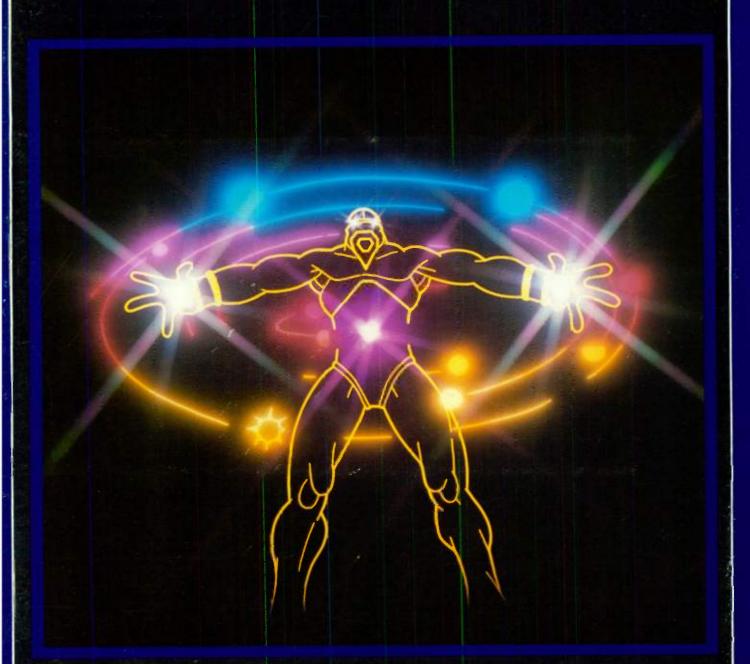




January 29, 1979

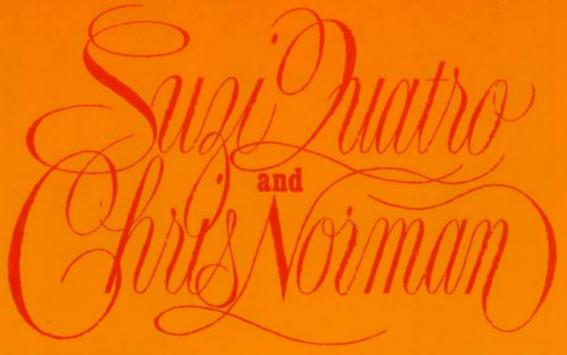


### **ABC TO MCA**

Jeffries Heads Mercury Promotion
Green, Buell Move Up At KIMN
FRED Record Of The Week:
DONNA SUMMER W/BROOKLYN DREAMS
"HEAVEN KNOWS"

# 4ST FRELEASED LINE STEPHENT OF THE STATE OF

A Classic New Duet By



Adds: WLAC, WAYS, WKBW, 94Q, Z-93, WQXI, KING, WHBQ, KILT, WBZ, 92Q, WRJZ, WFOM, WGOW, WHHY, WERC, WBEN, WBEN-FM, WFLB, WAUG, WAKX, KVOX, KFIV, KZUE, KENO, WORG, WTMA, WCOS. WAIR and WORD



RECORDS, INC.

Produced by Mike Chapman for Chinnichap

On: KFRC, KTLK, WAPE, WBBQ, KJRB, WBZ-FM, WKXX, WBGN, KYYX and JB-105 33-22.



# THE HOTS are in Bold Type

### **UNIVERSALS**

1	1	1	ROD STEWART/Do Ya Think I'm Sexy	(WB)
2	2		POINTER SISTERS/Fire	(Planet)
3	3	3	NICOLETTE LARSON/Lotta Love	(WB)
2 3 12	5	4	BLUES BROS./Soul Man	(Atlantic)
4	4	5	OLIVIA NEWTON-JOHN/A Little More Love	(MCA)
13	9	6	CHERYL LYNN/Got To Be Real	(Columbia)
14		7	BARRY MANILOW/Somewhere In The Night	(Arista)
7	6	8	HOT CHOCOLATE/Every 1's A Winner	(Infinity)
21	13		CHICAGO/No Tell Lover	(Columbia)
6	7	10	EARTH, WIND, & FIRE/September	(Columbia)
8	8	11	IAN MATTHEWS/Shake It	(Mushroom)
Р	29	12	DONNA SUMMER/Heaven Knows	(Casablanca)
Р	24	13	GLORIA GAYNOR/I Will Survive	(Polydor)
21	15	14	GERRY RAFFERTY/Home & Dry	(UA)
24	16	15	LEIF GARRETT/I Was Made For Dancing	(Scotti)
25	18	16	MELISSA MANCHESTER/Dont Cry Out Loud	(Arista)
5	11	17	CHIC/Le Freak	(Atlantic)
			FOREIGNER/Blue Morning, Blue Day	(Atlantic)
26	25	19	PEACHES & HERB/Shake Your Groove Thing	(Polydor)
9			BEE GEES/Toc Much Heaven	(RSO)
23			KENNY ROGERS/The Gambler	(UA)
P			LITTLE RIVER BAND/Lady	(Harvest)
28			NIGEL OLSSON/Dancin' Shoes	(Bang)
20		_	CHANSON/Dont Hold Back	(Ariola)
15			VILLAGE PEOPLE/Y.M.C.A.	(Casablanca)
			BABYS/Every Time I Think Of You	(Chrysalis)
10			TOTO/Hold The Line	(Columbia)
29			ROSE ROYCE/Love Dont Live Here Anymore	(Whitfield)
11			BOB SEGER/We've Got Tonight	(Capitol)
18	17	30	ACE FREHLEY/N.Y. Groove	(Casablanca)

For information in depth, see Universals on page 27. For a look at the songs that will soon make FRED's Universals chart, see Inside Back Predictables.

# "Heart of Glass" The single that is breaking Blondie in America



WJBQ 20-18 WFEA 26-18

WGTR HB to 19

WLLH 24-17 WBOS 16-13 WZZD 35-30

F105 ON WCOD ON

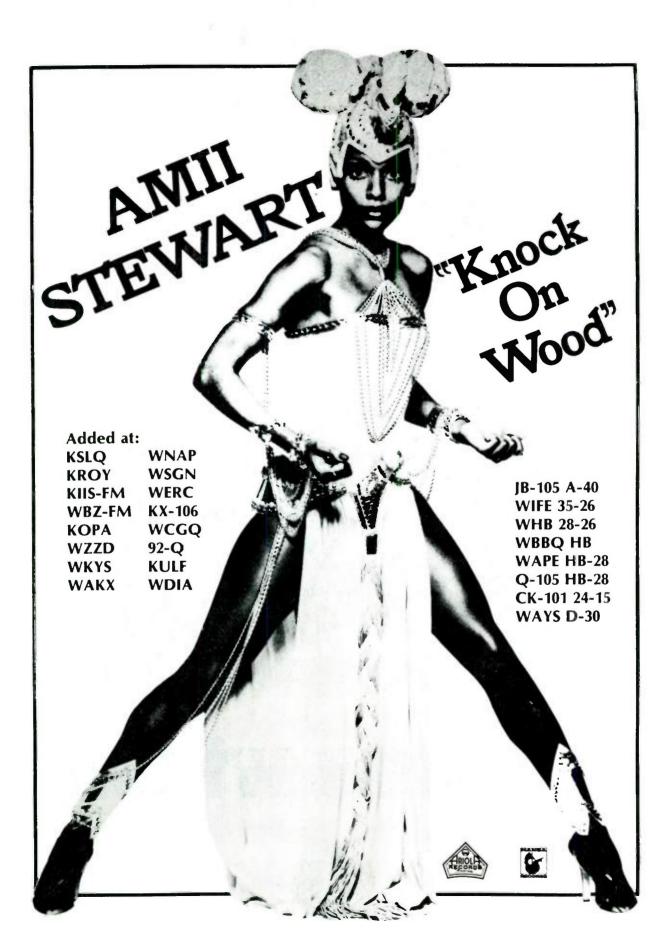
It's already smashed records all over England and France. We know it's going to do the same in America. Specially mixed and produced for radio by Mike Chapman. "Heart of Glass." 3:22



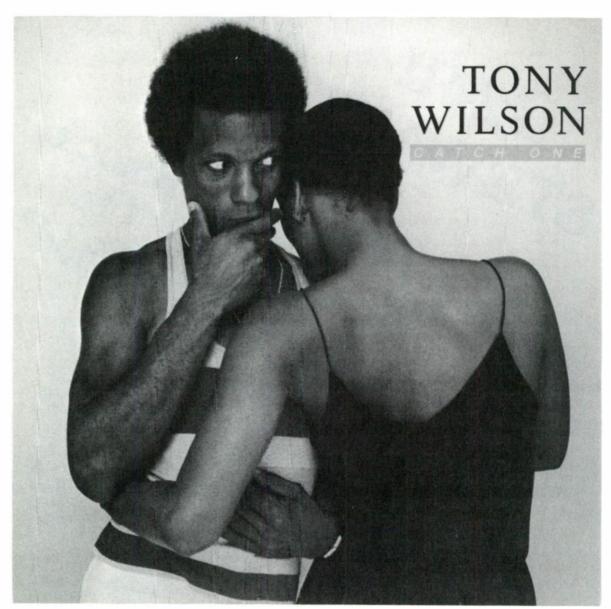
From the Album "Parallel Lines" CHR 1192

**WICC KSTN** WWWD WIGY WFTQ

**KVOL** 



# TONY WILSON "TRY LOVE"



# try tony wilson



World Dadio History



**BUZZ BENNETT** 

C.C. COURTNEY

STEVE JENKINS

Album Editor Strokes Editor

DOUG ROSENTHAL Jazz Editor, Staff Writer

STEVE CASEY
Disco Editor

LYNN TOLLIVER

JEFF GREEN Spectrum III Editor Universal Editor

SCOTT McGREGOR
Art Director

MARGARET LEONARD Computer Analyst

KAREN HORN

Office Manager

MARYLAND Executive Assistant

PAM BAICHE Executive Assistant

ARDELE LEAVELLE Research

MIK BENEDEK Research

ON THE COVER: This is "TRON", star of Future Media Corporation's animated radio promotion. The campaign has been fully customized and licensed for the exclusive use of radio stations in 20 U.S. markets. See FRED's interview with Dan Cavanaugh on page 26 for more about TRON and Future Media. 1978, Lisberger Studios, Inc. Reprinted by permission.

#### 10 POWER PAGES

#### 13 TOP NEWS

JIM JEFFRIES has been brought aboard at Mercury Records as VP of National Promotion. BOB SHERWOOD moves quickly to get rolling in his new job as President of Mercury....ED GREENE moves from MD of KIMN-AM to be PD of KIMN-FM. CHUCK BUELL takes his MD slot....Is it final that ABC



is going to MCA??? Could be...Quad and AM stereo are back in the news....WPIX/NYC goes to good old rock 'n roll....MARSHALL BLONSTEIN and MICHAEL PAPALE are moving to bring Island Records into the mainstream....The FCC has waived ascertainment for smaller markets with an eye towards getting rid of this dreaded function entirely...STAN LAYTON has been appointed head of marketing at MCA. Nobody yet named to replace STAN BLY.

#### 18 RATINGS

Arbitrons are in for a bunch of cities. We had room for Atlanta, Buffalo, Cincinnati, Indianapolis, Oklahoma City, Portland, and San Antonio...We also have Media-Trends for NYC, LA, and Chicago.

#### 21 PROFILE

JOHN LEE WALKER, Program Director of K-104/Fresno

#### 22 QUEST/CIPHER

#### 24 MANAGEMENT/ENGINEERING

Is there anybody out there who would claim that he will raise his spot load if the limit is removed? FRED couldnt find one....GLEN CLARK of FRED's Engineering Network, which is available to answer any questions you might have, tells about a major advance in AM audio processing.

#### **26 INTERVIEW**

This Interview with DAN CAVANAUGH of Future Media Corp. is another in a long list of interesting, useful, to the point presentations in these pages. If you're thinking about a TV campaign, you will find this info and the list in last week's Management section quite valuable. Just seeing how spots were put



together for KBEQ, KQFM, KAKI, KYA, WPIX, WCOZ, WINZ-FM, WQXI-FM, WBBF, WIOQ, and others by this firm is an eye opener and a thought starter for sure.

#### PLUS OUR REGULAR FEATURES:

47 BLACK

6 LETTERS/CALENDAR 51 DISCO 29 UNIVERSALS 53 JAZZ

37 ALBUMS 55 OPENINGS

41 SPECTRUM III 56 PREDICTABLES

## THE HOTS

#### **UNIVERSALS**

- \*ROD STEWART
- \*CHERYL LYNN
- \*BARRY MANILOW
- \*CHICAGO
- \*DONNA SUMMER
- \*GLORIA GAYNOR
- \*FOREIGNER
- \*PEACHES & HERB
- \*LITTLE RIVER
  BAND
- \*NIGEL OLSSON
- \*BABYS
- \*DOOBIE BROS.
- \*FIREFALL

#### **ALBUMS**

- \*EDDIE MONEY
- \*POCO
- \*BABYS
- \*ELVIS COSTELLO
- \*SAD CAFE ROBERT

JOHNSON

LETTERS

#### **A CLARIFICATION**

#### To FRED

WXLP informed you that they are the only album station in the Quad Cities...not so. It is true that Moline, dropped their "album at night" format.

However it should be noted that KFMH is the only full-time live (24 hours a day, 7 days a week-not automated) album station in the Quad Cities and lowa City-Cedar Rapids areas.

We have not changed our format and feel their letter to be very misleading. We not only serve the Quad Cities with our 50,000 dolby signal (15 miles from the Quad Cities), we also sell extremely well there. Our playlist will continue to speak for itself.

I do not want any hassles...competition is good and there is competition with two album stations in the Quad Cities area.

Steve Bridges KFMH/Iowa Program Director

#### **BEAUTIFUL IS BEAUTIFUL**

#### To FRED

I turned with interest to the ARB information on page one of the 12/26/78 and page 16 of the 1/2/79 issues of Fred, but was disappointed in not finding KIFM among the seven San Diego stations listed.

Buzz, KIFM subscribes to TM's "Beautiful Rock", and we have had four very nice books together. This last book (O/N '78) gives KIFM a 4.6 total 12+ share, the Number 1 midday position (12+) and Number 1 women 18-34 and 18-49 all week.

I think your readers would be interested in knowing the figures 1) in light of the rise of disco over mellow in NYC (its continued viability in other markets) and 2) in light of the fact that this station is a significant part of the contemporary radio picture in San Diego.

Please give me a call if you have any questions on KIFM or the format.

Don Hagen Music Director Beautiful Rock

#### **I AGREE**

#### To BUZZ

I totally agree with your comments on the "openers" and "warmth" in the Banquet room at the Gavin Testimonial. Your "Penguin Principle" is an interesting one. I thank you for your thoughts.

Michael O'Shea KPOL/Los Angeles Program Director

#### DARE TO BE A FRIEND

#### To FRED:

Well, it was almost one year ago this month that Bobby Rich announced to his staff at B-100 that he was leaving to join 99X in New York.

It was a night that myself and the rest of the B-100 staff will not soon forget.

It was a cold crisp night in late January that brought tears and that cold empty feeling you get when you lose something special. Some programers may not understand this feeling displayed by an air staff but thats ok because no one except Shotgun, Glen, Danny, Gene, Kevin, Cherie, me and a select few others will ever know the joy warmth and that special magic that Bobby shared with us.

Working under his leadership was not like working at all. It was more of a learning experience with a lot of fun thrown in to keep you interested.

A lot of programers complain these days about an inability to relate to their air staff. May I suggest that you try treating them as people, dare to be their friend as well as their boss and then you feel the trust and even love that Bobby got from us.

Some of the staff that I mentioned above have moved on to different things I being one of them, but we are still together in our belief in Bobby Rich. We still love him and miss him.

Doc Rogers 91X-FM/San Diego

#### February March

Feb. 1-28 — Afro-American Month and American Music Month. To support U.S. composers.

Feb. 3 — Buddy Holly, The Big Bopper and Richie Valens died in a plane crash in 1959.

Feb. 4-11 — National New Idea Week. Devote at least one hour this week to the development of a new idea that will improve your personal or professional environment.

Feb. 5-9 — National Pay Your Bills Week.

Feb. 6 - Mid-Winter's Day. A day of celebration that winter is half over.

Feb. 7 - Beatles arrive in U.S. for their first tour of the U.S. in 1964.

Feb. 7-17 - Hundredth Anniversary of the Light Bulb, commemorates the birthday of Thomas Alva Edison with a ten day celebration.

Feb. 8 - Jules Verne's Birthday, sometimes called the "father of science fiction".

Feb. 9 -- Beatles first American live performance on the Ed Sullivan show in 1964.

Feb. 11 - Beatles first concert in U.S. in Washington, D.C., 1964.

Feb. 11 — Man Watchers' Love & Kisses Week. Let those you love know it.

Feb. 24 - Gregorian Calendar Day became effective in Britain in 1752 as Britishers rioted in the streets for their "lost ten days".

Feb. 26 Total Eclipse of the Sun. Will be visible in western Europe, North America, North Pacific Ocean, North Atlantic Ocean and Greenland.

Feb. 28 — Broadcasters Rally Against Over Regulation—A rally of all Broadcasters to confront the FCC and Government in Washington on overregulation of the industry. Contact Jim Gabbert, President of NRBA.

Mar. 23-28 — 21st Annual NARM Convention, Hollywood, Florida.

March 25-28 — The 57th Annual National Association of Broadcasters Convention will be held at the Dallas Convention Center.

June 5-9 — American Women In Radio and Television 28th Annual Convention at the Atlanta Hilton.

Sept. 9-12 — National Association of Broadcasters Radio Programing Conference. Stouffer's Riverfront Tower, St. Louis

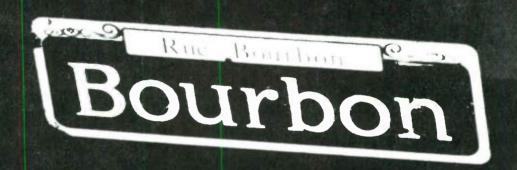
Oct. 7-10 — National Radio Broadcaster's Association Annual Convention at the Washington Hilton.

Check the Chase Calendar for much more.



# "ROXANE"

(You Dont Have To Put Out Your Red Light Tonight)



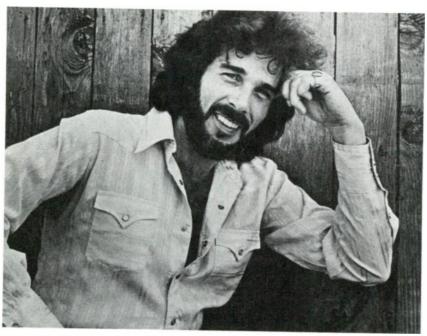
from the Police album "Outlandos d'Amour"

KRBE Houston Chart 30

Top 5 phones after one week of airplay!



# EDDIE, ABIT



Adds: WISE **WLAC A-37 WCHV** WGCL **KILT A-38** 

**WHHY D-30 WALG 32-14 WGNI D-24** WZZP D-34

On: **KULF** MOUW **KWSL** 

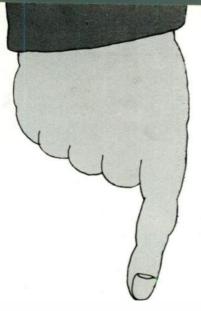
# "Every

WTMA 26-23 WZ00 27-20 WEVA D-34

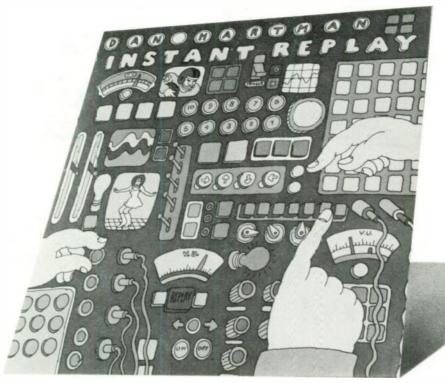
Which Way But Loose" **WTIX D-40 KJMO D-30** WKNX D-22 KLIF 36-32 **WIBR 6-3** 

**KWSL KDOK** WROK





# "This Is It."



# The new Dan Hartman single.

It's an auspicious beginning for the new year. Dan's new single follows up the certified gold title cut from his album "Instant Replay."

Top-40 and BOS programmers, this is the musical moment you've been waiting for.

"This Is It." Dan Hartman's new single from the album "Instant Replay." On Blue Sky Records and Tapes.

Produced by Dan Hartman. "A Tom Moulton Mix."

Now taping in Hollywood for these shows: <u>Midnight Special</u>, <u>American Bandstand</u>, <u>Soul Train</u>, <u>Rock Concert</u>, <u>Dinah!</u>

QUEST by Buzz Bennett

BLACK RADIO AND MUSIC by Lynn Tolling

STROKES

CiPHER by C.C. Courtney

DISCOVERYDISCOVERY

Media Trend

Changes

MANAGEMENT

THE HOTS

FREE Top Rews

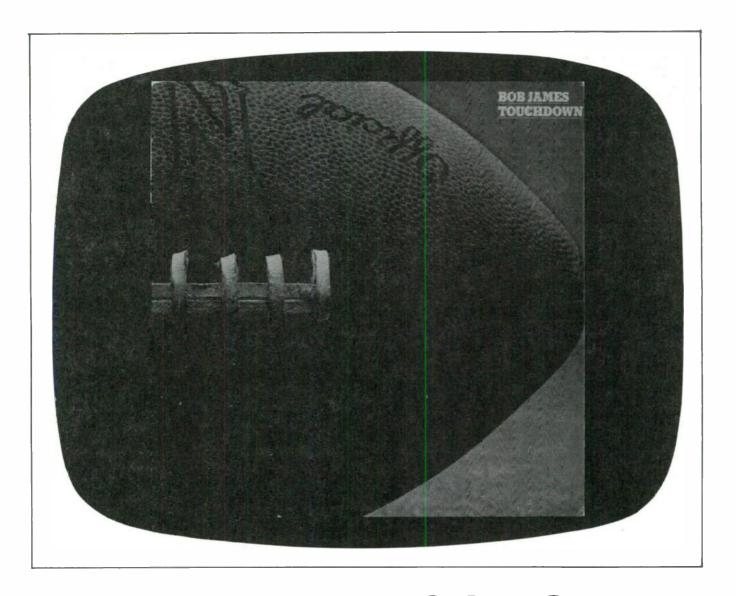
black universals

predictables jazz

Looking Spectrum III

RATINGS

SUBSCRIBE TO Fred 408 624-7474



A SUPER SONG FROM A No. 1 ALBUM BOB JAMES

"ANGELA"
(Theme from "TAXI")

**MULTIMEDIA POWER** 





### MOST VALUABLE RECORD OF THE WEEK: DONNA SUMMERS W/BROOKLYN DREAMS

DONNA jumps from 29 to 12 ... all demos ... looks like a #1 record. ROD STEWART is as powerful as any BEE GEES record of the past — and that's as powerful as you can get. CHERYL LYNN noves from 9 to 6.

# IMAGE RECORDS OF THE WEEK: BABYS and DOOBIE BROS.

BABYS jump from 30 to 26...all demos. DOOBIES launch from P to31..all demos. BARRY MANILOW moves from 12 to 7...all women. CHICAGO moves from 13 to 9...18-34 power.

#### CALL-OUT RECORD OF THE WEEK: FOREIGNER

FOREIGNER shows all demos...strong single sales and powerhouse album sales. PEACHES & HERB move from 25 to 19...all demos.

#### FASTEST MOVER OF THE WEEK: LITTLE RIVER BAND

LITTLE RIVER BAND moves P to 22 ... all demos ... strong call-out ... bound for the Top 5. NIGEL OLSSON moves from 27 to 23 ... all demos ... particularly strong with teens and females ... good programing. FIREFALL breaking big.

# GREAT NEW RECORD OF THE WEEK: KIM CARNES "IT HURTS SO BAD"

BEE GEES "Tragedy" ... this is the single ... sounds like there are about five #1 records on this album ... they may not have out-done "Saturday Night Fever," but they certainly did just as well ... amazing talents.

# EDDIE MONEY: MOST VALUABLE ALBUM OF THE WEEK BABYS SHOW STEADY GROWTH ELVIS COSTELLO: 18-24 ALBUM OF THE WEEK MAX DEMIAN, MARC TANNER, BANDIT: PREDICTABLES TO WATCH

EDDIE MONEY's "Life For the Taking" exploded this week, moving into heavy rotation at most reporting stations. Primary demographics are 18-24...initial sales are very strong...The top five Lp's remained stable, with ROD STEWART holding on to the top spot. The BABYS show strong 18 plus support and strong female response. ELVIS COSTELLO is developing a powerful 18-24 base. Particularly strong male support. MAX DEMIAN and MARC TANNER top Predictables, Demian showing heavy initial 18-24 response and Tanner strong 18-34 response. BANDIT resurged with the release of the single "One Way Love" and stays in Predictables.

#### **REQUEST POWER 15-17**

- 1. ROD STEWART
- 2. POINTER SISTERS
- BLUES BROS.
- 4. CHIC
- 5. VILLAGE PEOPLE

# MASS APPEAL OF

#### **ALBUM POWER**

- 1. ROD STEWART
- 2. BLUES BROS.
- 3. EDDIE MONEY
- 4. DIRE STRAITS
- 5. DOOBIE BROS.

#### **REQUEST POWER 12-14**

- 1. ROD STEWART
- 2. CHIC
- 3. POINTER SISTERS
- 4. VILLAGE PEOPLE
  - . BLUES BROS.

-RUBBER B.

#### **REQUEST POWER 18+**

- . POINTER SISTERS
- 2. NICOLETTE LARSON
- 3. CHERYL LYNN
- 4. OLIVIA NEWTON-JOHN
- 5. FRANK MILLS

# PAGES

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

## White Market **POWER**

- 1. ROD STEWART
- 2. CHERYL LYNN
- 3. CHICAGO
- 4. DONNA SUMMER
- 5. GLORIA GAYNOR

## **B** Stress

- **BEE GEES "TRAGEDY"**
- 2. BLUE BROS.
- 3. OLIVIA NEWTON-JOHN
- 4. POINTER SISTERS
- 5. NICOLETTE LARSON
- 6. BARRY MANILOW
- 7. HOT CHOCOLATE
- 8. FOREIGNER
- 9. LITTLE RIVER BAND
- 10. DOOBIE BROS.

# C Stress

- 1. PEACHES & HERB
- 2. IAN MATTHEWS
- 3. EARTH, WIND & FIRE
- 4. GERRY RAFFERTY
- 5. CHIC
- 6. MELISSA MANCHESTER
- 7. NIGEL OLSSON
- 8. BABYS
- 9. FIREFALL
- 10. POCO

#### Crossover Market

## POWER

- 1. ROD STEWART
- 2. CHERYL LYNN
- 3. DONNA SUMMER
- 4. GLORIA GAYNOR
- 5. POINTER SISTERS

## **B** Stress

- 1. BEE GEES "TRAGEDY"
- 2. BLUES BROS.
- 3. HOT CHOCOLATE
- 4. CHICAGO
- 5. EARTH, WIND & FIRE
- 6. PEACHES & HERB
- 7. OLIVIA NEWTON-JOHN
- 8. NICOLETTE LARSON
- 9. IAN MATTHEWS
- 10. DOOBIE BROS.

## C Stress

- 1. BARRY MANILOW
- 2. FOREIGNER
- 3. LITTLE RIVER BAND
- 4. GERRY RAFFERTY
- 5. CHIC
- 6. MELISSA MANCHESTER
- 7. BOBBY CALDWELL
- 8. NIGEL OLSSON
- 9. FIREFALL
- 10. BABYS

## **IMAGE**

#### Recommended **Album Cuts For** All Of Rock Radio

- **BLUES BROTHERS-Rubber Bisquit**
- 2. ROD STEWART-Standing in the Shadows of Love
- **DOOBIE BROTHER-Minute by**
- 4. EDDIE MONEY-Gimme Some Water
- **BILLY JOEL-Siletto**
- QUEEN-Jealousy
- 7. ERIC CLAPTON-Roll It
- 8. POCO-Heart Of The Night

#### 20 Most Valuable **Records Of The Past** Twelve Months

- 1. BEE GEES-How Deep Is Your Love
- 2. BEE GEES-Stavin' Alive
- 3. BEE GEES-Night Fever
- **ERIC CLAPTON-Lay Down Sally**
- **COMMODORES-Three Times A** Lady
- 6. YVONNE ELLIMAN-If I Can't Have You
- 7. FLEETWOOD MAC-You Make Lovin' Fun
- 8. ANDY GIBB-Shadow Dancing
- 9. DAN HILL-Sometimes When We
- 10. **BILLY JOEL-Just The Way You** Are
- 11. KANSAS-Dust In The Wind
- 12. **EDDIE MONEY-Baby, Hold On**
- PLAYER-Baby, Come Back
- 14. **GERRY RAFFERTY-Baker Street**
- 15. **ROLLING STONES-Miss You**
- 16. **SAMANTHA SANG-Emotion BOB SEGER-Still The Same**
- STEELY DAN-Peg
- 19. TASTE OF HONEY-Boogie Oogie
- 20. WINGS-With A Little Luck

# BEST PROMOTED RECORDS OF THE WEEK

Single



Album

RCЛ 🛫

**MAX DEMIAN** 

"TAKE IT TO THE MAX"



# INFINITY RECORDS



# 'You Can Do It'

On: KJR, KING, KTLK, WZZP, WOW, WZUU, WHOT, KELI, KTSA, JB-105, WFEA, KONO, KNOW, KVIL, KNUS, KZUE, KLIV, KREM, and many many others.

Moves: WAYS 29-21, WTIX 38-32, KILE 30-26, WRJZ 28-25, WAIR 34-31, K-104 27-21, WCUE 31-27, KVI-FM D-34, KLEO D-27, KEYN 29-25, and WKLO 39-35

"You Can Do It" is growing and proving that radio can do it. too.

ALL WE ASK YOU TO DO IS LISTEN.

Number 70

**BRIDGING THE INDUSTRIES** 

**JANUARY 29, 1979** 

# JEFFRIES TO HEAD PROMOTION PHONOGRAM/MERCURY SHAPES UP



Jim Jeffries

Chicago—Recent arrival ROBERT N. SHERWOOD, President and Chief Operating Officer of Phonogram/

Mercury, just named JIM JEFFRIES to the post of Vice-President of National Promotion. Jeffries will also be based in Chicago. Most recently, Jeffries was National Promotion Director for Epic.

Sherwood expressed his delight, "I am very pleased to have Jim join the company. He is widely acknowledged as one of the best promotion men in the business. As far as I'm concerned, Jim is the ideal person to take an already strong promotion force and make it the best. He brings excitement with him wherever he goes, and he gets records played."

Chairman of the Board for Phonogram/Mercury, IRWIN STEINBERG, also lauded the abilities of Jim. "I am very excited Phonogram has been able to attract an individual of such caliber."

Jeffries was with Epic for three years where he was instrumental in establishing such groups as Boston, The O'Jays, Heatwave, Meatloaf, Ted Nugent, REO Speedwagon, and Michael Murphy.

Before joining Epic in 1976, Jeffries was VP of Promotion for GRT Records for two years and National Promotion Director for Bell Records for three years. Jeffries has been in radio, too. He was Music Director and Asst. PD at WQXI/ Atlanta.

Jeffries explained that he had known Sherwood for six years. "If anyone in this business has been a personal and professional influence, it is Bob. We have had a healthy and challenging relationship, and I am overwhelmed and delighted to be working with him at Mercury." Good luck to both.

#### GREEN TO PD KIMN-FM



Ed Greene

Denver--KIMN-AM and FM both had significant changes in management staff. ED GREENE, formerly Music Director of KIMN-AM, was promoted to Program Director for KIMN-FM. The reason is simple. The AM tied KHOW with an 8.1 for the first time in recent history. KHOW fell from a 9.5 into the tie for second. Number one is a talker with very little music, that's KOA. The FM didnt fare so well. The management thinks Ed's music sense will rub off on the FM.

CHUCK BUELL came in recently to fill the afternoon slot at KIMN-AM.

#### BUELL TO MD KIMN-AM



Chuck Buell

Since he had MD experience at KULF/ Houston, they felt Chuck was the man to take the vacated slot on the AM. So, now Chuck will do afternoons and be Music Director.

In case you are wondering if Chuck should keep the afternoon slot, he was number 1 with an 8.8 last book. The previous afternoon man pulled a 5.9. "He just came in and gave us an 8.8. The AM is killing the FM."

Ed Greene discussed the adult Top 40 format outlined for the FM which is now targeted 18-34. "I'm looking for something that will appeal to an older

demographic as opposed to teens." The AM had its best book since 1973. "We learned our lesson. Hype does not do well in this town at all. We said, no more consultants, let's do what we think." That's what Ed will do on the FM as he did on the AM.

Los Angeles---As predicted in FRED over a month ago, an ABC deal has been consummated. Reportedly, a handshake signifying agreement between ABC and MCA was all it took to put an end to months of rumors causing tension within the company. The word is that this deal is real and that it provides that the recently successful ABC promotion team will remain intact.

#### REHEARING QUADRAPHONIC

Washington—The FCC has issued a notice of further inquiry on the subject of establishing standards for FM quadrophonic transmissions.

Back in July of 1977, the first inquiry went out and 2,000 comments were filed with FCC technical research. Outside comments supported what FCC research has discovered—that such quadraphonic systems could be accommodated within the present frequency assignment schedule.

The primary reasons for the further inquiry are two unresolved questions.

What is the impact of four channel broadcasting on the channel spacing in the FM broadcast band? Another unanswered question is the feasibility of operating the proposed four channel systems within a narrower channel spacing. They are also considering making the generators type-accepted, which would make it easier to match existing transmitters.

The FCC wants all information concerning patent licenses for all proposed systems. Your comments are due April 16.

# AM STEREO TEST EXTENDED

Washington—The FCC extended the special AM stereo test authorizations previously issued to WSM/Nashville and WGAR/Cleveland.

WSM will now continue to broadcast in stereo through February 27 while WGAR will broadcast through February 28. The terms remain the same as in the original authorizations.

The authority will allow no promotion. They must submit the test results to the Commission for inclusion in the record regarding AM stereo.

