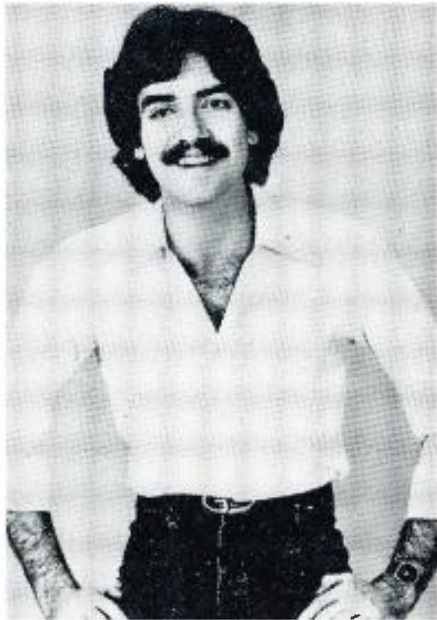
In the next few years, we're going to again have very definitive categories the way we did five years ago. Five years ago, when somebody said Top 40, you had a reasonably accurate impression of what a Top 40 station was. We're in a period of transition. I think we're on the bandwagon early, quite frankly. This radio station and other Spectrum III stations like this, particularly in the Network, have established our niche during the transition period. I think all the other formats will be going through serious restructuring for some time. AOR has decided not to grow with the people they had five years ago. They redefined their position. They said, "Hell, we don't want to be Spectrum III, we want to be AOR." The AOR you have today is Ted Nugent. You can call this radio station the Adult Album Rock of the 80s.

Interview

Who's Doing What For The Book

BOB PITTMAN
WNBC/NY

FRED: *What kind of promotion budget are you going in with?*



BOB: We're trying to get the most from the money we have to spend and we're doing that with TV. All of our outside dollars are in TV. That's really it, other than the on-air promotions.

FRED: *Do you prefer one or two large prizes through the course of the book or many smaller prizes?*

BOB: We'll be doing both. We're winding down a bumper sticker promotion that's been going all summer. Then we'll start some other promotions which will be smaller prizes. Our big hype item during the book is the fact that we hired DON IMUS back. Don, of course, for years was a big fixture here. He's back now and sounding better than he ever has. He's certainly working harder. Preliminary numbers indicate that he doubled the morning share in the Mediatrend in the first month.

FRED: *What do you expect from your competition this book?*

BOB: I think they'll do a good job, they always do. WABC will probably continue to outspend us. They always have.

FRED: *Do you see ABC bringing AL BRADY in changing that market at all?*

BOB: No. I don't think it's going to change the market any. I think Al's a very good programmer but GLEN MORGAN was a capable guy.

FRED: *Who do you think is your main competition this book?*

BOB: Everybody competes to some extent. We have a lower ethnic audience than WABC, so KTU and BLS will share with us less than they do WABC. So, ABC is probably more important for us. Like most stations, we share with just about everybody.

BEAU MATTHEWS
KOAQ/Denver

FRED: *What kind of promotion budget are you going into the fall with?*

BEAU: We're giving away \$103,000 to coincide with the frequency. Every hour we offer prizes ranging from a van, a Datsun 280Z, a color TV or a stereo system to a lot of smaller prizes. It's a very simple thing. They send us a card. If they hear their name on the radio and call in, they win.

FRED: *Would you rather do a lot of smaller prizes rather than giving \$103,000 in one shot?*

BEAU: Sure.

FRED: *What kind of media advertising are you using?*

BEAU: It's all television. We're skipping the billboards and newspapers this time. We're buying some time on The Muppet Show, Saturday Night Live, things like that.

FRED: *What do you expect from your competition?*

BEAU: I expect them to put up some pretty stiff promotion competition. We started September 17, sort of threw down the gauntlet early. I expect at least two AM stations to come up with a huge promotion and probably a couple of the FMers too.

FRED: *What are the main stations you watch out for?*

BEAU: KIMN, obviously. After that, a station that knows how to promote is KHOW, the Spectrum III station in town. I expect KYGO-FM and maybe KAZY to come up with something. I can't imagine FRANK CODY, president of KBPI, going through a book without doing something!

BILL TANNER
Y-100/Miami

FRED: *What kind of promotion budget are you dealing with?*

BILL: Y-100 always has a very, very healthy promotion budget which is laid out on a yearly basis and then changed as necessary. This book we have a very,

very healthy television schedule, we have a full complement of outdoor advertising and we have quite a substantial amount of both cash and prizes for on-air giveaway.

FRED: *Do you get more into one large prize or smaller prizes?*



BILL: We're trying to go for more winners, fewer larger prizes because we want people to have more of an opportunity to win. Our prizes will be \$100 bills and \$1000 bills. We're giving away a jeep Scout, ultimate stereo systems and the normal good prizes this radio station is known for.

FRED: *What kind of moves do you expect from your competition?*

BILL: The market changes constantly. In Miami everything goes up for grabs everytime because there are so many stations. I'm hearing various things about one radio station giving away cars, another radio station giving away money.

A great deal has to do with how it's given away. Our competitors have learned that they need to give away big prizes but they haven't learned how to give them away. Last book, for instance, we were topped massively in money giveaway by Studio 107 which has since changed formats. They gave away \$107,000 and went up two tenths of a point. We went down two tenths of a point. If they took it directly from us for \$107,000, they can have it.

All contesting is a part of a total radio station. What it comes down to in any rating book is how interesting is your radio station to listen to? We use

contesting as one of the integral parts of the Y-100 sound. We're not as dependent on it as we were at one time when we were giving away \$50,000 and the total thrust of the radio station was around that promotion. Now, we consider it more of an incidental thing. It's the way radio is going these days.

FRED: *What stations do you consider your main competition?*

BILL: We don't have any direct competitors. FM107, WQAM and WGBS are doing Top 40 music so they may consider themselves our competitors. It seems like we have less direct competition and more sideways competition. We approach each rating book with a great deal of care and take all of our competitors seriously.

JOHN SEBASTIAN KUPD/Phoenix

FRED: *What kind of promotion budget are you going into this book with?*

JOHN: I can't use exact dollars but it's all relative. \$10,000 may be a lot to some but in Los Angeles it wouldn't be anything. We're about average for this market.

FRED: *What kind of media breakdown are you going with?*

JOHN: No billboards, buses, just TV. We're doing some college and underground newspaper ads. We're doing a nightflier thing where we have an airplane that flashes messages. I like to do things that everybody else isn't doing.

FRED: *Will you be running any major promotions?*



JOHN: Not what most people would consider major promotions. I'm not giving away large amounts of money. I'm not giving away any prizes other than concert tickets and albums. We

have very good concerts and very hip artists. We're so rock and roll oriented that we're very selective for our image in what we do on the air. It's all very oriented towards an REO Speedwagon type of act. We're doing some special things on the air, a lot of commercial free hours and special weekend things.

FRED: *Would you rather deal with a lot of smaller giveaways or blow it all out in a major prize?*

JOHN: Anytime I have money to give away I'd rather take it and buy TV time.

FRED: *Who do you consider in direct competition?*

JOHN: I know we have to beat KOPA and I would like to eventually beat KDKB although they're the KMET of Phoenix. They've been pretty dominant for eight or nine years. Our local research and TODD WALLACES' show we're very close to KDKB, sometimes tripling, always doubling KOPA. We should do real well. I'm going to predict right now that we will beat KOPA.

FRED: *What do you expect from your competition?*

JOHN: Just as they do in Atlanta and Washington—a major TV campaign and probably some outside as well plus cash and prize giveaways. KRUX may do some stuff too. KBBC I know will do some decent TV.

SANDY BEACH WKBW/Buffalo

FRED: *What kind of promotion budget do you have?*

SANDY: We don't do billboards. We do buscards, we do television, but most of the promotion will be on-air. The thrust of it will be a gold promotion. We're giving away gold in varying amounts.

FRED: *Do you like to give many small prizes or a few large ones?*

SANDY: We always ascribe to the smaller prizes. We will buy out McDonalds for an hour and everyone who comes by with a WKBW sign will get a free Big Mac. During the last book we had 8,000 winners! Any promotion we do on the air, we have a minimum of like 50 winners. Anything on the street, we could have several thousand. The more the better as far as we're concerned.

FRED: *How does your competition look?*

SANDY: When you're an AM-only facility as we are, the 50,000 watts don't really mean that much as long as you cover the eight counties. We're doing something almost no one else in the country is doing and that's winning with an AM contemporary. I especially look at the FM competition for music and the AM competition for the services. We're a very service-oriented contemporary radio station so WBEN and WGR are our main competition. I expect them to do well as usual.

JESSE BULLET WLUP/Chicago

FRED: *What kind of budget are you dealing with going into this book?*

JESSE: We don't have a set budget. We spend money as we see fit. We're going to do TV again. We have our billboards. All of that's ongoing, we're not going from book to book. We've established a certain television thing and we're just going to repeat it.

FRED: *Are you doing any on-air giveaways?*

JESSE: No. I don't like to do that stuff. I feel that it clutters up my radio station. If we are going to have a show or concert, we put those tickets out through our Loop Stores and say on the air, "Monday morning they'll be at the Loop Store, 2 for 98¢. Pick 'em up!" Whenever someone comes to us with some kind of merchandising idea, we try to convert it to a Loop Store thing. If we can't turn it into a Loop Store, we try not to do it!

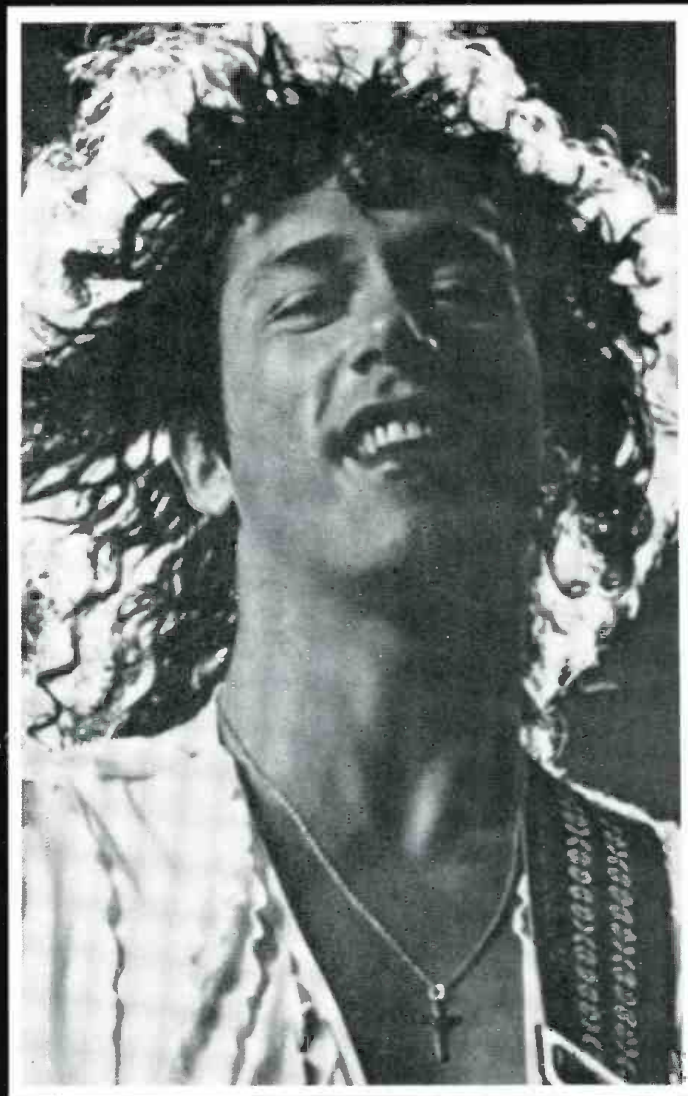
FRED: *You're so totally street oriented, do you think anybody else will come after you?*



JESSE: Other than signal, there are the three M's. They are management, money and momentum. We've got all three. We're pretty stable at least until next year but everybody's trying to get in my shit nowadays! I've had radio stations send letters to our sponsors saying, "We're concerned citizens and we think you ought to know..." and running my radio station down. I mean, everybody's taking a shot at me now. I would like to say that there's a big difference between West Coast Rock and Midwest Bluecollar Metal. I would also like to thank BUZZ BENNETT for naming me Bullet. God, what a genius.

Top 10 at Y-100

Mike Pinera



KCBN
WHNC
WANS
WTSB
WJRI
WJMX
KTSM
WKYB
WAGY
WSSC
Studio 107
WQAM
WGBS
Super-Q
WAXY (RKO)
WPAX

WSHE
ZETA 4
WONN
WIRK
WTKX
WSFL
WSTP
WFJA
WCKB
WKZQ
WBZK
WBBS
WNOK
WJNC
WAIM
KCBN

The Perfect Hook For The New Arbitron: "Can't You Believe" in "Forever"

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



Available on Spector Int'l., distributed by Capitol Records



Fred

STROKES

October 15, 1979



Sammy Hagar avoided the speed traps between Marin and San Jose, and raced down the freeway to KSJO in his bright red Trans Am, made famous in song on his new album "Street Machine." KSJO and Bill Graham will present Sammy headlining the Oakland Coliseum on October 19. Pictured with a jubilant Sammy straddling his sunroof are KSJO air personalities Paul "Lobster" Wells a.P.D., hanging from the door, Tawn Mastrey a.M.D., lying across the trunk, and Tom Mix, about to put his mouth over the tailpipe.



Rob Grill stops by KNBR/SF to promote Rock Sugar (l-r): Rob; Jill Glasner, SF Mercury Promo; and Bryan Eaton, Program Administrator, KNBR.



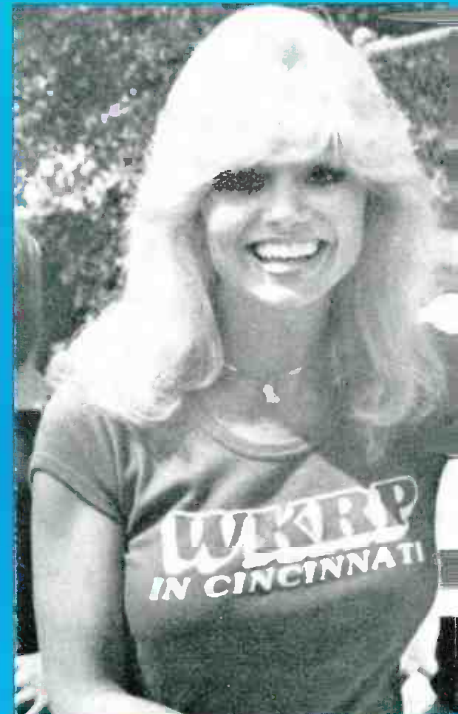
Robert Palmer visits WNBC/New York. Left to right: Allan Meis, Island Records; Roz Frank, MD WNBC; Robert.



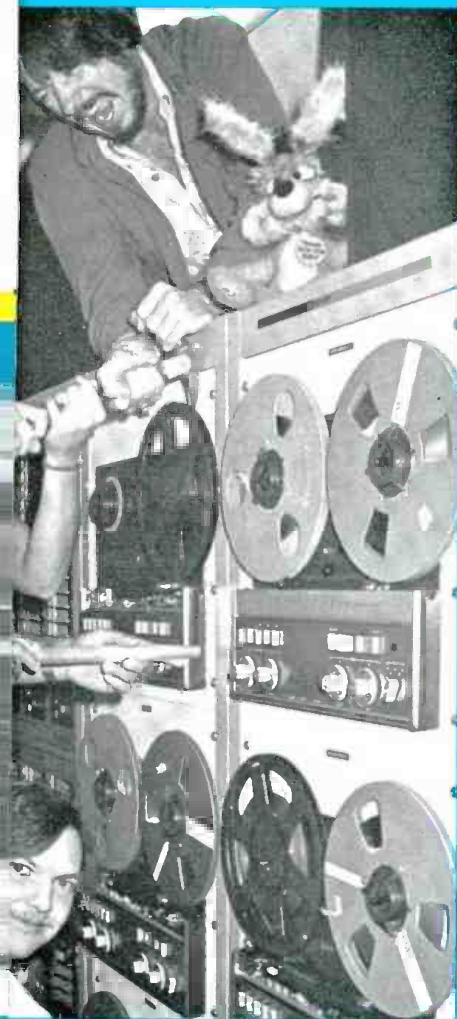
FM94/Albuquerque goes "live." St. Hawkins, Debbie Hughes, Bill St. Joh



Infinity Records' new rock and roll band, Blue Steel, recorded a live LP for Infinity's "Live Concert Series" before 250 radio, record and press guests. Standing, from left to right: Joel Newman, Infinity Associate Director of National Promotion; Alan Ostroff, Infinity Director of Merchandising; Bud O'Shea, Infinity Vice-President and General Manager; Brian Blatt, Intrepid Productions; Blue Steel's Richard Bowden; Peter Schwartz, Infinity Local Promotion Manager; and Dean MacDougall, Intrepid Productions. Middle row seated, left to right: Jack Snyder, KMET assistant PD; Blue Steel's Howard Burke; Paraquat Kelly, KMET; Sam Bellamy, KMET PD; Blue Steel's Marc Durham and Michael Huey. Sitting, bottom: Rick Swig, Infinity Vice-President of Field Promotion; Hugh Surratt, Intrepid Productions; and Blue Steel's Leonard Arnold.



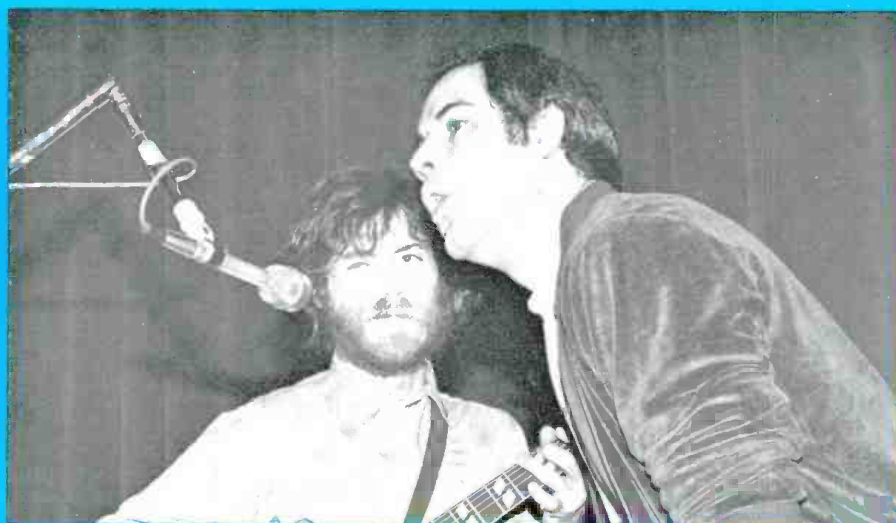
The tough life of a National PD, taking WKRP softball game. WKRP won 5-1. O'Shea, National PD Golden West Br



Staff includes (top to bottom): Patrick [unclear] and Rick Brady.



Big care of formalities at the KMPC vs. [unclear]. Left to right: Loni Anderson and Michael [unclear] broadcasters.



They're playing our song?? Comedian Robert Klein (r) sings along with a somewhat unwilling J.D. Souther during a recent taping of DIR's "The Robert Klein Hour." Souther performed a song, "Black Roses, White Rhythm And Blues," from his new album, "You're Only Lonely." The show is taped in front of a studio audience.



Ian Hunter (r) and guitarist Mick Ronson (l) dropped by 1050 CHUM while in Toronto recently, and visited CHUM's J.D. Roberts.



Atco recording group Blackfoot helped celebrate the 10th anniversary of Detroit's Cobo Hall, playing three SRO dates there. Shown backstage after the shows are, from left: Al Nalli, Blackfoot's manager and co-producer; Jerry Lubin, WABX air personality; Greg T. Walker, Charlie Hargrett and Ricky Medlocke of Blackfoot; Art Penthallow, WRIF air personality; Jackson Spires of Blackfoot; and Dave Leone, president of DMA. Kneeling is Ted Ferguson, program director of WABX.

Dann Rogers



“LOOKS LIKE LOVE AGAIN” IAS 500

FROM HIS DEBUT ALBUM

“HEARTS UNDER FIRE” IA 5000

INTERNATIONAL ARTISTS RECORDS, TAPES & FILMWORKS 16200 VENTURA BLVD., ENCINO, CA 91436



Universals

The Universals analysis is developed from sales, requests and callout research from over 250 of today's trendsetting stations. Information is gathered by phone to assure accuracy and up-to-the-minute detail. Light-bulbs indicate songs with significant growth. FRED computers organize, correlate and project this research to help you win the ratings.



JEFF'S GREEN
by Jeff Green

WEEK'S MOST ADDED

1. BARBRA STREISAND & DONNA SUMMER/No More Tears/
Enough Is Enough (CBS/Casablanca)
2. SUPERTRAMP/Take The Long Way Home (A&M)
3. BARRY MANILOW/Ships (Arista)
4. PABLO CRUISE/I Want You Tonight (A&M)
5. ELO/Confusion (Jet)
6. LITTLE RIVER BAND/Cool Change (Capitol)
7. DR. HOOK/Better Love Next Time (Capitol)
8. LAUREN WOOD/Please Don't Leave (WB)
9. CHEAP TRICK/Dream Police (Epic)
10. CLIFF RICHARD/We Don't Talk Anymore (EMI-America)
11. CARS/All I Can Do (Elektra)
12. CHRIS THOMPSON/If You Remember Me (Planet)
13. K.C. & THE SUNSHINE BAND/Please Don't Go (TK)
14. CRYSTAL GAYLE/Half The Way (Columbia)
15. J.D. SOUTHER/You're Only Lonely (Columbia)
16. BOB DYLAN/Gotta Serve Somebody (Columbia)
17. BLONDIE/Dreaming (Chrysalis)
18. STYX/Babe (A&M)
19. HALL AND OATES/Wait For Me (RCA)
20. BRENDA RUSSELL/So Good, So Right (Horizon)
20. AC:DC/Highway To Hell (Atlantic)
20. COMMODORES/Still (Motown)
20. KENNY LOGGINS/This Is It (Columbia)
20. FRANCE JOLI/Come To Me (Prelude)

WEEK'S MOST DEBUTED

1. BARRY MANILOW/Ships (Arista)
2. STYX/Babe (A&M)
3. COMMODORES/Still (Motown)
4. BLONDIE/Dreaming (Chrysalis)
5. ANNE MURRAY/Brokenhearted Me (Capitol)
6. LAUREN WOOD/Please Don't Leave (WB)
7. MICHAEL JOHNSON/This Night Won't Last Forever (EMI-America)
8. SUPERTRAMP/Take The Long Way Home (A&M)
9. J.D. SOUTHER/You're Only Lonely (Columbia)
10. CHRIS THOMPSON/If You Remember Me (Planet)
11. JIMMY BUFFETT/Fins (MCA)
12. FLEETWOOD MAC/Tusk (WB)
13. K.C. & THE SUNSHINE BAND/Please Don't Go (TK)
14. BARBRA STREISAND & DONNA SUMMER/No More Tears/
Enough Is Enough (CBS/Casablanca)
15. FOREIGNER/Dirty White Boy (Atlantic)
16. ELTON JOHN/Victim Of Love (MCA)
17. CHEAP TRICK/Dream Police (Epic)
18. BOB DYLAN/Gotta Serve Somebody (Columbia)
19. FRANCE JOLI/Come To Me (Prelude)
20. IAN GOMM/Hold On (Stiff-Epic)
20. JENNIFER WARNES/I Know A Heartache (Arista)
20. EAGLES/Heartache Tonight (Asylum)

ARB IS HERE and no time is better than now to draw your aces-in-the-hole—those special hits that your competition may not be hip to. Programers still argue whether Frank Zappa's "Dancing Fool" helped during the spring book. Our research shows playing it did help. Here are some programers' favorites as the bell rings.

"Crossover killers: *Isaac Hayes* and *Raydio* "Hot Stuff." "

MARC DRISCOLL

WDRQ/Detroit

"*Cliff Richard*. He's mass appeal, covers the upper demos well. I've been a fan of his since I was eight. "We Don't Talk Anymore" is better than anything I've heard at the moment...deserves to be #1."

ANNE MCCARTNEY
WZDQ/Chattanooga

"*Rupert Holmes*. I wasnt hyped on "Escape"—I just liked it and added it. I pulled 25+ female phones within ten minutes."

BRIAN CHRISTIAN
WQLK/Richmond, IN

"*Tim Curry*. "I Do The Rock" is blowing up here."

BOB HARLOW
KEZR/San Jose

"*Tim Curry* is hot here, too. Another smash is *Rufus* with Chaka Khan. She's an obvious rejuvenation to the group. You cant sit still and listen to it."

ED SEEGER
WSFL/New Bern

"*Joe Egan*'s "Back On The Road" is a hit! All my data, sales and phones prove it."

JEFF ALLEN
KEYN/Wichita

Last call this week goes to DANNY WAYNE, new Music Director at WRTB/Vincennes, IN (where?), who is putting his chips on KEITH HERMAN's "She's Got A Whole Number." Says Danny emphatically, "Everybody in the world should add it."

P.S.: Obviously, winning the ARB takes more than just playing the hits. True, lucid insight comes only from thoroughly experienced programers, and one ARB perspective that you will gain from this week is found in TERRY GILLINGHAM'S Triangles. I highly recommend it.

Universals

STATE OF THE CHART

Songs receiving action this week: 171. Last week: 177. National average: 169.

Average records added per station this week: 4.5. Last week: 4.4.

TREND: The obvious records are leaping up the chart with extraordinary moves. Many of the biggest records of the year are now emerging. Beware of heavy ballad imbalance in power rotations as two-thirds of the hottest Top 20 records are ballads. Image artists are particularly valuable for proper 25+ male chart balance at this time. Stations are not tightening down on the number of new adds but 80% of them are going to established artists (compared with 60% in July and August, 70% in September).

1 1 EAGLES/HEARTACHE TONIGHT (ASYLUM)



Profile: KKEG 1-1, KYYX 5-1, WEAM 6-1, WMEE 7-1, Q101 11-1, KACY 18-1, WRRD 20-1, 91-X 23-1, Z-93 3-2, WKPT 14-2, WPGC 5-3, KOBO 17-3, WAGY 6-4, 94-Q 10-4, KEZR 11-4, KSLQ 15-4, KATI 16-4, KDES 16-4, WNFQ 20-4, KOPA 14-5, WAKY 23-5, WSGA 8-6, WQXI 15-6, KFI 12-7, KQIZ 13-7, WMOH 13-7, KJR 16-7, KLIK 17-7, WQLK 17-7, WKAP 17-7, WZDQ 17-7, WRJZ 19-7, M-91 19-7, WSSC 24-7, WSEZ/Z93 26-7, KLOU 12-8, WNOE-AM 13-8, KBOS 13-8, KYA 14-8, 96-KX 17-8, WORD 17-8, WPST 18-8, QV-93 26-8, WKXY 15-9, KLUC 15-9, KRBE 16-9, WDJX 17-9, CHUM 17-9, JB-105 18-9, WUPE 20-9, Z-98 21-9, WAIM 21-9, WRFC 23-9, KRTH-FM 13-10, WQLK 14-10, KWK 16-10, KRKE 16-10, KRNA 21-10, KRIG 21-10, WAXY 23-10, WHHY 15-11, WLCS 15-11, WROV 16-11, WRQK 21-11, WALT 22-11, Y-103 23-11, WAYS 18-12, CKLW 21-12, KNOE-FM 22-12, KSTN 22-12, WJET 27-12, KYNO-FM 17-13, WIYD 19-13, WFLI 19-13, KWIC 20-13, KNUS 23-13, KFRC 24-13, WQCM 24-13, KROY-FM 26-13, KTFX 34-13, WVJC 36-13, WTXI 19-14, WVIC-FM 20-14, KHJ 27-14, KRQ 31-14, WKMX 19-15, WIKS 19-15, WIKS 19-15, WHBQ 19-15, B-100 25-15, KZFM 26-16, WRKO 26-16, KPUG 26-16, WBSD D-16, KRSP 21-17, WISM 22-17, KOKQ 24-17, WHVL 24-17, WLAN 25-17, WLAC 27-17, WKBO 27-17, KOIL 21-18, KOAQ 22-18, KRUX 24-18, WKNX 26-18, KELI D-18, 98-FM 21-19, KIMN-AM 23-19, CK101 27-19, G-135 A-19, WBLI 23-20, WSFL 26-20, KCBN 37-20, KTSA 24-21, WRUN 24-21, WJLQ 27-21, KC-101 28-21, WKIX D-21, WERK D-21, WGLF 27-23, WXLO D-23, WOKY 29-24, KSFM 29-24, WSGN 30-24, WLOF 32-24, KOFM 28-25, Y-100 29-25, 14-Q 31-25, KBDF D-25, WLS 39-26, KKIQ D-26, KS106 D-27, WQZQ D-27, WNBC A-29, Z-97 D-30, KGB-AM D-30, WJDQ 38-32, and KIHK D-35...added at KVIL, KGW, and KXDD...Former FRED Record Of The Week...already the second-highest scoring record in FRED history! Complete demo blanket...outstanding callout 12-24, mixed 25+...leans slightly male...#1 album in Minneapolis...huge image artist strength...extremely valuable to programing...many image cuts now being selected...#20 Most-Debuted...reporters showing growth hold at an awesome 88%...3rd week on chart.

