

Fred

April 23, 1979

CAROL ARCHER
Profiled On Page 21



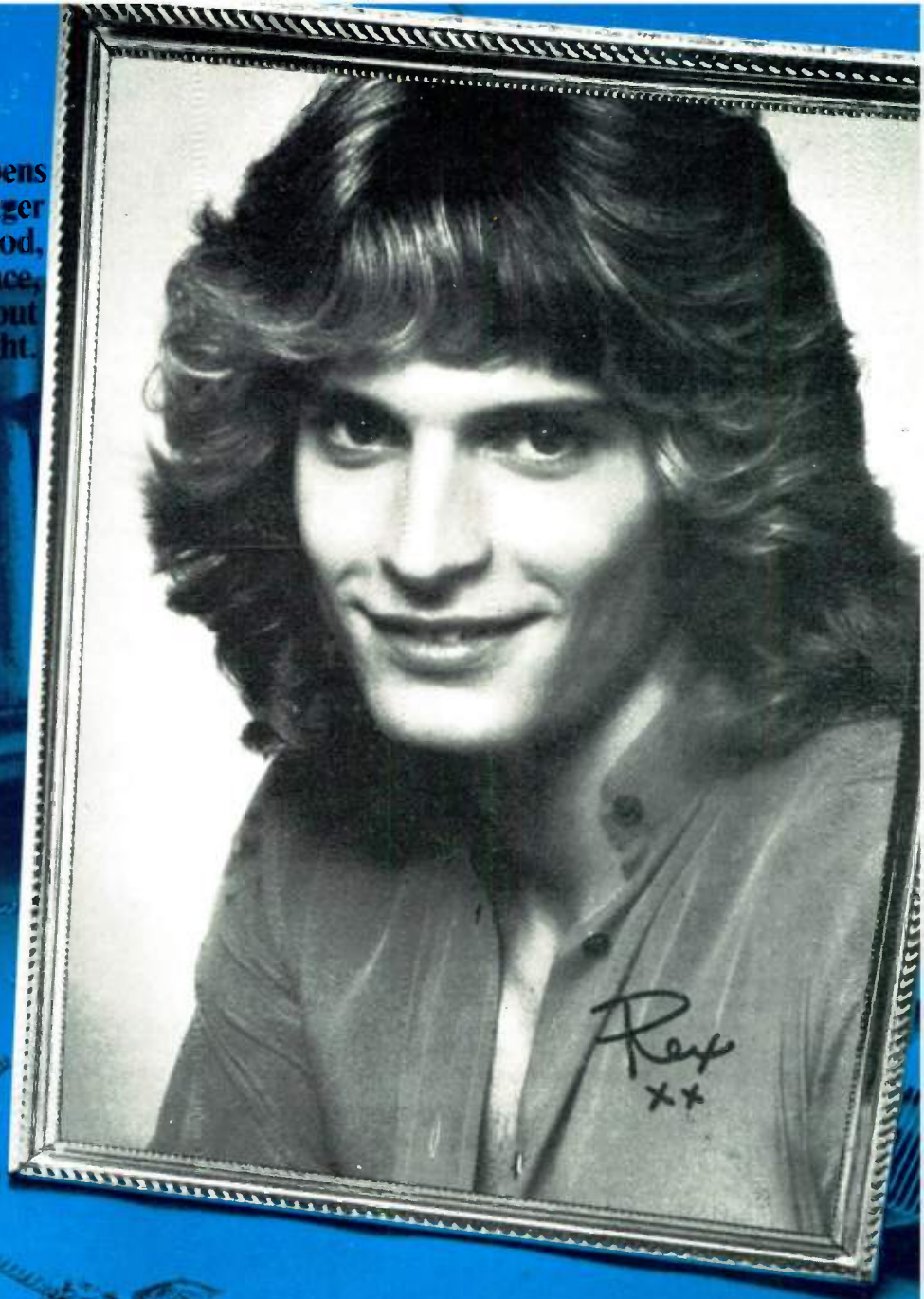
CLENOTT TO WDAI
KLOS STILL LOOKING

The Death of AM

FRED Record Of The Week: SUPERTRAMP

Here's what happens
when a talented young singer
gets a telephone call from Hollywood,
and with a single television appearance,
becomes one of the most talked-about
stars in America, overnight.

WRKQ
PJB
WPRO-AM
WDRG
WAVZ
WPGC
W/FBR
WOXI
Z93
WAYS
KNUS
KELI
TENQ
KCBQ
WIFE
WNDE
KBEQ
Q 105
KJR
KJRB
KEZR
WSM-FM
WLOL-FM
LOVE 94
WFFM
WHHY
WRJZ
WBBM
KROY
KSTN
KCBN
KLIV
Y 103
WSGA



Rex Smith. Sooner or later,
he'll find his way into your life.



"Sooner or Later." The new Rex Smith album,
on Columbia Records and Tapes.

Produced by Charles Calella.
Direction: David Krebs—Steve Lieber for Lieber-Krebs, Inc.

World Radio History

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April 23, 1979

THE HOTS are in Bold Type

UNIVERSALS

2	1	1 PEACHES & HERB/Reunited	(Polydor)
6	3	2 WINGS/Goodnight Tonight	(Columbia)
1	2	3 BLONDIE/Heart Of Glass	(Chrysalis)
7	6	4 GEORGE HARRISON/Blow Away	(Dark Horse)
22	13	5 ENGLAND DAN & J.F. COLEY/Love Is The Answer	(Big Tree)
N	16	6 BEE GEES/Love You 'Inside & Out'	(RSO)
11	9	7 JACKSONS/Shake Your Body (Down to the Ground)	(Epic)
25	17	8 RANDY VANWARMER/Just When I Needed You Most	(Bearsville)
12	10	9 VILLAGE PEOPLE/In The Navy	(Casablanca)
14	11	10 SISTER SLEDGE/He's The Greatest Dancer	(Cotillion)
26	18	11 ORLEANS/Love Takes Time	(Infinity)
9	8	12 GEORGE BENSON/Love Ballad	(WB)
5	5	13 CHIC/I Want Your Love	(Atlantic)
17	15	14 STYX/Renegade	(A&M)
4	4	15 SUZI QUATRO & CHRIS NORMAN/Stumblin' In	(RSO)
3	7	16 AMII STEWART/Knock On Wood	(Ariola)
SA	N	17 DONNA SUMMER/Hot Stuff	(Casablanca)
N	26	18 SUPERTRAMP/The Logical Song	(A&M)
10	12	19 BELL & JAMES/Livin' It Up Friday Night	(A&M)
23	21	20 CHER/Take Me Home	(Casablanca)
8	14	21 DOOBIE BROTHERS/What A Fool Believes	(WB)
N	N	22 BILLY JOEL/Honesty	(Columbia)
N	24	23 TYCOON/Such A Woman	(Arista)
N	N	24 G.Q./Disco Nights	(Arista)
18	20	25 BOB WELCH/Precious Love	(Capitol)
SA	N	26 BAD COMPANY/Rock & Roll Fantasy	(Swan Song)
N	28	27 ROGER VOUDOURIS/Get Used To It	(WB)
24	23	28 INSTANT FUNK/Instant Funk	(Salsoul)
SA	30	29 POLICE/Roxanne	(A&M)
SA	N	30 ROD STEWART/Aint Love A Bitch	(WB)

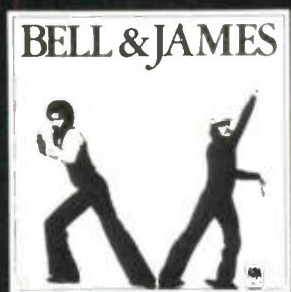
BELL & JAMES

"YOU NEVER KNOW WHAT YOU'VE GOT"

AM 2137

... is the follow up single to the million selling "LIVING IT UP (FRIDAY NIGHT)" AM 2069

and it's out to become hit number 2! both from the BELL & JAMES debut album "BELL & JAMES" SP 4728



and they're just getting started.

Produced by LeRoy Bell and Casey James

Executive Produceer: Thom Bell

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JOE JACKSON ...
"LOOK SHARP!"

SP 4743



Includes The Sharp Single

"IS SHE REALLY GOING OUT WITH HIM" AM 2132

WANS, G-105, WZUU, KREM, WZDQ, WHSL.

Produced by David Kirshenbaum

On A&M RECORDS & TAPES



Fred

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ON THE COVER: Old friends (?) gather for a picnic, from the jacket of Lowell George's new LP, "Thanks I'll Eat It Here" on Warner Bros. Records. Bob Dylan, Fidel Castro, but who's the lady?

POWER PAGES

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TOP NEWS

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MATTHEW CLENOTT exits WKTU, discos to WDAI/Chicago. KLOS still PD hunting. RCA promotes CHUCK THAGARD and JOHN BETANCOURT to cover the nation. DAN STEELE leaves Harrisburg for KTSA/San Antonio. Parachute Records closes doors. BOB GOWA to Abrams, KGAB-FM/Ventura. ROBERT WALKER at Ariola, heads up Video. Anti/Muscolo gets FRED MOORE away from KAWY. All three FRED networks pick hits. WXRT wins "FM Station of the Year". NAB petitions FCC for deregulation. FRANK N. MAGID finds less and less loyalty in listeners. WBOS broadcasts disco awards. Justice Dept. says Radio Moscow OK, but...Beatles most favorite Album Rock Artists, according to KLOS College Editor Poll. Setting receiver standards.



60 SECONDS

11

RATINGS

16

QUEST/CIPHER

18

PROFILE

21

When the conversation turns to Spectrum III, CAROL ARCHER's name is an automatic add. The reigning promotion "Queen of the A/Cs" discusses the state of radio and the future of Spectrum III. She also gets into the high numbers of stations and relates to the future of AM.



ENGINEERING/MANAGEMENT 22

BOB KANNER/RKO and LEN WILLOUGHBY/WNOE discuss the "Black Boxes." Does AM enhancement work? What units work best? In Management we discuss the relative degrees of difficulty in selling the AM over the FM with PAUL PALMER-KFMB and B-100/San Diego, BOB MELTON-KUPD/Phoenix, ERIC ANDERSON-WNOE/New Orleans and LOUIS BURON-KDWB/St. Paul.

INTERVIEW

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How do YOU feel about the apparent decline of AM radio in this country? FRED asks this timely question of some of the top programers around. See what STEVE BELL/KMBZ, KEVIN METHENY/WEFM and BOB PITTMAN/WNBC have to say as they discuss the so-called "Death of AM."

CONFERENCE CALLS

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PLUS: LETTERS/CALENDAR-4, OPENINGS-15, UNIVERSALS-27, ALBUMS-37, SPECTRUM III-43, BLACK-47, DISCO-50, JAZZ-51.

H-E-E-E-L-P!

To FRED:

First, I want to commend you on your magazine! It's the best, and if I ever become a programmer, I will DEFINITELY use FRED as a guide.

About Disco—It is not, I repeat: NOT new! It's just a new label for some rhythms that have been around for quite some time. I remember partying to what's now widely accepted as "disco" back in the late sixties and early seventies! Of course the factor I am neglecting is that most of the people who were partying with me then, and today, are Blacks in the big cities.

So, to clarify my above statement, DISCO IS NOT NEW among either the Black Radio community nor the Black populus in general. In fact, many black radio folks feel that, once again, something black (culturally) has been "white-washed" by changing the name. In this case too, I feel that what's actually happening, but nobody is saying, is that Black Music is finally moving (or being let) into the mainstream. Thus, you have all of these stations switching over for the love of money!

On another subject, a more personal one for me; why is it so difficult for a young man like myself who has fine radio talent for announcing—deep voice, good articulation, music knowledge across the musical spectrum, a solid foundation from six years in college radio (WBAU-FM/Long Island, PLUS three commercial stations on track (WWRL, WRVR, WFLB) to get a JOB in his HOME town (NYC) or another MAJOR market close by like D.C. or Philly or Boston??? You may laugh, thinking that I am incredibly naive, but I assure you that I KNOW what I am asking, and it's not asking TOO MUCH! I see (hear) folks from all over the country come to NYC and land multi-thousand dollar-a-year gigs in broadcasting, yet this native son can't even get a nibble!

Yes, I am frustrated—and I consider myself a patient and persistent person! I've done all of the "right" things like: know the influential people, "hang around" stations that I'd like to work at, sent in gimmicks like tee shirts with "W Needs Bruce" and my phone number on it; sent in airchecks tailor made for the station I sent it to, tried Top 40, black, Disco, AOR, oldies and Jazz formats; I've even been willing to work parttime or volunteer my services so that a PD would notice me and my talent. All of these things to no avail.

And—the thing that angers me is that every day I hear inarticulate,

sloppy, misinformed, boring, and ROBOT-LIKE jocks all over the AM and FM dials in the nation's "first market". I am tired of just my close friends knowing that I can do better than many of those on-air; I am at the point of throwing in the towel on my first love—Radio. Please help. FRED!!!

Bruce E. James
(212) 465-4889

LOVE LES

To Buzz:

Your Quest of April 9, 1979 represents, *perfectly*, my programming philosophies...

My compliments, too, on the BILL TANNER interview.

Les Garland
Program Director
KFRC/San Francisco

WALL OF IGNORANCE

To Buzz:

I just wanted to drop you a note to let you know that I fully support your Quest of April 9th.

Thanks to a community of excellent local promotion people in St. Louis, I am not hammered at when they are told "the record doesn't fit KSLQ's image." Many of the local promotion people have their roots in radio and they have a good grasp of a program director's situation when it comes to deciding what is best for his station.

Not only is it the responsibility of the local promotion person to have a good knowledge of radio, it is the responsibility of every program director who wants to be promoted intelligently, to take the time to really explain areas that are unclear to those in records.

Too often very little constructive feedback between radio and the local promotion people is the main reason for the building up of a "wall of ignorance".

Joel Denver
Program Director
KSLQ/St. Louis

APRIL MAY JUNE

April 23-May 6—Write A Love Poem Fortnight. To encourage spring poetry. Write a poem to someone you love.

April 27—Arbor Day. Encourages the planting, protection and appreciation of shade and forest trees.

April 29—Daylight Saving Time. Begins at 2:00 a.m. Standard time in each zone advances one hour from 2:00 a.m. on the last Sunday in April until 2:00 a.m. on the last Sunday in October.

April 29-30—FCC 7th Annual Telecommunications Policy Research Conference to be held at the Skytop Lodge, Pennsylvania.

April 29—Del Mar Jumping Frog Jamboree. Features jumping frog contest, best dressed frogs, celebrities and their frogs. For info write: San Diego, Jaycees, Box 548, Cardiff-by-the-Sea, Calif. 92007.

May 1-31—National Tavern Month. To honor the American Tavern for its place in history.

May 1—Save The Children Day. Local activities encouraged to celebrate the joy of children everywhere and to raise public consciousness about the plight of needy children in poverty areas around the world.

May 1-31—Christmas in May. For the purpose of stimulating people of the world to visit a handicapped child in their local hospitals or institutions and to take along a gift and some love.

May 19, 20 & 21—The 4th Burns Media Program Studies Seminar. Provides intensive exposure to the latest developments in key areas of radio programming. To be held at the Harbor Island Hotel, Harbor Island, San Diego, California.

May 21-24—National Public Radio Annual Conference, Hyatt Regency, Washington.

May 31-June 2—All-Texas Secondary Radio Conference in Austin, Texas at the Marriott Hotel.

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

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

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



Nigel

His New Single: A Little Bit Of Soap

KUHL 26-16, WLSQ 24-17, KS106 27-24, KCPX D-24, Z-93 27-25, WANS 31-25, KQIZ A-25, WZDQ 30-26, 92Q A-27, KJRB A-28, WKBO D-28, WHHY D-28, WAYS 33-29, WFOX A-29, WCAO A-29, KATI 40-30, WORD A-30, WPGC A-30, WAPE D-30, KRKE 38-31, WEBC A-32, CK101 37-33, KOLE A-35, WSFL 40-36, WAIV A-36, WNOE-AM A-39, WSM-FM 19-12, WQXI-FM 23-19, KOLO 24-20, KAAM D-20, WMAZ 30-26, WFBR A-30, KIMN-FM 38-33, KUKI 37-34, FM97 A-38.

Added at: KOTN, 96X, WKYN, WTOB, WMOH, KACY, KILT, WISM-FM, WRMF, WHAG, KRSP-AM, KIDD, WORG-FM, KWEN, WFMK, WSLI, KSTP, WMT, WCFL, WLWS.

Produced by Paul Davis

From His Album "Nigel" NIGEL OLSSON



OUT THIS WEEK

NIGHT OF THE LIVING DREGS*

THE THIRD LP BY

DIXIE DREGS

PRODUCED BY KEN SCOTT

***YOU WON'T BELIEVE IT!!!**



CAPRICORN RECORDS
VISIONARY MUSIC

Thelma Houston

"SATURDAY NIGHT,
SUNDAY MORNING"



MASS APPEAL

KILT 36-21, KTLK 26-22, WNOE D-30, WYSL D-30, WMAK, WIFE, KQEO, KCBN, WERC, WFBR, WYRE, WFOM, KWOD, WHLM, WIRK, KLIF (Nighttime Disco).

FOR SERVICE CALL
DANNY DAVIS OR SKIP MILLER
AT MOTOWN, 800 421-0760



MOST VALUABLE RECORD OF THE WEEK: SUPERTRAMP

"The Logical Song" is the logical choice when looking for a super image group. No. 1 album ... giant call-out, sales and requests. Credit the **Gold Network** for helping break this song. ... **Peaches and Herb** continue to dominate no. 1 with their record-breaking performance ... **England Dan & John Ford Coley** explodes 13-5 with support from all demos—very valuable to programing ... **Bee Gees** clobber everyone 16-6 ... **Orleans** wallops 18-11—Smash! extremely valuable with all demos

HIGH-JUMPER OF THE WEEK: DONNA SUMMER

"Hot Stuff" sizzles from NEXT to 17 ... instant acceptance and sales.

IMAGE RECORD OF THE WEEK: BILLY JOEL

"Honesty" grabs 18-34 females immediately, moving from NEXT to 22 ... **G.Q.** dances in at 24 ... **BAD COMPANY** rocks on at 26 behind strong males ... **Roger Voudouris** gains 28-27 with solid 18+ females, and **Rod Stewart** jumps into the chart.

EXPLODING: OLIVIA NEWTON-JOHN

Olivia has incredible female cult and could chart in Top 20 next week with wildfire growth ...

CREATING BIG WAVES: BEACH BOYS

FASTEST-BREAKING NEW SINGLES: SISTER SLEDGE "FAMILY"
and REX SMITH NOVELTY SMASH CONTINUES: FRANK ZAPPA

SUPERTRAMP TAKES OVER VAN HALEN: MALE RECORD OF THE WEEK FRANK ZAPPA: HIGH JUMPER OF THE WEEK RICKIE LEE, ROXY, ROCKETS CLIMB HIGHER IAN HUNTER, ORLEANS DEBUT

Supertramp smashes to the top of the chart with giant 18-34 support, strong sales and group power. **Van Halen** moves 5 to 2 with massive group power and awesome male support. Primary demos are 16 to 24. **Journey** holds at 4 with strong 18 to 24 reaction and good early sales. **Frank Zappa** leaps 23 to 14 with a giant single, great image and increasingly strong sales. **Rickie Lee Jones** continues to climb behind heavy 18 to 34 response and developing sales. **Roxy Music** is gaining strong 18 to 24 support and spreading rapidly. Now developing sales. **The Rockets** zoom 24 to 18 with heavy 18 to 24 support. Particularly strong male. **Ian Hunter** debuts with strong 18+ male response. **Orleans** charts at 24 showing solid 18+ support. Sales are good. **Herman Brood, Billy Thorpe, Duncan Browne, Jay Ferguson, Lowell George, and Tycoon** are next.

REQUEST POWER 12-14

1. PEACHES & HERB
2. VILLAGE PEOPLE
3. JACKSONS
4. AMII STEWART
5. STYX

REQUEST POWER 15-17

1. PEACHES & HERB
2. JACKSONS
3. VILLAGE PEOPLE
4. STYX
5. BLONDIE



REQUEST POWER 18+

1. PEACHES & HERB
2. RANDY VANWARMER
3. ENGLAND DAN & JOHN FORD COLEY
4. ROGER VOUDOURIS
5. WINGS

ALBUM POWER

1. SUPERTRAMP
2. VAN HALEN
3. RICKIE LEE JONES
4. JOURNEY
5. ROXY MUSIC

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. PEACHES & HERB
2. WINGS
3. ENGLAND DAN
4. RANDY VANWARMER
5. JACKSONS

B Stress

1. BLONDIE
2. GEORGE HARRISON
3. BEE GEES
4. ORLEANS
5. DONNA SUMMER
6. SISTER SLEDGE
7. STYX
8. SUPERTRAMP
9. BILLY JOEL
10. VILLAGE PEOPLE

C Stress

1. CHIC
2. SUZI QUATRO
3. BELL & JAMES
4. TYCOON
5. BAD COMPANY
6. ROGER VOUDOURIS
7. ROD STEWART
8. G.Q.
9. POLICE
10. NIGEL OLSSON

Crossover Market

POWER

1. PEACHES & HERB
2. WINGS
3. JACKSONS
4. DONNA SUMMER
5. SISTER SLEDGE
'Family'

B Stress

1. BLONDIE
2. GEORGE HARRISON
3. ENGLAND DAN
4. BEE GEES
5. VILLAGE PEOPLE
6. GEORGE BENSON
7. CHIC
8. RANDY VANWARMER
9. ORLEANS
10. BELL & JAMES

C Stress

1. SUPERTRAMP
2. G.Q.
3. BILLY JOEL
4. STYX
5. QUATRO
6. TYCOON
7. BAD COMPANY
8. ROD STEWART
9. ROGER VOUDOURIS
10. SISTER SLEDGE
'Dancer'

IMAGE

Recommended
Album Cuts For
All Of Rock Radio

1. SUPERTRAMP -Goodbye,
Stranger
2. VAN HALEN - Beautiful Girls
3. BAD CO. - Gone, Gone, Gone
4. JOURNEY - Lovin', Touchin',
Squeezin'
5. RICKIE LEE JONES - Danny's
All-Star Joint
6. ROXY MUSIC - Cry, Cry, Cry
7. ROCKETS - Oh, Well
8. ALLMAN BROS. - Blind Love

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

AMBROSIA—How Much I Feel
BILLY JOEL—My Life
BOB SEGER—Still The Same
CHIC—Le Freak
COMMODORES—Three Times A Lady
DONNA SUMMER—Last Dance
EDDIE MONEY—Baby, Hold On
EXILE—Kiss You All Over
FOREIGNER—Hot-Blooded
GERRY RAFFERTY—Baker Street
GINO VANNELLI—I Just Wanna Stop
KENNY LOGGINS—Whenever I Call
You 'Friend'
LITTLE RIVER BAND—Reminiscing
NICK GILDER—Hot Child In The City
PABLO CRUISE—Love Will Find A
Way
PEACHES AND HERB—Reunited
ROD STEWART—Do Ya Think I'm
Sexy?
POINTER SISTERS—Fire
ROLLING STONES—Miss You
STREISAND & DIAMOND—You Don't
Bring Me Flowers

BEST PROMOTED RECORDS OF THE WEEK

Single

REX SMITH
"You Take My Breath Away"
(Columbia)

Album

RICKIE LEE JONES
"Rickie Lee Jones"
(Warner Bros.)

EXPLODING!

OLIVIA NEWTON-JOHN

“DEEPER THAN THE NIGHT”



FROM THE DOUBLE PLATINUM LP
“TOTALLY HOT”



MCA-3067

Produced by John Farrar

ON MCA RECORDS & TAPES
The Music's On Us!



Fred Top News

Number 82

BRIDGING THE INDUSTRIES

APRIL 23, 1979

CLENOTT LEAVES WKTU

CHICAGO---MATTHEW CLENOTT, Program Director of the highly successful WKTU/New York, has moved to Chicago to program the ABC disco outlet, WDAI.

This is the most recent move on ABC's part to attract top programmers to the chain. By hiring Clennot away from WKTU, ABC has, seemingly, helped their own situation in New York, where WKTU consistently beats ABC in 12+ quarter-hour.

No replacement has been named at the SJR disco outlet in N.Y.C.



Matthew Clenott

THAGARD, BETANCOURT PROMOTED

NEW YORK and LOS ANGELES---In a twin move on both coasts, RCA has covered their bets by promoting CHUCK THAGARD to Vice-President of National Field Promotion and JOHN BETANCOURT to Vice-President of National Pop Promotion.

Thagard recently came to the label after 12 years at Columbia Records. "I've respected John for a while and feel very confident with him based in New York and me in LA. Although, the locals and regionals will report to me, in essence, John and I will cover the whole country together," said Thagard, whom FRED contacted on the road.

Betancourt has a six year history with RCA. He started as a local promotion man in Memphis and most recently was Regional Promotion Director for the label.



John Betancourt



Where the MAGIC...is in the MUSIC!

STEELE TO PD KTSA

SAN ANTONIO---DAN STEELE is moving from the PD spot at WKBO/Harrisburg to the same position at KTSA/San Antonio.

Dan says that he's excited about the move because he's looking forward to working with DAN MASON, GM of KTSA.

"Dan and I almost worked together in 1975, when Dan took over at WPGC. Unfortunately, he took over right after I came to WKBO, so I couldn't go to PGC right then."

KTSA has been without a PD for almost a year, so Steele expects that there will be some updating to do when he starts.

"I think that Dan(Mason) and I can build a PGC/KBO in San Antonio. The station will be a 1979 radio station. We've even applied for AM stereo broadcast. This move is such a great career opportunity that I'd be a fool not to take it."

In the wake of Dan's leaving, there have been some changes at WKBO. JIM BUCHANAN moves from Production Director to Program Director while HEIDI KRAMER becomes the MD. Heidi will work the morning drive with Steele's on-air replacement TIM BURNS.

GOWA GETS GAB



Bob Gowa

Ventura---BOB GOWA, former Music Director at KWST/Los Angeles, has been named Program Director of KGAB-FM, an Abram's Superstar station in Ventura.

"The owner of the station and I go back some years. We've talked about my coming to the station before, but the time hasn't been right until now," replied Gowa when asked about the move.

"I want to make the station more exciting. I want more personalities on the air."

Previous to his time with KWST, Gowa was on the air at KROQ and did various production jobs in the LA area, including work with SHADOW STEVENS.

PLEASE MR. BILL

LOS ANGELES---The search for a Program Director for KLOS, the ABC rocker, goes on, and on, and on.

Many names keep popping up as contenders for the job. Among the names are BILL TANNER of Y100, LES GARLAND of KFRC, and most recently, JEFF POLLACK from WMMR.

Pollack was as close as a person could get without moving in, but the deal fell through in the final stages of negotiation.

KLOS has been without a PD since FRANK CODY left over what was then termed "philosophical differences" some months ago.

Who knows who will program KLOS? Even the Shadow don't!

WALKER TO ARIOLA

LOS ANGELES---ROBERT WALKER, formerly of WBCN, KPRI and KLRB, has joined the staff of Ariola Records as Director of Special Projects and Southern California Album Promotion. He will be concentrating specifically in the development of Ariola's newly created Video Department.

Walker will report to BILL BARTLETT, VP of Promotion for the label.

"I am delighted to participate in the expansion of Ariola Records into new frontiers, which include the development of cross-media procedures of promotion," stated Bartlett, "Walker's energy has added an extra dimension towards securing the overall development and promotion of our artists."