# WPIX HAS NEW PD ROCK 'N ROLLIN' IN NYC

New York—"We're doing rock 'n roll... as opposed to rock music as opposed to pop music as opposed to AOR Radio", says WPIX General Manager VINCE CREMORA, who describes many album stations as All Over the Road. Vince was convinced by JOE PIASEK (dont ask how to pronounce that...it's not any where near as simple as it looks) to go with a rock 'n roll format that will be untempo but not disco.

PD Piasek wont play the BeeGees which he calls a mixture of "pop, disco, and MOR." They will play a lot of contemporary rock and New York local favorites. He includes "Dylan, Steve Miller, Fleetwood Mac, The Who, Jefferson Starship, Dave Mason, Springsteen, Traffic, Meatloaf, Eddie Money and Van Morrison."

His priorities will be (1) current rock 'n roll, (2) recurrent rock 'n roll from the 70's, (3) a combination of "British invasion" and American 60's rock 'n roll. Also R&B from "Motown, Stax, and Atlantic, that era," (4) 50's rock 'n roll and (5) a few ballads. Joe's description was quite specific.

Starting March 1st, WPIX will give New York another in a long line of media blitzes. Joe was able to tell us that it will run the usual gamut: TV, billboards, bus sides, and subways.

He really wanted to relate the variety of special programs that are going to be aired. "We've got a show that will play nothing but brand new rock and roll, and import releases will be included. There's going to be a show designed strictly to showcase local talent...The No Major Record Show will be playing bands that have no major record deal...

older rock and roll show which will be the real roots back to the 40's. Radio is our freeform outlet. We will do interviews and live guests." All in all there will be a lot of experimentation. It will be akin to Disco in that the tempo will maintain an "up" feel all the time.



Joe comes in from his PD slot at WRNW/Westchester, NY. Joe worked with George Taylor Morris at WCOZ/Boston. Joe will also do afternoon drive as well as programing duties. The new Music Director, JAY CRAWFORD, or Crowfoot (his last air name...neither is the real thing), comes in from WHCN/Hartford where he held the same position. Before that Jay was with WTOR/New Haven and WDRC/Hartford.

This is a station that will be labeled somewhere between Top 40 and Album rock. "If there's a category, I'll take both thank you." Dont forget a heavy emphasis on oldies. "It's going to have a Top 40 feel to it as far as the pacing and the delivery. Very, very excited personality oriented and quick paced rock and roll."

# BLONSTEIN AND PAPALE

Los Angeles---Now that MICHAEL PAPALE has been named Vice President and MARSHALL BLONSTEIN President of Island Records a change is in the wind. Marshall most recently managed Cheech & Chong. Before that Marshall was Vice President and General Manager of Ode Records for seven years.

Michael most recently worked with Forest Hamilton Management, managing such well known Jazz and R&B acts as Ronnie Laws, Duane Henderson, The Dramatics, and the McCrarys. "I Also had my own marketing company for a year." Prior to going independent, Michael was National Promotion Director at Chrysalis Records for four years.

We asked Michael how he felt about his latest record industry venture. "Marshall and I have known each other for years but this is our first business connection. We have been wanting to work with each other for a long time. The opportunity at Island presented itself, and we took it. We're strong financially and musically. We're going to resurrect this company, and we're starting with Third World. We're going to cross it. Then in March will come with our first rock and roll act... American Standard Band.

We're telling everyone that Island is a new company that's going to be involved aggressively and powerfully in commercial success." They plan to update the Reggae they are known for to be "more disco oriented." Michael wanted to express how good it is to be back working with Warner Brothers.

# QUINCY McCOY GOES POP



Quincy McCoy

#### **ASCERTAINMENT WAIVE**

Washington—The FCC granted a waiver of ascertainment documents and report requirements for WHMI-AM & FM/Howell, MI. National Black Media Coalition (NBMC) requested that the decision be reconsidered and their request was denied. Six others have been given the same waiver: WBRV/Boonville, NY; WCRD-FM/Bluffton, IN; KDWT/Stamford, TX; WBMS/ Black Mountain, NC; KDHI/ Twentynine Palms, CA; and WSCP/ Sandy Creek, NY.

The Commission revised its procedures and decided against requirements small markets because broadcaster in the small community knows his town thoroughly, not only its majority but also its minority elements." All stations located in communities of less than 10,000 and outside Standard Metropolitan Statistical Areas (that is a geographical delineation used by the Census Bureau) are exempt from standard ascertainment reports. This will last through the experimental period on deregulation.

The exemption is only for ascertainment, and does not apply "to your obligations to take reasonable steps to discover community problems and provide programing to meet some of those problems." Once the initial experimental period is over in October, 1979, the FCC will evaluate the results to determine if the exemption should be discontinued, extended or expanded to include other licensees.

Several commissioners dissented on the granting of WHMI's waiver. Chairman FERRIS, Commissioner TYRONE BROWN, and Commissioner JOSEPH FOGARTY felt that the request by NBMC for reconsideration should be granted.

San Francisco—It was announced this week that QUINCY MC COY, formerly National Jazz Promotion Director for Fantasy Records, was appointed to the position of National Pop Promotion Director for Fantasy/Prestige/Milestone/Stax. Label President RALPH KAFFEL made the announcement and indicated that Quincy will report to Vice President of Marketing PHIL JONES. He will remain based at Fantasy headquarters in Berkeley. For those who dont know the area, that's directly east across the bay bridge from San Francisco.

Quincy has a long eleven year radio background that led to his recent move to the record industry. He was Asst. Program Director to BILL TANNER at Y-100/Miami. Quincy moved from Miami to become Program Director of Z-93/Atlanta. After Atlanta, he moved to the city by the bay to program KYA-FM.

#### **FERRIS**

# PLEDGES COMMITMENT MINORITY CONCERNS

Washington—In a speech before the National Conference of Black Lawyers, Chairman CHARLES FERRIS stated that the FCC must continue to "foster minority employment and ownership in the communications industry." He is personally committed to those goals.

Ferris went on to point out that the current interest in deregulation may affect minorities adversely, and they may "Be somewhat troubled by these developments."

While Ferris supports the benefits of deregulation, he also showed some concern over "some areas of regulation that will certainly remain critical for the forseeable future. Particularly in broadcasting, full representation by minorities in employment and ownership continues to be a valid concern of federal regulation."

Ferris feels minority ownership creates capacity for minority input in programing decision. "This input can go a long way towards reducing the need for specific content-oriented regulation." To insure that the FCC sets a good example for the rest of the industry, Ferris pointed to the sincere efforts underways which will make the FCC a model agency in terms of EEO performance. He also noted "much remains to be done."



Looking at the Dallas book and seeing how well KNUS did and knowing that C.C. Mc CARTNEY is consulting them makes me know that the sparks are going to fly in San Diego next book.

DON IMUS is burning them up in Cleveland and now he has a country record that has attracted some national attention and even got a couple of pop mentions. It's called "Let's Keep The Baby" on Player International.

Returning to the scene of the crime is BOBBY RENO who programed WNOE-FM and WRNO-FM in recent years. The scene mentioned refers to WTIX where Bobby jocked years ago. He's now doing 9-noon.

Speaking of ex-New Yorkers, BILL GARCIA of WISN/Milwaukee had a "June In January Weekend" to capitalize on the three feet of snow in that city. They gave away Beachboys albums, transistor radios, T-shirts and played summer music. FRED received a lid of sand which they called "A Piece of the Beach." Could have called it a beach baggy.

A super big promotion in Dallas by MARK CHRISTOPHER and the ZEW crew. A three day exhibition hall type extravaganza with 200,000 square feet of displays and entertainment. Last year the event was attended by over 150,000 people and it was thoroughly covered by TV and newspapers.

Last week FRED erroneously reported in a news story that CHARIDA is the ex-Music Director of WDRQ/Detroit. May we apologize and assure those calling in concern that Charida is still the MD of WDRQ/Detroit.

I dont know how I could have left BILLY BRILL and RANDY ROBBINS out of my "used-to-be-in-radio"list. They certainly were, but radio has recovered nicely in the years since then.

What is or about to be going on at KULF/Houston. That's a good signal and it sure would be strange to see somebody attack KILT head on on the AM band.

We include several Beatles events in the Calendar on page 6 so that you can plan a Beatles event that week if you wish. The Calendar is always full of information for successful promotions and bits. Use them.

Look for a departure from the Atlantic Records ranks in NYC soon. Also look for former radio man JIMI FOX to show up in the record business in Manhattan.

**JANUARY 29, 1979** 

# StanBly For Landing LAYTON UPPED AT MCA

Los Angeles—BOB SINER, new President of MCA Records, announced his first big appointment. STAN LAYTON will be Vice President of Marketing. Layton, a twenty year record industry veteran, was National Sales Director for Chrysalis Records. Before joining Chrysalis, Stan was with MCA for 12 years as District Manager, National Field Coordinator, and then Vice President of Field Operations.

Layton's latest MCA appearance will make him responsible for all areas of product development, advertising, publicity, artist development, and promotion. Siner commented on the appointment, "We are entering a new era at MCA. I am extremely enthusiastic about Stan's return to MCA. Both his extensive background in all levels of our industry and his business judgement make not only an asset to MCA but to the entire music industry."

Immediately following the appointment, Layton named SAM PAS-SAMANO, JR. as Director of Marketing for MCA. Passamano will coordinate and plan marketing campaigns with major responsibilities in research. Most recently, Sam headed his own independent marketing and research company.

Several recent promotions and appointments have been made to the MCA staff by Stan Layton. RUSS SHAW started Monday as head of Artist Development. Russ was head of the same department for Chrysalis Records. SANTO RUSSO has been District Manager, Sales Manager, and Operations man for MCA over the past few years. Now, Stan promoted Santo to Vice President of Product Development.

Stan pointed out that the main restructuring of MCA occured in the Distribution division. "MCA Distribution now has their own President. I dont have a sales force; distribution has a sales force." Stan's primary emphasis will be marketing which will include all promotion, advertising, publicity, and artist development. "All those departments will report to me."

We had to ask who is going to replace STAN BLY who resigned and left last Friday. "I am currently talking to two or three people. I should know this afternoon if my first choice will take it. If not, I have two others. I'm not at liberty to say who they are. There's a lot of rumors flying around."

# HARRIS HONORED



Washington—The NAB named JACK HARRIS, President of KPRC Radio and TV in Houston, as the man to be given the 1979 NAB Distinguished Service Award, one of the industry's highest

honors. Harris will be presented the award March 25 at the NAB's annual convention in Dallas. It is given to a broadcaster who has made "a significant and lasting contribution to the American system of broadcasting by virtue of a singular achievement or continuing service for or in behalf of the industry."

Under Harris' leadership, his stations have become amongst the most highly regarded facilities in the country. KPRC Radio has been a pioneer in local news broadcasting and continues to earn awards year after year for quality news.

Harris has served as a Director on the NAB Board, on the Broadcast Advisory Board of the Armed Services, on the Executive Reserve, and on the Advisory Board of the U.S. Information Service. Harris also was President of the Association of Maximum Service Telecasters. Certainly, he has been of "service" to the radio broadcast industry in more ways than one.

#### RYBACK JET NAT SEC



Kenny Ryback

Los Angeles—DON ARDEN, President of Jet Records, announced the appointment of KENNY RYBACK to the post of National Director of Secondary Promotion for Jet Records.

Kenny will cover both Album and Universal product on a national secondary level and will be responsible for the promotion in both areas.

Ryback most recently was affiliated with Aucoin Managment, working with BILL AUCOIN in the management of such outstanding groups as Kiss, Starz, and Toby Beau.

Kenny began his career in the record industry in local promotion with Casablanca Records before moving on to National Secondary Promotion with the same company. For a time, Kenny was independent promotion and worked with the Sex Pistols, Butterfly Records, and Polygram Records.

Ryback comes from a long line of exradio professionals. He was one Music Director of KPCR/Los Angeles.

#### DAVE YOUNG LEAVES WB

Los Angeles-National Album Promotion Director for Warner Brothers, DAVID YOUNG, has resigned his position. "I wanted to get away from promotion and take a little bit of time off to rest." While he didnt announce any plans, we've heard that he has already received several offers.

Will he go to another record company? "I'm not saying another one, Warner Brothers is the best record company as far as I'm concerned, and it's hard to move to another one unless you want to make that one the best... which is possible."

# The Doobie Brothers "What A Fool Believes"

Adds: KFI, WTIX, WLSQ, KROY, WFBC, WFYR, WORD, WJFL, WSGN, B-100, Q-105, WHB, WHBQ, WFRC, KOPA, TEN-Q, WGH, WEEX, KCBN, KHJ A-28, WZZP A-29, and KRKE A-30

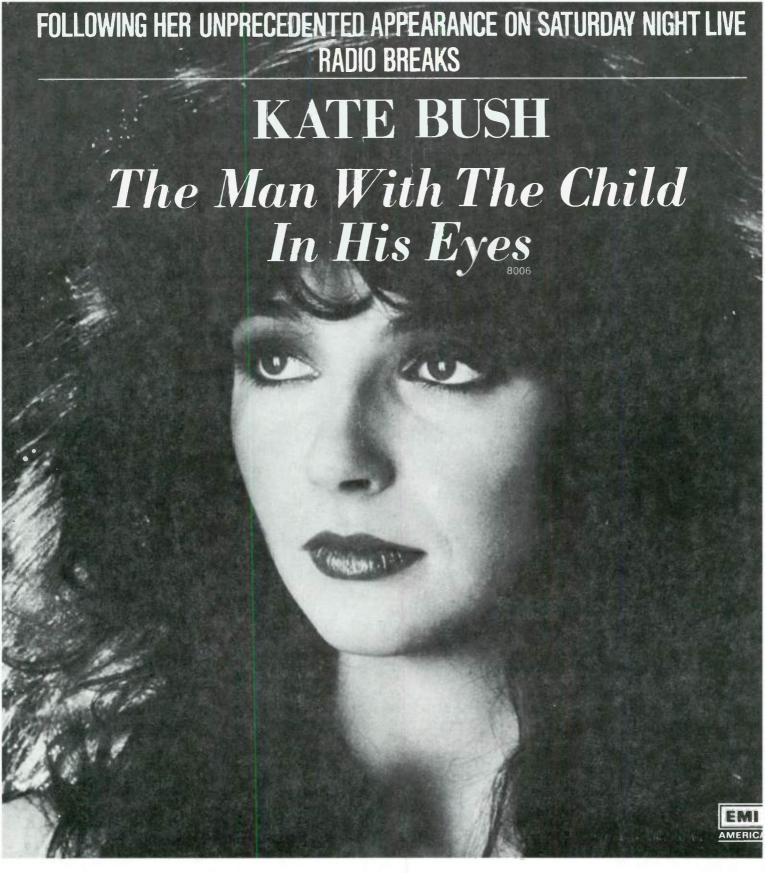
KJR 20-14, WAYS 25-14, Z-93 29-18, WQXI 25-19, KRSP 24-20, CK101 25-20, KRTH-FM 27-23, WANS 34-29, WZDQ 27-24, KLN D-18, WAKY D-29, WAPE D-29, KGW D-24, KTLK D-34, WYND D-35, KACY D-36, KOBO D-38, KEZY D-30 and WPEZ D-30

Produced by Ted Templeman from the album "Minute By Minute"



# RATINGS

			MILWAUKEE				PORTLAND(OREGON)			
				O/N 77	A/M 78	O/N 77		O/N 77	A/M 78	O/N 78
ARBITRO	V		WTMJ (SIII) WZUU (U) WISN(SIII) WOKY(U) WLPX(A)	14.3 8.9 12.6 2.0 ††	18.2 8.6 10.5 2.4 5.6	17.4 8.7 8.0 7.6 7.3	KGW(U) KEX(SIII) KXL-FM(BN KGON(A) KINK(A)	10.2 7.3 1) 4.3 5.1 3.9	11.6 6.6 5.3 5.4 3.6	15.1 6.9 5.5 4.9 4.2
ATLANTA	SAN ANTONIO				OKLAHOMA CITY					
O/N 77	A/M 78	O/N 77	SAN ANTO	A /A A 7.0	0/11/70	UKLAHUI				
WSB(SIII) 13.3	16.3	13.6		O/N 77	•	O/N 78		O/N 77	A/M 78	O/N 78
Z-93(U) 10.7 WVEE(D) 3.9 WQXI-FM(SIII) 7.3	12.3 4.6 7.0	12.0 7.0 6.9	KTSA(U) KTFM(A) KONO(U)	14.6 10.2 2.8	13.7 8.3 1.9	13.6 5.8 5.5	KTOK(SIII) KDFM(U) WKY(U)	13.9 5.0 10.8	11.7 8.7	18.4 10.2
WLTA-FM(SIII)2.9 WADK(B) 5.4	2.3 3.7	4.2 3.8	KZZY(U) WOAI(SIII)	2.5	4.2	5.4	KATT-FM(A	) 12.6	10.5 9.6	9.4 6.2
WQXI(U) 4.4	5.1	3.1	KITY(SIII)	7.2 2.5	5.1 2.8	4.4 4.4	KOMA(U) KZUE(U)	5.8 6.6	7.1 6.1	6.2 3.6
BUFFALO			CINCINNATI			INDIANAPOLIS				
O/N 77	A/M 78	O/N 78		O/N 77	A/M 78	O/N 78		O/N 77	A/M 78	O/N 78
WBEN(SIII) 13.0 WKBW(U) 14.7 WGR(SIII) 11.9	12.5 16.5 11.2	13.9 12.8 10.2	WKRQ(U) WCKY(SIII) WLW(SIII)	7.9 9.8 12.0	10.8 11.5 16.8	12.1 11.5 11.3	WIBC(SIII) WNAP(U) WTLC(B)	15.8 9.3	18.0 9.3	19.4 9.2
WBEN-FM(U) 5.6 WGRQ(A) 4.7	5.7 4.5	7.6 5.1	WKRC(SIII)	8.1	9.0	9.5 7.3	WNDE(U)	8.6 7.4	8.2 7.0	7.2 6.7
WPHD(U) 3.6 WBLK(B) 3.4	3.4 4.2	4.0 3.2	WEBN(A) WSAI-FM(U) WCIN(B)	8.7 2.2 4.2	8.3 2.9 5.4	5.0 4.2	WFBQ(A) WIFE(U) WATI(SIII)	3.9 5.1 3.8	6.0 4.8 3.6	6.5 5.3 3.7
Media 7  This data is copyr scribers to MEDIATI reproduce or use this i	ighted by I REND mo	WKTU-FM(D) WABC(U) WOR(SIH) WADO(B) WPLJ-FM(A) WINS(N) WCBS(SIH) WPAT-FM(BM) WHN(C) WMCA(N)		DEC 10.9 8.3 6.3 4.8 4.6 5.8 3.6	7 7 6 4 4 4 3 3	3.3 2,1 3.8 2,5 3.2 1,8 3.2 7 3.8 1,3 3.7 1,8 3.0 1,4 3.7 8 3.0 7	CUME 112,100 544,800 886,400 745,400 896,500 836,200 867,900 835,300 799,000 627,500			
CHICAGO			LOS ANGELES							
WGN(SIII)	DEC 10.6		AN CI 0.9 1,140	UME 0.300	KABC(†)		DEC 9.9	JA 8		CUME 66,600
WBBM(N) WLS(U)	9.6 7.3	10	0.9 1,324	,700	KMET-FM KFWB(N)	(A)	5.3 7.2	6	.6 7	52,800 60,700
BMX-FM(B)	5.4		8.1 694,900		KBIG-FM(BM)		4.1	5	.6 7	21,600
WLOO-FM(BM) WVON(B)	4.8 5.2	į	5.0 534	3,800 3,400	KLAC(C) KRTH-FM(U)		3.5	4.	.3 6	40,400 32,600
WLAK-FM(BM) WMAQ(C)	5.8	4	4.8 551,700 4.2 742,600		KNX(†) KUTE-FM(B)		4.6	4.	.2 6	55,000 26,400
WIND(N/T) WFYR-FM(SIII)	5.3			2,100 5,500	KJOI-FM(I KLOS-FM(		4.0			86,700 21,000



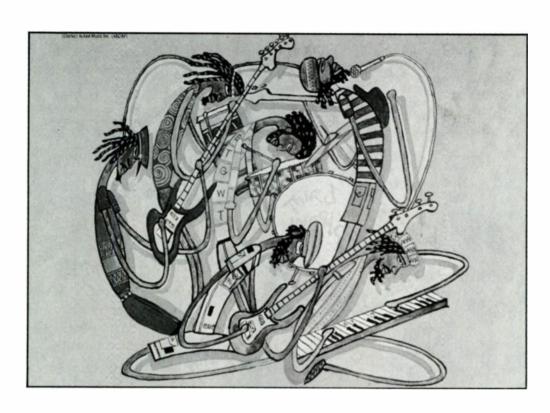
WAYS 26-20 No. 2 requests

Spanky: "If given good rotation, the record will be a SMASH!!!

ON: WAPE, WGOW, Q-102, WAIR, WISE, KOTN, WXXX, KLUE, KBIM, KNOE, WTAC, WAQY 30-24, WFIR, WKIX, WFLB, WGNI, WAUG, WBTR, WALG, WGLF, WYND.



# "Now That We Found Love"



Now That We've Found
A HIT,
This is What We're Doing:

KFRC — ADD! WAKY — ADD! WHB — ADD!





## **PROFILES**

#### John Lee Walker/PD K-104—Fresno

### Can't Buy Me, Love

I started out at WTIX/New Orleans in 1972. I moved on to Tucscon, KTKT. Went to 96-X in Miami which Jerry Clifton was programing. From there to KISS-FM, Los Angeles for two years and then decided I wanted to go into programing. So I went with Jerry Clifton's New World Communication. We came here and we've been going three months now.

When I got here K-104 had 2.6. The last ARB, we came in with a 12.6. The closest competition was KYNO-AM. They had a 10.4. That's the top of the numbers, and nobody else was close. Rock is doing pretty good in this town. I just think that we're doing it right.

Our December MediaTrend was 19.7. We did a comparison of the ARB to the MediaTrend numbers. They were very, very close.

To me, the most important thing is the radio station is the music. All the people in the radio station understand that people listen to the radio for the music not the disc jockey. We dont get in the way of the music. We play the right records.

We do a lot of research. We probably have the best consultant that money can buy in Jerry Clifton. He's a lot of help. He's been around. He taught me all about research. He has his own style of doing that. Research is the main thing. I dont want to give out any secrets, but one thing we do is a lot of passive research. We call much more than 150, but we try to get at least 150 passive research forms completed. We do other types of research too. Passive research is probably the largest part, but it is one of the parts.

I dont believe in burn factor. I believe that familiarity is the key to large adult numbers.

We play a lot of—let's call it "new gold" for lack of a better word! Recurrents of the last year. There's a lot of recurrents. The reason for that is that I feel that a person who's familiar with a song can tap their foot along, and that kind of draws them into the radio station. What we try to do at K-104 is make the radio reach out and grab the person by the shoulders and say, "You've got to listen to what I'm going to say, or what I'm going to play!"

What do I look for in a good disc jockey? Professionalism, attitude. I

would say attitude is the main thing: the way they act around the radio station. It's very important to me the way a persons' head is. The thing you have to watch out for is ego-trippers. We have a lot of problems with people who have egos. When the ego comes in, he thinks he's more important than the records.

We dont talk up the records mainly because I feel that the person who's sitting there listening is going, "You ass hole, you're stepping all over my favorite song! Shut up!" Most of the

buddy type thing more than a teen give away station.

A lot of problems that a lot of program directors and disc jockeys have across the country is that they try to sound like Los Angeles radio. That's not the way to do it. If you can get those adults with something else besides trying to buy them, like the music they want to hear, information, what's going on in the town—if you can BE that town to the people who are listening, if you can be Fresno, California, if you can be Tucson, Arizona, to the people



time, if it's a big song, we try not to talk into it. If we're in a sweep where we have to talk we say as few words as possible...and shut up. We do not read liner cards. The jock is told to do it the best that he can relate to the audience.

We did the ten point jump in the ARB with zero promotion budget. I think radio is getting away from that. Anybody can be a teen giveaway station. The approach that we try to get here at K-104 is that we dont have all the money in the world, but we're going to do what we can for you. Kind of a

who are listening, you're more exciting than if you were giving away \$1,000.00 per hour.

Our main competition gave away approximately \$60,000 during the last ARB, and we had a zero promotion budget. We almost are turning it around to make them look like idiots for trying to buy people. Listeners are smarter than they used to be. They know what the ratings are. They know what's going on. They can tell when somebody thinks they can be had, and nobody likes to be had.

#### QUEST by Buzz Bennett

Since we ran the story on the incredible job done by WPGC in Washington, I have had several conversations with programers as to why WPGC is such a power. The fact is that WPGC has always been an outstanding radio station and is better today than ever. Aside from the fact that MR. MASON is among the best programers in the country, there are other things to consider. JIM ELLIOT is not only a great air talent, his abilities in music and all facets of radio seem to be very impressive.

It is true that WPGC ran announcements encouraging their listeners to fill out diaries during the book. Some say that's the reason they did so well. I disagree...but I do agree that this type of promotion can only be beneficial to all stations. Now, WEAM and WMZQ are running similar announcements. I would, too. Some stations will not indulge in this type of promotion because you will receive a sticker on the cover of Arbitron. I have been stickered by Arbitron at least a dozen times in my career and have had bulletins sent out about my escapades. But, the fact is that when a buyer is trying to find out what stations to use based on a cost per thousand break down, he/she could care less about that sticker. The variable is not considered, so who in the hell cares if you get a sticker. It means nothing.

I was very impressed with BOB HUGHES, the Program Director of WASH-FM, during a conversation we had last week. Bob, who pulled a very respectable 5.6 to take fifth place in the Capitol, had nothing but praise for WPGC, calling them one of the nation's best stations. It is truly a compliment when it comes from your competitor.

Bob and I were discussing the Disco phenomenon and Washington radio. The question came up (that comes up everywhere): will Disco enjoy big success in every market? The concluding thought was that if a market is 15% ethnic or more, it should do very well. The main reason for this is that ethnic listeners provide much more quarter hour. This has always been true, but Disco now provides a white audience in addition to a strong ethnic base.

It seems that a station holding a 50% cume in ethnic and a 50% cume in white will translate thusly when shifting

from cume to quarter hour: ethnic will be worth 80% of your quarter hours, white 20%. This is reasonably correct for several reasons. Ethnics do listen longer. Now, the kicker: Arbitron also resorts to telephone recall with ethnic listeners, and it seems evident that telephone recall also creates better quarter hour maintenance adding a method advantage to the situation.

We have understood for quite a while that telephone at-random sampling is superior to diary methods. Why doesn't Arbitron do it? It's too expensive. In turn, stations stimulating the ethnic audience gain more points merely by having the telephone on their side. Point in fact: the diary should be eliminated.

I was also informed by Bob Hughes that T-7 shows WPGC to be even stronger than Arbitron did. There is no doubt that WPGC is the rock that rolled over Washington because of the many things they do well; a sophisticated blend of Top 40, AOR, and Disco, capturing large shares of both ethnic and white listeners. Their example should be followed. It is the proper mix that wins consistently.

# CiPHER by C.C. Courtney

THE THING

The main cause of the demise of Top 40 radio is the style. I've mentioned this before, and I'm sure you've heard it more than a few times elsewhere, but style without substance is what I'm talking about. The argument between form and substance has raged in artistic circles for centuries, and it's time we dissected it.

There was a time, back at the beginning of rockjocking when a jock was told to put a smile in his voice. That meant, "Be Happy!" The most successful jocks were those who were happy—they were excited about the music. It was a statement. The rock and roll revolution was underway and the rockjock was it's leader. But "being happy" and putting a smile in your voice are not necessarily the same thing.

It was the accepted maxim in the early sixties to "smile" with your mouth whenever you cracked the mike. Just put your mouth in the shape of a smile. Now truly, it does make your voice sound something like it sounds when you're smiling-but not exactly. It is not smiling, just like the smiling faces of the Miss America contest are not really smiling. The eye knows

those are phony smiles, and the ear has the same capability. The perpetual smile in the voice is soon detected as form and ignored. It is not infectious. It is deadly. It killed Top 40 radio.

Before Album radio gets to feeling superior, let me point out that I've never heard more style without substance in my life than I have in that arena in the last few years. In the early progressive days, the jocks withdrew from the foreground and let the music do the talking. The message was in the music, and it was heavy, wordy, intellectual, political, and social. The jock was again excited about the music, though his excitement was expressed by the music itself. The style was practically non-existent and was in fact a rebellion against style as expressed by the Top 40 "Boss" jocks of the period.

Before long, the style of that kind of radio was established and that style spread across the nation. The obvious caricatures of the "mellow" jock spring to mind so quickly because they are so much style and so little substance. In fact, the most imitated people in the world are those whose styles are so clearly obvious.

It is a great temptation to grab onto

a successful style and ride it. It is easier than being original, and a lot safer it seems. But it's not safer. As soon as the style is out—which it WILL be—there is nothing left. There are those who are quick to adapt, and they are more successful, often lasting years in the business. They are so good at style that that's enough. Those people are few and far between.

What should a developing jock look for as a solution to this problem? Substance. We must have something to say, if we're going to talk. This means being an intelligent, well exposed individual. We are the media. We cannot be ignorant unless we admit it or hide it. The more we talk, the harder it is to hide. The less we talk, the harder it is to entertain. The music these days has no message. A jukebox can be beaten—and, most threateningly, automated.

This is your obligation as an entertainer. Radio is a lowpaying, insecure job, but it is fun and easier than digging ditches. Nobody is going to pay you to talk for long unless you have something to say. It is your obligation to gain some substance—not facts—substance! If you are going to sound happy, you've got to be happy. A positive mental attitude is not only nice, it's necessary.

# Radio Is Playing The Best Mass Appeal Music From The Discos



# MELBA MOORE "YOU STEPPED INTO MY LIFE"

Adds: WNBC 28, WQAM HB, WNOE, KING, WDRQ K-101, WRFC, WYRE, WWDC, WNEX, WCIL, KYH, KQEO, KYYA, KASH.

Moves: JB-105, D-35, WTIC FM 40-30-18, 96X 23-15, WLOF, BJ-105, WAPE 29-25, KLAZ 33-29, KNUS, WAYS, WTIX D-35, WEFM D-27, KTLK 9-7, WAKY, KELI D-26, WICC D-26, WMFJ 33-19. Disco: Y-100, WRBQ, WQXI, WBBF.



#### A Secret Weapon

FRED's Engineering Network consultant GLENN CLARK felt moved by last week's issue on RON JONES to speak out. This may be the engineering breakthrough AM radio has been waiting for—the complete audio processor.

It's clean. It doesnt do things on the air that will embarass you. But most of all, it is very, very, very loud! Anytime before when you try to get loud, the machine gets very ugly on you. Ron has come up with a system that approaches audio processing from an entirely different point of view. Mike Dorrough got about 1/3 of the way there several years back. He was on the right track, but Ron somehow figured out the secret. I can write the secret down with 20 strokes of the typewriter and basically what it is, it takes peak material and takes the peak and breaks it into several different parts at different times, it shifts part of the peak away to a different time so that the peaks are smaller. Then you can increase the amplitude of everything.

Let me try to buy myself a bit of credibility because anytime you start throwing around superlatives people tend to tune it out as hype. I've got no tie in with Ron. I have never even met the man, ERIC SMALL and I more or less defined some FM problems several years ago, and Bob Orban was giving us some help. Eric showed Bob some of the things we had discovered and said, "Bob, what would you do about this?" Bob is the best filter man in the world. so he took the thing home and came out with what everybody knows as the Optimod. I was sufficiently excited about the Optimod that I dropped out of school to help them promote the thing. That's the only other unit that I have had this much confidence in. I think the optimod has proved itself. and I'll say the same thing now about Ron's new thing.

It is the biggest thing to hit audio processing since the FM Optimod. This has been the best kept secret for the last six months in engineering!

Ron is a very good circuit designer, but he did not know how to promote the thing. Ron was simply building them and taking them out one at a time and selling them to people. The people who did have them were very happy, but they were also being very quiet about it, because it was a secret weapon. And until something showed up in FRED about it, it's been a secret weapon for the people who have them.

#### IF YOU COULD, WOULD YOU?

A lot of serious discussion has been bantered around lately about FCC deregulation of radio. FRED thought it would be interesting to pick one aspect of deregulation and focus in on the subject. We asked several major and medium market GM's to give their reflections on the elimination of commercial time limits presently imposed nationwide. We also asked each if they would change the amount of commercial time per hour at their stations if the FCC abolished those limits.

#### DEAN GOODMAN LOVE-94/Miami

Radio should be able to operate in a free market place. If they had no limitations, it would probably equalize out to where they're running now. Most stations limit themselves as we do. We run from a programing aspect first.

Right now we run eight minutes an hour, and we could run 18 if we felt like it. But the listeners arent listening for our commercial content. They're listening for entertainment. Listeners are going to select stations that have the least commercials.

I still believe the FCC should have some limitation. If you are in a little place in Florida where you're the only station in town, you can do whatever the hell you feel like. People are going to listen to you anyway. Those types of stations are the ones that are going to need limitation.

#### MICHAEL RAYMOND DISCO-94/Houston

Regardless of whether they took the limits off or not, we'd stick to what we have now, which is 8 or 9 units an hour. The one thing that kills the golden goose is commercials. In this market you have stations that play the limit. From a financial standpoint, they feel they're making a lot of money.

One of the most valuable programing elements we have found is commercial free hours. We get the most compliments from that. If someone runs 20 an hour, it's going to turn the people off. The classic example is WIBG. It used to be number one in Philadelphia, and then they just loaded on the commercials. They havent been back since

and changing call letters to WZZD didnt help.

I doubt whether we would increase our commercial load if the limits were dropped. We would stick at nine. That's been the magic number.

It's not just the commercials that listeners perceive as clutter. It's your promos and screaming too. Our research showed that the biggest complaint is clutter. If our only contribution to Houston is lack of clutter, then we're doing it. Advertisers do perceive clutter. They tell buyers not to buy those stations. So, I dont ever want to be accused of clutter.

#### JOHN HAGGARD WQIQ/Chester, PA

I'm in favor of deregulation. Any station, that would program 25 to 30 minutes an hour of commercials, even in medium markets like ours, will kill themsevles anyway.