7 2 STYX/BABE (A&M)



Profile: KKEG 7-2, KWK 14-2, WPST 17-7, WAKY 26-7, Q101 29-7, WRRD 25-8, WKYB 14-9, WQLK 17-9, 94-Q 18-9, KSLQ 19-9, WQXI 23-9, KBOS 24-9, KQIZ 15-10, KLOU 17-10, WEAM 19-10, WSKY 20-10, 91-X D-10, WBSD 18-11, WMOH 20-11, KZFM 22-11, WKPT 23-11, WLCS 17-12, WORD 19-12, KRKE 20-12, Z-93 21-12, KC-101 22-12, QV-93 29-12, WRTB 19-13, WDJX 20-13, Y-103 24-13, KOIL 22-14, KJR 24-14, WSGA 24-14, KORL 28-14, KEZR 20-15, KLUC 24-15, Z-98 29-15, WNFQ 30-15, KOBO D-15, WAGY 22-16, WBLI 24-16, KOKQ 26-16, WUPE 28-16, WMEE D-16, KYYX 22-17, 96-KX 24-17, 98-FM 27-17, KPUG 27-17, KATI 29-17, G-135 D-17, WQZQ 21-18, WJDX 21-18, KRGV 22-18, WOKY 25-18, JB-105 25-18, WAIM 26-18, KS106 28-18, M-107 31-18, KNOE-FM 33-18, WTXI 35-18, WRFC 26-19, WROV 26-19, WHHY 26-19, KDES 29-19, WVJC 38-19, WQCM D-19, KRSP 24-20, M-91 25-20, WGLF 26-20, KSFM 27-20, WSSC 27-20, WKXY 28-20, WLSQ 28-20, WKBO 30-20, KRIG 34-20, WAYS D-20, KOAQ 26-21, WKMX 27-21, WVIC-FM 29-21, WJET D-21, WIYD D-21, KIMN-AM 25-22, KRTH-FM 27-22, CHUM 27-22, KRBE 28-22, WRJZ 29-22, WHVL 29-22, KLIK 30-22, KACY D-22, WKAP D-22, KOPA D-22, KQDI 26-23, WSEZ/Z93 27-23, KRUX 29-23, WPGC 30-23, CK101 35-23, Z-97 A-23, KTSA D-23, KRNA D-23, WQLK 28-24, KWIC 30-24, WNOE-AM 30-24, WKNX D-24, WZDQ 31-25, WLAN 31-25, WSGN 31-25, WLOF 33-25, KRQ 35-25, KUHL D-25, KFI D-25, WROV D-25, WIKS 31-26, WSFL 33-26, G-105 A-26, B-100 A-26, KELI D-26, KYA 30-27, KHJA-27, WERK D-27, WAMS D-27, WKIX D-27, WALT D-27, KUPD 30-28, WAAB A-28, KKIQ D-28, KMJK 32-29, KOFM D-29, WLS D-29, WRKO D-29, WANS 34-30, KNUS 37-30, WLAC 39-30, WISM D-30, WHBQ D-30, WAXY D-30, WFLI D-32, Y-100 36-33, WJDQ 39-33, and KROY-FM D-40...added at KSTN, KIHK, KBDF, WJLQ, and WXLO...Former FRED Record Of The Week...could overtake the Eagles next week—here's why: 96-KX Bobby Christian "Callout is already good...excellent females, even better than males!" KOKQ Jeffrey Mark "Incredible! It's our hottest new record—heavy females 16-24, plus men!" KOAQ no. 1 phones...KLUC Dave Anthony "#1 phones with all demos and now callout support is forming..." WRTB "Sold out!" JB-105 Todd Chase "It's hot! Bigger phones than Fleetwood Mac or Eagles." KBOS Carl Soares "Gigantic Phones lean female, but heavy requests from everyone." KYYX "heavy female callout support with no male negatives..." WPST "It's a killer—heavy phones from teens and very consistent..." WISM "#1 teen phones...heavy phones also at Q-101, WLCS, WSGA, 92-Q, Y-103, WKAP and WBLI...Summary: covering all demos with tremendous female power...valuable artist image...callout support confirmed...#2 Most-Debuted...#18 Most-Added...reporters showing growth power from 82 to a staggering 91% (FRED all-time support record is 92% held by Peaches & Herb this past April)...3rd week on chart.

4 3 KENNY ROGERS/YOU DECORATED MY LIFE (UA)

Profile: WKXY 2-1, WRJZ 7-1, M-91 4-2, WNFQ 3-3, WMEE 3-3, WLSQ 4-3, WHHY 7-3, WUPE 10-3, WRFC 4-4, WLAC 5-4, WVJC 7-4, WZDQ 8-4, KRSP 8-4, KIMN-AM 8-4, WLCS 8-4, KTSA 8-4, KWIC 8-4, Q101 9-4, KROY-FM 15-4, KELI 23-4, WMOH 7-5, WAYS 7-5, WEAM 7-5, KQDI 8-5, WRQK 9-5, WKNX 9-5, WRTB 9-5, KSLQ 10-5, KUHL 12-5, KEYN-FM 9-6, WQCM 9-6, WJDX 10-6, WKMX 10-6, CKLW 10-6, Z-98 11-6, KOFM 11-6, KRGV 12-6, JB-105 13-6, WSEZ/Z93 14-6, KACY 25-6, 98-FM 7-7, WSGN 9-7, KATI 11-7, WJET 11-7, WDJX 12-7, WROV 13-7, KDES 13-7, KRIG 14-7, WVRVQ 9-8, WBSD 9-8, WQLK 10-8, WQXI 10-8, KLIK 16-8, CK101 16-8, KLOU 11-9, KRUX 13-9, WKBO 13-9, WKPT 13-9, WSGA 13-9, WKIX 14-9, WIYD 14-9, KOIL 15-9, WAAB 17-9, KYA 17-9, G-105 21-9, WORD 14-10, WNOE-AM 14-11, KCBN 16-11, Z-93 16-11, KQIZ 17-11, KOPA 17-11, KC-101 21-11, WFLI 16-12, KFI 17-12, WVIC-FM 17-12, WSKY 24-12, WPGC 24-12, WQZQ 16-13, KEZR 16-13, WAMS 22-13, WJLQ D-13, WOKY 16-14, WHBQ 18-14, WALT 21-14, WAGY 20-15, WHVL 20-15, WRKO 21-15, WERK 22-15, G-135 20-16, KRTH-FM 20-16, KGW 20-16, KNUS 22-16, WPST 22-16, KRNA 23-16, KS106 23-16, Y-103 26-16, B-100 31-16, KJR 20-17, KORL 26-17, KBDF D-17, KSFM 23-18, WAXY 24-18, WLOF 28-18, KYYX 21-19, KENI 24-19, WSFL 27-19, KVIL 27-19, WXLO 26-20, WFIC 28-20, WISM 28-20, KSTN 29-20, WGLF 24-21, WKAP 27-21, KRKE D-21, KKIQ 25-22, KTFX 37-23, WBLI D-24, KMJK 30-26, WTXI 30-28, KIHK D-28, KHJ D-29, KZFM A-31, and WANS 35-32...added at WSSC, WQLK, and KGB-AM...continues to be strong 18+ and 25+ with consistent female phones 15+...steady sales and callout...#1 adult phones at WISM...leans female...reporters showing growth step from 77 to 80%, demonstrating #1 caliber...5th week on chart.

11 4 COMMODORES/STILL (MOTOWN)



Profile: WVRVQ 1-1, WKMX 1-1, WPGC 1-1, KTSA 1-1, Z-93 1-1, WAGY 1-1, 94-Q 1-1, 98-FM 1-1, WQXI 1-1, WKPT 1-1, WLSQ 1-1, WAIM 3-1, WGLF 3-1, Z-98 5-1, WSGN 5-1, KNOE-FM 5-1, KRGV 6-1, WORD 6-1, KORL 12-1, WQLK 2-2, Q101 2-2, CK101 2-2, WSGA 3-2, WJDX 4-3, G-135 6-3, QV-93 23-4, WKBO 10-5, WQZQ 7-6, KRTH-FM 14-6, KSLQ 18-6, WSKY 12-7, Y-100 14-7, WAYS 16-7, KSFM 11-8, WRFC 15-8, WALT 16-8, WRJZ 16-8, WLCS 14-9, KROY-FM 21-9, KOBO D-9, WSFL 29-10, WKXY 18-11, WKNX 21-11, KDES 25-11, WJET 26-11, WHBQ 17-12, KS106 17-12, WNFQ 21-12, WQCM 25-12, KOKQ 22-13, WAXY 21-14, KACY 36-14, CKLW 18-15, WMEE D-15, WRQK 24-16, KBDF 28-16, M-91 22-17, KEZR 23-17, WZDQ 27-17, WTXI 32-17, M-107 36-17, WDJX A-17, WMOH 22-18, KRSP 23-18, WJDQ 23-18, WKIX 25-18, KRIG 25-18, KMJK 24-20, WSEZ/Z93 25-20, KXDD D-20, WJLQ D-20, KELI D-20, KQDI D-21, WAMS 29-21, G-105 30-21, WANS 31-22, WNOE-AM 33-22, WAKY 28-23, WVJC 39-23, KLOU A-23, KFRC D-23, KJR D-23, 96-KX 28-24, KC-101 29-24, WROV D-24, KHJ D-24, WHVL D-24, B-100 D-24, WRTB D-25, KWIC D-25, WXLO D-25, WPST 29-26, KZFM 30-26, WISM 30-26, KRUX 32-26, KLIK 35-26, WBLI D-26, KRQ 36-27, KFID-27, Y-103 39-28, WIYDA-28, KIMN-AM D-28, KOFM D-28, KPUG D-28, KOAQ D-28, WUPE D-29, WLOF 37-30, KNUS D-31, 14-Q D-32, KATI 37-33, KCBN D-35, KTFX A-36, WLAC D-36, and WFIC D-39...added at KBOS, CHUM, KSTN, KIHK, KVIL, and KYA...Last week's FRED Record Of The Week is a monster! Extremely heavy phones, split evenly male/female 18+...good sales and callout support continues...our research shows this to be one of those valuable 25+ male records...#3 Most-Debuted, #20 Most-Added...reporters showing growth rip from 65 to 75%...4th week on chart.

9 5 FLEETWOOD MAC/TUSK (WB)



Profile: WEAM 3-2, KOBO 20-4, KZFM 12-5, WAGY 9-6, WNFQ 11-6, KDES 17-6, WMEE 14-7, WQXI 16-7, WRQK 13-9, KATI 20-9, 91-X D-9, KKEG 10-10, WLCS 11-10, KEZR 13-10, KLIK 18-10, JB-105 19-10, CHUM 20-10, KNUS 21-10, WSGA 15-11, KBOS 18-11, WVIC-FM 19-11, KRTH-FM 19-11, KNOE-FM 20-11, KHJ 24-11, M-91 15-12, WQLK 15-12, KORL 24-12, KLOU 15-13, KLUC 17-13, KACY 19-13, WJET 19-13, WPGC 20-13, WKBO 20-13, WKAP 21-13, 14-Q 23-13, WKPT 24-13, WAMS 17-14, WBLI 18-14, WKXY 19-14, WUPE 19-14, WFLI 22-14, Z-98 23-14, WRJZ 23-14, WHHY 18-

15, WZDQ 19-15, WDJX 19-15, KRSP 20-15, Q101 24-15, WISM 25-15, WSEZ/Z93 29-15, 96-KX 18-16, WQZQ 26-16, WAIM 20-17, KQIZ 20-17, 94-Q 20-17, KRUX 23-17, B-100 24-17, WRRD 26-17, KQDI 21-18, WGLF 22-18, KRBE 22-18, WLSQ 23-18, WRVQ 24-18, WLAC 24-18, WHVL 26-18, CK101 26-18, KRNA 24-19, QV-93 30-19, WOLK 22-20, KPUG 23-20, WALT 25-20, WAAB 25-20, 98-FM 26-20, WOKY 28-20, KTFX 30-20, KRQ 25-21, WKXN 30-21, KRGV D-21, WIKS 26-22, WRKO 28-22, KYA D-22, KOPA 26-23, WIYD 28-23, WLOF 30-23, KCBN 32-23, WBSD D-23, WRTB D-23, KOIL 27-24, WLAN 28-24, WSFL 28-24, KOKQ 29-24, KS106 29-24, WLS 34-24, KROY-FM 35-24, KFRC D-24, WRFC 28-25, WJLQ 30-25, G-105 32-25, Y-100 30-27, KXDD 2-27, WROV D-27, WROV D-27, WROV D-27, WHBQ D-27, Z-93 30-28, WSGN 32-29, WXLO A-29, G-135 D-29, KJL D-30, KMJK D-32, WANS 36-33, KLIK D-34, and WVJC D-36...added at KYNO-FM...As projected in FRED before-the-box, "Tusk" is now confirmed Top 5...callout reaction is shifting from negatives to neutrals and from neutrals to positives...teen and 18+ female phones continue...with the LP release, most programmers are adding other cuts and pulling back the heavy rotation on the 45...will start to peak this week as reporters showing growth hold at 70%...#12 Most-Debuted...4th week on chart.

6 6 LED ZEPPELIN/ALL MY LOVE

(SWAN SONG)

Profile: WZDQ 1-1, Z-97 1-1, KUPD 1-1, WRFC 2-1, WPST 10-1, WNFQ 2-2, WVJC 2-2, WAIM 2-2, WLCS 3-2, WHHY 4-2, 91-X 5-2, KEZR 5-2, KBOS 6-2, KOBO 11-2, WQLK 4-3, KOKQ 4-3, KZFM 5-3, KYA 6-3, WRJZ 4-4, KTFX 4-4, KOPA 5-4, KNUS 5-4, WSGA 6-4, KRNA 10-4, WTI 6-5, WUPE 6-5, Z-93 7-5, WFLI 7-5, KRTH-FM 8-5, KKIQ 14-5, CHUM 8-6, KATI 9-6, Q101 10-6, WRRD 19-6, KFRC 12-7, KSF 14-7, WQCM 18-7, WRTB 11-8, B-100 11-8, KQIZ 12-8, WJET 12-8, WAXY 14-8, WAMS 14-8, KWIC 11-9, WAGY 11-9, WLAN 12-9, WBLI 13-9, CK101 13-9, KORL 14-9, 96-KX 16-9, WMEE 11-10, WKMX 11-10, KNOE-FM 12-10, WPGC 18-10, KRGV 14-11, WLSQ 15-11, KRKE 17-11, KBDF 24-11, KQDI 16-12, KACY 17-12, WSFL 16-13, KOFM 22-13, KWK D-13, WHVL 17-14, KSLQ 17-14, KPUG 19-14, KRIG 20-14, WKIX 22-14, 14-Q 26-14, KS106 18-15, WANS 19-15, WJLQ 21-15, WGLF 21-15, WTI 21-15, WRUN 22-15, KRSP 19-16, QV-93 19-16, Y-100 20-16, KENI 20-16, KOAQ 20-16, KRQ 21-16, KMJK 22-17, WISM 21-18, WIYD 22-18, G-105 25-18, WKAP 23-19, KLUC 23-19, WDJX D-19, WNOE-AM 24-20, KLIK 25-20, G-135 29-20, WKBO 24-21, WKXY 25-22, Y-103 27-22, KELI 29-24, WAAB A-24, KGW D-25, KIMN-AM 30-26, KRBE D-27, KRUX 33-28, WLAC 38-28, Z-98 33-29, KCBN 35-29, 98-FM D-29, and KYNO-FM A-30...Now completely mass appeal with heavy phones from all demos...core strength is males and females evenly split 18-24...giant LP power...excellent callout forming now with all demos...teen interest now locked...extremely valuable group and image...continues a very slow peak as reporters showing growth edge up from 63 to 65%...6th week on chart.

3 7 DONNA SUMMER/DIM ALL THE LIGHTS

(CASABLANCA)

Profile: WRKO 1-1, WRTB 2-1, KROY-FM 2-1, QV-93 3-1, WSSC 3-1, KUHL 6-1, KTFX 12-1, JB-105 2-2, 14-Q 2-2, KDES 3-2, WMOH 3-2, WGLF 4-2, WKXY 4-2, WAAB 5-2, WIKS 5-2, KC-101 3-3, WSEZ/Z93 4-3, WAGY 4-3, KS106 4-3, KOIL 4-3, WRQK 5-3, WSKY 7-3, WPGC 4-4, KLOU 4-4, WMEE 4-4, WALT 5-4, M-91 6-4, Z-98 7-4, CK101 8-4, Y-103 11-4, WFLI 13-4, G-105 13-4, KZFM 17-4, WQXI 5-5, WPST 6-5, WSGA 7-5, WAXY 8-5, KRUX 11-5, WQCM 11-5, KCBN 24-5, WRJZ 6-6, WKBO 8-6, KMJK 8-6, WSGN 10-6, WDJX 11-6, WVJC 13-6, WAMS 13-6, WNBC 9-7, WKPT 9-7, WLSQ 10-7, WIYD 11-7, WRUN 13-7, KRQ 17-7, WTI 9-8, WKIX 14-8, KWIC 14-8, KRIG 15-8, WOKY 15-8, WSFL 10-9, KENI 11-9, KACY 15-9, WAKY 15-9, WTI 16-9, WXLO 17-9, WQLK 12-10, KSLQ 13-10, WJLQ 14-10, KFI 15-10, WFIC 15-10, WHVL 15-10, KOFM 16-10, KTSB 18-10, WJLQ 20-10, KBDF 22-10, KVIL 24-10, WKMX 14-11, KELI 18-11, KORL 25-11, KRNA 15-12, KLIK 16-12, KSF 17-12, WNOE-AM 20-12, WLAN 19-13, KOKQ 18-14, WROV 22-14, KQIZ 22-14, KEYN-FM 19-15, KYX 19-15, KLUC 22-17, KLIK 24-17, KGB-AM 22-18, KRTH-FM 29-18, KHJ A-18, KNUS 25-19, B-100 26-19, WLOF 26-19, KPUG D-19, WBLI 26-22, WAYS 29-22, KIMN-AM 28-25, and KOAQ 30-26...added at Z-93...Heavy teen phones with excellent callout developing with all demos...fine sales reported everywhere...peaking as reporters showing growth slip from 73 to 65%...new 45 with Barbra Streisand is getting all the attention...7th week on chart. Highest chart position: 3.

2 8 THE KNACK/GOOD GIRLS DON'T

(CAPITOL)

Profile: WVJC 1-1, CHUM 1-1, WUPE 3-1, WQCM 8-1, 14-Q 3-3, KYX 4-3, KEZR 4-3, JB-105 5-3, WTI 6-3, WBSD 7-3, 91-X 7-3, KRBE 6-4, WLSQ 6-4, KRUX 10-4, WNOE-AM 6-5, WZDQ 7-5, WLCS 7-5, KBOS 8-5, QV-93 8-5, KOFM 13-5, WRKO 13-5, KELI 24-5, WGLF 9-6, WPST 9-6, WRFC 10-6, WKXN 10-6, WOKY 13-6, WKBO 9-7, KACY 10-7, WPGC 10-7, KCBN 11-7, WRTB 12-7, KS106 8-8, WMEE 9-8, KOPA 9-8, KRQ 10-8, KRNA 11-8, WLOF 12-8, WHVL 13-8, WDJX 13-8, WALT 12-9, WANS 13-9, WSEZ/Z93 13-9, WIKS 17-9, WQZQ 10-10, WKXY 12-10, WRJZ 12-10, WISM 16-10, KFRC 19-10, KORL 21-10, WKAP 11-11, KNUS 14-11, Z-97 18-11, KMJK 18-11, KOIL 20-11, WLSQ 14-12, G-135 15-12, KZFM 15-12, KLOU 21-12, KTFX 26-12, KIMN-AM 16-13, M-91 16-13, KRIG 18-13, KRTH-FM 17-14, KGB-AM 18-14, WLS 21-14, WFLI 18-15, KQDI 18-15, G-105 24-15, WSGA 18-16, KATI 23-16, KROY-FM 25-16, WAXY 20-17, KTSB 20-17, KGW 22-17, WFIC 22-17, CK101 23-17, KYA D-17, WHBQ 20-18, WORD 21-18, WSGN 21-18, WBLI 21-18, KLIK 23-18, KWIC 24-19, WLAN 24-20, WERK 24-21, KJR 25-21, KDES 28-21, WIYD 25-22, KENI 27-22, WAAB 27-22, WAMS 27-23, KKIQ 30-24, WLAC 29-25, WKIX D-25, KPUG D-25, KYNO-FM A-27, Z-98 35-28, KOBO D-29, Y-100 33-30 and WNBC A-30...added at WJLQ...Still strongest with teens with solid 18-24 male and now female callout interest...good request action...reporters showing growth slip from 70 to 63%...6th week on chart. Highest chart position: 2.

5 9 MICHAEL JACKSON/DON'T STOP 'TIL YOU GET ENOUGH

(EPIC)

Profile: Y-103 1-1, M-107 1-1, KOPA 1-1, WIYD 1-1, KSTN 1-1, WAKY 1-1, WLOF 1-1, KOKQ 1-1, KFRC 1-1, JB-105 1-1, KC-101 1-1, KSF 1-1, G-105 1-1, WTI 1-1, KDES 2-1, WRQK 2-1, KRBE 2-1, WHHY 2-1, KHJ 3-1, WFIC 5-1, WJET 7-1, WAAB 7-1, WPGC 2-2, KTSB 2-2, WSEZ/Z93 2-2, WKIX 2-2, WQLK 3-2, WAMS 4-2, Z-98 4-2, KWIC 6-2, KFI 6-2, WJLQ 7-2, WSSC 8-2, KELI 16-2, WAXY 3-3, WTI 3-3, WROV 4-3, KNUS 4-3, WKXY 6-3, KQIZ 7-3, WALT 7-3, KROY-FM 8-3, KACY 12-3, WKPT 4-4, WQZQ 4-4, WRKO 5-4, KRTH-FM 5-4, KLIK 6-4, WBLI 6-4, 14-Q 6-4, WKBO 7-4, WRTB 7-4, KRIG 9-4, KMJK 11-4, WRUN 9-5, 98-FM 6-6, KOIL 7-6, WUPE 8-6, WHVL 9-6, WIKS 10-6, KKIQ 14-6, CK101 14-6, WSGN 15-6, WRVQ 7-7, CKLW 7-7, WXLO 8-7, WLAC 12-7, KRNA 12-7, B-100 15-7, KTFX 24-7, KRUX 12-8, Y-100 9-9, WSGN 11-9, KS106 14-9, KJR 14-10, WLS A-10, WERK 18-11, KATI 22-11, WOKY 20-12, KRQ 22-12, KCBN 20-13, WISM 18-14, M-91 20-14, WLAN 20-16, WVJC 21-16, WANS 21-16, WFLI D-16, KEYN-FM 21-17, KPUG 21-18, KUHL 28-20, KOFM 26-22, and WKAP A-30...added at KGB-AM, KBDF, and KYA...Heavy sales continue...slow peak continues as reporters showing growth slip from 64 to 60%...7th week on chart. Highest chart position: 4.

12 10 IAN GOMM/HOLD ON

(STIFF-EPIC)



Profile: KX00 8-2, KQIZ 5-4, KKEG 5-4, KOBO 15-7, KSLQ 8-8, KWK 8-8, WEAM 10-8, KEZR 10-8, M-91 12-8, WGLF 13-8, WSKY 14-8, 91-X 21-8, WRRD 12-9, WSSC 12-9, KRKE 14-9, KUPD 10-10, KOKQ 11-10, WAIM 12-10, WBSD 12-10, KOAQ 15-10, 96-KX 15-10, WRTB 15-10, KDES 15-10, B-100 13-11, KPUG 16-11, WRVQ 18-11, WZDQ 14-12, WUPE 15-12, WMEE 18-12, KUHL 20-12, KS106 16-13, WHHY 17-14, WKPT 19-15, CHUM 19-15, WRQK 19-15, WVJC 27-15, WKXY 22-16, Z-93 19-17, WLSQ 21-17, WTI 25-17, WQCM 28-18, KHJ 21-19, KJL D-19, WAKY 22-19, WMOH 23-19, WAYS 24-19, KRQ 24-19, KRTH-FM 22-20, WJET 24-20, WPST 24-20, Z-98 26-20, WDJX D-20, WRKO 23-21, KBOS 25-21, WFLI 25-21, KACY 26-21, KLIK 27-21, JB-105 24-22, KRNA 25-22, KRSP 25-22, KRUX 27-22, CK101 29-22, WJLQ 29-22, G-135 D-22, WKBO 25-23, KGB-AM 26-23, KWIC 28-23, KATI 28-23, KBDF D-23, QV-93 27-24, KIK 33-24, WBLI 28-25, WALT 30-25, KLUC D-25, WHBQ D-25, KSTN D-25, WHVL 30-26, WFIC 35-26, KYX 0-26, WAGY 33-27, KOPA 30-28, KZFM 32-28, WAMS D-28, WISM D-28, WLOF 34-29, M-107 34-30, WQZQ D-30, Y-100 34-31, Y-103 36-32, KNUS 36-33, WLAC 40-34, WTI D-34, KROY-FM 39-35, WIKS A-37, and KTFX A-39...added at WKIX, WIYD, and KVIL...Former FRED Record Of The Week...already Top 5 in Spectrum III...covering 18-30 males and females, leaning male...callout reaction is very smooth—no negatives...females developing well...sales sprouting...reporters showing growth tug from 56 to 61%...#20 Most-Debuted...5th week on chart.

13 11 K.C. & THE SUNSHINE BAND/PLEASE DONT GO

(TK)



Profile: Y-100 1-1, WJDX 1-1, WKYB 1-1, KLOU 1-1, WKXN 1-1, WTI 1-1, WSGA 2-1, WQZQ 6-1, WORD 4-2, KROY-FM 4-2, WSKY 5-2, KNOE-FM 3-3, WRFC 4-3, KSTN 7-3, WANS 7-3, WKPT 11-3, G-135 5-5, G-105 10-5, KS106 15-5, WSFL 17-5, WAAB 19-5, KC-101 13-7, WAGY 14-7, QV-93 2-8, KRTH-FM 10-8, WLCS 12-8, WHHY 13-9, KHJ 17-10, WLAC 23-10, WSGN 15-11, WRJZ 15-11, WQCM 16-11, WHVL 19-11, KKEG 15-12, WLOF 16-12, KKIQ 23-12, WQXI 19-14, KWIC 19-14, WQLK 21-14, WSEZ/Z93 21-14, KMJK 23-14, KZFM 27-14, KOES 27-14, WPGC 19-15, WOKY 19-16, CK101 21-16, KUHL 24-16, WJLQ 23-17, WKXY 24-17, WRTB 25-17, KRQ 23-18, WIKS 25-18, WKIX 24-19, KOKQ 25-19, WRQK 28-19, Z-98 30-19, CKLW A-19, WIYD 24-20, WHBQ 30-20, KFI 26-21, KRIG 27-21, Z-93 27-21, WMEE A-21, KFRC D-21, Y-103 28-23, WMOH 30-23, KSLQ 28-24, WUPE 29-24, KRNA 0-24, WKBO D-24, KOIL 28-25, WTI 32-25, WJLQ 29-26, KORL D-26, WEAM 31-27, KIK 34-27, KNUS 34-27, KATI 36-27, WJET A-27, WRVQ D-27, KOFM D-27, WFIC 37-28, M-91 A-28, KQIZ D-28, KACY D-28, KTFX 39-29, WAKY A-29, B-100 D-29, KRSP D-29, KRUX 37-30, KSF A-30, and WAYS A-34...added at KLIK, WRKO, KELI, KPUG, KBDF, JB-105, and KXDD...Pop smash pattern of adult females and teens, especially female teens...very heavy phones...strongest in the South and Southeast regions...#13 Most-Added and Debuted...reporters showing growth romance from 58 to 62%...4th week on chart.