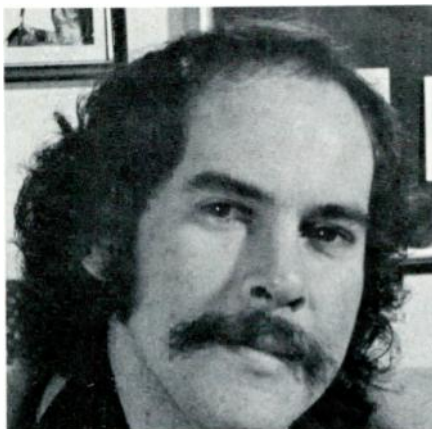
"As we approach the 1980's we are utilizing new concepts of total record promotion," added Bartlett.

In talking with FRED, Walker commented, "Joining the Ariola staff is the high point of my career to date. I greatly respect Bill and am looking forward to working with him in opening new vistas in the area of record promotion."



AM & FM

FRED MOORE LEAVES KAWY



Fred Moore

LOS ANGELES---FRED MOORE, Music Director for the last two years at KAWY/Casper, is moving to LA to join the Anti/Muscolo organization.

"In addition to my responsibilities as the Album head, I'll also be developing the concepts and panels for the album related seminars and activities of the Anti/Muscolo regionals radio conventions. The variation of the job description was one of the many considerations that attracted me to this

blooming, young futuristic company," stated Moore.

Under Moore's Music Directorship KAWY has gained a reputation for being one of the more progressive AOR stations in the country.

TONY MUSCOLO commented, "We were quite impressed with Fred's level of experience and his ability to generate so much excitement from what was previously an album radio wasteland. After extensive research and interviewing, which included a number of national considerations, we found that Fred had the qualities and vision that Don and I were looking for."

On his parting of the ways with KAWY, Fred feels that although he'll miss the station, now he can go after greater achievement in the album radio community.

"KAWY is part of the subtle return to old line progressive with the contemporary ingredients necessary to compete in the modern market place. I'll miss KAWY, we had an emotionally charged, high-energy relationship and the radio that goes down there is unmatched in any market."

FRED NETWORKS EACH FIND HITS

MONTEREY---For the first time in Network history, the Gold, Platinum and Spectrum III Networks each picked one record to receive heavy airplay for three weeks!

The Gold Network added VAN HALEN, "Dance The Night Away", on Warner Brothers Records, while the Platinum Network voted in RICKIE LEE JONES' "Chuck E's In Love", also from WB. Both songs will receive

6-7 plays per day, beginning immediately. To make the week complete, Spectrum III Network Members added for heavy play the new single from REX SMITH, "You Take My Breath Away", on Columbia. Rex will receive 3-4 plays per day.

For the full story on these records, see the Universals and Spectrum III sections and the Conference Call results, page 52.

WXRT WINS AWARD

CHICAGO---BARRY DE WOLFE, PD at WXRT, surely has reason to be optimistic going into the spring book. WXRT has just been named "FM Station of the Year" by Broadcast Management and Engineering Magazine.

This award comes on the heel of the Best News Documentary award from United Press International (UPI).

"I am, obviously, very pleased by the BME Award. I have to feel that the main reasons for our success is due to our playing a varied list of music. We are

one of the last true progressive stations in the country."

"Second, I have to say is our news. We have three people who go out on the street and report the news. This keeps us aware of and involved with the community."

"You have to have a mix of news in with the music to keep those quarter-hour listeners."

DeWolfe's formula is obviously working--with the people and within the industry.

PARACHUTE BAILS OUT

LOS ANGELES--Parachute Records is closing its doors next week. Almost all the product from the label will become part of the Casablanca group which now distributes the RUSS REGAN owned label.

According to sources within the company, the reason for the action is a lack of agreement between Regan and NEIL BOGART, President of Casablanca, on product development, budgets and "things like that."

In talking with Regan, he said "I have only the highest regard for Neil and everyone at Casablanca. We are parting as friends."

DEREG CROSSROADS

Washington DC--May 8 will mark a major crossroads in the question of deregulation by the FCC. On that date, the FCC will address the issue and decide whether or not to experiment with deregulation in test areas.

JOHN B. SUMMERS, VP and General Manager of the NAB, has stated that any such experiment would be "meaningless, dilatory and could smother deregulation efforts in a bureaucratic entanglement."

The FCC's rules and policies, which are the subject of a deregulation petition initiated by the NAB, are not mandated by the Communications Act, and were not adopted after any kind of experiment and can be dropped without an experiment.

NO LOYAL LISTENERS

LOS ANGELES--According to a study recently completed by Frank N. Magid Associates, one out of every six listeners (16%) has no favorite radio station. This is a major increase over the 4-6% previously recorded.

The apparent reason for the trend is fragmentation of audience due to numbers/types of radio stations as well as an increase in homogeneous programming. The result of this is that a tremendous number of listeners are "floating" from one station to another.

These changes put more pressure on management and programming to keep listeners from changing stations. Stations with the best research and who thoroughly understand their markets are most likely to garner the highest ratings, according to the report.

FROM RUSSIA WITH LAW

Washington--The U.S. Justice Dept. has determined that radio licensees are not subject to the Foreign Agents Registration Act when they broadcast programs by Radio Moscow, if they meet several provisions.

The conditions are:

The station would retain absolute discretion as to whether or not any or all of a program should be broadcast.

The only obligation placed on the station would be to advise Radio Moscow of the scheduled use of tapes to Radio Moscow.

The station would neither make, nor receive any payment from Radio Moscow.

Commercial time would be sold to any interested party with the station retaining complete control over the sale of such time and the right to approve the text of any announcement.

Any station that would modify these conditions must contact the Justice Department.

BEATLES STILL ON TOP

LOS ANGELES--At the recent college editor's forum, held by KLOS/Los Angeles, the Beatles were by far and away the Most Favorite Album Rock Artists of the past fifteen years.

The student editors, representing University, State and Junior colleges from Los Angeles, Orange and Riverside Counties, were asked to vote for their three favorite rock/album artists of the last fifteen years.

The second most favorite were the Rolling Stones followed by Jackson Browne, Bruce Springsteen, Fleetwood Mac and Led Zeppelin.

The three favorite rock albums were the Beatles' "White Album", Fleetwood Mac's "Rumours", with Jackson Browne's "Running On Empty", Queen's "Jazz", Springsteen's "Darkness on the Edge of Town", the Beatles' "Abbey Road" and Jefferson Airplane's "Surrealistic Pillow" tying for third.

This is interesting because of the demographics of the voters and the product chosen. The Beatles? And "Surrealistic Pillow?"



ConFREDentially, the stories about RED MOUNTAIN being busted were difficult to verify. The rumors included some pretty serious shenanigans to shake, so we hope they are only rumors.

There's a weird little R&B record called "What's Your Sign, Girl" by Danny Pearson. It was first mentioned to us here at FRED several months ago by an MD who said he was getting huge phones off of a couple of plays. Now MARTY MAXWELL and TERRY YOUNG down at WTIW say it is burning up their phones. Secondary stations in the area, including KVOL/Lafayette are being deluged with requests off the TIX airplay. We listened to it and it sure is a silly record something like The Floaters record of last year, but there's no question about it--teens love it.

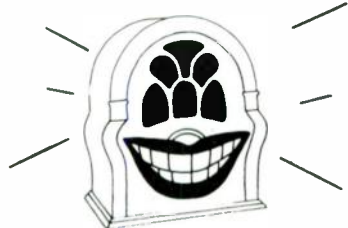
CASEY KASEM will join TOM SNYDER on the Tomorrow show Thursday the 26th.

We are getting some great airchecks in these days. Z-104 in Frederick, Md. is the latest and boy are they hot! Our Gold Network members are sending us airchecks which we will edit together into one package. If you'd like your station or your show included in our new nationwide aircheck mailing list, just send a composite cassette or reel up to 15 ips to, FRED AIRCHECKS, 598 Foam St. Monterey, Ca. 93940.

Earnings for CBS, NBC and Westinghouse were down from last year's figures for the first quarter but radio is looking good overall. Most companies posted gains. The recession now seems to be a next-year thing. Recessions seldom affect the entertainment business negatively anyway.

Another AM Stereo test approved. KING/Seattle will test the Kahn/Hazeltine system beginning April 22.

There are limits. The public can figure odds, if they can do anything else. They know when their chances are slim to none as they are in one Book promotion we hear about. The total prize is \$100,000. If your name is called at random from the phonebook and you answer with the station slogan (which is long and complicated), you win \$50,000. Then if your name is called again at random from the phonebook and you answer correctly again, you get the other half. Believe it or not, this is a true story. Only the names have been omitted to protect the shaky.



BETTER RECEIVERS

WASHINGTON DC--The NAB AM/FM Receiver Performance Standards Committee will hold a meeting in June concerning the establishment of industry-wide standards for all types of radio receivers. The meeting is scheduled for June 5 at Chicago's McCormick Place during the Electronic Industries Association's consumer electronics show.

The NAB has, in the past, been responsible for standards being set on all modes of recording. This latest effort will establish standards for the issuance of the NAB seal on radios to show that they meet the minimum technical standards, as set by the Association. At the present time, there is little or no information available to

WBOS MDance-A-Thon

Boston--WBOS has announced the winners of the Annual Disco Artists Awards which was broadcast this week.

This year's winners include:

BEST NEW MALE VOCALIST--DAN HARTMAN
 BEST MALE VOCALIST--SYLVESTER
 BEST NEW FEMALE VOCALIST--EVELYN "C" KING
 BEST FEMALE VOCALIST--DONNA SUMMER
 BEST GROUP--VILLAGE PEOPLE
 BEST RADIO DJ--RON ROBIN/WBOS-PD
 BEST LOCAL AND REGIONAL MIXER--DANAE JACOVIDAS

The awards were started three years ago by JOHN LUONGO, President of Nightfall Magazine.

In addition to the awards, WBOS held a disco dance-a-thon for Muscular Dystrophy on the day after the awards presentation. 3000 kids participated in what turned out to be a very successful charity function. The BOSers raised \$23,000. for the stricken children.

the consumer to assist in comparative shopping.

The six classifications to be covered at the meeting are AM monaural, AM stereo, FM monaural, FM stereo, AM automobile monaural and AM automobile stereo.

The technical characteristics will determine the sound quality and maximum loudness, distortion, range of pitch the radio is capable of reproducing, the ability to pick up distant

stations and the ability to separate stations.

The meeting will surely aid in improved communication between broadcasters and receiver manufacturers. We just hope the minimum standard doesn't become the only thing you can buy. Believe it or not, there are standards now but they are so low that it's embarrassing. Yet, manufacturers cite these standards as reason for not making something better.

WE WANT YOUR LOGO!



**FRED MAGAZINE
 598 FOAM STREET
 MONTEREY, CA 93940**

Foxy

"Hot Number"

Guarantees Hot Numbers

KILT 2-1, KROK 3-1, WHKW 3-1, WLAC 25-12, CK101 33-23,
KRTH-FM 29-25, Y-100 25-22, WNOE-AM 30-24, CKLW
A-24, WTIK 38-34, V97 A-39, WAXY 25-20, WNOR 33-19.
Added at WORD.



Changes

JONATHAN DALE new in 6-10pm at KMGK/Des Moines. He comes from 96KX/Pittsburgh.

MIKE MAJORS named News Director at WFBR/Baltimore.

ALAN MICHAELS is the new 6-11pm air personality at WCKO(K-102)/Miami. Formerly at Y-100

CHUCK WAGNER is the new Music Director at 14NVR/Waterbury.

AMOS B. MOSES is KROY-AM's 6-10pm air talent. (FRED incorrectly deleted Amos from a line-up printed recently.)

JACK SNYDER, KMET/Los Angeles Music Director, now doing 2-6pm on the air.

DON SHAEFFER is the new Program Director at 92-FLY/Albany, NY.

DANIEL OHSE now doing 10-2am at KACY/Ventura. He formerly handled morning drive at KRUX/Phoenix.

VERN ROBINSON new all night man at KEX/Portland.

AL AGIUS promoted to Program Director of 94CFM/St. Louis. He was formerly MD at the station.

DONNA HALPER named new Music Director at WHTH/Boston.

STEVEN SEAWEEED, formerly PD at KLRB/Carmel, now doing weekends at KSAN/San Francisco.

MARILYN BARRETT appointed Assistant to Jimi Fox. She was with Atco & Custom Labels previously.

RANDY KEMP new PD at KFMN/Abilene.

NEW LINE-UP at WAKA/Gainesville: 6-10am Christie Fox, 10am-2pm Shawn Smith, 2pm-7pm Larry Miller.

NEW LINE-UP at KLOU/Lake Charles: New PD Jay Hawkins, New MD Jerry Lousteau, 6-10am Jerry Lousteau, 10am-2pm Ron Riley, 2pm-6pm Jay Hawkins, 6-10pm Paul Taylor, 10pm-3am Jeff Lee, 3-6am Bob Chambers.

NEW LINE-UP at 92-FLY/Albany, NY: 6-10am Don Schaeffer, 10am-2pm Hillary, 2-6pm Bob Mason, 6pm-12m Tim Fischer, 12m-6am Jim Shaugnessy.

NEW LINE-UP at KACY/Ventura: 6-10am Max Haggerty, 10am-2pm Charlie Champion, 2-6pm Tom Lynch, 6-10pm Jeff McNeal, 10pm-2am Daniel, 2-6am Don Johnston, weekends Jim Barker.

NEW LINE-UP at KRIG/Odessa: 6-2am Ron Harper, 10am-2pm John Clay, 2-6pm Willie Mitchell, 6-10pm The Thin Man, 10pm-2am Jim Scott, 2am-6am John Clark, weekends Barbara Gibbs, Paul Stevens and Kenny Givens.

Write Fred
598 Foam Street
Monterey, Ca. 93940



FRED Directory Of Radio
598 Foam Street
Monterey, CA 93940
(the regular price is \$15.00)

Fred

Name _____
Address _____
City _____ State _____ Zip _____
Phone Number _____

Openings

New Openings This Week

Announcer needed in a top small market operation. Contact Jim Dowd, Manager KUKI, 707 462-4771. 4/23

14 NVR/Waterbury is looking for an all night air personality. Rush your tapes & resumes to Joe McCoy, PO Box 1413, Waterbury, CT 06721. 4/23

WLAV/Grand Rapids is hunting for an aggressive newperson. If you're looking for a home with Pop Adult and AOR environment, we've got both. Burkhardt/Abrams format. Send tapes & resume to Curt Kelly, PD, WLAV-AM, Grand Rapids, MI 49503. 4/23

Northeast

WJET/Erie is accepting tapes and resumes for possible future openings. Write Barney Luv, WJET, 1635 Ash Street, Erie, PA 16503. 4/16

14/Q Worcester has a dynamite opening for a professional human communicator. Send tapes and resumes instantly to Cliff Blake, 14Q, 34 Mechanic St., Worcester, MA 01608 or call 617 755-1444. EOE/MF 4/2

Midwest

KS-106/Mason City. Chief engineer needed for AM/FM combination. Call Mike Raub (515) 4238634 4/9

KMGK/Des Moines has an opening for night time DJ slot. Great opportunity, good salary. Send tapes and resumes to Benjamin Hill, KMGK Radio, 215 Keo Way, Des Moines, Iowa 50309 4/9

Z-92/Omaha has an immediate opening for a full-time news person. We offer good salary, benefits, environment and potential. We need a news communicator capable of preparing and delivering in an entertaining manner. Tapes and resumes to Bob Linden, Meredith Broadcasting, 11128 John Gault Blvd., Omaha, Nebraska 68137. 402 592-5300 EOE 3/26

South

WKGN/Knoxville needs an announcer for Burkhardt/Abrams Disco. Send tapes and resumes to WKGN, PO Box 1870, Knoxville, TN or call 615 573-2931. 4/16

WGOW/Chattanooga needs two hustling, hungry reporters for morning and afternoon drive news shift for a station that has a high commitment to news. Excellent company, super equipment, good money. Send tapes and resumes to Jeff Eller, News Director, WGOW/KZ-106, Box 4704, Chattanooga, TN 37405 EOE. 4/9

WNOE/New Orleans is now accepting tapes for possible future air shift openings. Send tape and resume to Lee Armstrong, 529 Bienville Street, New Orleans, Louisiana 70130. No phone calls, please. 4/9

KJLA/Kansas City is looking for a Production Director with a great voice to do spots and promos. Must do a weekend shift. Good money for the right person. Disco format. Send tapes and resumes to Ron Dennington, 3435 Broadway, Kansas City, MO 64111. EOE M/F 4/2

WKLO/Louisville needs a heavy duty Spectrum III afternoon man and morning news anchor. Call 502 589-4000. 3/26

WSLI/Jackson is now accepting tapes from air personalities. This Spectrum III station is number two in the market and wants to hear from you. Send

tapes and resumes to WSLI, P.O. Box 8887, Jackson, MS 39254 3/26

WAPE/Jacksonville is looking for a nighttime entertainer for the Big Ape Studio 69 7-12 show. Send tapes and resumes to Paul Sebastian, Box 486, Orange Park, Fla. M/F EOE 3/26

West

KBAI/Morro Bay invites experienced news director/reporter to apply for full-time position at 5,000 watt station on the busy Central Coast. Send tape and resume to Bob Darling, PO Box 1150, Morro Bay, CA 93442. EOE 4/16

Afternoon Drive time, prefer first class, 5,000 watts in beautiful Morro Bay. Contact Anne Dunaway 805 772-2263. EOE. 4/9

KAGO/Klamath Falls needs a competent program director. Send tapes and resumes to Bill Garrard, Box 1150, Klamath Falls, Oregon 97601 4/9

KHOW/Denver Pilot and airborne traffic reporter needed to fly KHOW's sky spi traffic plane over the Mile High City. Contact Mike Anthony, 16th and Broadway, Denver, CO 80202 4/9

KOPA/Scottsdale is looking for an 8-12 midnight entertainer who has talent to win time slot. Send tapes and resumes to Steve Rivers, PO Box 1827, Scottsdale, AZ 85251. EOE/MF 4/2

KOKQ/Monterey needs a News Director who is heavy into local news. Send tapes and resumes to Mark Preston, PO Box KOKQ, Monterey, CA 93940 or call 408 645-0107. EOE 4/2

Looking

Y-100/Miami air personality available. Call Alan Michaels at 305 722-0934. 4/23

Teddy Greene, former PD, MD and Operations Manager at KEEZ (K107-FM/Seaside). Talking to everyone. Call at 408 899-0251. 4/23

Mark Hill, KAAM/Dallas. Community oriented personality with experience in all formats. First phone. Please call 817 268-1758. 4/23

Bruce Daniek, formerly Production Director at KRKE and KQWB, is now available for production or air talent position. 505 255-9277. 4/23

Carlos De Jesus, 2 years with WBLS, most recently midday man at WGCI/Chicago. Knows Disco, R&B, and Latin very well. Great voice, relaxed air style. Looking for an air shift and/or MD position. 212 228-2720. 4/23

Production gig wanted with or without air work. Three years experience, most recently with an AOR giant for two years. Call Bob at 502 239-2249. 4/16

Announcer/production man with seven years experience and currently at top-rated station in top 60 market is looking for an opportunity to contribute more. Please call 215 797-3933. 4/16

Bobby Hatfield. WNDE, WIFI, WLEE is looking for a jock or PD position for a Top 40 or Pop Adult station. Call any time: 317 253-7273. 4/16

Bruce E. James from WWRL, WRVR and WFLB is looking for a jock shift yesterday. Good voice, tapes ready, willing to relocate to major market. Disco, Top 40, and AOR. Please call 212 465-4889. 4/16

Jason Douglas is a Music Director out of work due to station sale. Formerly CK-101, WRMF. Call 305 273-7548 or 813 576-2809. 4/16

Talented Jock/Music Director available, ready to help you counter the disco invasion. AOR or Contemporary. 9 years DJ experience, 7 years in programming. Call (408) 842-5091 or leave message at (408) 847-2769. 4/9

Dennis King, 13 year pro rock pop adult, formerly KXYZ/Houston, is now available. Western states only, please. Phone (916) 877-4392. 4/9

Steve Owens, formerly of KJLA, KTFX, KAKC, KMGK, is looking for programming or media market gig. Willing to relocate. Call 515 263-0083. 4/9

Men Agitate Moles... call the "Duke of Dawn", 408 624-4676 or 646-81261. 4/9

Al Brock, formerly PD for WYND/Sarasota, Florida is looking for a program, music or jock gig. Med to major background includes Q105/Tampa, Fla. Y95/Tampa, WLCY/Tampa and KIMN/Denver. Will relocate. Excellent references. Call 813 238-5477 or 813 957-0548. 4/9

Bo Jagger, pioneer Spectrum III Network programmer, is seeking a similar PD or jock gig anywhere on planet earth. Amazing track record. Top 40 also considered. (314) 965-5013 or (314) 361-7500. 4/9

On the air or Music Director position wanted for AOR, Jazz or Record Promo position. Currently with WPDH-FM, Poughkeepsie, New York, plus eight years experience in all phases. Contact Neil Monastersky, 3 C Street, Apt. 1C, Pomona, New York 10970 or call 914 354-2059 anytime. 4/9

Ron Dennington is available for off-air PD/MD position. Top 40, Country, and MOR P.D. experience in Top 30 markets. Proven ARB successes. Call 314 343-7834. 4/9

John Bradley, former PD of KBPI, is accepting offers in airwork, PD, MD. Call 303 237-4197. 3/26

Bill Morgan, a quality minority jock with Top 40, Disco and AOR experience is willing to relocate. College degree, 3 years college radio experience. Currently working at WMET/Chicago. Call 312 521-3022. 4/2

Len Jarvela, former Program Director of KATA/Arcata, CA is available for Top 40/AOR programming or air work. Ten years experience. Prefer West Coast. 707 443-5455. 4/2

Eileen Evans (McNellis), formerly afternoon personality and assistant MD at WSKY/Ashville, S.C. is looking for air work and production or music directorship. 704 258-9058 or call Jeff Walker to leave a message: 704 252-6703. 4/2

Hilary Schneider - three years west coast promotion, most recently ABC/LA. Experience in all formats, seeking Los Angeles based position. If interested, please call (213) 994-9315. 3/26

J. Walker looking for jock or P.D. gig. Any offer considered. (916) 372-6519 3/26

Eric Scott previously with KIDD/Monterey has resigned and is now looking for full time air position in California. Was M.D. at KIDD for 13 months and has four years experience in the industry. Please call (408) 649-1001 ext. 450. 3/26

DENVER — working Dallas personality wants to permanently settle in Denver area. Top 40, MOR. Country experience. First phone Mark Hill (817) 268-1758. 3/26

Ms. P.J. Ballard is looking for an announcing position. Four years experience at KSOL-FM and KDIA. Willing to relocate. All formats. Can be reached before 8:30 AM and after 5:30 PM at 415 451-0134. 3/19

Mando Camina formerly Assistant Program Director at KNCN (C-101), is looking for new challenge in a new market. Seeking programming and/or Music Director position and airshift. If interested, please call: 512 643-6339 3/19

Alan Thompson is now available due to a new simulcast morning operation in Mobile. Track record includes: WABB-FM, G-100, CK-101, etc. Can be reached at: 205 342-9301 3/19

Ratings

ARBITRON

Media Trend

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Denver-Boulder

	Mar.	Apr.	Cume
KAZY-FM (A)	5.5	8.5	119,400
KOA (SIII)	7.0	8.2	230,600
KTLK (U)	6.4	7.5	196,700
KIMN (U)	7.6	6.7	242,300
KOSI-FM (BM)	6.0	6.7	155,800
KHOW (SIII)	7.2	6.4	214,900
KLIR-FM (A)	4.8	5.8	152,700
KBPI-FM (A)	5.0	4.5	149,000
KOAQ-FM (U)	4.6	4.4	150,800
KLZ (C)	3.6	4.3	102,200

Philadelphia

	Mar.	Apr.	Cume
KYW (N)	10.9	12.1	1,138,800
WCAU-FM (B)	6.6	8.5	568,700
WDVR-FM (BM)	4.9	7.2	428,900
WIP (SIII)	6.7	7.0	534,300
WDAS-FM (B)	10.4	6.5	336,600
WCAU (N/T)	2.4	6.2	568,700
WMMR-FM (A)	4.1	6.2	433,300
WIFI-FM (U)	5.9	5.5	473,800
WWSH-FM (BM)	6.3	5.2	419,800
WWDB-FM (T)	7.4	3.7	154,300

TOP 10 TELEVISION SHOWS

Courtesy of A.C. Nielson. Week ending 12 am 4/15/79.

1. Academy Awards Special (ABC)
2. Cheryl Ladd Special (ABC)
3. Charlie Brown Special (CBS)
4. Three's Company (ABC)
5. Charlie's Angels (ABC)
6. 60 Minutes (CBS)
7. Mork and Mindy (ABC)
8. Laverne and Shirley (ABC)
9. All In The Family (CBS)
10. Angie (ABC)

Revised ARB — Washington, D.C.

	A/M 78	O/N 78	Revised J/F 79
WMAL (S-III)	9.9	10.9	10.5
WPGC-AM/FM (U)	7.6	8.9	10.4
WOOK (B)	6.3	6.4	6.8
WHUR (B)	5.3	4.6	*6.4
WWDC-FM (A)	3.9	4.2	*4.6
WASH (S-III)	6.5	5.6	4.2
WKYS (U)	2.4	3.1	2.9
WOL (B)	2.1	2.1	2.8
WRQX (U)	3.6	3.4	2.5
WAVA (A)	1.7	1.4	2.0
WWDC (U)	2.3	1.9	*1.5
WUST (S-III)	1.5	1.3	1.4
WXRA	.9	.9	1.3

The only three changes that showed in this revision were WHUR up by .1 and WWDC(am&fm) dropping by .1 each.

TOP MOVIES

1. The China Syndrome (Col)
2. Buck Rogers in 25th Century (U)
3. Saturday Night Fever (PAR)
4. Superman (WB)
5. Hair (UA)
6. Murder By Decree (AVE)
7. Fast Break (Col)
8. Norma Rae (Fox)
9. Richard Pryor Live In Concert (SEE)
10. The Deer Hunter (U)
11. Good Guys Wear Black (ACR)
12. Same Time Next Year (U)
13. The Promise (U)
14. Boulevard Nights (WB)
15. Agatha (WB)

TOP BOOKS

1. MOMMIE DEAREST
Christina Crawford
2. HOW TO PROSPER DURING
THE COMING BAD YEARS
Howard Ruff
3. THE BABYSITTER
Andrew Coburn
4. THE FOUNTAINS
OF PARADISE
Arthur C. Clarke
5. HANTA YO
Ruth Beebe Hill

Rockets



KFRC D-28

JB-105 38-35, WISM D-30, CK101 D-35, Z96 D-19, WGNS 31-28, WKYB 27-21, WSSC D-28.

Adds: KNUS-FM, WZUU, 98Q, WROA, KFIV, WLAY, KWEN, KEOS, KCBS, WDUZ, KUHL, WCIR, KLSS, KOOK, KNBQ, KMKF, KYA, KELD, WGTN, WVJS, WCFR, KSKG.

On: 92Q, WBGN, 92ROCK, WPHD, WTAC, WNAP, KYNO, KYYX, KROY, KJOY, KCBN.