Now, we have a minimum of 15. There's no way we'd go over that. If they let me do 40, I would not increase it. Here, we're under the god of Philadelphia radio. The biggest tune out factor since we targeted the station 18-34 are (1) the number of commercials per hour and (2) their content. There are many agency commercials that arent targeted 18-34 which can be very irritating to our listeners.

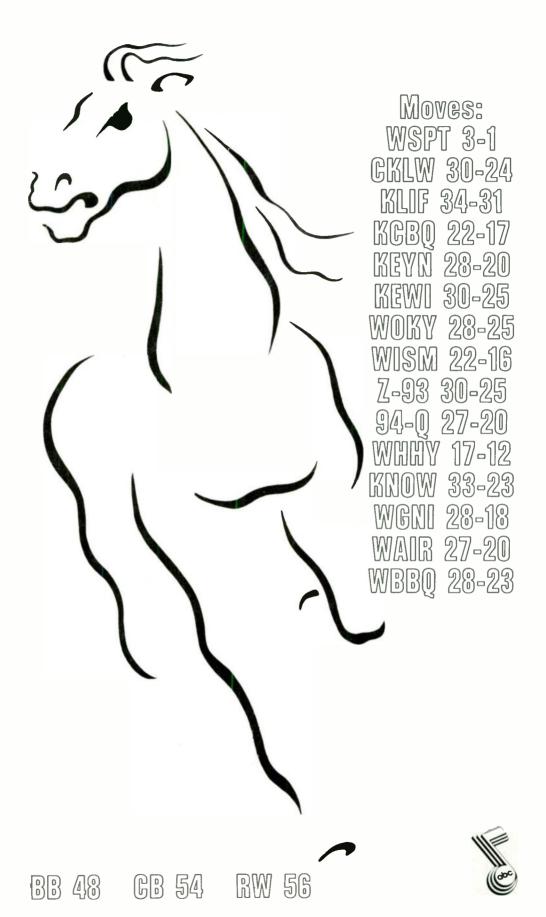
#### ROSS FORBES KOBO/Yuba City

Our commercial time limit is 13 minutes. I wouldn't change that if the limit ceased to exist. Our basic concern is the bottom line. If the audience wants more music, then we're going to adjust our rates so that we can have less commercials. That's where we see the trend going...a lot of music not a lot of commercials. We're adjusting our rates to reflect that. We wont put on 25 minutes of commercials if that's going to chase people away. Regulation is kind of irrelevant. We raised our rates and lowered the commercial content. We had a number of clients say, "Hey, we like it because it makes us stand out." From a financial standpoint, it was an excellent move.

# **POCO**

Adds: WFIL KSLQ 34 WTIX WNOE MKIX JB-105 KOPA MJON WYRE WKLO WBGN WFYR KTAG KELI WKBO WFBR

Debuts:
WKBW 30
KREO 21
WERG 29
KDOK 39



'CRAZY LOVE'

# Dan Cavanaugh/Future Media Corporation Images and Answers

FRED: How do you go about choosing the content of your commercials? DAN: First of all, these are primarily television packages, not for billboards or print. TV is the primary element. We're observing that radio and young adult enterprises in general are moving more toward the use of television because these days we can reach young adults through TV. We feel that people are watching television to be entertained. So, it is a requirement of all of our campaigns that they be entertaining in and of themselves. They dont immediately embark on a sell job, but that's



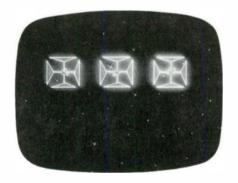
left for the end and the id. It's almost as if a very entertaining piece of film is being brought to you by this radio station.

FRED: But the theme for the rock one, what would you say it is?

DAN: It's a sci-fi fantasy.

FRED: Why did you choose that particular type of theme for the rock audience?

DAN: Because there is currently, and there was when we did that, a very strong identification between sci-fi and the culture. So, we were simply picking



up on what is happening in the culture. FRED: Did you do any research to support that?

DAN: The research could be done by looking at the entertainment pages and seeing Star Wars, Close Encounters, etc. grossing huge amounts.

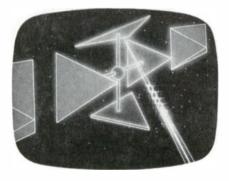
FRED: How'd you choose the exact images that you used?

DAN: Well, the exact images were creations of the Steve Lisberger and his

"For a radio station...with it's limited budget...(to) get a home grown spot is...ineffective... (and) ...can be negative."

designers here. It's a fantasy. The other campaign is entirely based on the music. FRED: How is that represented visually?

DAN: You see a turn table in operation, that's the first theme. You see a turn table starting up, as if it's going to go over and play the record, and all of a sudden you cut in really close to the stylus, and instead of the stylus there is a live woman, and she's real. Then you follow her down into the record groove and she sort of dances through the record. The techniques there are phenomenal, a combination of live



action and animation special effects. FRED: What made you decide to do that?

DAN: Well, let's face it. Radio stations in every market from city to city have a great deal in common. These stations typically are not that different from city to city. We look for generic ways of doing an image campaign that are applicable in different parts of the country. Some stations go for very

strong identification with their community, and there's not too much we can do about that.

When Steve and I sat down to discuss a COZ campaign, I immediately said I wanted to promote the music. I'd like to have an entertaining visually stunning music fantasy over which an announcer can say something about the music of the station. So, the nature of the campaign is basically that it is visually very progressive. This is the new rock package that we premiered in Boston a couple months ago. It's going to be reaching a number of other markets. FRED: You dont actually do any research as such as how to pick those. DAN: No. We're very seat-of-the-pants oriented. The research that we're most interested in is to the impact of our spots. We're particularly interested in



that because our spots are designed to really pop out, and most radio stations cannot afford a Procter and Gamble kind of TV schedule. Our approach is "do something that will be noticed and will be talked about." We're doing campaigns that are really intended to make the station famous. People were talking about COZ, and by extension were listening to COZ because COZ appeared to be so far out. Interesting in it's approach to it's own promotion. FRED: Do the stations give you any input?

DAN: We always work in conjunction with a flagship station, and we work very closely with them. The latest WCOZ campaign was a product of their particular needs. Interestingly enough, what they needed turned out to be very simular to what a lot of other Album Radio stations were looking for. They were trying to build their female

audience and trying to expand more into the 25-34 audience. The campaign was geared to do that through the female character first of all. More adult imagery than our sci-fi campaign. The music is an original track that has the elements that are most popular on the station.

FRED: Exactly how do you work with a station?

DAN: It starts with extensive discussions of their station's needs. We then have our creative meetings and propose concepts to them...and get their feedback. Then we go to a storyboard stage where the characters and the scenes are created. Then we wrap it up. Now, in the customizations for the various stations who subsequently use the campaign, there are several things that are open at that point. The musical track is flexible, the logo is custom



made for the client and, of course, we have freedom in what to use as a voice over.

FRED: Do you provide the logo for the ads?

DAN: For the most part the station has a logo. What we do is put it on film, give it flare, we air brush it, and give it brilliant colors on the screen. Very often through that process the station starts to use our rendition of their logo,

"...most radio stations cannot afford a Proctor and Gamble kind of TV schedule."

particularly since its designed to look good on a black background.

FRED: Do you design logos for stations if they ask for it as well?

DAN: We certainly do, yeah.

FRED: What made you decide to specialize in radio?

DAN: I was quite aware of the potential from my position as promotion director of WCOZ. When radio stations start a television campaign, they're working on a limited budget, and yet they're looking to do something which is worthy of the whole illusion of radio. You and I know that a radio station is generally a pretty simple thing. It's a couple turn

tables, a mixer, a microphone and of course, the transmitter. To the listener there's an illusion of all of this interaction and all this energy.

For a radio station to go out with it's limited budget and get a home grown spot is not only usually ineffective, but it often can be negative. It can be so cheap looking up against the national spots that they might be better off not doing it.



I discovered as P.D. of a radio station that animation was not easy to do. It seemed to me that a syndicated campaign was a very practical means of buying animation because I was in effect sharing it with 10 other stations. I sold Lisberger on the idea of syndication and bought it for COZ and said. "Listen, Steve, you'll be able to sell these all over the country." About a month later he came back and said. "Listen, why don't you sell them all over the country!" We formed the company, and when it was clear to me that another sale was going to go down, I left COZ and went full time with us. FRED: What thought processes determined your BM spot?

DAN: That image likewise is going to be a fantasy. I perceive a Beautiful



Music station as an environment that people listen to to more or less buffer themselves from the world outside, to lend a sense of sophistication and relaxation to their lives. They perceive it as an element of class. So, we're basically going to follow through with those elements. For the most part, it's going to be environmental imagery. FRED: What about the disco spot you are doing?

DAN: It's going to be super flashy. It's most likely going to involve a combination of live action and animation. That is going to be premiered this Spring.

"...do something that will be notices and will be talked about."

Disco is similar to the Beautiful Music thing. This is an element of sophistication, class in peoples lives. People who go to Discos sometimes spend last week's pay on what they're going to wear. It is very much of a fantasy world. Our Disco spot will be heroic. The characters will undoubtedly evolve through the spot into superhuman characters.







"...In Boston, get your news first, on WHDH, Radio 85."

**NEWS REPORT** 



(music) V.O.: "On the planet Selectron, folks cook to the groovy sounds from the gleepbox..."



"...In Boston, hear the music you like on 'HDH, Radio 85."



# THE WINNER

# **NIGEL OLSSON**

Z-93 7 WSM 9-8 WQXI 18-15 KRTH-FM 23-21 WTIX 25-21 WAPE 19-16 WKIX 28-19 WHHY 25-21 92Q D-25 WPEZ 29-26 KRQ 37-29 WSGN 32-29 KSLQ 37-32



Adds: B-100 KJR WKY WHBQ M-91 A-23 KHJ A-30

CKLW D—29 KRSP D-29 WAYS D-29 KRBE 24-19 WZDQ 8-7

"DANCIN' SHOES"

January 29, 1979



# STROKES



Chrysalis recording artist Nick Gilder and Los Angeles radio station KHJ served each other with golden offerings. Gilder presented program director John Sebastian a gold replica of his smash single, "Hot Child In The City". Sebastian honored Gilder with a gold single for simultaneously obtaining gold status as well as being number 1 at KHJ. Pictured left to right are; Shaune McNamara, assistant to Program Director; Nick Gilder, Janis Ross, National Promotion Manager at Chysalis; and PD John Sebastian.



The KY-102/Kansas City staff poses along with the vehicles which represent their outdoor advertising. The Music Trucks are on the street every day looking for KY/102 bumper stickers (Music Truck II sports the giant version of the bumper sticker as its identification).



The Commodores visit KYA, San Francisco (I-r): Lionel Ritchie, Commodores; Sharon Rosenbush (KYA promotion director); Carol Ford (KYA DJ, 10PM-2AM); Milan Williams, Commodores; Walter Orange, Commodores; Larry Tollin, Motown Records.



Malibu Grand Prix opened it's first track on Florida's Suncoast in Tampa with "Q105's resident speedster, Mason Dixon, set the fastest time with a record 53.56.



WDAK's Charley McCarthy (front left) and Shotgun Steve Kelley (front right) with participants from a recent bowlathon for Cystic Fibrosis in Columbus.



Pictured at a Warner Bros. party in Cleveland are (I-r): Ted Joseph, WB Reg. Promo.; Lynn Tolliver, FRED; Wilson Smith, WB Local Promo.; and Al Frontera, WB Reg. Marketing Mgr.



Brad Whitford and Tom Hamilton of Aerosmith visited WAAF recently. Pictured (I-r): Brad Whitford; Paul Lemieux, WAAF M.D.; Tom Hamilton; and John Duncan, WAAF P.D.



CBS recording artist Eddie Palmieri visited KJAZ/San Francisco. Pictured (I-r): Dick Conte, M.D. KJAZ; Palmieri; and David Braun, KJAZ Sales Mgr.



Following his recent two night stint at the Great Southeast Music Hall in Atlanta, Capricorn recording artist Tim Krekel was joined backstage by a number of Capricorn executives and well-wishers. Tim's debut album, Crazy Me, ships in late January. Pictured (I-r back row): Rocky Raccoon, WKLS—FM mascot; Phil Rush, Capricorn's vice president of promotion; Tim Krekel; Don Schmitzerle, the label's vice president and general manager; Colin Pearson, Polydor-International; Bobby Cudd, Don Light Talent; and Mark Pucci, Capricorn's national publicity director. Pictured in front are Coral Reefer Greg "Fingers" Taylor, and John Owen of Tim's band, the Sluggers.



After a recent sold out concert in Savannah, members of Boston posed for pictures backstage (I-r): Jerry Rogers, WSGA; Jim Stewart, Epic/Atlanta; Tom Scholz, Boston; and Barry Goudreau, Boston.

**World Radio History** 

# SULTANS OF SWING'



THE FIRST SINGLE FROM

# DIRE STRAITS

KRBE A-29, KFRC, WHB, CKLW, WRKO, WISM, WABB-FM, WLSQ, KDON, KCPX, WAVZ A-32, KSLQ A-35, KBEQ 26-21, WZDQ 34-31, CK101 36-31, KILT D-39, WAKY D-22, KWK D-30, WANS D-32 and 14-Q D-33



The following Music Analysis is achieved by combining sales, requests, and call out research of radio stations considered to be reputable and accurate. Light bulbs signify those records indicating the strongest trend toward "A", or Power, rotation. All reports are activated by phone to assure that all the data is based on reporters' input. FRED's music is structured to help win the ratings, not reflect cold statistics.

### TREND SETTERS

Į	K	ᆫ
B-10 CHU	M	
CKG	M	
CKLY F-10	w	
KAC KBE	Q.	
KBL	N	
KCP KD0	N	
KEL	/B	
KEW	/1	
KEZ KFI KFR		
KGW		
KILT	Ri	
KJR KJR	B	
KKO	J	
KLIF KLIV KLU	/ S-FM C	l
KMC	iΚ	
KOL	E	
KOP	N	
KQE KQI KRB	Z	
KRK	E	
KRO	l .	
KRU	X H-FI	VI.
KSL KSL KTK	Q. Y	
KUF	IL .	
KUP KVC KYA KYY	L	
KYY	X	
M-9 Q-10 TEN	05 -Q	
WAI	BB-F (Y	M
WAI	W.W	
WAI	PE	
WAY	72 75 40	
WC/ WD/	)L	
WD	CG	
WEE	EΧ	
WEF WFE WFI	L	
WFL	/R	
WFO	RF	
WG	BS H D	

San Diego Toronto Cocoa Beach Montreal Detroit Boston Ventura Kansas City **Red Bluff** Reno Salt Lake City Salinas Minneapolis Tulsa Anchorage Topeka Anaheim Los Angeles San Francisco Portland Los Angeles Houston Denver Seattle Spokane St. Louis Dallas San Jose Okmulgee Las Vegas Des Moines Yuba City Port Arthur **Phoenix** Pine Bluff Albuquerque Armarillo Houston Albuquerque Sacramento Tucson Salt Lake City Phoenix Los Angeles St. Louis San Luis Obispo Tucson Santa Mana Phoenix Lafavette San Francisco Seattle San Diego Tampa Los Angeles Mobile Louisville Wilmington Ashland Anderson Jacksonville New Haven Charlotte **Baltimore** Columbus Columbus, GA Durham Duluth Easton Chicago Greenville Philadelphia Chattanooga Chicago Gainesville Evansville

Miami

WHB

WICC

WHRO

Norfolk

Memphis

Bridgeport

**Kansas City** 

C.C. McCartney Bob Wood 714 292-5362 416 925-6666 305 783-9257 Steve Ocean Connie Gregor 514 931-6251 313 963-1567 617 332-9817 Dick Bozzi Charlie Fernandez Jim Barker 805 647-5092 Kim Welsh 816 531-2535 Ross Forbes 916 422-5363 702 826-1355 Red Mtn 801 972-3030 408 422-5363 612 739-4000 **Gary Waldron** A.J. Roberts **Dave Thompson** Ray Livingston 918 622-1430 Tim Allen 907 272-7461 913 272-2122 J.R. Greeley Larry Reisman 714 776-1191 213 385-0101 Roger Collins Les Garland 415 986-6100 Terry Danner 503 226-5000 John Sebastian 213 462-6255 713 526-3461 Tish Reyes 303 234-9500 Ed Gree 206 937-5100 509 448-1000 314 721-2323 214 747-9311 Tracy Mitchell Tomm Hutyler **Gary Brown** Jack Darden John McLeod 408 293-8030 Peter De Les Dernie 918 622-7356 702 739-9383 Dave Anthony Ben Hill 515 247-4533 **Ross Forbes** 916 673-7677 Tommie Maldenado 713 982-9436 Steve Rivers 602 947-7355 Mike Perry 501 534-8732 Frank Ragan W.J. Fairchild 505 243-6791 806 353-6663 Clay Gish 713 960-0123 Chris Carey Kris Mitchell 505 765-5400 916 441-4950 Dan McCoy 602 624-2431 801 262-5541 602 247-5789 Lorraine Winegar **Bobby Rivers Bob Hamilton** 213 937-5230 Chuck Roberts John Topin 314 725-9814 805 543-9400 602 622-6711 Ed Alexander **Denny Lue!!** 805 922-7727 Jay Stone 602 838-3062 318 234-5151 Kim Canrad Allan Maşon 415 396-2500 **Robin Mitchell** 206 682-2828 714 583-9100 **Michele Pettis** 813 879-1420 213 381-7201 **Mason Dixon Gary Greenberg** 205 432-5572 Jerry King Bob Moody 502 587-7979 302 654-8881 Tom Summers **Gary Miller** 606 928-6464 Bill McCown 803 224-3424 904 264-4523 203 777-4761 Paul Sebastian **Curt Hansen** Roy Rosen 704 392-6191 Ron Riley 301 653-2200 614 221-7811 Dave Bishop 404 322-5447 Steve Kelly Don West 919 682-0318 Steven B. Oliver 218 728-4484 **Bill Young** 215 258-6155 312 558-9336 **Brian White** 803 271-9200 Ken Rogers Jay Cook 215 879-1600 615 821-3555 Jimmy Byrd 312 861-8100 Don Kelly 404 536-9948 812 477-8811 Sam Church Adam Smasher 305 377-8811 Charley Cook **Bob Canada** 804 340-1310 816 221-8300 Al Casey Harriet Lapides 901 323-7661 **Gary Peters** 203 366-9383

# JEFF'S **GREEN**



A warm winter welcome to two new Universal reporters: K-104/Fresno and WORD/Spartanburg, S.C.

Thanks again to those of you who've expressed interest in our new Platinum and Gold Communicator Networks, Many exciting stations are involved and we promise these will be major new developments in Universal radio, coming very soon!

WZDQ/Chattanooga is jumping right into the success blitz of the fabulous Blues Brothers. ANNE McCARTNEY tells us of the tremendous response they're getting for the B.B. Impersonation Talent Show Feb. 3. Grand prize is an allexpense paid trip for two to the Mardi Gras in New Orleans. "Home of the Blues." Listeners are marching into local record stores saying "I need a Briefcase full of Blues" in order to win one of 100 free Lps. Capping the three week media blitz, earning press and TV coverage is the show-all the judges will also dress up in traditional Blues Brothers fashions.

JERRY CHRISTOPHER and 13-WAVZ/New Haven gave away official Super Bowl XIII footballs to 50 "13th callers" all during Super Weekend.

JIM HENDRICKS and WHIT/New Bern, Ct. have hidden a treasure chest key somewhere in the county (it's not a big county). One clue is given each day to help find the \$800 prize key. Jim says secretaries in town spend their lunch hours looking for it. Somebody better find it soon; a pool of Kelly girls have already started to excavate under the studios!

Indianapolis
Montgomery
Philadelphia
Madison
Erie
Vicksburg
Kaukauna
Harrisburg
Raleigh
Oklahoma City
Baton Rouge
Montgomery
Chicago
Cleveland
Indianapolis
New York
Indianapolis
Milwaukee
Pittsburgh
Washington, DC
York
South Bend
Athens
Oriskany
New Bern
Savannah
New Orleans
Pittsfield
Sarasota
Chattanooga
Winter Haven
Cleveland
Miami
Atlanta
Ft. Worth/Dallas
Nashville
Denver
Miami Beach

**New York** 

Jerry Steele	317 637-1375
Larry Stevens	205 281-9378
Steve Rivers	215 839-0900
Jonathan Little	608 271-1486
Barney Luv	814 455-2741
John Curry	601 636-1494
Rick Allen	414 766 4663
Dan Steele	717 561-0710
Ron McKay	919 851-2711
Sandy Jones	405 478-2930
Bob Elliot	504 383-4411
John Roberts	205 264-6449
Karen Cavaliero	312 782-2002
Freddie James	216 371-3534
Steve Mitchell	317 924-5211
Bob Pittman	212 664-2744
Bobby Hatfield	317 257-7565
Rusty Ford	414 442-0150
Mark Fritzges	412 323-5300
Jim Elliot	202 779-2100
Dave Dillon	717 757-9402
Joe Lightner	219 256-1836
Gary Kirk	404 529-6222
Fred Horton	315 736-5225
Ron Diaz	919 633-2407
Jerry Rogers	912 233-8807
Terry Young	504 561-0001
Mary McGuane	413 499-1531
Al Brock	813 365-0700
Ann McCartney	615 842-6604
Chuck Walker	813 299-1142
Tom Jeffries	216 696-4444
Colleen Cassidy	305 944-1956
Dale O'Brien	404 522-9393
Gary Mack	817 731-6301
Scooter Davis	615 244-8290
Frank Felix	303 629-0096
Beau Raines	305 538-5321
Bobby Rich	212 764-6617

1 ROD STEWART/DO YA THINK I'M SEXY?

Profile: CKLW 1-1, KCPX 5-1, WUPE 1-1, KFT 2-1, KFRC 5-1, KJR 2-1, KOPA 3-1, KRBE 5-1, KSLQ 1-1, 92X 3-1, Q105 4-1, WAVZ 1-1, WAYS 2-1, WIFE 10-1, WQXI 3-1, WTIX 8-1, WZZP 15-1, Y-95 3-1, 92Q 1-1, KELI 1-1, KJRB 2-1, WKBO 3-1, KACY 4-1, KOBO 10-1, WZDQ 2-1, KRUX 6-1, KTKT 8-1, WLCS 4-1, WHHY 9-1, WJET 6-1, WKIX 6-1, WORD 3-1, WQXA-FM 1-1, WRBR 1-1, WSGA 1-1, Z-93 T 1-1, CK101 1-1, WLSQ 1-1, WEEX 1-1, KRTH-FM 1-1, WJFL 4-1, WGBF 9-1, KCBN 3-1, KSLY-AM 4-1, WEBC 1-1, WSFL 4-1, WANS 3-1, KLLS 2-1, WDCG 5-1, WLYT 11-1, B-100 6-2, CHUM 3-2, KBEQ 2-2, KILT 2-2, WLYC 5-2, KYYX 4-2, WAPE 17-2, WHB 3-2, WNAP 7-2, WNDE 11-2, WPEZ 8-2, 96X 9-2, KMGK 22-2, WFOX 7-2, KRSP 6-3, WKY 9-3, KRKE 6-3, WGH 5-3, WISM 11-3, WDAK 4-3, 14-Q 9-3, KIMN 6-4, WAKY 8-4, WDRC 19-4, KLIV 6-4, KRQ 8-4, KVOL 10-4, KHJ 13-5, KDWB 9-5, TEN-Q 9-5, WHBQ 7-5, WRKO 15-5, WFLI 15-5, WYND 10-5, CKGM 9-5, WRUN 13-5, KEZY 9-6, KTLK 8-6, 99X 14-6, WAMX 8-6, KLUC 11-6, WSGN 12-6, KK104 16-7, WLS 25-7, WQIQ 14-8, KOLE 14-8, WAMS 11-8, WGBS 13-8, WKAU 15-8, WKWK 14-8, WFBC 16-9, WRFC 14-10, KROY 15-11, WOKY 15-12, KWK 25-14, WNBC 30-16, KENI 25-17, WFYR A-17, and KDON D-24...added at KUPD...WAPE no. 1 45 sales, no. 1 LP...WIFE no. 1 sales...K-104 single-of-theweek, no. 5 phones, no. 6 sales...WSGA no. 3 sales-18+ males and all teens...WPEZ no. 1 phones, no. 2 sales...Y-95 no. 1 sales...WTIX no. 1 phones, strongest record, no. 1 LP sales, no. 4 45 sales...WKY no. 2 phones, no. 2 sales—single-of-the-week...KTLK no. 1 phones...WANS no. 1 45 sales and LP sales...WQIQ no. 1 18-34 female phones...WHHY no. 1 phones...WJFL no. 1 sales...WAVZ all demos...WUPE no. 1 phones, all demos-strong LP sales...WRBR no. 1 phones, no. 2 sales-phenomenal! All demos-very strong F 15-17...KELI no. 3 phones, no. 4 sales...KRKE no. 1 sales...WORD no. 1 sales B&W, no. 1 phones all demos...WNBC no. 3 phones...92-Q no. 1 sales, no. 1 requests 18-34...WDAK no. 1 sales...CK101 no. 2 sales...WLYC all demos-strong females...WLS no. 7 phones, no. 7 sales...KSLQ no. 2 phones, all demos; some M/F 18-24 neg call-out...WAYS no. 2 phones, no. 1 sales...WZDQ no. 2 sales, all demos... WGBS no. 2 requests...WLCS no. 1 sales...WGH no. 3 sales, no. 6 phones...KACY 12-35 good spread, no. 1 sales...CKLW no. 2 phones, no. 1 45 sales...WEEX no. 4 teen phones...99X no. 1 phones.

2 POINTER SISTERS/FIRE

(PLANET)

Profile: KRSP 3-1, KYYX 4-1, WAKY 2-1, KOLE 3-1, WFBC 1-1, KOTN 2-1, WFOX 1-1, WGBS 3-1, WRFC 2-1, KLLS 1-1, WUPE 2-2, KSLQ 7-2, WHBQ 3-2, WKBO 2-2, WZDQ 5-2, WLSQ 2-2, KVOL 3-2, WJFL 3-2, WGBF 5-2, WEBC 2-2, KBEQ 3-3, KCPX 4-3, KDWB 3-3, WLYC 6-3, KTLK 4-3, WAYS 3-3, WHB 4-3, 92Q 4-3, KJRB 4-3, KTKT 3-3, WLCS 5-3, WAMX 5-3, KCBN 4-3, KK104 6-4, KOBO 14-4, WFLI 8-4, WKIX 5-4, WRBR 4-4, KILT 5-5, KOPA 8-5, WAPE 7-5, WKY 11-5, KELI 14-5, KRKE 5-5, WKWK 8-5, 14-Q 5-5, KFI 10-6, WPEZ 10-6, KACY 8-6, WDRC 11-7, KRQ 10-7, WYND 7-7, WSGN 9-7, WLYT 8-7, WRUN 7-7, KGW 13-8, 99X 9-8, WORD 9-8, WEEX 9-8, KIMN 11-9, WNAP 10-9, KMGK 19-9, WDCG 10-9, KRTH-FM 15-10, WISM 13-10, B-100 16-11, KFRC 12-11, KHJ 18-12, WNDE 21-12, WFYR 16-12, WFIL 17-13, CHUM 18-14, CKLW 21-14, WOKY 20-17, KENI 24-18, WRKO 26-19, KWK 28-23, KLUC D-23, WZZP 32-26, WZZP 32-26, TEN-Q D-29, TEN-Q D-29, CKGM A-29, KLIF 34-31, KLIF 34-31, and WLS A-38...added at KUPD, KYA, KRUX, and KRUX...all demos...still extremely strong 18-34.

3 NICOLETTE LARSON/LOTTA LOVE

Profile: KRKE 2-1, WAMS 4-1, WYND 2-1, KCPX 2-2, KGW 4-2, KRSP 2-2, TEN-Q 7-2, KRQ 5-2, WFBC 4-2, KDON 4-2, WGBS 5-2, WKWK 2-2, 14-Q 4-2, KLLS 3-2, KJR 3-3, WJET 3-3, KOTN 3-3, KYYX 5-4, WHB 6-4, WKY 5-4, KACY 6-4, WAMX 6-4, KCBN 6-4, WISM 4-4, WFOX 6-4, KFRC 6-5, WFIL 6-5, WNDE 8-5, KWK 8-5, KMGK 8-5, WORD 5-5, WANS 6-5, KOPA 9-6, M-91 12-6, WZDQ 7-6, KRTH-FM 7-6, WGBF 7-6, WGBF 7-6, WFYR 11-6, WPEZ 9-7, KELI 8-7, WLCS 11-7, WEEX 8-7, KDWB 11-8, WAPE 10-8, WAVZ 10-8, WTIX 18-8, Y-95 9-8, KJRB 9-8, KJRB 9-8, CHUM 10-9, CKLW 10-9, KEZY 11-9, KSLQ 14-9, 92X 13-9, KYA 15-9, WRFC 11-9, WLYC 11-10, WSM 12-10, KIMN 12-10, KROY 11-10, Q105 10-10, WNAP 11-10, WZZP 12-10, WKBO 14-10, KLUC 12-10, WLYT 12-10, 99X 12-11, WKIX 19-11, KENT 14-11, WRBR 15-12, KK104 19-13, WRUN 15-13, 92Q 19-16, WHBQ 18-17, WRKO 21-17, KRBE 23-18, WLS 32-18, WKAU 23-18, WIFE 24-19, WFLI 22-19, KILT 29-22, and CKGM 28-22...Extremely strong 18+ ..many stations are also playing Neil Young's version for variation and image.

(ATLANTIC) 4 BLUES BROS./SOUL MAN Profile: KVOL 1-1, WQIQ 7-2, 92Q 3-2, WORD 4-3, WANS 7-3, 92X 9-4, WZDQ 4-4, KTKT 7-4, Z-93 T 5-4, WRFC 6-4, KJRB 11-5, WEBC 12-5, WUPE 8-6, KJR 9-6, WHB 10-6, WFLI 16-6, WKIX 10-6, KFRC 9-7, KLIF 10-7, WQXI 10-7, WZZP 8-7, WKBO 10-7, WAMX 10-7, KMGK 13-8, WQXA-FM 14-8, KRTH-FM 10-8, WAKY 12-9, KELT 10-9, WEEX 12-9, WDAK 10-9, WLYT 10-9, B-100 17-10, KEZY 14-10, KOPA 15-10, WAPE 16-10, WTIX 21-10, WGBF 14-10, KCBN 18-10, WFOX 17-10, KSLQ 16-11, KYYX 15-11, WNDE 17-11, Z97 21-11, WHHY 18-11, WSGA 14-11, WAYS 17-12, WRKO 16-12, KRQ 17-12, KRSP 17-13, WHBQ 15-13, WPEZ 16-13, WJET 18-13, WYND 18-13, 14-Q 19-13, KDWB 20-14, WIFE 21-14, WGH 20-14, WOKY 17-15, 99X 22-16, KLLS 19-16, KILT 22-17, KTLK 20-17, WKY D-17, WJFL 27-17, WISM 27-17, WFBC 21-18, KCPX 24-19, KRUX 26-19, KDON 27-19, WRWR 24-19, KRBE 25-20, KFI 24-21, KYA 24-21, WSGN 27-21, WAMS 28-22, KBEQ 28-23, WKAU 29-24, WRBR A-25, and CHUM D-27...added at KENT...Extremely strong call-out...giant single...The album is even bigger..."Rubber Biscuit" shows no. 1 requests in the majority of stations it's being played at.

5 OLIVIA NEWTON-JOHN/A LITTLE MORE LOVE (MCA) Profile: KLIF 1-1, Z97 7-1, WDAK 3-1, WDRC 5-2, WQXI 2-2, WTIX 3-2, WZZP 3-2, KOBO 3-2, WQXA-FM 6-2, Z-93 T 3-2, KRKE 8-2, WEEX 2-2, KRTH-FM 6-2, WRFC 3-2, WUPE 3-3, KSLQ 3-3, WAVZ 5-3, WFIL 9-3,

WFYR 5-3, KFI 9-4, WNAP 5-4, WKBO 4-4, WFBC 11-4, WJET 4-4, WEBC 4-4, WYND 8-4, WSGN 8-4, CKLW 5-5, KYYX 6-5, WAKY 9-5, WPEZ 6-5, KACY 7-5, WKIX 7-5, CK101 5-5, WAMX 7-5, WJFL 7-5, WFOX 11-5, WLYT 7-5, WQIQ 13-6, KILT 7-6, WLYC 19-6, KRBE 6-6, TEN-Q 11-6, 92Q 11-6, WAMS 10-6, WISM 9-6, WKWK 7-6, KDWB 8-7, WKY 8-7, WRKO 11-7, KOTN 9-7, KCBN 14-7, KSLY-AM 8-7, WANS 10-7, KHJ 10-8, KIMN 10-8, WRUN 8-8, KBEQ 11-9, WAPE RA-9, WLS 14-9, WNDE 16-9, 96X 17-9, WOKY 16-10, KELI 13-10, WHHY 15-10, KRQ 16-11, KFRC 20-13, KROY 17-13, M-91 16-13, 99X 17-13, KOLE 17-13, KENI 17-13, KDON 17-14, KK104 18-15, WNBC 18-15, B-100 D-16, Y-95 21-17, KLIV D-17, KMGK 24-19, KWK D-20, WKAU 24-20, and WSFL 32-29...added at CHUM.