8 12 HERB ALPERT/RISE

(A&M)

Profile: WOKY 1-1, WAXY 1-1, KFI 1-1, WERK 1-1, KYA 1-1, WLAC 1-1, KWIC 1-1, KIMN-AM 1-1, WLCS 1-1, KOBO 1-1, CK101 1-1, CKLW 1-1, WKBO

Universals

2-1, WDJX 2-1, KZFM 2-1, WXLO 2-1, B-1002-1, KNUS3-1, KRSP4-1, WNOE-AM 5-1, KS106 2-2, WFIC 2-2, WMEE 2-2, KOKQ 2-2, WBLI 2-2, KC-101 2-2, KHJ 2-2, KRIG 2-2, KRTH-FM 2-2, KGW 3-2, WIYD 3-2, M-107 4-2, KACY 4-2, KEYN-FM 6-2, KBDF 8-2, WAKY 10-2, WRTB 3-3, WLS 4-3, WRKO 4-3, WMOH 4-3, WAYS 4-3, WAAB 4-3, KOAQ 4-3, KTSA 5-3, 98-FM 5-3, WSFL 5-3, KLIK 5-3, KSFM 6-3, KQDI 6-3, KKIQ 8-3, WOLK 8-3, KRUX 9-3, WRJZ 9-3, Y-103 10-3, KRQ 15-3, KSTN 4-4, WHBQ 6-4, KLUC 7-4, WKIX 8-4, WLOF 10-4, WTIX 11-4, WTIC-FM 11-4, KOIL 6-5, KLOU 7-5, KVIL 10-5, KCBN 15-5, Z-93 6-6, G-105 7-6, KPUG 8-6, KQIZ 8-6, KORL 11-6, KOFM 8-7, WJLAN 10-7, WFLI 12-7, WKMX 12-7, WMLK 13-7, KGB-AM 14-8, KJR 11-9, WISM 12-9, KATI 10-10, 14-Q 11-10, WIKS 11-10, WSGN 13-10, WGLF 14-10, WANS 16-12, KXDD 21-18, and Z-97 A-28...Former FRED Record Of The Week...good callout 18+ continues...very little teen support...very good sales, steady phones and jukebox action 18+...reporters showing growth slip from 67 to 55%...the biggest instrumental in FRED history...9th week on chart. Highest chart position: 1 (for 2 weeks).

10 13 FOREIGNER/DIRTY WHITE BOY (ATLANTIC)

Profile: KRNA 5-1, KBOS 5-3, WVJC 15-3, KTFX 16-5, WHHY 8-6, WEAM 13-6, 14-Q 8-7, WQLK 10-7, WNFQ 9-8, KOKQ 10-8, KDES 12-8, KUPD 18-8, WRJZ 10-9, WTIC-FM 10-9, KFI 11-9, WZDQ 11-9, WLAC 13-9, KMJK 14-9, KFRC 14-9, WFLI 14-9, Q101 16-9, KROY-FM 10-10, WLAN 13-10, WLSQ 20-10, WPGC 14-11, KRSP 16-11, G-135 17-11, 94-Q 14-12, WSEZ/Z93 18-12, WALT 18-12, KRBE 15-13, KHJ 15-13, Z-93 15-13, WRRD 16-13, QV-93 18-13, WAGY 18-13, CK101 20-13, WSSC 20-13, KNUS 17-14, WLOF 19-14, KZFM 18-15, KQIZ 18-15, WRFC 18-15, KOPA 18-15, KJR 19-15, 98-FM 19-15, KRIG 19-16, KQDI 19-16, JB-105 21-16, WFIC 24-16, WNOE-AM 19-17, WBLI 20-17, WUPE 21-17, KOFM 24-17, WKBO 21-18, WROV 24-18, KIKI 22-19, WRVQ 23-20, KS106 24-20, KOIL 25-20, KRUX 26-20, WHBQ 24-21, WQZQ 28-21, WRTB D-21, KWIC 25-22, KATI 26-22, KOAQ 27-22, G-105 27-22, WISM 27-23, WPST 27-23, WJET 28-23, WKPT 28-23, KRTH-FM 26-24, KRQ 29-24, KACY 28-25, WANS 30-25, KELI D-25, KORL D-25, WJLQ D-26, CHUM D-26, WGLF 32-27, KKIQ D-29, WIYD A-30, KLUC D-30, WHVL D-30, WAYS 36-32, and WAMS D-32...added at KTSA, and WKIX...Covering 18-24 males and teen males best...18-24 female acceptance developing...callout resistance with 25+ demos...starting to break in the Northeast...peaked as reporters showing growth slip from 58 to 56%...title track is building nicely...5th week on chart. Highest chart position: 10.

N 14 BARRY MANILOW/SHIPS (ARISTA)



Profile: WKYB 15-3, WJDX 19-11, KKEG 18-15, Q101 A-17, KBDF D-22, WSEZ/Z93 D-22, WSGA 28-23, M-91 29-23, WLSQ 30-23, KACY D-23, WAYS D-23, WIKS 28-24, WAIM D-24, KRTH-FM 30-25, 98-FM 30-25, WJET A-25, KC-101 D-25, WORD D-25, WUPE D-26, WRFC D-27, WKXY D-27, WPGC D-27, WHHY D-27, WKBO D-27, 14-Q 33-28, WXLO A-28, WNBC A-28, WKAP D-28, WRVQ D-28, KTSA D-28, WPST D-28, KSFM A-29, WLCS A-29, WOKY D-29, KPUG D-29, WMOH D-29, Z-98 34-30, WAKY A-30, WQLK D-30, KS106 D-30, WKNX D-30, KDES D-30, KSLQ 35-31, WEAM A-31, KCBN D-31, Y-100 35-32, KRUX 38-32, WSFL D-32, WVJC D-32, KNOE-FM D-32, CK101 A-33, WSGN D-33, WGLF 39-34, WLAN 40-35, WAMS D-35, WLAC D-35, KATI D-36, WLOF A-37, Y-103 A-38, WJDX D-38, KNUS D-38, and WANS D-39...added at KRSP, WFIC, KIDD, WERK, KVIL, QV-93, WNFQ, WQXI, KENI, WNOE-AM, WALT, WQZQ, WRQK, KRQ, G-105, KRGV, KOIL, and KOPA...Artist power! #1 Most-Debuted, still #3 Most-Added...essential female programming...reporters showing growth erupt from 39 to 51%...national rank: 45-14! Heading Top 5...1st week on chart.

16 15 JIMMY BUFFETT/FINS (MCA)



Profile: WNFQ 4-1, 94-Q 4-2, G-135 8-2, KKEG 3-3, WORD 5-4, WGLF 7-5, WSSC 9-5, KZFM 8-7, WKIX 9-7, WEAM 9-7, WKXY 10-7, Z-93 13-8, WAIM 13-8, WAYS 9-9, WAGY 16-11, CK101 18-12, WJDX 20-12, WUPE 16-13, WAXY 17-13, WLSQ 17-14, WBSD 19-15, WQXI 20-15, KDES 26-15, Z-98 20-16, M-107 20-16, WRFC 20-16, WLOF 21-16, WHHY 22-17, KXDD 29-17, WAAB 22-18, KOBO 24-18, WKPT 25-18, WSEZ/Z93 22-19, KC-101 23-20, KEZR 24-20, KQIZ 26-20, WSKY 26-21, KWIC 27-21, KORL 30-21, WSGN 25-22, WRQK 26-22, KRIG 28-22, KRKE 28-22, KRSP 26-23, WRVQ D-23, WANS 27-24, WQZQ 29-24, M-91 D-25, KRNA D-25, WSGA 29-26, KGWD-26, KSLQ 29-27, WMEE D-27, KNUS 30-28, WMOH D-28, WHVL D-28, WAKY D-28, KYXX D-28, WRJZ 32-29, WVJC 37-29, WYD A-29, WJET A-29, WHBQ D-29, KROY-FM 33-30, KMJK D-30, QV-93 D-30, KRQ 34-32, KBOS 36-32, KACY 39-32, KNOE-FM D-33, WFIC 39-36, and WLAC D-38...added at KS106, WKBO, WTIX, WRTB, KOIL, and KHJ...Good album sales, but definitive demographic identity to this song is fuzzy...no phones, callout or 45 interest reported yet, indicating turntable record...#11 Most-Debuted...reporters showing growth build from 46 to 50%...4th week on chart.

14 16 JOURNEY/LOVIN', TOUCHIN', SQUEEZIN' (COLUMBIA)

Profile: WANS 1-1, KBOS 1-1, KKIQ 1-1, KEZR 1-1, WQLK 1-1, KOFM 3-1, WHVL 5-1, WRJZ 2-2, WROV 2-2, Z-97 3-2, KRUX 3-2, KORL 3-2, KJR 3-2, KQIZ 3-2, WJET 4-2, KYNO-FM 4-2, WDJX 4-2, WQZQ 5-2, KRSP 5-2, KFRC 5-2, WZDQ 3-3, WLCS 4-3, KMJK 5-3, KRBE 5-3, WKMX 5-3, KPUG 6-3, KCBN 6-3, KBDF 7-3, Z-93 A-3, KNOE-FM 4-4, WKXY 5-4, WSEZ/Z93 7-4, WLAN 8-4, 91-X 9-4, KRNA 7-5, WLAC 7-5, M-91 7-5, KOAQ 10-5, KLOU 8-6, WALT 8-6, WJDX 8-6, KC-101 9-6, KRIG 10-6, WFLI 10-6, B-100 10-6, WORD 11-6, KELI 14-6, KYXX 8-7, CK101 9-7, KOIL 9-7, WGLF 10-7, WISM 10-7, KYA 10-7, KRKE 12-7, WKPT 8-8, KQDI 11-8, WKBO 11-8, KSTN 9-9, KEYN-FM 12-9, 98-FM 12-9, WSGA 12-10, WRFC 13-10, WPST 14-10, QV-93 15-10, KSFM 16-10, KRQ 18-10, KUHL 18-10, WQLK 16-11, WERK 15-12, WLS 16-12, KWIC 18-12, KWK 19-12, WTIC-FM 18-13, KIMN-AM 22-15, Y-103 22-15, WRUN 20-17, WAYS 20-17, WHBQ 21-17, KFI 23-17, KENI 23-17, WAMS 24-19, M-107 24-19, WAGY 24-20, WKAP 26-20, KGB-AM 27-24, Y-100 28-24, WAXY 30-25, KHJ A-25, KNUS 29-26, WIYD 30-26, and WVLS D-27...Sales and teen phones continue...reporters showing growth slip from 58 to 55%...9th week on chart. Highest chart position: 4.

15 17 COMMODORES/SAIL ON (MOTOWN)

Profile: KRIG 1-1, KELI 1-1, WAMS 1-1, KRUX 1-1, CFTR 1-1, WQLK 1-1, KS106 1-1, KRQ 1-1, KBDF 1-1, KOAQ 1-1, WALT 1-1, WJDX 1-1, KGW 1-1, G-135 1-1, M-91 1-1, WBSD 1-1, KQIZ 1-1, WMOH 1-1, KEYN-FM 1-1, KJR 1-1, KPUG 2-1, KMJK 2-1, KCBN 3-1, KENI 4-1, KLIK 4-1, WQXI 2-2, KYA 2-2, WHVL 2-2, KOIL 2-2, KKIQ 2-2, Y-103 2-2, 98-FM 2-2, KSFM 2-2, WQLK 2-2, KSTN 2-2, B-100 3-2, WTIC-FM 3-2, CHUM 3-2, KLOU 3-2, KOPA 4-2, KVIL 4-2, 96-KX 4-2, WLAC 4-2, WERK 5-2, WQCM 5-2, KLIK 7-2, WLOF 3-3, WFIC 3-3, CK101 3-3, KHJ 5-3, G-105 6-3, WMLK 10-3, KUHL 4-4, WKMX 4-4, WXLO 5-4, KWK 6-4, KFRC 6-4, KC-101 7-4, WRUN 8-4, WVJC 5-5, 14-Q 5-5, Z-97 8-5, WBLI 9-5, WHBQ 7-7, KNOE-FM 9-9, WLS 10-9, and KYNO-FM 25-17...Former FRED Record Of The Week...good sales continue...reporters showing growth slip from 46 to 43%...10th week on chart. Highest chart position: 1 (for 3 weeks).

27 18 MICHAEL JOHNSON/THIS NIGHT WON'T LAST FOREVER (EMI/AMERICA)



Profile: WSKY 1-1, KSLQ 2-2, WOKY 3-2, KIMN-AM 6-3, KRKE 9-4, WJDX 8-8, M-91 11-9, WRVQ 17-10, WNFQ 19-11, WROV 17-12, KROY-FM 20-12, WLAC 19-14, CK101 19-15, WMOH 19-16, WLOF 20-17, KOAQ 21-17, WJET 23-18, KATI 27-18, CKLW D-18, WQZQ 22-19, KCBN 23-19, WHVL 25-21, KENI 25-21, KS106 27-22, KRIG 29-23, KNUS 30-23, KSTN 30-23, JB-105 32-23, WRJZ 27-24, WFLI 28-24, WEAM 29-25, WAYS 33-25, WSSC D-25, WXLO 30-26, KDES 30-26, WSEZ/Z93 32-26, KRSP D-26, WQXI D-26, QV-93 D-26, KWIC D-27, KELI D-27, WNOE-AM 32-28, KRTH-FM D-28, Q101 D-29, KQIZ D-29, WAMS D-29, KFID D-29, 94-Q A-30, WKBO D-30, WAIM D-30, Z-98 37-32, KACY A-35, WIKS A-38, and WGLF D-40...added at KRNA, WRTB, G-105, WPST, KVIL, WALT, and KORL...Sales now forming along with adult females...#7 Most-Debuted...reporters showing growth flirt from 31 to 39%...2nd week on chart.

25 19 ANNE MURRAY/BROKENHEARTED ME (CAPITOL)



Profile: KKEG 9-5, Q101 22-13, WROV 18-15, WRJZ 26-16, KIMN-AM 20-17, WLSQ 22-19, M-91 24-19, WORD 24-19, KQIZ 25-19, WNFQ 28-20, WRFC 25-22, 98-FM 25-22, WKBO 25-22, KHJ 26-23, KLIK 32-23, KFI 27-24, Z-98 28-24, KRIG 31-24, WLCS 32-24, KNOE-FM 29-25, KYA 29-25, WVJC 30-25, WHHY 30-25, WKMX 29-26, WKXY 29-26, KATI 32-26, CK101 34-26, WSKY D-26, WKIX D-26, KACY 37-27, G-105 A-27, WRQK D-27, KDES D-27, WRKO D-27, KOPA D-27, KGW D-27, KOIL D-27, WAYS 30-28, WEAM 32-28, WRTB D-28, KS106 D-28, QV-93 2-29, JB-105 33-31, WLOF 38-31, WOKY A-31, WAMS D-33, WANS 38-34, 14-Q D-34, KNUS D-34, KTFX D-35, KRUX D-38, WFIC D-38, WGLF D-38, Y-103 A-39, and WNOE-AM D-39...added at WQLK, WPST, WIYD, WTIX, KORL, and WJET...Developing 18+ and 25+ females nicely...25+ male interest budding...reporters showing growth edge from 35 to 38%...#5 Most-Added...2nd week on chart.

26 20 J.D. SOUTHER/YOU'RE ONLY LONELY (COLUMBIA)



Profile: WNFQ 14-9, WLSQ 14-9, 98-FM 16-10, Z-93 17-10, KEZR 15-12, KLUC 16-12, WZDQ 16-13, WHHY 19-13, 94-Q 21-14, KKEG 21-14, WKPT 21-17, KBOS 22-17, KIMN-AM 21-18, KGW 21-18, WKMX 22-18, KZFM 28-18, WSGN 26-19, WRFC 24-20, WAIM 24-20, KRTH-FM 23-21, WSEZ/Z93 24-21, WRVQ 25-21, KBDF D-21, WJDX 27-22, KOKQ 28-23, KOBO D-23, WBSD 29-24, KQIZ 30-24, KRSP 29-25, KLIK 29-25, KATI 31-25, KFRC 30-26, WAYS 35-26, WTIC-FM 33-28, KORL A-28, KDES D-28, Q101 D-28, KACY 35-29, WMEE D-29, WSKY D-29, WJDX 36-30, WAGY 36-30, WALT D-30, WOCM D-30, KQDI D-30, WRJZ D-31, KNUS 38-32, WEAM 38-33, WLAN A-34, KSLQ A-36, KROY-FM D-37, and KRQ D-39...added at WRTB, WKBO, KELI, WAMS, KRIG, KRKE, WKIX, WAAB, WHVL, and B-100...Excellent 18+ female reaction with 25+ males now developing...#9 Most-Debuted, #15 Most-Added...reporters showing growth sing from 32 to 38%...2nd week on chart.

MORE THAN A NOVELTY!

Steve Dahl

Teenage Radiation

DO YOU THINK I'M DISCO OV-1132

B-100 19-14!

KFRC d-29!

KYNO-FM A-9!
(#1 FRESNO)

FIRST WEEK "2000 PHONES! 3-1 OVER ALL OTHERS!"

WSEZ/Z-93 34-24

WQLK 9-8

KRGV 24-19

WLAN 30-27

WMOH d-27

KLIK 31-28

WBSD 28-25

KS-106 Add

**FRED
UNIVERSALS**

**RANK:
52-46** 

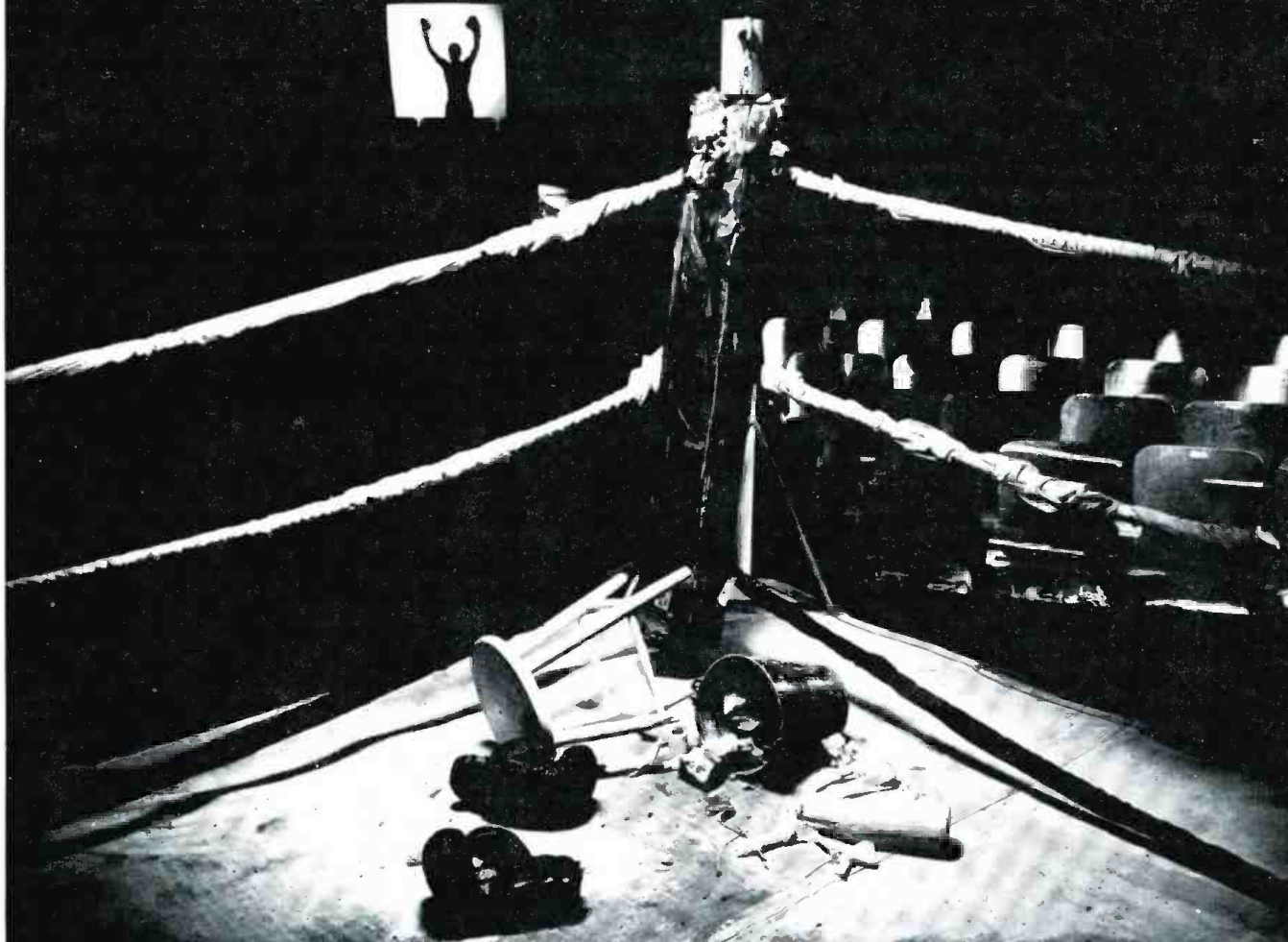
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COAST TO COAST
GOING COHO!**

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THE FIGHT IS OVER



KHOW is still #1*

They came at us from all sides. The mighty-mouths of Denver's Radio Stations. There was a lot of conversation about who was going to lick whom in the ratings race. But talk's easy. The tough part is winning. And we licked 'em fair and square! Thanks to our loyal listeners, KHOW had the power to set the record straight, once and for all, about which Denver radio station was truly Number One. KHOW still has the most popular personalities... music, news, sports and public service programming. You know how we love you, Denver. And that's why we're going to keep on punching to maintain that popularity year after year, rating after rating. You can count on it.

KHOW

The KHOW Difference

Hal & Charley	Lynn Woods	Harry Smith	Alan Berg	Bill Barwick	Jon Town
5:30 to 10 AM	10 AM to 2 PM	2 to 6 PM	6 to 10 PM	10 PM to 1 AM	1 to 5:30 AM

* Source: Arbitron, April-May, 1979. KHOW is Number One over all radio stations in the Metro Survey Area with listeners 12 years of age and older. Qualifications on request.

Universals

- 28 21 BLONDIE/DREAMING** (CHRYSLIS)
 Profile: WKYB 20-10, WEAM 21-17, WBSD 22-18, WFLI 23-20, KROY-FM 28-20, WUPE 27-22, WAIM 28-22, KRGV D-22, KEZR 26-24, 94-Q 27-24, WPST 28-25, CHUM 29-25, WQZQ 30-25, WVRVQ 31-25, WKNX D-26, M-91 D-26, WSGA 30-27, KRSP D-27, KUHL D-27, KOKQ 31-28, KRQ 37-28, WKXY D-28, WNFQ D-28, KHJ D-28, KBOS 32-29, KDES D-29, WISM D-29, KRTH-FM D-29, WLSQ D-29, KATI 33-30, 14-Q 34-30, WGLF 36-30, WNOE-AM 38-30, KORLA A-30, WTIC-FM D-30, KACY D-30, 96-KX D-30, CK101 39-31, WAYS D-31, WLAN 38-32, WTXI D-32, WIKS 38-33, JB-105 A-33, WSEZ/Z93 D-34, KRUX D-35, KCBN D-38, and KNUS D-40...added at WALT, KOIL, KWIC, KSTN, WRFC, WQLK, WRKO, Q101, and KQIZ...Last week's Image Record Of The Week...covering 18-24 males and females with teens starting...#4 Most-Debuted, #17 Most-Added...reporters showing growth dream from 35 to 37%...2nd week on chart.
- 17 22 M/POP MUZIK** (SIRE)
 Profile: WSEZ/Z93 1-1, KRTH-FM 1-1, KYNO-FM 1-1, KOIL 1-1, WLAN 1-1, WJLQ 2-1, KQDI 2-1, WKIX 3-1, KRQ 2-2, WISM 2-2, WKMX 2-2, KNOE-FM 2-2, WZDQ 2-2, KUHL 2-2, KOFM 2-2, WRKO 2-2, WJDX 2-2, WLOF 2-2, WBSD 3-2, G-105 3-2, WALT 3-2, WRUN 3-2, WTXI 5-2, WFLI 5-2, KRNA 3-3, WIKS 3-3, WHVL 3-3, WHBQ 4-3, KELI 4-3, KFI 5-3, KRIG 5-3, KBDF 4-4, WRQK 7-4, WAGY 9-4, WTIC-FM 5-5, M-107 6-5, WQLK 6-5, KWIC 7-5, WFIC 9-5, WNOE-AM 7-6, WPGC 8-6, KNUS 11-6, WXLO 11-6, WBLI 12-6, KGW 8-7, WERK 10-7, WAMS 10-7, CFTR 11-7, KIKI 9-8, KXDD 12-8, CHUM 15-8, WVJC 10-10, and KGB-AM 15-12...Still very heavy sales and teen phones...reporters showing growth slip from 43 to 32%...10th week on chart. Highest chart position: 2.
- 24 23 JENNIFER WARNES/I KNOW A HEARTACHE** (ARISTA)
 Profile: WROV 1-1, KATI 3-1, WAYS 6-1, KLIK 3-2, WSGN 6-4, G-135 9-4, WQLK 5-5, WHHY 10-8, WLSQ 12-8, KOIL 14-10, WSEZ/Z93 17-11, KRTH-FM 15-13, WKXY 17-13, KORL 27-13, WAMS 20-15, WZDQ 18-16, KOFM 19-16, KWIC 21-16, WMEE 24-17, WQXI 25-17, WSGA 21-18, WHVL 21-19, Z-93 22-19, 94-Q 22-19, WOKY 23-19, KRIG 23-19, KUHL 25-19, WGLF A-19, WQCM 27-20, G-105 28-20, KVIL D-22, WTIC-FM 26-23, WAGY 26-23, WJET 29-24, KBDF D-24, KACY 33-26, KQIZ D-27, 98-FM D-27, CK101 33-28, WRUN A-28, WALT D-28, KRSP D-28, KNUS 33-29, KYXX D-29, KCBN 36-33, KRUX 39-33, KENI 2-34, WLOF 40-35, and Y-103 A-37...added at M-107, WKAP, and KZFM...Good adult callout reaction 18+, leaning female...#20 Most-Debuted for second straight week...exhibiting a very slow peak as reporters showing growth slip from 38 to 32%...5th week on chart.
- N 24 SUPERTRAMP/TAKE THE LONG WAY HOME** (A&M)
 Profile: KLUC 5-1, 91-X 14-6, KUPD 12-7, KKEG 16-8, WKYB 18-8, 14-Q 18-8, WRRD 15-11, WEAM 20-16, KOBO D-20, Z-97 A-21, WNFQ 32-22, WKPT D-22, KSLQ 27-23, WKAP 28-23, KRKE D-23, WHHY D-24, WQLK 28-25, WSGA A-25, KEZR 30-27, WUPE D-28, WPST D-29, WQCM D-29, WHVL D-29, WRJZ 34-30, KRTH-FM D-30, WLSQ D-30, KBOS D-31, Y-103 38-33, KZFM A-33, KRIG D-34, WVJC D-34, KRQ A-35, WSGN D-36, WZDQ D-37, KLIK D-37, KATI A-38, CK101 A-38, and KACY A-39...added at WKNX, WRUN, WSSC, G-105, WFLI, KDES, KNUS, KRUX, WMOH, KUHL, WSFL, KKIQ, WROV, JB-105, KRGV, WHBQ, WBLI, WMEE, KS106, WLAC, WKXY, Z-98, KLOU, WSEZ/Z93, WKMX, KQDI, WORD, WAKY, KIMN-AM, KQIZ, and KFI...FRED Record Of The Week: Most Valuable! Outstanding artist, image, album, callout, mass appeal—you-name-it...excellent adult reaction and familiarity...national rank: 47-24! #2 Most-Added, #8 Most-Debuted...reporters showing growth explode from 20 to 45%...1st week on chart.
- 21 25 WINGS/ARROW THROUGH ME** (COLUMBIA)
 Profile: KRKE 5-2, KRQ 12-4, WLSQ 9-5, WHVL 12-5, KYXX 7-6, KBDF 17-6, WRQK 10-7, WSGN 8-8, KEYN-FM 8-8, KUHL 10-8, WJDX 9-9, WMOH 9-9, KC-101 12-9, KRSP 12-9, KZFM 10-10, KENI 18-10, KIMN-AM 15-12, WIYD 16-12, WQZQ 17-12, KMJK 19-12, KGW 16-13, KXDD 19-13, CK101 17-14, WKMX 17-14, KRUX 18-14, WKBO 18-14, Z-93 18-16, WALT 19-16, KCBN 19-16, KORL 22-16, WAMS 21-17, KELI 22-17, WLCS 22-17, WJLQ 26-18, KOFA 23-19, JB-105 22-20, KRBE 23-21, WFIC 30-21, KSTN 25-22, KLIK 25-22, WAGY 27-22, WLSQ 28-23, WFLI 29-25, KGB-AM D-29, WRUN A-30, and KKIQ D-30...Reporters showing growth slip from 33 to 27%...7th week on chart. Highest chart position 15.
- N 26 LAUREN WOOD/PLEASE DON'T LEAVE** (WB)
 Profile: CK101 A-7, KOPA 16-13, KEZR 17-14, 94-Q 17-15, WAIM 22-16, WJDX 25-20, WZDQ 24-21, WUPE 26-21, M-91 28-21, Q101 A-21, WKMX 25-22, WSKY 29-24, WRFC 30-24, WVRVQ 30-24, Z-93 28-25, WQXID-25, WRJZ 31-26, KRIG D-27, WAGY 31-28, WOKY 32-28, KATI 34-28, 98-FM D-28, WORD D-28, KOKQ 32-29, KIMN-AM D-29, WAYS 34-30, KOAQ A-30, WKXY D-30, WMEE D-30, WKYB D-30, WPST D-31, JB-105 34-32, WTIC-FM A-32, WLSQ D-32, WGLF 38-33, KBOS 39-33, KACY A-34, Y-103 D-35, KNUS 39-36, WJDD D-39, WNOE-AM D-40, WANS D-40, and WFIC D-40...added at WKIX, WRQK, WALT, KDES, KWIC, KNOE-FM, KRGV, KRSP, WKBO, WAMS, WEAM, KGW, WTXI, WRKO, and WIKS...Initial interest is from 18-34 males and females...#6 Most-Debuted, #8 Most-Added...reporters showing growth stride from 29 to 35%...1st week on chart.
- 29 27 CHEAP TRICK/DREAM POLICE** (EPIC)
 Profile: KKEG 11-7, KOKQ 17-12, WISM 19-13, KFRC 21-16, WNFQ 26-18, WRKO 25-20, 96-KX 27-22, KBOS 29-22, WKYB 29-22, KRBE 30-23, KYNO-FM 29-25, WQCM D-25, WUPE D-25, KJR D-25, WZDQ 29-26, CHUM D-27, KMJK 31-28, WLAN 35-29, WIKS A-29, WQZQ D-29, KNOE-FM 36-30, WRRD A-30, B-100 D-30, WERK D-30, KACY D-31, WNOE-AM D-33, CK101 A-35, WGLF 40-36, WLSQ D-40, and KRUX D-40...added at WBLI, KATI, K TSA, QV-93, KOFM, WTXI, KYXX, WRTB, WRJZ, KNUS, WPST, WANS, WFIC, KRGV, WLAC, and KOAQ...Image Record Of The Week! Top 3 album with solid 16-24 male and female support...#9 Most-Added, #17 Most-Debuted...reporters showing growth arrest from 25 to 29%...2nd week on chart.
- 22 28 JOHN STEWART/MIDNIGHT WIND** (RSO)
 Profile: WVRVQ 6-3, WUPE 5-4, WSKY 6-4, WJDD 6-5, KOFM 30-6, WMOH 10-8, KLIK 9-9, WKAP 18-10, WRQK 15-12, JB-105 17-12, KRUX 17-13, WQZQ 20-15, WRTB 22-15, WSEZ/Z93 19-17, WSGN 20-17, WAKY 20-17, G-135 21-18, CK101 25-20, KOBO 26-22, G-105 31-23, KOAQ 28-24, WHVL 28-25, WOKY 30-25, WAMS 30-25, KYXX 29-27, WFIC 32-27, WKIX D-28, WANS 32-29, KOIL D-29, KENI D-30, KRQ 33-31, KSLQ 34-32, KCBN 37-34, and WTXI D-39...added at WLOF, and KFI...Reporters showing growth slip from 25 to 23%...5th week on chart. Highest chart position: 22.
- 19 29 ATLANTA RHYTHM SECTION/SPOOKY** (POLYDOR)
 Profile: KOAQ 6-2, WRRD 3-3, KWK 9-3, WJDD 4-4, KXDD 13-5, KRQ 6-6, WIYD 6-6, KOKQ 7-7, KRUX 7-7, WIKS 7-7, WAIM 7-7, KLUC 8-8, KJR 9-8, WERK 12-8, B-100 9-9, WOKY 10-9, G-135 10-10, WSEZ/Z93 11-10, KIMN-AM 12-10, KRBE 14-12, WRKO 15-12, WFIC 17-13, 98-FM 18-14, WJDX 18-14, Y-100 18-15, KLIK 19-16, KSFM 22-17, KC-101 25-22, Z-97 A-24, and KVIL 29-25...Reporters showing growth slip from 31 to 17%...9th week on chart. Highest chart position: 7.
- N 30 ELTON JOHN/VICTIM OF LOVE** (MCA)
 Profile: KRGV 17-14, WAYS 22-18, WQXI 26-20, WORD 26-22, WHHY 27-23, WNFQ D-23, WTIC-FM 27-24, 98-FM 29-24, WGLF 29-25, KOPA 29-26, WSSC 30-26, WKNX 2-27, KRUX 31-27, WQCM D-28, WAGY 35-29, CK101 36-29, WKXY D-29, WKBO D-29, KRBE D-29, KQIZ D-30, KBDF D-30, KWIC D-30, WANS 39-31, KACY 38-33, KBOS 38-34, WRJZ D-34, KATI 38-35, KNUS D-35, WTXI 40-37, WLOF A-38, WNOE-AM D-38, WLAC D-39, and KRQ A-40...added at KLIK, KRIG, WHVL, WJDD, WIYD, and KENI...Demos still developing, with early indications leaning female 18+...#16 Most-Debuted...enters with 25% of our reporters showing growth...1st week on chart.