“CAN’T SLEEP”

FROM THE ALBUM THAT’S RACKING UP
HEAVY AIRPLAY AND SALES ACROSS THE
COUNTRY.

BB 137* CB 146* RW 117*

PRODUCED BY JOHNNY SANDLIN



QUEST

by Buzz Bennett *This is a repeat of QUEST, FRED October 23, 1978.*

FEAR

We are now in the ARB, and no matter what anybody says, fear reaches its all time high in the radio industry now...because what is done now will make the stars of tomorrow and more-over cost many people their jobs. Most programers will now become so serious that they will overcompensate in a multitude of ways. Maybe you played, in your opinion, during the last ARB too many hit records and your numbers went down, so now you go the other way. The answer is somewhere in between. This method of thinking applies not just to music, but to all forms of programing.

Over-reaction is no doubt one of our big problems. This is a reaction to fear. But, let's look a little deeper into fear. It is fear itself, not what happens, that destroys many great programers. When you are afraid, it is felt by all the people around you. Management feels it and immediately knows that you are weak, and management begins thinking of your replacement. Your jocks feel it and begin looking for other jobs in their insecurity. A successful

Program Director is not allowed to be afraid. He must be the symbol of strength to everyone. No matter how bad the circumstances might be, you must be strong. If things don't work out, so be it. Get another job.

We too often take ourselves too seriously and pay a price that's unnecessary. Radio and all other forms of business that live and die by ratings are high pressure businesses. If you do not have the ability to crack and come back without others noticing, you have a problem. We have gone over the necessity for a positive mental attitude many times. This PMA is not only necessary, it is necessary to have it consistently.

AND LOATHING

The ratings also stimulate an intense form of loathing in too many radio stations. The jocks under the pressure to make their time slot look good, begin to talk to other jocks about the inadequacies of the Program Director. The fact is, that all Program Directors have an abundance of faults. But, the

only time we begin to dwell on them to a great degree is when the pressure's applied. If you are a jock and begin to take shots at the Program Director, you are hurting no one but yourself. During times of stress, we too often begin to loathe the people around us, while only circumstances are the problem. The jocks hate the Program Director, the Program Director hates the General Manager, and the General Manager hates everybody. You're now experiencing loathing, and you have set your radio station and possibly your life on self-destruct.

There's only one thing a person can do to achieve the most, and that is the best you can do. No one can ask for more. Do the best you can, be positive about the whole thing, no matter what the circumstances might be. We must understand fear and loathing for what they are. They are what they are. They are amusing, yes—that is amusing in the final analysis. Understand them, do not indulge in them, because the final effect is hate, and you lose. May you all win.

CIPHER

by C.C. Courtney

IMPACTS, ROLLS AND STINGERS

This week's issue is full of discussion about "The Death of AM", a title we picked to delineate the seriousness of the problem. We do not believe that AM is any way dead. I, personally, have fought for AM radio to make a stand for a couple of years now, but I'm beginning to doubt the ability of present programing to turn the tide.

Of course, individual stations in certain markets are doing it with great success on the AM band. Generally, it is a signal superiority that allows those AMs to continue to win, but there are those who do it on the strength of programing. This is seldom, however, music programing.

One of the very first "Ciphers" was a weird little piece advocating completely unusual approaches to programing. I mentioned the new FCC ruling allowing rebroadcast of U.S. Weather Bureau broadcasts. Now there are moves to allow the rebroadcast of CB emergency broadcasts. These things are in step with the type of programing making it on AM. They are not music. They are hard information. They are personal.

In the early days of TOP 40, one of

the most exciting features was the treatment of news. Mobile units covered every wreck, murder and fire. Newscasts were heavily produced with impacts, rolls and stingers. Datelines were in echo or filtered. We dropped all that in the early seventies when we all got hip. Laid back programing was the in thing in the industry and obviously catching on with the public.

We dropped the high energy approach to jocking. We did away with the hype. We even mellowed the music to a considerable degree. Some of these moves have been good—but are we aware of the consequences of all these actions?

Already there is a return to a higher energy level jock even on FM. The basso profundo screamer of the bossjock era is mercifully gone, but that was mindless retreat to form over substance from the beginning. The type no longer works the way it used to, but that only means it is now harder to type a more sophisticated audience. I think we have proven that it isn't what you say you do, it's what you do that counts contrary to the popular opinion held among programers for years. (See April 9 Cipher for an extensive study of doing vs. saying.)

I believe there are other widely held opinions that need to be questioned at this time. I was listening to a well known all-news station last week when such a point flew in my ear. After a couple of hours of news, some hard some not, some local some network, all of a sudden I found myself focusing on the radio. I turned it up. Someone was telling me something very important. The stories were the same ones I had heard over and over for two hours, but all of a sudden they seemed so urgent. Then the guy says, "These and more on the six o'clock news on Channel 4."

This was a produced promo complete with impacts, rolls and stingers and it really made the news come alive. As different as chuckle-chuckle news was a few years back when it became the rage, it is a bit boring at this point. The element of excitement and urgency we gave up ten years ago after a decade of strife and tension might fit better now. We, the people, are not so riled up. In fact, we are bored. We need some excitement. Contests are suspect. Hype is suspect. Impacts, rolls and stingers do not have a credibility problem. They are right hemisphere—and they work!

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IS CHEAP TRICK

IS THE FUTURE OF ROCK

WHY? IT'S EXPLODING:

**Added At WTIx, WZZP,
WNOE, WRJZ, WGH, KX-104,
KUPD, KYNO, 14WK, WINW,
WANS, KLUC, KQDI.**

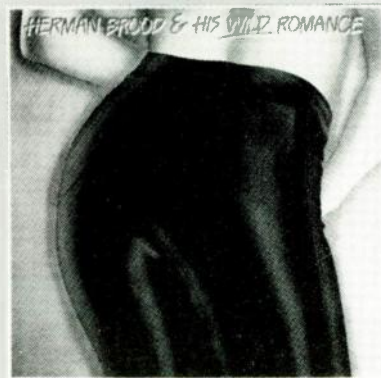
**On: WRKO 17-11, F-105,
WPRO-FM D-23, JB-105,
WOLF, WYSL 11, WBBQ,
KBEQ 33-17, WLS (LP Cut),
WMEE, KQWB-FM, TEN-Q,
KOPA, KYA, WZDQ 27-24,
WRAQ 27-24, WIGY 22-16,
KLWN 15-12, WCIL 33-26,
WSPT 20-12, 91X 28-21.**

Epic

STUFF HERMAN BROOD DID

- 1946 - Herman Brood is born.
- 1958 - Hearing Little Richard, Ray Charles, Fats Domino & Jerry Lee Lewis. Herman is born again.
- 1959 - Herman has his first orgasm by utilizing the hole of a rock 'n' roll 45 record. Herman is born again.
- 1960-61 - Herman meets jazz, falls in love and remains glued to his piano bench until . . .
- 1962 - He is sent to reform school for naughty boys.
- 1963 - Herman forms his first band, "Schoolhazers."
- 1964 - Herman is sentenced to two years in jail for theft, drug possession, etc.
- 1967 - Out of jail and three months into art college, Herman leaves Germany to form his first pro band, "Rhythm & Blues."
- 1970 - During a visit home to Holland, Herman is invited to join Cuby and the Blizzards, the most popular group of the time, and tours Europe and England with them.
- 1971 - Herman is booted from Cuby because of bad behavior.
- 1972 - Herman decides he looks like Paul Newman and wants to be a film star, but ends up in an Israelian copper mine.
- 1973 - The film star bit comes true, but not in the Newman mode . . . rather, in German hardcore porno flicks.
- 1974 - Back in Amsterdam's sordid street life, Herman is picked up out of the gutter for an on-the-air Blizzards reunion.
- 1975 - Back in music, Herman does a solo album, **Showbiz Blues**, then wades through playing with groups such as Terry Lee, Stud, Shpritsz, Cuby's Blues Band, Vitesse, Guts and the Instinct.
- 1976 - Herman meets manager Koos van Kijk, who finances him to work on his music and stage act. The result is an album with backing band Wild Romance.
- 1977 - The roster is finalized: Freddie Cavalli - bass, Ani Meerman - drums, Danny Lademacher - guitar, Herman Brood - mainly vocals, some keyboards.
- 1978 - Their second album goes gold; Herman Brood & His Wild Romance become Holland's number one native rock act.
- 1979 - Seven days after release, their third album turns gold. Herman and the boys somehow manage to obtain visas and prepare to take a stab at America.

Ready?



THINGS HERMAN BROOD SAID

- "I am a real publicity hooker. I don't care what they write, as long as I am in the papers."
- "When I am onstage I turn myself inside out. It is really a matter of survival of the fittest between me and the audience. Whoever collapses first has lost."
- "I am not surprised by my success. I have always believed it would come."
- "I only look back when I am the one who made a mistake. That, of course, hardly ever happens."
- "Whether I was a burglar or addicted to drugs, my parents never let me down. That is what a father and mother are for."
- (Herman's mother: "Women like Herman very much because he is such a sweet boy.")
- "My image in the Netherlands? There is certainly some magic around my personality. Herman Brood is considered a junky, a professional burglar, a crook and a psychiatric patient."
- "I have done a lot of things that are against the law. Now I can allure people with my past because I survived. I can imagine that people find a criminal past an interesting aspect of an artist."
- "My record company thinks of West Germany as a potential market, but I think of the United States. By hook or by crook, we'll get there."
- "Being popular in the Netherlands means that your private life is owned by the public, due to the gossip papers. . . . I am easy prey for reporters. I tell them everything they want to know, even if I told the story a hundred times before."
- "One girl is not enough for a real romance."
- "I like hotels because they are so non-committing. You can't settle in . . . you can't get stuck in a rut. You have to be out by twelve in the morning. . . . No, I don't need a permanent place of residence, except perhaps as a storage place for my gold records."
- "The funny thing is that people who are wild in the public eye often are the sweetest persons in reality. I am no exception to this rule. I am a sweet boy. Or am I wrong?"
- "Audiences are not as tough as is often said. They are willing to forgive something but they must have the impression that you have given them everything."



ASK ABOUT MUSIC ... HEAR ABOUT ARIOLA



Carol Archer/Independent Promotion

Courage, Creativity, and Carol

going to be really good, I wanted to be really rewarded. I had worked very hard.

Radio at that level became an unsatisfactory means of making a living. I saw myself making a decision to do something that I'd never wanted to do, which was record promotion. The decision, however, turned out to be one that I'm extremely satisfied with.

I found myself getting the job as National Promotion Director. We did very well. It was nice groundwork. When Joyce Records ceased to exist, my decision was "I don't want to work for a record company." That was September 1976. I decided to work for myself promoting a format that—aside from CHUCK THAGARD who wrote the book on Adult Contemporary promotion—had been greatly overlooked. Always mispromoted.

Spectrum III stations are not all successful. The ones that are are primarily stations that are institutional, that have good signals. I mean, you can send a letter to WBT that says, WBT, N period C period, it'll get there very fast. The class, old-line, traditional MOR stations that still dominate their markets are extremely strong not so much 18 plus or even 25 plus—their strength is really 35 plus. Their news is on target. The personalities are frequently institutional. There are sports, an enormous quarter hour builder. They have an ongoing promotional budget. I mean, every element is there.

In the case of other kinds of Spectrum III stations that target primarily 25-34 or 18-34, the ones that succeed do so on the basis of being very consistent. The listeners get what they expect. Spectrum III is the newest of mass appeal formats.

I'm thinking of the study done within the last year by BBD & O, and re-confirmed by the CBS-FM research, which points out that the 25-34 demographic controls all the discretionary income in this country. If I were

sales manager of a radio station today, I would much rather sell a primary target of 25-34 spilling younger and slightly older.

The Spectrum III programmers that plan to survive must be responsive and adaptive to their changing audience. The audience that used to be Top 40, that grew up with rock and roll, are not necessarily MOR listeners. They are people who still love to dance. They like hip records. Don't we all? Haven't we always? And we probably still will in forty years. The geriatrics will control the airwaves. Unless, of course, there's another war.

BOB HAMILTON's KRTH here in Los Angeles is a true Adult Contemporary station. The KRTH listenership does not peak at 24. That station delivers a very solid 12-49. And KRTH is a hit radio station that's early and courageous.

Spectrum III radio is the last bastion of courage and creativity which is why it becomes a particular pleasure for me to promote this kind of radio.

The smartest, most effective Universal program directors are so responsive to their primary target that they are not unlike Spectrum III stations. They are in tune with their audience. It's a right hemisphere function. I see the gap between Spectrum III and Universals closing rapidly. It just has to be because that's where the listeners are.

Traveling, listening to air checks, I sense some desperation on AM. I think the future of Spectrum III on AM is with a consistently excellent blend of music, strong news, good personality, tighten up those stop sets, some sports, some humanity, some compassion, less ego.

On AM the real question is, does MOR radio stay as it always has been, and have their ass kicked by their own unwillingness to change, or are they going to be responsive? Be appropriate? Be relevant? Make contact with people's lives? This is radio. This is the airwaves. This is magic. What's it all about if it's not touching people's lives?

I was born in the East Berlin of America—Buffalo New York—a perfect post-war baby. Average, mediocre, middle-class childhood. Some serious big band, classical, swing music and stolen moments of R&B and pre-Rock and Roll.

High school in San Diego. A great radio awakening for me at last. Escaped to Berkeley. Bear in mind this is '64 through '66—major burgeoning rock and roll scene in San Francisco. I gave a try to go to work for the telephone company—management potential? Wrong...does not take direction well.

Through a series of circumstances I found myself as a singles buyer at the last great independent distributor in San Francisco. I bought singles for two years and found myself "record filer" at KFRC.

I was at KFRC from 1968 until 1971. I worked with TED ATKINS who taught me to exercise authority, allowed me my own area of responsibility, a real leader. PAUL DREW was my last Program Director at KFRC.

I traveled and wrote—Europe and North Africa. Hung out and dropped out. Did some independent video production. Got into radio syndication. I had a TV talk show. I wanted to be a Program Director.

I was fortunate enough to get a job as Music Director, possibly to be programmer at KHS-AM. The station was in the process of being sold as I was hired. I was only there for six months. When sale was approved, myself and nearly all of the staff were relieved of our positions. I was hurt, disillusioned. Decided that if I was

Off The Shelf Processing

BOB KANNER/KHJ

Our processing is the cleanest, best sounding audio in the market.

We tried, 'em all and I find that our in-house design is cleaner. The fidelity is better. It improves loudness as well as quality. Of course, you can get more loudness with another processor if you want to sound terrible. We have the best compromise between loudness and quality. It's a thing that's been designed by me and my staff for the RKO stations. It's in San Francisco, Boston, Memphis and L.A.

I think the Orban is one of the best, but I think that Gregg Labs is coming up with one that's going to be fantastic. I think it's better than just about anything on the market. I have yet to hear it or play with it yet. But that's the one to keep an eye on.

The boxes that I am somewhat impressed with is the Gregg Laboratories device. I think they call theirs Adapt II. I listened to it at the NAB and was favorably impressed. Of course, the thing about listening to things in booth demonstrations is that's somewhat laboratory conditions and we all know that real world things are different.

I think the AM Optimod has potential but it's a critical box to set up. I shouldn't say it just for the Optimod because that holds true for just about any audio processing equipment. You know, the more sophisticated the equipment becomes, the more knowledgeable an individual needs to be when they start setting things up.

We've got an in-house hybrid type system that we've managed to come up with on our own—very common limiters and AGC's that you'd find around any radio station.

We're not striving for maximum loudness through sacrificing quality. We're trying to stay competitive as far as the loudness goes, but we're tending to lean toward quality. Quality wise I don't think anybody in town can touch us.

LEN WILLOUGHBY
WNOE/NEW ORLEANS

The box that I am somewhat impressed with is the Gregg Laboratories device. I think they call theirs Adapt II. I listened to it at the NAB and was favorably impressed. Of course, the thing about listening to things in booth demonstrations is that's somewhat lab-

WHICH IS EASIER?

PAUL PALMER
KFMB & B-100/San Diego

I think one of the most frustrating things about having an AM and an FM is that it's difficult to get both of them operating at 110% performance level at the same time. B-100 a year ago was the number one station in town, and at that time we acquired the rights to Padre Baseball which we felt would really help at KFMB. According to the latest RAM report, even before the Padres are on, KFMB is running roughly first in the city, which obviously makes it easier to sell. KFMB has always been well accepted by the advertising community because it's an active listing personality station. It's a proven product seller and with or without ratings this thing can produce substantial revenue. Obviously the costs are high, too.

The FM really had to gain numbers before it became super successful, as far as revenues and the ease with which it was sold.

Right now, in the market the AM is easier to sell, not to say that the FM doesn't sound good. It's just that we have five new FM stations on the air within the last six months and the FM band is much more fractionalized. We have about 18 FM's and 7 AM's.

Until last year, I think the FM was easier to sell. As a matter of fact, the FM was virtually sold out from last April through December for about seven

months. You have to realize that we're dealing with only eight commercial minutes per hour on the FM and on the AM we're dealing with 14 minutes per hour. In terms of which is the easier to sell out, the FM has always been easier to sell out and continues to be because you're dealing with a limited inventory.

B-100 sales have been good. The last two years have just been phenomenal, but with the fractionalization the growth has got to be much more difficult.

BOB MELTON
KUPD/Phoenix

Well, in this market it's certainly a lot easier to sell the FM than the AM. There's like 73% of the total people listen to FM, and so naturally FM is going to be strong in this market. The station that normally leads in this market is an FM station.

No question about it, FM has definitely taken over the radio industry in the West.

We sell probably about 95% as a combination buy, but more money is allocated toward the FM. We do have two cards and our FM card is considerably higher than our AM card.

ERIC ANDERSON
WNOE/New Orleans

Five years ago we were giving the FM away! The prejudices that were against FM has evaporated I'd say 95% of it. Since the billing on FM has increased over the last five years from the starting point of zero, you would have to say that some of those dollars had to be diverted from AM radio and some of those dollars were newer dollars.

In the beginning FM advertisers were boutiques, discos and nightclubs that would not be an AM-type advertiser because it wasn't specifically targeted in on their audience. Now it's everybody.

LOUIS BURON
KDWB AM-FM/St. Paul

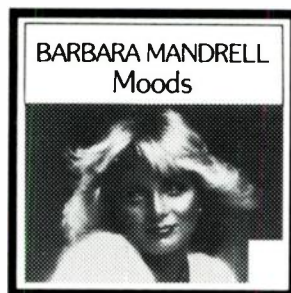
We're a simulcast, so it's sold as a combination. You can't buy the AM without the FM. Or vice versa. However, just from reviewing the market itself and other markets, we're finding it considerably easier for people at the radio stations to sell the FM.

Barbara Mandrell

"If Loving You Is Wrong (I Don't Want To Be Right)"



proven
mass appeal
across the board demographic
smash



on MCA Records
the music's on us

THE DEATH OF AM?

STEVE BELL
KMBZ/Kansas City

FRED: There seems to be a decline in AM radio in many markets. What do you see on the horizon in the way of programming to turn this around?

STEVE: In the first place, I think that the decline of AM radio is like Mark Twain's comment that the report of his death was greatly exaggerated. I think what I see happening is this:

Over the course of the history of radio, the Commission has licensed a lot of AM facilities. Many of the AM facilities in major markets were never technically strong enough to be truly competitive.

We have daytimers. We have stations that are highly directional at night. We have stations that are low power and far up the spectrum. Generally speaking, a higher percentage of FM signals are capable of covering the entire market with a good quality broadcast signal.

In a city such as Kansas City, the division of radio audience, if I recall our last ARB, was 55% FM, 45% AM. The reality is that, first of all, FM includes at least an equivalent number of strong signals as AM in this market. Many AM stations are struggling to put on some sort of programming that will be marketable on an inferior signal.

You get into FM specialty formats, such as Beautiful Music, which are going to attract a large percentage of the music audience. Your phenomena of classical music, jazz, and certain kinds of high quality album rock and roll lend themselves very well to FM because of stereo and the fidelity characteristics of FM receivers. So, the fact that the FM stations are able to garner a slightly larger percentage of audience than the total number of AM stations in this market is no real surprise to me.

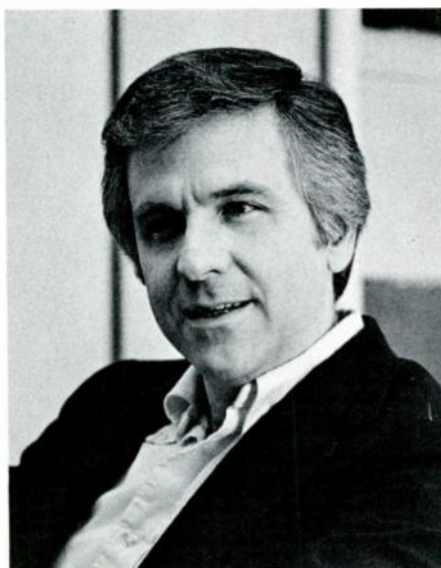
I have not seen much erosion of major AM stations in this part of the country. Stations such as WDAF, KCMO, KMBZ, and WHB, which have good signals, continue to have extremely respectable numbers.

The fact that FM should have 50% or more of the audience is not surprising. I don't see it as the death of AM. I look at our station's ratings and we have

not been eroded by FM to any appreciable degree. Over six years we may have seen a loss of one percentage point to FM stations, but no major losses.

FRED: Is stereo going to help?

STEVE: AM stereo is going to be a help when it arrives for several reasons. First of all it will be very good in your



Steve Bell

car, which FM stereo is usually not. Stereo will encourage manufacturers to devote some more of their technology to the producing of the AM portion of the receiver.

There's a certain status symbol appeal of having stereo. There's also the fact that when you tune in your set it makes a little light come on. And when you're able to get in your ear and turn on your AM radio and get stereo and have the little light come on, that that will be a great equalizer.

As far as programming is concerned, I think that GORDON MCLENDON said at the Radio and Records Convention last year, "All things being equal, the station that has the best signal will win." Of course, all things are not equal and creative, responsive programming is not usually equally distributed among radio stations.

So, in reality, the station that is most creatively responsive to what the public wants and does the best job of letting them know that is going to be a winner.

I think one of the problems that has led to the erosion of some AM stations has been that of trying to compete with FM by going to something approximating an FM format. That hasn't very often worked.

FRED: What formats do you consider AM formats?

STEVE: News and information programming is one, talk is one and on most receivers even music is one. How many people are actually listening to the radio on a beautiful, big component stereo set? Not very many. Most are listening on a table model radio or something smaller and there's very little difference there.

FRED: You seem to see the problem as mainly technical.

STEVE: I have felt for years the economic system in this country is basically free and competitive. I think the Commission and those people in the technological fields should do everything they can to make it truly free and competitive.

I'm not convinced that there are no technological advances available to assist the AM station with a marginal signal. I think that we need to look at auxiliary transmitters, change of restrictions involving daytime broadcasters, things of that nature.

A lot of radio stations were licensed to what were at one time small towns. Those small towns have now been swallowed up in urban sprawl so that now those are metropolitan stations.

Secondly, there has been this business of licensing suburban stations. The FCC has licensed a lot of stations that, candidly, are going to have a real hard time surviving and competing. If only a quarter of your metropolitan area can receive your station at night or even in the evening rush hour or in early morning rush hour, you're only going to get your portion of that fourth of the market.

So, as I see the FM issue, it's a double edged sword. Part of it is, yes, there are more FM sets and there is a certain status accorded to FM. But there are an awful lot of AM stations that just don't really have a chance.

*".....there are a lot of AM stations
that just don't really have a chance."*

KEVIN METHENY
WEFM/Chicago

FRED: What is the story on the decline of AM?

KEVIN: It's a sociological problem. People perceive AM as unhip in having too many commercials. It just frustrated the pants off me when I was programing AM radio stations.

You can have comparable spectral density. You can have almost a comparable signal. You can play very hip, progressive music or play all disco, or play whatever and people are still going to perceive you as "an AM radio station."

It's not a matter of stereo or not. More people listen to FM in mono than listen to FM in stereo.

FRED: Has AM had it?

KEVIN: Well, if you look at share-of-audience in most major markets, after about ten o'clock in the morning an overwhelming proportion of it is on the FM band. It varies greatly but some places it's practically all on FM after ten o'clock in the morning.

FRED: So AM is really "drive time" radio?

KEVIN: Most specifically morning drive. You get a lot of exclusive morning drive listeners who never listen in any other daypart and many of them are 35 plus. They dont even know that a lot of these FM stations exist.

FRED: Do you think that's more because of a news value?

KEVIN: It's for information and comfort, but mainly it's from habit.



Kevin Metheny

BOB PITTMAN
WNBC/New York

BOB: It's a broad subject but there's no question about the fact that AM is declining. Not only is it declining with young people but it's declining with old people. The major problem is really the sound quality. Not only stereo, but I mean just a frequency reproduction. If you get a good AM receiver, actually, you could get as good a quality as FM. I think the problem is the AM receivers. The manufacturers produce an inferior quality product.

FRED: Do you think that stereo will help?

BOB: I think certainly image wise it will. The thing is that somebody's going to build AM stereo radio. They're probably going to build it with a good frequency response, which is what we definitely need. Look around the country. I'm particularly watching the AM stations in the major markets and I think where we're getting hit the hardest is in the big markets where there's a lot of specialization on the FM, all jazz, classical, etc. AM stations in the smaller markets, where they can be all things to all people, are doing better than they are up here.

The thing that is important to AM stations is the signal. People still listen to that "dominant signal" station an awful lot. We do perception studies about every two or three months and one thing we see is the reason people listen to WABC is because it comes in the clearest. Some say "It comes in the loudest. I can listen to it everywhere I go."

Those are the kinds of reasons that are going to keep people on AM station. If they have to search to find us, forget it. One of our number one priorities here is trying to get our signal up to where it should be and we definitely have a lot of signal difficulty. It's really a problem with some stations. You look at WZZD in Philadelphia, one of their problems is they're dealing with a signal deficiency. What do you do? We are fighting ten years of no one addressing themselves to the problem and taking positive steps to rectify it.

I dont think we can change the image

of AM overnight. If it's AM stereo I dont think it's going to change overnight. If I asked you, "What do you think of Cadillac?", you dont think of 1979 Cadillac. You think of all Cadillacs. We have the same problem with AM. When the quality gets just as good as FM and we have stereo, people will still say, "Ah, terrible quality, FM is better." If we can change the name from AM to FQ maybe that would be better. I know that in programing a radio station, I'd much rather change the call letters than have to live with those old call letters. Today I still suffer from the fact of when you ask people, "What is WNBC," they say, "It's all talk."

The only advantage I have here which I'm trying to exploit is that I can pay a lot of money, so what I've done is hire the best people I can find in terms of talent and since I cant make the music sound any better, then I'll put on people that are better. I think that's one advantage. We pay people double scale or whatever and get people that the FM stations cant afford today.

I think the key is specialization. If you're talking to Charlotte where there's not a whole lot of variety in format, I think an AM is going to be a dominant station for years. But you know you come into New York City where you can find a station that does anything you possibly want, it's a little more difficult.



Bob Pittman



TAKING OFF “Feelin’ Satisfied”

Z97 13-9, KNUS 28-22, WTIK 36-32, WNOE 35-30, KRBE 29-27, WPEZ 28-25, 14WK 27-21, 96KX 19-15, B100 24-16, KTAC - ADD, WLBZ 31-26, MAGIC 91 23-13-3, K104 24-18, WIRK A-31, KRIG - ADD, WLOS - ADD, KIST - ADD, KUHL - ADD, KWLT - ADD, KLUC D-27, WLCX D-17, WIFC 9-6, WCUE D-40, KDOK D-40, KGMO D-31, KSKG 30-21, KBZY 26-19, KBIM D-39, KDZA 36-30.