- 9 6 CHERYL LYNN/GOT TO BE REAL
  Profile: KK104 3-1, WAVZ 3-2, WKIX 4-2, KSLY-AM 11-2, WSFL 3-2, WANS 2-2, WKBO 6-3, KLIV 3-3, WRFC 4-3, WDCG 3-3, KTLK 5-4, WAYS 9-4, KDON 10-4, WLSQ 5-4, WDAK 5-4, WQXI 9-5, WTIX 5-5, KOBO 9-5, WGH 6-5, KRTH-FM 5-5, KROY 8-6, KSLQ 8-6, 92X 10-6, WAPE 9-6, KELI 12-6, WORD 6-6, WUPE 10-7, 99X 8-7, WJFL 12-7, KACY 12-8, Z-93 T 12-8, WAMX 9-8, WFYR 10-8, WLYC 10-9, KOLE 13-9, Y-95 16-10, KLLS 12-10, WQIQ 18-11, KHJ 23-11, KOPA 14-11, WSGN 19-11, WAKY 16-12, KTKT 19-12, KBEQ 23-13, KFI 17-13, WFLI 14-13, WGBF 18-14, WISM 18-14, WNAP 20-15, WRKO 23-15, KRKE 20-15, WFBC 23-16, WEBC 19-16, 14-Q 20-16, WJET 22-17, WRBR 24-17, WRWR 22-17, WDRC 25-18, WZZP 22-18, 92Q 21-18, KRUX 23-18, KCBN 26-18, WRUN 26-19, TEN-Q 30-20, KMGK A-20, KCPX 28-25, KRSP D-26, KJRB D-26, WOKY D-28, CK101 39-29, KRQ 40-30, and WIFE A-34...added at CKGM and WNDE...K-104 smash! no. 1 phones and sales...Y-95 no. 5 sales...WTIX no. 1 call-out 18-24, no. 2 call-out 25+ females, top 5 single sales, top LP...KTLK no. 1 sales...WANS no. 4 45 sales, no. 11 LP sales, males and teen females...WJFL no. 6 sales...WAVZ 12-24 females...WUPE no. 2 sales...WORD no. 7 sales, no. 4 phones...KTKT monster!...CK101 no. 3 phones...WLYC 18+ males and females...KSLQ Black call-out strong females 18-24...WAYS no. 9 sales...WGH no. 5 sales.
- 7 BARRY MANILOW/SOMEWHERE IN THE NIGHT
  Profile: WSM 3-2, CK101 9-4, KRUX 10-5, KCPX 8-6, WFBC 12-6, WDAK 7-6, WFIL 11-7, WLSQ 9-7, WFYR 8-7, WKWK 10-7, WJET 10-8, KOTN 10-8, WHHY 14-9, WAMX 11-9, WSGA 11-10, KRKE 14-10, WEBC 13-10, 14-Q 12-10, WUPE 17-11, WHB 22-12, Y-95 15-12, KELT 17-12, KACY 17-12, KIMN 16-13, WNAP 17-13, KVOL 18-13, KRTH-FM 16-13, WDCG 18-13, KOPA 17-14, KRSP 18-14, WPEZ 17-14, WKBO 17-14, WKY 19-15, WORD 19-15, WQXA-FM 18-15, WGBF 19-15, WISM 23-15, KGW 19-16, KSLQ 24-16, 92X 19-16, WZZP 17-16, KJRB 19-16, KDON 22-16, WQIQ 21-17, KCBN 27-17, WRUN 27-17, KYA 25-18, WQXI 22-18, WAMS 22-18, WFOX 21-18, WNDE 25-19, CHUM 26-20, KFI 23-20, WKIX 30-20, WEEX 23-20, KOLE 24-21, KHJ 24-22, WLYC 28-22, KRBE A-22, WSGN 25-22, WLYT 30-22, WHBQ 28-24, WTIX 30-25, WJFL 29-25, KROY D-26, WAYS 30-26, WRKO 28-26, 99X 27-26, KLLS 31-26, 96X 35-27, KILT 33-28, KYYX D-30, WDRC D-30, WOKY A-30, WOKY A-30, KOBO 39-31, WSFL 37-34, and KK104 D-35...added at KLUC and KRQ...Power females...that's all...dayparting recommended.
- 6 8 HOT CHOCOLATE/EVERY 1'S A WINNER
  Profile: KRUX 2-2, WAMX 4-2, KYYX 3-3, KLUC 4-3, WFOX 3-3, WKWK 3-3, KBEQ 9-4, WAPE 6-4, WNAP 9-5, WNDE 14-6, WQXI 7-6, Z-93 T 8-6, KSLY-AM 7-6, WAYS 7-7, WORD 10-7, WQXA-FM 9-7, WSGA 7-7, KDON 7-7, WAMS 8-7, WGBF 10-7, WSFL 10-7, KROY 9-8, KSLQ 11-8, WIFE 8-8, WKY 10-8, KFRC 11-9, TEN-Q 10-9, 99X 10-9, KRKE 13-9, KENT 15-9, WGH D-9, KFT 13-10, WHBQ 14-10, WYND 13-10, WSGN 15-10, WRUN 18-10, WAKY 15-11, WEBC 14-11, KTLK 15-12, 14-Q 15-12, KGW 16-13, WTIX 19-13, Y-95 19-13, KMGK 20-13, WEEX 24-13, Q105 19-14, WKIX 16-14, KILT 26-15, M-91 A-15, KRTH-FM 18-15, KCBN 19-15, WUPE D-16, WGBS D-16, WKAU 20-16, KLIF 20-17, WLSQ 24-17, WQIQ 27-18, KOPA 21-18, WLYC D-18, CHUM 24-19, KOLE 22-19, KHJ A-20, KDWB A-22, WPEZ 26-22, 96X 27-22, WDRC 29-23, WOKY 27-23, and KWK D-27.
- 9 CHICAGO/NO TELL LOVER
  Profile: CK101 7-3, KTKT 10-7, WFBC 14-8, KSLY-AM 21-10, WGBS 12-10, WANS 13-10, KRSP 15-11,
  WUPE 25-12, M-91 19-12, WLSQ 29-12, KOTN 15-12, WKWK 20-12, WZDQ 17-13, WEBC 21-14, B-100
  18-15, KGW 18-15, TEN-Q 18-15, KELI 23-15, WFYR 17-15, WSGN 20-15, KRTH-FM 19-16, KFI 20-17,
  WAVZ 20-17, WZZP 20-17, WHHY 23-17, WQXA-FM 22-17, Z-93 T 23-17, KRKE 21-17, WGBF A-17,
  WSFL 24-17, KLLS 21-17, WKY D-18, WNAP 22-18, WLYT 22-18, KHJ 21-19, WPEZ 22-19, KIMN 24-20,
  WHB 23-20, WKBO 24-20, WAMS 23-20, KENT 23-20, WFOX 24-20, KOPA 25-21, WFLI 25-21, KLIF
  25-22, KSLQ 29-22, KLUC 29-22, WEEX D-22, WISM 30-22, KCPX 26-23, WAYS 28-23, KROY 28-24,
  KYYX 27-24, WRUN D-24, KYA D-25, Y-95 A-26, WKAU 31-26, 99X 28-27, WKIX D-27, KCBN D-27,
  WRFC D-27, 92 X 32-39, KDON D-29, WAPE D-30, WLCS 36-30, WYND 32-30, KBEQ 40-36, and KOBO
  D-36...added at WQXI...very impressive call-out reaction...primary demos 18-34 male and female.
- 7 10 EARTH WIND & FIRE/SEPTEMBER
  Profile: KDON 2-1, WAMX 2-1, KOPA 2-2, KIMN 2-2, KTLK 3-2, KELI 5-2, KLUC 5-2, WFYR 2-2, KFI 4-3, KYA 3-3, WPEZ 4-3, 99X 4-3, WEEX 7-3, KRTH-FM 3-3, KHJ 4-4, WLS 5-4, WNDE 9-4, WKWK 5-4, KROY 6-5, WZZP 5-5, Y-95 6-5, WZDQ 6-5, WJET 5-5, WRBR 6-5, KOTN 6-5, WISM 5-5, WDRC 9-6, WNAP 8-6, WNBC 9-6, WEBC 9-6, KILT 8-7, KRBE 9-7, 92X 7-7, Q105 9-7, WIFE 14-7, WTIX 9-7, KOLE 8-7, WLYC 8-8, WFIL 12-8, WFLI 13-8, KENT 10-8, WJFL 8-8, WRKO 9-9, KLIF 12-10, WAYS 11-10, CHUM 15-11, KSLQ 15-12, KWK 20-13, WQIQ 20-14, B-100 D-17, and KMGK 21-17...added at KUPD
- 8 11 IAN MATTHEWS/SHAKE IT (MUSHROOM)
  Profile: CK101 3-2, KOTN 4-2, WAKY 4-3, WKAU 6-4, KLLS 9-4, WUPE 5-5, WDAK 9-5, WDCG 9-5, KRQ

6-6, KACY 9-7, KRKE 9-7, KCPX 11-8, KCBN 11-8, WFOX 14-8, B-100 10-9, KOPA 12-9, WZZP 10-9, WORD 12-9, WEBC 10-9, WYND 11-9, KBEQ 12-10, KSLQ 13-10, WPEZ 14-10, WFLI 21-10, WLCS 15-10, Z-93 T 15-10, WAMS 12-10, KENT 12-10, WFYR 13-10, WZDQ 14-11, WJET 12-11, KMGK 18-12, WFBC 17-12, KDON 16-12, WISM 15-12, KHJ 17-13, WHHY 19-13, WKIX 17-13, WJFL 16-13, WDRC 20-15, 99X 16-15, KOLE 21-15, KFI 19-16, WAPE 20-17, WTIX 24-17, KFRC 22-18, WHB 25-19, WSGN 24-20, CKGM 23-20, WOKY 25-22, KYA D-23, CHUM D-25, WQXI D-25, WLYC D-26, WLS A-26, and WHBQ 30-28.

29 12 DONNA SUMMER & BROOKLYN DREAMS / HEAVEN KNOWS (CASABLANCA)
Profile: WQXI 16-8, KCPX, 22-10, WSFL 11-10, WGH D-13, KRTH-FM 17-14, WAMX 21-17, WGBS D-17,
WRFC 25-17, WFYR 21-18, KOTN 22-19, KTLK 25-20, WZZP 27-20, WLCS 26-20, WORD 29-20, KRKE
27-20, WYND 29-20, WQIQ D-21, WLYC 25-21, KRSP 25-21, WSGA 26-21, WLYT 33-21, KOPA 26-22,
WAPE 27-22, WAYS 27-22, WTIX 35-22, TQXA-FM 29-22, WRKO 27-23, 96X 33-23, KELI 29-23, Z-93 T
26-23, CK101 31-24, WLSQ D-24, KFI 28, 25, KGW D-25, WIFE 28-25, WKIX D-25, KBEQ 36-26, KJR D-26,
KRBE 29-26, TEN-Q D-26, KSLQ 34-27, WAKY D-27, WPEZ 30-27, KRQ 38-27, WAMS A-27, KSLY-AM
D-27, WRUN D-27, WNAP A-28, 99X D-28, WANS 32-28, 14-Q 31-28, WDRC D-29, WNBC A-29, KTKT
D-29, WISM D-30, KRUX 38-31, WEBC A-31, WSGN D-31, WKWK 37-33, and 92X A-38...added at WKY,
Y-95, 92Q, KJRB, and WEEX...All demos...looks like a no. 1 record...power rotation recommended

immediately.

- 24 13 GLORIA GAYNOR/I WILL SURVIVE
  Profile: 96X 2-1, WRKO 5-2, WNBC 17-3, KLIV 8-5, WKBO 16-6, WGBS 20-9, WFYR 14-9, 14-Q 13-9, 99X 19-10, KK104 D-11, KILT 23-11, KTLK 14-11, WAYS 24-11, WAPE 21-12, WSGA 16-13, WAMS 27-14, KFRC 21-15, WFIL 22-15, WLYC 24-17, WNAP 30-17, WEEX D-17, WUPE D-18, WAVZ 33-19, WLS A-19, KELI D-19, WHB 29-21, WZZP 29-22, CKLW D-23, KFI 26-23, WDRC 30-24, WYND 35-24, WLCS 32-26, KOTN 29-26, KBEQ 33-27, KRBE A-28, WQXI D-28, 92Q D-28, WQXA-FM D-28, WLSQ D-28, KLUC D-28, WRFC D-28, WSGN D-28, CKGM A-28, Z-93 T D-29, KRKE A-29, KVOL D-29, KSLQ 35-30, KACY 38-31, CK101 37-32, WTIX 40-34, KLIF A-38, and KOBO D-40...added at WAKY, WHBQ, WJET, WISM, WANS, WRUN, KJR, KRQ, WAMX, WGH, WFOX, KRSP, WQIQ, KYYX, AND KDON...all demos... extremely strong with females.
- 15 14 GERRY RAFFERTY/HOME & DRY
  Profile: KDON 9-3, KRSP 5-4, CK101 12-7, KCPX 19-9, KGW 12-9, WZDQ 13-10, WAMX 18-11, KYYX 18-13, KJRB 18-13, KRKE 19-13, KLLS 15-13, KOBO 21-15, KRQ 25-15, 14-Q 18-15, KDWB 19-16, WTIX 20-16, WQXA-FM 19-16, KENT 20-16, KRBE 21-17, B-100 D-18, TEN-Q 21-18, WPEZ 23-18, KELI 21-18, KTKT 23-18, KLUC 24-18, WJET 21-19, KRTH-FM 21-19, KYA 23-20, WNDE 23-20, KOLE 23-20, KCBN 23-20, WEBC 26-20, KFRC 23-21, WISM 24-21, WYND 24-21, KILT 32-23, WAKY 28-23, WKWK 27-23, WQIQ 28-24, KHJ 25-24, KSLQ 26-24, WQXI 28-24, Y-95 30-24, 92X 30-25, KROY D-28, WKIX D-28, WKAU 32-28, 96X 34-30, WAMS A-30, and WSFL A-37...added at KUPD and CHUM...turntable hit
- 16 15 LEIF GARRETT / MADE FOR DANCING
  Profile: WTIX 4-4, WZZP 6-4, WHHY 6-5, WLSQ 10-5, WDAK 13-7, KFI 11-8, WLYT 9-8, WSGA 10-9, WHB 12-10, WKWK 12-10, KRSP 16-12, KACY 18-14, KOBO 26-14, WRUN 21-14, KYYX 17-15, KRBE 19-16, WPEZ 19-16, 92X 27-17, KCPX 21-18, KVOL 21-18, KILT 27-19, WAYS 22-19, WEEX 22-19, KLUC 23-20, WAPE 26-21, KJRB 26-21, WQXA-FM 24-21, KRKE 24-21, KTLK 26-22, KLLS 27-24, WISM 29-25, WQIQ 29-26, WLCS 34-27, KDON D-31, and KLIF A-40...added at WJFL.
- 18 16 MELISSA MANCHESTER/DON'T CRY OUT LOUD

  Profile: KDWB 7-6, KOTN 7-6, WGBS 9-6, CK101 13-10, WDAK 14-10, WJFL 19-12, WANS 14-12, KJRB 21-15, KJR 19-16, KACY 20-16, WLSQ 22-16, WAMS 19-16, WKWK 19-16, WPEZ 20-17, WKIX 25-17, WYND 21-18, WYND 21-18, 14-Q 24-18, KYYX 22-19, WFBC 24-19, WFYR 23-19, KBEQ 25-20, WKY D-20, WTIX 23-20, WQXA-FM 23-20, 92Q 24-21, KTKT 25-21, WAPE 28-24, WZZP 25-24, WEBC 28-24, WKAU 30-25, KOLE 29-26, WSGA 29-26, WRUN D-26, WNDE 28-27, WORD D-27, KOBO 34-28, WQIQ D-29, WRBR D-30, KDON D-32, and WLYT D-35...added at WDRC, KRUX, WEEX, KRSP, TEN-Q, and KSLY-AM... 18+ females only.
- 11 17 CHIC/LE FREAK
  Profile: KBEQ 1-1, KILT 1-1, KDWB 1-1, WLYC 1-1, KTLK 2-1, WDRC 1-1, WHB 1-1, WKY 1-1, WLS 1-1, KLIV 2-1, KMGK 1-1, WGH 1-1, WSGN 6-1, CKGM 1-1, WRUN 1-1, CKLW 2-2, KHJ 2-2, WRBR 2-2, WSGA 2-2, WISM 2-2, KIMN 3-3, WOKY 3-3, KRQ 3-3, KENT 4-3, WUPE 4-4, KROY 4-4, KWK 4-4, WEEX 4-4, CHUM 8-5, M-91 5-5, WQXA -FM 5-5, WQXI 14-10, WNDE 22-18, and WNDE 22-18...added at WHHY.
- 26 18 FOREIGNER/BLUE MORNING BLUE DAY
  Profile: B-100 4-3, KWK 16-3, KRSP 11-7, M-91 8-8, KLUC 15-8, WKAU 13-9, KOBO 22-12, KEZY 18-13, TEN-Q 16-13, Z97 19-13, WANS 17-13, Z-93 T 18-14, KTKT 20-16, KRQ 24-16, KSLQ 22-17, KYYX 19-17, WNDE 24-17, KJRB 24-17, KRUX 20-17, KHJ 20-18, 92X 24-18, CK101 23-18, Y-95 22-19, WZZP 23-21, WZDQ D-22, WFOX 25-22, WDAK 24-22, WUPE D-24, KFI 27-24, KELI D-24, KSLY-AM 29-24, WAYS D-25, WSGA 28-25, KRKE A-25, KDON 33-25, WYND 31-25, KFRC 28-26, KDWB 29-26, WRFC D-26, KOPA 30-27, WAPE D-27, WKBO D-27, WJFL D-27, WISM D-27, WLYT 31-27, WDRC D-28, WPEZ D-28, WAMS A-28, KROY D-29, WQXI D-29, WHHY D-29, WQIQ D-30, WEBC D-30, KBEQ 35-32, and 96X A-35...added at KRBE, KYA, KCPX, and KUPD...all demos...strong call-out and heavy LP sales.

- 25 19 PEACHES & HERB/SHAKE YOUR GROOVE THING
  Profile: WAPE 3-3, WAYS 10-5, WSGA 13-6, KLIV 9-7, KVOL 14-7, KILT 9-8, KRBE 12-8, KTLK 10-8, WQXI 17-9, WLYC 15-12, 92Q 18-13, 96X 24-13, KDON 26-13, WZZP 19-14, WANS 20-15, WLYT 21-15, WKIX 18-16, WSFL 21-16, WKBO D-17, WTIX 27-18, WLCS 25-18, KSLY-AM 20-18, WSGN 22-18, WGH D-20, KRTH-FM 29-20, WUPE D-21, WHBQ A-22, WYND 26-22, KFRC D-23, 92X 39-24, WHHY 29-24, WEEX D-24, WJFL D-24, KCBN D-24, KK104 A-25, WJET D-25, KOPA A-29, WAMS A-29, and KSLQ 36-31... added at KFI, WRKO, WKWK, WQIQ, KROY, WRBR, and WRFC...all demos...totally commercial.
- 10 20 BEE GEES/TOO MUCH HEAVEN
  Profile: CHUM 1-1, KHJ 1-1, WSM 2-1, KROY 1-1, KYA 2-1, WAPE 2-1, WHBQ 2-1, WPEZ 1-1, WRKO 1-1, KRQ 1-1, WISM 1-1, WFYR 1-1, WKWK 1-1, 14-Q 3-1, KDWB 2-2, WFIL 2-2, WKY 2-2, Z97 6-2, KOLE 6-2, CKGM 4-2, WDCG 2-2, CKLW 3-3, WLS 4-3, Y-95 5-3, KELI 3-3, WLYT 5-3, WDRC 6-5, WIFE 5-5, WOKY 5-5, 92Q 5-5, and KWK 22-18...added at WLYC
- 22 21 KENNY ROGERS/THE GAMBLER
  Profile: KOPA 10-4, WQXI 8-4, KBEQ 5-5, KJRB 8-6, KOBO 11-6, WLSQ 11-8, WRFC 10-8, WSGN 11-9, WKIX 11-10, KOTN 12-10, WKY 17-11, WGBS 15-11, WANS 18-11, KILT 15-12, Z-93 T 19-12, KCBN 17-14, WTIX 17-15, KCPX 23-16, WYND 20-16, KDWB 22-17, WHB 20-17, WHBQ 26-18, KSLQ 31-20, KDON 28-20, WORD 25-21, KMGK A-24, KTKT 26-24, KJR D-25, KLUC D-25, WOKY D-27, KFI D-29, WJET D-30, KRTH-FM A-30, and 96X A-31...added at KGW, KRSP, and WFOX...peaked.
- P 22 LITTLE RIVER BAND/LADY
  Profile: KSLY-AM 25-13, WZDQ 18-14, KELI 26-16, KOTN 21-18, KRKE 26-19, M-91 26-20, WANS 28-20, B-100 25-21, WPEZ 25-21, WUPE D-22, KFI D-22, KRSP 26-22, KSLQ 27-23, WHB 27-23, WFLI A-24, WFYR D-24, KBEQ 30-25, Y-95 D-25, WEBC 30-25, KYYX 28-26, WDRC D-27, WRKO D-28, KJRB D-28, WJET D-28, WKBO D-29, WORD D-29, WQXA-FM D-29, KCBN D-29; WYND 39-29, KIMN D-30, KTKT D-30, WRFC D-30, WSGN 34-30, KCPX D-31, KOLE 36-33, KILT 39-34, CK101 40-35, WLYT D-36, and WKWK D-37...added at WQIQ, KLIF, WAMX, KLUC, WAPE, WKY, WNAP, WSFL, CKGM, CHUM, KRQ, WDCG, WKIX, and KDON...all demos...strong call-out...Top 5.
- 27 23 NIGEL OLSSON/DANCIN' SHOES
  Profile: WZDQ 8-7, Z-93 T 7-7, WSM 9-8, WANS 11-8, WFOX 15-11, WSFL 15-13, WKWK 17-14, WQXI 18-15, KDON 19-15, WAPE 19-16, WAMX 22-18, KRBE 24-19, WKIX 28-19, WTIX 25-21, WHHY 25-21, WJET 28-21, KRTH-FM 23-21, KOLE 31-22, WRFC 26-22, M-91 A-23, WORD 27-23, KOTN 26-23, WEBC 27-23, 92Q D-25, WFLI A-25, WPEZ 29-26, KWK D-26, KRKE 29-26, WKBO D-28, CKLW D-29, KRSP D-29, WAYS D-29, KRQ 37-29, WSGN 32-29, KHJ A-30, KSLQ 37-32, and KACY 37-32...added at B-100, KJR, WKY, and WHBQ...all demos...particularly strong with teens and females...good programing.
- 19 24 CHANSON/DON'T HOLD BACK
  Profile: KLLS 13-6, KK104 13-8, KTLK 13-10, WAMX 15-10, WQIQ 15-12, CK101 17-12, WTIX 22-14, WRFC 20-15, WQXI 20-16, WKIX 21-18, KDON 25-18, KOPA 22-19, WSGA 23-19, WGBF A—19, KROY 24-20, KYYX 24-20, 14-Q 33-20, 92X 31-22, Q105 A-22, WJET 29-22, WLSQ 28-22, KSLY-AM 27-22, WEEX 28-23, KLIF 31-25, WHHY D-26, KTKT D-27, KRSP D-28, 99X 30-29, KILT D-31, and KBEQ 39-35... added at WDCG.
- 21 25 VILLAGE PEOPLE/Y.M.C.A.
  Profile: WFIL 1-1, WFLI 7-1, KENT 3-1, KFT 3-2, KRBE 4-2, KROY 4-2, WLS 2-2, WAMS 2-2, WGH 2-2, WRUN 4-2, KHJ 3-3, KILT 4-3, CHUM 7-4, CKLW 7-4, WAVZ 9-4, WHBQ 5-4, KMGK 6-6, 14-Q 8-6, WDCG 6-6, WGBF 15-9, KLIV D-16, and Z97 A-18...added at WHHY.
- 30 26 BABYS / EVERY TIME I THINK OF YOU
  PROFILE: KSLY-AM D-17, WHHY 28-20, WANS 27-22, B-100 D-23, WZDQ 26-23, WFBC 27-24, WFOX 28-24, WUPE D-25, KHJ 26-25, KOPA 28-25, KELI D-25, KACY 31-25, KOBO 38-25, KVOL 30-25, KCPX 29-26, WJET 30-26, KDON 32-26, KRTH-FM 28-26, KFRC D-27, KRSP D-27, KYYX 29-27, WAYS D-27, WHB 30-27, WQXI 30-27, WTIX 33-27, KJRB 30-27, 92X 33-28, WSGA A-29, WISM D-29, WRFC D-29, KROY D-30, WLSQ D-30, WLYT 34-30, WKWK 35-31, WEBC A-32, KSLQ A-33, CK101 38-33, WIFE D-35, KOLE A-35, and WYND D-39...added at TEN-Q, WPEZ, KTKT, WQIQ, WNDE, WZZP, WABB-FM, KRUX, WSFL, KRQ, WDRC, and WAPE...all demos...absolute smash...strong image.
- 14 27 TOTO/HOLD THE LINE
  Profile: WQIQ 3-1, KGW 2-1, TEN-Q 2-1, WOKY 2-1, KLUC 2-1, KLIF 2-2, WNBC 2-2, 99X 2-2, WKAU 3-2, WDRC 3-3, WEBC 5-3, KDWB 4-4, 96X 5-5, WSGN 5-5, WLS 7-6, WAPE 8-7, WHBQ 9-7, Y-95 7-7, Z97 11-7, and CKGM 22-19.
- 28 28 ROSE ROYCE/LOVE DON'T LIVE HERE ANYMORE
  Profile: WRFC 9-5, WSFL 8-6, KLIV 10-9, KDON 18-10, WLSQ 13-10, KOTN 13-11, WZZP 16-13, WKBO 19-15, KTLK 22-18, WHHY 24-18, WZDQ A-19, WRBR D-19, KELI 27-21, WKIX 29-21, WDAK 25-21, 92X 26-23, WJFL 26-23, WPEZ 28-24, KROY 30-25, WTIX 31-26, WQZA-FM D-27, WRUN D-28, WNAP A-29, KOLE 34-29, KVOL D-30, KLLS A-30, KOBO 35-32, KBEQ 38-34, and KLIF 40-36...added at WORD.
- 20 29 BOB SEGER/WE'VE GOT TONIGHT (CAPITOL)
  Profile: B-100 2-1, WQIQ 11-3, TEN-Q 6-3, WIFE 7-4, WAMS 6-4, KLUC 6-4, KEZY 5-5, KJR 6-5, KLIF 5-5,

WKAU 8-5, KGW 9-6, WOKY 8-6, KENT 9-6, WRBR 10-8, KYYX 16-12, 99X 15-14, 92X 18-15, WGH A-17, CKGM 25-17, WLS 29-21, and WNBC A-27.

- 17 30 ACE FREHLEY/N.Y. GROOVE
  Profile: KJR 7-4, WLSQ 8-6, KRSP 12-8, WSGA 9-8, WTIX 12-9, KJRB 10-9, KYYX 13-10, KOLE 12-10, WGH 15-11, KRUX 18-12, WFLI 19-14, WQXA-FM 16-14, KFI 18-15, KOPA 18-15, WQIQ 22-16, WNDE 19-16, KROY 22-18, Y-95 23-20, KCPX 27-22, KFRC 26-22, WPEZ 27-23, and WHBQ 27-25...added at WLYC and KUPD.
- P 31 DOOBIE BROS./WHAT A FOOL BELIEVES
  Profile: KJR 20-14, WAYS 25-14, KLIV D-18, Z-93 T 29-18, WQXI 25-19, KRSP 24-20, CK101 25-20, KRTH-FM 27-23, KCPX 30-24, KGW D-24, WZDQ 27-24, WRFC D-24, KDWB 30-25, KJRB D-25, KTKT 29-25, KSLY-AM D-26, KHJ A-28, KSLQ 32-28, WSGA A-28, WEBC D-28, WAKY D-29, WAPE D—29, WZZP A—29, WANS 34-29, KLLS A-29, KEZY D-30, WPEZ D-30, KRKE A-30, KDON D-30, WSFL A-33, KTLK D-34, WYND D-35, KACY D-36, 92X 40-37, and KOBO D-38...added at KROY, WJFL, WSGN, B-100, Q105 WHB, WHBQ, KFRC, KOPA, TEN-Q, WGH, WEEX, KCBN, WFYR, WFBC, WORD, WLYT, KFI, WTIX, and WLSQ...all demos...across the board smash...extremely valuable to programing.
- P 32 FIREFALL/GOODBYE I LOVE YOU
  Profile: CKGM 10-7, CK101 21-13, KSLY-AM 26-14, KTKT 24-19, KRSP 27-23, B-100 D-24, KJRB 28-24, WFOX 29-25, WRFC 30-25, KRUX 29-26, WPEZ D-29, KELT A-29, KCBN D-30, WANS 33-31, KEZY D-32, WLCS A-34, WKWK 40-36, and KOLE A-38...added at KTLK, WZZP, KROY, WAKY, KACY, WHHY, WJET, WLYC, KYYX, and WABB-FM...seems to be developing all demos.

### **OTHER ACTION**

TALKING HEADS/TAKE ME TO THE RIVER (SIRE) Profile: WHHY 7-2, M-91 13-10, B-100 19-12, KCBN 16-12, WUPE 23-13, CKLW 24-18, KILT 21-18, WZZP 21-19, WLYT 23-19, KMGK 23-21, WRBR 29-23, KBEQ 29-24, 99X 25-24, KEZY 29-26, KHJ 28-27, WDAK A-29, KLLS A-31, and KOLE 38-34...added at WPEZ and WORD.

BILLY JOEL/BIG SHOT (COLUMBIA) Profile: KWK 12-2, KRSP D-19, KJRB 27-20, WAVZ 24-21, KVOL 26-22, KOPA 29-24, WSGA 27-24, B-100 A-25, 99X 26-25, WNBC A-26, WSFL 31-27, KEZY D-29, KSLQ 33-29, and Z-93 T A-30...added at KYYX, WOKY, KENI, WHBQ, WGH, and KUPD.

DOLLY PARTON/BABY I'M BURNIN' (RCA) Profile: KOBO 8-3, WSM 8-6, WFYR 15-14, KSLY-AM 24-21, WDRC 26-22, WKBO A-25, WYND 37-27, WSGN 32-27, KCPX D-29, WFBC D-29, KILT 36-30, WDAK A-30, WLYT D-32, KBEQ 37-33, and WTIX A-36...added at WFIL, WKIX, WHB, and WFOX.

MARSHALL HAIN/DANCING IN THE CITY (HARVEST) Profile: WANS 8-6, WFBC 10-7, KOTN 18-15, WAYS 21-16, KLUC 21-17, WZDQ 25-21, CK101 27-22, WAPE 30-23, KELI 30-27, KCBN 30-28, WTIX 34-30, and WLYT D-37...added at KENI.

PABLO CRUISE/I GO TO RIO (A&M) Profile: KLUC 16-11, KSLY-AM 22-11, KOBO 25-19, WEBC 25-19, KRQ 32-26, KOTN 30-28, WLYC D-30, WRUN D-30, WKAU 34-31, 96X 37-32, KOLE 37-32, WANS D-33, and 92X A-39...added at WGH and WKBO.

HALL & OATES/I DON'T WANNA LOSE YOU (RCA) Profile: WFOX 18-15, WQIQ 25-19, WANS 22-19, WSFL 23-20, WEBO 25-21, WZZP 26-23, KTLK 29-26, WNDE D-26, and WLYT 32-29...added at KROY and WABB-FM.

LINDA RONSTADT/JUST ONE LOOK (ASYLUM) Profile: WNAP 4-3, KEZY 26-21, WIFE 25-21, KRTH-FM 25-24, KTKT 30-26, KHJ 30-29, KRUX 33-30, and KACY A-35...added at WFOX.

MEATLOAF/YOU TOOK THE WORDS RIGHT OUT (CLEVELAND INT'L) Profile: WNBC 11-9, KSLQ 21-15, 99X 20-19, B-100 23-20, CHUM 27-21, and KRBE 29-25.

GONZALES/HAVEN'T STOP RUNNIN' YET (CAPITOL) Profile: WAKY 7-6, 14-Q 10-8, WDRC 21-16, 99X D-23, 96X 36-38, WTIX 37-31, and WYND D-40...added at WLYC, WAPE, and WLYT.

RAES/A LITTLE LOVIN' KEEPS THE DOCTOR AWAY (A&M) Profile: KTLK 17-13, WAPE 18-15, KK104 29-22, WRKO 30-24, KILT 31-27, and WTIX 36-29.

J. GEILS/ONE LAST KISS (EMI-AMERICA) Profile: WRKO 12-11, KEZY 27-18, KRTH-FM 26-25, WKBO 29-26, and 92X 37-34.

FAITH BAND/DANCIN' SHOES (MERCURY) Profile: WNDE 7-3, CK101 18-16, WDRC 28-25, WISM D-28, and 92X 34-30. MELBA MOORE/YOU STEPPED INTO MY LIFE (EPIC) Profile: KTLK 9-7, 96X 23-15, WAPE 29-25, KELI D-26, WNBC A-28, WLSQ D-29, WAKY D-30, WLCS A-33, and WTIX D-35.

JACKSONS/SHAKE YOUR BODY DOWN TO THE GROUND (EPIC) Profile: WAVZ 14-10, 96X 28-21...added at WLYT. SYLVESTER/YOU MAKE ME FEEL RIGHT REAL (FANTASY) Profile: KSLY-AM 10-19, KVOL 25-19, WAPE 24-20, and WTIX 29-23...added at WLYC.

### OTHER ACTION Continued

SHALAMAR/TAKE THAT TO THE BANK (SOLAR) Profile: CKLW D-15, WSFL 26-18, and 96X 30-25.

EDDIE RABBIT/EVERY WHICH WAY (ELEKTRA) Profile: WZDQ 35-25, KVOL 29-26, KOTN D-27, WHHY D-30, KLIF 36-32, WZZP D-34, KBEQ A-37, KILT D-38, and WTIX D-40...added at WLSQ.

KANSAS/LONELY WIND (KIRSHNER) Profile: B-100 21-19, WLSQ 25-21, KSLQ 28-25, WZZP D-33, KEZY D-35, KILT 40-37, and KBEQ A-39...added at WJF L.

CHUCK BROWN & SOUL SEARCHERS/BUSTIN' LOOSE (SOURCE) Profile: WLCS 18-13, and WORD D-25...added at KDON, WKIX, and WGH.

SAD CAFE/RUN FOR HOME (A&M) Profile: KCPX 16-13, KDON 30-21, and KSLY-AM D-30...added at KCBN.

KATE BUSH/THE MAN WITH A CHILD IN HIS EYES (EMI) Profile: WAYS 26-20, WAKY30-24, and WAPE D-32.

GIORGIO/CHASE (CASABLANCA) Profile: WISM 10-9, WORD D-26, and 96X A-36...added at Q105, WFLI, WZZP, WTIX, and WLYT...WSFL 30-28...added at WLYC.