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

- BARBRA STREISAND & DONNA SUMMER/No More Tears/Enough Is Enough** (CBS/Casablanca)
 57/54/2 (Prelude)
- FRANCE JOLI/Come To Me** 44/10/8 (Columbia)
 (Planet)
- BOB DYLAN/Gotta Serve Somebody** 77/13/8 (Jet)
- CHRIS THOMPSON/If You Remember Me** 55/13/17 (Capitol)
- ELO/Confusion** 41/22/3
- LITTLE RIVER BAND/Cool Change** 33/23/3

Universals

The following songs are reporting upward movement at one or more of our reporters. These selections are building towards FRED's "NEXT" hit projection category. The three-number **POWER CODE** listed after each title is identified this way: The first number is the total number of reporters who have added the song. The second is the amount of new adds this week. The third figure is the total weeks the song has received action.

SIGNIFICANT ACTION

BRENDA RUSSELL/SO GOOD, SO RIGHT 76/10/11 (HORIZON) Profile: KOAQ 5-4, KRGV 13-7, CKLW 14-8, M-91 14-11, WSKY 19-14, KGB-AM 19-17, Y-103 21-19, WJDX 22-19, 94-Q 26-22, WORD 25-23, WKIX 27-23, CK101 30-25, WNOE-AM 31-25, Q101 A-26, KSTN D-26, WAIM 30-27, KC-101 30-27, KOBO D-27, WAYS 32-29, KS106 D-29, KRIG D-29, WSEZ/Z93 36-30, WPGC D-30, KLOU D-30, WXLO D-30, KROY-FM 38-34, WAMS D-34, and KNUS 40-37...added at KGW, WAAB, WGLF, WKMX, WFIC, JB-105, WQLK, KHJ, and KQIZ

KISS/SURE KNOW SOME 51/6/10 (CASABLANCA) Profile: WQZQ 8-3, WSSC 11-10, WTXI 13-11, WGLF 18-12, KLOU 27-15, KRBE 20-16, KHJ 22-20, KMJK 28-22, WLSQ 32-22, Y-100 26-23, WNOE-AM 28-23, KOPA 27-24, KJR D-24, KRUX 30-25, WKBO 29-26, WKYB D-26, G-135 D-26, Y-103 31-27, KOIL D-30, WRFB D-30, WAGY 39-32, WLAN 37-33, KNUS D-39, and WSEZ/Z93 D-39...added at KRQ, M-91, WAMS, KELI, and WAIM

CRYSTAL GAYLE/HALF THE WAY 44/13/8 (COLUMBIA) Profile: KQDI 10-7, WJDX 14-7, KKEG 28-16, WKNX 20-17, WRJZ 33-17, WHHY 24-20, WAYS 25-21, G-135 28-24, KHJ 30-26, WRFC D-26, WSKY D-27, KLIK 38-29, WALT D-29, WRQK D-29, Q101 D-30, M-91 D-30, KATI 39-31, WLSQ D-31, WFLI D-35, and WJDQ 40-36...added at KBDF, WXLO, WLAC, KRTH-FM, WQLK, Y-103, WHVL, Z-98, WQXI, WORD, KELI, KQIZ, and KFRC

CARS/ALL I CAN DO 33/15/4 (ELEKTRA) Profile: 94-Q 16-13, WRRD 17-14, 91-X A-14, CHUM 25-21, 14-Q 27-22, WTIC-FM 30-22, WAIM 27-23, G-135 D-25, WRKO 30-26, WFLI 31-27, KOKQ D-27, WLAN 33-28, KLOU D-28, WKYB D-29, WPST D-30, KRQ A-34, JB-105 A-35, KBOS D-36, WJDQ D-37, and CK101 D-39...added at WKPT, WUPE, KBDF, WRUN, KKIQ, WKXY, WALT, WQCM, KKEG, WAMS, WMEE, and KOAQ

KANSAS/REASON TO BE 61/3/8 (KIRSHNER) Profile: WSKY 8-6, WSSC 19-15, 96-KX 20-15, Z-97 22-15, M-91 21-18, KSLQ 22-19, KOAQ 24-19, KYYX 24-20, KOBO D-25, KRKE 30-26, WOKY 31-27, WLAC 31-27, KRIG 32-28, WGLF 35-30, and KZFM A-32...added at WRFB, and WAKY

CRUSADERS/STREET LIFE 41/8/13 (MCA) Profile: WKNX 12-8, Y-100 16-12, KFRC 20-12, WAIM 17-13, KSTN 20-14, KHJ 18-15, WXLO 20-18, WRJZ 25-21, KRTH-FM 28-23, WNOE-AM 29-26, CK101 31-27, WAXY A-28, KYYX D-30, KRIG D-33, WJDQ 37-34, and WSEZ/Z93 D-38...added at JB-105, KOKQ, WKMX, KUHL, WANS, WAAB, and KYA

STEVE DAHL/DO YOU THINK I'M DISCO 18/1/8 (OVATION) Profile: WQLK 9-8, KYNO-FM A-9, B-100 19-14, KRGV 24-19, WSEZ/Z93 34-24, WBSD 28-25, WLAN 30-27, WMOH D-27, KLIK 31-28, and KFRC D-29...added at KS106

RONNIE MILSAP/GET IT UP 28/8/8 (RCA) Profile: WJDQ 5-2, WKMX 7-5, KSTN 8-6, WHHY 12-10, KRUX 19-16, WEAM 23-19, Q101 D-22, WQCM 29-24, WQXI D-30, WAYS A-35, and WSEZ/Z93 D-37...added at Z-98, Z-93, WSGN, WRJZ, WQLK, WNOE-AM, and WLAC

EARTH, WIND, & FIRE/IN THE STONE 22/7/3 (ARC-COLUMBIA) Profile: WRVQ D-22, WLCS 26-23, KRGV D-23, KORL A-24, 14-QA-31, CK101 40-34, Y-100 A-34, WKS D-34, WSGN D-35, and Y-103 A-40...added at KOBO, WEAM, and KPUG

GLORIA GAYNOR/LET ME KNOW (I HAVE A RIGHT) 19/2/5 (POLYDOR) Profile: KTSA 23-19, WROV 25-20, G-135 26-23, WRVQ 29-26, WHHY 29-26, WJDQ 33-29, WNOE-AM 35-29, KUHL D-29, WTXI D-35, and WGLF D-39...added at KSTN, and KRIG

JOHN COUGAR/I NEED A LOVER 19/1/8 (RIVA) Profile: KWK 1-1, KUPD 3-3, WRRD 30-21, WRKO 27-24, KOAQ 29-25, KEZR D-28, WRFB D-31, WPST D-32, KLIK D-38, and KBOS D-39...added at KOPA

MELISSA MANCHESTER/PRETTY GIRLS 15/5/4 (ARISTA) Profile: WKXY 30-24, WJDX A-24, WGLF 31-26, WSSC D-28, WHHY D-28, WAIM D-32, KENI D-32, KSLQ 36-33, and WEAM 37-34...added at KNUS, WJDQ, Y-103, and WROV

DR. HOOK/BETTER LOVE NEXT TIME 38/23/3 (UA) Profile: Q101 A-23, WQLK 30-28, KGW D-28, WOKY D-30, WSFL 40-31, WSEZ/Z93 D-33, KACY A-38, Z-98 D-38, WNFQ D-38, and WLOF A-39...added at WKBO, KDES, WSSC, WKPT, KSTN, WAYS, KIMN-AM, G-135, WFIC, WAMS, WNOE-AM, WRFC, KELI, WFLI, WGLF, WRJZ, WLAC, KROY-FM, M-91, and WKS

KERMIT THE FROG/RAINBOW SONG 19/8/6 (ATLANTIC) Profile: KRGV 10-3, CKLW 19-16, KRBE A-20, Z-93 D-20, WQLK 26-21, WNBC 26-23, WTXI D-33, and WEAM A-35...added at KBDF, JB-105, WALT, WKBO, KELI, and KTFX

RUPERT HOLMES/ESCAPE 22/8/4 (INFINITY) Profile: WLSQ 26-16, KKEG A-17, WQLK 27-23, KELI D-28, KOFM D-30, and WNFQ D-35...added at KNUS, KPUG, WHHY, Q101, WAYS, KTFX, and KQIZ

PABLO CRUISE/I WANT YOU TONIGHT 39/26/2 (A&M) Profile: 94-QA-29, WRFC D-29, Z-93 D-30, KSLQ 37-34, KBOS D-35, CK101 A-36, and WAGY A-39...added at KIDD, KKIQ, Q101, WKYB, WSSC, WAMS, WISM, KNUS, WANS, WORD, WSFL, KNOE-FM, KOKQ, WJDQ, KDES, WMEE, WRJZ, WOKY, KROY-FM, WSKY, KRNA, KKEG, and KEZR

CLIFF RICHARD/WE DON'T TALK ANYMORE 22/16/2 (EMI-AMERICA) Profile: WJDX A-25, WZDQ D-35, KTFX A-38, WLOF A-40, KATI A-40, and WSFL D-40...added at KNUS, KUHL, KOFM, WISM, WLAC, WRVQ, WKNX, WRJZ, KROY-FM, Y-103, 98-FM, and WAIM

AC/DC/HIGHWAY TO HELL 17/11/7 (ATLANTIC) Profile: WQLK 24-21, WRRD A-23, WEAM 34-26, KUPD A-27, KBOS 33-28, and WFLI 33-28...added at KCBN, Y-103, WZDQ, KLUC, WTXI, KMJK, WTIC-FM, KRBE, and KTFX

YVONNE ELLIMAN/LOVE PAINS 17/2/5 (RSO) Profile: WLSQ 19-13, WSSC 22-19, WKYB 28-21, KQDI 29-25, WAGY 32-25, and KORL D-29...added at WFLI, and WNOE-AM

BLACKFOOT/TRAIN TRAIN 13/6/3 (ATCO) Profile: WSSC 26-22, WSEZ/Z93 37-28, WRRD A-28, WSKY D-30, WFLI D-33, WZDQ D-34, WANS D-36, and WSFL D-36...added at KRIG, WKIX, KCBN, KBOS, and WNFQ

KENNY LOGGINS/THIS IS IT 17/13/3 (COLUMBIA) Profile: KKEG 17-9, 94-Q 30-27, WKYB D-27, WMOH D-30, WAGY A-36, and CK101 A-40...added at WKMX, WQLK, KYYX, KBOS, KORL, WGLF, KDES, M-107, WZDQ, KEZR, and WAIM

ALAN PARSONS/DAMNED IF I DO 22/6/6 (ARISTA) Profile: KUPD 21-15, KRKE D-30, KOBO D-30, and WRKO D-30...added at KBOS, Q101, 14-Q, JB-105, WAMS, and WKXY

LED ZEPPELIN/FOOL IN THE RAIN 16/1/8 (SWAN SONG) Profile: KUPD 19-5, Z-97 16-12, and 91-X A-17

WHO/5:15 29/6/4 (POLYDOR) Profile: WFLI 27-22, KZFM 31-27, KRBE D-30, WZDQ 34-31, KRIG D-35, WTXI 39-36, and WNOE-AM D-37...added at KSTN, KRUX, Y-103, KRKE, KUHL, and KUPD

TIM CURRY/I DO THE ROCK 14/1/5 (A&M) Profile: WKYB 30-19, WEAM 33-24, KEZR 29-26, and KBOS 39-30...added at KFRC

NEIL YOUNG/MY MY, HEY HEY 12/1/7 (REPRISE) Profile: KSLQ 24-21, KRBE 27-25, KOBO D-26, and KNOE-FM D-34...added at WUPE

O'JAYS/SING A HAPPY SONG 4/1/12 (PI) Profile: WRFC 5-2, WKIX 16-13, WJDQ 18-15, and WKMX D-28...added at WGLF

JIMMY BO HORNE/YOU GET ME HOT 3/0/5 (TK) Profile: WNOE-AM 21-9, and WTXI 20-10

SMOKEY ROBINSON/CRUISIN' 6/3/6 (TAMLA) Profile: WKYB D-5, and WHBQ 12-10...added at WRFC, KOPA, and CKLW

SAMMY HAGAR/PLAIN JANE 15/0/10 (CAPITOL) Profile: KUPD 22-12, KWK 21-17, KYYX 25-21, and KSLQ 31-29

THE SPORTS/WHO LISTENS TO THE RADIO 20/7/4 (ARISTA) Profile: KFRC D-28, KATI 40-34, KBOS D-37, and WKS A-39...added at WANS, KBDF, WKYB, KOKQ, WLAC, and KUPD

MOLLY HATCHET/JUKIN' CITY 8/1/4 (EPIC) Profile: KOPA 20-17, WNFQ 25-21, WEAM 35-29, and Y-103 D-36...added at KUPD

IAN LLOYD/SLIP AWAY 6/3/3 (SCOTTI BROS.) Profile: WEAM 24-20, WBSD D-27, and KHJ D-30...added at WAMS, KBOS, and KFI

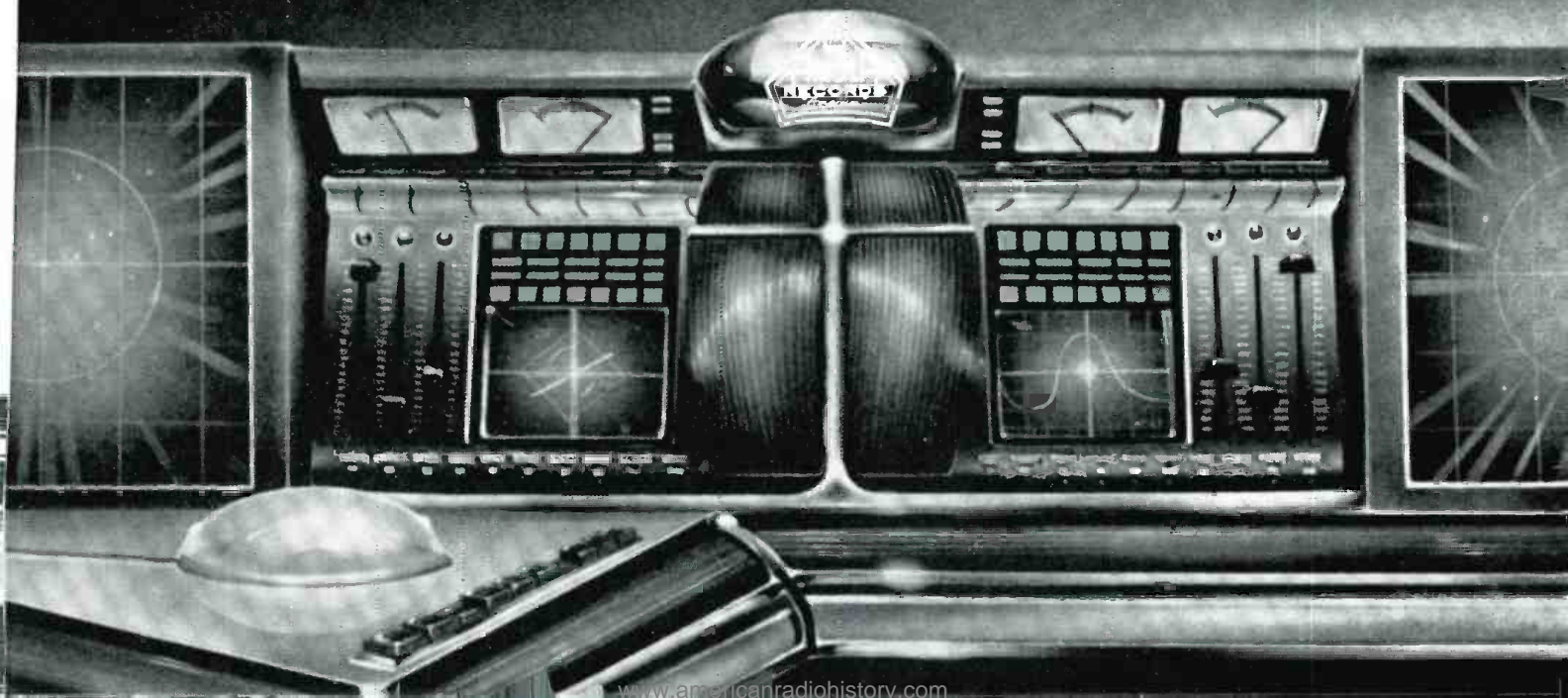
NITEFLYTE/IF YOU WANT IT 19/7/10 (ARIOLA) Profile: Y-100 15-10, WKYB 24-12, G-135 D-30, KTFX D-34, and WEAM 40-36...added at WORD, KRIG, WAXY, WRFC, WGLF, M-107, and KLOU

Niteflyte

"IF YOU WANT IT" The New Single by Niteflyte

Adds: KCPX, KINT, KEEL, MAJIC 107, V97, WORD,
KROK, WGLF, WIRK, WAXY, WAEB, KAGO, KRDG, KIDD,
KKFM, KKYK, KROF, KRGV, KFXV, KLOU, WRFC, WHBB,
WSEZ, WCOS, KLYK, 14NVR, WFIF, WSUX,
Z-96, WHAB, WKWK, KBLU, KLBJ.
Jumps: Y-100 15-10, KTFX H-34, KQXL 12-10,
WZBR 20-14, WQXQ H-34, KIXY H-35, WWKE H-28,
KWEN 25-23, KVOL 30-25, WDLF 30-25.

Produced by Sandy Torano & Barry Mraz.



Universals

HALL & OATES/WAIT FOR ME 18/11/3 (RCA) Profile: WEAM 27-22, KROY-FM D-39, and WJDQ D-40...added at WZDQ, WQZQ, WKAP, KMJK, WPST, WANS, WKNX, QV-93, WKPT, KRNA, and WNFO

CAPTAIN & TENNILLE/TELL THAT TO ME ONE MORE TIME 8/8/1 (CASABLANCA) Profile: WSGA A-29...added at 98-FM, WOKY, Q101, KRTH-FM, WRFC, WSFL, and WAYS

TRIUMPH/LAY IT ON THE LINE 6/2/4 (RCA) Profile: KBOS 28-23, 96-KX A-29, and WOLK D-39...added at KROY-FM

FOREIGNER/HEAD GAMES 8/4/3 (ATLANTIC) Profile: 91-X A-13, and KOKQ A-30...added at KRKE, and WDJX

ELO/LAST TRAIN TO LONDON 2/1/2 (JET) Profile: 91-X A-18, and KLUC D-26

KOOL & THE GANG/LADIES NIGHT 7/5/3 (DE-LITE) Profile: WKYB 27-16, and KRTH-FM A-27...added at WRTB, WSSC, WNOE-AM, and KHJ

TOM JOHNSTON/SAVANNAH NIGHTS 7/2/4 (WB) Profile: 94-Q 23-21, KEZR 28-23, WAIM 29-26, and WSGA A-2B...added at KBOS

CURRY SISTERS/SINCE YOU BEEN GONE 5/1/4 (CAPITOL) Profile: WTIC-FM 24-20, WUPE 25-20, and KRBE 28-26...added at KCBN

ORLEANS/FOREVER 8/3/5 (INFINITY) Profile: WMOH 21-17, and WSKY D-28...added at WKYB, KQDI, and KRKE

MIKE PINERA/CAN'T YOU BELIEVE 4/3/2 (SRI) Profile: WKYB D-24, and WAGY A-38...added at WSSC, and KCBN

MISTRESS/MISTRUSTED LOVE 7/7/1 (RSO) Profile: KWIC A-29, and KLIK A-34...added at WUPE, WKYB, WLSQ, KKEG, and KRBE

CHIC/FORBIDDEN LOVE 13/6/3 (ATLANTIC) Profile: WKNX D-23, and KTFX D-33...added at WNOE-AM, WQCM, KCBN, WSSC, WGLF, and KORL

WILSON BROTHERS/ANOTHER NIGHT 4/1/4 (ATCO) Profile: WSSC 21-18, and WFLI 32-29...added at WSKY

REO SPEEDWAGON/ONLY THE STRONG SURVIVE 2/2/1 (EPIC) Profile: KUPD A-26...added at KWK

EAGLES/THE LONG RUN 11/6/3 (ASYLUM) Profile: KUPD A-29...added at KIDD, WSGA, KS106, WRTB, and B-100

CRYSTAL MANSION/TALK TO ME 5/2/3 (20TH CENTURY) Profile: WKYB D-28, and WEAM A-37...added at KS106

JONES GIRLS/WE'RE A MELODY 1/1/1 (PI) Profile: WEAM A-38

CHICAGO/STREET PLAYER 1/1/1 (COLUMBIA) Profile: added at WLSQ

MAXINE NIGHTINGALE/(BRINGING OUT) THE GIRL IN ME 4/4/1 (WINDSONG) Profile: WJDX A-29...added at G-135, KOKQ, and WNFO

NICK LOWE/SWITCHBOARD SUSAN 2/2/1 (COLUMBIA) Profile: KKEG A-27...added at WLSQ

KEITH HERMAN/SHE'S GOT A WHOLE NUMBER 9/3/4 (RADIO) Profile: WKXY 26-21 and Y-100 32-29...added at WHVL, WUPE, and WNFO

HOTEL/HOLD ON TO THE NIGHT 5/2/5 (MCA) Profile: WSGN 27-23...added at WQZQ, and WJDQ

ROB GRILL/ROCK SUGAR 3/0/4 (MERCURY) Profile: WIKS D-32

PAGES/I DO BELIEVE IN YOU 6/4/2 (EPIC) Profile: KOKQ D-31, and WEAM A-40...added at WQLK, KKEG, and KHJ

FLEETWOOD MAC/SARA 6/6/1 (WB) Profile: Added at KFRC, KEZR, 98-FM, KIDD, WSGA, and B-100

FLEETWOOD MAC/ANGEL 8/8/1 (WB) Profile: Added at KFRC, KEZR, 98-FM, KIDD, WKMX, WZDQ, WSGA, and B-100

FLEETWOOD MAC/THINK ABOUT ME 5/5/1 (WB) Profile: KWK A-18...added at KUPD, WXLO, WIKS, and B-100

MARK RATNER/DON'T GO LOOKING 5/4/2 (RSO) Profile: Added at WLSQ, KS106, WSSC, and KQIZ

MICHAEL JACKSON/ROCK WITH YOU 3/3/1 (EPIC) Profile: Added at WSFL, M-107, and WLSQ

JOURNEY/TO LATE 2/2/1 (COLUMBIA) Profile: Added at KLIK, and KZFM

ISAAC HAYES/DON'T LET GO 3/3/1 (POLYDOR) Profile: Added at WHHY, WKIX, and CKLW

RICKIE LEE JONES/DANNY'S ALL-STAR JOINT 2/2/1 (WB) Profile: Added at WKYB, and WROV

DIONNE WARWICK/DEJA VU 2/2/1 (ARISTA) Profile: Added at KKEG, and WSFL

JANIS IAN/FLY TOO HIGH 2/1/3 (COLUMBIA) Profile: KKEG A-30

RICHIE FURAY/I STILL HAVE DREAMS 7/2/3 (ASYLUM) Profile: 94-Q 28-23, WAIM D-31, and WZDQ 36-33...added at KCBN, and WHBQ

FLEETWOOD MAC/NEVER FORGET 1/1/1 (WB) Profile: ...added at WXLO

BROOKLYN DREAMS/YOUR LOVE IS SO GOOD TO ME 1/1/1 (CASABLANCA) Profile: ...added at WFC

EAGLES/SAD CAFE 3/1/2 (ASYLUM) Profile: WISM 8-5, and 91-X 8-7...added at KSLQ

ABBA/ANGEL EYES 7/2/5 (ATLANTIC) Profile: JB-105 23-17, and WEAM 26-21...added at WKYB, and KS106

KRAFTWERK/ROBOTS 2/0/7 (CAPITOL) Profile: Y-103 18-10

ISLEY BROS./DISCO NIGHT 2/0/3 (T-NECK) Profile: WTX 33-22, and WNOE-AM D-35

THE RECORDS/STARRY EYES 20/0/4 (VIRGIN) Profile: WBSD 30-26, and WTX 34-29

NILS LOFGREN/STEAL AWAY 1/0/3 (A&M) Profile: KUPD 11-6

EAGLES/I CAN'T TELL YOU WHY 3/1/2 (ASYLUM) Profile: ...added at KS106

KINKS/CATCH ME NOW I'M FALLING 1/0/2 (ARISTA) Profile: KRKE D-28

JIM MESSINA/NEW AND DIFFERENT WAY 3/0/2 (COLUMBIA) Profile: M-107 36-29

IRMA THOMAS/SAFE WITH ME 1/0/3 (RCS) Profile: WTX 29-20

RUFUS WITH CHAKA/DON'T YOU LOVE WHAT YOU FEEL 1/0/2 (MCA) Profile: WSFL 38-29

NATURE'S DIVINE/I JUST CAN'T CONTROL MYSELF 1/0/3 (INFINITY) Profile: WSFL 18-14

FLEETWOOD MAC/NEVER MAKE ME CRY 2/1/2 (WB) Profile: KSLQ 26-20...added at WXLO

LEIF GARRETT/WHEN I THINK OF YOU 1/0/3 (SCOTTI BROTHERS) Profile: KRBE 17-14

EAGLES/THOSE SHOES 2/1/2 (ASYLUM) Profile: KRQ 30-23...added at KUPD

FLEETWOOD MAC/NEVER FORGET 1/1/1 (WB) Profile: Added at B-100

SQUEEZE/GOODBYE GIRL 1/1/1 (A&M) Profile: Added at CHUM

STEVE MARTIN/CRUEL SHOES 1/1/1 (WB) Profile: Added at KFRC

THE POLICE/MESSAGE IN A BOTTLE 1/1/1 (A&M) Profile: Added at KEZR

BLUE STEEL/NO MORE LONELY NIGHTS 1/1/1 (INFINITY) Profile: Added at KUPD

STATES/MY LATEST GIRL 1/1/1 (CHRYSALIS) Profile: Added at KBOS

RANDY VANWARMER/CALL ME 1/1/1 (BEARSVILLE) Profile: Added at KKEG

TALKING HEADS/LIFE DURING WARTIME 3/1/4 (SIRE) Profile: WZDQ 10-8...added at KBOS

ENGLAND DAN & J.F. COLEY/CAUGHT UP IN THE MIDDLE 1/1/1 (BIG TREE) Profile: Added at KKEG

FOXY/RRRRROCK 1/1/1 (TK) Profile: Added at WGLF

FLEETWOOD MAC/SISTERS TO THE MOON 3/3/1 (WB) Profile: Added at KWK, WZDQ, and B-100

STYX/BORROWED TIME 1/1/1 (A&M) Profile: Added at KWK

SHOES



The designated hit:
"TOO LATE"
from the album
"PRESENT TENSE"



Albums

The Album analysis on the following pages is compiled by FRED's computer, which stabilizes and then projects not only the album, but also key cuts based on value to programing.