Management: Paul Ahern/Left Lane Management



April 23, 1979

Fred STROKES



Just WIP-ping through. Warner Bros. artist Al Jarreau stops by WIP/Philadelphia with his "All Fly Home" LP. Pictured at the WIP studios (L-R): Pat McCoy, WB Nat'l. Promotion Director; Reds Richards, WB Philadelphia rep.; Al Herskewitz, PD/WIP; Al Jarreau; James Lloyd, MD/WIP and George Stone, WB Philadelphia rep.



Babys still going Head First- this time over WNEW-FM's "Nightbird" Allison Steele. Pictured in the New York studios after their Bottom Line gig (L-R); Babys lead guitarist Wally Stocker; bassist Ricky Phillips; Allison Steele, WNEW/N.Y.; and Babys lead singer John Waite.



97 KREM listeners cash in on the green. KREM/Spokane celebrated St. Patrick's Day by giving away \$1 bills to listeners with the station's frequency, 97.0, in order somewhere in the number. Here, the station is filled with listeners claiming lucky dollars, and over \$1,000 was given away in one hour. A "green" St. Paddy's Day in Spokane, courtesy of KREM.



Cakes at KOME... "Sweet Vendetta" cakes were delivered to KOME/San Jose to celebrate the Jet/CBS album by Adrian Gurvitz. Pictured getting sweet (L-R): Gene Mitchell and Dennis Erectus, KOME air personalities; Dana Jang, MD/KOME; Kenny Ryback, Jet Records Nat'l. Promotion Director; David Newmark, EPA S.F. Promotion Mgr.



Minnesota homecoming as Chuck Kn... Manager, KSTP-FM/Minneapolis. He native, Cheryl Tiegs— a good reason



Would you buy a used car from these i... at Whoopee Radio, WUPE/Pittsfi... Catan, PD and afternoons; Russ B... McGuane, MD and 6-10pm; Don Co... Carpenter, Promotions and morning



Jock mind conditioning? Here's KFM... Anthony undergoing the program for



returns to his native state as Program
pictured here with another Minnesota
go anywhere.



? The line-up lines up for a staff photo
Pictured (counter clockwise): Russ
in, Production and Middays; Marty
, the Allnite Owl, 2-6am; and George
e.



San Diego midday personality Clark
e book. Huh?!



Rockabilly Buzzard?! Doing the boogie backstage at the Agoura with RCA artist
Robert Gordon (pictured, L-R): Frank Sperrazzo, RCA Cleveland promo rep.;
Matt the Catt, DJ, WMMS/Cleveland; Dan Garfinkle, Promotion
Director/WMMS; Mike Craft, RCA E. Coast Reg. Promotion Mgr.; Kid Leo,
MD/WMMS; Robert Gordon; Joshua Blardo, RCA Nat'l Dir. Album
Promotion; Tony Garvenis, bassist; and George Taylor Morris, RCA W. Coast
Album Promotion Manager.



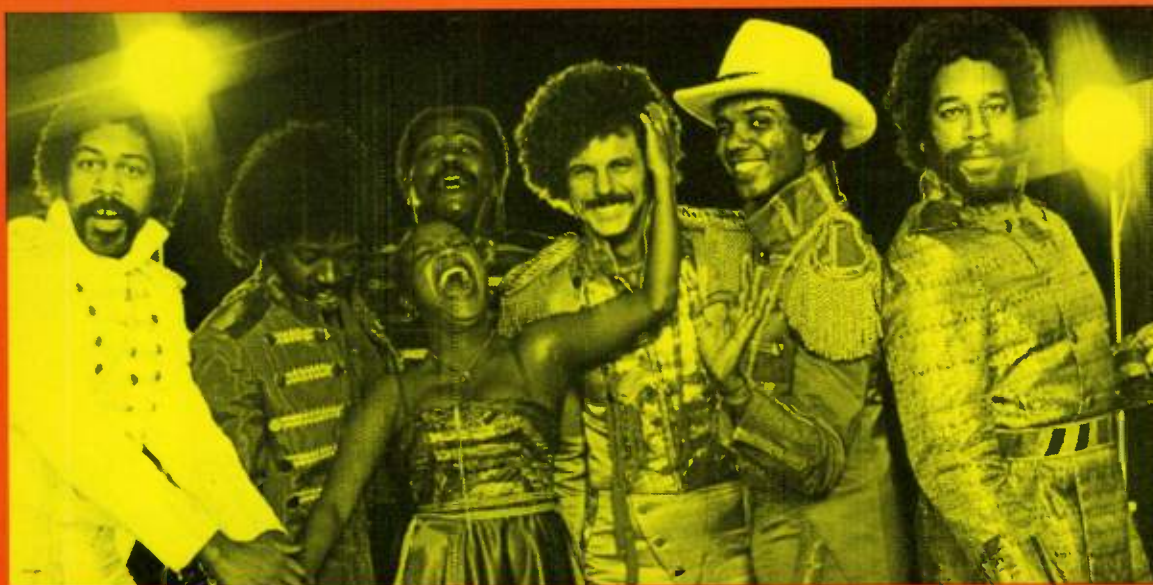
Arista artist Melissa Manchester in the Windy City with Don Cox,
WEFM/Chicago. Obviously, Cox did not cry out loud.



WAAF/Worcester welcomes Sad Cafe as guest announcers on PD John
Duncan's show. Pictured next to a painting of "New England's Album Station"
are (left, top-bottom): John Duncan, PD/WAAF; Paul Young of A&M group
Sad Cafe; Joe Biedrzycki, Promotion Director/ WAAF. (Right, top-bottom):
Ian Wilson and Ashley Mulford, Sad Cafe; Joel Ackerman, A&M Boston
Promotion rep.; and Tom Sheehy, A&M East Coast Merchandising Director.

WAR

IS A
"GOOD, GOOD FEELIN'"



WAR The Group
 "Good, Good Feelin' " The Single
 "The Music Band" The Album



MCA-3085

**All For You On MCA Records & Tapes
 The Music's On Us!**

Produced by Jerry Goldstein in
 association with Lonnie Jordan
 and Howard Scott for Far Out
 Productions.

A Far Out Production on
MCA RECORDS



Universals

The Universals analysis is developed from sales, requests and callout research from 168 of today's trendsetter stations. Information is gathered by phone to assure accuracy and up-to-the-minute detail. Lightbulbs indicate songs with significant growth. FRED computers organize, correlate and project this research to help you win the ratings. For further information on any record, contact Jeff Green or Steve Douglas at 408 646-9333.



JEFF'S GREEN

The ARB race makes the clubhouse turn into its first backstretch week, and the quarter hour strategy kicks into high gear. There are millions of variations, but the idea is simple: avoid tuneout for as long as possible.

One station plays the "mathematical" game. Listeners start with a number and every twenty minutes you add, subtract, etc. other figures to reach the 'magic' number and win.

At another station you count the minutes during a special time-segment to win.

A third station makes you count the records during a particular time period, or sometimes the number of times you hear the call letters.

These "promotions" may get you an extra point here and there, even though they're not all that exciting.

Get them to participate! JONATHAN LITTLE at WISM has some Billy Joel tickets to give away. Not so impressive? The (hypothetical) guy across the street has a shiny new automobile to give away, but it goes to whoever can remember the twisted, numerical, linear game. To win that car, you must never tune away for a moment, or you automatically lose. If a listener misses a clue and knows he can't win, that contest from then on is a tuneout of frustration. It's linear—you must be there from the beginning, or all your time is lost. "Shit—I wasted four hours listening and couldn't win!" That person may never participate with you again.

Meanwhile, to win a pair of seats to WISM's Billy Joel concert, listeners just call in anytime and sing one of Billy's songs onto a tape. Then, when you hear WISM "make you a star", you win! The station phones are burning down with both giggling and some pretty talented listeners trying their luck and having a lot of fun. WISM has the whole town singing on the radio, with lots of winners, while back across the street...that shiny car only one can win is gathering dust.

Jonathan wins this promotion easily because 1) he got his listeners to participate and 2) the contest is also entertaining for those who don't play.

As JIM SUMPTER, Program Director at CK-101/Cocoa Beach illustrates in an upcoming FRED Profile, the key is getting the listener involved, not just mindlessly racing to the phone. Study carefully promotions that force listener vs. listener competition. Start that ever-valuable word-of-mouth promotion by making your listeners a part of your radio station.

WEEK'S MOST ADDED

- | | |
|---|--------------|
| 1. DONNA SUMMER/Hot Stuff | (Casablanca) |
| 2. BEE GEES/Lovin' You Inside and Out | (RSO) |
| 3. BILLY JOEL/Honesty | (Columbia) |
| 4. REX SMITH/You Take My Breath Away | (Columbia) |
| 5. OLIVIA NEWTON-JOHN/Deeper Than The Night | (MCA) |
| 6. SUPERTRAMP/The Logical Song | (A&M) |
| 7. KENNY ROGERS/She Believes In Me | (UA) |
| 8. RANDY VANWARMER/Just When I Needed You Most | (Bearsville) |
| 9. ROD STEWART/Aint Love A Bitch | (WB) |
| 10. ORLEANS/Love Takes Time | (Infinity) |
| 11. ENGLAND DAN & J.F. COLEY/Love Is The Answer | (Big Tree) |
| 12. NIGEL OLSSON/Little Bit Of Soap | (Bang) |
| 13. BAD COMPANY/Rock & Roll Fantasy | (Swan Song) |
| 14. RICKIE LEE JONES/Chuck E.'s In Love | (WB) |
| 15. BEACH BOYS/Good Timin' | (Caribou) |
| 16. ROGER VOUDOURIS/Get Used To It | (WB) |
| 17. G.Q./Disco Nights | (Arista) |
| 18. STYX/Renegade | (A&M) |
| 19. NICOLETTE LARSON/Rhumba Girl | (WB) |
| 20. BOB SEGER/Old-Time Rock & Roll | (Capitol) |

FRED's JOCKEY NOTEBOOK

'Mix' and 'Blend' your way to a Higher Quarter-Hour

With variable speed turntables, Disco has mastered the art of quarter-hour development (increasing listener duration) through continuity. With few jarring changes, the flow is constant and therefore the content doesn't interfere with the listener. C.C. Courtney astutely compared the sound to "a clock in the box" to soothe a small animal.

With Universals music, finding such a common link between songs involves more variables. The mix of ballads, rockers, hard vs. soft, pacing lyrics and of course, the Beat, all combine to diffuse the Blend. However, occasionally segueing songs in the same key fuses the connection. You know how nice those segues sound.



If two keys are given, the song begins in the first and ends with the second.

SONGS IN THE KEY OF G MINOR

DONNA SUMMER/Hot Stuff
STYX/Renegade
POLICE/Roxanne
STEELY DAN/Do It Again
DOOBIE BROTHERS/Long Train Runnin'

BEE GEES/You Should Be Dancing
C.S.N & Y/Deja Vu
KINKS/All Day & All Of The Night
DEEP PURPLE/Smoke On The Water
CRESTS/Sixteen Candles

Universals

- 1 1 PEACHES AND HERB/REUNITED (POLYDOR)**
 Profile: WLSQ 1-1, KROY-FM 1-1, WJET 1-1, WLCS 1-1, WPGC 1-1, WNOR 1-1, KJRB 1-1, WTOB 1-1, WHHY 1-1, KTSA 1-1, WSGA 1-1, WAYS 1-1, WKBO 1-1, WAVZ 1-1, Z93 1-1, KFRC 1-1, WFLI 1-1, K104 1-1, KOTN 2-1, WABB 2-1, WLYT 2-1, CK101 2-1, WQXI 2-1, KS106 3-1, 92Q 3-1, WORD 3-1, KROY-AM 3-1, KJR 3-1, KRTH-FM 3-1, WANS 3-1, WIFE 3-1, WRKO 4-1, WAZA 4-1, WFOX 4-1, WCAO 4-1, WHBX 4-1, WGBF 5-1, WSGN 5-1, KRSP 5-1, CKLW 5-1, KYYX 6-1, WAXY 6-1, WSFL 6-1, WTIC-FM 7-1, KELI 8-1, Y100 10-1, KOPA 12-1, WKIX 12-1, WHBQ 2-2, WTOB 4-2, WRFC 5-2, KCPX 6-2, KACY 7-2, KHJ 7-2, KYTE 7-2, WFYR 9-2, Q105 10-2, WNOE-AM 10-2, WKYN 10-2, KSLQ 11-2, WTX 7-3, WAMS 7-3, WISM 9-3, KWIC 12-3, WNDE 4-4, WNAF 5-4, KRBE 7-4, KILT 7-4, KGW 9-4, WEEX 9-4, WDJX 14-4, KMGK 17-4, WLSQ 5-5, KLIK 6-5, KTFX 8-5, WGBS 11-5, KDWB 18-5, WBBM-FM 8-6, KSLY-AM 13-6, F105 21-6, KDON 12-7, TEN-Q 17-7, WQCM 19-7, KQIZ 14-8, WMEE 20-8, WOKY 15-9, KRUX 15-9, WAKY-FM 16-9, KYAE 16-9, 96X 17-9, KRKE 27-9, KTLK 13-10, KZFM 15-10, WQCM-FM 15-10, WSPT 22-10, WFI 25-10, KWK 29-10, KNUS 19-11, Z104 20-11, WLCY 17-12, WMOH 18-12, WEBC 22-12, KUHL 23-13, WYLO 20-14, KATI 21-14, WAPE-AM 19-15, KIMN-AM 21-15, B-100 23-17, WNBC 22-18, WAIV 28-20, M-91 30-22, 96KX 35-22, KLIF 29-23, 91X 33-25, K-BEST A-25, CKGM A-26 and KOLE A-28...KNUS everyone in callouts...KJRB no. 2 sales, and no. 1 phones...WAVZ no. 2 sales, no. 1 phone 12+ SUPER STRONG, and leaning females...KROY-AM no. 1 sales... 92Q no. 1 sales and phones 12+...WIFE no. 1 sales and phones 12+...WSPT no. 1 sales and no. 5 phones 12+...WAKY no. 1 phones 12+...KOPA no. 5 sales and no. 2 phones 12+...WGH no. 1 phones 12+...WANS no. 1 sales and no. 2 phones 18+...CK101 mass appeal...WDJX HOTTEST RECORD NOW, GIANT!...Y-100 no. 2 sales...F105 no. 2 phones 18-24, no. 1 phones 12-17...K104 all out in callout, SMASH OF THE YEAR...KSLQ no. 2 phones 12+, no. 9 in negative callout male and females 18-24, WNAF SUPER callout all demos...WTIX no. 3 sales, no. 1 phones teens, no. 3 in callout 12-17, no. 4 callout females 25+...WISM no. 2 phones 12+...still holding with record 92% of reporters showing growth...far and away number one with almost everyone...highest-scoring FRED record of all time...5th week on chart.
- 3 2 WINGS/GOODNIGHT TONIGHT (COLUMBIA)**
 Profile: KUHL 1-1, WLCS 11-3, 96KX 4-4, WGH 7-4, WAVZ 8-4, KZFM 12-4, KILT 9-5, CK101 13-5, KATI 14-5, Z93 15-5, WHBX 8-6, KRBE 8-6, WGBF 10-6, KOLE 13-6, 92Q 16-6, 91X 9-7, WNAF 9-7, KROY-FM 9-7, KACY 10-7, WYLO 10-7, WGBS 10-7, WNOE-AM 11-7, KRUX 11-7, WISM 14-7, WMEE 16-7, WTOB 18-7, WJET 11-8, KDWB 12-8, WSGA 12-8, WIFE 12-8, CKLW 15-8, KYYX 10-9, WDJX 11-9, KJR 12-9, KYTE 15-9, KELI 23-9, KLIK 11-10, KUPD 11-10, WRFC 13-10, WORD 14-10, WABB 15-10, KQIZ 15-10, WQCM 18-10, WAMS 19-10, KGW 13-11, WKBO 14-11, WSFL 15-11, KLUC 16-11, KS106 17-11, WZDQ 15-12, WEEX 16-12, WBBM-FM 16-12, KOPA 17-12, WQXI 18-12, WNDE 18-12, WFYR 19-12, WFLI 21-12, KTFX 16-13, KWIC 16-13, KRTH-FM 16-13, KOTN 17-13, WHHY 19-13, KSLQ 19-13, 14Q 17-14, WAKY-FM 17-14, WPGC 17-14, WANS 19-14, KRSP 20-14, WEBC 20-14, WLSQ 21-14, KHJ 19-15, WSGN 25-15, WSPT 19-16, WQCM-FM 20-16, KTKT 22-16, WAIV 23-16, WKYN 27-16, WAXY 19-17, WAYS 20-17, WCAO 23-17, Y100 23-17, KTLK 24-17, TEN-Q 28-17, KROY-AM 22-18, KIMN-AM 22-18, WRKO 22-18, WOKY 22-19, KFRC 22-19, KJRB 23-19, WLCY 25-19, CKGM 26-20, Q105 26-20, KRKE 33-20, WTIC-FM 28-21, WTX 25-22, WNOR 26-22, WAPE-AM 26-22, WHBQ 27-22, WKIX 27-23, KMGK A-24, WFI 29-26, KNUS A-27 and WAZA A-28...covering 18+ demos solid and female teens...many are waiting for album...will probably not be able to overcome Peaches to reach the top, but a no. 1 song under any other circumstances...powers with 81% of reporters who are showing gains...4th week on chart.
- 2 3 BLONDIE/HEART OF GLASS (CHRYSLIS)**
 Profile: 96X 1-1, KOLE 1-1, WISM 1-1, KYTE 1-1, KSLQ 1-1, WMOH 1-1, KCPX 1-1, WZDQ 1-1, WDJX 1-1, 91X 1-1, WEEX 1-1, KIMN-AM 1-1, KRKE 2-1, WRFC 2-1, KSLY-AM 2-1, KWIC 2-1, WQCM 3-1, KACY 3-1, Z104 3-1, WKYN 4-1, KNUS 18-1, KFRC 2-2, WAYS 2-2, Z93 2-2, CKGM 2-2, WHBX 3-2, KROY-FM 3-2, WNDE 3-2, KTKT 3-2, F105 3-2, WCAO 3-2, WAMS 3-2, WPGC 4-2, KROY-AM 5-2, KLIF 7-2, KMGK 8-2, KDON 3-3, WFLI 3-3, WKBO 3-3, KYYX 3-3, WTOB 3-3, WMEE 3-3, WEBC 3-3, KRBE 4-3, KILT 4-3, WABB 4-3, WNAF 4-3, WFI 5-3, WBBM-FM 5-3, KJR 6-3, WSGN 6-3, KLIK 7-3, WFYR 8-3, KOTN 11-3, WLCY 4-4, KTSA 4-4, WNBC 4-4, WHBQ 5-4, K104 6-4, CKLW 7-4, WAKY-FM 9-4, CHUM 9-4, KTLK 5-5, WKIX 6-5, TEN-Q 6-5, WLYT 6-5, KYAE 6-5, KRUX 7-5, KF101 8-5, WOKY 9-5, B-100 8-6, WAZA 9-6, WORD 12-6, WAXY 12-6, WAPE-AM 14-6, KWK 7-7, WNOR 9-7, WLSQ 12-7, KUPD 9-9, KLUC 10-9, Y100 18-10, KGWS 19-12, 92Q 20-13, Z97 19-14 and WAIV 32-27...still hot teen phones, strong callout 18-24 and excellent sales...falls from 78 to 66% of reporters who are showing growth...9th week on chart.
- 6 4 GEORGE HARRISON/BLOW AWAY (DARK HORSE)**
 Profile: KLUC 2-2, 91X 3-2, KELI 3-2, WMOH 4-2, WGBS 4-2, 14Q 4-2, B-100 5-2, KOLE 6-2, KWK 15-2, KTFX 3-3, KRSP 6-3, KUHL 6-3, KRUX 6-3, WZDQ 6-3, KCPX 4-4, KUPD 5-4, 96X 6-4, M91 9-4, KS106 5-5, KWIC 7-5, WSPT 8-5, WHBX 9-5, KTKT 8-6, WDJX 8-6, WMEE 10-6, WGH 10-6, KSLQ 13-6, Z93 14-6, WRKO 8-7, KYTE 9-7, Z104 10-7, KJRB 11-7, WKYN 12-7, 96-KX 8-8, WGBF 9-8, CK101 10-8, WTOB 12-8, KIMN-AM 12-9, WFYR 12-9, WBBM-FM 12-9, KZFM 16-9, KILT 11-10, WAVZ 13-10, KATI 13-10, WISM 15-10, WHHY 13-11, KRBE 13-11, KYYX 14-11, WANS 14-11, WEBC 14-11, F105 15-11, KOTN 15-11, KRTH-FM 14-12, KROY-FM 15-12, WQCM 15-13, WPGC 15-13, KJR 16-13, WNOE-AM 16-13, KDWB 17-13, WSFL 17-13, WAMS 18-13, KFRC 17-14, KMGK 19-14, WTIC-FM 21-14, WAZA 18-15, WKBO 18-15, KOPA 19-15, WABB 20-15, KYAE 20-15, WNAF 19-16, KNUS 22-16, WSGN 19-17, CHUM 20-17, KHJN 22-17, KACY 21-18, WNDE 21-19, WTX 22-19, KGWS 24-20, K-BEST 25-20, WAXY 23-21, 92Q 25-21, WYLO 26-21, WLCY 27-23, WFLI A-23, Z97 A-24, Y-100 34-25, WAYS 28-26, KTSA A-26, WOKY A-26, KLIF 30-27 and CKGM A-28...added at WLSQ...outstanding female callout 18+ and male callout 25+...peaking...slips from 75 to 72% of reporters who are showing growth...6th week on chart.
- 13 5 ENGLAND DAN & JOHN F COLEY/LOVE IS THE ANSWER (BIG TREE)**
 Profile: KQIZ 3-1, KRKE 5-2, WHHY 9-5, WJET 12-6, WSGN 9-8, KOLE 12-8, WLSQ 14-9, KWIC 17-9, WGBS 17-11, WRFC 17-12, KATI 17-12, KUHL 18-12, KELI 19-12, WNAF 15-13, WSPT 18-13, B-100 18-14, WTOB 19-14, WLCS

Universals

25-14, WBBM-FM 19-15, KOTN 20-15, WFOX 19-16, WORD 20-16, KRSP 22-16, WDJX 25-16, WKBO 20-17, Z93 21-17, WMEE 22-17, KCPX 22-17, WEBC 23-17, WEEX 25-17, 91X 22-18, KYTE 22-18, KTKT 27-18, 96X 25-19, M91 25-19, WGH A-19, WFYR 24-20, WQCM-FM 25-20, WAYS 26-20, WABB 30-20, WLCY 24-21, WAKY-FM 28-21, KSLY-AM 29-21, KGWS 25-22, WAMS 26-22, WNOE-AM 27-22, KS106 28-22, WFLI A-22, Z97 A-22, Z104 26-23, KROY-AM 26-23, WCAO 28-23, WQCM A-23, WSGA 27-24, KRTH-FM 28-24, KACY 32-24, KTFX 28-25, WIFE 28-25, WYLO 28-25, WMOH 30-25, KNUS 14-26, WISM 29-26, KHJ 30-26, CK101 32-26, KRUX 36-26, KWK A-26, WANS 29-27, WTIK 34-27, WSFL 34-27, TEN-Q A-27, KYYX A-27, WAXY 30-28, KLIF 32-28, KDON A-28, KYAE A-28, WKIX A-28, KOPA D-28, KSLQ 33-29, WTIC-FM 33-29, WAPE 33-29, WTOB 35-30, KIMN-AM A-30, KDWB A-30, KZFM A-30, WAVZ A-34 and 96KX A-38...added at WQXI, KILT, CKGM, WGBF, 92Q and KFRC...extremely valuable to programming...romances from 61 to 72% of reporters who are showing gains...covering all demos, good female requests and callout 3rd week on chart.

16 6 BEE GEES/LOVE YOU INSIDE OUT (RSO)



Profile: KYYX 2-2, KJR 2-2, KDWB 9-6, WSGA 9-6, KJRB 13-8, WLCS 18-9, WGH 17-12, KRUX 18-13, WAVZ 18-15, WORD 22-15, WFYR 23-15, KCPX 28-15, KLUC 22-16, WLSQ 23-16, KROY-FM 30-16, KGWS 22-17, KS106 24-18, KELI 25-18, WKBO 28-18, KSLY-AM 23-19, KHJ 27-19, WABB 29-19, WBBM-FM A-19, WDJX 22-20, KRSP 25-20, WRKO 25-20, KRTH-FM 26-20, B-100 25-21, WQCM-FM 26-21, WMOH A-21, KYTE A-21, KF101 A-21, KUHL A-21, KQIZ 26-22, WHBX 29-22, KTSA 27-23, KACY 27-23, Z93 28-23, WAKY-FM 29-23, WKYN 28-24, TEN-Q 29-24, WSGN 31-24, KWIC A-24, WCAO A-24, KNUS A-24, WQCM A-24, WAXY 28-25, WISM 28-25, KFRC 28-25, WIFI A-25, WSFL A-25, 92Q 29-26, WAMS 29-26, WMEE 30-26, KOTN A-26, Z104 A-26, WHHY D-26, WTOB D-26, WHBQ A-27, KSLQ 32-28, KTFX 36-28, Q105 A-28, WFOX D-28, WKIX A-29, WYLO A-29, WAZA A-30, WNAF A-30, KOPA D-30, KROY-AM A-31, K104 A-31, Y100 36-32, WTOB 37-32, WAIV 37-32, WAPE D-32, WTIC-FM 36-33, WNBC A-33, F105 A-34, WEBC A-36, CK101 A-36, KLIF A-37, 96-KX A-37, KATI A-37, WLYT A-38, KRKE A-39 and KTLK D-39...added at WJET, WFLI, KIMN-AM, WSPT, WANS, 96X, WGBF, WEEX, WNDE, M91 and KRBE...covering all demos, leaning females...rockets from 61 to 76% of reporters who are showing growth...headed Top 3...2nd week on chart.

9 7 JACKSONS/SHAKE YOUR BODY DOWN TO THE GROUND (EPIC)



Profile: KRBE 1-1, WLCS 2-2, WSGA 2-2, WFLI 2-2, WHHY 3-2, WJET 3-2, KTFX 5-2, WQXI 3-3, WAYS 3-3, WHBQ 3-3, KTLK 4-3, KFRC 4-3, WRFC 4-3, KELI 4-3, WKIX 4-3, KSLY-AM 6-3, WCAO 7-3, Q105 9-3, WJLQ 10-3, WLSQ 6-4, WSFL 7-4, WKBO 7-4, Z93 8-4, WIFE 6-5, KROY-AM 7-5, WANS 8-5, KQIZ 9-5, WLSQ 6-6, WLCY 6-6, KRTH-FM 7-6, WTOB 9-6, CKLW 8-7, WFOX 11-7, KS106 12-7, KTSA 19-7, WTOB 12-8, KUHL 13-8, KSLQ 14-8, WEEX 13-9, WNDE 14-9, WNOR 15-9, KJRB 18-9, KNUS 16-10, WRKO 21-10, WDJX 16-11, WNAF 17-11, WSGN 20-11, KATI 20-11, WFYR 21-11, WGBF 16-12, KYTE 16-12, WQCM 17-12, KRSP 21-12, KIMN-AM 18-13, WISM 21-13, KTKT 21-13, KHJ 18-14, WAKY-FM 19-15, 96X 19-15, WIFI 20-16, KOPA 20-16, KJR 21-17, WYLO 23-17, WAMS 23-18, KWIC 23-19, WEBC 25-19, F105 26-21, KRUX 30-22, KZFM A-22, 14-Q 25-23, M91 26-23, K101 26-23, WMEE 28-24, WSPT 29-24, CHUM A-25, KLIF 36-26, WNBC A-31 and KRKE D-35...added at CKGM and KYYX...super sales, breaks wide open male and female 12-34...very hot phones from teens and females...edges up to 63% of our reporters who are showing gains...6th week on chart.