PETER BROWN/FANTASY LOVE AFFAIR (TK) Profile: KRBE 26-24 and 96X 32-29.

DESMOND CHILD & ROUGE/OUR LOVE IS INSANE (CAPITOL) Profile: WAKY D-28, and WFBC D-30...added at KCBN and WORD.

TOTO/I'LL SUPPLY THE LOVE (COLOMBIA) Profile: KEZY 31-27, and WZDQ 31-28...added at KRBE, WLYT, and WANS. HERBIE MANN/SUPERMAN (ATLANTIC) Profile: WJET 20-15, and KRBE A-23...added at WYND, WPEZ, and WKWK. STYX/RENEGADE (A&M) Profile: CK101 29-21.

DADDY DEWDROPS/NANU NANU (TK) Profile: WAYS D-24...added at WLSQ and WHHY.

FRANKIE MILLER/DARLIN' (CHRYSALIS) Profile: KDWB 26-23, and WEBC A-26...added at WAPE.

PARADISE EXPRESS/DANCE (FANTASY) Profile: KTLK 35-29.

THIRD WORLD/NOW THAT WE FOUND LOVE (ISLAND) Profile: KSLY-AM 28-23, and WZDQ D-35...added at KFRC. BELL & JAMES/LIVIN' IT UP SATURDAY NIGHT (A&M) Profile: KTLK D-30.

DR. HOOK/ALL THE TIME IN THE WORLD (CAPITOL) Profile: WKWK D-38...added at 92Q, KGW, WFBC, KJR, and WAPE.

JOHN DAVIS/AIN'T THAT BAD ENOUGH FOR YOU (COLUMBIA/SAM) Profile: KTLK 32-27.

GINO VANNELLI/WHEELS OF LIFE (A&M) Profile: WKWK D-40...added at KSLY-AM.

NEIL YOUNG/FOUR STRONG WINDS (WB) Profile: ...added at KEZY, WKWK, CHUM, and WLSQ.

# Changes

- \*WCAR will soon become WCXI/Detroit. They recently changed to a Country music format...
- \*Eric Hauenstein has been appointed Radio Division Manager and Vice President of Sandusky radio. The company owns KDKB/Phoenix, KZAM-AM&FM/Seattle, and KBPI/Denver...
- \*Danny Moffatt is the new Production Director at KZEW/Dallas...
- \*Captain Billy Martin from WLUP/Chicago is the new Program Director of KVOL/Lafayette...
- \*Jimmie Bird has been promoted to Program Director at WFLI/Chattanooga...
- \*Keith Raines leaves WKQQ/Lexington to do afternoons at WVLK/Lexington...
- \*Jim Barker has been promoted to Program Director at KACY/Ventura. He will also continue as MD...
- \*Charlie McAtlee is the new General Manager at KLIF/Dallas. He comes from WMAL/Washington...
- \*Jim Zipo moves to mornings at WEAM/Washington, D.C. from KMEN...
- \*Jeff Keyes moves to afternoons at WEAM/Washington. Jeff was with the International Radio Network of Iran...
- \*Bill Murray from WAYS/Charlotte joins WFOX/Gainesville as midday disc jockey...
- \*Billy Moore leaves his position as Operations Director and morning man at 63-KIDD/Monterey...
- \*Jeff McNeal has resigned as Production Director and afternoon drive at KIDD/Monterey to take the all night slot atKACY/Ventura...
- \*Christopher Lance is now the morning man at Magic-91/San Diego. Chris was doing afternoon drive...
- \*Jeff Salgo, now known as Terry Gibb, will add afternoon drive to his duties as Program Director at Magic-91...
- \*Shaun Lynch from KEWI joins Toni Stone as Music Director at KYYX/Seattle...
- \*Jeff Davis is the new Assistant Program Director at K-104/Fresno. He came from across town at KEAP...
- \*Cliff Roberts is the new Production Manager at K-104 and was promoted from within...
- \*John Tobin is Leaving KSLY to work with Augie Bloom in independent promotion. John was Music Director...
- \*Bob Griffin will be the Music Director and Promotion Director at country bound WCAR/Detroit...
- \*WLCS/Boston will start a Disco show from 11-Midnight. There are already two full time Disco stations in that city...



# Already—Out of the Box—

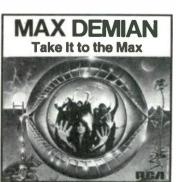
Most Added — Fred
Flashmaker — Record World
Most Added — Goodphone
Chart Debut #27
Most Added — Cashbox
Most Added — RMR



THE MAX DEMIAN BAND

Produced by Artie Kornfeld and Frank D'Augusta A Kornclone Production for THE ENTERTAINMENT COMPANY



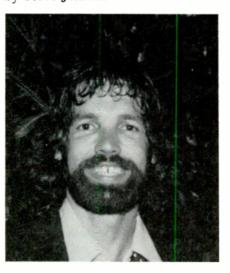




### TWELVE INCHES

by Steve Jenkins

The Album Analysis on the following pages is achieved through FRED's Computer, which stabilizes and then projects not only the album, but also the key cuts based on value to programming. Info listed behind station activity is based on the comments from our many reporters--the nation's finest Album stations. For additional info, contact Steve Jenkins.



# TREND SETTERS

C-101
DC-101
KBPI
KDKB
KFMH
KGGO
KGON
KLRB
KMEL
KMET
KORS
KRST
KSAN
KSHE
KSJO
KTIM
KTXQ
KWST
KXFM
KXXY
KY-102
KYTX
KZEW
KZOK
M-105
ROCK-95
STARVIEW-92
WAAF
WABX
WBCN
WCPI
WDVE
WGRQ
WGVL
MIOG
WKDF
WKLS
MKGG
WLAV-FM
WLRS
WMMR
WMMS
WNOE-FM
WPIX
WSHE
WYSP
WZZO
WZZQ
ZETA-4
ZETA-7
ZOOM
Z-92
91-X

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Gene Knight

Mando Camina

602 833-4261 319 263-2512 515 265-6186 503 655-9181 408 624-3859 415 391-9400 213 464-5638 612 545-5601 505 266-7946 415 986-2825 314 842-1111 408 246-6060 415 456-1510 214 528-5500 213 467-1224 805 922-2156 405 528-5543 816 753-4567 806 359-8561 214 748-9898 206 223-3900 216 391-1260 904 633-2785 717 266-6606 617 752-5611 313 398-1100 617 266-1111 304 232-9935 412 562-5900 716 881.4555 904 378-9732 215 835-6100 615 244-9533 404 325-0960 606 252-6694 616 456-5461 502 585-5178 215 561-0933 216 781-9667 504 529-1212 212 949-2102 305 581-1580 215 839-7625 215 694-0511 601 982-1062 305 624-6101 305 298-5510 713 745.2222 402 592-5300 714 236-9872

512 855-4641

301 589-7100

303 936-2313

They're at it again in Cleveland. WMMS and M-105 are doing battle with the Beatles for a weapon. It came down like this: WMMS announced "Buzzard Beatle Blitz," complete with interviews, autographed albums, record store tie-ins (10% off on all Beatle albums) and, of course, lots of Beatle music. M-105, who incidentally will be celebrating their 4th anniversary on March 5, countered by jumping on the air with "The Beatles A-Z" five days prior to the BBB. Their intent is to burn listeners out on the Beatles, thereby causing a lot of listeners to tune out the Buzzard Beatle Blitz and tune in normal, 1979 M-105. We'll know if it worked when the next book arrives.

It's in your hands by now, and you're no doubt wondering just what to do with it. I have a suggestion: Play It! NOW! I'm referring to the BEE GEES latest, and I'm very serious. Image notwithstanding, the simple fact is, with very few exceptions, you will very likely be forced to play it. It has the markings of a multi-single, multi-platinum smash, It is much more than Disco, it is the music of the masses. It defines mass appeal. If music of this caliber is programed intelligently, it can only help your station. You say you gag on falssetto vocals and Disco, well then, how about the delicious taste of a down book.

His bite is equal to his bark: Congratulations to Casablanca's BOBBY APPLEGATE on recently going enamel.

Meanwhile, FRED is blissfully bigger and better every week in my totally impartial and unjaundiced view. And I'm very happy and proud to welcome NINA CARLIN, and STEVE DOUGLAS to our carass. It feels great to be working with even more good people.

I know you've all seen those huge album art boards that are stuck up on some retail record outlets. Well. PEACHES in Pittsburgh is one of those retail stores, and recently they wanted to get rid of the old album boards and put up newer, more up-to-date boards. Their original plan was to sell the old boards for a nominal fee, or, give them away free. Seizing a golden opportunity, JOHN McGHAN of WDVE, persuaded the Peaches people to let him auction off the old album Boards on the air. The results were fairly incredible. A MEATLOAF Board brought \$500.00 and ERIC CLAPTON's Slowhand brought \$400.00. All in all, \$3.085.00 was raised for a local charity. and I'm sure Peaches will get in touch with WDVE when they have something to promote, advertise or give away.



- 1 ROD STEWART/BLONDES HAVE MORE FUN KEY CUT:DO YA THINK I'M SEXY (WB)
  Profile: KBPI H-H, KDKB H-H, Z92 H-H, ZETA7 H-H, KLRB H-H, KMEL H-H, KMET H-H, C101 H-H, KQRS H-H,
  KSHE H-H, KWST H-H, WAAF H-H, KZEW H-H, M-105 H-H, WABX H-H, WDVE H-H, WGRQ H-H, WKLS H-H, KFMH
  H-H, WLRS H-H, WMMR H-H, WNOE-FM H-H, WSHE H-H ZETA-4 H-H, KRST-FM H-H, WLAV H-H, KZOM H-H,
  WJAX H-H, STARVIEW-92 H-H, WKQQ H-H, WGON H-H, WZZQ H-H, KSJO H-H, KXFM H-H, KGGO H-H, 91X H-H,
  KYTX H-H and KTXQ H-H...other cuts: Ain't Love A Bitch, The Best Days of My Life, Attractive Females Wanted,
  Scarred and Scared, and Standing In The Shadown of Love...maintaining strong 18+ support...primary demographics are
  18+ female and 18-24 males...
- 2 THE BLUES BROS./BRIEFCASE FULL OF BLUES KEY CUT:SOUL MAN (ATLANTIC)
  Profile: KBPI H-H, KDKB H-H, Z92 H-H,ZETA7 H-H, KMEL H-H, KMET H-H, C101 H-H, KQRS H-H, WAAF H-H,
  KZEW H-H, M-105 H-H, WABX H-H, WGRQ H-H, WKDF H-H, WKLS H-H, KFMH H-H, WLRS H-H, WMMR H-H,
  WNOE-FM H-H, WSHE H-H, KRST-FM H-H, KTIM H-H, WLAV H-H, KZOM H-H, WJAX H-H, STARVIEW-92 H-H,
  WKQQ H-H, WBCN H-H, KGON H-H, WZZQ H-H, KSJO H-H, KXFM H-H, KGGO H-H,KYTX H-H, KTXQ H-H, WZZO
  H-H, WCPI H-H and WDVE A-M...other cuts: Hey, Bartender, Rubber Biscuit, Messin' With the Kid, and B-Movie Box
  Car Blues...18+ Male support is very strong...requests are huge and sales are close behind...very valuable album...
- 3 DOOBIE BROS./MINUTE BY MINUTE

  KEY CUT:WHAT A FOOL BELIEVES

  (WB)

  Profile: ZETA7 H-H, C101, H-H, KQRS H-H, KSHE H-H, KWST H-H, WAAF H-H, KZEW H-H, WDVE H-H, WGRQ H-H,

  WKDF H-H, WKLS H-H, KFMH H-H, WLRS H-H, WMMR H-H, WSHE H-H, ZETA-4 H-H, KRST-FM H-H, WLAV H-H,

  KZOM H-H, WJAXH-H, STARVIEW-92 H-H,WKQQ H-H, KXFM H-H, KGGO H-H, 91X H-H, KYTX H-H, KTXQ H-H,

  WZZO H-H, WCPI H-H, Z92 M-H, M-105 M-H and KGON M-H...other cuts: Don't Stop To Watch the Wheels, How The

  Fools Survive?and the Title track...very strong 18-34...male and female support is split about evenly...single is now break
  ing in Universals, stimulating sales...
- 4 4 DIRE STRAITS/DIRE STRAITS

  Profile: KBPI H-H, ZETA7 H-H, KLRB H-H, KMEL H-H, KWST H-H, WAAF H-H, WGRQ H-H, WKLS H-H, KFMH H-H, WSHE H-H, ZETA-4 H-H, KRST-FM H-H, KZOM H-H,WBCN H-H, KGON H-H, KXFM H-H, KGGO H-H, 91X H-H, KYTX H-H, KTXQ H-H, WZZO H-H, WCPI H-H, C101 M-H, KQRS M-H, KZEW M-H, WMMR M-H and WLAV M-H... added at KMET...other cuts:Down To the Waterline...LP continues to show strong 18+ male support...single is still the primary cut...action is beginning to develop on other cuts...sales are still developing.
- 5 BILLY JOEL/52ND STREET KEY CUT:BIG SHOT (COLUMBIA)
  Profile: KBPI H-H, ZETA7 H-H, C101 H-H, KQRS H-H, KWST H-H, WAAF H-H, M-105 H-H, WABX H-H, WDVE H-H,
  WGRQ H-H, WKDF H-H, WLRS H-H, WMMR H-H,WNOE-FM H-H, WSHE H-H, KRST-FM H-H, WLAV H-H, KZOM
  WJAX H-H,STARVIEW-92 H-H, WKQQ H-H, WBCN H-H, KGON H-H, KXFM H-H, KGGO H-H KYTX H-H, KTXQ H-H,
  WZZO H-H and WCPI H-H...other cuts: Stiletto, Rosalinda's Eyes, Until the Night, and Zanzibar...still very strong
  sales are very big...
- 6 QUEEN/JAZZ

  KEY CUT:SINGLES

  (ELEKTRA)

  Profile: Z92 H-H, KLRB H-H, KMEL H-H, KMET H-H, C101 H-H, KSHE H-H, KZEW H-H, WABX H-H, WGRQ H-H,
  WKDF H-H, WKLS H-H, KFMH H-H, WLRS H-H, WMMR H-H, ZETA-4 H-H, WLAV H-H, KZOM H-H, STARVIEW-92
  H-H WKQQ H-H, KSJO H-H, KXFM H-H, KGGO H-H, WZZO H-H, and WCPI H-H...other cuts: Jealousy, In Only Seven
  Days, Let Me Entertain You, Don't Stop Me Now, and More of That Jazz...primarily male and teen support...
- Profile: ZETA7 H-H, KLRB H-H, KMEL H-H, KSHE H-H, WABX H-H, KFMH H-H, WSHE H-H, ZETA-4 H-H, KTIM H-H, KZOM H-H, WKQQ H-H, WBCN H-H, WZZQ H-H, KSJO H-H, KYTX H-H, KTXQ H-H, KZEW M-H, WLRS M-H, WMMR M-H, WCPI M-H, C101 L-H, KXFM A-H and KGON L-M...added at KBPI and STARVIEW-92...other cuts: Love the Way You Love Me, Can't Keep a Good Man Down, Call On Me, Gimme Some Water, and the title track...explodes behind huge across the board support...extra strength 18-24...initial sales are very strong...image of the artist is very good.
- 7 8 TOTO/TOTO KEY CUT:HOLD THE LINE (COLUMBIA)
  Profile: KBPI H-H, Z92 H-H, ZETA7 H-H, KMEL H-H, KSHE H-H, KWST H-H, WAAF H-H, M-105 H-H, WABX H-H,
  WKDF H-H, WLRS H-H, WSHE H-H, ZETA-4 H-H, WLAV H-H, KZOM H-H, WJAX H-H, WKQQ H-H, KGON H-H,
  KXFM H-H, KGGO H-H, KTXO H-H and WCPI H-H...other cuts: I'll Supply the Love, Takin' It Back, Angela and
  Georgy Porgy...single is starting to burn...action spreading to other cuts...sales are strong...primary demos 18-24.
- 9 9 J GEILS/SANCTUARY KEY CUT:ONE LAST KISS (EMI)
  Profile: KDKB H-H, KMEL H-H, KMET H-H, KWST H-H, WAAF H-H, KZEW H-H, WABX H-H, ZETA-4 H-H, KTIM
  H-H, WBCN H-H, KSJO H-H, KXFM H-H, KGGO H-H, and WCPI A-M...other cuts:Wild Man, Take it Back, Just Cant
  Stop Me, and I Could Hurt You...strong 18-24 male support...sales are still developing...
- 11 10 POCO/LEGEND KEY CUT:HEART OF THE NIGHT (ABC)
  Profile: KMET H-H, KWST H-H, KFMH H-H, WSHE H-H, WLAV H-H, KXFM H-H, KGGO H-H, 91X H-H, KYTX H-H,
  WCPI H-H, WGRQ M-H, Z92 L-M, WAAF L-M and KZOM L-M...other cuts: Crazy Love, Boomerang, Little Darlin', and
  the title track...18-34 response is impressive...single is breaking sales are developing rapidly...male and female support is
- 10 11 NICOLETTE LARSON/NICOLETTE KEY CUT:LOTTA LOVE (WB)
  Profile: KBPI H-H, KDKB H-H, Z92 H-H, KMEL H-H, C101 H-H, M-105 H-H, WMMR H-H, WSHE H-H, KRST-FM H-H,
  WLAV H-H, WKQQ H-H, KGON H-H, KXFM H-H, KGGO H-H, KYTX H-H, KTXQ H-H, WCPI H-H, ZETA7 M-H and
  91X M-H...other cuts: Baby, Dont You Do It, Mexican Divorce and Cant Get Away From You...LP is still strong 18+...
  some male resistance is starting to develop...sales are good.



- 8 12 ERIC CLAPTON/BACKLESS KEY CUT:SINGLES (RSO)
  Profile: KBPI H-H, Z92 H-H, KMEL H-H, KQRS H-H KWST H-H, WAAF H-H, WDVE H-H, WGRQ H-H, WKDF H-H,
  WLRS H-H WMMR H-H, WLAV H-H, KZOM H-H, WJAX H-H, STARVIEW-92 H-H, WKQQ H-H, KGON H-H, KGGO
  H-H,KTXQ H-H, WZZO H-H, and WCPI H-H...other cuts: Roll It, Tell Me That You Love Me, I'll Make Love to You
  Anytime, and Tulsa Time.
- BABYS/EVERYTIME I THINK OF YOU KEY CUT:EVERYTIME I THINK OF YOU (CHRYSALIS)
  Profile: KMEL H-H KSHE H-H, WGRQ H-H, WLAV H-H, KSJO H-H, KTXQ H-H, Z92 M-H, KZEW M-H, KRST-FM
  91X M-H, C101 L-M, STARVIEW-92 L-M, WLRS A-M, and WCPI A-M...added at KFMH and ZETA-4...other cuts: I Was
  One, Run to Mexico, Please Dont Leave Me, and the title track...very strong 18+, with good female support...developing
  a solid sales pattern...valuable to programing.
- 14 14 POINTER SISTERS/ENERGY KEY CUT:FIRE (PLANET)
  Profile: KBPI H-H, KDKB H-H Z92 H-H, WGRQ H-H, WKDF H-H, KFMH H-H, WLAV H-H, KZOM H-H, KXFM H-H,
  KGGO H-H, WCPI H-H, KQRS M-H and WZZQ M-H...other cuts: Hypnotized...still strong 18-34...male support is solid...
  little burn showing...sales are good.
- 12 15 IAN MATTHEWS/STEALIN' HOME KEY CUT: SHAKE IT (MUSHROOM)
  Profile: KDKB H-H, Z92 H-H, KWST H-H, WAAF H-H, WLAV H-H, KXFM H-H, and WCPI H-H...added at WNOE-FM...
  other cuts: Give Me An Inch, Dont Hang Up Your Dancing Shoes, Yank and Mary...maintaining good teen and female support...single is showing some burn...action now developing on "Gimme An Inch."
- 26 16
  ELVIS COSTELLO/ARMED FORCES KEY CUT:ACCIDENTS WILL HAPPEN (COLUMBIA)
  Profile: KLRB H-H, KMEL H-H, KMET H-H, WAAF H-H, KFMH H-H, KTIM H-H, WBCN H-H, KSJO H-H, KTXQ H-H,
  ZETA7 M-H, WMMR M-H, WSHE M-H, C101 L-H, WKQQ L-M, KGON L-M, 91X L-M, WGRQ A-M, KXFM A-M, and
  WCPI A-M...added at Z92, WKDF, ZETA-4, and STARVIEW-92...other cuts: Olivers Army, Moods for Moderns, Busy
  Bodies, Peace, Love and Understanding, Good Squad, Green Sheet, and Senior Service...LP is showing strong 18-24 reaction...initial sales and requests are good...heavy male support...
- 13 17 CAT STEVENS/BACK TO EARTH KEY CUT:BAD BRAKES (A&M)
  Profile: KMEL H-H, C101 H-H, WSHE H-H, ZETA-4 H-H, KXFM H-H, KGGO H-H, and WCPI H-H....other cuts: Just
  Another Night, Randy, and Last Love Song
- 23 18 SAD CAFE/MISPLACED IDEALS KEY CUT:RUN HOME GIRL (A&M)
  Profile: KSHE H-H, ZETA-4 H-H, KRST-FM H-H, ZETA7 M-H, WMMR L-M, KXFM L-M, and WCPI L-M...added at
  KBPI...other cuts: Restless, Babylon and Hungry Eyes...LP is developing strong 18-34 support...female response is
  strong...sales are developing.
- 16 19 GRATEFUL DEAD/SHAKEDOWN STREET KEY CUT:TITLE (ARISTA)
  Profile: KMEL H-H, C101 H-H, WMMR H-H, ZETA-4 H-H, KTIM H-H, KGGO H-H, 91X H-H, KYTX H-H, WCPI H-H,
  and KZEW L-M...other cuts: I Need A Miracle, Good Lovin....
- 18 20 LINDA RONSTADT/LIVING IN THE U.S.A. KEY CUT:OOH BABY BABY (ASYLUM)
  Profile: KBPI H-H, Z92 H-H, KQRS H-H, M-105 H-H, KZOM H-H, KGGO H-H, and WZZO H-H...other cuts: Back In
  The U.S.A, Mohammeds Radio, White Rythym & Blues, All That You Dream, Just One Look and Love Me Tender...
- 20 21 STYX/PIECES OF EIGHT KEY CUT:SING FOR THE DAY (A&M)
  Profile: KMET H-H KQRS H-H, M-105 H-H, WDVE H-H, WGRQ H-H, WKDF H-H, WKLS H-H, WLRS H-H, WMMR H-H,
  WJAX H-H, STARVIEW-92 H-H and WZZO H-H...other cuts: Blue Collar Man, Renegade, Queen of Spades and Great
  White Hope..
- 19 22 FIREFALL/STRANGE WAY KEY CUT:STRANGE WAY (ATLANTIC)
  Profile: C101 H-H, WJAX H-H, STARVIEW-92 H-H, KTXQ H-H, and WZZO H-H...other cuts: Get You Back, Sweet and Sour, Anymore, Goodbye, I Love You and Count Your Blessings...
- 21 23 AL STEWART/TIME PASSAGES KEY CUT:SONG ON THE RADIO (ARISTA)
  Profile: WGRQ H-H, WMMR H-H, WLAV H-H, WKQQ H-H, and KGGO H-H...other cuts: Almost, Lucy, Man For All
  Seasons, and Valentina Way.
- Seasons, and Valentina Way.

  22 24 OUTLAWS/PLAYIN' TO WIN KEY CUT: YOU ARE THE SHOW (ARISTA)
- Profile: WGRQ H-H, WJAX H-H and KSJO H-H...other cuts: Dirty City, Cry Some More, and Love At First Sight.

  P 25

  ROBERT JOHNSON/CLOSE PERSONAL FRIEND KEY CUT: I'LL BE WAITING (INFINITY)

  Profile: KSHE H-H, KFMH H-H, KTIM H-H, KSJO H-H, KZEW M-H and 91X L-M...added at KXFM...other cuts:

  Responsibility, Guide My Energy, Say Girl, and Kerri...album charts with heavy 18-24 male strength...takes some time to break...sales are still developing...
- 24 26 HEART/DOG & BUTTERFLY KEY CUT:TITLE (PORTRAIT)
  Profile: KZOM H-H, WJAX H-H, KGON H-H and KTXQ H-H...other cuts: Cook With Fire, Hi-Jinx, High Times.



### **PREDICTABLES**

MAX DEMIAN/TAKE IT TO THE MAX KEY CUT:PARADISE (RCA)

Profile: ZETA7 A-M, WLRS A-M, WSHE A-M, KRST-FM A-M, and WKQQ A-M...added at KDKB, KMEL, KSHE, KWST, WAAF, KZEW, WABX, WKDF, KFMH, WYSP, ZETA-4, KTIM, KXFM, KGGO and other cuts: See Me Coming Down, Lizard Song, Burnin Up Inside, Still Hosed, High School Star and Through The Eyes of A Storm.

MARC TANNER BAND/NO ESCAPE KEY CUT: NEVER AGAIN (ELEKTRA)

Profile: KZEW L-M, KRST-FM A-M, WLAV A-M, WJAX A-M, WKQQ A-M and KTXQ A-M...added at KMEL, KWST, WAAF, WKDF, KFMH, WSHE, WYSP, KTIM, WZZQ, KSJO, and 91X...other cuts: She's So High, Elena, In A Spotlight, and Edge Of Love.

BANDIT/PARTNERS IN CRIME KEY CUT: ONE WAY LOVE (ARIOLA)

Profile: KSHE H-H, KYTX H-H, KZEW M-H, KRST-FM A-M and WCPI A-M...added at C101, ZETA-4, WLAV, WJAX and KSJO...other cuts: A Change Of Heart, and Love Song.

### OTHER ACTION

CHICAGO/HOT STREETS KEY CUT:NO TELL LOVER (COLUMBIA)

Profile: KBPI H-H, KDKB H-H, Z92 H-H, WLAV H-H, KXFM H-H, WZZO H-H, KTXQ M-H and KZOM L-M...other cuts: Little Miss Lovin, Alive Again, Gone, Gone, Gone, the Greatest Love On Earth, and Take A Chance.

(EPIC)

(UA)

BOSTON/DONT LOOK BACK KEY CUT: A MAN I'LL NEVER BE

Profile: KDKB H-H and KSHE H-H...other cuts: Feelin Satisfied, It's Easy, The Journey, and the title track.

FM/BLACK NOISE KEY CUT:PHASORS ON STUN (VISA)

Profile: KRST-FM M-H and WJAX L-M...other cuts:open.

GEORGE THOROGOOD/MOVE IT OVER KEY CUT:WHO DO YOU LOVE? (ROUNDER)

Profile: KMET H-H, WSHE H-H, ZETA-4 H-H, KZOM H-H, WMMR M-H and KYTX L-M...other cuts: It Wasnt Me, and the title track.

CINDY BULLENS KEY CUT:SURVIVOR
Profile: WSHE H-H, WBCN H-H and KSJO H-H...other cuts:Hot Tears, Anxious Heart, and High School History.

HOT CHOCOLATE/EVERY 1's A WINNER KEY CUT: TITLE (INFINITY)

Profile: WBCN H-H, WLAV M-H and WKLS A-M...added at WYSP...other cuts: Confetti Day.

STARZ/COLISEUM ROCK KEY CUT: LAST NIGHT I WROTE A LETTER (CAPITOL)

Profile: KRST-FM H-H and KSJO H-H...other cuts: So Young, So Bad, No Regrets, Take Me and Dont Stop Now.

RUSH/HEMISPHERES KEY CUT: THE TREES (MERCURY)

Profile: KSHE H-H and WGRQ H-H...other cuts: Circumstances and Prelude.

TALKING HEADS/SONGS ABOUT BUILDINGS & FOOD KEY CUT: TAKE ME TO THE RIVER (SIRE)

Profile: KLRB H-H, KWST H-H, WLAV H-H, KTXQ L-H, and WZZQ A-M...other cuts:Big Country.

ROLLING STONES/EVERYTHING'S TURNING TO GOLD KEY CUT: (45) (ROLLING STONES RECORDS)

Profile: KR\$T-FM M-H...added at ZETA-4...other cuts:open.

BLONDIE/PARALLEL LINES KEY CUT: HEART OF GLASS (CHRYSALIS)

Profile: KLRB H-H, WMMR H-H and WZZQ L-M...added at WAAF...other cuts: One Way Or Another, Hangin' On The Telephone.

FABULOUS POODLES/MIRROR STAR

KEY CUT:TITLE

(EPIC)

Profile: KTIM H-H, KTXQ H-H, WMMR L-M, KRST-FM A-M, and WZZO A-M...added at KDKB, KMET, KSHE, KWST, WAAF,

WABX, WKLS and WCPI...other cuts: Work Shy, Roll Your Own, Tit Photographer Blues.

BROWNSVILLE/OUR SPECIAL KEY CUT:WHO DO YOU LOVE? (EPIC)

Profile: KRST-FM A-H...added at KZEW and ZETA-4...other cuts: Never Say Die.

TRILLION/TRILLION KEY CUT: FANCY ACTION (EPIC)

Profile: KRST-FM A-H, WLAV L-M and WKQQ L-M...added at KQRS, WABX and KXFM...other cuts:Hold Out, Never Had It

So Good.

FAITH BAND/ROCK 'N ROMANCE KEY CUT: DANCIN' SHOES (MERCURY)

Profile: KXFM H-H and C101 M-H...other cuts: On A Neon Nite, Desire and It's So Easy.

UFO/STRANGERS IN THE NIGHT KEY CUT: TOO HOT TO HANDLE (CHRYSALIS)

Profile: KRST-FM A-H...added to KLRB, KZEW, WKLS, WMMR, WJAX and WBCN...other cuts: Love To Love You, Lights Out.

# spectrum III -

Category placement is determined from the following variables: 1. Hardness or softness of the sound. 2. Attitude of the music and lyrics. 3. Single vs. album emphasis. 4. Demographic appeal. 5. Timing of exposure. 8. Rotation strength.

GENERALLY SPEAKING, Category 1 stations approach the harder sound, play many album cuts, lean toward younger adult demos and add records fastest to power rotations. On the other end of the Spectrum, Category 3 aims for a softer, lusher sound, romance-oiented lyrics/music, concentrates on personality and singles, targets broad and older demos, and usually considers new product after a sales or chart base is established. Category 2 stations play some album cuts, daypart harder selections with a combination of music and personality. There are of course, extremes on either end, but Spectrum III is meant as a modern evolution from terms such as Adult Contemporary, MOR, Pop Adult, Soft Rock, Easy Rock, Intelligent Pop, etc., by providing stations with the image and target psychographics (lifestyles) of any station in any market. any station in any market

Waterbury, CT

St. Louis

San Diego

**Phoenix** 

Austin

Topeka

Denver

San Jose

San Antonio

Sioux Falls

Minneapolis Ukiah, CA

**lowa City** 

Chicago

Lansing

Detroit

Detroit

Detroit

Atlanta

Memphis

Nashville

Pittsburgh

Providence

Minneapolis

Hamilton, OH

Columbia, SC

Miami Beach

### TREND SETTERS

Category 1: 94CFM K-104 KCBQ KCSW KEWI KEZR KIMN-FM KITY KRNA KSTP KUKI WRRM-FM WFFM WGNG WLOL WMJC WNIC WNOK-AM WOMC WOUD WQXI-FM WSM-FM **LOVE 94** Category 2: KAAM KAGO KCFX KFMB-AM KHOW KHQ KIDD **KMBZ KMGX** KMJJ-AM KNBR **KPOL-AM** KWEN WASH-FM WBZ-AM WCFL WCLR WCOL-AM WGAR WJJY-FM WIW WNEU WOON WTAE WTMJ Category 3: KBAI KRII KBOI KBOM

KEX

ков

KSD

WFTL

WGR

WHIO

WIBC

WIOD

WIP

WMT

WSL

Dallas Klamath Falls Oklahoma City San Diego Denver Spokane Monterey Kansas City Tucson Las Vegas San Francisco Los Angeles Tulsa Washington **Boston** Chicago Chicago Columbus Cleveland Branierd, MN Cincinnati Wheeling, WV Grayling, MI Pittsburgh Milwaukee Morro Bay Blackfoot, ID **Boise** Bismark **KDKA** Pittsburgh Portland Yakima Albuquerque St. Louis KSL KVI-AM Salt Lake City Seattle WCAR Detroit WCBM Baltimore Durham, NC WDNC WFBR **Baltimore** Ft. Lauderdale Buffalo WHAG Hagerstown WHDH Boston Dayton Indianapolis Miami Philadelphia Cedar Rapids

Jackson, MS

Joe McCoy Bo Jagger John McRae John Fox Bob Joseph J.R. Greelev **Bob Harlow** Scott Kenyon Leif Calberg Mike Wild Rob Norton Denny Carpenter Ross Forbes Lee DeYoung Dave Popovich Don Schueller Phil Zachary **Buddy Hollis** Larry Jackson Peter Booker Jim Harper Doug Enlow Greg Hamilton Don Benson John Young **Rick Peters** 

Lee Gray Charles Snyder Dwavne Allen Mark Larson **Brian Scott** Chuck Heaton **Eric Scott** Steve Bell Bobby Majors Dave Van Stone **Scott Burton** Mike O'Shaa Dave Michaels Bob Duckman Dave Martin Laurie Linden Jack Kelly Harry Valentine Chick Watkins Charlie Johnson Mike Weber John Ashton **Bob Greenwood** Mark Roberts Mike Elliot

**Ann Dunaway** Jack Sunday Lon Dunn Chuck McKay Rick Starr Eric Norberg Alan McLaughlin Jim King Ed Scarborough George Lamich Carol Stripling Kevin Sanderson Ray Quinn Mal Harrison Dale Andrews Mike Harvey Jerry Reo Steve Williams Jayne Reino **Bob Davis** Jed Duvali Alan Anderson James Lloyd Frank Hanford

**Bob Rall** 

### **FARAGHER BROS. SNAGGED!**

### - NETWORK'S SANTANA COMES HOME! -

The new single by the FARAGHER BROS., called "STAY THE NIGHT," (POLYDOR) was accepted by all Network members but one and was stopped from heavy airplay due to a service problem at that station. The song can come up for consideration twice more, according to Network rules.