12 INCHES

by Steve Jenkins

It had been fourteen years since I last visited the Hawaiian Islands and I was itching to get back, so when Ron Lanham of Elektra/Asylum suggested that the Eagles concert at Aloha Stadium would be the perfect occasion to take my vacation and empty my savings account in one fell swoop, I gave in willingly. I'm here to tell you that I'm glad I did. The Eagles were tremendous and they left no doubt as to who is the U.S.'s premiere rock n roll band. They also brought out the rock n roll in some 30,000 fans who reacted as if they'd never seen an electric guitar.

Hawaii has changed a lot in fourteen years (havent we all) and right now it reminds me of a fourteen-year-old virgin in a Tiajuana cathouse, just begging to be exploited. The market has a population near the one million mark, with almost 800,000 of those on one island (Oahu). The radio sounds better than you'd expect from someplace that's at least 3,000 miles from anything resembling the "modern" world. Competition is obviously restricted to interisland signals and the temptation is no doubt very great to go to the beach or play golf and be satisfied with whatever share of the market flows automatically your way.

Fortunately, the programers in the Hawaiian Islands are breaking the stereotypical tropical lethargy mold with aggressive music programing and innovative promoting. KKUA, a Universal station on the AM dial, tied into the Eagles concert and new album by flying Promotion Director JERRY MORRIS to the mainland, hence making "The Long Run" in order to have the new LP first.

KQMQ, programed by ex-WLRS PD Austin "One L, One I" Vali, is the only true Album station in the Islands and the primary difference that I heard was that the music was a little bit slow and the jocks were slightly stiff. That might be expected in such an insular market and overall the station sounded very good. They must be doing something right because word has it that the Superstar format is being installed at a competing station this week.

So, for a great week let me thank Ron, Janis, Shirley, Scazz, ZupRock (Alan, Brian, Joe, Billy and Jay), Larry, Glenn, Jerry, Austin and especially Mik, who made it possible by doing a great job in my absence.



NEXT:

JOHN COUGAR/JOHN COUGAR (RIVA/PHONOGRAM)

KEY CUT: I NEED A LOVER. Profile: Hot at WYSP, KXFM, KRSI, X93, WZOK, KSHE, KPAS, and KCBW...medium at WSHE, KROQ, WABX, WSMI, C-101, WRUV, KY-102, KAWY, WNEW-FM, KZEL, and KSJO...WZZO A-M, and ROCK95 A-L...other cuts: Small Paradise, A Little Night Dancing and Miami.

HALL & OATES/X-STATIC (RCA)

KEY CUT: BEBOP/DROP. Profile: Hot at KFMH, KROQ, WBCN, and WNEW-FM...medium at KXFM, WSHE, ZETA-4, KWST, WZOK, WIYY, C-101, WYSP, X93, and WZZO...KTIM M-H, WRUV L-M, KGON A-M, M-105 A-M, XL-102 A-L, KREM A-L, KYTX A-L, WMET A-L, KMOD A-L, KY-102 A-L, and KMET A-L...other cuts: Wait For Me, Intravino and Woman Comes And Goes.

PAT BENATAR/IN THE HEAT OF THE NIGHT (CHRYSALIS)

KEY CUT: HEARTBREAKER. Profile: Hot at KCBW, and M-105...medium at KSHE, WAAF, ZETA-4, KTIM, KGON, KPRI, WYSP, WCPI, KROQ, WSMI, KNAC, CHOM-FM, WNEW-FM, KZOM, KRSI, WZZO, and KPAS...XL-102 M-H, and KZEW A-L...other cuts: I Need A Lover, title and Don't Let It Show.

KENNY LOGGINS/KEEP THE FLAME (COLUMBIA)

KEY CUT: LOVE HAS COME OF AGE. Profile: Hot at KYTX, M-105, X93, WZOK, and KFMH...medium at KZEW, KWST, ZETA7, WSHE, KSHE, C-101, KXFM, and KCBW...KMOD A-H, WSMI L-M, KZOM L-M, WNOE-FM L-M, KAWY L-M, KGB-FM A-M, and ROCK95 A-M...other cuts: This Is It.

JOE JACKSON/I'M THE MAN (A&M)

KEY CUT: TITLE. Profile: KY-102 A-H, C-101 A-H, WPIX A-H, KNAC A-H, KSJO A-H, KROQ A-H, KFMH A-H, WYSP A-M, WCPI A-M, KEZY-AM A-M, CHOM-FM A-M, WDVE A-M, WSHE A-M, WAAF A-M, T-95 A-M, KCBW A-M, WZZO A-M, KREM A-L, KPRI A-L, WIYY A-L, WMET A-L, KWST A-L, KMEL A-L, KZEL A-L, WLPL A-L, WNEW-FM A-L, WGRQ A-L, WSMI A-L, KSHE A-L, KGB-FM A-L, XL-102 A-L, WABX A-L, ZETA7 A-L, and Z92 A-L...other cuts: On Your Radio and It's Different For Girls.

MOST ADDED ALBUMS

1. FLEETWOOD MAC/TUSK (WB)
KEY CUT: OPEN
2. JOE JACKSON/I'M THE MAN (A&M)
KEY CUT: TITLE
3. POLICE/MESSAGE IN A BOTTLE (A&M)
KEY CUT: 12"
4. 20/20/20/20 (PORTRAIT)
KEY CUT: CHERI
5. RICK DERRINGER/GUITARS AND WOMEN (EPIC)
KEY CUT: SOMETHING WARM
6. HEAD BOYS/THE HEAD BOYS (INFINITY)
KEY CUT: SHAPE OF THINGS TO COME
7. HALL & OATES/X-STATIC (RCA)
KEY CUT: BEBOP/DROP
8. BLONDIE/EAT TO THE BEAT (CHRYSALIS)
KEY CUT: DREAMING
9. SANTANA/MARATHON (COLUMBIA)
KEY CUT: LIGHTNING IN THE SKY
10. SNAIL/FLOW (CREAM)
KEY CUT: TONIGHT
10. ROB GRILL/UPROOTED (MERCURY)
KEY CUT: ROCK SUGAR
10. APRIL WINE/HARDER FASTER (CAPITOL)
KEY CUT: I LIKE TO ROCK

Albums

- 4 1 THE EAGLES/THE LONG RUN KEY CUT: HEARTACHE TONIGHT (ELEKTRA)**
 Profile: Hot at KCBW, KGB-FM, ROCK95, XL-102, KRSI, KMEL, KMET, Z92, ZETA7, T-95, KLRB, KBPI, KZEW, M-105, WABX, WDVE, WGRQ, C-101, WLRS, KSHE, KWST, WYSP, KY-102, KEZY-AM, WAAF, KZOM, WBCN, KGON, KSJO, WPIX, KXFM, KYTX, WZZO, WCPI, KROQ, 92-ROCK, WSMI, KFMH, WZOK, WRUV, WNOE-FM, KQFM, WSHE, KNAC, 96-ROCK, CHOM-FM, KMOD, WMET, WNEW-FM, WIYY, KPRI, and KTIM...medium at KREM...ZETA-4 M-H, KZEL M-H, KAWY M-H, WLPL L-H, and X93 A-H...other cuts: The Long Run, Those Shoes, Teenage Jail, Disco Strangler, I Can't Tell You Why, In The City, King Of Hollywood and The Greeks Don't Want No Freaks...smashes to the top behind giant group power and their biggest single ever...particularly strong 18-24...extremely valuable to programming.
- 2 2 LED ZEPPELIN/IN THROUGH THE OUTDOOR KEY CUT: IN THE EVENING (SWAN SONG)**
 Profile: Hot at KBPI, KAWY, ROCK95, ZETA7, KLRB, KMEL, KMET, Z92, KSHE, KWST, KY-102, WAAF, KZEW, M-105, WABX, WDVE, WGRQ, WLRS, WNOE-FM, WSHE, WYSP, ZETA-4, KEZY-AM, KTIM, KZOM, WBCN, KGON, KSJO, WPIX, KXFM, KYTX, WZZO, WCPI, KROQ, 92-ROCK, WSMI, WLPL, WZOK, KZEL, KQFM, X93, KNAC, 96-ROCK, CHOM-FM, KMOD, WMET, WNEW-FM, WIYY, KPRI, KREM, KGB-FM, KRSI, KCBW, KPAS, XL-102, and T-95...medium at C-101...other cuts: All My Love, South Bound Suarez, Fool In The Rain, Carouselambra, and I'm Gonna Crawl...maintains huge 16-24 male support...very strong sales and requests.
- 3 3 CHEAP TRICK/DREAM POLICE KEY CUT: TITLE (EPIC)**
 Profile: Hot at KPAS, KRSI, ROCK95, WBCN, KCBW, KMEL, KMET, Z92, ZETA7, T-95, KY-102, KBPI, KZEW, M-105, WABX, WDVE, WGRQ, WLRS, KSHE, WSHE, KWST, ZETA-4, KEZY-AM, KTIM, KZOM, WBCN, KGON, KSJO, WPIX, KXFM, KYTX, WZZO, WCPI, KROQ, 92-ROCK, WSMI, WLPL, WZOK, WRUV, X93, KNAC, 96-ROCK, CHOM-FM, WYSP, WMET, WNEW-FM, WIYY, KPRI, KREM, and KGB-FM...medium at XL-102, KAWY, KMOD, WNOE-FM, and C-101...KZOM M-H...other cuts: Voices, The House Is Rockin', Gonna Raise Hell, I Know What I Want and I Need Your Love...holding very strong 16-30 support...leans male...good sales and requests.
- 1 4 FOREIGNER/HEAD GAMES KEY CUT: DIRTY WHITE BOY (ATLANTIC)**
 Profile: Hot at T-95, KPAS, ROCK95, KBPI, KGON, KMET, C-101, Z92, KWST, ZETA7, WAAF, KAWY, M-105, WABX, WDVE, WGRQ, WLRS, KSHE, WSHE, WYSP, KY-102, KEZY-AM, KTIM, KZOM, KZEW, KMEL, KSJO, WPIX, KXFM, KYTX, WZZO, WCPI, KROQ, 92-ROCK, WSMI, WLPL, WZOK, WRUV, KZEL, KQFM, X93, KNAC, 96-ROCK, CHOM-FM, KMOD, WMET, WIYY, KPRI, KREM, KGB-FM, KRSI, and KCBW...medium at XL-102, WBCN, WZOK, ZETA-4, WNOE-FM...other cuts: Rev On The Red Line, Seventeen, Women, The Modern Day, I'll Get Even With You and the title.
- 10 5 STYX/CORNERSTONE KEY CUT: NEVER SAY NEVER (A&M)**
 Profile: Hot at KMOD, KNAC, WIYY, WMET, CHOM-FM, C-101, KGB-FM, KEZY-AM, KY-102, KRSI, ROCK95, Z92, WABX, WDVE, KSHE, KZEW, ZETA7, T-95, WSHE, WYSP, WAAF, KCBW, KZOM, KMEL, KGON, M-105, KXFM, KYTX, WZZO, WCPI, WGRQ, 92-ROCK, WSMI, KFMH, WZOK, WLRS, KZEL, WNOE-FM, and X93...medium at XL-102, WBCN, KBPI, KQFM, KROQ, and KWST...KSJO M-H, KREM M-H, KPRI M-H, ZETA-4 M-H, WLPL L-H, WRUV L-M, and KLRB A-L...other cuts: Love In The Midnight, Borrowed Time, Lights and Babe...smash in all demos...good female acceptance...initial sales and requests are strong.
- 5 6 AC/DC/HIGHWAY TO HELL KEY CUT: TITLE (ATLANTIC)**
 Profile: Hot at CHOM-FM, KROQ, KRSI, KEZY-AM, KWST, WLPL, KPAS, ROCK95, KREM, KTIM, KNAC, WYSP, ZETA7, WZOK, WABX, KGON, KSJO, WZZO, and WGRQ...medium at WIYY, WNEW-FM, 96-ROCK, KQFM, KZEL, WSHE, M-105, WLRS, WCPI, KSHE, T-95, WBCN, WDVE, KMEL, KBPI...other cuts: Shot Down In Flames and Prowler.
- 15 7 JETHRO TULL/STORMWATCH KEY CUT: SOMETHING'S ON THE MOVE (CHRYSALIS)**
 Profile: Hot at WSMI, KZEL, CHOM-FM, WZOK, WABX, WPIX, WAAF, KMOD, KRSI, WYSP, ZETA7, WDVE, WZZO, KMEL, KCBW, WBCN, KWST, KTIM, 96-ROCK, KEZY-AM, and KSHE...medium at WGRQ, KROQ, KBPI, M-105, KYTX, XL-102, KSJO, WLPL, KPAS, KGON, KGB-FM, WIYY, KZOM, KZEW, KNAC, X93, KQFM, ZETA-4, KREM, Z92, ROCK95, and T-95...WCPI M-H, KAWY M-H, WRUV M-H, and C-101 L-M...other cuts: North Sea Oil and Orion...continues to gather heavy male response...demos are 16-24 primarily...good requests.
- 8 8 MOLLY HATCHET/FLIRTIN WITH DISASTER KEY CUT: WHISKEY MAN (EPIC)**
 Profile: Hot at WDVE, WLRS, WSHE, WZOK, WCPI, WPIX, KCBW, WMET, 96-ROCK, WGRQ, KBPI, WSMI, WZZO, KYTX, ROCK95, T-95, KREM, WYSP, KEZY-AM, ZETA7, and KGON...medium at KZEL, WLPL, KSHE, WABX, M-105, KMEL, KSJO, KZEW, KZOM, KAWY, ZETA-4, WIYY, KY-102, X93, KWST, and KPAS...WAAF M-H, Z92 L-M, and CHOM-FM A-M...other cuts: Jukin' City, Boogie No More and the title...holds heavy 16-24 support...stronger male...sales building.
- 9 9 THE ALAN PARSONS PROJECT/EVE KEY CUT: DAMNED IF I DO (ARISTA)**
 Profile: Hot at WCPI, KCBW, X93, WLRS, WDVE, ROCK95, KPAS, CHOM-FM, WZOK, KWST, WZZO, KYTX, KZOM, and KGON...medium at ZETA-4, WYSP, ZETA7, WSMI, KROQ, T-95, XL-102, WGRQ, KXFM, 92-ROCK, KMEL, KSJO, KQFM, M-105, 96-ROCK, KREM, WIYY, KMOD, WBCN, KRSI, KZEW, and KBPI...WNOE-FM M-H, KY-102 M-H, and C-101 L-M...other cuts: Don't Hold Back and I'd Rather Be A Man.
- 6 10 BOB DYLAN/SLOW TRAIN COMING KEY CUT: GOTTA SERVE SOMEBODY (COLUMBIA)**
 Profile: Hot at WYSP, WRUV, KGB-FM, CHOM-FM, WABX, KZEL, T-95, KZOM, M-105, KMOD, KBPI, WLRS, KQFM, WSHE, Z92, KWST, KCBW, KTIM, KREM, KPAS, ROCK95, WPIX, WGRQ, KYTX, WZZO, WCPI, C-101, and WZOK...medium at WSMI, KMEL, KXFM, KSJO, XL-102, KRSI, WBCN, WDVE, WIYY, KEZY-AM, ZETA-4, 96-ROCK, and KAWY...WNOE-FM M-H, ZETA7 M-H, and KPRI L-M...other cuts: Precious Angel, Gonna Change My Way Of Thinking and the title.
- 7 11 TALKING HEADS/FEAR OF MUSIC KEY CUT: LIFE DURING WARTIME (SIRE)**
 Profile: Hot at WYSP, WCPI, WBCN, KLRB, WSHE, KROQ, KRSI, KGB-FM, WAAF, KNAC, WDVE, WRUV, KGON, KPAS, WPIX, KWST, and WZZO...medium at M-105, CHOM-FM, KQFM, KTIM, KZEL, WZOK, WLRS, KYTX, WMET, WGRQ, and ZETA7...KCBW M-H, KSJO M-H, and KAWY L-M...other cuts: I Zimbra, Heaven, Air, Paper And Animals.
- 25 12 BLONDIE/EAT TO THE BEAT KEY CUT: DREAMING (CHRYSALIS)**
 Profile: Hot at WNEW-FM, KTIM, WMET, KROQ, WPIX, WAAF, KRSI, KGB-FM, KNAC, WDVE, KEZY-AM, KFMH, KMEL, WBCN, KWST, and KLRB...medium at WSHE, WZOK, KSHE, 92-ROCK, C-101, WABX, KQFM, KXFM, M-105, KGON, KZEW, ZETA-4, and XL-102...WRUV M-H, KZEL L-M, WCPI A-M, WZZO A-M, ZETA7 A-M, KCBW A-M, KBPI A-M, KPRI A-L, KZOM A-L, and KAWY A-L...other cuts: Accidents Never Happen, Slow Motion, Atomic, The Hardest Part and Living In The Real World...absolutely giant 18-24...extremely strong male...huge group power...instant requests and sales...extremely valuable to programming.
- 12 13 THE KNACK/GET THE KNACK KEY CUT: (SHE'S SO) SELFISH (CAPITOL)**
 Profile: Hot at KGB-FM, ROCK95, Z92, KPAS, KZEW, M-105, KMET, WGRQ, T-95, C-101, WYSP, ZETA-4, KEZY-AM, KZOM, WBCN, WPIX, WZZO, WCPI, 92-ROCK, WLRS, WZOK, KQFM, KNAC, 96-ROCK, KMOD, WMET, WNEW-FM, WIYY, and KPRI...medium at WLPL, WNOE-FM, WDVE, KLRB...other cuts: My Sharona, Good Girls Don't, Heartbeat, Frustrated and Lucinda.
- 26 14 FOGHAT/BOOGIE MOTEL KEY CUT: SOMEBODY'S BEEN SLEEPIN' IN MY BED (BEARVILLE)**
 Profile: Hot at KGON, WABX, KEZY-AM, WDVE, WLRS, ZETA7, KNAC, KFMH, WIYY, KCBW, KSHE, and KROQ...medium at WSHE, KY-102, X93, WCPI, WZZO, KWST, KMET, KSJO, KREM, T-95, KZEW, WAAF, ROCK95, ZETA-4, KQFM, 92-ROCK, KZEL, WYSP, and KPRI...WSMI M-H, C-101 M-H, KYTX M-H, KTIM M-H, KMOD A-H, KZOM L-M, WGRQ L-M, WZOK A-M, WRUV A-L, and KXFM A-L...other cuts: title and Love In Motion...male support is huge...strong group power...demos are 16-24 primarily...good requests...starting to sell.
- 18 15 THE WHO/QUADROPHENIA KEY CUT: 5:15 (POLYDOR)**
 Profile: Hot at WBCN, WRUV, KMEL, KSJO, WPIX, WMET, and M-105...medium at KGB-FM, XL-102, KEZY-AM, ZETA-4, ZETA7, KTIM, KZEW, WYSP, 92-ROCK, WGRQ, WCPI, WDVE, WSMI, WZOK, KLRB, 96-ROCK, KMOD, and Z92...WAAF M-H, KPRI M-H, KZOM L-M, and ROCK95 A-M...other cuts: Joker James, Get Out And Stay Out and Four Faces...action is focused primarily on previously unreleased cuts...giant group power.
- 11 16 IAN GOMM/GOMM WITH THE WIND KEY CUT: HOLD ON (STIFF/EPIC)**
 Profile: Hot at WCPI, ZETA7, WZZO, X93, KSHE, WZOK, T-95, KPRI, WNEW-FM, Z92, WGRQ, and KROQ...medium at WSMI, 92-ROCK, KGB-FM, WNOE-FM, WIYY, CHOM-FM, KXFM, KQFM, KZOM, KZEL, ZETA-4, M-105, ROCK95...other cuts: Come On, Hooked On Love, Airport and Chicken Run.

Albums

- N 17 FLEETWOOD MAC/TUSK KEY CUT: OPEN (WB)**
Profile: Hot at Z92, WABX, WCPI, KLRB, XL-102, and 92-ROCK...medium at WRUV, 96-ROCK, and WSHE...KMEL A-H, KGON A-H, KZOM A-H, WDVE A-H, WGRQ A-H, KZEW A-H, KBPI A-H, WAAF A-H, KY-102 A-H, KNAC A-H, KPAS A-H, KEZY-AM A-H, KTIM A-H, KGB-FM A-H, WBCN A-H, T-95 A-H, KSJO A-H, WPIX A-H, KXFM A-H, WZZO A-H, KREM A-H, KQFM A-H, ROCK95 A-H, KCBW A-H, WZOK A-H, WLRS A-H, KZELA A-H, ZETA7 A-H, X93 A-H, KROQ A-H, KFMH A-H, CHOM-FM A-H, WYSP A-H, KRSI A-H, WIYY A-H, KPRI A-M, ZETA-4 A-M, WNOE-FM A-M, KWST A-M, WNEW-FM A-L, WMET A-L, WLPL A-L, KSHE A-L, and KMET A-L...other cuts: Sara, Angel, Sisters Of The Moon, I Know I'm Not Wrong, Think About Me, Not That Funny, The Ledge and Tusk...debut with awesome group power and across the board response...Album Of The Week...totally valuable to programming.
- 13 18 THE CARS/CANDY-O KEY CUT: DANGEROUS TYPE (ELEKTRA)**
Profile: Hot at KGB-FM, KREM, KPAS, C-101, ROCK95, KZEW, KMET, KLRB, WSHE, ZETA-4, WAAF, WBCN, KGON, WPIX, KXFM, WCPI, KROQ, WLRS, KQFM, KNAC, KMOD, WMET, and WNEW-FM...medium at KEZY-AM, KZEL, M-105, KMEL...other cuts: It's All I Can Do, Got A Lot On My Head, Double Life, Since I Held You, Lust For Kicks and the title.
- 14 19 ROBERT PALMER/SECRETS KEY CUT: JEALOUS (ISLAND)**
Profile: Hot at WCPI, KXFM, KBPI, KROQ, KMET, WYSP, KZEW, CHOM-FM, WSMI, 92-ROCK, and WPIX...medium at WNOE-FM, KSJO, KREM, WBCN, KNAC, KEZY-AM, ZETA-4, M-105, KPAS, Z92...other cuts: Can We Still Be Friends?, Love Stop, Under Suspicion and Bad Case Of Lovin' You.
- 20 20 TIM CURRY/FEARLESS KEY CUT: I DO THE ROCK (A&M)**
Profile: Hot at KTIM, KFMH, KRSI, WBCN, WAAF, WZZO, and KGB-FM...medium at KBPI, KCBW, ZETA7, KWST, WLRS, KAWY, KSJO, KROQ, WGRQ, X93, CHOM-FM, WIYY, KMEL, and XL-102...KY-102 M-H, WSHE M-H, and KXFM L-M...other cuts: open...continues to gain heavy airplay on single...male and teen support.
- 21 21 JIMMY BUFFETT/VOLCANO KEY CUT: FINS (MCA)**
Profile: Hot at ROCK95, KXFM, X93, WSHE, KYTX, KBPI, WPIX, KMET, KGB-FM, KREM, KAWY, and ZETA7...medium at XL-102, M-105, C-101, ZETA-4, WYSP, WZOK, WDVE, 92-ROCK, WNEW-FM, and WIYY...WCPI M-H, KQFM M-H, KZOM M-H, and KMOD L-M...other cuts: Volcano...good 18+ appeal male and female.
- N 22 SANTANA/MARATHON KEY CUT: LIGHTNING IN THE SKY (COLUMBIA)**
Profile: Hot at WRUV, KFMH, ZETA7, KMEL, KSHE, KLRB, KNAC, WPIX, and KZEL...medium at KQFM, WSMI, KY-102, X93, WYSP, KEZY-AM, KGB-FM, WABX, WAAF, KZOM, WBCN, WDVE, WCPI, C-101, and KCBW...KSJO M-H, KGON M-H, KTIM M-H, KMOD A-H, WNOE-FM L-M, WZOK A-M, WZZO A-M, KZEW A-M, KPAS A-M, Z92 A-M, T-95 A-L, and WIYY A-L...other cuts: Hard Times, All I Ever Wanted and Aqua Marine...debut with strong initial male reaction and good group power...demos are 18-30.
- 16 23 SAMMY HAGAR/STREET MACHINE KEY CUT: PLAIN JANE (CAPITOL)**
Profile: Hot at KEZY-AM, KSJO, KSHE, KNAC, WSMI, KMET, KTIM, KPAS, WMET, and KGON...medium at WZOK, WCPI, WDVE, WBCN, KWST, KGB-FM, KREM, KZOM, KRSI, KMEL, ZETA7...other cuts: Trans Am and Growing Pains.
- 17 24 NEIL YOUNG & CRAZY HORSE/RUST NEVER SLEEPS KEY CUT: MY, MY, HEY, HEY (REPRISE)**
Profile: Hot at KNAC, WPIX, WYSP, KMOD, ZETA7, WDVE, KMET, ROCK95, WGRQ, KEZY-AM, and M-105...medium at 92-ROCK, WBCN, T-95, ZETA-4, KPAS, KREM, WIYY, KY-102, Z92...other cuts: Sedan Delivery, Welfare Mothers and Powderfinger.
- N 25 BONNIE RAITT/THE GLOW KEY CUT: YOU'RE GONNA GET WHAT'S COMIN' (WB)**
Profile: Hot at WBCN, KFMH, KZEL, KTIM, KLRB, WYSP, and WRUV...medium at KGON, KREM, X93, ZETA7, WAAF, C-101, KZOM, KAWY, WZZO, M-105, KROQ, KBPI, KWST, and KEZY-AM...XL-102 M-H, KGB-FM A-H, KQFM L-M, KCBW A-M, WCPI A-M, KPRI A-L, KMOD A-L, and KYTX A-L...other cuts: Wild For You Baby and I Wanna Thank You...debut this week with good initial 18+ response...male acceptance is good...valuable programming LP.
- 22 26 MOON MARTIN/ESCAPE FROM DOMINATION KEY CUT: ROLENE (CAPITOL)**
Profile: Hot at ZETA7, KROQ, KPRI, WYSP, WZOK, 92-ROCK, KPAS, WPIX, WIYY, WNEW-FM, KXFM, and KWST...medium at M-105, WCPI, Z92, KRSI, KZOM, KMET, WMET, KNAC, WLRS, ROCK95, KBPI...other cuts: I've Got A Reason, Dangerous and No Chance.
- N 27 SHOES/PRESENT TENSE KEY CUT: TOMORROW NIGHT (ELEKTRA)**
Profile: Hot at KWST, KYTX, and WPIX...medium at WLRS, WBCN, WSHE, KRSI, ZETA-4, WDVE, XL-102, KPAS, WCPI, KZEW, WZZO, KZOM, WYSP, KPRI, KNAC, and KTIM...KAWY M-H, WSMI L-M, WRUV L-M, KGB-FM A-L, WNEW-FM A-L, and C-101 A-L...other cuts: I Don't Miss You, Cruel You, Too Late, Every Girl and Now And Then...debut this week with good early 18-24 reaction...WPIX reports good phones...valuable to image programming.
- 28 28 ELLEN FOLEY/NIGHTOUT KEY CUT: STUPID GIRL (CLEVELAND INTERNATIONAL)**
Profile: Hot at KFMH, KAWY, KTIM, WNEW-FM, WZZO, and WBCN...medium at KEZY-AM, WYSP, M-105, WCPI, WSMI, WRUV, 96-ROCK, CHOM-FM, KPAS, KRSI, WGRQ, XL-102, ZETA7...other cuts: Young Lust, We Belong To The Night and What's A Matter Baby?
- 19 29 NICK LOWE/LABOUR OF LUST KEY CUT: SWITCHBOARD SUSAN (COLUMBIA)**
Profile: Hot at CHOM-FM, KXFM, KPRI, WGRQ, X93, 92-ROCK, KLRB, WBCN, and WPIX...medium at ZETA-4, WNOE-FM, KZEW, KREM, KTIM, M-105, T-95, Z92...other cuts: Crackin' Up, Love So Fine, Dose Of You and Cruel To Be Kind.
- 23 30 REO SPEEDWAGON/NINE LIVES KEY CUT: ONLY THE STRONG SURVIVE (EPIC)**
Profile: Hot at WSMI, WLRS, KMET, KSHE, KMOD, WMET, and KPAS...medium at WZOK, C-101, Z92, KSJO, KGON, T-95, KEZY-AM, KREM, WIYY, KZEW, KMEL, ROCK95, KBPI...other cuts: Take Me, Heavy On Your Love and Rock N Roll Music.