17 8 RANDY VANWARMER/JUST WHEN I NEEDED YOU MOST (BEARSVILLE)



Profile: WGH 5-3, WJET 5-4, 14Q 10-6, WANS 12-7, WZDQ 12-8, WEBC 15-10, WSGN 18-10, WAYS 18-11, WNOE-AM 19-11, KLUC 21-14, KS106 23-14, WORD 26-14, 91X 19-15, WTOB 20-15, WAZA 19-16, KDWB 21-16, WSPT 21-17, KRTH-FM 24-17, KGW 23-18, WAPE 27-18, WAVZ 23-19, KYTE A-19, WGBS 23-20, Z93 24-20, KWIC 25-20, KOTN 25-21, KRSP 26-21, KROY-FM 27-21, WHBX 30-21, KUPD 24-22, WKYN 26-22, WQXI 27-22, KIMN-AM 28-22, WTOB 28-22, KOLE 32-22, KATI 28-23, KNUS 29-23, WPGC 30-23, WDJX A-23, WRFC 27-24, 92Q 28-24, WOKY 28-24, WFOX 28-24, WFYR A-24, WHHY 29-25, WQCM A-25, WABB D-25, 96X D-25, KOPA 29-26, WIFE 30-26, KDON A-26, WKIX A-26, WMOH A-26, KUHL A-26, WAXY 29-27, KTKT A-27, KJRB A-27, WMEE D-27, WKBO D-27, CK101 35-28, WAMS A-28, WAKY-FM A-28, K101 A-28, KYYX A-29, WISM D-29, WLCS 35-30, M91 A-30, KROY-AM A-30, WTIC-FM 39-32, KSLY-AM A-32, WNBC A-32, K101 A-33, KLIF 37-34, KACY A-36, WTIK A-37 and KRUX A-39...added at WYLO, WHBQ, WCAO and KHJ...giant lady killer and building with males 18+...heavy rotation is soothing phones...sales starting with album due shortly...cruises from 54 to 64% of our reporters who are showing growth...3rd week on chart.

10 9 VILLAGE PEOPLE/IN THE NAVY (CASABLANCA)


Profile: WTOB 2-1, KATI 4-1, WSGA 3-3, WABZ 3-3, WQXI 6-4, KRSP 7-4, WSGN 7-4, WIFE 9-4, KDON 5-5, WORD 6-5, WYLO 7-5, WFOX 7-5, WLCS 7-5, WNDE 9-5, WMOH 11-5, KELI 6-6, WEEX 6-6, KRUX 9-6, WSFL 10-6, WNOR 12-6, KUHL 7-7, WKBO 11-7, WIFI 15-7, KS106 9-8, Z104 11-8, WRFC 11-8, WNBC 17-8, WRKO 18-8, WNAF 10-9, WHBX 13-9, KACY 14-9, KRBE 15-10, WHHY 15-10, WTIC-FM 19-10, WAYS 23-10, WJLQ 24-10, Q105 14-11, KILT 17-11, WTOB 18-11, WPGC 14-12, CHUM 15-12, WAZA 16-12, KTLK 18-12, CK101 23-12, Y100 15-13, KYYX 16-13, WAPE-AM 17-13, WCAO 19-13, WDJX 21-13, WNOE-AM 18-14, WABB 19-14, TEN-Q 18-15, 92Q 18-15, F105 19-16, WLCY 20-16, KTSA 20-16, WAMS 21-17, WKIX 21-17, WQCM-FM 22-18, WFLI 22-19, WAKY-FM 27-20, WQCM 28-20, WMEE 25-22, WLSQ 30-23, K104 33-25, WEBC 34-27, Z93 A-29, KLIF 35-32 and KTFX 35-32...added at WGBS...still hot phones...primarily teen interest, as "Navy" peaks...tipping from 58 to 56% of reporters who are showing growth...5th week on chart.

11 10 SISTER SLEDGE/HE'S THE GREATEST DANCER (COTILLION)

Profile: WAXY 2-2, WNOR 4-3, KRTH-FM 5-3, WSGA 4-4, WCAO 5-4, WAYS 6-4, WQCM-FM 6-4, KDON 9-4, WRKO 5-5, WGH 8-5, 14Q 8-5, KRSP 9-5, WPGC 8-6, KTLK 8-6, WRFC 10-6, KS106 13-6, KHJ 8-7, KFRC 10-7, WAMS 11-7, TEN-Q 10-8, WHHY 12-8, WNDE 12-8, F105 13-8, WFOX 10-9, WTOB 13-9, KROY-FM 14-9, KSLQ 15-9, Y100 16-


Universals

9, WGBF 19-9, WNAF 11-10, WIFE 11-10, KELI 12-10, WKBO 12-10, K104 15-10, WISM 13-11, 92Q 14-11, WLSQ 15-11, KCPX 16-11, WJLQ 19-11, KIMN-AM 15-12, KSLY-AM 16-12, KACY 18-12, KROY-AM 16-13, WKYN 24-13, WFI 16-14, WFLI 24-20, KZFM 31-20, KATI 24-22, B-100 26-22, KWIC 27-22, 96X D-22, KJRB 25-23, KLIF 31-24, WMEE 29-25, WSPT D-27, 96-KX 31-28, WMOH A-29 and Q105 A-29...added at WGBS, WEBC and CHUM...strictly sales reaction now, as all the attention shifts to "We Are Family" (see "NEXT") covering all demos...6th week on chart.


- 18 11** **ORLEANS/LOVE TAKES TIME** (INFINITY)
 Profile: WMOH 10-6, KOTN 12-8, WANS 15-8, KQIZ 18-9, 91X 15-10, KOLE 16-10, WZDQ 18-14, KNUS 24-14, WJET 22-15, WAYS 19-16, KWIC 20-16, WNOE-AM 22-16, WRFC 22-16, CK101 24-16, WNAF 21-17, KRSP 23-17, WTOB 24-17, WBBM-FM 22-18, KUHL 22-18, 96X 23-18, KATI 23-18, WLSQ 26-18, WGBF A-18, KS106 22-19, KCPX 23-19, WDJX 24-19, WHHY 24-19, KYYX 23-20, WOKY 24-20, KSLQ 25-20, WSGN 26-20, KYTE A-20, KUPD 23-21, WSGA 24-21, WSFL 25-21, WMEE 26-21, WSPT 26-21, KELI 28-21, WQCM 29-21, WISM 24-22, Z93 25-22, WFYR 25-22, KTKT 30-22, KRTH-FM 25-23, WFOX 26-23, WAMS 27-23, KZFM 32-23, KGW A-23, Z104 27-24, WIFE 27-24, M91 A-24, KOPA 28-25, KACY 33-25, WORD A-25, WFLI A-25, WEBC 30-26, KSLY-AM 31-26, WTIK 32-26, KRKE 39-26, WAPE-AM 34-27, WAKY-FM A-27, WYLO A-27, WABB D-27, WTIC-FM 32-28, KLUC A-28, KIMN-AM A-29, WRKO A-29, TEN-Q A-29, WAXY A-29, KDON A-30, WKIX A-30, KJRB A-30, WABZ A-30, KLIF 34-31, KRUX 37-32, WLCS A-33, WAIV 39-34, KTLK 39-35, Y100 A-37 and KILT A-39...added at KROY-FM and WKYN...KNUS: "Strongest callout response of any record we've ever tested"...absolute SMASH! Covering all demos, particularly 18+... lifts from 59 to 65% of our reporters are showing gains...heading Top 5...3rd week on chart.
- 8 12** **GEORGE BENSON/LOVE BALLAD** (WB)
 Profile: KROY-FM 4-3, CK101 6-4, WGBS 7-4, KOTN 7-4, Y100 7-4, WLCS 8-4, KNUS 9-4, WRFC 7-5, WTOB 7-5, KOLE 7-5, WABB 7-7, WSPT 9-7, KGW 10-7, WAPE 12-7, WTIK 16-7, B-100 10-8, WCAO 11-8, WKIX 13-8, M91 10-9, WEBC 10-9, KFRC 11-9, WSFL 11-9, KUHL 11-9, WANS 11-9, KTKT 12-9, WNOE-AM 13-9, WSGN 13-9, WFI 14-9, WKYN 16-9, KYYX 11-10, 96X 12-10, WDJX 12-10, KRTH-FM 13-10, Z93 13-10, KRSP 13-10, KWIC 14-10, WGBF 17-10, WAZA 14-11, WBBM-FM 15-11, KIMN-AM 16-11, WIFE 16-12, WMEE 17-12, WAXY 15-13, WAIV 16-13, WTIC-FM 16-13, WTOB 17-13, WFYR 16-14, Q105 16-14, WKBO 17-14, KZFM 18-14, WNAF 20-14, KJR 17-15, KMGK 20-15, WAMS 20-16, KROY-AM 20-16, TEN-Q 24-16, WZDQ 20-17, KACY 20-17, WQCM 22-17, KRUX 24-17, KTFX 24-18, K-BEST 24-19, KLIF 27-19, KILT 25-20, WNDE 26-21, WHBQ 25-25, WEEX 29-26 and KTSA A-27... finally begins to descend, from 57 to 53% of our reporters who are showing growth...7th week on chart.
- 5 13** **CHIC/I WANT YOUR LOVE** (ATLANTIC)
 Profile: KRSP 4-2, KUHL 4-2, KSLQ 3-3, WLCY 3-3, WDJX 4-3, WSFL 5-3, WNBC 5-3, WLSQ 5-3, WGBF 4-4, WAMS 5-4, WABB 6-4, KTKT 7-4, WRFC 8-4, WKYN 5-5, WAPE 5-5, KTSA 5-5, WFYR 5-5, WMEE 7-5, KYTE 6-6, 96X 7-6, KROY-FM 8-6, KJR 8-6, WFOX 8-6, Z104 8-6, KYYX 12-6, WFI 13-6, KROY-AM 14-6, WBBM-FM 7-7, KQIZ 7-7, WKIX 7-7, WAYS 8-7, WTOB 10-7, WNDE 11-7, KSLY-AM 14-7, WGBS 8-8, WNAF 8-8, WEEX 8-8, Q105 8-8, KTLK 9-8, WFLI 9-8, KOPA 10-8, KCPX 10-8, WEBC 11-8, WAKY-FM 11-8, KTFX 13-8, KNUS 13-8, KIIK 10-9, KRTH-FM 12-9, WAZA 13-9, TEN-Q 13-9, WISM 17-9, KS106 10-10, KACY 15-10, CKLW 18-11, WSGN 17-14, 91X 17-14, Y100 17-14, WOKY 18-14, KRUX 19-14, WAXY 18-15, K104 20-16, KLIF 25-17, B-100 21-19, KATI 22-20, KHJN 28-20, CKGM 25-22, KFRC 27-22, 96-KX 26-23 and CHUM A-24...tumbles from 68 to 50% of our reporters who are showing growth...8th week.
- 15 14** **STYX/RENEGADE** (A&M)
 Profile: KLUC 1-1, KWK 1-1, WSPT 2-1, KUPD 2-1, WLSQ 2-2, WLYT 3-2, KATI 3-2, WAPE 4-3, Z93 4-3, KOPA 4-3, Z104 4-3, 91X 8-4, KRUX 10-4, WHHY 10-4, WFLI 8-6, 96-KX 9-6, WGH 9-7, WSGN 11-7, KTKT 17-10, WLCS 15-11, KZFM 19-11, B-100 14-12, WAYS 14-12, WFOX 21-12, KRSP 16-13, KOLE 18-13, WMEE 18-13, Q105 18-13, WTIK 17-15, KS106 20-15, KELI 21-15, WSGA 19-16, KQIZ 23-17, KNUS 23-17, WNOE-AM 28-18, KRKE 23-19, KRBE 24-19, KDWB 26-19, WQCM 27-19, KYYX A-19, WOKY 25-21, WKBO 29-21, WNAF 31-23, WAKY-FM 30-24, KDON A-24, WORD A-24, WRFC A-27, KUHL A-27, WMOH A-30, KTSA A-30, 92Q A-30, KACY A-32, WSFL A-38 and WTIC-FM A-38...added at WLSQ and KIMN-AM...holding with nearly 50% of reporters who are showing growth ...strong image, very BIG phones 12+...strongest 12-34 men, but covering teen females as well...5th week on chart.
- 4 15** **SUZI QUATRO AND CHRIS NORMAN/STUMBLIN' IN** (RSO)
 Profile: WAPE 1-1, WMEE 4-1, WZDQ 4-2, WAKY-FM 5-2, WDJX 6-2, KIMN-AM 6-2, KCPX 3-3, WKYN 3-3, WSPT 3-3, 96X 5-3, KYTE 4-4, KQIZ 4-4, KS106 4-4, Z104 5-4, WQCM 8-4, KLIF 10-4, KJR 5-5, WNAF 6-5, WAMS 6-5, WGBF 6-5, KSLQ 6-5, WKBO 8-5, KRTH-FM 8-5, WISM 6-6, WFYR 7-6, KTFX 7-6, WRKO 7-6, M91 7-6, TEN-Q 8-6, KUPD 7-7, KYYX 7-7, KIIK 8-7, WEBC 9-7, F105 10-7, KROY-AM 11-7, KSLY-AM 8-8, KFRC 8-8, WBBM-FM 9-8, KROY-FM 10-8, KYAE 10-8, WPGC 12-8, KACY 13-8, 92Q 9-9, WABB 11-9, WFI 11-9, KTSA 12-9, WMOH 12-10, WHBX 12-10, WGH 13-10, KMGK 13-10, KWIC 15-12, K-BEST 16-12, CHUM 18-13, WYLO 18-16, WOKY 21-17, KOPA 22-17, WLSQ 21-19, Y100 26-23, 96-KX 32-25, WNBC 31-28, WAIV 33-28 and CKGM A-29...topples from 60 to 48% of our reporters who are showing growth...9th week on chart.
- 7 16** **AMII STEWART/KNOCK ON WOOD** (ARIOLA)
 Profile: KDON 1-1, KMGK 1-1, WAMS 1-1, KZFM 1-1, KTKT 1-1, WJLQ 1-1, KTLK 1-1, WHBQ 1-1, WNDE 2-1, WGH 2-1, WNAF 2-1, KRUX 2-1, WEBC 4-1, WLSQ 4-1, WTOB 2-2, Z104 2-2, 92Q 2-2, WKIX 2-2, WAPE 2-2, KSLY-AM 3-2, WISM 3-2, KIIK 3-2, 96X 4-2, WQCM 4-2, WTIC-FM 4-2, WFI 4-2, KNUS 17-2, KJRB 3-3, WRKO 3-3, KYTE 3-3, TEN-Q 4-3, KACY 4-3, F105 5-3, KTSA 6-3, WTOB 8-3, CKGM 5-4, 96-KX 5-5, KROY-FM 6-5, KFRC 6-5, WAYS 7-5, WAKY-FM 10-5, KUHL 8-6, WKBO 9-6, KLIF 12-6, WAIV 7-7, WIFE 7-7, WNBC 8-7, CHUM 10-8, K104 13-8, M91 A-8, KCPX 9-9, WEEX 10-10, WOKY 13-10 and WCAO 16-11...added at WGBS...some 18+ callout support still reported... sturdy sales...falls from 58 to 42% of our reporters who are showing gains...watch for burn...11th week on chart.

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N 17 DONNA SUMMER/HOT STUFF (CASABLANCA)

 Profile: WGH A-11, KRTH-FM 23-15, WPGC 24-15, WNBC 30-15, WNDE 30-18, WIFE 29-20, WSFL A-20, WCAO 29-21, Z104 30-21, Y100 37-21, WAYS A-21, KJRB A-21, WSGA 26-22, WRKO A-22, WLCS A-22, WAVZ 31-23, WIFI 30-24, WABB D-24, WAMS 30-25, WQXI 30-26, Z93 30-26, KSLQ 34-26, 91X 36-26, WAXY A-26, KRSP A-26, WBBM-FM A-26, KCPX D-26, KOPA 30-27, Q105 30-27, WTIC-FM 35-27, CKLW A-27, WTOB D-27, KRUX 32-28, WHBQ A-28, KS106 A-28, WQCM A-28, WTOB 39-29, 96-KX 39-29, KRBE A-29, KFRC A-29, WMEE A-29, WQCM-FM A-29, KHJ A-29, WAIV 35-30, WYLO A-30, KDON 33-31, KSLY-AM A-31, WAPE D-31, WANS D-32, WSGN D-32, KLIF 38-33, KILT A-33, WLCY A-34, WNOR A-35, KTFX A-36, KACY A-37, KTLK D-37, CK101 A-38 and KATI A-38...added at WORD, KQIZ, WKIX, WHHY, WFLI, WAZA, WMOH, KMGK, KIMN-AM, WKBO, 96X, KYYX, KNUS, KJR, KROY-FM, KWIC, WGBS, WOKY, WISM, WNOE-AM, K104, KIIK, WLSQ, KROY-AM, F105, CHUM and B-100...could be her biggest record ever...all demos developing...phones starting, good disco reaction and sales reported immediately...volcanoes from 46 to 68% of our reporters who are showing gains...headed for no. 1 very quickly...1st week on chart.

26 18 SUPERTRAMP/THE LOGICAL SONG (A&M)

 Profile: KSLQ 10-4, WGH 12-8, KYYX 21-12, WZDQ 22-15, 91X 21-16, KUHL 24-17, 96-KX 23-18, KWK 24-18, WSPT 25-19, WEEX 30-19, Z104 25-20, KJRB 28-20, KJR 24-21, WLSQ 28-21, KFRC 29-21, KROY-FM 26-22, WRFC 28-23, KRBE 27-24, KYTE A-25, KMGK A-25, KOLE 30-26, WANS 34-26, KTKT A-26, WBBM-FM A-27, WISM 30-28, KRTH-FM A-28, KRSP A-28, WAKY-FM A-29, WAXY A-30, WJET A-30, KSLY-AM A-30, TEN-Q A-30, WKBO A-30, KATI 34-32, KROY-AM A-32, KACY 36-33, KDON A-33, CK101 36-34, 14Q A-34, WTOB 40-36, KRUX A-37, KRKE A-38 and WTIK A-39...added at WKIX, KQIZ, WMEE, KNUS, WAPE, KS106, KOPA, KIIK, WQCM-FM, KZFM, CKLW and B-100...CK101 teen male phones...WZDQ LP sales no. 4 phones all demos...WSPT no. 4 phones 12+ and no. 3 phones 18+...Z104 growing on audience...KYYX strong callout all demos...KSLQ no. 1 in two weeks no. 10 phones 12+, no. 6 callout males 18-24...no. 8 callout females 18-34...KJRB no. 10 sales...congratulations to the Gold Network for bringing home another HIT! Most Valuable Record Of The Week...marches from 30 to 43% of our reporters who are showing growth...2nd week on chart.

12 19 BELL & JAMES/LIVIN' IT UP FRIDAY NIGHT (A&M)

Profile: B-100 2-1, K104 3-2, WNOE-AM 3-3, CK101 3-3, WTIK 4-4, WFLI 4-4, KATI 5-4, WTOB 6-4, KOPA 6-4, KSLY-AM 7-4, 14Q 7-4, WSGA 5-5, WSGN 8-5, WLCY 9-5, KTKT 10-5, WNOR 10-5, WKIX 8-6, WLYT 8-6, WDJX 9-7, KZFM 10-7, KJR 13-7, WABB 9-8, KIMN-AM 10-8, WORD 9-9, WQXM 9-9, WFOX 12-10, WAKY-FM 15-10, KLIF 16-11, WIFE 21-14, KNUS 21-15, WAZA 20-17, WTIC-FM 24-17, KTFX 26-19, KYYX 29-21, WMEE 27-23, K-BEST A-23 and 92Q 27-25...8th week on chart.


21 20 CHER/TAKE ME HOME (CASABLANCA)

Profile: Y100 5-3, WYLO 5-3, WGBS 6-3, WNOE-AM 6-4, WTIK 8-6, WORD 10-7, WAPE 8-8, WIFI 14-8, KDON 14-8, KTLK 10-9, Q105 13-10, WTOB 21-10, KRKE 26-10, WNDE 17-11, WNAF 16-12, KROY-AM 18-12, KNUS 15-13, WAXY 14-14, WAMS 17-14, WRKO 20-14, KLIF 22-14, WSGA 18-15, KACY 19-16, WCAO 24-16, WFYR 18-17, KATI 19-17, WPGC 23-17, WIFE 23-18, WTIC-FM 25-18, WLCS 24-19, KRSP 24-19, F105 24-19, WKYN 23-20, WGBF A-20, KRBE 25-22, WEEX 26-22, KCPX 27-22, Z93 26-24, KIMN-AM 30-26, WAIV 30-26, KRUX 34-31, 14Q A-33, WLCY A-33 and WEBC A-34...added at KTSA, WHBX, KS106 and KILT...seems to be peaked...some 18+ female callout support...holding with nearly 40% of our reporters who are showing growth...4th week.

14 21 DOOBIE BROS./WHAT A FOOL BELIEVES (WB)

Profile: F105 1-1, K-BEST 1-1, WIFI 1-1, WGBS 1-1, WAKY-FM 1-1, WNBC 1-1, KHJ 1-1, TEN-Q 1-1, KGW 1-1, WYLO 2-1, KRBE 2-2, WKBO 2-2, KS106 2-2, WEEX 2-2, WAIV 2-2, KDON 2-2, KTLK 2-2, Y100 2-2, KTSA 2-2, CKLW 2-2, WLSQ 3-2, CHUM 3-3, 96-KX 3-3, WMOH 3-3, Z97 3-3, KWK 4-4, 92Q 5-5, KJRB 6-5, WJLQ 7-5, KQIZ 6-6, KUPD 6-6, CKGM 9-7, WTIK 10-10 and KOPA 11-10...13th week on chart.


N 22 BILLY JOEL/HONESTY (COLUMBIA)

 Profile: WIFI 17-11, WNBC 25-12, WABB 16-13, WGH 19-16, 14Q 24-16, WISM 25-16, KUPD 21-17, KWK 30-20, WBBM-FM A-21, KLUC 30-22, KJR A-22, WMOH A-23, WAXY 26-24, WYLO 29-24, B-100 A-24, WQCM-FM 28-25, KDWB 29-25, KROY-FM A-25, KYYX A-25, KWIC A-27, KELI A-27, KCPX D-27, KRTH-FM A-29, Z104 A-29, KQIZ A-29, WSGN D-29, F105 33-30, KRUX A-30, KYAE A-30, WMEE A-30, WLCS A-31, WLSQ A-32, KSLQ D-33, 96-KX A-35, WTIC-FM D-36 and WTOB A-39...added at WKIX, WJET, TEN-Q, M91, KNUS, KJRB, KZFM, WLCY, WRFC, KUHL, WGBS, WFOX, WEBC, 92Q, WORD, WHBX, KRSP, KROY-AM and KRBE...the giant cult was never burnt on this song, and the image power is valuable...demos just developing...leaps from 26 to 43% of our reporters who are showing gains...headed Top 15 immediately.

24 23 TYCOON/SUCH A WOMAN (ARISTA)

Profile: WSPT 6-4, 14Q 13-8, WCAO 13-9, WTIC-FM 18-9, 91X 14-11, KOPA 16-13, KUPD 16-14, WANS 18-15, KYYX 19-17, KELI 22-17, KOLE 24-18, KSLQ 23-19, WGH 23-20, WMEE 23-20, WKBO 23-20, WAPE 25-20, KNUS 26-20, WTIK 21-21, WLYT 24-21, WIFE 25-21, CK101 28-21, KRKE 28-21, KLIF 28-21, WLSQ 25-22, WPGC 25-22, WAYS 29-22, WSFL 31-23, KRBE 28-25, WTOB 29-25, KLUC 29-26, KS106 30-27, KRSP A-27, KIMN-AM A-28, KIIK 35-32 and KATI 38-36...added at WAMS, KQIZ, KYTE and KCPX...this is a key week...developing well with males 12-24, including callout...spreading to a solid teen base...30% of our reporters are showing growth...2nd week on chart.


N 24 G.Q./DISCO NIGHTS (ARISTA)

 Profile: WAVZ 2-2, WNOR 11-4, WHBQ 11-5, WQXI 10-7, WSFL 13-7, WAPE 10-9, WYLO 13-9, KTLK 15-11, KDON 28-11, WSGA 17-13, WFLI 23-14, Q105 22-15, WPGC 22-16, WTIK 19-17, WANS 24-19, KROY-FM 25-19, WRKO 26-19, WAXY 27-19, WNOE-AM 29-19, WAYS 32-19, WKIX 24-20, WNAF 25-21, WTOB 26-21, KRTH-FM 27-21, WTIC-FM 30-23, Y100 29-26, WQCM-FM 30-26, WKBO D-26, Z93 29-27, WQCM A-27, WORD A-28, TEN-Q A-28, WAMS A-

Universals

30, F105 A-31, KACY A-35 and KSLQ D-35...added at KROY-AM, KTSA, WAIV, KUHL, KSLY-AM, WAKY-FM and KIMN-AM...initially covering all demos...rises from 29 to 34% of our reporters who are showing growth...1st week on chart.


20 25 BOB WELCH/PRECIOUS LOVE (CAPITOL)
Profile: M91 2-1, KRUX 3-2, KOLE 5-3, KRKE 6-3, KNUS 7-3, Z97 7-4, KIMN-AM 8-4, WAZA 5-5, KCPX 5-5, KATI 6-6, 96X 8-7, B-100 9-7, KRBE 9-7, KYAE 9-7, KTKT 9-8, KELI 10-8, WKYN 11-8, KLIF 14-8, WQCM-FM 14-9, WJET 17-9, KJR 11-10, KOTN 14-10, WFLI 17-10, WRKO 14-13, KRTH-FM 19-16, KTSA 21-18, WPGC 21-19, WYLO 24-23, WIFE 31-28 and KDWB A-28...8th week on chart.

 **N 26 BAD COMPANY/ROCK & ROLL FANTASY (SWAN SONG)**
Profile: Among KOPA...WANS 6-3, KRKE 9-7, KATI 12-7, WLYT 10-10, WJLQ 25-12, KSLQ 20-14, KOLE 20-14, KYYX 24-14, KRBE 19-16, Z97 20-17, WFLI 25-17, WTIK 20-18, KMGK 24-18, 91X 26-19, WZDQ 26-20, KNUS 27-21, KLUC 27-23, WNAP A-23, KDWB A-23, WQCM-FM 27-24, KFRC 30-24, WGH A-24, WDJX A-25, KLIK 30-26, B-100 A-26, KZFM D-27, WNOE-AM 32-29, WORD A-29, WHBQ A-30 and WLCS A-34...added at WKIX, WTOB, KACY, KSLY-AM, 92Q, WTIC-FM and WAYS...callout indicates absolute smash with males 12-24 and spreading to other demos...lifts from 23 to 28% of our reporters who are showing growth...1st week.