Meanwhile, SANTANA'S "STORMY," a Network selection of November 9. charted this week at no. 20 with a lightbulb, becoming the third successful hit projection, following NICOLETTE and POCO.

BOBBY CALDWELL'S "WHAT YOU WON'T DO FOR LOVE" climbed from an 8 Level of Confidence to 8.6 Level (10 being relative certainty that the song will reach Top 20). NEIL YOUNG'S "FOUR STRONG WINDS" also jumped from an 8 Level to 8.5, and the DOOBIE BROS. selection 10 rating, up from 9.3 last week. 10CC's "FOR YOU AND I" continues to build interest.

### final nominations this week include:

JOHN DENVER/WHAT'S ON YOUR MIND (RCA) TOTO/TAKIN' IT BACK (COLUMBIA) **DIRE STRAITS/SULTANS OF SWING** (WB) FRANK MILLS/MUSIC BOX DANCE (POLYDOR)

### Communicator Network members are:

**KEZR/San Jose** WFFM/Pittsburgh WMJC/Detroit LOVE-94/Miami

WSM-FM/Nashville WFMK/Lansing 94CFM/St. Louis WLOL-FM/Minneapolis

### **FIVE MOST ADDED:**

1. NEIL DIAMOND/Forever In Blue Jeans (Columbia) 2. AL STEWART/Song On The Radio (Arista) 3. ANNE MURRAY/I Just Fall In Love Again (Capitol) 4. GINO VANNELLI/Wheels Of Life (A&M) 5. FRANK MILLS/Music Box Dance (Polydor)

### SINGLE OF THE WEEK:

NEIL DIAMOND/FOREVER IN BLUE JEANS (Columbia) Smashes Most-Added record with 21 (30%)...smash Predictable!

### ALBUM OF THE WEEK:

EDDIE MONEY/LIFE FOR THE TAKING (Columbia) Three cuts receive airplay...Debuts at 14

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### THE HIT SINGLES

**OLIVIA NEWTON-JOHN/A LITTLE MORE LOVE** 

(MCA)

Profile: Hottest at WCOL, KBOM, KBAI, 63-KIDD KBOI...among five hottest at WOMC, WGR, KPOL-AM, WIOD, WNVR, KIT, WHAG-FM, KVI, KIMN, WISN, WLOL-FM, WSM-FM, WFFM, WMJC, KMJJ-AM, KAGO, KI06, WSLI, WNOK-AM, WQON, KHQ, WQUD, WLW, WDNC, KHOW, KWEN-FM, WCHS, KCBQ...among ten hottest at KDCE, KBLI, WBBM, WTMJ, KEWI, WMT, KEX, KDKA, KMBZ, WJJY-FM, KRNA-FM, KEZR, WIP, WBZ-AM, KNBR, WHIO...among fifteen hottest at LOVE-94, KCFX, KMGX, KSL...added at WFMK and KFMB...strongest 18-24 M/F...marches from 70-79% gainers...WLOL-FM No. 1 phones...KEX No. 4 phones...now all categories...still building...excellent sales...some 18-24 negs, too...6th week.

NICOLETTE LARSON/LOTTA LOVE

KNBR...final peaking period with nearly 80% gainers...album sales up...strongest 18-34 females and 25 plus males...KDCE/Santa Fe 21-2...11th week.

MELISSA MANCHESTER/DONT CRY OUT LOUD

(ARISTA)

Profile: Hottest at WOMC, KPOL-AM, KCSW....among five hottest at KDCE, WNEU, KBLI, WCLR, WCOL, KIT, KVI, WTMJ, WQXI WMJC, KBAI, KAGO, KIOG, WSLI, WLWS, WJJY-FM, WNOK-AM, 63-KIDD, KHQ, WLW, KMGX, KHOW, WDNC...among ten hottest at WIOD, WNVR, KEWI, WMT, KIMN, WISN, WLOL-FM, WFFM, KMBZ, WQON, WQUD, WHDH, WIP, KNBR, KSL, KCBQ, WHAG-FM...among fifteen hottest at KMJJ-AM, KDKA, WBZ-AM, KFMB...among twenty hottest at WBBM, KBOM, KCFX, KRNA-FM...added at WFBR...slowing growth...moves up 70-76% gainers...starting to peak this week...females 18-34 and males 25-34 best...strongest in Categories 1 and 3...WMJC No. 5 phones...WLOL-FM No. 3 phones...KBOM No. 4 phones...No. 2 phones overall!... 8th week.

5 BARRY MANILOW/SOMEWHERE IN THE NIGHT

Profile: Hottest at KMGX, KHOW, WIP...among five hottest at WOMC, WGR, WCLR, KITY, WCOL, KVI, WTMJ, KEWI, WSM-FM, KMJJ-AM, KBAI, WSLI, KMBZ, WLWS, WJJY-FM, 63-KIDD, WQUD, WLW, KSD, WFMK, KNBR, KWEN-FM, KFMB, WHIO... among ten hottest at KDCE, KPOL-AM, KBLI, WIOD, KCSW, KBOM, WMT, WISN, KUKI, WLOL-FM, WMJC, KAGO, KIOG, KDKA, WQON, KHQ, WDNC, KSL, WCHS, WHAG-FM...among fifteen hottest at WNVR, WBBM, WNDK-AM, KRNA-FM, WBZ-AM among twenty hottest at KEZR...added at KCFX...surprisingly slow week at this stage! Jumps from 67 to 77% and could still explode furthur...now all categories for female magnet, particularly 25+...6th week.

7 POINTER SISTERS/FIRE 13



Profile: Hottest at WLOL-FM, WSM-FM, WFMK...among five hottest at WGR, WNEU, KIMN, WISN, LOVE-94, WFM, KLYX, KEX, WMJC, KWAV, WJJY-FM, WQON, WQUD, KEZR, WFBR, KCBQ...among ten hottest at KDCE, WNVR, WCOL, KIT, KVI, KUKI, 94-CFM, KIOG, WSLI, KMBZ, WNOK-AM, 63-KIDD, KRNA-FM, KBOI, KHQ, KMGX, WDNC, WBZ-AM, KWEN-FM, among fifteen hottest at KBLI, WBBM, KMJJ-AM, KCFX, KDKA, WLWS, WHDH, KHOW, KNBR...among twenty hottest at KAGO....added at KEWI and KSD...no. 1 mover...powerhouse jump from 52-73% gainers! Strong female call-out 18-34...leaning females 70%...smash!...strongest in Category 1...4th week.

KENNY ROGERS/THE GAMBLER

(UA)

Profile: Among five hottest at KMJJ, WTMJ, WIOD, KBOM, KEWO, WSLI, WIP, KVI, KNBR, KAGO, WLW, WQUD, KSL, and WHAG...among ten hottest at WDNC, KBOI, WCLR, WMT, KDCE, KBLI, 63-KIDD, WLWS, WNOK, KHQ, WCOL, WOMC, KIOG, and KHOW...among fifteen hottest at WJJY, KBAI, KPOL, and KCBQ...among twenty hottest at KCFX, KMGX and KFMB...solid 25+ and spreading to all demos...early peaking indications, especially in category 3, where 'Gambler' is strongest...still building in category 1...WSLI no. 1 phones for 3 straight weeks...holding with 50% gainers...7th week

13



Profile: Hottest at WHIO...among five hottest at KPOL-AM, WIOD, KITY, LOVE-94, WSM-FM, KIOG, WLWS, KMGX, WHAG-FM... among ten hottest at KVI, WTMJ, KIMN, WISN, KLYX, WQXI, KMJJ-AM, WNOK-AM, WQON, WLW, KSD, KNBR, KWEN-FM, KFMB, WCHS...among fifteen hottest at KDCE, WNVR, WBBM, KIT, KBOM, KUKI, WLOL-FM, WMJC, KBAI, KAGO, WSLI, 63-KIDD, KRNA-FM, WQUD, KEZR, KHOW, WFBR, WDNC, WBZ-AM, KSL...among twenty hottest at KBLI, WCLR, WFFM, KDKA, WIP, WJJY-FM...added at KCFX...rockets from 55 to 74% gainers...no. 3 SIII phones...beginning to dominate attention... KWEN no. 3 phones...KBOM no. 3 phones...WFFM no. 9 phones...all demos...3rd week.

**BEE GEES/TOO MUCH HEAVEN** 

Profile: Hottest at KMBZ...among five hottest at KCFX, WNOK, WLWS, WQUD, WMJC, KBLI, KFMB, WQON, KSL, WBZ, KEWI, WFFM, KCBQ, KDCE, KWAV, KEZR, KBAI, KHQ, WBBM, WHDH, WLOL, WOMC, KBOI, KUKI, and KEX...among ten hottest at KRNA, KHOW, WJJY, WFBR, WCLR, KBOM, WDNC, WIP and KIT...among fifteen hottest at 14NVR and WIOD...slumps from 71 to 50% gainers, as anticipation for new album play generates other interest...this baby is still doing well-all demos...11th week.

10 IAN MATTHEWS/SHAKE IT

Profile: Among five hottest at KLYX, KNBR, KIOG, KMGX, WSM, WHAG, KEZR, WLOL, WFBR...among ten hottest at KVI, WQXI, KWEN, WGR, WQUD, LOVE94, WSLI, KCBQ, KBOI, WJJY, WNOK, WLWS, KDKA, 14NVR, and WBBM...among fifteen hottest at WLW, KHQ, WMT, KEWI, KWAV, KMJJ, KAGO, KFMB, WHDH and WIP...among twenty hottest at KHOW, KBOM and KMBZ...early peaking indications blinking...solid M/F 18-34...holds with over 50% gainers...some phones...4th week.

LIVINGSTON TAYLOR/I WILL BE IN LOVE WITH YOU 8 10

Profile: Among five hottest at KFMB, WNOK, WIP, KITY, KBOI, KAGO, WHIO, WMT and WJJY...among ten hottest at KMGX, WSLI, KSL, KBOM, WOMC, WHDH, KDCE, KHQ, KHOW, WCOL, KMJJ, KWAV, WDNC, WCLR, WFFM and WISN...among fifteen hottest at WIOD...now burning as Livingston drops from 43 to 39% gainers...WFFM no. 8 phones...M/F 25+ best...10th week.

19 17 11

NIGEL OLSSON/DANCIN' SHOES

POCO/CRAZY LOVE

Profile: Among five hottest at WISN, KNBR, LOVE94 and WTMJ...among ten hottest at WSM, KEZR, WQXI, WGR, 63-KIDD, WJJY, WQUD, KPOL, WLW and WHAG...among fifteen hottest at KBAI, KIMN, KVI, WSLI, 14NVR, KWEN, KIT, KDCE, WNOK, WMJC, KCBQ and KMGX...among twenty hottest at KBLI, KFMB, WQON, WFFM, KAGO and KCSW...added at KHOW and WBZ... solid females 18+, men 18-34 and spreading...KMGX 29-17...excellent growth...climbs 47 to 49%...gainers...3rd week.

11 11 12

(COLUMBIA)

**EARTH. WIND & FIRE/SEPTEMBER** Profile: Among five hottest at 14NVR, WFMK, KUKI, KWEN, KEZR, KRNA, WQON, WBBM, WFFM, WCOL, WQXI, WBZ and KDKA...among ten hottest at WNOK, WHAG, KAGO, WLOL, KCFX, KMJJ and WIP...among fifteen hottest at WLW, KHQ, KDCE, and KBOI...among twenty hottest at KEWI...peaked...burn beginning as EWF drops from 45 to 36% support...7th week.

19 13

(ABC)



Profile: Among five hottest at LOVE94, 94CFM, KPOL and WFMK...among ten hottest at KWAV, WMJC, WNEU, KEZR, and KBLI...among fifteen hottest at WHAG, WSM, WFFM, WISN, KUKI, KVI, KCBQ, WNOK, WTMJ, KFMB, WQON, WQXI, WCLR, WQUD, KLYX and WOMC...among twenty hottest at WLW, KBAI, WLOL, WJJY, KMGX, WSLI, KWEN, 63-KIDD, KCSW, KNBR, and WBBM...added at KHQ, WCAR and KDCE...tremendous growth! 94C-FM no. 1 phones...WQXI-FM no. 3 phones...all demos, and very strong men at that...leaps 44 to 56% gainers...All Spectrum Smash! 2nd week. World Red History

# \_\_\_spectrum III\_\_\_\_

TI	ΗE	HIT	SINGLES Continued	
P	Å	14	GERRY RAFFERTY/HOME & DRY Profile: Among five hottest at KNBRamong ten hottest at KIMN, WQUD, KWAV, WTMJ, KPOL, KBAI KEZR and KVIamong fifteen hottest at KAGO, KCBQ, KBOI, 63-KIDD, WOMC, WNEU, KWEN, KLY) KIOG, KRNA, WFBR, KHQ, KFMB, WBBM and KDCEamong twenty hottest at KIT, and KMJJadded a and KHOWthis is the first turntable hit we've had in a whileno strong reaction, demos narrow:18-34 in keeps moving. 51% gainers1st week.	K, KEWI, WSLI, WCHS, t WNOK, WCOL, WJJY,
20	20	15	ROD STEWART/DO YA THINK I'M SEXY?  Profile: Among five hottest at KEZR, WFBR, KUKI, WQXI, KIMN, LOVE94, KWEN, KRNA, 14NVR, KL ten hottest at WBBM, WBZ, KEWI, WNEU and WGRamong fifteen hottest at KIOG and WQONamong to KNBR and KAGOstrong image cutno. 1 phones! Moves from 28 to 30% gainerscategory 1 and aggressiv 94C-FM no. 4 phonesWQXI no. 1 phonesLOVE94 no. 1 phonesKWEN-FM no. 1 phonesM/F 18-34 loc	wenty hottest at KDKA, e Category 2 only so far
17	16	16	CAPTAIN & TENNILLE/YOU NEED A WOMAN TONIGHT Profile: Among five hottest at WIOD, KMGX, 63-KIDD and KBAIamong ten hottest at WLW, WLWS, KC KBOI, KNBR and WSLIamong fifteen hottest at KEWI, KHQ, KHOW, KLYX, WCLR, WJJY, KAGO, WI KIMNamong twenty hottest at WQON, KPOL and KFMBpeaking beepers ondemo reaction disappea week's strong effort was its last surgestill very sturdy, holding with around 40% support, the pivotal area tions3rd week.	ISN, KCBQ, WNOK and ringpetterns show last
8	15	17	BOB SEGER/WE'VE GO TONIGHT Profile: Among five hottest at KIOG, WCLR, WQON and WIODamong ten hottest at KCFX, KFMB, WLW WOMC and WHDHamong fifteen hottest at KMJJ, WBZ, WFFM, KIT, WJJY, WLOL and WIP8th week.	(CAPITOL) , WCOL, KEWI, WBBM,
P	18	18	ENGELBERT HUMPERDINCK/THIS MOMENT IN TIME Profile: Among five hottest at WDNC, WMT, WCHS, KSL and KMJJamong ten hottest at KBOM, 63-KII among fifteen hottest at KHOW, WHDH, KPOL, KHΩ and WIODamong twenty hottest at WJJYadded at support collapses from 35 to 23% interestlast week on chartEngelbert could not cross to Category 12nd	WISN and KFMB-AM
Ρ,	Ä	19	LITTLE RIVER BAND/LADY  Profile: Among five hottest at KWAVamong ten hottest at WFMK and KCBQamong fifteen hottest at KFMB, KIOG, KVI, WCLR, KNBR, WSM, WOMC, KIMN, WQUD and KSLamong fifteen hottest at 6 WQON, KIT, WHAT, KEZR, KRNA, WLOL, WBBM and KLYXadded at KBAI, WQXI, WCHS, WLWS, K no. 2 mover—LOOK OUTI A giant killeralready strong request action at KWAV, WOMC and WFMK36 strongest so far, but demos are wideningperfect for all Categories1st week.	33-KIDD, KEWI, W\$LI, (HOW, WIP and WIOD
P	Å		SANTANA/STORMY Profile: Among five hottest at 94CFM, KWAV and WDNCamong ten hottest at KEZR and WFMKa KWEN, WLWS, KLYX, KCSW, WOMC, WQON and KITamong twenty hottest at WNOK, WTMJ, WQXI KBAI, KDCE, KFMB and WSLIadded at 63-KIDD, WFBR, KHOW, WBZ and WMTNetwork Selection home! KWAV no. 1 phones94C-FM no. 6 phonesexcellent call-out all demossteady growth to 39% supp	, WNEU, KMJJ, KNBR, n of November 9 comes
				ort
M	os	T P	LAYED ALBUMS	Ortrst waak.
<b>M</b>	0S 1	T P	PLAYED ALBUMS  BILLY JOEL/52nd STREET  Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.	(COLUMBIA)
			BILLY JOEL/52nd STREET	
1	1	1	BILLY JOEL/52nd STREET Key Cuts: 45, Rosslinda's Eyes and Honestyl6th week. NEIL DIAMOND/YOU DONT BRING ME FLOWERS	(COLUMBIA)
1 2	1 2	1 2	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and Honestyl6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A.	(COLUMBIA)
1 2 3	1 2 3	1 2 3	BILLY JOEL/52nd STREET Key Cuts: 45, Rosslinda's Eyes and Honestyl6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and Alisonl8th week.  ROD STEWART/BLONDES HAVE MORE FUN	(COLUMBIA) (COLUMBIA) (ASYLUM)
1 2 3 6	1 2 3 4	1 2 3 4	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB)
1 2 3 6 7	1 2 3 4 6	1 2 3 4 5	BILLY JOEL/52nd STREET Key Cuts: 45, Rosslinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB)
1 2 3 6 7 5	1 2 3 4 6 5	1 2 3 4 5	BILLY JOEL/52nd STREET Key Cuts: 45, Rosslinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB)
1 2 3 6 7 5	1 2 3 4 6 5	1 2 3 4 5 6 7	BILLY JOEL/52nd STREET Key Cuts: 45, Rosslinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week.  NICOLETTE LARSON/NICOLETTE	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC)
1 2 3 6 7 5 14 D	1 2 3 4 6 5 12 13	1 2 3 4 5 6 7 8	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts; 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week.  NICOLETTE LARSON/NICOLETTE Key Cuts: 45 and You Send Me13th week.  CAT STEVENS/BACK TO EARTH	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC) (RCA)
1 2 3 6 7 5 14 D 9	1 2 3 4 6 5 12 13 9 8	1 2 3 4 5 6 7 8	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week.  NICOLETTE LARSON/NICOLETTE Key Cuts: 45 and You Send Me13th week.  CAT STEVENS/BACK TO EARTH Key Cuts: Randy, Just Another Night and Daytime8th week.  CHICAGO/HOT STREETS	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC) (RCA) (WB)
1 2 3 6 7 5 14 D 9 8	1 2 3 4 6 5 12 13 9 8	1 2 3 4 5 6 7 8 9 10	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week.  NICOLETTE LARSON/NICOLETTE Key Cuts: 45 and You Send Me13th week.  CAT STEVENS/BACK TO EARTH Key Cuts: 45 and y Just Another Night and Daytime8th week.  CHICAGO/HOT STREETS Key Cuts: 45 and Greatest Love17th week.  NEIL YOUNG/COMES A TIME	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC) (RCA) (WB) (A&M)
1 2 3 6 7 5 14 D 9 8 4	1 2 3 4 6 5 12 13 9 8 7 10	1 2 3 4 5 6 7 8 9 10	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week,  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week,  NICOLETTE LARSON/NICOLETTE Key Cuts: 45 and You Send Me13th week.  CAT STEVENS/BACK TO EARTH Key Cuts: Randy, Just Another Night and Daytime8th week.  CHICAGO/HOT STREETS Key Cuts: 45 and Greatest Love17th week,  NEIL YOUNG/COMES A TIME Key Cuts: 45 and Goin' Back17th week,  ELTON JOHN/A SINGLE MAN	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC) (RCA) (WB) (A&M) (COLUMBIA)
1 2 3 6 7 5 14 D 9 8 4 10	1 2 3 4 6 5 12 13 9 8 7 10 11	1 2 3 4 5 6 7 8 9 10 11	BILLY JOEL/52nd STREET Key Cuts: 45, Rosalinda's Eyes and HonestyI6th week.  NEIL DIAMOND/YOU DONT BRING ME FLOWERS Key Cuts: 45, Say Maybe, You've Got Your Troubles and American Pop song8th week.  LINDA RONSTADT/LIVING IN THE U.S.A. Key Cuts: 45 and AlisonI8th week.  ROD STEWART/BLONDES HAVE MORE FUN Key Cuts: 45, Last Summer and Best Days of My Life7th week.  DOBIE BROTHERS/MINUTE BY MINUTE Key Cuts: 45, Minute By Minute and Sweet Feelin'8th week.  OLIVIA NEWTON-JOHN/TOTALLY HOT Key Cuts: 45 and Dancin Round and Round9th week.  FIREFALL/ELAN Key Cuts: 45, Sweet and Sour and Goodbye I Love YouI5th week.  JOHN DENVER/JOHN DENVER Key Cuts: Southwind, Whats On Your Mind and Your So Beautiful2nd week.  NICOLETTE LARSON/NICOLETTE Key Cuts: 45 and You Send Me13th week.  CAT STEVENS/BACK TO EARTH Key Cuts: Randy, Just Another Night and Daytime8th week.  CHICAGO/HOT STREETS Key Cuts: 45 and Greatest Love17th week.  NEIL YOUNG/COMES A TIME Key Cuts: 45 and Goin' Back17th week.	(COLUMBIA) (COLUMBIA) (ASYLUM) (WB) (WB) (MCA) (ATLANTIC) (RCA) (WB) (A&M) (COLUMBIA) (REPRISE)

(FULL MOON)

15 15 15

FOGELBERG & WEISBERG/TWIN SONS

Key Cuts: Lazy Susan and Lahaina Luna...22nd week.

# spectrum III\_

### MOST PLAYED ALBUMS Continued

13 14 16 **ERIC CLAPTON/BACKLESS** Key Cuts: 45 and I'll Make Love To You Anytime...12th week. (RSO)

17 16 17 JESSE COLIN YOUNG/AMERICAN DREAMS Key Cuts: Slow & Easy and Maui Sunrise...4th week

(ELEKTRA)

(A&M)

D 18 KRIS & RITA/NATURAL ACT

Key Cuts: Loving You Was Easier, Back In My Baby's Arms and Please Dont Tell Me How The Story Ends...1st week.

19 19

Key Cuts: 45 and Heart of The Night...11th week

(ABC)

20 20 20 **HEART/DOG & BUTTERFLY** 

Key Cuts: 45 and Hi-Jinx...18th week.

(PORTRAIT)

### **PREDICTABLES**

### **DOLLY PARTON/BABY I'M BURNIN'**

(RCA)

Among five hottest at KBLI...among ten hottest at WLWS, KBAI, WTMJ, KVI, 63KIDD, WSLI, and KCBQ...among fifteen hottest at WNOK, WHAG, KDKA, and KNBR....among twenty hottest at KBOI, KAGO, KHQ, WIOD, and WDHS...added at KHOW.

### DOOBIE BROS./WHAT A FOOL BELIEVES

(WR)

Among ten hottest at WFMK, LOVE94, KIOG, KWAV, WMJC, WQXI, and KLYS...among fifteen hottest at KEZR.... among twenty hottest at KRNA, QBZ, KCBQ, KWEN, WFFM, WQUD, WQON, WSM, WLOL, and KBLI...added at KUKI, 14NVR, WSLI, and WNEU.

### **GLORIA GAYNOR/I WILL SURVIVE**

Profile: Among five hottest at WBZ, and KBLI...among ten hottest at WFFM, WNEU, WFBR, 14NVR, and WHDH...among fifteen hottest at KBOM, KMGX, and WCHS....among twenty hottest at KUKI, KEZR, and WQON....added at WGR, and WTMJ.

### ANNE MURRAY/I JUST FALL IN LOVE (CAPITOL)

Profile: Among ten hottest at KPOL...among fifteen hottest at LOVE94, WNEU, WHDH, and WMJC...among twenty hottest at WOMC, WIP, WSLI, KBAI, KNBR, WJJY, WISN, KCBQ, and WHAG... added at WFBR, KWEN, WDNC, KBLI, KFMB, WFMK, WCAR 63KIDD, and WHIO.

### BOBBY CALDWELL/ WHAT YOU WON'T DO FOR LOVE

(CLOUDS)

Profile: Among ten hottest at WMJC, WFMK, and LOVE94....among fifteen hottest at KPOL, KAGO, KWAV, KEZR, WLOL, and WCHS... among twenty hottest at WQUD, WFBR, WTMJ, WQXI, and WSM.... added at WIP, WNOK, and KEX.

### DONNA SUMMER & BROOKLYN (CASABLANCA) DREAMS/HEAVEN KNOWS

Profile: Among ten hottest at WLW, KBLI, WGR, WBZ, and WLOL... among fifteen hottest at WCHS, and WSLI...among twenty hottest at KWEN, KWAV, WBBM, WIP, WFBR, KNBR, KMGX, WFFM, and KDKA...added at 63-KIDD and KRNA.

### ERIC CARMEN/BABY I NEED YOUR LOVIN'

Profile: ...among fifteen hottest at KWAV...among twenty hottest at WSM, and KEZR...added at KIOG, KWEN, WCHS, WLWS, WHAG, and LOVE94.

### FIREFALL/GOODBYE I LOVE YOU (ATLANTIC)

Profile: Among ten hottest at LOVE94...among fifteen hottest at WSM, KWAV, WMJC, and KCSW...among twenty hottest at WISN, KWEN, WLOL, and 63-KIDD...added at KIOG, KAGO, KLYX, 14NVR, WQON, and 94CFM.

### **NEIL YOUNG/FOUR STRONG WINDS** (WR)

Profile: Among five hottest at WFMK...among ten hottest at KWAV... among fifteen hottest at and WMJC...among twenty hottest at KUKI, KCBQ, WFFM, and KEZR...added at WNEU and WHIO.

### AL STEWART/SONG ON THE RADIO

(ARISTA)

Profile: ...among fifteen hottest at KIOG, KWAV, WSM, and WJJY... among twenty hottest at WQUD, and WLOL...added at WTMJ, KFMB, WHAG, WMT, WIOD, KLYX, KBAI, WCAR, WQON, LOVE94, KBLI, and WQXI.

### **BEE GEES/TRAGEDY**

(RSO)

Profile: ...added at WCOL, WHIO, WGR, and WBZ.

### (A&M) GINO VANNELLI/WHEELS OF LIFE

Profile: Among ten hottest at WMJC, and KWAV...among fifteen hottest at and KIOG...among twenty hottest at WHAG...added at WDNC, KHQ, WQXI, WIOD, WCHS, 14NVR, LOVE94, and WQON.

### FRANK MILLS/MUSIC BOX DANCE (POLYDOR)

Profile: Among ten hottest at WSM...among twenty hottest at WHDH, WOMC, and WFFM...added at WGR, KDKA, KVI, WNEU, KEX, and KSL

### **OTHER ACTION**

CHIC/LE FREAK

(ATLANTIC)

Profile: Among five hottest at KDKA, KEX, KRNA, WFBR, KBLI, WBZ, WBBM, and WGR...among ten hottest at KHOW, KUKI, and KAGO...among fifteen hottest at KBOI, and WSLI ...among twenty hottest at WIP.

**BLUES BROS./SOUL MAN** 

(ATLANTIC)

Profile: Among five hottest at WQXI, and WNEU...among ten hottest at KRNA, KLYX, and KIMN...among fifteen hottest at WBBM, KBLI, and KWEN...among twenty hottest at KDKA and KEWI.

VILLAGE PEOPLE/Y.M.C.A.

(CASABLANCA) Profile: Among five hottest at KDKA, KEX, and KUKI... among ten hottest at WFBR, and WNEU...among fifteen hottest at WQON, and WCHS...among twenty hottest at KBLI. CHERYL LYNN/GOT TO BE REAL (COLUMBIA)

Profile: Among ten hottest at 14NVR, KWEN, KEX, and KIMN...among fifteen hottest at KRNA, and WFBR...among twenty hottest at KAGO.

PABLO CRUISE/I GO TO RIO

(A&M)

Profile: Among ten hottest at WHIO...among fifteen hottest at WGR, WNEU, KEX, and KUKI...added at KVI.

YVONNE ELLIMAN/MOMENT BY MOMENT

Profile: Among ten hottest at KAGO, and WSM...among fifteen hottest at KCSW, KBLI, and WLW...among twenty hottest at WMT, and KWAV...added at 63-KIDD and KDCE. DOBIE GRAY/YOU CAN DO IT (INFINITY)

Profile: Among five hottest at KEX...among ten hottest at and KWEN...among fifteen hottest at WLW and WNEU... among twenty hottest at WHAG...added at KWAV.

### **EAR STUFF**

TOTO / TAKIN' IT BACK -LEIF GARRETT/MADE FOR DANCING
EDDIE RABBITT/EVERY WHICH WAY BUT LOOSE
DIRE STRAITS/SULTANS OF SWING DINE STRAILS/SULTANS OF SWING
SAD CAFE/RUN HOME GIRL
10CC/FOR YOU AND I
BLONDIE/HEART OF GLASS
BOB JAMES/ANGELA THEME FROM TAXI'
FARAGHER BROTHERS/STAY THE NIGHT
KAYAK/KEPT HE CHANGE
THIRD WORLD/NOW THAT WE FOUND LOVE THIRD WORLD / NOW THAT WE FOUND LOVE HEART/DOG & BUTTERFLY BABYS/EVERY TIME I THINK OF YOU DR. HOOK / ALL THE TIME IN THE WORLD EDDIE MONEY/MAYBE I'M A FOOL SUPERMAN THEME SUZI QUATRO/STUMBLIN' IN CRYSTAL GAYLE/HAVE YOU LEFT THE ONE ROSE ROYCE-1LOVE DONT LIVE HERE ANYMORE MICHAEL JOHNSON/SAILING WITHOUT A SAIL

(SCOTTI) (ELEKTRA) (ELEKTRA) (A&M) (POLYDOR) (CHRYSALIS) (COLUMBIA) (POLYDOR) (JANUS) PORTRAIT (CHRYSALIS) (CAPITOL) (COLUMBIA) (WB) (RSO) (UA) (WHITEIELD)

COLUMBIA

Thanks to all 122 stations who after nine days, are into "Keep It Together."

The single is "KEEP IT TOGETHER (DECLARATION OF LOVE)," and that number just may turn out to be one. AB 12444

TONY MAIDEN

KEVIN MURPHY

BOBBYWATSON

JOHN ROBINSON

DAVID "HAWK" WOLINSKI

FRAGERALD HATTER

From the album NIWorld Radio Historyping January 19th.



TREND S	SETTERS		WAMO	Pittsburgh	Eddie Ewards	WJL8	Detroit	J. Michael McKav
KATZ	St. Louis	Earl Parnell	WAOK	Atlanta	Tony Jamieson	WJMO	Cleveland	Lynn Tolliver
KCOH	Houston	Travis Gardner	WBLS	New York	Pamela Hall	WJPC	Chicago	Sondra Roberts
KDAY	Los Angeles	Steve Woods	WBMX	Chicago	James Alexander	WOOK	Wash DC	John Moen
KDIA	Oakland	Jerry Boulding	WCIN	Cincinnati	Bob Long	STUDIO 13	Orlando	Steve Crumbley
KKSS	St. Louis	Walt Summer	WCHB	Detroit	Wade Briggs	WSID	Baltimore	Chuck Reid
KMJQ	Houston	Jim Maddox	WDAS	Philadelphia	Butterball	WVOL	Nashville	Fred Harvey
KSOL	San Mateo	J.J. Jeffries	WDAQ	Dayton	Lankford Stephens	WVON	Chicago	Carl Conners
WABQ	Cleveland	Kelly Jones	WDIA	Memphis	Mike Frisby	WWRL	New York	Bob Law

1 1 PARLIAMENT/AQUA BOOGIE (CASABLANCA)

Profile: Its the hottest record at KSOL, WAOK and WJMO...in the hottest five at WCHB, WDAS, WJLB, WJPC, WOOK and WVON...in the hottest ten at WORL...in the hottest fifteen at WDIA...holding fairly steady at the top...still male and teens primarily but heavily accepted..

2 2 PEABO BRYSON/I'M SO INTO YOU (CAPITOL)

Profile: Its the hottest record at WORL...in the hottest five at KDIA, KSOL, WAMO, WAOK and WDAS...in the hottest ten at WDIA, WJLB. WJMO. WVOL and WWIN...in the hottest fifteen at KCOH, KMJQ and WCHB...tremendous female demographic record, also clean enough to break up a disco monotony...heavy rotation.

3

(ATLANTIC)

Profile: Its the hottest record at KCOH and WVOL...in the hottest five at KDIA, WDIA, WMAK, WOOK, WORL and WVON...in the hottest ten at KMJQ and WCHB...in the hottest fifteen at WJPC...still strong even with their new release out due to pop play...still important...rotation stress is tapering off.

3 GENE CHANDLER/GET DOWN (20th CENTURY)

Profile: Its the hottest record at WWIN...in the hottest five at KCOH, KDIA, WJPC, WMAK and WOOK...in the hottest ten at KMJQ, KSOL, WAMO, WORL and WVOL...in the hottest fifteen at WJMO...also added at WDIA.

11 5 PEACHES & HERB/SHAKE YOUR GROOVE THING (POLYDOR)

Profile: Its in the hottest five at KKSS, KSOL, WCHB, WMAK and WORL...in the hottest ten at KDAY and WDIA...in the hottest fifteen at KCOH, KMJQ and WAMO...also added at WCIN...growing...getting all demographics...medium to heavy rotation.

TAVARES/NEVER HAD A LOVE LIKE THIS BEFORE 8 6

(CAPITOL)

Profile: Its in the hottest five at KDAY, KKSS, KMJQ, WAOK and WBLS...in the hottest ten at KSOL, WDAS, WJMO and WORL...in the hottest fifteen at WVOL...also added at WAMO and WJPC...a solid hit, female demographics is the base...medium rotation at least.