SIGNIFICANT ACTION

POLICE/MESSAGE IN A BOTTLE KEY CUT: 12" (A&M) Profile: Medium at WNEW-FM...WPIX A-H, KNAC A-H, KROQ A-M, WZOK A-M, WSHE A-M, WZZO A-M, WCPI A-M, WDVE A-M, WYSP A-M, KZELA A-L, WSMI A-L, KY-102 A-L, KRSI A-L, KREM A-L, WIYY A-L, WMET A-L, KQFM A-L, KZOM A-L, WAAF A-L, C-101 A-L, XL-102 A-L, and ZETA7 A-L

RICK DERRINGER/GUITARS AND WOMEN KEY CUT: SOMETHING WARM (EPIC) Profile: Hot at KSJO...medium at KFMH, and X93...WRUV A-H, KZEL A-M, WDVE A-M, ZETA7 A-M, WSHE A-M, KTIM A-L, WMET A-L, WABX A-L, WBCN A-L, XL-102 A-L, and KMEL A-L...other cuts: It Must Be Love and Desires Of The Heart.

HEAD BOYS/THE HEAD BOYS KEY CUT: SHAPE OF THINGS TO COME (RSO/IMPORT) Profile: Medium at WYSP, and KNAC...WPIX A-H, ZETA7 L-M, WAAF A-M, KGB-FM A-L, WBCN A-L, WNEW-FM A-L, WCPI A-L, KREM A-L, KTIM A-L, XL-102 A-L, and KLRB A-L...other cuts: Changing With The Times and School Girls.

20/20/20/20 KEY CUT: CHERI (EPIC) Profile: Hot at KNAC...WRUV A-H, KTIM A-M, KGB-FM A-M, ROCK95 A-M, WGRQ A-L, KWST A-L, WAAF A-L, KQFM A-L, KPRI A-L, KY-102 A-L, XL-102 A-L, and KAWY A-L...other cuts: Yellow Pills.

SAD CAFE/FACADE KEY CUT: TAKE ME TO THE FUTURE (A&M) Profile: Hot at KAWY, and WSHE...medium at ZETA7, WZZO, KTIM, KZOM, KYTX, KPAS, KXFM, WCPI, WZOK, X93, 96-ROCK, KCBW, KMEL, XL-102, KBPI...other cuts: Emptiness and Strange Little Girl.

JUDAS PRIEST/UNLEASHED IN THE EAST KEY CUT: DIAMONDS AND RUST (COLUMBIA) Profile: Hot at KPAS, and KGON...medium at WYSP, WGRQ, ROCK95, KSJO, ZETA7, KYTX, WZZO, WSMI, and WLPL...WMET M-H, KY-102 M-H, WZOK A-M, WAAF A-M, and KGB-FM A-L...other cuts: The Green Manalishi and Running Wild.

IAN LLOYD/GOOSE BUMPS KEY CUT: SHE BROKE YOUR HEART (SCOTTI BROS.) Profile: Hot at WPIX, WSMI, and KROQ...medium at KBPI, WYSP, 96-ROCK, KZOM, WZZO, KXFM, KEZY-AM, KZEL, WBCN, ZETA7, CHOM-FM, and KPAS...X93 M-H...other cuts: title.

Albums

- KARLA BONOFF/IF HE'S EVER NEAR** KEY CUT: TROUBLE AGAIN (COLUMBIA) Profile: Hot at KFMH, KYTX, KBPI, and KAWY...medium at KREM, C-101, WBCN, KQFM, WRUV, X93, XL-102, WCPI, KZQM, and KCBW...KGB-FM A-M, and KMOD A-L...other cuts: Baby Don't Go and When You Walk.
- TOM JOHNSTON/EVERYTHING YOU HEARD** KEY CUT: SAVANNAH NIGHTS (WB) Profile: Hot at KWST, and KTIM...medium at X93, KMOD, KNAC, KZOM, KYTX, KGON, KZEL, ZETA7, and WSHE...KAWY M-H, KCBW L-M, KQFM L-M, and WYSP A-M...other cuts: Small Time Talk and Outlaw.
- GAMMA/GAMMA 1** KEY CUT: I'M ALIVE (ELEKTRA) Profile: Hot at KSJO...medium at WDVE, KMEL, WYSP, KZOM, KAWY, WLRS, WSMI, KNAC, WMET, KPAS, and XL-102...KYTX M-H...other cuts: Fight To The Finish.
- SNAIL/FLOW** KEY CUT: BROKE UP, BROKE DOWN (CREAM) Profile: Medium at KNAC, KFMH, KGON, and KSHE...WRUV L-M, KZEL L-M, XL-102 A-L, KRSI A-L, WMET A-L, KMOD A-L, WSHE A-L, C-101 A-L, and ROCK95 A-L...other cuts: Tonight and Threw It Away.
- THE SINCEROS/THE SOUND OF SUNBATHING** KEY CUT: TAKE ME TO YOUR LEADER (COLUMBIA) Profile: Hot at WYSP, and KRSI...medium at WDVE, M-105, KSJO, WZZO, WSMI, KROQ, WNEW-FM, KTIM, KZEW, KPAS, and XL-102...KGB-FM A-L...other cuts: Worlds Apart, Little White Lie and Quick Quick Slow.
- FRANK ZAPPA/JOE'S GARAGE-ACT I** KEY CUT: TITLE (ZAPPA RECORDS) Profile: Hot at WPIX, ROCK95, and KRSI...medium at ZETA7, KROQ, KGON, XL-102, KMOD, and WCPI...KCBW M-H, KQFM L-M, and WMET A-L...other cuts: open.
- GARY NUMAN & TUBEWAY ARMY/REPLICAS** KEY CUT: ARE FRIENDS ELECTRIC (ATCO) Profile: Hot at KRSI, WDVE, and WPIX...medium at WAAF, KROQ, CHOM-FM, WBCN, and KPAS...XL-102 M-H, and WGRQ L-M...other cuts: open.
- VAN MORRISON/INTO THE MUSIC** KEY CUT: BRIGHT SIDE OF THE ROAD (WB) Profile: Hot at WRUV, KAWY, KTIM, and WBCN...medium at WCPI, KREM, WNEW-FM, X93, KXFM, KZOM...other cuts: Full Force Gale and Healing Has Begun.
- RORY GALLAGHER/TOP PRIORITY** KEY CUT: FOLLOW ME (CHRYSALIS) Profile: Hot at KSHE...medium at KYTX, WZOK, ZETA7, KPAS, WSMI, KTIM, KNAC, KSJO, and KCBW...KREM A-L, and KMET A-L...other cuts: Just Hit Town, Philby and At The Depot.
- YACHTS/S.O.S.** KEY CUT: YACHTING TYPE (POLYDOR/RADAR) Profile: Hot at WPIX, and KGB-FM...medium at KNAC, KROQ, KPRI, 96-ROCK, KYTX, KTIM, KPAS, C-101...other cuts: Love You Love You and Tantamount To Bribery.
- BLUE STEEL/NO MORE LONELY NIGHTS** KEY CUT: TITLE (INFINITY) Profile: Hot at KSJO, and KMET...medium at WYSP, KEZY-AM, KYTX, KXFM, M-105, KROQ, and KNAC...KRON A-L...other cuts: Shark.
- THE BEAT/THE BEAT** KEY CUT: ROCK & ROLL GIRL (COLUMBIA) Profile: Hot at KSJO...medium at KNAC, KZEL, KZEW, WSMI, C-101, and WZZO...WRUV M-H, KGB-FM A-L, and KZOM A-L...other cuts: open.
- INTERVIEW/BIG OCEANS** KEY CUT: YOU DIDN'T HAVE TO LIE TO ME (VIRGIN) Profile: Medium at KCBW, KRSI, WBCN, and KREM...KZEL M-H, KPRI A-L, and ROCK95 A-L...other cuts: St. Jean Wires and Blow Wind From Alesund.
- 1994/PLEASE STAND BY** KEY CUT: DON'T BREAK IT UP (A&M) Profile: Hot at WBCN, and KFMH...medium at KZEL, WCPI, KGON, KCBW, and KTIM...XL-102 M-H...other cuts: Wait For Me and title.
- CITY BOY/THE DAY THE EARTH CAUGHT FIRE** KEY CUT: TITLE (ATLANTIC) Profile: Medium at KAWY, KXFM, KYTX, KROQ, WSMI, KRSI, and XL-102...KRON L-M...other cuts: Modern Love Affair.
- GARLAND JEFFREYS/AMERICAN BOY & GIRL** KEY CUT: LIVIN FOR ME (A&M) Profile: Hot at KAWY, and C-101...medium at CHOM-FM, WBCN, WSHE, WNEW-FM, M-105...other cuts: Night Of the Living Dead.
- THE MOTELS/THE MOTELS** KEY CUT: DRESSING UP (CAPITOL) Profile: Hot at WBCN...medium at KNAC, KREM, WYSP, and KFMH...WRUV L-M, KTIM L-M, and KGON A-M...other cuts: Total Control.
- POINTER SISTERS/PRIORITY** KEY CUT: WHO DO YOU LOVE (PLANET) Profile: Hot at C-101, and KWST...medium at KRSI, X93, KROQ, KTIM...other cuts: Happy, The Shape I'm In and Fever.
- GENYA RAVAN/AND I MEAN IT** KEY CUT: PEDAL TO THE METAL (20TH CENTURY) Profile: Hot at WBCN...medium at KPAS, KSJO, 96-ROCK, KTIM, WYSP...other cuts: Junkman, Steve and Wet Spot.
- WHITE SNAKE/LOVE DRIVE** KEY CUT: MEAN BUSINESS (UA) Profile: Medium at KFMH, WYSP, KSJO, KYTX, and KROQ...96-ROCK A-L, and WSHE A-L...other cuts: Shadow Of The Blues.
- STEVE MARTIN/COMEDY IS NOT PRETTY** KEY CUT: OPEN (WB) Profile: Hot at WLRS, and WZZO...medium at WYSP, KMOD, WGRQ...other cuts: open.
- SPORTS/DON'T THROW STONES** KEY CUT: WHO LISTENS TO THE RADIO (MUSHROOM/IMP.) Profile: Hot at KSJO...medium at KRSI, WSHE, and WAAF...WDVE A-M, KTIM A-M, and C-101 A-L...other cuts: open.
- DAVID JOHANSON/IN STYLE** KEY CUT: MELODY (BLUE SKY) Profile: Hot at WBCN...medium at KNAC, WNEW-FM, KRSI, KSJO...other cuts: Flamingo Road and You Touched Me.
- JULES & THE POLAR BEARS/FENETIKS** KEY CUT: GOOD REASON (COLUMBIA) Profile: Hot at KNAC...medium at WSHE, KRSI, KPAS, KZEW...other cuts: You're So Complete.
- SUZI QUATRO/SUZI...AND OTHER FOUR LETTER WORDS** KEY CUT: MIND DEMONS (RSO) Profile: Hot at WPIX...medium at M-105, 92-ROCK, KZEL, C-101...other cuts: title and Space Cadet.
- J.D. SOUTHER/YOU'RE ONLY LONELY** KEY CUT: TITLE (COLUMBIA) Profile: Medium at KZEL, KXFM, and ZETA-4...KAWY M-H, and KYTX A-M...other cuts: Trouble In Paradise and White Rhythm And Blues.
- THE POP/GO** KEY CUT: SHE REALLY MEANS THAT MUCH TO ME (ARISTA) Profile: Hot at KNAC...medium at KRSI, and KTIM...WRUV L-M, KZOM A-L, KCBW A-L, XL-102 A-L, and KSHE A-L...other cuts: Beat Temptation.
- THE HOUNDS/PUTTIN' ON THE DOG** KEY CUT: DO WHA DIDDY DIDDY (COLUMBIA) Profile: Hot at KSJO, and WMET...medium at 96-ROCK, and WZOK...KPAS A-M...other cuts: Under My Thumb.
- BOOMTOWN RATS/I DON'T LIKE MONDAYS** KEY CUT: 12" (COLUMBIA) Profile: Hot at WPIX...medium at KRSI, and CHOM-FM...WSHE A-M, 96-ROCK A-L, KQFM A-L, KZEL A-L, and WAAF A-L
- UK/NIGHT AFTER NIGHT** KEY CUT: OPEN (POLYDOR) Profile: Medium at CHOM-FM, KZOM, and KFMH...KYTX A-M, C-101 A-L, WNEW-FM A-L, KLRB A-L, and KAWY A-L...other cuts: open.
- JIM MESSINA/OASIS** KEY CUT: A NEW AND DIFFERENT WAY (COLUMBIA) Profile: Hot at WRUV...medium at KFMH, and KYTX...C-101 A-M, and ROCK95 A-L...other cuts: open.
- ALIAS/CONTRABAND** KEY CUT: OPEN (MERCURY) Profile: Hot at ROCK95, and 96-ROCK...medium at X93...KAWY A-L...other cuts: open.
- DESMOND CHILD & ROUGE/RUNNERS IN THE NIGHT** KEY CUT: MY HEART'S ON FIRE (CAPITOL) Profile: Medium at KAWY, KFMH, and WNEW-FM...C-101 A-M...other cuts: open.
- JEAN LUC PONTY/A TASTE FOR PASSION** KEY CUT: STAY WITH ME (ATLANTIC) Profile: Hot at KFMH, and WRUV...KTIMA A-M, XL-102 A-L, WBCN A-L, and KLRB A-L...other cuts: Sunset Drive.
- CLASH/THE CLASH** KEY CUT: I FOUGHT THE LAW (EPIC) Profile: Hot at KFMH...medium at KROQ, WZZO...other cuts: Gates Of The West and White Man In Hamersmith.
- CARLENE CARTER/TWO SIDES TO EVERY WOMAN** KEY CUT: DO IT IN A HEART BEAT (WB) Profile: Hot at KFMH...medium at KZEL...WRUV A-M, XL-102 A-L, and KLRB A-L...other cuts: open.
- ROB GRILL/ROCK SUGAR** KEY CUT: TITLE (MERCURY) Profile: KZEL L-M, X93 A-M, KFMH A-M, KROQ A-M, KREM A-L, KCBW A-L, WSMI A-L, and KTIM A-L...other cuts: open.

Albums

SIMS BROTHERS BAND/SIMS BROTHERS BAND KEY CUT: BACK TO SCHOOL (ELEKTRA) Profile: Medium at WYSP...WRUV L-M, KRSI A-M, and ZETA7 A-L...other cuts: Just The Way She Moves.

APRIL WINE/HARDER FASTER KEY CUT: I LIKE TO ROCK (CAPITOL) Profile: CHOM-FM A-H, WYSP A-M, KEZY-AM A-M, KROQ A-M, KZEL A-L, WABX A-L, and ROCK95 A-L...other cuts: Say Hello and Lady's Man.

GOLDEN EARRING/NO PROMISES-NO DEBTS KEY CUT: WEEKEND LOVE (POLYDOR) Profile: Hot at KSJO...KAWY L-M...other cuts: open.

9 9 9/HIGH ENERGY PLAN KEY CUT: OPEN (PVC/GEM) Profile: Medium at KFMH, and ZETA7...other cuts: open.

THE SHIRTS/STREET LIGHT SHINE KEY CUT: OPEN (CAPITOL) Profile: Medium at WBCN, and WSHE...other cuts: open.

YIPES/YIPES KEY CUT: EAST SIDE KIDS (MILLENNIUM) Profile: Medium at WNEW-FM...KTIM L-M...other cuts: Out In California.

IAN HUNTER/SHADES OF IAN HUNTER KEY CUT: OPEN (CHRYSALIS) Profile: WPIX A-H, KFMH A-M, KTIM A-M, WNEW-FM A-L, and KZEL A-L...other cuts: open.

ELTON JOHN/VICTIM OF LOVE KEY CUT: OPEN (MCA) Profile: WNOE-FM L-M, KFMH A-L, KSHE A-L, XCFM A-L, and ROCK95 A-L...other cuts: open.

STEVE HILLAGE/AURA KEY CUT: OPEN (VIRGIN INT'L) Profile: WRUV L-M, KFMH A-L, KTIM A-L, KAWY A-L, and ROCK95 A-L...other cuts: open.

THE BOTTLES/THE BOTTLES KEY CUT: OPEN (MCA) Profile: WRUV M-H, and KREM A-L...other cuts: open.

38 SPECIAL/ROCKIN INTO THE NIGHT KEY CUT: OPEN (A&M) Profile: KFMH A-M, KWST A-L, KSHE A-L, WSMI A-L, WNEW-FM A-L, and ROCK95 A-L...other cuts: open.

BRAND X/PRODUCT KEY CUT: OPEN (PASSPORT) Profile: Medium at WNEW-FM...KREM A-L, and WBCN A-L...other cuts: open.

MEMBERS/THE CHELSEA NIGHTCLUB KEY CUT: OPEN (VIRGIN INT'L) Profile: Hot at WPIX...other cuts: open.

ROY SUNDHOLM/THE CHINESE METHOD KEY CUT: OPEN (POLYDOR) Profile: WRUV L-M, WNEW-FM A-L, and KAWY A-L...other cuts: open.

RICHIE FURAY/I STILL HAVE DREAMS KEY CUT: TITLE (ELEKTRA) Profile: Medium at KBPI...ZETA7 A-L...other cuts: Lonely Too Long.

PHILIP RAMBOW/FALLIN KEY CUT: 12" (EMI/IMPORT) Profile: Medium at WNEW-FM...WBCN A-L

PABLO CRUISE/I WANT YOU TONIGHT KEY CUT: 12" (A&M) Profile: WSHE A-M, ZETA-4 A-M, KZOM A-L, and C-101 A-L

RACEY/SOME GIRLS KEY CUT: OPEN (INFINITY) Profile: KAWY A-L, KLRB A-L, KWST A-L, WAAF A-L, KFMH A-L, and KBPI A-L... other cuts: open.

FM/SURVEILLANCE KEY CUT: OPEN (ARISTA) Profile: WYSP A-M, KCBW A-L, XL-102 A-L, and WNEW-FM A-L...other cuts: open.

THE ONLY ONES/THE ONLY ONES KEY CUT: OPEN (EPIC) Profile: WRUV A-L, WNEW-FM A-L, and KAWY A-L...other cuts: open.

LIVE WIRE/LIVE WIRE KEY CUT: OPEN (A&M) Profile: KCBW A-L, and KLRB A-L...other cuts: open.

DUNCAN BROWN/STREETS OF FIRE KEY CUT: OPEN (SIRE) Profile: KMEL A-L...other cuts: open.

BOB MARLEY/SURVIVAL KEY CUT: OPEN (ISLAND) Profile: KROQ A-L...other cuts: open.

FARRAGHERS/THE FARRAGHERS KEY CUT: OPEN (POLYDOR) Profile: KZEW A-L...other cuts: open.

MOTHERS FINEST/LIVE KEY CUT: OPEN (EPIC) Profile: ZETA7 A-L...other cuts: open.

ALBUM TRENDSETTERS

C-101/Corpus Christi Charlie Palmer 512 855-4641
 CHOM-FM/Montreal Rob Bradie 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 Terry Cavin 816 826-1050
 KDKB/Phoenix Linda Clayton 602 833-4261
 KEZY-AM/Anaheim Larry Reisman 714 776-3696
 KFMH/Muscataine Lisa Catalona 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
 KGON/Portland Jerry Ostertag 503 655-9181
 KLOL/Houston Paul Ryan 713 526-4591
 KLRB/Carmel Bob Stock 408 624-3859
 KMEL/San Francisco Mark Cooper 415 391-9400
 KMET/Los Angeles Sam Bellamy 213 464-5638
 KMOD/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
 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 Zaleswski 505 266-7946
 KSAN/San Francisco David Perry 415 986-2825
 KSHE/St. Louis Ted Habeck 314 842-1111
 KSJO/San Jose Tawn Mastry 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 Fred Levey 805 922-2156
 KXXY/Oklahoma City Andy Lockridge 405 528-5543
 KY-102/Kansas City Max Floyd 816 753-4567
 KYTX/Amarillo Don 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 216 391-1260
 MAGIC 92/Rochester Bernie Kimball 716 232-7550
 92 ROCK/Cleveland Ray Henry 216 371-3534
 ROCK-95/Jacksonville Richard Langlois 904 633-2785
 96 ROCK/Atlanta Frank Holler 404 325-0960
 98 ROCK/Tampa Nick Van Cleve 813 391-9988
 ROCK-106/Nashville Lisa Richards 615 748-8150
 STARVIEW-92/York Jeff Hunt 717 266-6606
 T95/Wichita Bob Lawrence 316 722-5600
 WAAF/Worcester Paul Lemieux 617 752-5611
 WABX/Detroit Ted Ferguson 313 398-1100
 WBCN/Boston Tony Berardini 617 266-1111

WCPI/Wheeling Bear 304 232-9935
 WDVE/Pittsburgh Dave Lange 412 562-5900
 WGNE/Panama City Wayne Edwards 904 234-6622
 WGRQ/Buffalo Irv Goldfarb 716 881-4555
 WKDF/Nashville Alan Sneed 615 244-9533
 WKQQ/Lexington Dave Krusenklous 606 252-6694
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 WLRS/Louisville Drake Hall 502 585-5178
 WLUP/Chicago Sky Daniels 312 440-5270
 WMET/Chicago Dave Benson 312 828-9191
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 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
 WOJR/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 215 839-7625
 WZOK/Rockford, IL Eric Hunter 815 399-2233
 WZZO/Allentown George Hawras 215 694-0511
 WZZQ/Jackson Scott Mater 601 982-1062
 WZZQ/Louisville Randy Davidson 505 245-6601
 X93/Sioux Falls Bruce Fischer 605 339-1520
 ZETA 4/Miami Robin Martin 305 624-6101
 ZETA 7/Orlando Bill Mims 305 298-5510
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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.

TRI-ANGLES

by Terry Gillingham

NEXT:

ENGLAND DAN & JOHN FORD COLEY/WHAT CAN I DO WITH THIS BROKEN HEART (BIG TREE)

Profile: Among fifteen hottest at KUGN, and WTMJ...among twenty hottest at WFMK.....among twenty-five hottest at WMJC.....on at WIP and KRKE-AM...LOVE94 23-16, WQON D-20, KUKI 25-21, KGVO 34-24, WLOL-FM 27-25, WCHS 31-26, Z-96 D-26, and KEWI 37-32...added at WMAZ, WSLI, KAKC, WNEU, KVOX, KOLO, KFMB, and KARD-FM

ABBA/ANGELEYES (ATLANTIC)

Profile: Among fifteen hottest at KLOK, and KBOM.....on at WHLM... KEWI 7-4, KOLO 19-11, WAYX 18-14, WLW 29-24, KVOX 32-26, WSMI A-30, KUKI 33-31, KOLE 35-32, and WHBC D-35...added at KMBZ

RUPERT HOLMES/ESCAPE (INFINITY)

Profile: Among ten hottest at KUGN...KWEN D-14, LOVE94 25-15, KOLO 25-19, KOLE 29-26, WGOW D-27, KUIC D-27, WAMT D-29, WORG-FM D-31, and KLDN-FM D-35...added at WMAZ, KUKI, WHBC, KKEZ, WTMJ, WMJC, and WCHV

DR. HOOK/BETTER LOVE NEXT TIME (CAPITOL)

Profile: Among five hottest at WTMJ...among fifteen hottest at KUGN.....among twenty-five hottest at WIP.....on at KAKC...KCBQ 20-17, Z-96 D-29, KKEZ D-30, KEWI 38-34, KBAI 40-34, KGVO D-34, and WAYX A-35...added at WMAZ, WGOW, KOLO, WJYY-FM, LOVE94, WCHS, KVOX, WSLI, WHBC, and KMBZ

DONNA SUMMER & BARBRA STREISAND/NO MORE TEARS/ENOUGH IS ENOUGH (CBS/CASABLANCA)

Profile: Among ten hottest at KNBR.....on at KEWI ...WISN A-22, WHB A-25, WROR A-27, WHBC A-30, and WQUD A-30...added at WTMJ, WIP, KRKE-AM, KWEN, WFFM, KRSP-AM, WFYR, KHOW, WFBR, and KMGX

KENNY LOGGINS/THIS IS IT (COLUMBIA)

Profile: Among twenty hottest at KMGX.....among twenty-five hottest at WFMK.....on at WAMT...WAYX 5-2, LOVE94 D-28, KWAV D-31, and WLWS A-35...added at WLFA, Z-96, KGVO, 14k, KLDN-FM, WLOM, and KWEN

LITTLE RIVER BAND/COOL CHANGE (CAPITOL)

Profile: WLOM 26-22, KCBQ A-26, WSM-FM D-30, KWAV A-32, KEWI A-36, KLDN-FM D-39, and WCHV D-40...added at LOVE94, WTMJ, WSLI, KRKE-AM, WLFA, WORG-FM, KOLO, KAGO, and KMBZ

WEEK'S MOST ADDED

BARRY MANILOW/Ships	(Arista)
STYX/Babe	(A&M)
DONNA & BARBRA/No More Tears/Enough Is Enough	(CBS/Casablanca)
ORLEANS/Forever	(Infinity)
LAUREN WOOD/Please Don't Leave	(WB)
LITTLE RIVER BAND/Cool Change	(Capitol)
DR. HOOK/Better Love Next Time	(Capitol)
KENNY LOGGINS/This Is It	(Columbia)
COMMODORES/Still	(Motown)
CLIFF RICHARD/We Don't Talk Anymore	(EMI/America)

SINGLE OF THE WEEK

BARRY MANILOW/Ships (Arista)

Lately the bigger records have been slamming into the charts. Add this one to the list, it enters this week at number 10! Looks like everyone is jumping aboard the "Ships."