28 27 ROGER VOUDOURIS/GET USED TO IT (WB)
Profile: KCPX 7-6, WLYT 9-7, KRKE 15-8, WZDQ 11-10, WANS 17-13, WSFL 19-15, Z93 19-16, WORD 21-17, WHHY 21-17, WHBX 28-18, WSGA 23-19, WAZA 27-19, KYAE 23-20, M91 24-20, WTOB 24-20, WHBQ 24-20, KQIZ 28-20, WFOX 24-21, KSLQ 28-24, WSPT 30-26, KATI 29-27, WQCM-FM A-28, WKYN D-28, WOKY A-30, WTIC-FM 34-31 and KDON A-32...added at WEBC, WQXI, TEN-Q, KRSP, WMOH, WMEE, WABB, KRUX, KYTE and KGW...particularly strong with 18+ females...solid increase from 20 to 28% of our reporters who are showing gains...2nd week on chart.

23 28 INSTANT FUNK/I GOT MY MIND MADE UP (SALSOUL)
Profile: KTLK 7-4, KDON 11-6, WLCS 17-7, WAYS 10-8, WQXI 9-9, WTOB 15-9, WKIX 10-10, WAPE 11-10, WYLO 12-10, WTOB 16-10, WNOR 16-12, Y100 19-12, KWK 21-12, WHBQ 13-13, F105 18-13, KSLY-AM 21-15, WNOE-AM 21-15, WGH 20-17, WIFE 20-17, WFLI 22-17, Z93 20-18, WFOX 22-19, KOPA 23-19, WNAP 22-20, WAMS 24-20, KIMN-AM 26-21, WHHY 27-21, WFLI A-24, WQCM A-29, CHUM A-29 and KLIF 40-35...added at WABB and KATI...4th week on chart.

30 29 POLICE/ROXANNE (A&M)
Profile: 14Q 3-1, KZFM 5-3, WANS 4-4, WZDQ 5-5, WFOX 13-8, WSPT 16-8, 91X 10-9, KUHL 15-11, WRFC 18-13, WLCS 27-23, CKLW 17-14, KFRC 15-15, WTIK 18-16, ITFX 21-16, CK101 21-19, KNUS 25-19, WKIX 25-21, KHJ 24-23, KRSP 12-23, KRUX 33-23, WTIC-FM 27-24, F105 27-24, WAYS D-24, WORD A-26, WEEX A-28 and WMEE D-28...added at KMGK...unusually steady pattern...holding for 4th week with 20% reporter support...heavy males 12-24...2nd week on chart.

 **N 30 ROD STEWART/AIN'T LOVE A BITCH (WB)**
Profile: WSGA 20-17, WANS 23-18, CK101 30-20, 92Q 26-23, KELI 26-23, Q105 27-23, B-100 A-23, WAYS D-23, KRSP 28-24, WRKO 28-25, WSGN 33-26, WLCS 32-27, KHJ A-27, WZDQ A-28, KWK A-28, KATI 36-29, WAVZ A-29, KS106 A-29, WSPT D-29, KOPA D-29, KFRC A-30, WTOB D-30, WIFE A-33, WAPE D-34, WTOB A-37, WSFL A-39, and KTFX A-40...added at WNDE, WAXY, KJR, WFLI, KJRB, KILT, CKLW, KZFM, KNUS, WRFC, KRTH-FM, WAIV, WTIK and CHUM...no evidence that the song title has caused any resistance...in fact, CK101 reports heavy females 18+ already...jumps from 23 to 32% of our reporters who are showing gains...1st week on chart.

SIGNIFICANT ACTION:

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

BARBARA MANDRELL/IF LOVING YOU IS WRONG 36/10/8 (MCA) Profile: KRKE 7-4, WLSQ 12-8, WHHY 17-12, Z93 18-15, WQXI 20-17, WSGN 27-19, WNOE-AM 26-21, WMOH A-22, WBBM-FM A-22, WTIK 26-23, WEBC 28-23, WFYR A-23, KTFX 29-24, WFOX 29-25, KELI A-28, KOTN A-30, WSGA A-30 and WAPE D-35...added at Z104, WSPT, WANS and WHBQ.

ALLMAN BROS./CRAZY LOVE 57/8/8 (CAPRICORN) Profile: WRFC 12-9, WZDQ 14-11, KOLE 15-12, WFLI 20-13, Z93 22-19, WNAP 23-19, WANS 22-20, WORD 25-21, KSLQ 27-23, WHHY 28-24, KATI 31-24, WAPE 31-25, KNUS A-25, WTOB 29-27, KRBE 30-28, WIFE 32-29, WEEX A-29, WTIK 35-31, WNOE-AM 40-35, KILT-FM A-35, KTFX 40-36, WTIC-FM A-37, WAIV A-38 and WAKY-FM A-39...added at WKBO-AM and KUPD.

RAY STEVENS/I NEED YOUR HELP BARRY MANILOW 46/4/6 (WB) Profile: WLSQ 13-7, WHBM 21-13, WHHY 20-16, WSGN 28-18, WRFC 24-20, KUHL 28-20, WISM 26-23, WEBC 29-24, WAPE 29-24, WKIX A-24, WKY D-25, WTIC-FM 31-26, Y100 31-27, KACY-FM A-28 and WABB D-28...added at WFLI and KATI.

NICOLETTE LARSON/RHUMBA GIRL 41/13/7 (WB) Profile: WZDQ 21-16, KJRB 22-17, WAIV 25-18, WSPT 23-20, KJR 23-20, KATI 25-21, WANS 27-24, KS106 29-25, KYYX 28-26, WTIK 31-28, WEBC A-28, KNUS A-30, WNDE-FM A-30 and WSFL 35-31...added at WMOH, WNAP, WTOB, KQIZ, KCPX, WFOX, WQCM-FM, WNOE-AM, CKLW and CHUM.

BOSTON/FEELIN' SATISFIED 36/0/8 (EPIC) Profile: M91 13-3, Z97 13-9, KTLK 19-14, 96-KX 19-15, B-100 24-16, KSLY-AM 22-18, KNUS 28-22, KRBE 29-27, KRUX 31-29, WNOE-AM 35-30, WTIK 36-32 and KTFX 37-34.

Universals

DAVID NAUGHTON/MAKIN' IT 24/10/10 (RSO) Profile: WKIX 19-14, KTLK 22-18, WAVZ 27-21, KRKE 26-24, WSGA 28-25, Q105 29-26, WAPE 35-28, 92Q A-28, KILT-FM 39-30, KFI A-30, Y100 35-31, WAIV A-37, KTFX A-39 and WTIC-FM A-39...added at WORD, KROY-FM, WFOX, WAYS and F105.

RICKIE LEE JONES/CHUCK E'S IN LOVE 39/19/4 (WB) Profile: WGH 22-18, WAVZ 29-22, WZDQ 28-23, 91X 32-24, KUPD 29-27, WFOX D-27, Z104 A-28, WLYT A-29, WANS 35-30, Z93 A-30, CK101 38-31 and KSLQ D-36...added at WLSQ, WPGC, WORD, WSPT, WJET, WSFL, WEBC, 14Q, WAZA, WAKY-FM, KOPA, 92-Q, WAYS, KRTH, KNUS and B-100.

KENNY ROGERS/SHE BELIEVES IN ME 40/28/2 (UA) Profile: WGBS A-21, WLSQ A-24, WAYS A-28, 92Q A-29, KCPX D-29, KELI A-30, WSGN D-30, KNUS A-32, KSLQ D-34, KLIF A-39, KATI A-39, CK101 A-40, KRKE A-40 and WLYT A-40...added at KMGK-AM, KJR, WFYR, WISM, WGH, WAPE, WORD, WQXI, WKIX, WJET, WPGC, WHHY, WAZA, WTIC-FM, KIMN-AM, KTSA and KILT-FM.

APRIL WINE/ROLLER (CAPITOL) Profile: 96-KX 10-10, KFRC 12-10, WANS 20-17, KOLE 21-17, KHJ 23-18, KLUC 24-18, KUPD 27-24, WNAP A-25, WORD A-27 and WTIK 39-35.

CHEAP TRICK/I WANT YOU TO WANT ME 22/10/9 (EPIC) Profile: WRKO 17-11, WSPT 20-12, KMGK-AM 21-17, WFOX 27-20, 91X 28-21, WZDQ 27-24 and WEEX A-30...added at WRFC, WNOE-AM, WTIK, WGH, WANS, WQCM, KRUX, KYAR and KUPD.

JOURNEY/JUST THE SAME WAY 17/6/8 (COLUMBIA) Profile: KSLY-AM 11-10, KLUC 12-10, KYAR 14-11, KSLQ 16-12, KFRC 21-16, WSPT 28-23, WZDQ A-31 and KOLE 35-32...added at KMGK-AM, KELI, WISM, KOIZ and KUPD.

FRANK ZAPPA/DANCIN' FOOL 32/9/7 (MERCURY) Profile: CK101 22-18, WNBC 27-19, WORD 29-20, WYLO A-26, WFOX A-30, WLYT 45-30, F105 A-36 and WTIK A-38...added at KCPX, 14Q, KNUS, Z104 and B-100.

CHRIS REA/DIAMONDS 40/7/6 (UA) Profile: WRFC 25-22, B-100 28-25, WSGN 32-25, WSPT D-28, WCAO A-30, KS106 A-30, WANS A-31, KATI 35-33, WAIV 38-33 and KRUX 40-36...added at KOLE, KSLY-AM, WLSQ and KTLK.

SAMMY HAGAR/DOCK OF THE BAY 14/2/4 (COLUMBIA) Profile: KIMN-AM 27-19, 91X 27-23, KYAR 28-25, B-100 30-27, WLSQ A-27, KRKE D-28, KLUC D-30 and WANS D-34...added at KOLE.

NARADA MICHAEL WALDEN/I DONT WANT NOBODY ELSE 14/3/7 (ATLANTIC) Profile: WHBQ-FM 26-16, WNOE-AM 24-17, KTLK 29-25, WLCS 33-28, WTIK 33-30, WQCM-FM A-30 and WAVZ D-33...added at WAIV and WNOR.

VAN HALEN/DANCE THE NIGHT AWAY 23/15/3 (WB) Profile: WGH 24-22, KJR A-24, WPGC A-27, KYYX 30-28, KLUC D-29, WZDQ A-30 and KSLQ D-37....added at KS106, WTOB, WAKY-FM, WJET, WHBQ, KOPA, KHJ, WSPT, KCPX, WNAP, JB-105, and CK-101.

ORSA LIA/I NEVER SAID I LOVE YOU 12/0/10 (INFINITY) Profile: KOTN 6-5, WLSQ 16-12, KRKE 22-14, KMGK-AM 25-23 and WKY D-26.

BEACH BOYS/GOOD TIMIN' 23/14/4 (CARIBOU) Profile: WLSQ 18-15, CK101 31-27, KHJ A-30, WIFE A-30, KRTH-FM A-30 and 91X A-34...added at WNAP, KUHL, WTIC-FM, KOLE, WRKO, KYYX, KNUS, 14Q, KCPX and B-100.

DANNY PEARSON/WHAT'S YOUR SIGN GIRL 4/1/2 (UNLIMITED GOLD) Profile: WTIK 34-12, WLCS 31-20, WNOE-AM 37-25 and WNOR A-34.

ALTON McCLAIN/IT MUST BE LOVE 9/2/6 (POLYDOR) Profile: KILT-FM 26-18, WNOR 30-24, KTLK 30-27, WNOE-AM 33-28, WSGN D-28 and Y100 A-34...added at WTIK.

CARS/LET THE GOOD TIMES ROLL 23/1/10 (ASYLUM) Profile: KSLY-AM 10-5, KRBE 21-17, B-100 27-20, KZFM-FM D-32 and WANS D-33...added at M91.

MAUREEN McGOVERN/CAN YOU READ MY MIND 12/2/7 (WB) Profile: F105 6-5, WGBS 18-12, KOTN 24-17 and WKIX A-25...added at WKY.

DR. HOOK/WHEN YOU'RE IN LOVE WITH A BEAUTIFUL WOMAN (CAPITOL) Profile: WSFL 29-22, WTOB 28-24, WAPE 32-26, WHHY D-29, WRKO A-30 and KATI 39-35...added at WANS, WNOE-AM, WRFC, KRTH-FM, KOTN, 14Q, WTIK and WHBM.

IRONHORSE/SWEET LOUIE LOUISE (SCOTTI BROS.) Profile: KHJA 25-24, KFI 28-25, WTIK 29-25, WIFI D-29, KRUX 39-34 and WTIC-FM 38-35...added at 14Q, KUHL and WNOE-AM.

KINKS/SUPERMAN 5/1/7 (ARISTA) Profile: KRBE 17-12, KILT-FM 19-14, WTIC-FM 29-25 and WANS D-29...added at WFOX.

ROCKETS/CANT SLEEP 13/3/4 (RSO) Profile: KFRC A-28, WISM D-30, WTOB 38-35 and CK101 40-35...added at KUHL and WLSQ.

CLAUDJA BARRY/BOOGIE WOOGIE DANCIN' SHOES 17/2/5 (CHRYSLIS) Profile: KRUX 27-24, WNOR 35-28, WLSQ A-29, WNOE-AM 36-32, WTIK 40-36 and KTLK D-40...added at TEN-Q.

MACHINE/THERE BUT FOR THE GRACE OF GOD 4/1/3 (RCA) Profile: WRKO 15-9, KDON 29-23 and F-105 29-25...added at WNOR.

BABYS/HEAD FIRST 4/1/3 (CHRYSLIS) Profile: KWK 18-13, KUPD 22-20 and WZDQ A-33.

SANTANA/ONE CHAIN 5/2/2 (COLUMBIA) Profile: KSLY-AM 25-20, WLSQ 29-26, KTLK 34-30 and B-100 A-30...added at WAKY-FM.

THELMA HOUSTON/SATURDAY NIGHT SUNDAY MORNING 13/2/10 (MOTOWN) Profile: KILT-FM 36-21, KTLK 26-22 and WNOE-AM A-37...added at WIFE.

CHANSON/I CAN TELL 3/0/4 (ARIOLA) Profile: KRTH-FM 15-11 and WJET 19-11.

McFADDEN & WHITEHEAD/AIN'T NO STOPPING US NOW 4/2/2 (PI) Profile: WAVZ 15-5 and KTLK D-38...added at WYLO and WRKO.

Universals

WAR/GOOD GOOD FEELING 4/1/3 (MCA) Profile: KTLK 35-32 and WNOE-AM 38-33....added at WNOR.

JAY FERGUSON/SHAKEDOWN CRUISE 7/7/1 (ASYLUM) Profile: Added at KHJ, KILT-FM, WNOE-AM, KOLE, WZDQ, WANS and KFRC.

NEW ENGLAND/DON'T EVER WANNA LOSE YA 8/4/2 (INFINITY) Profile: Added at WADQ, WGH, WGBF and KYYX.

FOXY/HOT NUMBER 17/3/9 (TK) Profile: KILT 2-1, KDON 24-18, WNOR 33-19, WAXY 25-20, Y100 25-22, CK101 33-23, WNOE-AM 30-24, CKLW A-24, KRTH-FM 29-25, WTX 38-34 and WAIV A-39....added at WORD.

TREND SETTERS

B-100	San Diego	C.C. McCartney	714 292-5362	WBBQ	Augusta, GA	Bruce Stevens	803 279-6610
CHUM	Toronto	Bob Wood	416 925-6666	WCKO	Ft. Lauderdale	John Galanseo	305 731-4800
CK-101	Cocoa Beach	Steve Ocean	305 783-9257	WCOL	Columbus	Dave Bishop	614 221-7811
CKGM	Montreal	John Keogh	514 931-6251	WDAK	Columbus, GA	Steve Kelly	404 322-6447
CKLW	Detroit	Dick Bozzi	313 963-1567	WDCG	Durham	Don West	919 682-0318
F-105	Boston	Charlie Fernandez	617 332-9817	WDJX	Dayton	Buddy Scott	513 372-8074
JB-105	Providence	Todd Chase	401 277-7001	WDRG	Hartford	Charlie Parker	203 278-1115
K-104	Fresno	John Lee Walker	209 834-5904	WEBC	Duluth	Steven B. Oliver	218 728-4484
KACY	Ventura	Jim Barker	805 647-5092	WEEX	Easton	Jim Cook	215 258-6155
KATA	Arcata, CA	Staff	707 822-4814	WEFM	Chicago	Kevin Metheny	312 649-0099
KATI	Casper	Donna Foxx	307 266-1400	WERG	Birmingham	Walt Brown	205 252-3171
KBEQ	Kansas City	Kim Welsh	816 531-2535	WFBC	Greenville, S.C.	Lou Simon	803 271-9200
K-BEST	San Diego	Dene Hallam	714 278-1000	WFIL	Philadelphia	Jay Cook	215 879-1600
KCBN	Reno	Red Mtn	702 826-1355	WFIR	Roanoke	Frank Grimes	703 345-1511
KCPX	Salt Lake City	Gary Waldron	801 972-3030	WFLI	Chattanooga	Jimmy Byrd	615 821-3555
KDWB	Minneapolis	Dave Thompson	612 739-4000	WFOX	Gainesville	Sam Church	404 536-9948
KELI	Tulsa	Ray Livingston	918 622-1430	WFTQ	Worcester	Bob Rivers	617 755-1444
KENI	Anchorage	Tim Allen	907 272-7461	WFYR	Chicago	Don Kelly	312 861-8100
KEZY	Anaheim	Larry Reisman	714 776-1191	WGBF	Evansville	Barry James	812 477-8811
KFI	Los Angeles	Roger Collins	213 385-0101	WGBS	Miami	Charlie Cook	305 377-8811
KFRC	San Francisco	Les Garland	415 986-6100	WGH	Norfolk	Bob Canada	804 340-1310
KGW	Portland	Terry Danner	503 226-5000	WHB	Kansas City	Al Casey	816 221-8300
KHJ	Los Angeles	Chuck Martin	213 462-6255	WHBQ	Memphis	Dave Nichols	901 458-0056
KIDD	Monterey	A. J. Roberts	408 649-6622	WHFM	Rochester, NY	Johnny Rapp	716 454-4884
KIKK	Davenport	Charles King	319 383-7097	WHYY	Montgomery	Rich Thomas	205 281-9378
KILT	Houston	Tish Reyes	713 526-3461	WICC	Bridgeport	Gary Peters	203 366-9383
KIMN	Denver	Chuck Buell	303 234-9500	WIFE	Indianapolis	Jerry Steele	317 637-1375
KJR	Seattle	Tracy Mitchell	206 937-5100	WIFI	Philadelphia	Steve Rivers	215 839-0900
KJRB	Spokane	Tomm Hutlyer	509 448-1000	WISM	Madison	Jonathan Little	608 271-1486
KKOJ	St. Louis	Gary Brown	314 721-2323	WJDX	Jackson, MS	Bob Burton	601 982-1062
KLIF	Dallas	Jack Darden	214 747-9311	WJET	Erie	Barney Luv	814 455-2741
KLUC	Las Vegas	Dave Anthony	702 739-9383	WJLQ	Pensacola	Byrn Bennick	904 456-5751
KMGK	Des Moines	Ben Hill	515 247-4533	WKAU	Kaukauna	Rick Allen	414 766-4663
KNUS	Dallas	Larry James	214 651-1010	WKBO	Harrisburg	Heidi Krammer	717 561-0710
KOBO	Yuba City	Ross Forbes	916 673-7677	WKIX	Raleigh	Ron McKay	919 851-2711
KOLE	Port Arthur	Tommie Maldenado	713 982-9436	WKWK	Wheeling, W. VA	Jim English	304 232-2250
KOPA	Phoenix	Steve Rivers	602 941-1007	WKY	Oklahoma City	Sandy Jones	405 478-2930
KOTN	Pine Bluff	Larry Weir	501 534-8732	WLCS	Baton Rouge	Bob Elliot	504 383-4411
KQDI	Great Falls	Charlie Stone	406 761-2800	WLCY	St. Petersburg	Ron Parker	813 577-0138
KQEO	Albuquerque	Frank Ragan	505 243-6791	WLSQ	Montgomery	John Roberts	205 264-6449
KQIZ-FM	Amarillo	W.J. Fairchild	806 353-6663	WLS	Chicago	Karen Cavaliero	312 782-2002
KRBE	Houston	Clay Gish	713 960-0123	WMEE	Fort Wayne	John Curry	219 447-5511
KRKE	Albuquerque	Chris Carey	505 765-5400	WMOH	Hamilton, OH	Joe London	513 863-6800
KROY	Sacramento	Danny Wright	916 441-4950	WNAF	Indianapolis	Steve Mitchell	317 924-5211
KROY-FM	Sacramento	Richard Irwin	916 441-4950	WNBC	New York	Bob Pittman	212 664-2744
KRQ	Tucson	Dan McCoy	602 624-2431	WNDE	Indianapolis	Bobby Hatfield	317 257-7565
KRSP-FM	Salt Lake City	Lorraine Winegar	801 262-5541	WNGS	W. Palm Beach	Lou Downey	305 844-6343
KRUX	Phoenix	Bobby Rivers	602 247-5789	WNOE-AM	New Orleans	Jack Talley	504 529-1212
KRTH-FM	Los Angeles	Bob Hamilton	213 937-5230	WNOR	Norfolk	Don Davis	804 623-9667
KSLQ	St. Louis	Joel Denver	314 725-9814	WOKY	Milwaukee	Rusty Ford	414 442-0150
KSLY	San Luis Obispo	Chuck Stevens	805 543-9400	WORD	Spartanburg, S.C.	Rick McAlister	803 583-2711
KS-106	Mason City	Mike Raub	515 423-8634	WPEZ	Pittsburgh	Mark Fritzsche	412 323-5300
KTFX	Tulsa	Jim Wood	918 663-6511	WPGC	Washington, DC	Jim Elliot	202 779-2100
KTKT	Tucson	Ed Alexander	602 622-6711	WQIC	Aston	Dave Dillon	215 459-1602
KTLK	Denver	Paula Matthews	303 573-1280	WQXI-AM	Atlanta	J.J. Jackson	404 261-2970
KUHL	Santa Maria	Denny Luell	805 922-7727	WRBR	South Bend	Joe Lightner	219 256-1836
KUPD	Phoenix	John Sebastian	602 838-3062	WRFC	Athens	Gary Kirk	404 549-6222
KVOL	Lafayette	Kim Canard	318 234-5151	WRKO	Boston	Harry Nelson	617 725-2700
KWIC	Beaumont, Texas	Mike Murphy	713 842-2210	WROK	Rockford	C.C. Matthews	815 399-2233
KWK	St. Louis	Bob Hattrik	314 644-1380	WROV	Roanoke	Barry Michaels	703 343-4444
KYA	San Francisco	Allan Mason	415 396-2500	WRUN	Troy-Utica N Y	Fred Horton	315 736-5225
KYTE	Portland	Mike Davis	503 222-1841	WRVQ	Richmond, VA	Bill Thomas	804 649-9151
KYYX	Seattle	Tony Stone	206 682-2828	WSFL	New Bern	Ed Seeger	919 633-2407
KZFM	Corpus Christi	Rusty Garrett	512 883-3516	WSGA	Savannah	Jerry Rogers	912 233-8807
M-91	San Diego	Jeff Salgo	714 583-9100	WSGN	Birmingham	Jay Michaels	205 942-0600
Q-105	Tampa	Mason Dixon	813 879-1420	WSPY	Stevens Point, WI	Pat Martin	715 341-1300
Q-106	York, PA	Liz Curtis	717 757-9402	WTIC-FM	Hartford	Arnold Chase	203 522-1080
TEN-Q	Los Angeles	Connie Singer	213 381-7201	WTX	New Orleans	Terry Young	504 561-0001
WABB	Mobile	Jerry King	205 432-5572	WTKX	Pensacola	Chris Hampton	904 438-4730
WAIV	Jacksonville	Bob Moody	904 783-3711	WTOB	Winston-Salem	Chris Angel	919 723-4353
WAKY	Louisville	Tom Summers	502 587-7979	WUPE	Pittsfield	Marty McGuane	413 499-1531
WAMS	Ashland	Gary Miller	606 928-6464	96-KX	Pittsburgh	Michael McGann	412 244-4544
WANS	Anderson	Bill McCown	803 224-3424	WZDQ	Chattanooga	Anne McCartney	615 842-6604
WAPE	Jacksonville	Paul Sebastian	904 264-4523	WZNG	Winter Haven	Chuck Walker	813 299-1142
WAQY	Springfield, MA	Jim Rising	413 525-4141	WZYQ	Frederick, MD	Joe Johnson	301 662-2148
WAVZ	New Haven	Curt Hansen	203 777-4761	WZZX	Louisville	Ray Oakes	502 245-6601
WAYS	Charlotte	Roy Rosen	704 392-6191	WZZP	Cleveland	Tim Bird	216 696-4444
WAZA	Bainbridge, GA	Jerry White	912 246-2035	Y-95	St. Petersburg	Bob McNeil	813 576-9550
WAXY	Ft. Lauderdale	Staff	305 467-6351	Y-100	Miami	Colleen Cassidy	305 944-1956
WBBF	Rochester	Tom Nast	716 232-7550	Z-93	Atlanta	Dale O'Brien	404 881-0093
WBBM-FM	Chicago	Lee De Young	312 944-6000	Z-97	Ft. Worth/Dallas	Gary Mack	817 731-6301
				Z-104	Frederick, MD	Joe Johnson	301 662-2148
				91-X	San Diego	Gene Knight	714 236-9872
				92-FLY-FM	Albany	Don Schaeffer	518 456-3600
				92-Q	Nashville	Scooter Davis	615 244-8290
				99-X	New York	Bobby Rich	212 764-6617

“CRAZY LOVE”

THE ALLMAN BROTHERS BAND

From Their Album

“ENLIGHTENED ROGUES”

*Which Your Competition,
Going By The Name Of Frequency Modulation,
Has In Top 5 Rotation.*

R&R 6-4 RW FM Airplay 5-3

FACTS ARE FACTS

**The Definitive American Rock And Roll Band
For Ten Years**

History

WPHD 25-15-10-9

KSLG 25-16-13

KJAS 15-9-7

**WPEZ 30-26, WNAP 23-19, WIFE 32-29, WKRQ (Q 102)
31-23, WAPE 31-25, KNUS D-25**

**KZ 106 D-17, WLYT 18-14, KILT D-35, WTIK 37-31, WNOE 40-35, WZZP 21-18,
KSLQ 27-23, WQXI-FM (94Q) 17-12, KRBE 30-28, KTFX 40-36, WHHY 28-24,
WPRO 29-26, WING 27-19, WZZQ 20-15, WRFC 12-9, WORD 25-21, WZDQ 14-11,
Q 107 14-7, KLMS D-14, WFLI 20-13.**

**SUPER FLASH—HARRISBURG
THE ULTIMATE RADIO ACTIVITY:
ADDED AT WKBO DESPITE
EBS ALERT!**

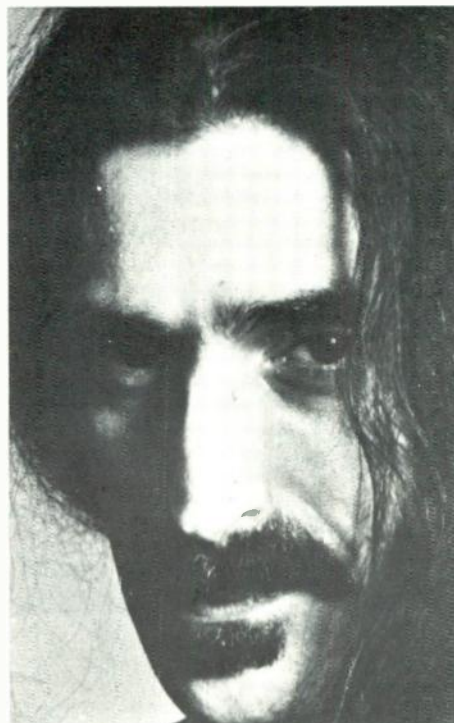
**DAVE SHOLIN, KENT BURKHART, AND JOHN ROOK:
WITH ALL DUE RESPECT—**

READ MY LIPS!