9 7 CHUCK BROWN & THE SOUL SEARCHERS/BUSTIN' LOOSE

Profile: Its the hottest record at WAMO and WDAS...in the hottest five at WOOK and WWIN...in the hottest ten at KCOH and WDIA. Its in the hottest fifteen at KSOL, WJMO and WORL...also added at KDIA, WAOK and WCIN...interesting record...disco version, Part I adds a little heat to your format.

**EVELYN "CHAMPAGNE" KING/I DONT KNOW IF ITS RIGHT** Я

Profile: Its the hottest record at WBLS and WDIA...in the hottest five at KSOL. WDAS, WJPC...in the hottest ten at KCOH, KMJQ and WAMO...what more can be said about this...still hot and spreading pop...disco mix is a lot better and will freshen up the black stations that are playing the record near to heavy rotation.

BOBBY CALDWELL/WHAT YOU WONT DO FOR LOVE

(CLOUDS)

Profile: Its in the hottest five at KSOL, WCHB, WJLB, WJPC, WVON and WWIN.

15 10 LAKESIDE/ALL THE WAY LIVE

6

14

13

(SOLAR)

Profile: Its the hottest record at KDAY...in the hottest five at KDIA, KKSS and WJMO...in the hottest ten at WAOK and WDIA...in the hottest fifteen at KSOL and WAMO...also added at WORL and WWIN...this one sneaked up to the top...teen base

EARTH, WIND & FIRE/SEPTEMBER 5 11

(ARC/COLUMBIA)

Profile: Its in the hottest five at KCOH, KDIA and WVON...in the hottest ten at KMJQ, KSOL and WVOL.

JOE SIMON/LOVE VIBRATION 12

(SPRING)

Profile: Its in the hottest five at WDIA...in the hottest ten at WAOK, WDAS and WWIN...in the hottest fifteen at KSOL, WAMO and WORL.

12 13 BEE GEES/TOO MUCH HEAVEN

Profile: Its in the hottest five at WAMO and WBLS...in the hottest ten at KSOL and WJMO...in the hottest fifteen at WJLB, WJPC and WVOL...there's a new single out from this trio, it would probably be a wise, strategic move to the stations that play this cut early to get an early jump on the new product and maintain your competitiveness.

10 14 CHERYL LYNN/GOT TO BE REAL Profile: Its in the hottest five at KCOH, KMJQ, WDIA and WVOL...in the hottest ten at WORL. (COLUMBIA)

BONNIE POINTER/FREE ME FROM MY FREEDOM 15

(MOTOWN)

Profile: Its in the hottest five at WAOK...in the hottest ten at KDAY, WCHB and WJPC...in the hottest fifteen at KSOL, WAMO and WJLB.

SYLVESTER/YOU MAKE ME FEEL MIGHTY REAL 18 16

Profile: Its in the hottest five at KKSS...in the hottest ten at WAMO...in the hottest fifteen at KMJQ, WCHB, WDAS and WJLB...also added at KSOL.

POINTER SISTERS/FIRE **OA 17** 

(PLANET)

Profile: Its the hottest record at KMJQ...in the hottest five at KDAY...in the hottest ten at WVOL...in the hottest fifteen at WJMO..also added at WAMO and WWIN...the whole album is a killer...pop acceptance of this group is way ahead of the black airplay and acceptance... making this vital to black programing...heavy rotation.

17 18 **EDWIN STARR/CONTACT** 

(20th CENTURY)

Profile: Its in the hottest five at WBLS, WOOK and WORL...in the hottest ten at WDAS...in the hottest fifteen at WAOK.

23 19 **MOTHERS FINEST/LOVE CHANGES**  (EPIC)

Profile: Its in the hottest five at WJLB...in the hottest ten at WCHB and WORL and WVOL...in the hottest fifteen at WJPC.

16 20 THE BAR KAYS/HOLY GHOST (STAX)

Profile: Its in the hottest five at WDIA...in the hottest ten at WJMO...in the hottest fifteen at KCOH, WJPC and WORL.



D 21 **ROD STEWART/DO YA THINK I'M SEXY** (WR) Profile: Its in the hottest five at WJMO...in the hottest ten at WDAS...also added at KKSS, WAMO and WJPC...dont be last on this one... it is definitely a certified hit. MELBA MOORE/YOU STEPPED INTO MY LIFE (EPIC) 21 22 Profile: Its in the hottest ten at KCOH and WJPC...in the hottest fifteen at WDAS...also added at WDIA. 23 **HOT CHOCOLATE/EVERY 1's A WINNER** (INFINITY) Profile: Its in the hottest ten at KSOL...in the hottest fifteen at KCOH, WJMO and WORL...activity sparatic on this as it shakes its way up the list...very big pop trading the importance of black exposure. 27 24 **DONNA SUMMER/HEAVEN KNOWS** (CASABLANCA) Profile: Its in the hottest ten at WBLS...also added at KCOH, KDAY, KDIA, WAMO and WWIN...the Brooklyn Dreams really enhanced Donna on this displaying a different side of her...very important record...heavy rotation. 20 25 THE DELEGATION/OH HONEY (SHADYBROOK) Profile: Its in the hottest five at KDAY...in the hottest fifteen at WAMO and WJMO. (POLYDOR) 26 **GLORIA GAYNOR/I WILL SURVIVE** Profile: Its in the hottest five at WDAS...also added at KCOH, WAMO and WWIN...for those of you who remember Gloria when she couldn't say goodbye, well she's learned now...good lyric content...good happy up-tempo thrust...an additive to your station..rotation varies according to your market. INSTANT FUNK/GOT MY MIND MADE UP 27 (SALSOUL) Profile: Its in the hottest fifteen at WDAS...also added at WAOK, WJMO, WOOK, WVOL and WWIN...a lot of activity on this...basically a teen but crosses male...medium rotation or like to start with...will grow on you. **OA 28** SWITCH/I WANNA BE CLOSER (MOTOWN) Profile: Its in the hottest ten at KMJQ...also added at KCOH, WAOK and WCHB...good record. 29 SISTER SLEDGE/HE'S THE GREATEST DANCER (COTILLION) Profile: It was added at WAMO, WAOK, WJMO, WWIN and WWRL...the creator of Chic have birthed anoher smash...demographic placement depends upon audience acceptance or rotation stress...test it, but play it...this is gigantic. (20th CENTURY) 28 30 BARRY WHITE/JUST THE WAY YOU ARE Profile: Its in the hottest ten at WJMO. **ALBUMS KEY CUT: FUNKY SPACE REINCARNATION** MARVIN GAYE/HERE MY DEAR (TAMLA) Other cuts: When Did You Stop Loving Me, Time To Get It Together, Here my Dear and Anger...its the hottest record at KMJQ, WDAS, WDIA and WJLB...its in the hottest five at KCOH, WAMO, WJMO, WJPC and WWIN. CHIC/CEST CHIC **KEY CUT: WANT YOUR LOVE** 2 1 (ATLANTIC) Other cuts: Le Freak and The Chic Cheer...its in the hottest five at KKSS, KMJQ, WDAS, WJMO, WMAK, WOOK and WVON. KEY CUT:I'M SO INTO YOU 3 PEABO BRYSON/CROSSWINDS (CAPITOL) 2 Other cuts:She's A Woman and Crosswinds...its in the hottest five at KDAY, WCHB, WDIA, WJMO, WMAK and WVON. **KEY CUT: JUST THE WAY YOU ARE** BARRY WHITE/THE MAN Other cuts: September and Your Sweetnes Is My Weakness...its in the hottest five at KDIA, KMJQ, WDIA, WJMQ, WMAK and WVOL. 3 PARLIAMENT/MOTOR BOOTIE AFFAIR **KEY CUT: AQUA BOOGIE** (CASABLANCA) Other cuts:Mt. Wiggles, Deep and Rumposteelskin...its in the hottest five at KDAY, KMJQ, WDAS, WJMO, WOOK and WVON. **KEY CUT: SHAKE YOUR BODY DOWN TO THE GROUND** THE JACKSONS/DESTINY (EPIC) Other cuts: Blame It On The Boogie...its in the hottest five at KKSS, WOOK, WVON and WWIN. EARTH, WIND & FIRE/BEST OF VOL. I **KEY CUT: SEPTEMBER** (ARC) Other cuts: All cuts...in the hottest five at KCOH and WOOK. **BONNIE POINTER/BONNIE POINTER KEY CUT: FREE ME FROM MY FREEDOM** (MOTOWN) Other cuts: Ah, Shoot...its in the hottest five at KDAY and KDIA. D CHAKA/CHAKA KHAN **KEY CUT:LIFE IS A DANCE** (WB) Other cuts: Sleep On It. We Got The Love, I'm Every Woman, A Woman In A Mans World...in the hottest five at WDAS and WVON. BAR KAYS/LIGHT OF LIFE D 10 KEY CUT: I'll Dance (STAX) Other cuts:Love Is What It's All About, We're The Happiest People In The World, and Shine...in the hottest five at KCOH and WDIA. 10 11 POINTER SISTERS/ENERGY **KEY CUT:FIRE** (PLANET) Other cuts: Happiness, Hypnotized, Dirty Work, Come and Get Your Love, Everybody Is A Star, Angry Eyes, Echoes of Love...its the hottest record at WJPC. PATRICE RUSHEN/PATRICE D 12 **KEY CUT: HANG IT UP** (ELEKTRA) Other cuts: When I Found You, Song Of Love, Didn't You Know...its the hottest record at KSOL. D 13 PEACHES & HERB/II HOT **KEY CUT: SHAKE YOUR GROOVE THING** (POLYDOR)

Other cuts: Reunited...its the hottest record at KDIA.

ASHFORD & SIMPSON/IS IT STILL GOOD TO YA

7 14

9 15

Other cuts: There'll Never Be, We'd Like To Party, Come On, and You Pulled A Switch...in the hottest five at KDAY.

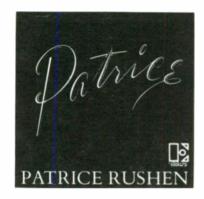
World Radio History

Other cuts: It Seems To Hang On, The Debt Is Settled, and As Long As It Holds You...its in the hottest five at KDAY.

**KEY CUT: I WANNA BE CLOSER** 

**KEY CUT:IS IT STILL GOOD TO YA** 

(WB)



Radio Stations Across The Country Are 'Hung Up' On Patrice Rushen's Hit Single:



# "HANG IT UP"

**Burning Up The Charts Across The Country!** 



# **By The Pointer Sisters**

From The Album ENERGY



GET HOT and add a lot of FLAME to your audience.



The Legendary Queen Adds A New Dimension To Something Aged And Good.

"OOH, BABY BABY"



From Her New Album

Linda Ronstadt



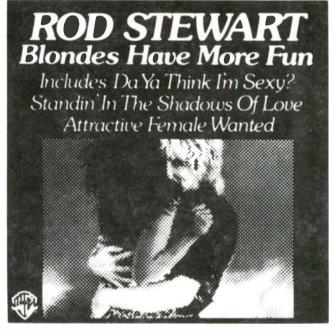
# RICHARD PRYOR Live In Concert Includes New Year's Eve Dogs And Horses/Heart Attacks/Nature

2BSK 3364

Wanted: Richard Pryor — Live In Concert. Fans of this comic genius will be delighted with this two-record offering of Pryor originals. Included are "Black Funerals," "Ali," "Heart Attacks," "Keeping In Shape," "Things In The Woods" and "Chinese Food."

# Do Ya Think I'm Sexy?

Rod Stewart/Blondes Have
More Fun. The winning team
of Stewart and veteran producer Tom Dowd has come up
with another exciting album.
Songs, all co-written by
Stewart, include "Ain't Love A
Bitch," "Is That The Thanks I
Get?" and the title track.



BSK 3261

# WARNER BROTHERS KICKIN' OFF THE NEW YEAR WITH TWO HOT NEW SINGLES, SHIPPING SOON:

"CHOLLY" (Funk & Roll) FUNKADELIC From The Platinum Plus LP, "ONE NATION UNDER A GROOVE"

> "LIFE IS A DANCE" From Chaka Khan's Debut LP, "CHAKA"



**World Radio History** 



### OTHER ACTION

PATRICE RUSHEN/HANG IT UP

(ELEKTRA)

Profiles: Its in the hottest ten at WJLB...in the hottest fifteen at WCHB ...also added at WORL.

THE JACKSONS/SHAKE YOUR BODY DOWN TO THE GROUND

(EPIC)

Profile: It was added at KCOH, WJPC, WMAK, WOOK and WVOL. **RUFUS/KEEP IT TOGETHER** 

Profile: It was added at KCOH, KDAY, WAMO and WWIN.

**GREY & HANKS/DANCIN'** 

(RCA)

Profile: It was added at KDAY, KKSS and WAMO.

AMII STEWART/KNOCK ON WOOD

(ARIOLA)

Profile: It was added at WDAO and WJMO...the black stations are missing this one...the pop stations are on this one out of the box...very up-tempo and a great piece of work...there is plenty of energy in this ...full of thrust and a great product.

GEORGE DUKE/SAY THAT YOU WILL

(EPIC)

Profile: It was added at KMJQ and WJPC. **FUNKADELIC/CHOLLY** 

(WB)

Profile: It was added at KCOH and WJMO.

**CHIC/I WANT YOUR LOVE** 

(ATLANTIC)

Profile: It was added at WMAK...lyrics are cleverly put together... female demographic but crosses male...not a bad second cut and due to the acceptance of the group from all angles heavy rotations.

### SINGLE OF THE WEEK GQ/DISCO NIGHTS (ARISTA)

### ALBUM OF THE WEEK

RUFUS/NUMBERS (ABC) KEY CUT: KEEP IT TOGETHER Other cuts: You're To Blame, Dont You Sit Along, Aint' Nobody Like You, Are We, Life In The City, Pleasure Dome and Bet My Dreams

### MOST VALUABLE BLACK RECORDS FOR GENERAL MARKET RADIO

**CHIC/LE FREAK** 1.

(ATLANTIC)

(ARC)

- **EARTH. WIND & FIRE/SEPTEMBER** 2.
- PEACHES & HERB/SHAKE YOUR GROOVE THING (POLYDOR)
- BARRY WHITE/JUST THE WAY YOU ARE (20th 4. (CENTURY)
- E.C. KING/I JUST DONT KNOW IF ITS RIGHT (RCA) Add it to Disco version to fit your format, its a hotter and better mix than the single.
- **GLORIA GAYNOR/I WILL SURVIVE** (POLYDOR)

### MOST VALUABLE POP RECORDS FOR BLACK PROGRAMING

- ROD STEWART/DO YA THINK I'M SEXY (WB)
- **BEE GEES/TOO MUCH HEAVEN** 2. (RSO)
- 3. TOTO/HOLD THE LINE (COLUMBIA)
- HALL & OATES/I DONT WANT TO LOSE YOU (RCA) 4
- **BEE GEES/TRADGEDY** (RSO)

### **HOT NEW RELEASES**

- AMII STEWART/KNOCK ON WOOD (ARIOLA)
- GEORGE DUKE/SAY THAT YOU WILL 2. (EPIC)
- **GQ/DISCO NIGHTS(ROCK-FREAK)** 3. (ARISTA)
  - (ATLANTIC)
- 4. **CHIC/I WANT YOUR LOVE**

**RICK JAMES/HIGH ON YOUR LOVE** (GORDY)

# BLACK RADIO AND MUSIC by Lynn Tolliver

This is an introduction to the new features in the Black Section. Although this section has a Black base, it is designed to be an aid to all formats that from time to time play black music. In order to do a complete and thorough job, a lot of things have to come into play. Single activity and album activity compose the ground floor for black music. The Hot New Releases category is for records that may have just been released with no station reports or with very few. It is important to know what is available.

The Single of the Week is the most important new release. Perhaps it is a record that has achieved so much station activity that it should receive heavy consideration. The Album of the Week is the same as the single of the week. An Lp may have some beneficial cuts that are definite pluses.

Most Valuable Black Records for General Market Radio are black records that really mean something to general market radio. Quite often MOR's, Rockers, etc. can enhance their overall sound with Black airplay. The records in category are the strongest this

candidates for pop exposure. Most Valuable Pop Records for Black Programing are the exact reverse of the above. These records are the important pop records that will add depth to your programing if your station is built on a Black foundation.

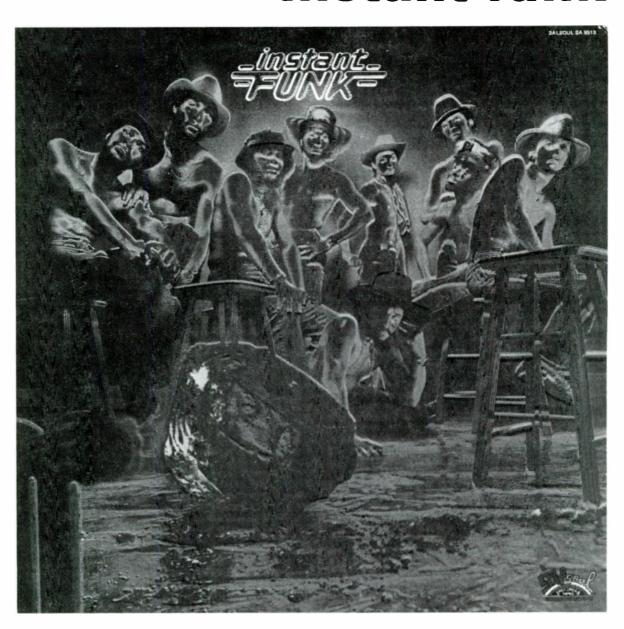
This explanation will be referred to as FRED/Black 1/29/79 in future references. If you have any comments, questions or suggestions to help the Black section become the ultimate, never hesitate to call. I am open to all criticism and comments. FRED is here to help structure your radio station to attain as near to perfection as possible. We want to help you win. Black is a very positive part. The number of stations reporting to FRED's Black section will expand within the next few weeks as well as other changes. The Black Music Section is now compiled by computer.

Here are some tid bits: The Pointer Sisters are singing personal call letters in the single FIRE. Where it says, "turn your radio on" they sing your call letters. For further information contact your local Elecktra representatives. EDDIE EDWARDS is out at WAMO. He has gone to a pop station in the same market, Pittsburgh. MIKE PAYNE, who was last with WABQ/Cleveland, replaces Eddie Edwards at WAMO as Program Director, JESS PETERS, is the new Station Manager at WAOK/Atlanta, He's coming from Tampa, Florida as Vice President of Gulf South Communications

In the next few issues of FRED a look at Disco and its effects on the Black market with comments from RICHARD SMTIH-Arista Regional. ROCKY GEE from New York also has promised to tell us what's happening with Dennis Edwards, a former "Contours" member and a former "Temptation". Also, promotional tactics and marketing of music along with timing "when to add a record". Plus, the conglomerate story: Views, pros and cons on RCA obtaining A&M, 20th Century and talk of ABC becoming a subsidiary of a larger company. Where is the conglomerate situation headed? So, stay with us here at FRED. FRED is getting bigger and better. The question I must ask is: Are YOU a part of it vet?

World Rad History

# Instant phones Instant sales Instant smash Instant funk



Instant On: KIIS-FM WCAU WKTU KSET WBOS A-28 WZZD 41-34 WKYS A-9





### **TREND SETTERS**

WAYS WBOS WCAU-FM WGCI-FM WKGN Charlotte Boston Philadelphia Chicago Knoxville Roy Rosen Jane Dunklee Roy Perry Greg Buedell Kerry Lambert WKTU WKYS WMAS WORL WZZD KFMX KIIS-FM

New York Washington Springfield Orlando Philadelphia Minneapolis Los Angeles Matthew Clenott Donnie Simpson Kris McLeod Steve Crumbley Mark Serpas Greg DeMaroney Sherman Cohen KSET KTLK KUTE KXTC STUDIO-13 DISCO-94 Y-100 El Paso Denver Los Angeles Phoenix Houston Houston Miami Chuck Kelly Paula Matthews Warren Eps Larry Barwick Bart Taylor Michael Stone Robert Muzzy

The following music analysis is based on reports from pure disco stations and from stations who compile separate lists from their disco research. This chart is designed to show air play strength.

117         1         2         GLORIA GAYNOR "I Will Survive"         Polydor 12           126         9         3         GARY'S GANG "Keep On Dancin' "         SAM 13           116         3         4         CHERLY LYNN "Got To Be Real"         Columbia 12"/L           137         7         5         PEACHES & HERB "Shake Your Groove Thing"         Polydor 12"/L           129         5         6         VOYAGE "Let's Fly Away/Souvenirs"         Marlin 12"/L           131         12         7         AMANT "If Theres Love"         TK 12           133         13         8         GONZALES "Havent Stopped Dancin' Yet"         Capitol 12           133         6         9         DAN HARTMAN "Countdown/This Is It"         Blue Sky 12           119         8         10         EVELYN "C" KING "I Dont Know If Its Right"         RCA 12           119         17         11         T-CONNECTION "At Midnight"         TK 12           131         4         12         EDWIN STARR "Contact"         20th Century 12"/L           134         11         13         DOLLY PARTON "Baby I'm Burnin'"         RCA 12           133         19         14         PARADISE EXPRESS "Dance"         Polydor 12"/L           126<				
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116         3         4 CHERLY LYNN "Got To Be Real"         Columbia 12"/L           137         7         5 PEACHES & HERB "Shake Your Groove Thing"         Polydor 12"/L           129         5         6 VOYAGE "Let's Fly Away/Souvenirs"         Marlin 12"/L           131         12         7 AMANT "If Theres Love"         TK 12           133         13         8 GONZALES "Havent Stopped Dancin' Yet"         Capitol 12           133         6         9 DAN HARTMAN "Countdown/This Is It"         Blue Sky 12           119         8         10 EVELYN "C" KING "I Dont Know If Its Right"         RCA 12           119         17         11 T-CONNECTION "At Midnight"         TK 12           131         4         12 EDWIN STARR "Contact"         20th Century 12"/L           134         11         3 DOLLY PARTON "Baby I'm Burnin'"         RCA 12           133         19         14 PARADISE EXPRESS "Dance"         Fantasy 12           125         10         15 GREY AND HANKS "Dancin"         RCA 12           126         22         17 GIORGIO "Chase" (Soundtrack)         Casablanca L           107         15         18 BIONIC BOOGIE "Cream Always Rises/Hot Butterfly"         Polydor 12"/L           126         24         20 RAES "A Little Lovin'	117	1	2 GLORIA GAYNOR "I Will Survive"	Polydor 12"
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126       22       17 GIORGIO "Chase" (Soundtrack)       Casablanca L         107       15       18 BIONIC BOOGIE "Cream Always Rises/Hot Butterfly"       Polydor 12"/L         132       16       19 BELL AND JAMES "Livin' It Up"       A&M 12"/L         126       24       20 RAES "A Little Lovin'"       A&M 12"/L         120       30       21 SISTER SLEDGE "He's The Greatest Dancer"       Cotillion 7         134       D       22 AMII STEWART "Knock On Wood"       Ariola 12         126       D       23 McCOO & DAVIS "Shine On Silver Moon"       Columbia 12         117       25       24 THP ORCHESTRA "Week End Two Step"       Butterfly 12         108       28       25 MELBA MOORE "You Stepped Into My Life"       Epic 7"/L         130       D       26 MIQUEL BROWN "Symphony of Love"       Polydor 12"/L         117       14       27 GENE CHANDLER "Get Down"       20th Century 12"/L         121       D       28 DIANA ROSS "What You Give Me"       Motown 12"/L         116       23       29 LORRAINE JOHNSON "Learning To Love"       Prelude 12"/L	125	10	15 GREY AND HANKS "Dancin"	RCA 12"
107       15       18 BIONIC BOOGIE "Cream Always Rises/Hot Butterfly"       Polydor 12"/L         132       16       19 BELL AND JAMES "Livin' It Up"       A&M 12"/L         126       24       20 RAES "A Little Lovin'"       A&M 12         120       30       21 SISTER SLEDGE "He's The Greatest Dancer"       Cotillion 7         134       D       22 AMHI STEWART "Knock On Wood"       Ariola 12         126       D       23 McCOO & DAVIS "Shine On Silver Moon"       Columbia 12         117       25       24 THP ORCHESTRA "Week End Two Step"       Butterfly 12         108       28       25 MELBA MOORE "You Stepped Into My Life"       Epic 7"/L         130       D       26 MIQUEL BROWN "Symphony of Love"       Polydor 12"/L         117       14       27 GENE CHANDLER "Get Down"       20th Century 12"/L         121       D       28 DIANA ROSS "What You Give Me"       Motown 12"/L         116       23       29 LORRAINE JOHNSON "Learning To Love"       Prelude 12"/L	116	18	16 ARPEGGIO "Love and Desire"	Polydor 12"/LP
132       16       19       BELL AND JAMES "Livin' It Up"       A&M 12"/L         126       24       20       RAES "A Little Lovin' "       A&M 12         120       30       21       SISTER SLEDGE "He's The Greatest Dancer"       Cotillion 7         134       D       22       AMHI STEWART "Knock On Wood"       Ariola 12         126       D       23       McCOO & DAVIS "Shine On Silver Moon"       Columbia 12         117       25       24       THP ORCHESTRA "Week End Two Step"       Butterfly 12         108       28       25       MELBA MOORE "You Stepped Into My Life"       Epic 7"/L         130       D       26       MIQU'EL BROWN "Symphony of Love"       Polydor 12"/L         117       14       27       GENE CHANDLER "Get Down"       20th Century 12"/L         121       D       28       DIANA ROSS "What You Give Me"       Motown 12"/L         116       23       29       LORRAINE JOHNSON "Learning To Love"       Prelude 12"/L	126	22	17 GIORGIO "Chase" (Soundtrack)	Casablanca LP
126       24       20       RAES "A Little Lovin'"       A&M 12         120       30       21       SISTER SLEDGE "He's The Greatest Dancer"       Cotillion 7         134       D       22       AMII STEWART "Knock On Wood"       Ariola 12         126       D       23       McCOO & DAVIS "Shine On Silver Moon"       Columbia 12         117       25       24       THP ORCHESTRA "Week End Two Step"       Butterfly 12         108       28       25       MELBA MOORE "You Stepped Into My Life"       Epic 7"/L         130       D       26       MIQUEL BROWN "Symphony of Love"       Polydor 12"/L         117       14       27       GENE CHANDLER "Get Down"       20th Century 12"/L         121       D       28       DIANA ROSS "What You Give Me"       Motown 12"/L         116       23       29       LORRAINE JOHNSON "Learning To Love"       Prelude 12"/L	107	15	18 BIONIC BOOGIE "Cream Always Rises/Hot Butterfly"	Polydor 12"/LP
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134       D       22 AMII STEWART "Knock On Wood"       Ariola 12         126       D       23 McCOO & DAVIS "Shine On Silver Moon"       Columbia 12         117       25       24 THP ORCHESTRA "Week End Two Step"       Butterfly 12         108       28       25 MELBA MOORE "You Stepped Into My Life"       Epic 7"/L         130       D       26 MIQUEL BROWN "Symphony of Love"       Polydor 12"/L         117       14       27 GENE CHANDLER "Get Down"       20th Century 12"/L         121       D       28 DIANA ROSS "What You Give Me"       Motown 12"/L         116       23       29 LORRAINE JOHNSON "Learning To Love"       Prelude 12"/L	126	24	20 RAES "A Little Lovin' "	A&M 12"
126 D 23 McCOO & DAVIS "Shine On Silver Moon"  117 25 24 THP ORCHESTRA "Week End Two Step"  108 28 25 MELBA MOORE "You Stepped Into My Life"  130 D 26 MIQUEL BROWN "Symphony of Love"  117 14 27 GENE CHANDLER "Get Down"  120 D 28 DIANA ROSS "What You Give Me"  116 23 29 LORRAINE JOHNSON "Learning To Love"  Columbia 12  Epic 7"/L  Polydor 12"/L  20th Century 12"/L  Motown 12"/L	120	30	21 SISTER SLEDGE "He's The Greatest Dancer"	Cotillion 7"
117 25 24 THP ORCHESTRA "Week End Two Step"  108 28 25 MELBA MOORE "You Stepped Into My Life"  130 D 26 MIQUEL BROWN "Symphony of Love"  117 14 27 GENE CHANDLER "Get Down"  120 D 28 DIANA ROSS "What You Give Me"  116 23 29 LORRAINE JOHNSON "Learning To Love"  Butterfly 12  Epic 7"/L  Polydor 12"/L  20th Century 12"/L  Motown 12"/L	134	D	22 AMII STEWART "Knock On Wood"	Ariola 12"
108 28 25 MELBA MOORE "You Stepped Into My Life" Epic 7"/L 130 D 26 MIQUEL BROWN "Symphony of Love" Polydor 12"/L 117 14 27 GENE CHANDLER "Get Down" 20th Century 12"/L 121 D 28 DIANA ROSS "What You Give Me" Motown 12"/L 116 23 29 LORRAINE JOHNSON "Learning To Love" Prelude 12"/L	126	D	23 McCOO & DAVIS "Shine On Silver Moon"	Columbia 12"
130 D 26 MIQUEL BROWN "Symphony of Love"  117 14 27 GENE CHANDLER "Get Down"  120 DIANA ROSS "What You Give Me"  116 23 29 LORRAINE JOHNSON "Learning To Love"  Polydor 12"/L  20th Century 12"/L  Motown 12"/L	117	25	24 THP ORCHESTRA "Week End Two Step"	Butterfly 12"
117 14 27 GENE CHANDLER "Get Down"  121 D 28 DIANA ROSS "What You Give Me"  116 23 29 LORRAINE JOHNSON "Learning To Love"  20th Century 12"/L  Motown 12"/L	108	28		Epic 7"/LP
121 D 28 DIANA ROSS "What You Give Me" Motown 12"/L 116 23 29 LORRAINE JOHNSON "Learning To Love" Prelude 12"/L	130	D		Polydor 12"/LP
116 23 29 LORRAINE JOHNSON "Learning To Love" Prelude 12"/L	117	14	27 GENE CHANDLER "Get Down"	20th Century 12"/LP
	121	D	28 DIANA ROSS "What You Give Me"	Motown 12"/LP
199 97 90 DONNA SUMMER "Heaven Knowe" Constitution 16	116	23	29 LORRAINE JOHNSON "Learning To Love"	Prelude 12"/LP
150 51 50 DAMMA SUPPLIER TREAVELLATIONS (ASADIANCA 12	128	27	30 DONNA SUMMER "Heaven Knows"	Casablanca 12"

THE HOTS
ROD STEWART
GARY'S GANG
AMANT
GONZALES
T-CONNECTION
PARADISE EXPRESS
GIORGIO

AMH STEWART
McCOO & DAVIS

CROSSOVER PICKS
GARY'S GANG

GARY'S GANG T-CONNECTION BLONDIE AMII STEWART BOMBERS HOT NEW ADDS
INSTANT FUNK
ULTIMATE
BOMBERS
AMII STEWART
PETER JACQUES
CHI CHI FAVELAS
BEEGEES



### **SIGNIFICANT ACTION**

SARA DASH "Sinner Man" SYLVESTER "You Make Me Feel (Mighty Real)" HERBIE MANN "Superman" ALEX COSTADINO "Hunchback/Trou Eade Blue" LEMON "A-Freak-a" INSTANT FUNK "I Got My Mind Made Up" MANTUS "Free Style Rhythm" BONNIE POINTER "Free Me From My Freedom" BONNIE POINTER "Free Me From My Freedom" MACHINE "There For The Grace Of God Go I" JACKSONS "Shake Your Body Down" OLLIE BABA "Stomp Your Feet" G.B. EXPERIENCE "Disco Extravaganza" DOLLY PARTON "I Want To Fall In Love" **BLONDIE** "Heart Of Glass" BOMBERS "Everybody Get Dancin" PARLIAMENT "Aqua Boogie" ULTIMATE "Love Is The Ultimate" CHIC "Chic Cheer/I Want Your Love" PETER JACQUES "Fire Night Dance" "Devils Run" CHI CHI FAVELAS "Rock Solid/Give It To Me"

Kirshner 12"/LP Fantasy 12"/LP Atlantic 12" Casablanca Prelude 12" Salsoul LP SMI 7"/12" Motown 12" Motown 12" RCA 12" Epic 12"/LP Polydor 12" Atlantic 12"/LP RCA LP Chrysalis 12" TK 12" Polydor 7" Salsoul LP Atlantic LP Prelude 12"/LP Prism 12"

# DISCOVERYDISCOVERYDI

Part two of FRED's conversation with Jim Gabbert, owner; and Mike Lincoln, GM & P.D. of K-101 on the state of Disco in

San Francisco.
CHARLIE SERAPHIN, our guy at night, is a real friendly, over the a air, one-to-one type jock. Anything that he says at that point is superfluous. It almost



doesnt fit. Were having him do a real straight one-to-one. In New York, you look at the average quarter hour maintenance on WKTU. All the secretaries have it on. What were doing is not background but foreground. The mixes are so unusual that you cant help but be caught up in it. I've owned this station for 21 years, and never in my whole life have I ever seen anything like this. It just astounded me. Its not just that we're playing disco records, its the way its put together. Its the packaging. If we wanted to go full time, instead of just evenings, I dont know where we'd find the people to do it. You ought to see this guy when he walks out of there after six hours!

I was working at a very funny little station in San Francisco in 1955. It was the very first station to play rock and roll in San Francisco. Everybody said it wouldnt work—rock and roll would not be accepted. It was OK in Omaha,

but not in San Francisco. It all sounded alike-very limited life span. Twenty years later...its still here!!

Disco is happening because it is a dance form which has never been done before. Dancing has been out for IO-I5 years. Now, you're getting into a more structured thing. The structure has changed, and music will change to accommodate the structures which will force change. Disco itself will be a whole different thing in another three or four years. Its still got a thump, thump, thump...but obviously they're beginning to experiment. Somehow, I still think its a big wheel that just keeps rolling. Suddenly its a mass appeal thing. Old people get up to dance. In fact, an old peoples' home here phoned and asked if we could get one of our DJ's to come and play for one of their parties. Now, that's 65+!!

Some of our competitors have been running around New York saying K-IOI has gone Disco. We find ourselves confronted with advertisers saying, "We want no spots around disco shows." It's black and blue collar. We had the same thing with Rock when KSAN first started. It had the image of a bunch of doped up anti-war hippies. It took awhile for it to get acceptability.