No need to remind you, the book starts this Thursday. Take a deep breath, blow it out and get to the business at hand—that is, to continue programming the way you have for the last few months. Don't suddenly tighten up the play list and close your mind to a lot of the good records coming out these days. Keep playing the best music you can find to complement the sound you've created. After spending weeks developing an audience it seems crazy to suddenly change your method of operation because of the book. That not only applies to music but to the other elements of programming as well.

I realize that during any ARB promotions are stepped up and prizes grow to generous proportions. So to keep up with the competition, everybody ups the size of the game and prize. You don't have to! As long as you've been promoting all along (I assume since you're a good programmer you've been doing just that), there's no need to change anything. Just be as sure as you can that your promotion is entertaining to those not involved. There is a very small percentage of people that actually participate in contests, so the size of the prize may be inconsequential. The impact and presentation are the most important factors!

Keep your visibility high. Any outside advertising that can be squeezed out of the budget should be. In whatever manner possible, get your call letters out in front of the public. If you have to, hire someone with a sandwich board to walk around downtown on the weekends and at lunches! Get those call letters out across the air as often as possible and, without being pompous, let the listeners know their station is great.

All jocks should remember or be reminded that people like to be entertained by air talents, not inundated by personalities. As the old saying goes, "If you have something to say, say it. If you don't, shut up your mouth." Quoted from an old Chinese-Italian philosopher.

Make sure you stay on top of the news department. They should be staying on top of all local, national and international news. Followup on human interest stories that are aired. People always want to know how the story ends. Keep the listeners abreast of any major political events. Election year is coming up and people want to know who to vote for.

Keep a positive spirit going. Don't let the pressure get to you. Hold on to your hats, ladies and gentlemen, the fun is about to begin. Good luck!

Spectrum III

- 1 1 1 KENNY ROGERS/YOU DECORATED MY LIFE (UA)**
 Profile: Among five hottest at KARD-FM, WIP, KFMB, KBOM, KMGX, WBNS, KLOK, KUGN, WSLI, and KHOW...among ten hottest at WMJC, and WFTL...among twenty hottest at WTMJ, and WFMK...KKEZ 1-1, KOLO 1-1, WGNG 1-1, KWAV 1-1, KMBZ 1-1, WAMT 1-1, KCBQ 1-1, WECQ 1-1, KOLE 1-1, KWEN 1-1, WCHS 1-1, Z-96 1-1, 2-1, WHBC 2-1, KAKC 3-1, WAYX 4-1, WFLG 5-1, WJYY-FM 8-1, WLOL-FM 9-1, WYSL 2-2, WCWA 3-2, WQON 3-2, WISN 4-2, WHB 6-2, WMAZ 6-2, WQUD 6-2, KGVO 8-2, WLW 9-2, 4-3, KBAI 6-3, LOVE94 9-3, WGOW 9-3, WNEU 12-3, WLWS 13-3, WFFM 6-5, KLDN-FM 10-5, WROR 12-5, WLAV 7-6, WCHV 9-6, WORG-FM 10-6, WSM-FM 10-6, WSMI 12-6, WHLM 17-6, KRSP-AM 12-7, WFBR 12-8, WLFA 11-9, KUKI 14-9, Z-103 15-9, WFBC 17-9, KVOX 15-11, KRKE-AM 20-11, KITY 17-13, KAGO 20-13, WLAG 17-14, KBLI D-14, and CHEC D-27...After appearing on the CMA Awards, Kenny picks up strength...Moves from 88% to 91%...This record is a MONSTER!...Hot sales everywhere...Big phone action continuing...Incredible artist power...Stiff competition still coming up...6th week on chart.
- 12 2 2 ANNE MURRAY/BROKENHEARTED ME (CAPITOL)**
 Profile: Among five hottest at KFMB, WSLI, KBOM, KHOW, KUGN, KLOK, and KARD-FM...among ten hottest at WIP, KMGX, and WMJC...among fifteen hottest at WFTL, WFMK, and KNBR...among twenty-five hottest at WTMJ...on at Z-103...WLOL-FM 15-3, KCBQ 5-4, WECQ 12-4, KKEZ 8-5, Z-96 11-5, WCHS 19-5, KBAI 10-7, WISN 12-8, KOLO 15-8, WQON 11-10, WGNG 17-10, KGVO 17-11, KWEN 17-12, WJYY-FM 27-12, KSEN 17-13, KRSP-AM 18-13, WYSL 25-13, KMBZ 22-14, WSM-FM 18-15, KAAM 19-15, WFGL 19-15, KOLE 24-15, WLW 24-15, KEWI 20-16, KVOX 23-16, WBNS A-16, WHBC 21-17, WCWA 26-17, LOVE94 27-17, WFBR 22-18, KUIC 21-19, WLAV 22-19, WGOW 25-19, WAMT 23-20, WQUD 24-21, WORG-FM 25-21, WMAZ 21-21, WAYX 28-22, WNEU 26-24, WLWS 34-24, KAGO 33-26, WHB A-27, WCHV 34-30, WHLM D-30, and WLAG 39-35...added at WFBC...Holds on to 78% reporter support and continues to build in audience response...Phones have quieted down but sales continue to build...Very big in callout research...Heavy, heavy females 25+...Surprising strength with males 25+ as well...8th week on chart.
- 5 3 3 BRENDA RUSSELL/SO GOOD, SO RIGHT (HORIZON)**
 Profile: Among five hottest at WTMJ, and KUGN...among ten hottest at KFMB, KBOM, WGCI-FM, KARD-FM, and WIP...among fifteen hottest at WMJC...among twenty-five hottest at KBLI and 14k...KBAI 2-1, WCHS 4-2, WGNG 6-2, Z-96 8-2, WLOL-FM 10-2, KOLO 3-3, KGVO 4-3, WFGL 7-3, KAGO 7-5, WAYX 8-5, WQON 6-6, KCBQ 9-7, WHB 8-8, WAMT 10-8, WJYY-FM 11-8, WLW 12-8, WCWA 19-8, WISN 10-9, KOLE 13-9, WECQ 14-9, WMAZ 14-9, KKEZ 11-10, WFBR 13-10, KRSP-AM 13-10, WGOW 13-10, WHBC 14-10, KVOX 14-10, LOVE94 11-11, KWAV 14-11, WLWS 15-11, KAKC 17-12, WLAV 19-12, KAAM 16-13, KMBZ 16-13, KUIC 20-14, KSEN 20-14, WQUD 17-15, WYSL 18-16, WFBC 19-16, KRKE-AM 23-19, WROR A-19, WCHV 29-25, and WFFM 30-29...added at Z-103, WFTL, KNBR, and KMGX...Brenda stabilizes at 69% reporter support...Still growing but with all the heavy competition, this may not be able to hang in at the top...All demos 18+...no longer leaning female as it receives equal response from men...Very passive record with no burnout...You should be playing this!...8th week on chart.
- 18 12 4 IAN GOMM/HOLD ON (STIFF/EPIC)**
 Profile: Among five hottest at 14k, KNBR, KMGX, WSLI, and WIP...among ten hottest at KFMB...among twenty-five hottest at WTMJ and WFTL...KSEN 12-3, WCWA 9-7, WQON 8-8, WLAV 10-8, WCHS 10-8, KWAV 10-8, KLDN-FM 12-9, WLOM 14-9, KWEN 11-10, WAMT 15-11, KVOX 19-12, WFGL 22-12, LOVE94 14-13, WFFM 17-13, WSM-FM 16-14, WCHV 19-14, KBAI 19-14, KKEZ 21-14, WMAZ 18-15, KOLO 23-15, WYSL 20-17, WLW 23-17, Z-96 23-17, 21-18, WQUD 25-19, WFYR A-19, KUIC 22-20, KRKE-AM 25-20, WLAG 25-20, WHLM 24-21, KRSP-AM 27-21, KMBZ 28-21, WLOL-FM A-21, WISN A-21, CHEC 23-22, WNEU 25-22, WHBC 27-22, WLWS 28-22, Z-103 25-23, KOLE 27-24, WFBR 28-24, WECQ D-24, WFBC D-24, KAKC 27-26, KAAM A-26, KAGO 37-28, and WORG-FM D-29...added at KBLI, and WMJC...Incredible surge of growth!...Powers from 60% to 73% reporter support...Very strong response from both M/F 18-34, leaning heavily male...Sales continuing to build, as does the phone action...No longer limited to just categories 1 and 2. Has now spilled into category 3...Valuable to programming...5th week on chart.
- 9 5 5 WINGS/ARROW THROUGH ME (COLUMBIA)**
 Profile: Among five hottest at KFMB, KMGX, and KUGN...among fifteen hottest at KHOW, and WFMK...among twenty hottest at WBNS, and WIP...among twenty-five hottest at WMJC and KBOM...KOLO 2-2, WSM-FM 8-2, Z-96 6-3, WAMT 6-3, KKEZ 6-4, KWEN 8-5, KGVO 10-5, KLDN-FM 9-6, WLOL-FM 12-6, WYSL 9-7, WLAV 9-7, WECQ 11-8, WMAZ 13-8, KCBQ 11-9, KAGO 15-9, KRKE-AM 13-10, CHEC 14-10, WFGL 15-10, WLW 14-12, WISN 16-12, KEWI 19-12, WGOW 16-13, KOLE 17-13, WHBC 20-13, WGNG 15-14, WLFA 18-14, KUKI 19-14, KRSP-AM 21-16, KMBZ 18-17, WLWS 21-17, WFBC 21-19, KAKC 22-19, KVOX 27-21, Z-103 23-22, and WORG-FM 27-24...Beginning to collapse...Too many other stronger records forcing this out...Rotation should be limited but still deserving of frequent airplay...Sales and phones coming to halt...7th week on chart.
- 29 15 6 COMMODORES/STILL (MOTOWN)**
 Profile: Among five hottest at KLOK, 14k, and WSLI...among ten hottest at KUGN, and WGCI-FM...among twenty hottest at KNBR, WIP, and WMJC...among twenty-five hottest at WFMK...on at KRKE-AM and KBOM...WFBR 7-3, KWAV 12-3, LOVE94 10-4, KOLO 12-5, WFFM 13-6, KKEZ 18-8, WORG-FM 12-10, KCBQ 14-10, WBNS A-13, KBLI 18-15, WFYR 20-16, WLFA 22-16, WAYX 26-16, WQUD 27-17, KEWI 28-17, KWEN D-17, WSM-FM 21-18, WNEU 30-18, WISN A-18, KGVO D-19, WCHV 27-20, WMAZ 27-20, WFBC D-21, WCHS 33-22, WLOL-FM A-22, WJYY-FM D-22, WHBC 31-23, WFGL A-23, WCWA 27-24, KMBZ 29-24, KRSP-AM 28-25, WAMT 29-25, KOLE D-25, CHEC D-26, WHLM D-26, Z-103 D-28, KAKC D-30, WLAG 43-31, WLWS A-34, and KAGO D-36...added at WFTL, KARD-FM, KFMB, KHOW, and KMGX...In most markets this is already appearing in top 5 sales!...Incredible phone response...At this point it looks like this group can do no wrong...Jumps from 56% to 71% reporter support...Talk about artist power!...3rd week on chart.
- 17 9 7 CRYSTAL GAYLE/HALF THE WAY (COLUMBIA)**
 Profile: Among five hottest at KHOW...among ten hottest at WSLI, and KFMB...among fifteen hottest at WFTL, KUGN, WTMJ, and KARD-FM...among twenty hottest at WIP...among twenty-five hottest at KMGX...on at KBOM and KBLI...KSEN 5-1, WSMI 6-4, Z-96 7-4, WCHS 12-4, KOLE 8-6, WGNG 8-6, KOLO 13-6, KKEZ 12-7, KGVO 13-7, WAYX 14-9, WSM-FM 12-10, KMBZ 13-10, LOVE94 13-10, WISN 13-11, WFGL 21-11, KBAI 15-12, KLDN-FM 19-15, KRSP-AM 19-15, WLAV 18-16, WLOL-FM A-17, KAAM 24-18, KAGO 26-18, KEWI 23-19, KVOX 25-19, WQON D-19, WHB 22-20, WORG-FM 24-20, WHBC 25-20, WAMT 24-21, WLWS 27-21, KCBQ 25-23, WGOW 26-23, WQUD 29-25, WJYY-FM D-25, WROR A-26, WMAZ D-27, KUKI 38-28, KRKE-AM D-29, WFFM 34-30, WLW A-30, and WCHV D-35...added at Z-103, WNEU, and WMJC...Continues to blossom...Up to 71% from 62% reporter support...This kinda snuck up on everybody...strong male response 25+...All demos 25+ good...Sales and phones building...Breaking in Universals now...A very popular artist...5th week on chart.
- N 21 8 STYX/BABE (A&M)**
 Profile: Among five hottest at 14k...among ten hottest at KUGN, and WSLI...among twenty hottest at WFMK...among twenty-five hottest at KMGX...on at WTMJ and KFMB...KWAV 15-6, WHB 19-6, WLOL-FM 19-7, KWEN 14-9, KOLO 22-10, WFYR 15-11, CHEC 20-15, WCHV 26-15, Z-96 30-16, WNEU 27-17, KSEN 22-18, KKEZ 23-18, WQON D-18, WLWS 23-19, WFGL A-19, WFBR 27-20, KITY D-20, WLFA 27-22, LOVE94 32-22, WORG-FM D-22, WLW 30-23, WROR A-23, WSM-FM 30-24, Z-103 29-25, KLDN-FM 35-25, WLAV A-25, WHLM D-25, WGOW D-25, WQUD 28-26, WHBC 30-26, WAYX 34-27, WCWA A-27, KRKE-AM D-27, KOLE D-28, KRSP-AM D-28, KAKC D-29, WFFM 28-31, KBAI A-31, and 36-33...added at KGVO, KHOW, KARD-FM, WFBC, WAMT, WMAZ, KUIC, WIP, KNBR, and KUKI...Immediate phones and sales put this in the top 5 of both those categories...Strongest in category 1...Category 2 also doing well with it...Category 3 hasn't really touched it yet...2nd most added this week...Runs from 53% to 71% reporter support...Some big records coming out these days, this is one of them...Heavy response with M/F 18-34...2nd week on chart.
- 11 10 9 DONNA SUMMER/DIM ALL THE LIGHTS (CASABLANCA)**
 Profile: Among five hottest at WIP, and KMGX...among ten hottest at KUGN...among twenty hottest at KARD-FM...among twenty-five hottest at WFTL...KBOM...on at KFMB...WQON 1-1, 2-1, WNEU 3-2, WHB 3-3, KKEZ 4-3, WCHS 5-3, KAGO 10-3, KBAI 4-4, KOLO 4-4, WFBR 5-4, WAYX 9-4, WCWA 5-5, WFBC 7-5, WCHV 8-5, WHLM 10-5, KWEN 9-6, WFYR 8-7, Z-96 10-7, WLAG 11-7, WQUD 15-7, WGNG 9-9, KITY 12-10, WLWS 14-10, KSEN 16-10, WLAV 17-10, WGOW 15-11, WORG-FM 18-11, WLFA 17-12, KRKE-AM 16-13, WLW 18-13, Z-103 21-17, WFFM 22-17, KBLI D-17, WHBC 23-18, WECQ 21-19, WMAZ 28-22, and KVOX 31-24...added at KMBZ...Pushes 57% from 53% reporter support...Donna is turning out to be an artist of phenomenal power...This is the third single and it's still selling like crazy!...Heavy phone response...Covering all demos...Doing best with categories 1 and 2...The album is still selling, big...6th week on chart.

Spectrum III


- N 10 BARRY MANILOW/SHIPS** (ARISTA)
 Profile: Among five hottest at KARD-FM, WTMJ, and KFMB...among fifteen hottest at WBNS, WIP, WFTL, and WSLI...among twenty hottest at KUGN...among twenty-five hottest at WFMK and WMJC...KITY 18-25, WISN 24-16, WGNB 15-16, WFBC D-17, WFYR D-17, KWEN D-18, KKEZ D-21, KOLE 30-22, WROR A-22, KOLO D-22, WAMT 30-23, Z-96 D-23, WHB 28-24, WLOL-FM 30-24, WFBZ 30-25, WNEU D-25, WCWA A-26, WLFA D-26, KWAV 31-27, KEWI 35-27, WLAV A-27, LOVE94 D-27, KBAI 33-28, WQUA D-28, WSM-FM D-28, WHLM D-28, WORG-FM D-28, KRSP-AM D-29, WLW D-29, KMBZ D-30, KRKE-AM D-30, WCHV A-31, WHBC A-31, WCHS 40-33, and WFFM D-38...added at KAKC, WYSL, KUKI, Z-103, KVOX, KLOK, WLAG, WHDH, KUIC, WGOW, WJJY-FM, KNBR, KAGO, and KMGX...Two weeks in a row this has been the most added record, by far...One of the superstars!...Debuts with 75% reporter support...The album is already walking out the stores...Staggering artist power...Enters the chart higher than any other record in Spectrum III history...1st week on chart.
-  **25 16 11 J.D. SOUTHER/YOU'RE ONLY LONELY** (COLUMBIA)
 Profile: Among five hottest at KNBR, and KMGX...among ten hottest at KFMB, KARD-FM, 14k, and WSLI...among fifteen hottest at WIP, and WTMJ...among twenty hottest at KHOW, and KBOM...on at Z-103...WSM-FM 9-3, WLOM 9-4, KWAV 11-7, Z-96 19-8, KOLE 14-10, LOVE94 17-12, KOLO 21-12, KGVO 20-15, KAKC 24-15, KWEN D-16, WCHS 22-18, WISN 23-19, KLDN-FM 25-19, WCWA 28-19, KBAI 26-20, WLW 28-21, WFLG A-21, WECQ D-22, WQUA D-22, WLOL-FM 29-23, WGOW 27-24, WLAV 27-24, KRKE-AM 28-24, WHBC 28-25, KEWI 29-25, WFFM 28-26, KRSP-AM 29-26, WFBZ D-27, WMAZ D-30, and WLWS A-36...added at WFBC, WAMT, WFTL, and WHLM...Steps up to 58% from 57% reporter support...Last week's Single Of The Week...sales and phones still building...Now covering all demos 18+...Still breaking in Universals...Doing well in callout research...3rd week on chart.
- 7 7 12 RITA COOLIDGE/ONE FINE DAY** (A&M)
 Profile: Among five hottest at KUGN...among ten hottest at WTMJ, KMGX, WFTL, KBOM, and KHOW...among fifteen hottest at KNBR, and KFMB...among twenty hottest at WMJC, and WBNS...on at 14k...KGVO 1-1, WLWS 6-1, LOVE94 8-2, WJJY-FM 3-3, KMBZ 8-3, WGNB 5-5, WISN 6-5, WHBC 9-5, KUIC 7-6, KBAI 7-6, WYSL 8-6, KRKE-AM 11-6, WLW 11-7, KAGO 11-7, WORG-FM 8-8, WFLG 10-8, WQON 9-9, KRSP-AM 11-9, KAAM 11-9, WLOM 13-10, KEWI 17-10, WGOW 14-12, KUKI 15-12, WCWA 16-14, KVOX 21-15, WQUA 19-16, WROR A-25, and Z-103 D-30...7th week on chart.
- 2 4 13 COMMODORES/ SAIL ON** (MOTOWN)
 Profile: Among five hottest at KFMB, KNBR, and KBOM...among ten hottest at WFTL, WIP, and KMGX...among fifteen hottest at WTMJ...WCHV 1-1, KUKI 1-1, WGOW 1-1, Z-103 1-1, WISN 1-1, WCWA 1-1, WLW 1-1, KVOX 2-1, WROR 2-1, KRSP-AM 4-1, WHLM 2-2, WORG-FM 2-2, KKEZ 3-2, KAAM 4-2, KBLI 10-2, WECQ 3-3, KUIC 3-3, WFFM 3-3, WLAG 6-3, KMBZ 6-6, WQON 10-7, WSMI 10-9, and KSEN 18-15...9th week on chart.
- N 24 14 EAGLES/HEARTACHE TONIGHT** (ASYLUM)
 Profile: Among ten hottest at 14k...among twenty hottest at KNBR, and WIP...among twenty-five hottest at WFMK...KWAV 16-2, WNEU 16-4, CHEC 16-6, KWEN 13-7, WHLM 25-8, WFYR 16-10, WCHV 17-11, WFBZ 20-11, WHB 20-13, WCWA 25-13, WLOL-FM A-14, KCBQ 19-15, WQON D-17, WLW 26-20, KRKE-AM 24-21, KUIC 29-22, Z-96 27-24, WMAZ D-25, KBAI 35-26, KKEZ D-26, Z-103 D-27, KVOX D-28, KOLO D-29, KLDN-FM D-32, WAYX A-33, and WLAG D-36...added at KUGN, WLFA, WCHS, and WMJC...If there was ever a record buying slump you couldnt tell it now...This has received immediate and heavy sales on the single as well as on the album...Demos are limited to M/F 18-34...Nothing showing over 35...Heavy phone-in response...Main strength is pretty much stemming from category 1 with some support in 2...This is not for category 3...Suggestion for category 3: Cash in on artist power by playing "I Can't Tell You Why" from the new album...Storms ahead with 43%, up from 34% reporter support...2nd week on chart.
- 4 6 15 MICHAEL JOHNSON/THIS NIGHT WON'T LAST FOREVER** (EMI/AMERICA)
 Profile: Among five hottest at WSLI, KBOM, WIP, and WFTL...among ten hottest at KHOW, WFMK, WMJC, and WBNS...among fifteen hottest at KMGX...among twenty hottest at 14k, and KFMB...LOVE94 1-1, WSM-FM 2-1, KRKE-AM 2-1, KRSP-AM 3-2, KLDN-FM 3-2, WGOW 4-2, WSMI 4-3, WORG-FM 4-3, KUIC 4-4, KAKC 4-4, WROR 5-4, WLOM 5-5, KAAM 5-5, WFLG 9-9, WCWA 20-9, KUKI 11-10, WFBC 16-14, WQUA 21-14, WHB 21-19, and WFBZ D-30...added at KLOK...11th week on chart.
- 8 13 16 HERB ALPERT/RISE** (A&M)
 Profile: Among five hottest at KNBR, WFMK, WFTL, WBNS, and WMJC...among ten hottest at KFMB, KLOK, and KHOW...among fifteen hottest at KBOM, and KMGX...among twenty hottest at 14k...on at KBLI...WFFM 1-1, WSMI 1-1, WHLM 1-1, WFBZ 1-1, WORG-FM 1-1, WHB 2-1, WFBC 3-1, KMBZ 2-2, WAMT 2-2, WFLG 4-2, WYSL 4-3, WYSL 6-3, and KITY 14-11...14th week on chart.
- N 25 17 LAUREN WOOD/PLEASE DON'T LEAVE** (WB)
 Profile: Among ten hottest at WSLI, and WTMJ...among twenty-five hottest at WIP...on at KAKC...KEWI 13-6, WSMI 9-8, KWAV 21-17, WLOM 24-18, KGVO 24-18, LOVE94 31-18, Z-96 25-19, KWEN D-19, WSM-FM 22-20, KOLO 28-21, WCHS 29-23, WROR A-24, WFBZ 29-26, WCHV 30-26, WORG-FM 30-26, WLAV A-26, KKEZ 29-27, WHBC 34-27, WGOW D-28, WQUA A-29, WCWA A-30, WLFA D-30, WFFM 37-33, KOLE A-33, WAYX A-34, and WLAG D-40...added at WFBC, KRSP-AM, WNEU, Z-103, KUIC, and KFMB...5th most added record, this week...Rolls up to 47% from 34% reporter support...Demos fall into the familiar spot for the "Doobies" sound, M/F 18-34...little or no sales but phones are developing...Biggest support from category 2 with spill into category 1...No real response from category 3...2nd week on chart.
- 19 18 18 JOHN STEWART/MIDNIGHT WIND** (RSO)
 Profile: Among five hottest at WIP...among fifteen hottest at KBOM, 14k, and KNBR...on at Z-103...WQON 5-5, KOLO 7-7, KSEN 13-7, KBAI 13-10, WGNB 13-11, WCHS 18-12, KLDN-FM 17-13, WGOW 18-15, WFBC 20-15, KRKE-AM 18-16, WNEU 21-16, KOLE 20-17, WLW 22-18, WFBZ 21-19, WLAV 26-20, WHBC 24-21, KRSP-AM 25-22, KMBZ 26-23, KAGO 29-23, WORG-FM 29-27, and WLWS 29-27...Now falling apart with reporter support falling to 32% from 42%...Almost entire support from category 2...5th week on chart.
- 3 8 19 ATLANTA RHYTHM SECTION/SPOOKY** (POLYDOR)
 Profile: Among five hottest at WFMK, and KNBR...among ten hottest at WBNS, and KUGN...among twenty hottest at KBOM...WECQ 4-2, WSMI 5-2, WFBC 6-3, WQON 4-4, WORG-FM 6-4, WLW 6-4, WCHV 6-4, WHBC 7-6, KRSP-AM 8-6, KAKC 9-8, WROR 9-8, WLWS 11-8, KAGO 12-8, KMBZ 11-9, WNEU 11-9, WSM-FM 13-11, WLAG 13-11, KAAM 13-11, and Z-103 17-15...8th week on chart.
- 6 11 20 GERRY RAFFERTY/GET IT RIGHT NEXT TIME** (UA)
 Profile: Among five hottest at WFMK...among ten hottest at WBNS, KNBR, KBOM, and WFTL...among fifteen hottest at KHOW...among twenty hottest at KFMB, and KMGX...on at KBLI...WHBC 4-4, WLAV 6-4, WAMT 7-4, KRKE-AM 8-4, WLW 8-5, KMBZ 10-5, WROR 6-6, WFBC 11-7, KUKI 9-8, KRSP-AM 9-8, KVOX 13-8, KUIC 14-8, KAKC 10-9, KAAM 12-10, KAGO 13-11, and WORG-FM 4-12...8th week on chart.
- N N 21 ORLEANS/FOREVER** (INFINITY)
 Profile: Among fifteen hottest at KFMB, 14k, and WSLI...among twenty-five hottest at WIP and KUGN...on at WTMJ, KRKE-AM and WLW...WJJY-FM 18-13, WSMI 27-20, KGVO 31-20, WSM-FM 23-21, KSEN D-21, WLWS 30-23, WISN A-23, KKEZ 26-24, KEWI 32-24, KVOX D-27, KWAV 32-28, WLAV A-28, WAMT D-28, KAKC D-28, Z-96 D-28, WCWA A-29, KLDN-FM 38-31, WHBC 35-32, KMBZ D-32, WCHV A-37, and KAGO D-37...added at KOLO, KRSP-AM, LOVE94, KHOW, KBLI, WCHS, KARD-FM, and WMJC...Incredible growth!...Smashes from 26% to 47% reporter support...Breaking loose and gaining support with all demos 18-40...Phones starting to ring...4th most added record this week...Developing in callout...1st week on chart.
- N 29 22 KC & THE SUNSHINE BAND/PLEASE DONT GO** (TK)
 Profile: Among five hottest at WGCI-FM...among ten hottest at KMGX...among twenty hottest at WIP...on at Z-103...KOLE 7-4, WMAZ 9-7, WSM-FM 15-9, WHB 14-10, KWEN 20-11, Z-96 16-12, WFBZ 19-12, WFBC 22-13, WNEU 22-14, WAYX 19-15, KKEZ 22-15, WGOW 20-18, WORG-FM 22-19, WCHS 27-24, CHEC 27-24, WLAG 34-24, WLW A-27, WCWA A-28, and KOLO D-28...added at WFYR, WECQ, and WLFA...Looks like this is finally breaking loose of its image problem...Stems up to 34% from 25% reporter support...Phone action is developing...In markets where played, sales are strong...2nd week on chart.
- 15 22 23 NICK LOWE/CRUEL TO BE KIND** (COLUMBIA)
 Profile: WLAV 3-1, WCHV 3-3, WFBC 5-4, KSEN 8-4, WNEU 5-5, WLAG 8-8, WLFA 9-8, Z-103 9-8, KRKE-AM 10-8, KBLI 9-9, WAMT 14-9, KAKC

Spectrum III


13-10, KAGO 16-10, KKEZ 17-12, WMAZ 15-13, WORG-FM 17-15, 18-15, KRSP-AM 23-18, WLWS 22-20, WSMI 25-21, KAAM A-22, and WHBC 29-24...added at KBOM...9th week on chart.