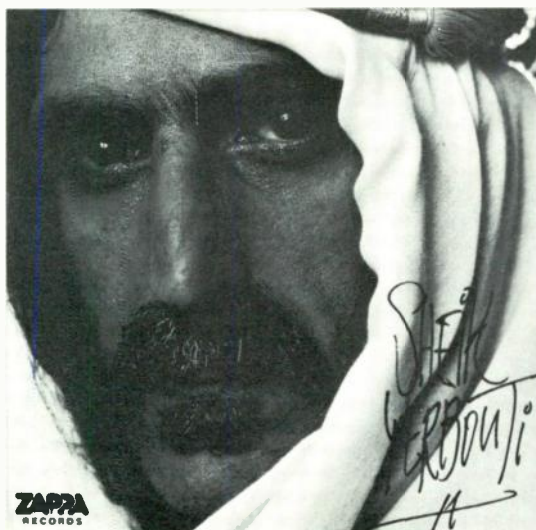


sheik yerbouti to "DANCIN' FOOL"

"If you play it and your competition doesn't and the record happens in the market, it can mean a point during the book."
—Buzz Bennett



On At These Universals Stations: WNBC, 99X, WTIX, F-105, KUPD, WRKO, 13Q, WCRO, JB-105, B-100, BJ-105, WLAC, KCPX, KJRB, WFLB, WAKY, KCBN, KBIM, KLIF, WGH, WNAP, WORD, 92X, WRJZ, KELI, WZDQ, WEEQ.



Album Action: KFMH, KROQ, WPIX, WBCN, WSHE, WAAF, ZETA-4, 98-ROCK, WZZO, ROCK 95, MAGIC 92, WOUR, KRST-FM, KTIM, WYSP, KTXQ, KGON, WMMR, WSMI, KGGO, ZETA 7, WLOB, WDVE, KY-102, KZOM, KQRS.

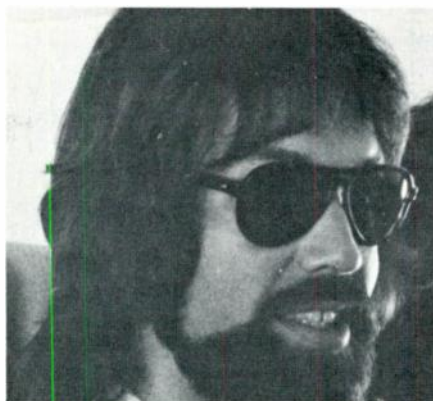
SHEIK YERBOUTI: SRZ-2-1501

The Single "Dancin' Fool" The Album "Sheik Yerbouti"
From ZAPPA, Distributed by Mercury/Phonogram

Thanks ... The Mercury Promotion Family

Albums

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.



12"s

by Steve Jenkins

NEXT:

HERMAN BROOD & HIS WILD ROMANCE/Same (Ariola)

KEY CUT: SATURDAY NIGHT. Profile: Hot at KROQ, WPIX, and WBCN... medium at ROCK95, WSHE, KMET, and KTXQ...WZZO L-M, WOUR L-M, KZEW L-M, KTIM L-M, KRST-FM L-M, KXXY A-L, 98-ROCK A-L, WABX A-L, and C-101 A-L...other cuts: Rock n' Roll Junkie, Feel Like Doin' It (Cha-Cha), Hit, Dope Sucks and Doreen.

BILLY THORPE/Children of the Sun (Capricorn)

KEY CUT: TITLE. Profile: Hot at KTXQ and KROQ...medium at KSFM, ROCK95, and KYTX...KZEW M-H, KTIM L-M, WBCN A-L, WAAF A-L, and ZETA7 A-L...other cuts: Dream Maker, Wrapped in the Chains, Goddess of the Night, We Welcome You, and the title.

DUNCAN BROWNE/The Wild Places (Sire)

KEY CUT: TITLE. Profile: Hot at WSHE...medium at ZETA-4, KTXQ, KTIM, KMEL, and KGGO...KSJO M-H and WPIX A-H...other cuts: Camino Real, Roman Vecu, The Crash, Planet Earth and Kisarazu.

LOWELL GEORGE/Thanks I'll Eat It Here (WB)

KEY CUT: 2 TRAINS. Profile: Hot at KFMH, KYTX, 98-ROCK, and KLRB...medium at KROQ, WBCN, ZETA-4, WOUR, KTXQ, ZETA7, and KMEL...KGGO M-H, KXFM L-M, KZEW L-M, KXXY A-M, ROCK95 A-M, WKLS A-L, KZOM A-L, and C-101 A-L...other cuts: Honest Man, Easy Money, I Can't Stand the Rain, and What Do You Want the Girl to Do?

JAY FERGUSON/Real Life Aint This Way (Asylum)

KEY CUT: SHAKEDOWN CRUISE. Profile: Hot at M-105, WSML, WMMS, 98-ROCK, and ZETA-4...medium at WOUR, KTXQ, WAAF, KROQ, WBCN, WSHE, ROCK95, KRST-FM, and ZETA7...WLOB A-H, WYSPA-M, KFMHA-M, KY-102 A-L, C-101 A-L, Z92 A-L, 92-ROCK A-L, KZOM A-L, KMET A-L, and KBPI A-L... other cuts: Stones Medley, Paying Time and City of Angels.

TYCOON/Tycoon (Arista)

KEY CUT: SUCH A WOMAN. Profile: Hot at KGON, KZOM, ZETA7, KGGO, KEZY-AM, KRST-FM, KY-102, WLOB, WMMS, WSML, and WSHE...medium at M-105, WYSP, KWST, KBPI, WLRS, KTXQ, WDVE, and WAAF...KZEW M-H, WKLS M-H, 92-ROCK L-M, and KYTX A-L...other cuts: The Way That It Goes, Slow Down Boy and Out in the Cold.

MOST ADDED ALBUMS

1. SWEET/Cut Above The Rest (Capitol)
KEY CUT: DISCOPHONY
2. MANFRED MANN/Angel Station (WB)
KEY CUT: YOU ANGEL YOU
2. RON WOOD/Gimme Some Neck (Columbia)
KEY CUT: INFECTION
3. TRIUMPH/Just A Game (RCA)
KEY CUT: HOLD ON
4. MARSHALL TUCKER BAND/Running Like The Wind (WB)
KEY CUT: TITLE
4. JAY FERGUSON/Real Life Aint This Way (Asylum)
KEY CUT: SHAKEDOWN CRUISE
5. NEW ENGLAND/Don't Ever Wanna Lose Ya (Infinity)
KEY CUT: (12")

Name a supergroup, any supergroup. As sure as you're sitting there, some artist is about to be them. You know, "the next" Beatles, Stones, Boston, Foreigner, Linda Ronstadt or whoever. They've either got a record out or they have one on the way.

This is easy to verify as there is always someone available and ready to tell you exactly why the artist is going to be a good deal more popular and influential than any artist that has come before them. The catch is that these predictions of success on a broodingnagian scale dont always come true. Why? Damned if I know.

I do know that it is the dream of giant success on the scale of a Boston, Foreigner, et al that keeps the myriad number of musical artists trodding the boards for low pay and no fame. It's the fact that some artists have achieved this level of success that gives a new artist goals to reach and a measuring stick by which to judge their progress.

I would suggest that the same might be said of ratings. Double digits, number 1 in a daypart or demographic, or number 1 12+, these are the yardsticks by which a station gauges its relative position in the marketplace. The fact that some station in the market is number one 12+, or in their target demographic, or in certain dayparts is the proof that the goal is attainable.

What is most important is how a station or an artist goes about becoming the next WMMS, WLRS or KMET, or the next Beatles, Boston or Foreigner. A measure of success is attainable by copping the best features of the station or artist which has reached the top, but it isnt enough to copy. At best that will get you second place.

Its questionably intelligent to be shockingly unique just to be noticed. You must establish your identity and emphasize what makes you not only different, but superior. Its all well and good to be "the next" WMMS or Foreigner but its even better(ask 'em) when you are there.

Albums

- 2 1 SUPERTRAMP/BREAKFAST IN AMERICA KEY CUT: THE LOGICAL SONG (A&M)**
 Profile: Hot at 98-ROCK, WSMI, ROCK95, KBPI, Z92, KMET, ZETA7, MAGIC 92, KQRS, KLRB, KMEL, KWST, KY-102, WAAF, KZEW, WABX, WDVE, WKDF, WKLS, KFMH, WLRS, WMMR, WMMS, KSHE, WSHE, WYSP, WOUR, ZETA-4, KRST-FM, KEZY-AM, KTIM, KZOM, KXXY, WBCN, KGON, KSJO, WPIX, KXFM, KGGO, KYTX, KTXQ, WZZO, KROQ, WNOR, WLOB, KSFM, and 92-ROCK...medium at KSAN...C-101 M-H, and WNOE-FM A-M...other cuts: Goodbye Stranger, Child of Vision, Take The Long Way Home...smashes to number one with giant 18-34 support, male and female...phenomenal 98% of our reporters showing action...sales are strong...very valuable to programing.
-  **5 2 VAN HALEN/VAN HALEN II KEY CUT: DANCE THE NIGHT AWAY (WB)**
 Profile: Hot at WMMR, KTXQ, KBPI, KY-102, WLOB, WZZO, ROCK95, KSHE, 92-ROCK, WAAF, 98-ROCK, M-105, MAGIC 92, KSFM, WKDF, KQRS, KFMH, WLRS, KMEL, WMMS, WSHE, WYSP, KZEW, ZETA7, KRST-FM, KEZY-AM, KTIM, WABX, WDVE, WSMI, KGON, KSJO, WPIX, WKLS, WGGO, and KYTX...medium at WBCN, WOUR, KROQ, and KXFM...KXXY M-H, C-101 M-H, WNOR M-H, ZETA-4 L-H, KZOM A-H, and KLRB A-H...other cuts: Beautiful Girls, D.O.A., Somebody Get Me A Doctor and Light Up The Sky...giant 16-24 male reaction...also 18-24 females...sales are developing rapidly...requests are heavy...valuable LP.
-  **1 3 BAD COMPANY/DESOLATION ANGELS KEY CUT: ROCK 'N ROLL FANTASY (SWAN SONG)**
 Profile: Hot at 98-ROCK, 92-ROCK, ROCK95, KSHE, 92-ROCK, WAAF, C-101, M-105, WABX, WDVE, WKDF, KQRS, KFMH, WLRS, WMMR, WMMS, KWST, WYSP, ZETA-4, KEZY-AM, KTIM, KZOM, KXXY, KZEW, KGON, KSJO, WPIX, KXFM, KGGO, KYTX, KTXQ, WZZO, WKLS, WLOB, and KSFM...medium at WSHE, WNOR, and WBCN...Z92 M-H...other cuts: Gone, Gone, Gone, Take The Time and Oh Atlanta...very strong 18-24...strong sales...primarily male.
- 4 4 JOURNEY/EVOLUTION KEY CUT: JUST THE SAME WAY (COLUMBIA)**
 Profile: Hot at KYTX, KTIM, KSAN, KTXQ, KXXY, KZOM, WLOB, WSMI, KSFM, KMEL, KXFM, WABX, KZEW, M-105, WLRS, KLRB, WKDF, 98-ROCK, KFMH, KSHE, KWST, WMMS, ZETA7, KGGO, ZETA-4, KGON, and KEZY-AM...medium at C-101, KRST-FM, WAAF, WYSP, WSHE, KY-102, KMET, WMMR, WNOR, WBCN, and ROCK95...92-ROCK M-H, WZZO M-H, WKLS M-H, MAGIC 92 M-H, WDVE L-M, and Z92 L-M...other cuts: Lovin', Touchin', Squeezin', City of the Angels, Lovin' You and Daydream...18-24 support is very good...power of the group is strong...sales developing well.
- 3 5 ALLMAN BROS. BAND/ENLIGHTENED ROGUES KEY CUT: CRAZY LOVE (CAPRICORN)**
 Profile: Hot at KTXQ, KSJO, WSMI, WZZO, KYTX, WPIX, MAGIC 92, ZETA7, ROCK95, WLRS, KWST, KMET, KGGO, KXFM, WKDF, WKLS, KFMH, KQRS, 98-ROCK, WMMS, KSHE, WNOR, WOUR, ZETA-4, KRST-FM, WAAF, KZEW, KZOM, KXXY, and C-101...medium at KGON, KTIM, WDVE, KEZY-AM, Z92, WYSP, KSAN, 92-ROCK, WMMR, KMEL, KROQ, and KBPI...WNOE-FM M-H...other cuts: Blind Love, Need Your Love So Bad, Try It One More Time, Pegasus and Can't Take It With You...male support is strong...primary demos are 18-24...sales are strong.
- 6 6 CHEAP TRICK/LIVE AT BUDOKAN KEY CUT: I WANT YOU TO WANT ME (EPIC)**
 Profile: Hot at 92-ROCK, KSFM, KMET, 98-ROCK, ZETA7, KSAN, KY-102, WAAF, KZEW, WSMI, WDVE, KQRS, WKLS, WLRS, WMMR, WMMS, WSHE, WYSP, KRST-FM, KEZY-AM, M-105, MAGIC 92, KGON, KGGO, KTXQ, WZZO, KROQ, WNOR, and WLOB...medium at WKDF, KXXY, KZOM, ROCK95, KBPI...other cuts: Surrender, Aint That A Shame, Come On and Clock Strikes 10...heavy 18-24 support...starting to show strong sales pattern...heavier male.
-  **12 7 RICKIE LEE JONES/RICKIE LEE JONES KEY CUT: CHUCK E'S IN LOVE (WB)**
 Profile: Hot at KZEW, WMMS, WPIX, KRST-FM, WOUR, KTXQ, KFMH, KYTX, WKLS, KZOM, KGGO, KLRB, and WSHE...medium at KWST, WMMR, KXFM, WLRS, C-101, WKDF, KMEL, ROCK95, and WBCN...ZETA-4 M-H, WLOB M-H, KBPI L-M, 98-ROCK L-M, KY-102 L-M, WNOR A-M, WZZO A-M, KXXY A-M, WNOE-FM A-M, and MAGIC 92 A-M...other cuts: Dannys All-Star Joint, The Last Chance Texaco and Youngblood...shows very strong 18-34 response...female support is very good...sales are starting to develop...valuable programing album.
- 7 8 GEORGE HARRISON/GEORGE HARRISON KEY CUT: BLOW AWAY (DARK HORSE)**
 Profile: Hot at KGGO, KSFM, KTXQ, KYTX, Z92, KXFM, ROCK95, WNOR, KWST, WMMS, WNOE-FM, WSHE, ZETA-4, M-105, KZOM, KXXY, and WLRS...medium at KRST-FM, KZEW, WMMR, KSJO, WBCN, WKDF, and C-101...KBPI M-H...other cuts: Love Comes To Everyone, If You Believe, and Our Love Is Forever.
- 9 9 DOOBIE BROS./MINUTE BY MINUTE KEY CUT: TITLE (WB)**
 Profile: Hot at WLRS, KYTX, ROCK95, WMMR, KBPI, WNOR, KWST, ZETA7, MAGIC 92, WDVE, WKDF, KQRS, Z92, KSFM, WMMS, WNOE-FM, WAAF, KZOM, KXXY, M-105, KGON, WPIX, KXFM, and KGGO...medium at WSMI, 92-ROCK, WKLS, WBCN, ZETA-4, KSAN...other cuts: What A Fool Believes, How Do The Fools Survive? and Dependin' On You.
- 8 10 EDDIE MONEY/LIFE FOR THE TAKING KEY CUT: CANT KEEP A GOOD MAN (COLUMBIA)**
 Profile: Hot at KXFM, WSMI, WZZO, KMET, KSAN, C-101, MAGIC 92, KSFM, KFMH, WMMR, WMMS, ZETA-4, KEZY-AM, M-105, KXXY, and KGON...medium at KZOM, KSJO, WKLS, WKDF, KQRS, KBPI...other cuts: Maybe I'm A Fool, Gimme Some Water, Love The Way You Love Me and Nobody.
- 11 11 DIRE STRAITS/DIRE STRAITS KEY CUT: DOWN TO THE WATERLINE (WB)**
 Profile: Hot at WKDF, KGGO, KSFM, WNOR, WZZO, KTXQ, WLRS, ZETA7, WLOB, ROCK95, M-105, Z92, KQRS, KFMH, KSAN, WMMS, KWST, WOUR, WAAF, KBPI, KZOM, KXXY, WPIX, and KXFM...medium at KROQ, WDVE, MAGIC 92, KEZY-AM, ZETA-4, 92-ROCK, WYSP, KZEW, C-101...other cuts: Water Of Love and Sultans Of Swing.

Albums

- 16 12 ROXY MUSIC/MANIFESTO KEY CUT: DANCE AWAY (ATCO)**
 Profile: Hot at KTIM, KSAN, KXFM, WBCN, KWST, KFMH, Z92, 92-ROCK, WPIX, KMEL, KLRB, and WSHE...medium at WKLS, MAGIC 92, WABX, ZETA7, WLOB, M-105, KSJO, WAAF, WYSP, WMMR, KTXQ, KROQ, and WDVE...KBPI L-M, KZEW L-M, 98-ROCK A-L, and WNOR A-L...other cuts: My Little Girl, Aint That So and Cry, Cry, Cry...very heavy 18-24 response...also 25+ male...developing solid sales base...female acceptance is good.
- 10 13 BOB WELCH/THREE HEARTS KEY CUT: PRECIOUS LOVE (CAPITOL)**
 Profile: Hot at KTXQ, KXFM, 92-ROCK, WLRS, KSAN, KYTX, WMMS, C-101, KXXY, and Z92...medium at KROQ, WDVE, WBCN, WNOE-FM, KZEW, WAAF...other cuts: Devil Wind, Church and the Title.
- 23 14 FRANK ZAPPA/SHEIK YERBOUTI KEY CUT: DANCIN' FOOL (ZAPPA)**
 Profile: Hot at KFMH, KROQ, WPIX, WBCN, WSHE, WAAF, ZETA-4, 98-ROCK, WZZO, and ROCK95...medium at MAGIC92, WOUR, KRST-FM, KTIM, WYSP, KTXQ, KGON, and WMMR...WSMI M-H, KGGO M-H, ZETA7 M-H, WLOB L-M, WDVE L-M, KY-102 L-M KZOM A-L, and KQRS A-L...other cuts: Baby Snakes and Bobby Brown...explodes with giant across the board reaction on the single...strong action now developing on other cuts...sales are developing...extremely valuable to image and programing.
- 15 15 THE TUBES/REMOTE CONTROL KEY CUT: PRIME TIME (A&M)**
 Profile: Hot at WMMS, WPIX, KSAN, KSJO, KTIM, WBCN, ~~WLOB, KROQ, and KLRB~~...medium at M-105, KWST, KRST-FM, KMET, ROCK95, WOUR, WZZO, MAGIC 92, KXFM, KGON, WSHE, and ZETA-4...92-ROCK A-L, and KEZY-AM A-L...other cuts: TV is King, Turn Me On, Telecide and I Want It All Now...holding solid 18-24 support...sales are still developing...leaning male.
- 13 16 POLICE/OUTLANDOS D'AMOUR KEY CUT: CANT STAND LOSING YOU (A&M)**
 Profile: Hot at Z92, WMMS, KXFM, WBCN, KEZY-AM, KSAN, KROQ, C-101, WABX, WPIX, WMMR, WLOB, WSHE, WOUR, and KWST...medium at KQRS, ZETA7, KGGO, KMET, KZOM, KRST-FM, ZETA-4, and WAAF...92-ROCK M-H, KFMH A-H, and KBPI L-M...other cuts: Roxanne and So Lonely.
- 18 17 JOE JACKSON/LOOK SHARP KEY CUT: IS SHE REALLY GOIN' OUT WITH HIM? (A&M)**
 Profile: Hot at KSJO, WOUR, KROQ, WBCN, KTIM, WLOB, KFMH, KSAN, WSHE, and KLRB...medium at ZETA-4, WAAF, KRST-FM, KWST, WZZO, KXFM, WMMS, and M-105...98-ROCK L-M, C-101 L-M, ZETA7 L-M, WYSP A-L, and KBPI A-L...other cuts: Pretty Girls, Got The Time, Sunday Papers and Fools In Love...strong male support...primary demos are 18-24...beginning to sell.
- 24 18 ROCKETS/ROCKETS KEY CUT: OH WELL (RSO)**
 Profile: Hot at WPIX, WMMS, KTIM, and WSHE...medium at KY-102, KZEW, KMET, WMMR, KWST, 98-ROCK, WDVE, WYSP, KRST-FM, WABX, MAGIC 92, KMEL, KGGO, WZZO, WLOB, 92-ROCK, and WSMI...KXFM A-H, and ROCK95 A-M...other cuts: Cant Sleep, Turn Up The Radio, Love Me Once Again and Lucille...showing very strong 18-24 response...male support is very good...beginning to develop sales...strong programing.
- 14 19 ELVIS COSTELLO/ARMED FORCES KEY CUT: OLIVERS ARMY (COLUMBIA)**
 Profile: Hot at KMET, C-101, KSAN, WBCN, WAAF, WKLS, 98-ROCK, WYSP, WNOE-FM, WMMR, WOUR, and ZETA-4...medium at KTIM, KEZY-AM, WDVE, 92-ROCK, KROQ, KTXQ, KGGO, KXXY, KZOM, KQRS, KBPI...other cuts: Green Shirt, Accidents Will Happen, and Peace, Love and Understanding.
- 17 20 ROD STEWART/BLONDES HAVE MORE FUN KEY CUT: TITLE (WB)**
 Profile: Hot at WMMR, KXXY, WMMS, KSFM, WLRS, KBPI, M-105, WNOE-FM, WYSP, Z92, and KEZY-AM...medium at KGON, ZETA-4, WKDF, and MAGIC92...WSMI M-H...other cuts: Aint Love A Bitch?, Is That The Thanks I Get?, Best Days Of My Life and Do Ya Think I'm Sexy?
- 19 21 BABYS/HEAD FIRST KEY CUT: TITLE (CHRYSLIS)**
 Profile: Hot a KEZY-AM, WMMS, KLRB, ROCK95, and C-101...medium at WLOB, WDVE, MAGIC 92, ZETA-4, KXXY, Z92, and 92-ROCK...WZZO M-H...other cuts: Love Dont Prove I'm Right, Run To Mexico, I Was One and Every-time I Think Of You.
- 20 22 McGUINN CLARK & HILLMAN/SAME KEY CUT: DONT YOU WRITE HER OFF (CAPITOL)**
 Profile: Hot at KZOM, WNOR, WZZO, M-105, KXFM, KYTX, and KFMH...medium at WKLS, KXXY, KMET, WYSP, MAGIC 92, WBCN, ZETA7, WMMR, C-101, and KBPI...WNOE-FM A-M...other cuts: Surrender, Long, Long Time and Backstage Pass.
- N 23 IAN HUNTER/YOU'RE NEVER ALONE W/A SCHIZO KEY CUT: DAYLIGHT (CHRYSLIS)**
 Profile: Hot at KTIM, KROQ, WMMS, WBCN, KLRB, M-105, KSAN, KFMH, WPIX, KSJO, and 92-ROCK...medium at WMMR, WOUR, ZETA-4, KTXQ, KWST, ROCK95, and WDVE...WAAF L-M, WSHE L-M, KGGO L-M, WSMI A-M, KEZY-AM A-L, KYTX A-L, and C-101 A-L...other cuts: Just Another Night, Wild East, Cleveland Rocks and Ships...debuts with very strong 18-24 response...leaning male...sales are just beginning.
- N 24 ORLEANS/FOREVER KEY CUT: LOVE TAKES TIME (INFINITY)**
 Profile: Hot at WLOB, KXFM, MAGIC 92, WOUR, KZEW, Z92, and KTXQ...medium at WAAF, WYSP, KWST, M-105, and ZETA7...KZOM M-H, 92-ROCK M-H, KXXY A-M, WLRS A-M, KGGO A-L, WMMS A-L, and KSAN A-L...other cuts: Slippin' Away, Dont Throw Our Love Away and Everybody Needs Some Music...18-34 supports is very strong...female response is good...sales are solid.
- 21 25 POCO/LEGEND KEY CUT: TITLE (MCA)**
 Profile: Hot at KXFM, WMMS, KSFM, KGGO, KBPI, KEZY-AM, WLRS, and Z92...medium at WABX, KXXY, KMET, WAAF, WMMR, WKDF, and C-101...WNOR M-H...other cuts: Crazy Love, In The Heart Of The Night, Spellbound and Boomerang.

Albums

- 25 26 GEORGE THOROGOOD/MOVE IT ON OVER KEY CUT: WHO DO YOU LOVE? (ROUNDER)**
 Profile: Hot at KQRS, WMMR, KROQ, KMET, WPIX, WYSP, and KSAN...medium at KZEW, KTXQ, KSFM, WLRS, WZZO, and KY-102...WDVE M-H, and KBPI M-H...other cuts: It Wasnt Me and the Title.
- 22 27 FABULOUS POODLES/MIRROR STARS KEY CUT: TITLE (EPIC)**
 Profile: Hot at KFMH, ZETA-4, KSFM, WPIX, and KLRB...medium at M-105, WMMS, KSAN, KSJO, KEZY-AM, KROQ, WDVE, and WYSP...WSMI M-H...other cuts: Work Shy and Roll It.

SIGNIFICANT ACTION:

NEW ENGLAND/DONT EVER WANNA LOSE YOU KEY CUT: (12'') (INFINITY) Profile: Hot at KTXQ, MAGIC 92, and WAAF...medium at WZZO, WYSP, and WDVE...KRST-FM M-H, WLOB M-H, KY-102 M-H, 98-ROCK L-M KEZY-AM A-M, WSMI A-M, KXFM A-L, KZOM A-L, KSAN A-L, WKLS A-L, KWST A-L, and ZETA7 A-L.

GRAHAM PARKER/SQUEEZING OUT SPARKS KEY CUT: LOCAL GIRLS (ARISTA) Profile: Hot at KFMH, ZETA-4, KSJO, KLRB, KSAN, KTIM, KMEL, and WPIX...medium at WMMR, WBCN, WOUR, KSFM, and WMMS...KROQ L-M, KZEW L-M, and KWST A-L...other cuts: Protection, Saturday Night Is Dead, and Waiting For The UFOs.