Dont forget, were going to be fighting those guys in Honolulu. Kent Burkhart and Wanda Ramos are programming KIIS/L.A., and theyre going to be programming the station in Honolulu. So, our AM is Disco now. Our Hawaii FM, KPIG is going to be the Disco Pig. It was going to be a stoned pig, but now its a dancing pig. We've got t-shirts too.





### TREND SETTERS

KADX	Denver	John Sutton	KJLH	Los Angeles	Ted Terry	WORL	Orlando	Billie Love
KAFM	Dallas	Mark Campbell	KLCC-FM	Eugene	Mike Handler	WRUV	Burlington	Bob Cohen
KKGO	Los Angeles	Monica Riordan	WBBY-FM	Columbus	Geoff Mayfield	WRVR	NewYork	Jim Smith
KCBX	S. L. O.	John Howard	WBFO-FM	Buffalo	John Hunt	WYBC	New Haven	Doug Keogh
KJAZ	San Francisco	Dick Conte	WJZZ	Detroit	Dorian Paster	WYSO	Dayton	Vince Waldron

- 1 1 CHICK COREA/SECRET AGENT KEY CUT: CENTRAL PARK (POLYDOR)
  Profile: WRUV H-H, KCBX H-H, KADX H-H, KJAZ H-H, WJZZ H-H, KLCC H-H, WBBY H-H, WXFM H-H, and WYBC M-H...other cuts:
  Fickle Funk, Slinky, Glebe St. Blues, Golden Dawn, and Hot New Blues.
- 2 BOB JAMES/TOUCHDOWN KEY CUT:SUN RUNNER (COLUMBIA)
  Profile: WRUV H-H, KADX H-H, WJZZ H-H, KAFM H-H, KLCC H-H, and KKGO H-H...other cuts:Caribbean Nights, Angela and I Want to Thank You...Columbia just released Angela as the single.
- 4 3 L.A. FOUR/JUST FRIENDS KEY CUT:LOVE MEDLEY
  Profile:WRUV H-H, KCBX H-H, KADX H-H, WJZZ H-H, KLCC H-H, WBBY H-H, and WYBC M-H...other cuts:title and Spain.
- 3 4 MARK MURPHY/STOLEN MOMENTS KEY CUT:TITLE
  Profile: KCBX H-H, WYBC H-H, WJZZ H-H, KLCC H-H, WXFM H-H, and KJLH M-H...other cuts:Dont Be Blue, DC Farewell, Sly, Again, Farmer's Market, and Like A Lover.
- 13 5 ART FARMER/SUMMER KNOWS KEY CUT: TITLE (INNER CITY)
  Profile: KADX H-H, KJAZ H-H, WBBY H-H, WBFO H-H, KCBX M-H, WJZZ M-H, KLCC M-H, WYBC L-M, and WRUV A-M...other cuts:
  Alfie, Title, Manha Do Carnival, When I Fall In Love, and Ditty...network selection moves Art into top five.
- 10 6 CHARLES LLOYD/WEAVINGS KEY CUT: OPEN
  Profile: KJLH H-H, KADX M-H, KAFM M-H, KCBX A-M, WJZZ A-M, and KLCC A-M...other cuts: Your Heart Never Lies, You Know I Love You, Island Girl and Ken Kattla Ma Oom
- 5 7 STAN GETZ/ANOTHER WORLD KEY CUT: CLUB 7
  Profile: WYBC H-H and WBBY M-H...other cuts: title, Pretty City, Keep Dreaming, Blue Serge, Willow Weep For Me, Sum Sum, Sabra, and Brave Little Pernille.
- 6 8 DAVE FATHEAD NEWMAN/KEEP THE DREAM ALIVE KEY CUT: CLOUDS (FANTASY)
  Profile: WORL H-H, WJZZ H-H, and KKGO H-H...other cuts: Silver Morning, I Am Singing, Destiny, and As Good As You Are.
- 15 9 IRA SULLIVAN/IRA SULLIVAN KEY CUT: OPEN
  Profile: WBBY H-H, WBFO H-H, WXFM H-H, KCBX M-H, and WYBC L-M...other cuts: That's Earl, Angel Eyes, Circumstantial, Stranger In Paradise, Monday's Dance, and Girl From Ipanema.
- D 10 CEDAR WALTON/ANIMATION KEY CUT: OPEN
  Profile: KJAZ M-H, KKGO L-H, KADX A-H, WXFM A-H, WJZZ A-M, KAFM A-M, and WYSO A-M...added at KCBX, KJLH, KLCC, and WBBY...other cuts: Jacob's Ladder, Another Charmed Circle, Star, Precious Mountain, March of the Fisherman, and If It Could Happen...it not only could, it is.
- 9 11 MILESTONE JAZZ STARS/IN CONCERT KEY CUT: CUTTING EDGE (MILESTONE)
  Profile. WYBC H-H, WRUV M-H, and WBBY L-M...other cuts: N.O. Blues, In A Sentimental Mood, Dont Stop the Carnival, and Continuum.
- 14 12 DWIGHT DICKERSON/SOONER OR LATER KEY CUT: OPEN
  Profile: KJLH M-H, WBFO M-H, and KLCC A-M...other cuts: Cornell's Night Song.

13 RAINBOW FEATURING WILL BOULWARE/CRYSTAL GREEN KEY CUT: I LIKE IT (INNER CITY)

- Profile: WJZZ H-H, KKGO M-H, and KAFM A-M...other cuts: Hossan, So True, It Ain't No Use, and Feel Like Makin' Love.

  7 14 ANGIE BOFILL/ANGIE KEY CUT: UNDER THE MOON

  (GRP)
  Profile: WJZZ H-H, and WXFM H-H...other cuts: Only Thing I Wish For, This Time I'll Be Sweeter, Baby I Need Your Love, and Rough
- D 15 LONNIE LISTON SMITH/EXOTIC MYSTERIES KEY CUT: OPEN (COLUMBIA)
  Profile: WJZZ H-H, KKGO L-H, KJAZ L-M, WORL A-M, KJLH A-M, KADX A-M, and KAFM A-M...added at WBBY and WYSO....
  other cuts: Mystical Dreamer, title, Space Princess, Magical Journey, and Singing For Love.

### **HEAVY ROTATION**

# TOSHIKO AKYOSHI-LEW TABACKIN BIG BAND/KOGUN (RCA) Profile KCBX H-H...and WBFO A-M...Cuts: Henpecked Old Man, American Ballad, and title BILL EVANS/CROSS CURRENTS (FANTASY) Profile: WYBC M-H and WBBY A-H...Cuts: Eiderdown, Night & Day, and When I Fall in Love

RETURN TO FOREVER/LIVE (COLUMBIA) Profile: So Long Micky Mouse, Overature, Endless Night, and Green Dolphin

ERNIE KRIVDA/ALCHEMIST (INNER CITY) Profile: KCBX L-M and KLCC L-M ...cut. Nocturnal Carnival

RYO KAWASAKI/THE EIGHT MILE ROAD (INNER CITY)

Profile: W/BEO M.H. K/RY I.-M. and W/RIIV A.M. City: Good Night John Montevideo at

Profile: WBFO M-H, KCBX L-M, and WRUV A-M. . Cuts: Good Night John, Montevideo, and El Diablo

PHILLY JOE JONES/PHILLY MIGNON (GALAXY) Profile: KCBX H-H, KLCC H-H, and WYBC L-M...Cuts: Confirmation, United Blues, and Polka Dots & Moonbeams

JACKIE McCLEAN/NEW WINE IN OLD BOTTLES (INNER CITY)

Profile: KCBX H-H, WBFO H-H, and WRUV M-H...cuts: Being Green, Appointment In Ghana, title, Confirmation, and Little Melonae Again

MICHEL LE GRAND/LE JAZZ GRAND (GRYPHON)

Profile: WXFM H-H and WBBY L-M...added at WYBC and WBFO...Cuts: Basquette, La Pasignara, Iberia Nova, and Southern Roots

GEORGE TIDWELL/THE SECRETS OUT (NJP) Profile: KCBX H-H and KAFM A-M..added at KLCC...Cuts: Tommorrow Never Comes, Fleet Street, Just Friends, and 500 Miles High

DAVE VALENTIN/LEGENDS (GRP) Profile: WYBC H-H and KKGO H-H... Cuts. Afro Blue, Sea Pines, and Masquerade

FLIM & THE BB's (SOUND 80) Profile: KCBX H-H and WYBC L-M.. Cuts. Nine Legged Spider, View From 7th Heaven, and X-1

### **NEW THIS WEEK**

MILTON NACIAMENTO/JOURNEY TO DAWN (A&M)

Profile: KJAZ A-H and WYSO A-H...added at KJLH and KLCC...cuts: Maria Tres Filhos

(DISCOVERY)

WALT BOLDEN {NEMPEROR} Profile: KJAZ M-H, KADX A-H, and WYSO A-H...added at KCBX, KAFM KLCC...Cuts: Deep In The Hat, When Spring Comes Again, and Gift of Life

LONNIE SMITH/GOTCHA (LRC) Profile: WORL M-H, KJLH L-H, and WJZZ A-M...added at WBBY...Cuts: Sweet Honey Wine, What's Done is Done, and My Latin Sky

MARRY WATKINS/SOMETHING MOVING (OLIVIA)

Profile: KJLH H-H and WYSO A-H...added at WBBY...Cuts: Backrap and Which Is Revenge

AZIMUTH/TOUCHSTONE (ECM) Profile: KJAZ A-H...added at KADX, WYBC, WBBY, WBFO, and KKGO...Cuts<sup>-</sup> O Jero, Mayday, and Eulegy

YUTAKA YOKO KURA/LOVE LIGHT (ALFA) Profile: KJLH H-H...added at KKGO...Cut: Evening Star

SHIRLEY BASSEY/THE MAGIC IS YOU (UA) Profile: KJLH A-M...added at KKGO...Cuts: You Never Done It Like That and The Greatest Love Of All

GILBERTO GIL/NIGHTENGALE (ELEKTRA) Profile: KADX A-M and KJAZ A-M...cuts: open

ENRICO RAVA QUARTET (ECM) Profile: WBFO A-M...added at WBBY...
Cuts: Blackmail

CHARLIE PARKER/COMPLETE SAVOY STUDIO SESSIONS
Profile: Added at KJAZ, KLCC, and WBFO...Cut: Billie's Bounce
(SAVOY)

TERESA BREWER & EARL HINES/WE LOVE YOU FATS (DR. JAZZ)
Profile: WRUV A-M...added at WBBY and WBFO...Cut: title

# "SUMMER KNOWS" UNANIMOUS SELECTION

Feather's favorite label, Inner City, comes through with another winner. (Jazz network selected Mark Murphy several weeks ago.) Now, Art Farmer's "Summer Knows" will receive the benefits of heavy rotation at all member stations.

Two other nominees, Charles Lloyd's "Weavings" and Dwight Dickerson's "Sooner or Later" missed the boat by one vote.

Jazz network members: KADX/Denver KCBX/San Luis Obispo KJAZ/San Francisco

KLCC/Eugene KJLH/Los Angeles WBBY/Columbus WBFO/Buffalo WJZZ/Detroit WYBC/New Haven

Final top nominations were:

1. PHILLY JOE JONES/PHILLY MIGNON (GALAXY)
Suggested key cut: Confirmation

2. ART FARMER/SUMMER KNOWS Suggested key cut: Title

(INNER CITY)

3. CHARLES LLOYD/WEAVINGS Suggested key cut: Open

(PACIFIC ARTS)

(LRC)

4. LONNIE SMITH/GOTCHA

Suggested key cut: Sweet Honey Wine

5. MICHEL LE GRAND/LE JAZZ GRAND (GRYPHON)
Suggested key cut: Basquette

6. BILL EVANS/CROS CURRENTS

(FANTASY)

Suggested key cut: Eiderdown

(I AIII AO I )

DWIGHT DICKERSON/SOONER OR LATER (DISCOVERY)

Suggested key cut: Title

8. IRA SULLIVAN

(FLYING FISH)

Suggested key cut: Stranger In Paradise

### JAZZED by Doug Rosenthal

(continued from last week)

Is fusion jazz happening here?

Yes. Weather Report type bands. Yes, but most of it has gone to mainstream. Over here if audiences want to see a rock band they go to see a rock band. If they want to see a jazz band, they go to see a jazz band. I'm not sure that fusion means as much here as it does in America. Weather Report came here and did well. There are British fusion bands, but there are no big names that come to mind. There's a band called Nucleus, a recent Miles Davis' kind of band. The fusion thing is mostly on the Continent. The scene here is really very small. There's nothing like Chuck Mangione. That kind of thing doesn't really happen here and not really on the Continent either.

Is it easy to get American artists to come over or not?

It depends. Chuck Mangione worked here a couple of times, and I imagine that it would be very difficult to get him now. Herbie Hancock, and Weather Report have both been here. Once they're commercially successful, they're less likely to come here again. More money in one concert in America than in a week here. It's hard to get big

successful names, but we still manage to get some of them.

Dizzy comes once a year at least, Sarah Vaughn a couple of times. If they're in Europe on a tour or playing two or three festivals and they want to sit down in London for a couple of weeks, most likely they'll do it. But if they're in America, they're not going to come for Ronnie Scott. Economically, it's difficult to pay fares.

What age group listens to jazz?

The percentage of people who listen to jazz in England is growing now mostly in the 18-25 group. The percentage of young people is getting larger the last 5 or 6 years, but the majority would still be 25-34. It depends on the artist. Sonny Rollins mostly draws under 30, with Ella you'd get a 25-55 crowd.

What about the socio-economic level of the people that listen to jazz in Britain?

There's a complete cross section. I would say the generally lower middle class and upward. A few upper class... Princess Margaret has been here. It's difficult to tell, since we dont survey our audiences. The fusion type of music brings in the less affluent. The people who come to hear Sarah Vaugn are

going to be an older type, and they're usually a little more wealthy. Weather Report is usually a younger, student type with not too much money.

Why did you start this club?

It's really fun to have a room and decorate it the way you would like, the atmosphere, the service and so forth and to be able to present artists in the way you think they should be presented. What we try and do, if we have a big name artist in the club, we try to put opposite them a group who by themselves wouldnt be much. It's financially successful because if we didnt have the rent paid we couldnt do it.

How does one become educated about jazz in England?

There are few jazz programs on radio. There's only one regular live program once a week. I find that a lot of pop music has served a purpose in so far that it has brought kids around to listen. Some of the best pop groups owe a lot to jazz. Kids hear that and afterwards realize that the music is jazz. I've heard some things with Mike Breaker, some marvelous things. It's great from that point of view. For the kids who get to hear the standards, it cant do them any harm.

CONTINUED NEXT WEEK

### **OPENINGS**

### New Openings This Week

WLCS/Baton Rouge is now accepting tapes for immediate weekend openings and future full-time positions. Send tapes and resumes to Bob Elliot, PD, WLCS, 1 American Place Suite 2420, Baton Rouge, LA 70825. EOE/MF.

WEAM/Washington DC needs good communicators. Jim Brien from LCY, call Herb collect. All is forgiven! I need you! contact Herb Hunt, WEAM Radio, 2131 Crimmins Lane, False Church, VA 22043

WKAP/Allentown is in need of a funny energetic morning personality. Also have immediate opening for 6-midnight shift. PA's third largest market. Send tapes & resume to Chris Bailey, WKAP PO Box 246, White Hall (Allentown) PA 18052 or call 215 433-3166.

KQIZ-FM/Amarillo has an immediate opening for a news person M/F. Send tapes & resume to Gary Foxe, News Director, KQIZ-FM, PO Box 7488, Amarillo, TX 79109.

k104/Fresno needs a DJ with strong production capabilities for Fresno's number one station. Send tapes and resumes to John Lee Walker, K-104 Radio, 12592 S. Cedar Ave, Fresno, CA 93725. EOE. 1/29

**293/Amarillo.** Experienced air talent needed. Send tapes, resume & references to Bo Jeffries, KQIZ AM/FM, PO Box 7488, Amarillo, TX 79109. 1/29

WDJX/Dayton's newest rock station is now accepting tapes and resumes for the overnight shift 2-6 AM. Minority applicants encouraged. Call Buddy Scott at 513 243-3446.

KRQ-KMGX/Tucson needs a mature and experienced afternoon news man. Send resume to Bob Lee, Box 50367, Tucson, AZ 85703. 1/29

News Director capable of being a 'news personality', must have conversational delivery. Good money for right person M/F. Send tapes or resume to George Williams c/o Southern Broadcasting, Box 5176, Winston Salem NC 27103

KEWI/Topeka is looking for an all-nighter. Good oportunity for novice. Call J.R. Creeley at 913 272-2122. 1/29

WYYD/Raleigh needs a chief engineer. Strong automation and studio maintenance experience required. Send resume to Greg Rogers, Chief Engineer, WKIX, PO Box 12526, Raleigh, NC 27505.

WKIX/Raleigh needs a strong on-air morning anchorperson well versed in news gathering. Send tape, resume and references to Steve Shumake, WKIX/WYYD, Raleigh, NC 27605. Pay equal to bility.

WSGA/Savanah is looking for a News Director. Send tapes & resumes to Jerry Rogers, WSGA, Box 8247, Savannah, GA 31412. No calls, please. EOE/MF. 1/29

63KIDD/Monterey is looking for qualified sales personnel. Contact Jim Christoferson, 408 649-6622 or write 2555 Garden Road, Monterey, CA 23940.

Rust Communications chain at present has nine openings available including Program Director, Music Director, and air talent. Exciting things are happening. Rush your tape & resume to Jeff Frank, WAEB, PO Box 2727, Lehigh Valley, PA 18001.1/29

WLSQ/Montgomery has an opening for an aggressive, self starting news person. Great opportunity for local & network exposure in Alabama's capitol. Females strongly encouraged. Contact Pat Robbins, Box 5000, Montgomery, AL 36101 or call 205 832-4295. EOE. 1/29

### WEST

KAGO/Klamath Falls is looking for a News Director and a good morning announcer. Contact R. Charles Sneider, PO Box 1150, Klamath Falls, OR 97601. EOE 1/22 KACY/Ventura is looking for an evening jock. Must be able to communicate on-air on a one-to-one basis. Opening is immediate. First phone is required. Send tapes to Jim Barker, PD, KACY Radio, PO Box 1520, Oxnard, CA 93934. EOE. 1/22

KATI/Casper is looking for a morning drive personality. Experience and good production skills are required. This is the Number One station in the market and offers a good salary. Send tapes and resumes to Fred Leemhuis, PO Box 2006, Casper, WY 82602.

KCBQ/San Diego is looking for America's finest news journalist. Also looking for a warm communicative person for all nights for big bucks. Females highly encouraged for both. Send tapes & resume to John Fox, PO Box 1627, San Diego, CA 92112. EOE. 1/22

KCBQ/Roswell is looking for an experienced news reporter/anchor for morning drive. If you've got hustle and fresh ideas, write or call Larry Ahrens at KCBQ PO Box 670, Roswell NM 88201 or call 505 622-6450.

KMGK/Tucson is looking for a Mid-day jock. Pop-Adult personality required. Send tapes and resumes to Charlie Bennett, PO Box 50367, Tucson, Arizona 85703.

KROI-FM/Sacramento needs a creative, community conscious personality for a new stereo FM "Music Plus" format. Good money, excellent benefits. Production, other skills helpful Call Richard Irwin, 916 441-4950 or send tapes, resume and salary requirements to KROI-FM, 1019 Second St., Sacramento, CA 95814. EOE. 1/22

KLUC/Las Vegas.In Vegas we are the champions and we have a night opening right now. Personality a must. Send your best work immediatly to Dave Anthony, PD, KLUC, PO Box 14805, Las Vegas, Nevada 89114. No calls, please.

KACY/Oxnard is looking for major talented contemporary communicater with first class license for future opening. All time shifts. Send tapes & resume to Jim Barker, KACY Radio, PO Box 1520, Oxnard, CA 93934. No calls please.

KAGO/Klamath Falls has an immediate opening for a morning personality. Production skills required. Send resumes to R Charles /Snyder, PO Box 1150, Klamath Falls, OR 97601.

### **NORTHEAST**

Starview 92, one of the country's finest album rock stations, needs a 7-12 midnight personality to hold onto our 27 share in men. The person we hire will take on duties of Promotion Director. Send background material and aircheck to Rick Harris, Starview 92, R.D. 4, York, PA 17404. EOE/MF. 1/22

WAAF/Worchester has a morning drive opening. Superstar experience helpful. Send tapes & Resume to John Duncan, WAAF, 34 Mechanic St., worcester, MA 06108. EOE/MF. No calls. 1/22

### **SOUTH**

WTIX/New Orleans is looking for a midday personality who wants to get involved in the New Orleans market. Tapes & resumes to Bob Mitchell, 332 Carondelet St., New Orleans, LA. EQE. 1/22

WYIG/Jackson currently has openings for air talent. Call 601 355-0373 or write Steve Jeffries, PD, WYIG Radio, Jackson Hilton Hotel, Jackson Mississippi 39201.

Z-93/Amarillo needs an air talent for an afternoon shift. Please send tapes and resumes to Ron Chase, PO Box 7488, Amarillo, TX 79109. EOE. 1/22

WLSQ/Montgomery is looking for a super morning personality. We've just lost ours to Washington,D.C. Immediate opening. Good production a must (and other standard stuff). Rush tapes and resumes to J.J. Beach, WLSQ, Box 5000,Montgomery, AL 36101. EOE/MF. 1/22

WDAK/Columbus is looking for a big personality jock for 7-Midnight slot. Part-time work also available. Excellent pay for good work. Send tapes and resumes to Steve Kelly, PD, PO Box 1640, Columbus, GA 31902 or call 404 322-5447. 1/22

### **MIDWEST**

WDAI/Chicago.Disco DAI is seeking a creative Production Director who's specialty is writing and producing creative spots for retail accounts. Send resume, tape & cover letter to Ford Colley, c/o WDAI, 360 N. Michigan Ave., Chicago, III. 60601.

KBPI/Denver is looking for an afternoon drive jock. Send tape and resume to John Bradley, KBPI, 4460 Morrison Rd., Denver, CO 80219. EOE/MF. No calls please. 1/22

KBOM/Bismark has an immediate opening - help us close it. Opening can be filled by filling it. If you are interested in closing an opening by filling it, call KBOM 701 663-6411. Ask for Chuck McKay. Box 1377, Bismark ND 58501. EOE/MF.

1/22

# Looking

Top Five market programer with 8 years experience including 2 years of Disco is looking for a proffessional operation that needs a knowledgable Disco programer. Contact Steve Casey for referral at 408 624-7474.

Alan Thompson is looking for medium to major market jock and/or programing position. Will consider all offers. Presently doing eight to midnight shift at G101/Mobile. Call 205 342-

Mike Handler, successful Jazz programer and MD of KLCC/Eugene, seeks programing or promotion gig in or around San Francisco. Tapes available upon request. Call 503 344-9403 or 503 747-4501 Ext 2488

Al Brock, PD from WYND/Sarasota is looking for a medium market position as MD or PD. Will relocate. 10 yrs experience at various stations: WLCY Y-95, Q-105, and KIMN. Call 813 365-0700 or 813 957-1775.

Jay Quesenberry, formerly of WMAK and WCIR with 6 years experience and a 1st phone is seeking a joc shift. Prefer top 40 or MOR format, will relocate. Call or write 300 Highland Street, Beckly, West Va., 304 253-2444.

Mike McCarthy, morning DJ with 11 yrs experience is looking for Top 40 or Adult Contemp. Looking for personality position. 918 747-0574. Also has TV experience. 1/29

Linda Fox, formerly afternoon drive at KCBQ/San Diego, is looking for work. 714 286-4521. 1/22

Robert Cohen, medium to major market Reporter/News Director. Will build ratings. Contact Robert Cohen, 212 447-2460. 1/22

Young aggressive DJ looking for work. Needs to find a PD who not only wants to teach but cultivate and listen. Call 913 841-2764.

Jim Prewitt, formerly with KLIF, WAPE, WIFI, and recently 96-X/Miami, is looking for a major market jock position or medium market PD. A good jock as well as a decent human being with a professional, positive attitude. Call 305 279-9709.

Bill Morgan, 3 years college radio experience. Currently working at WMET/Chicago in music research. Have air experience at WMET. Recent college graduate, good production skills, willing to relocate. 312 327-0668.

Experience radio pro looking for a new challenge. Currently working in Top 50 market. Stable. Contemporary format preferred. Call 614 382-3118.

4 Year Pro have worked Cleveland-Akron market. Please call 216 441-5868. Have worked AM-PM drive. Air check on request. 1/15

Chip Stanley first ticket air talent/PD looking for a move up. Presently at KIXZ/Amarillo, 6 years experience. 806 355-4477.

Dennis King 13 year pro pop adult rock, formerly of KXYZ/Houston. Out due to format change. Please call 916 877-4392.

# predictables

### (THESE WILL BE HITS)

### **Universal Singles**

BEE GEES/TRAGEDY

(RSO)

Profile: WGBS A-20...added at KBEQ, KILT, KYA, and Q-105

BOBBY CALDWELL/WHAT YOU WONT DO FOR LOVE

(CLOUDS)

Profile: KYA 10-4, KLIV 7-6, WHBQ 20-9, CKLW 16-10, KFRC 13-10, 96X 15-11, KDON 21-11, KROY 18-15, KSLY 23-16, KOBO 29-17, WGBS 22-18, WFYR 22-20, KOTN 25-22, KRTH-FM 24-22, WTIX 28-24, WKBO 28-24, WSFL 27-24, CK101 32-26, TEN-Q D-27, WZDQ D-27, 99X D-30, and WAPE D-33...added at Z-93 T, KTLK, WQXI, WLSQ, and WGH

POCO/CRAZY LOVE

(ABC)

Profile: WZDQ 15-12, WISM 22-16, WRFC 21-18, WFOX 22-19, KJRB 29-23, KMGK A-23, WLSQ D-23, WANS 30-24, WOKY 28-25, Z-93 T 30-25, KYYX D-29, WEBC A-33, KSLQ A-34, KOBO 40-34, WKWK 39-34, WLCS A-35, and KOLE A-36...added at KOPA, WKBO, WFIL, WTIX, KELI, WFYR, WDCG, WKIX, and B-100

NEIL DIAMOND/FOREVER IN BLUE JEANS

(COLUMBIA)

Profile: WZDQ 20-16, WFOX 23-16, WSM D-20, WGBS A-21, WHHY D-25, WLSQ D-25, KACY D-26, Z-93 T D-26, KRTH-FM 30-27, KCPX D-30, WZZP A-30, WSGN D-32, and WAPE D-36...added at B-100, KILT, WQXI, KELI, WKIX, WORD, KFI, WDRC, WPEZ, WJET, KCGN, WAKY, KOTN, KRUX, WKWK, and WGH

ANNE MURRAY/I JUST FALL IN LOVE AGAIN

(CAPITOL)

Profile: WLSQ 30-20, WFBC D-22, CKLW D-26, WZZP A-27, KCPX D-28, WHHY D-28, KRTH-FM A—28, KJRB D-29, KOTN D-29, WRKO D-30, KELI A-30, WLYT D-31, WYND D-33, and CK101 A-36...added at KACY, WFYR, KGW, WRBR, WJFL, KFI, WAPE, WDRC, CHUM, WGH, and WTIX

AMII STEWART/KNOCK ON WOOD

Profile: WLSQ 18-13, CK101 24-15, WFBC D-21, WAPE A-26, WAYS D-30, WSGA A-30, WIFE 35-31, WANS D-34, 14-Q D-34, and KSLQ A-36...added at WNAP, WRFC, KOPA, KVOL, WSGN, and KCBN

STYX/SING FOR THE DAY

Profile: KRSP 8-6, KEZY 22-16, WHB 21-18, KDWB 23-19, WTIX 26-19, KSLQ 25-21, B-100 D-22, KBEQ 27-22, 14-Q 27-22, KTKT 27-23, WRFC 29-23, KLUC 30-24, WANS 29-25, WZDQ 29-26, WKAU D-27, KRQ 34-28, and WOKY D-29...added at WORD, KYYX, WKBO, WISM, KSLY, and KCBW

DOBIE GRAY/YOU CAN DO IT

(INFINITY)

Profile: WAYS 29-21, WKAU 27-22, KOBO 32-27, KSLY D-28, WKIX D-30, WSFL 36-31, WTIX 38-32, and WKWK 38-35... added at KRQ and WISM

EDDIE MONEY/MAYBE I'M A FOOL

(COLUMBIA)

Profile: KEZY 28-24, WZZP 30-25, WSFL 28-25, KFRC D-28, KTKT D-28, KOPA D-30, WQXI D-30, KTLK A-35, KACY D-37 and KBEQ A-40...added at CKLW, KSLY, KCPX, WHHY, KDON, WLSQ, WRFC, WANS, and KRQ

AL STEWART/SONG ON THE RADIO

(ARISTA)

Profile: KBEQ 22-18, WAYS D-28, KELI D-28, WRKO D-29, WZDQ 32-29, KRTH-FM A-29, KLIF 37-35, 96X A-37, CK101 A-37 and 92X A-40 added at KJR, WHHY, KENI, WKAU, WFBC, KILT, WYLT, KFI, WDRC, WTIX and KSLY

**HEART/DOG & BUTTERFLY** 

(PORTRAIT)

Profile: KJR D-24, KRSP D-25, WZDQ D-30, KEZY D-31 and WZZP 35-31...added at WAYS, KJRB, KYYX, KOTN, WANS, WKWK, KRBE, WRFC, KILT and WFBC

10CC/FOR YOU AND I

(POLYDOR)

Profile: WZDQ 21-17, KBEQ 24-19, WFBC D-25, WKWK 36-32 and WTIX D-37...added at WSFL, WYND, WANS, and WORD

FRANK MILLS/MUSIC BOX THEME

(POLYDOR)

Profile: WSM 4-3, WLSQ 7-3, WSGA 22-15, WZDQ 30-20, KCPX D-27, and KOTN D-27...added at Z-93 T, WSGN, WKY, WJET, KCBN, KILT, WKIX, and WORD

SANTANA/STORMY

(COLUMBIA)

Profile: KSLY 4-3, KTLK 19-14, WZDQ 19-15, WANS 21-16, KRTH-FM 22-17, KGW 22-18, KOTN 24-21, WGBS A-22, KHJ 29-23, WFOX 26-23, KIIS A-27, KVOL D-28, WKIX D-29, KLUC D-29, WYND 33-31, and KOBO D-39...added at B-100, WGH, KLIV, and KRQ

**DIRE STRAITS/SULTANS OF SWING** 

Profile: KBEQ 26-21, WAKY D-22, KRBE A-29, KWK D-30, WZDQ 34-31, CK101 36-31, WAVZ A-32, WANS D-32, 14-Q D-33, KSLQ A-35, and KILT D-39...added at KCPX, KFRC, WHB, CKLW, WRKO, WISM, WYND, WABB-FM, WLSQ, and KDON

BLONDIE/HEART OF GLASS

(CHYRSALIS)

Profile: 99X 27-21 and 14-Q D-31...added at KVQL

POLICE/ROXANNE

(A&M)

Profile: KRBE A-30...added at WZDQ BLUES BROTHERS/RUBBER BISCUIT

(ATLANTIC)

Profile: WAKY 26-18...added at WJET

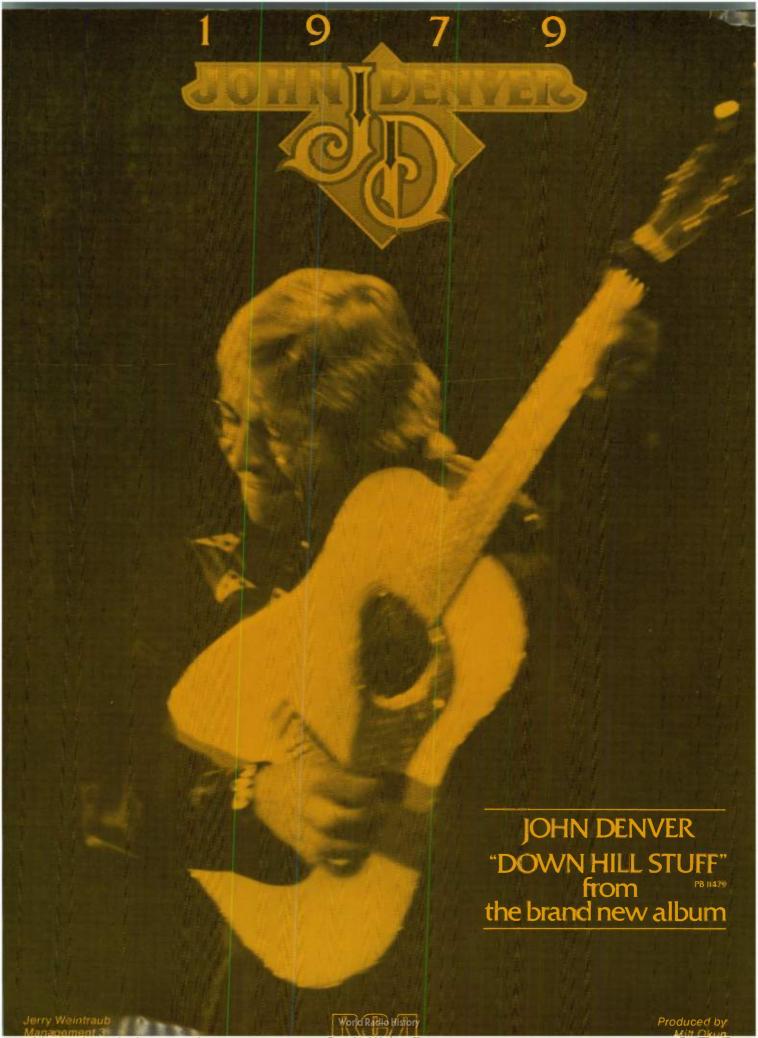
(EMI)

KIM CARNES/IT HURTS SO BAD SUZI QUATRO/STUMBLIN' IN

(RSO)

Profile: WLSQ D-26, WAPE D-28, KIIS A-28, KJRB D-30 and CK101 A-40...added at WHBQ, 92-Q, WORD, Z-93 T, WQXI, WHHY, and WFRC







It's an album! It's a smash single!

"Theme From Superman" Main Title (WBS 8729)

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Compaged and conducted by John Williams from the Original Sound Track album Superman—The Movie, On Warner Bross, Records &