10 14 24 LOBO/WHERE WERE YOU (MCA)
 Profile: Among five hottest at WFTL...among ten hottest at WIP, WMJC, KHOW, and KBOM...among fifteen hottest at KLOK, KFMB, and KNBR...among twenty hottest at KMGX, WBNS, and WFMK...KBLI 3-1, KAKC 2-2, WHBC 3-3, WISN 3-3, WROR 4-3, Z-103 5-4, WFLG 14-4, WFFM 7-7, WNEU 7-9, WFYR 10-9, WHB 10-9, WLAG 18-16, and WFBR 23-21...13th week on chart.


20 19 25 BARBARA MANDRELL/FOOLED BY A FEELING (MCA)
 Profile: Among five hottest at WTMJ...among ten hottest at KLOK...among fifteen hottest at KHOW...among twenty hottest at WFTL...among twenty-five hottest at KBOM...on at KRKE-AM...KVOX 5-2, KOLE 6-3, KUKI 7-6, KUIC 8-7, WJWJ-FM 14-11, WHBC 16-12, KKEZ 15-13, KMBZ 17-16, KAKC 20-17, KBAI 21-17, WSMI 21-17, WORG-FM 20-18, WAMT 21-19, WISN 22-20, WCHS 24-20, WGOW 23-21, KOLO 24-23, and KLDN-FM 31-28...added at CHEC...Has lost all steam...Drops to 32% from 36% reporter support...4th week on chart.

N 28 26 FLEETWOOD MAC/TUSK (WB)

 Profile: Among ten hottest at KNBR, and WSLI...on at KKEZ...KWAV 7-4, WHB 7-4, KCBQ 8-5, WNEU 17-10, CHEC 17-11, WQON 19-15, WMAZ 21-16, WFBR 25-17, KOLE 28-20, KEWI 25-21, WHLM 26-22, WFFM 30-22, Z-103 26-24, WLWS 33-25, KLDN-FM 32-27, KGVO D-29, and WAYX A-36...added at KBLI...Drums up 27% from 26% reporter support...Not for category 3...As attention turns to the album look for this to fall...See album action for consensus cuts from LP...2nd week on chart.

14 20 27 DOOBIE BROS./DEPENDIN' ON YOU (WB)
 Profile: Among ten hottest at KNBR...among fifteen hottest at KBOM, and KMGX...KAGO 2-1, WCHV 2-2, KUKI 3-2, KWEN 4-2, WLWS 5-2, WLFA 5-3, WCWA 7-6, WHBC 11-8, WGOW 12-8, WECQ 10-10, WFBC 10-10, Z-103 18-12, KKEZ 19-17, WORG-FM 21-17, WLAV 20-18, WQUD 22-20, and WSM-FM 25-22...8th week on chart.

N N 28 YVONNE ELLIMAN/LOVE PAINS (RSO)

 Profile: Among five hottest at WFMK...among fifteen hottest at WSLI...among twenty-five hottest at KUGN and WTMJ...on at KRKE-AM...KSEN 21-17, KBAI 24-18, KVOX 26-18, KCBQ 28-19, KOLE 26-23, WCHS 32-25, KRSP-AM 30-27, KKEZ D-28, WSM-FM D-29, WGOW D-30, WLWS 36-32, and KEWI 39-35...added at WAMT, WMAZ, and KUIC...Debuts with a solid 25% reporter support...Just starting to build support with 25-34 females and 28+ males.

N N 29 ELTON JOHN/VICTIM OF LOVE (MCA)

 Profile: Among five hottest at WTMJ...among fifteen hottest at WIP, and WSLI...KBLI 6-6, KKEZ 25-20, KWEN D-20, KVOX 30-23, WCWA 30-25, WECQ D-25, WQUD 30-27, KUKI 32-27, KGVO D-36, WCHS 43-36, and WCHV 43-36...Elton makes his showing with 20% reporter support...Demos show M/F 25+, leaning female...Very little phones or sales yet...1st week on chart.

N 30 30 LEIF GARRETT/WHEN I THINK OF YOU (SCOTTI BROS.)

 Profile: Among ten hottest at KLOK, and WTMJ...among twenty hottest at KUGN, and KNBR...among twenty-five hottest at WFTL and KBOM...LOVE94 18-14, KAKC 23-14, KGVO 19-17, WHBC 22-19, KMBZ 27-19, WECQ 25-20, WAMT 25-22, KBAI 28-22, KVOX 28-22, WORG-FM 26-23, KAAM 28-23, KRSP-AM 26-24, KOLE 27-25, WCHV 35-29, and KOLE D-29...added at KARD-FM...Inches up to 27% reporter support from 25%...The moves are a little slow in coming but if it has more weeks like this, it may start to move ahead...Phones beginning to ring from females 18+...2nd week on chart.

SIGNIFICANT ACTION

- JIMMY BUFFETT/FINS (MCA)**
 Profile: Among five hottest at 14k...WLFA 7-4, KWEN 18-15, WCWA 29-15, KLDN-FM 22-16, KVOX 22-17, KRKE-AM 26-22, WHB 26-22, KUKI 26-22, KSEN D-22, WNEU D-23, WMAZ D-24, CHEC 29-25, WLWS 35-28, KUIC D-29, KOLE 38-31, and WHBC D-34...added at Z-103, and WIP
- JENNIFER WARNES/I KNOW A HEARTACHE (ARISTA)**
 Profile: Among ten hottest at WBNS, and WIP...among fifteen hottest at KLOK...among twenty hottest at KFMB...among twenty-five hottest at KBLI...KLDN-FM 2-1, WLFA 2-1, WFBR 8-7, WCHS 10-10, WQUD 10-10, WMAZ 17-14, Z-103 22-18, WROR A-18, and WFYR A-20
- MICHAEL JACKSON/DON'T STOP TILL YOU GET ENOUGH (EPIC)**
 Profile: Among five hottest at WGLI-FM...WNEU 4-1, WFBR 3-2, KWEN 7-3, WFYR 5-4, WHLM 6-4, KITY 10-6, WCHV 15-7, WAYX 12-8, WROR 20-12, and Z-103 24-21
- BOB DYLAN/GOTTA SERVE SOMEBODY (COLUMBIA)**
 Profile: Among fifteen hottest at WIP...on at Z-103...WLOM 6-1, WCWA 14-4, WHB 13-11, WLAV 28-23, WLAG 30-25, WFBC D-25, WLOL-FM A-26, WHLM D-27, and KWAV D-29...added at KKEZ, KNBR, and WCHV
- KERMIT THE FROG/RAINBOW CONNECTION (ATLANTIC)**
 Profile: Among five hottest at KLOK...among fifteen hottest at WTMJ...among twenty hottest at WIP...on at KBOM...KBLI D-19, WHB 23-21, WAMT 26-24, WORG-FM D-26, WROR A-28, WHBC 32-29, KAAM A-30, KOLO D-30, and WLAG A-39...added at WMAZ
- KANSAS/REASON TO BE (KIRSHNER)**
 Profile: Among twenty hottest at WTMJ...among twenty-five hottest at 14k...on at WIP and KFMB...KOLO 11-9, KWAV 13-9, WSM-FM 14-12, WAYX 22-17, WGOW 22-20, KUKI 30-25, WNEU D-27, WHBC 33-28, KUIC D-28, and KOLE 37-30...added at KBOM
- BEACH BOYS/LADY LYNDA (CARIBOU)**
 Profile: Among fifteen hottest at KHOW...among twenty-five hottest at KFMB...on at WFTL and KBOM...15-12, WLWS 20-14, WHBC 17-15, KAKC 26-25, KBAI 27-25, and KMBZ 30-28...added at WAMT
- JIMMY MESSINA/NEW AND DIFFERENT WAY (COLUMBIA)**
 Profile: Among ten hottest at 14k...among twenty hottest at WTMJ...KLDN-FM 27-20, WSM-FM D-27, WLOM D-29, KGVO D-32, and KBAI 37-35...added at KWAV
- GLORIA GAYNOR/LET ME KNOW (I HAVE A RIGHT) (POLYDOR)**
 Profile: Among fifteen hottest at WTMJ...WAYX 17-13, KCBQ 26-24, WGOW 28-26, WFLA 29-27, WCHV 31-27, and WFBR D-29
- MELISSA MANCHESTER/PRETTY GIRLS (ARISTA)**
 Profile: on at KFMB and KKEZ...WSM-FM 20-17, WAYX 32-26, Z-96 D-27, WFBR D-28, WORG-FM D-30, and WFFM 40-37...added at WQON, WMJC, KVOX, KWAV, WIP, and KMBZ
- ELO/CONFUSION (JET)**
 Profile: Among ten hottest at 14k...among twenty hottest at WSLI...on at KEWI...KSEN D-20, KWAV D-30, WCHV 36-32, and WFFM D-39...added at KLDN-FM, WSM-FM, and WFBR
- M/POP MUZIK (SIRE)**
 Profile: WHLM 3-3, Z 103 11-3, WFYR 11-6, and KBLI D-16...added at KKEZ
- DOLLY PARTON/SWEET SUMMER LOVIN' (RCA)**
 Profile: Among twenty-five hottest at KUGN, WFTL and WTMJ...on at KBOM...WJWJ-FM 23-17, KGVO 23-21, KVOX 33-25, and WSMI A-31...added at KOLE, and KHOW
- ALAN PARSONS PROJECT/DAMNED IF I DO (ARISTA)**
 Profile: Among five hottest at 14k...WLOM 16-11, KWAV 20-14, and WNEU 24-19
- BAMA/TOUCH ME WHEN WE'RE DANCING (FREE FLIGHT)**
 Profile: Among five hottest at KARD-FM...KUKI 29-24, WFFM 29-27, and WNEU D-30...added at WGOW
- ANDY GIBB & OLIVIA NEWTON-JOHN/REST YOUR LOVE (POLYDOR)**
 Profile: Among five hottest at KLOK...among ten hottest at WTMJ...among twenty-five hottest at KUGN...KCBQ 4-3...added at KAKC
- FRANCE JOLI/COME TO ME (PRELUDE)**
 Profile: Among twenty hottest at WSLI...WROR 25-9, and KITY 20-18...added at WFYR
- BOBBY CALDWELL/MY FLAME (CLOUDS)**
 Profile: KGVO 29-23, KOLO 26-24, LOVE94 29-24, and KOLE 33-27...added at KAKC
- NITELYTE/IF YOU WANT IT (ARIOLA)**
 Profile: KWEN 16-13, and KBAI A-40...added at Z-96
- CLIFF RICHARD/WE DON'T TALK ANYMORE (EMI/AMERICA)**
 Profile: KBAI A-39...added at WFFM, KOLO, KWEN, KWAV, WORG-FM, WTMJ, Z-103, and WFBR
- DIONNE WARWICK/DEJA VU (ARISTA)**
 Profile: CHEC D-29...added at WORG-FM, WGOW, WSM-FM, WYSL, KAKC, and WTMJ
- SUPERTRAMP/TAKE THE LONG WAY HOME (A&M)**
 Profile: Among twenty hottest 14k...on at KLDN-FM D-38...added at WTMJ, WSLI, WCHV, Z-96, WLAG, WMAZ, WCHS and KWEN
- SMOKEY ROBINSON/CRUISIN' (MOTOWN)**
 Profile: Among five hottest at WGLI-FM...WJWJ-FM 30-27...added at WCHS, WLAG, WORG-FM, and KGVO
- JANIS IAN/FLY TOO HIGH (COLUMBIA)**
 Profile: Among twenty-five hottest at 14k...WSM-FM D-26, and WLWS A-33...added at KUGN, KGVO, and KARD-FM
- ORSA LIA/I CAN'T HOLD ON (INFINITY)**
 Profile: Among twenty hottest at KUGN...among twenty-five hottest at WTMJ, WSMI A-29, and KBAI 34-30...added at KUKI
- AMERICA/ALL MY LIFE (CAPITOL)**
 Profile: Among fifteen hottest at KARD-FM...among twenty hottest at 14k...on at KRKE-AM, KEWI 33-29...added at KUGN, KGVO, and KMBZ
- MARC RATNER/DON'T STOP LOOKING (RSO)**
 Profile: KSEN D-19, KMBZ D-31, and KOLE 39-34
- DARYL HALL & JOHN OATES/WAIT FOR ME (RCA)**
 Profile: WCHV A-39...added at KKEZ, and WHLM
- DAVE LOGGINS/THE FOOL IN ME (EPIC)**
 Profile: WCHS 45-37...added at WSM-FM, WTMJ, LOVE94, WLOM and KMBZ
- JOHNNY MATHIS/NO ONE BUT THE ONE YOU LOVE (COLUMBIA)**
 Profile: Among ten hottest at KLOK...among fifteen hottest at WBNS...WISN A-24
- MADLEEN KANE/YOU AND I (WBI)**
 Profile: KITY 8-3, and LOVE94 12-9...added at WFBR
- HOTEL/HOLD ON TO THE NIGHT (MCA)**
 Profile: on at KRKE-AM...KVOX 24-20, WGOW 24-22, and WLOL-FM A-30
- KARLA BONOFF/TROUBLE AGAIN (COLUMBIA)**
 Profile: Among fifteen hottest at 14k...WSM-FM 7-7, WLOM 19-16, and KGVO 39-33
- ADDRISI BROTHERS/GHOST DANCER (SCOTTI BROS.)**
 Profile: on at KUGN, KBLI 14-11, and KUKI 23-20
- DAVID RUFFIN/BREAK MY HEART (WB)**
 Profile: Among fifteen hottest at WFMK...among twenty hottest at WGLI-FM...among twenty-five hottest at WMJC

Urban Music

Urban Music is a totally new and unique approach to this area of radio programming. The computer program used to derive this chart is the most complex of all the FRED charts. Input comes from progressive black programmers 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. This program has been tested at FRED for months to verify its accuracy. Programming off this chart will win ratings. Crossover market programmers are urged to consult it to find out what's really happening with a huge segment of the total listening audience.

LW	TW		
1	1	FUNKADELIC/Knee Deep	WB
2	2	MICHAEL JACKSON/Don't Stop 'Til You Get Enough	Epic
3	3	KOOL & GANG/Ladies Night	De-Lite
4	4	DAVID RUFFIN/Break My Heart	WB
11	5	DONNA SUMMER/Dim All The Lights	Casablanca
5	6	ASHFORD & SIMPSON/Found A Cure	WB
9	7	SMOKEY ROBINSON/Cruisin	Tamla
7	8	CAMEO/I Just Want To Be	Chocolate City
6	9	COMMODORES/Sail On	Motown
10	10	CRUSADERS/Street Life	MCA
16	11	COMMODORES/Still	Motown
8	12	O'JAYS/Sing A Happy Song	PI
18	13	NATURE'S DIVINE/I Just Can't Control Myself	Infinity
12	14	ARETHA FRANKLIN/Ladies Only	Atlantic
14	15	HERB ALPERT/Rise	A&M
21	18	ISLEY BROS/It's A Disco Night	T-Neck
19	16	BRENDA RUSSELL/So Good, So Right	Horizon
13	17	TEDDY PENDERGRASS/Come Go With Me	PI
17	19	CONFUNKSHUN/Let Me Put Love On Your Mind	Mercury
15	20	GQ/I Do Love You	Arista
23	21	SLY & THE FAMILY STONE/Remember Who You Are	WB
24	22	ARCHIE BELL & DRELLS/Strategy	PI
26	23	RAYDIO/More Than One Way To Love A Woman	Arista
20	24	MASS PRODUCTION/Firecracker	Cotillion
22	25	MINNIE RIPPERTON/Lover & Friend	Capitol
30	26	ISAAC HAYES/Don't Let Go	Polydor
29	27	PRINCE/I Wanna Be Your Lover	WB
D	28	CHIC/Forbidden Lover	Atlantic
D	29	KC & THE SUNSHINE BAND/Bet You Didn't Know That/Please Don't Go	TK
D	30	JOHNNY NASH/Closer	Epic

SIGNIFICANT ACTION

RUFUS & CHAKA KHAN/Do You Love What You Feel	MCA	JIMMY BO HORNE/You Get Me Hot	TK
FOXY/Rrrrock	TK	FRANCE JOLI/Come To Me	Prelude
BELL & JAMES/Shakedown	A&M	FATBACK BAND/King Tim III	Spring
ROSE ROYCE/If It's Love You're After	Whitfield	M/Pop Muzik	WB
SERGIO MENDES/I'll Tell You/Lonely Woman	Elektra	LTD/Share My Love	A&M
MAXINE NIGHTINGALE/(Bringing Out) The Girl In Me	Windsong	MANDRE/Freakin's Fine	Motown
EW&F/In The Stone	ARC/CBS	BARBRA STREISAND & DONNA SUMMER/No More Tears/Enough Is Enough	Columbia/Casablanca
CURTIS MAYFIELD-LINDA CLIFFORD/Between You Baby & Me	Curtom	WHISPERS/A Song For Donny	Solar
		BOBBY CALDWELL/My Flame	Clouds

Quest by Buzz Bennett

I'm now sitting on my second airplane of the day in the biggest airport in the country, O'Hare. I'm crammed between the upper demographics but I'm tuning in radio stations. We're stuck here because the radar system at O'Hare has gone out. The faces of the people around me indicate that they wish my radio would also go out. Excuse me, the woman next to me is asking me to turn that thing off. I'll have to respond. (Pause).

I just asked her why she doesn't like the Loop. She looked back at me very strangely. I asked her if she would prefer WLS or WEFM. She looked even stranger. So, I turned the radio on. She then tells me that it's things like that that mess up the radar. I think she was holding me responsible for the entire radar system blowing out. I think I'll tell her something else. (Pause)

I just told her that the Loop is a very powerful radio station and they could well have been responsible for no radar in the airport because they have been known to stop a baseball game and cancel the Pope's trip to Chicago. (Pause) At that point she started to believe me and wanted to continue the conversation but I explained very politely to her that I was in the midst

of writing an article for one of the most important magazines in the country and that I would talk to her as soon as I had finished it. She smiled and said, "Go right ahead young man". I like her because she called me a young man! I looked at her and shot her about 100 kinds of unspoken words. She likes me and I like her. I said to myself, a positive mental attitude works every time. (Pause) I just checked her out. She was trying to read everything I'm writing. Oh boy, I hope she didn't read it all! Well, no way, because my handwriting is so bad that I have a hard time reading it myself!

The NRBA convention was a pleasure to attend. I don't think there were very many people though. Maybe 500, that's just a guess. But the dignity and the quality of the gathering was impressive. I fell into several good conversations. The one topic that seemed to hold a pattern is the fact that it is harder to find good people today than ever before. That's true because there are so many more radio stations but that's just one reason. We've lost many of the creatives in radio to the record industry. This was not just due to money or credit cards. I believe it was due much more to the

fact that in the music industry you can express yourself much more freely without the pressure of unenlightened management and the FCC.

The migration took its heaviest toll on the teachers, the would-be leaders. There isn't enough time for a JIM MADDUX to train people in ten radio stations how to be among the best. People like SCOTT SHANNON, BILL TANNER and maybe 25 others are enthusiastic about training young people but that's just not enough in an ever expanding industry with a crucial need for creative teachers.

It is obvious that Program Directors in most cities have a better grasp on the techniques of management, sales and even engineering today but the development of young jocks suffers. I would like to see each radio station add to their staff a position called Teacher or Advisor. It has always been far more valuable to work for a radio station where you can learn and grow than it is to work for a radio station that pays good.

The plane took off about ten lines ago. I think I'll have a conversation with this nice lady. There's nothing like communication.

Cipher by C.C. Courtney

REMISTAKES

Last week I presented some thoughts on picking hits. The methodology laid out was meant to be A way, not THE way, which is better than no way. Whatever method you use, you should always listen to your picks on the air before reporting them as adds. I can think of several records that were jumping up the charts around the country yet they did nothing for me. When I was finally forced to add them, I was surprised at how good they sounded on the air. The same thing happens in reverse sometimes with your picks. They sound good in your office but when you hear them on the air, they just don't make it.

There are many changes from the record to the listener's ear. Sometimes they make a record better, sometimes worse. Any record you step out on should be checked out on the air before you commit. Likewise for all records you are uncertain about adding. One listen on the air can make the decision for you, though, in general, when in doubt, don't.

What happens when you have a record show up in your research as a stiff and you have been touting it to the record company, the trades and anyone who would listen? This depends on the situation. If you have hard evidence that the record is a stiff, get off it. Damn pride!

In fact, this point carries over to all facets of your station, and indeed, your life. When you make a mistake, you don't have to call it a mistake but you do have to not make it again. If something was a mistake the first time, it will probably be a mistake everytime. You can talk about sticking by your guns, the need for consistency, saving face, and numerous rationalizations that are important considerations; however, if something is wrong there is no amount of hiding, patching or talking that can make it right.

It doesn't matter how certain you were of your course of action. It doesn't matter how much support you have for it. It doesn't matter how much you need it to work. You made your decision with all the information available to you at the time. When new facts or

feelings come to light that change your perception and you see that you are wrong, you must immediately make it right. Change is the law of nature. Chaos is the true state of nature. Improvisation is the highest degree of creativity.

Of course you should do everything possible to convert a negative to a positive but the only thing you can do to make a wrong record positive is to play a right record instead. Don't be ashamed to tell the record company that the record didn't pan out. Don't lie to them to protect your reputation. They will appreciate any play you give them and they will appreciate accurate feedback as to the viability of the product.

Trying to pick hits is kind of like drilling for oil. You can get the best geologists, the best equipment, the best workers and still come up with a dry hole. You can come up with a string of dry holes but when you strike just one gusher everybody forgets the losers. The higher your percentage of hits the better it is but there will be no hits if there aren't some misses.



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NBC Radio's Young Adult Network

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The HOTS

Fred

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

EAGLES/Heartache Tonight	(Asylum)
STYX/Babe	(A&M)
COMMODORES/Still	(Motown)
FLEETWOOD MAC/Tusk	(WB)
IAN GOMM/Hold On	(Stiff-Epic)
K.C. & THE SUNSHINE BAND/Please Don't Go	(TK)
BARRY MANILOW/Ships	(Arista)
JIMMY BUFFETT/Fins	(MCA)
MICHAEL JOHNSON/This Night Won't Last Forever	(EMI-America)
ANNE MURRAY/Brokenhearted	(Capitol)
J.D. SOUTHER/You're Only Lonely	(Columbia)
BLONDIE/Dreaming	(Chrysalis)
SUPERTRAMP/Take The Long Way Home	(A&M)
LAUREN WOOD/Please Don't Leave	(WB)
CHEAP TRICK/Dream Police	(Epic)
ELTON JOHN/Victim Of Love	(MCA)

NEXT: (THESE WILL BE HITS):

BARBRA STREISAND & DONNA SUMMER/NO MORE TEARS/ENOUGH IS ENOUGH 56/53/2
(CBS/CASABLANCA)

Profile: G-105 18-10, 98-FM D-23, WSGA A-24, KQIZ A-25, KSFM A-26, KRTH-FM A-26, KORL A-27, WNBC A-27, Y-100 A-28, WTIC-FM A-29, WJDX A-30, KEYN-FM A-30, CK101 A-30, WKMX A-30, KOPA D-30, 14-Q A-33, JB-105 A-34, WAGY A-35, WLOF A-36, WLAN A-36, KATI A-37, KLIK A-39, and WIKS A-40...added at WQLK, KNOE-FM, KRUX, WSGN, WRVQ, KROY-FM, WMEE, WGLF, WRJZ, WKYB, WXLO, WAYS, KYYX, KIDD, KVIL, KOIL, KRSP, WRKO, KMJK, WQXI, KSTN, KUHL, KOKQ, KNUS, KPUG, KKIQ, WBLI, WPGC, KTSA, WKNX, KIMN-AM, WRQK, KFI, and CKLW...#1 Most-Added, #14 Most-Debuted... National rank: d-39! 35% of our reporters have already added with most stations just now receiving the record...JB-105 Todd Chase "Exploded in phones—all females!" WBLI/Long Island "Instant #1 phones 12+ and 18+!" Headed Top 5.

FRANCE JOLI/COME TO ME 44/10/8
(PRELUDE)

Profile: WAXY 2-2, KRTH-FM 4-3, Y-100 5-3, KHJ 9-4, WXLO 6-5, WTIK 9-6, WNBC 13-10, WNOE-AM 25-10, WBLI 15-12, KORL 23-15, KRGV 21-16, WSGA 25-21, WLCS 30-22, KFI 30-23, JB-105 35-24, WKPT D-24, WRKO 29-25, KNUS 35-25, KKEG A-25, KOKQ D-25, KSTN D-27, KC-101 A-29, WPGC D-29, KTSA A-30, WIKS A-30, WTIC-FM A-31, KLIK D-32, KRIG D-32, WLOF 39-34, KACY A-36, WSEZ/Z93 D-36, and KROY-FM D-36...added at WQCM, KVIL, 14-Q, and B-100...#19 Most-Added, #18 Most-Debuted...National rank: 42-31! Reporters showing growth lift from 19 to 23% Good sales in crossover markets.

BOB DYLAN/GOTTA SERVE SOMEBODY 77/13/8
(COLUMBIA)

Profile: KJR 10-6, WNFQ 15-10, KEYN-FM 15-12, WBSD 17-13, KSTN 19-15, WKIX 19-15, WQLK 19-17, KFHC 22-18, KATI 25-20, KPUG 24-21, WLCS 25-21, KOBO D-21, KRIG 35-25, KROY-FM 37-25, Y-103 32-26, KBOS 30-27, KSLQ 30-28, WAIM 32-28, 94-Q A-28, WKBO D-28, KOAQ A-29, WRRD A-29, M-91 A-29, KEZR D-29, KLIK D-29, WJDQ 34-31, WTIK 36-31, KMJK D-31, CK101 D-32, WNOE-AM D-32, WAYS D-33, KRQ 39-37, KACY A-37, Z-98 D-40, and WLAC D-40...added at WFLI, KRNA, KQDI, WQZQ, WPST, QV-93, WDJX, and KVIL...#16 Most-Added, #18 Most-Debuted...National rank: 37-32...Reporters showing growth serve from 25 to 28%...good 25+ male/female response.

CHRIS THOMPSON/IF YOU REMEMBER ME 55/13/17
(PLANET)

Profile: 94-Q 6-3, WQXI 7-3, WAIM 11-4, CKLW 5-5, WROV 12-6, KRGV 16-13, KKEG A-22, KELI 28-23, Z-93 29-23, WFLI D-23, WKNX 29-25, WKPT D-25, WPST 30-27, KQDI D-29, KC-101 A-30, WAMS D-30, KRIG D-31, WNOE-AM D-31, KATI 35-32, WRJZ D-32, WFIC 40-34, WSGN D-34, KLIK D-35, KSLQ A-37, WANS D-37, and Z-98 D-39...added at KOFM, KMJK, WHVL, KS106, WTIK, WSEZ/Z93, WKIX, WHHY, WKBO, KIMN-AM, and KOPA...Recommended in FRED since June 4...now 17 weeks later, Chris is finally coming home! #10 Most-Debuted, #12 Most-Added...National rank: 49-37! Reporters showing growth charge from 15 to 23% Pop pattern of teens and adult females 18-49.

ELO/CONFUSION 41/22/3
(JET)

Profile: 91-X A-15, WNBC 24-17, WKYB 26-18, WKPT D-19, KEZR 27-21, WEAM A-23, 14-Q 29-26, 96-KX A-28, WLSQ D-28, KSTN D-28, KSLQ 32-30, KPUG D-30, WIKS 39-36, WNFQ D-36, WGLF D-37, WZDQ D-38, KROY-FM D-38, KATI A-39, and KACY A-40...added at WMEE, KOKQ, KZFM, G-135, KRKE, WKMX, Q101, KBOS, WHHY, WFLI, KOFM, WALT, WUPE, WQZQ, WSSC, KOBO, WPGC, and WSEZ/Z93...#5 Most-Added...National rank: 60-42! Reporters showing growth romp from 13 to 23%...good callout already shaping 18-34.

LITTLE RIVER BAND/COOL CHANGE 33/23/3
(CAPITOL)

Profile: WSGA 27-22, WRFC 27-23, WAIM 31-25, 94-Q 29-26, KKEG A-28, KLIK A-32, WNFQ D-34, and KTFX A-40...added at WSEZ/Z93, WHHY, WKXY, WKPT, WLSQ, KLUC, WLOF, WZDQ, WSFL, WMEE, KMJK, Y-103, WANS, WSKY, WSGN, KQDI, KS106, WRVQ, KEZR, and KXDD...#6 Most-Added...National rank: 70-63. Reporters showing growth spark from 6 to 17%. Artist power!

ALBUM OF THE WEEK
FLEETWOOD MAC/Tusk

(WB)