SUSAN/FALLING IN LOVE AGAIN KEY CUT: TAKIN' IT OVER (RCA) Profile: Hot at WPIX...medium at ZETA-4, WSHE...other cuts: Marlene, I Was Wrong, A Little Time, Really Gonna Show and the Title.

JOHN HALL/POWER KEY CUT: TITLE (ASYLUM) Profile: Hot at WOUR...medium at WBCN, ZETA-4, WAAF, and KWST...KZOM L-M...other cuts: Run Away With Me, Home At Last, Half Moon and Cocaine Drain.

THE WARRIORS/SOUNDTRACK KEY CUT: IN THE CITY (A&M) Profile: Hot at KXFM, KTXQ, WBCN, KYTX, and WPIX...medium at KZEW, WYSP, MAGIC 92, WMMR, KMEL, WLRS, KEZY-AM, and WDVE...KY-102 M-H, WLOB M-H, WAAF L-H, KQRS L-M, WKLS L-M, ROCK 95 A-M, and 92-ROCK A-L...other cuts: Last Of An Ancient Breed, Nowhere To Run and Warriors Theme.

SAMMY HAGAR/DOCK OF THE BAY KEY CUT: (12'') (CAPITOL) Profile: Hot at KYTX, and KMEL...medium at ROCK95, and KSAN...MAGIC 92 A-M, and KZOM A-L.

TRIUMPH/IT'S JUST A GAME KEY CUT: HOLD ON (RCA) Profile: Medium at ZETA-4, KRST-FM, and KTXQ... WOUR L-M, KYTX L-M, MAGIC 92 A-M, WDVE A-M, WABX A-L, KY-102 A-L, KMEL A-L, KSHE A-L, WBCN A-L, KGON A-L, KROQ A-L, KFMH A-L, ZETA7 A-L, and ROCK95 A-L...other cuts: Lay It On The Line, Movin' On, American Girls and the Title.

DIXIE DREGS/NIGHT OF THE LIVING DREGS/PUNK SANDWICH KEY CUT: (12'') (CAPRICORN) Profile: KYTX L-M, ROCK95 A-M, KROQ A-L, and WMMR A-L.

TARNEY SPENCER BAND/RUN FOR YOUR LIFE KEY CUT: NO TIME TO LOSE (A&M) Profile: Hot at KFMH... medium at KTXQ, ZETA-4, WNOR, and KYTX...KZOM L-M, WYSP A-M, KXFM A-L, WZZO A-L, WKLS A-L, and Z92 A-L... other cuts: Live Again, I'm Alive, Dont, Lies and the Title.

KINKS/SUPERMAN KEY CUT: (12'') (ARISTA) Profile: Hot at WPIX, KTXQ, KXFM, and KRST-FM...medium at KSAN, and KWST...WKLS M-H, KZOM L-M, and KY-102 A-L.

DWIGHT TWILLEY/TWILLEY KEY CUT: RUNAWAY (ARISTA) Profile: Hot at KFMH, KLRB, KSAN, and KMEL... medium at KMET, KSFM, and M-105, WKDF A-L...other cuts: Alone In My Room and Nothing's Gonna Change.

BOOMTOWN RATS/TONIC FOR THE TROOPS KEY CUT: RAT TRAP (COLUMBIA) Profile: Hot at WPIX...medium at M-105, WDVE, KSAN, WYSP, KEZY-AM, KMET, KROQ, and WMMS...92-ROCK L-M...other cuts: Joeys On The Street Again and the Title.

SWEET/CUT ABOVE THE REST KEY CUT: DISCOPHONY (CAPITOL) Profile: KSJO A-H, KSFM A-H, WLOB A-M, KEZY-AM A-M, ROCK95 A-M, KXFM A-M, WABX A-L, KZEW A-L, C-101 A-L, WMMS A-L, ZETA-4 A-L, KRST-FM A-L, WMMR A-L, KTIM A-L, KWST A-L, KYTX A-L, KFMH A-L, KZOM A-L, KROQ A-L, WKDF A-L, KSHE A-L, and KMEL A-L ...other cuts: Mother Earth, Call On Me, and Dorian Grey.

RON WOOD/GIMME SOME NECK KEY CUT: INFECTION (COLUMBIA) Profile: Hot at KMEL...medium at KSHE... KEZY-AM A-H, KSJO A-H, KRST-FM A-H, ZETA-4 A-M, M-105 A-M, KSFM A-M, WSHE A-M, WYSP A-M, KGGO A-M, KFMH A-L, WKDF A-L, WMMS A-L, WMMR A-L, KZEW A-L, 92-ROCK A-L, and KWST A-L...other cuts: 7 Days, Buried Alive and Dont Worry.

PAT METHENY/NEW CHATAUQUA KEY CUT: (12'') (ECM) Profile: WSHE A-M, ZETA-4 A-L, and KY-102 A-L.

UK/DANGER MONEY KEY CUT: NOTHING TO LOSE (POLYDOR) Profile: Hot at MAGIC 92, ZETA7, and KSFM... medium at 98-ROCK, WYSP, WOUR, WLRS, WLOB, WDVE, 92-ROCK, and KWST...WSMI M-H, and KROQ L-M...other cuts: The Only Thing She Needs, Caesar's Palace Blues and the Title.

LAKE/PARADISE ISLAND KEY CUT: HOPELESS LOVE (COLUMBIA) Profile: Hot at KFMH...medium at WDVE... KGGO M-H, and WZZO A-L...other cuts: Into The Night, Paradise Way, Hard Road and One Way Song.

AMERICAN STANDARD BAND/AMERICAN STANDARD BAND KEY CUT: GOT WHAT IT TAKES (ISLAND) Profile: Hot at WAAF...medium at KGGO...WZZO A-L, and ZETA7 A-L...other cuts: Take It Easy On Me, and You Never Get Over Heartache.

PHILLIPS/MACLEOD/LE PARTIE DU COCKTAIL KEY CUT: TAKIN' IT EASY (POLYDOR) Profile: WMMS A-L... other cuts: Take Me To The Higher Ground and City Of Light.

Albums

- MANFRED MANN/ANGEL STATION** KEY CUT: YOU ANGEL YOU (WB) Profile: Hot at WPIX...KTIM M-H, KSFM A-H, KSJO L-M, KFMH A-M, WDVE A-M, WSHE A-M, WABX A-L, WAAF A-L, C-101 A-L, WMMS A-L, WOUR A-L, WMMR A-L, KY-102 A-L, KGGO A-L, KXFM A-L, KSHE A-L, WLOB A-L, KMEL A-L, and ZETA7 A-L...other cuts: Dont Kill It, Carol, Hollywood Town, Angels at My Gate and You Are, I Am.
- IRON HORSE/IRON HORSE** KEY CUT: SWEET LUI-LOUISE (SCOTTI/ATLANTIC) Profile: Hot at WPIX...medium at WDVE, M-105, ZETA7, KZOM, ZETA-4, WZZO, and WYSP...WSMI M-H, and 92-ROCK A-L...other cuts: Stateline Blues.
- THE JAM/ALL MOD COMS** KEY CUT: MR. CLEAN (POLYDOR) Profile: Hot at KLRB, WBCN, and WPIX...medium at KROQ, KSAN...other cuts: Butterfly Collector (12"), David Watts and the Title.
- GEORGE BENSON/LIVIN INSIDE YOUR LOVE** KEY CUT: LOVE BALLAD (WB) Profile: Hot at WKDF, KXFM, and KGGO...medium at KZOM...other cuts: Nassau, Unchained Melody and Hey Girl.
- HORSLIPS/THE MAN WHO BUILT AMERICA** KEY CUT: LONELINESS (DJM) Profile: Hot at KSJO...medium at KTIM, KRST-FM, ZETA7...other cuts: I'll Be Waiting and the Title.
- BEACH BOYS/L.A. THE LIGHT ALBUM** KEY CUT: GOOD TIMIN' (CARIBOU) Profile: Hot at WPIX...medium at WMMS, and M-105...WNOE-FM M-H, and KSHE A-L...other cuts: Shortnen Bread and Angel Come Home.
- BLACKFOOT/STRIKES** KEY CUT: HIGHWAY SONG (ATCO) Profile: Hot at MAGIC 92, and KYTX...medium at ROCK95, M-105, 98-ROCK, KRST-FM, KGGO, KTIM, WSMI, and WDVE...WKLS L-M, KY-102 L-M, WNOR L-M, and 92-ROCK A-L...other cuts: Train, Train, and Road Fever.
- SPYRO GYRA/MORNING DANCE** KEY CUT: TITLE (INFINITY) Profile: Hot at KFMH...medium at WOUR...C-101 L-M, KZEW L-M, and WBCN A-L...other cuts: Starburst and It Doesnt Matter.
- THE RUBINOOS/BACK TO THE DRAWING BOARD** KEY CUT: I WANNA BE YOUR BOYFRIEND (BESERKLEY) Profile: Hot at WPIX...medium at KSAN...other cuts: Open.
- STEVE FORBERT/ALIVE ON ARRIVAL** KEY CUT: YOU CANNOT WIN IF YOU DO NOT PAY (NEMPORER) Profile: Hot at WOUR...medium at WMMR, WSHE, WDVE, KSJO, KBPI...other cuts: Goin' Down To Laurel and It Isnt Gonna Be This Way.
- WINGS/GOODNIGHT TONIGHT** KEY CUT: (12") (CAPITOL) Profile: Hot at WPIX, WLOB, and KBPI...medium at KMEL, KZOM, KWST, WNOE-FM, and KZEW...KXXY A-M.
- ROBERT FLEISHMAN/PERFECT STRANGER** KEY CUT: ALL FOR YOU (ARISTA) Profile: Medium at KBPI, and KMEL...KGGO L-M, ROCK95 A-M, KYTX A-L, and KFMH A-L...other cuts: Part of Me and Ace In The Hole.
- ROBERT JOHNSON/BURNIN' LOVE** KEY CUT: (12") (INFINITY) Profile: Hot at WPIX.
- GAMBLER/TEENGAGE MUSIC** KEY CUT: FOLLOW YOUR HEART (EMI) Profile: KSAN A-L...other cuts: Walkin' The Streets, This Time It's Love and the Title.
- FANDANGO/ONE NIGHT STAND** KEY CUT: OPEN (RCA) Profile: Medium at WSHE...other cuts: Late Nights, Thief In The Night and I Would Never Leave.
- FRANK MARINO/MAHOGANY RUSH/TALES OF THE UNEXPECTED** KEY CUT: ALL ALONG THE WATCHTOWER (COLUMBIA) Profile: Hot at KEZY-AM...medium at KSJO...other cuts: open.
- GROVER WASHINGTON/PARADISE** KEY CUT: TELL ME ABOUT IT NOW (ELEKTRA) Profile: Medium at WNOE-FM...C-101 L-M...other cuts: Icy and Shana.
- DANNY O'KEEFE/GLOBAL BLUES** KEY CUT: TITLE (WB) Profile: KFMH A-L...other cuts: Atlas, Falsetto Goodbye and the Title.
- SQUEEZE/COOL FOR CATS** KEY CUT: SLAP & TICKLE (A&M) Profile: Hot at WPIX...medium at KSJO...ZETA-4 A-L...other cuts: It's So Dirty and Goodbye Girl.
- FLASH & THE PAN/FLASH & THE PAN** KEY CUT: WALKING IN THE RAIN (EPIC) Profile: Hot at WBCN...medium at KSAN...WAAF A-M...other cuts: Lady Killer, Hey St. Peter and California.
- HELLFIELD/HELLFIELD** KEY CUT: TOO LONG (EPIC) Profile: Medium at WSMI...KTIM A-L, KGGO A-L, KFMH A-L, and ROCK95 A-L...other cuts: Thinkin' Bout Ladies, All Night Party and No Son of Mine.
- TOM ROBINSON BAND/TRB II** KEY CUT: BLACK ANGEL (CAPITOL) Profile: Medium at WBCN...KSFM A-M, WOUR A-L, KTIM A-L, KSJO A-L, KROQ A-L, KFMH A-L, and KSAN A-L...other cuts: Bully for You, Blue Murder, Rage and Sorry Mr. Harris.
- SUZI QUATRO/IF YOU KNEW SUZI** KEY CUT: BREAKDOWN (RSO) Profile: Hot at ROCK95, WMMS, and KSAN...medium at WAAF, and M-105...WZZO A-M...other cuts: If You Cant Give Me Love, The Race Is On and Tired Of Waiting.
- MOLLY HATCHET/MOLLY HATCHET** KEY CUT: GATOR COUNTRY (EPIC) Profile: Hot at WSMI, 98-ROCK, WDVE, ZETA7, WKLS, WLRS, KGGO, and WNOR...other cuts: Preachers Daughter, The Bounty Hunter and The Creeper.
- BADFINGER/AIRWAVES** KEY CUT: LOVE IS GONNA COME AT LAST (ELEKTRA) Profile: Hot at KFMH...medium at M-105, KEZY-AM, KSJO, KYTX, and WYSP...WSMI M-H, WZZO A-M, and 92-ROCK A-L...other cuts: Look Out California and the Title.
- MAX DEMEAN/TAKE IT TO THE MAX** KEY CUT: PARADISE (RCA) Profile: Medium at ZETA7...WSMI M-H...other cuts: See Me Comin' Down, Burnin' Up Inside, High School Star and The Lizard Song.
- TIM WEISBERG/NIGHTRIDER** KEY CUT: TOUCHSTONE (MCA) Profile: C-101 L-M, and KSFM A-L...other cuts: Moonrider and the Title.
- APRIL WINE/SECOND GLANCE** KEY CUT: ROLLER (CAPITOL) Profile: Hot at ZETA7...medium at M-105, MAGIC 92, KZOM, 92-ROCK, and WSMI...KTXQ M-H...other cuts: Open.

Albums

CHARLIE DANIELS BAND/MILLION MILE REFLECTION KEY CUT: TITLE (EPIC) Profile: KGGO A-M, and Z92 A-L.
MARSHALL TUCKER BAND/RUNNING LIKE THE WIND KEY CUT: TITLE (WB) Profile: KFMH A-H, KGGO A-H, WPIX A-H, ZETA-4 A-M, WSHE A-M, KXFM A-M, KROQ A-L...other cuts: My Best Friend, Answer To Love and Singing Cowboy.

THE ROCHES/THE ROCHES KEY CUT: OPEN (WB) Profile: KTIM A-L, and WOUR A-L...other cuts: The Hammond Song, Mr. Sellack and The Train.

HOT TUNA/FINAL VINYL KEY CUT: OPEN (GRUNT) Profile: Medium at KROQ...WOUR A-L...other cuts: Hesitation Blues, Candy Man, Keep On Truckin and Hot Jelly Roll Blues.

CHRIS REA/DELTICS KEY CUT: TWISTED WHEEL (UA) Profile: KSFM A-M, KRST-FM A-L, KTIM A-L, KGGO A-L, WKDF A-L, 92-ROCK A-L, and KZEW A-L...other cuts: Dont Want Your Best Friend, Diamonds and the Title.

DONNA SUMMER/HOT STUFF KEY CUT: (12") (CASABLANCA) Profile: Hot at KRST-FM...WNOE-FM A-M, KSAN A-L, and C-101 A-L.

TONIO K./LIFE IN THE FOOD CHAIN KEY CUT: BETTER LATE THAN NEVER (FULL MOON/EPIC) Profile: Hot at WOUR...medium at WBCN...WSMI M-H...other cuts: The Funky Western Civilization and the Title.

JERRY LEE LEWIS/KILLER KEY CUT: ROCKIN' MY LIFE AWAY (ELEKTRA) Profile: Hot at KTIM...medium at WBCN...C-101 L-M...other cuts: Dont Let Go, Rita Mae and I Like It Like That.

ROBERT GORDON/ROCK BILLY BOOGIE KEY CUT: ROCKABILLY BOOGIE (RCA) Profile: Hot at WPIX...medium at KSFM...WKLS A-L...other cuts: Black Slacks, It's Only Make Believe and All By Myself.

CARS/CARS KEY CUT: LET THE GOOD TIMES ROLL (ELEKTRA) Profile: Hot at WLOB, ROCK95, WZZO, KQRS, KBPI, and WDVE...medium at KY-102, KXXY, and KMET...WYSP A-H, and Z92 L-M...other cuts: My Best Friends Girl, Just What I Needed, Bye Bye Love and All Mixed Up.

STYX/PIECES OF EIGHT KEY CUT: RENEGADE (A&M) Profile: Hot at WNOR, ROCK95, WLRS, and KZOM...medium at KEZY-AM, WMMR...other cuts: Great White Hope, Queen of Spades and Blue Collar Man.

J. GEILS/SANCTUARY KEY CUT: TAKE IT BACK (EMI/AMERICA) Profile: Hot at WBCN, KEZY-AM, and KMET...medium at KSAN, WAAF, Z92...other cuts: Wild Man, One Last Kiss and the Title.

MARC TANNER BAND/NO ESCAPE KEY CUT: ELENA (ELEKTRA) Profile: Hot at Z92, KFMH, WMMS, and WNOR...medium at C-101...other cuts: Never Again, Crawlin', She's So High and In A Spotlight.

JUDAS PRIEST/HELL BENT FOR LEATHER KEY CUT: GREEN MANALISHI (COLUMBIA) Profile: Medium at MAGIC 92, and KGON...WSMI M-H, and KRST-FM L-M...other cuts: Rock Forever.

TOTO/TOTO KEY CUT: GEORGY PORGY (COLUMBIA) Profile: Hot at WNOR, and WZZO...medium at KGON, WMMR...other cuts: I'll Supply The Love, Hold The Line, Rockmaker and Angela.

GARY WRIGHT/HEADIN' HOME KEY CUT: I CAN FEEL YOU CRYIN (WB) Profile: Hot at KYTX...medium at KGGO, KSFM, C-101.

UFO/STRANGERS IN THE NIGHT KEY CUT: TOO HOT TO HANDLE (CHRYSLIS) Profile: Hot at KEZY-A-M...medium at KSFM, KSAN...other cuts: Only You Can Rock Me, Love to Love and Lights Out.

TALKING HEADS/SONGS ABOUT BUILDINGS & FOOD KEY CUT: TAKE ME TO THE RIVER (SIRE) Profile: Hot at M-105, and Z92...other cuts: open.

DUKE JUPITER/TASTE THE NIGHT KEY CUT: TITLE (MERCURY) Profile: Hot at KFMH...KRST-FM L-M, and ZETA7 A-L...other cuts: Satin Sheets, When I'm With You and Like Our First Night.

DEVADIP CARLOS SANTANA/ONENESS KEY CUT: TITLE (COLUMBIA) Profile: Hot at KRST-FM, KTIM, KMEL...other cuts: The Chosen Hour, Golden Dawn and Victory.

TREND SETTERS

C-101	Corpus Christi	Charlie Palmer	512 855-4641	92 ROCK	Cleveland	Ray Henry	216 371-3534
KBPI	Denver	Frank Cody	303 936-2313	ROCK-95	Jacksonville	Richard Langlois	904 633-2785
KDKB	Phoenix	Linda Clayton	602 833-4261	98 ROCK	Tampa	Nick Van Cleave	813 224-0424
KEZY-AM	Anaheim	Larry Reisman	714 776-3696	STARVIEW-92	York	Rick Harris	717 266-6606
KFMH	Muscantine	Lisa Catalona	319 263-2512	WAAF	Worcester	John Duncan	617 752-5611
KGGO	Des Moines	Steve O'Brien	515 265-6186	WABX	Detroit	Joe Kraus	313 398-1100
KGON	Portland	Jerry Ostertag	503 655-9181	WBCN	Boston	Tony Berardini	617 266-1111
KLRB	Carmel	Bob Stock	408 624-3859	WCPI	Wheeling	Dave Hansen	304 232-9935
KMEL	San Francisco	Mark Cooper	415 391-9400	WDVE	Pittsburgh	John McGhan	412 562-5900
KMET	Los Angeles	Sam Bellamy	213 464-5638	WGRO	Buffalo	Irv Goldfarb	716 881-4555
KQRS	Minneapolis	Tac Hammer	612 545-5601	WKDF	Nashville	Alan Sneed	615 244-9533
KROQ	Los Angeles	Jed Fish Gould	213 578-0830	WKLS	Atlanta	Debbie Garner	404 325-0960
KRST	Albuquerque	Jim Zalewski	505 266-7946	WKQQ	Lexington	Dave Krusenklau	606 252-6694
KSAN	San Francisco	Kate Ingram	415 986-2825	WLAV-FM	Grand Rapids	Doc Donovan	616 456-5461
KSFM	Sacramento	Gary Nixon	916 422-1025	WLRS	Louisville	Drake Hall	502 585-5178
KSHE	St. Louis	Ted Habeck	314 842-1111	WMMR	Philadelphia	Dick Hungate	215 561-0933
KSJO	San Jose	Tawn Mastry	408 246-6060	WMMS	Cleveland	John Gorman	216 781-9667
KTIM	San Rafael	Michael Knight	415 456-1510	WNOE-FM	New Orleans	Capt. Humble	504 529-1212
KTXQ	Dallas	Tim Spencer	214 528-5500	WNOR-FM	Norfolk, VA	Ron Reger	804 623-9667
KWST	Los Angeles	Pam May	213 467-1224	WOUR	Utica	Robin Sherwin	315 797-0803
KXFM	Santa Maria	Peter Napoli	805 922-2156	WPIX	New York	Jay Crawford	212 949-2102
KXXY	Oklahoma City	Andy Lockridge	405 528-5543	WSHE	Miami	Michele Robinson	305 581-1580
KY-102	Kansas City	Max Floyd	816 753-4567	WSMI	Litchfield	Mike Perry	217 324-5921
KYTX	Amarillo	Max Miller	806 359-8561	WYSP	Philadelphia	Jerry Abear	215 839-7625
KZEW	Dallas	Doris Miller	214 748-9898	WZZO	Allentown	George Hawras	215 694-0511
KZOK	Seattle	Mavis Mackoff	206 223-3900	WZZQ	Jackson	Victor Hawkins	601 982-1062
M-105	Cleveland	Ellen Roberts	216 391-1260	ZETA-4	Miami	Gary Martin	305 624-6101
				ZETZ-7	Orlando	Bill Mims	305 298-5510
				ZOOM	Beaumont	Mark McLaren	713 745-2222
				Z-92	Omaha	Bob Linden	402 592-5300

Spectrum III

NEXT:

MELISSA MANCHESTER/THE EYES OF LOVE (ARISTA)

Profile: Among five hottest at WFTL and KLOK...among ten hottest at WFMK and KOB...among fifteen hottest at KHOW, KMGC and WDNC...among twenty hottest at 14K...LOVE94 8-8, WORG-FM 11-8, WSM-FM 12-9, KVOX 15-13, KIIS-AM 20-18, KAAM A-21, KOLO 27-22, WCFL 26-24, KBAI 27-24, WLWS 34-30 and KUKI A-38...added at KSTP and KIMN-FM.

NIGEL OLSSON/A LITTLE BIT OF SOAP (BANG)

Profile: Among ten hottest at WCCO-FM...among fifteen hottest at WIP and KCBQ-AM...among twenty hottest at KOGO and WCBM...WSM-FM 19-12, WQXI-FM 23-19, KOLO 24-20, KAAM A-20, KVI-AM 24-22, KVOX 25-25, WMAZ 30-26, KMPC 30-29, WFBR A-30, KIMN-FM 38-33, KUKI 37-34 and FM97 A-38...added at WISM-FM, WRMF, WHAG, KRSP-AM, KIDD, WORG-FM, KWEN, WFMK, WSLI, KSTP, WMT, WCFL and WLWS.

BARBARA MANDRELL/IF LOVING YOU IS WRONG (ABC)

Profile: Among five hottest at WDNC...among ten hottest at WFTL...among fifteen hottest at WIP, KMGX, KNBR, KOGO and WCCO-FM...among twenty hottest at WFTL, KEX-AM and KCBQ-AM...KBSQ 9-3, WORG-FM 10-7, WMAZ 16-13, WSM-FM 21-15, KHQ 21-17, KCSW 23-20, WQUD 30-23, WLWL A-23, WCFL 29-26 and FM97 A-37...added at WISM-FM, KOLO and KVI-AM.

NICOLETTE LARSON/RHUMBA GIRL (WB)

Profile: Among fifteen hottest at KLYX...WQXI-FM 5-4, KWAV 10-9, KEZR 17-14, WQON A-18, LOVE94 D-21, WMAZ 29-25, WQUD 27-26, WFBR 28-26, KBAI 32-27, WRMF 33-28 and WGOW D-30...added at WSLI, WCFL, KOGO, WBLG, KNBR, WIP, KUKI, WFMK and WMJC.

KENNY ROGERS/SHE BELIEVES IN ME (UA)

Profile: Among ten hottest at KCBQ-AM and KLOK...among twenty hottest at WIOD...KAAM A-18, KOLO A-26, WMAZ A-27, WORG-FM A-29, KUKI A-30, WGOW A-31 and KBSQ A-32...added at KWEN, WFMK, WFTL, WQON, KNBR, WMJC, KBAI, WSM-FM, KVI-AM, FM97, WFBR, KWAV, KSTP, WGR, KOGO, WCCO-FM, WCBM, WRMF, KHQ, KMGX, KVOX and KMBZ.

REX SMITH/YOU TAKE MY BREATH AWAY (COLUMBIA)

Profile: LOVE94 D-9, KMPC 26-24, WQXI-FM A-30, WGOW A-34 and KBSQ A-37...added at FM97, WGR, KWAV, KWEN, WSM-FM, WMAZ, WLWL and WFBR.

ART GARFUNKEL/IN A LITTLE WHILE (COLUMBIA)

Profile: Among five hottest at KOB...among ten hottest at 14K...among fifteen hottest at WCLR, WISM-FM and KHOW...among twenty hottest at WDNC and KMGX...LOVE94 15-13, WQON 14-14, KCSW 17-14, KWEN 20-19, WRMF 23-21, WLWS 26-22, KAAM A-22, WMT A-25 and WQUD 29-27...added at WIOD.

ROXY MUSIC/DANCE AWAY (ATCO)

Profile: Among ten hottest at KLYX...WSM-FM 20-14, LOVE94 D-16, KWAV 24-20 and KEZR 26-23...added at 14K and WQON.

RICKIE LEE JONES/CHUCK E'S IN LOVE (WB)

Profile: Among five hottest at KMGC and KLYX...among fifteen hottest at WMJC...LOVE94 D-10, KEZR 19-12, KWAV 17-13, WQXI-FM 26-18, KIDD 26-19 and KOLO 29-23...added at WBLG, WMAZ, WGOW and WFBR.

DR. HOOK/WHEN YOU'RE IN LOVE (CAPITOL)

Profile: Among fifteen hottest at KEX-AM...WSM-FM A-26, KVOX A-26, WGOW A-33 and KUKI A-40...added at LOVE94, KOLO, WMAZ, KSTP and KBAI.

TOTO/GEORGIE PORGIE (COLUMBIA)

Profile: Among ten hottest at KLYX...LOVE94 D-11, KIDD 29-26 and WSM-FM A-27...added at 14K and KEZR.

MOST ADDED

KENNY ROGERS/She Believes In Me	(UA)
BEE GEES/Love You Inside Out	(RSO)
OLIVIA NEWTON-JOHN/Deeper Than The Night	(MCA)
BILLY JOEL/Honesty	(Columbia)
NIGEL OLSSON/A Little Bit of Soap	(Bang)
ORLEANS/Love Takes Time	(Infinity)
NICOLETTE LARSON/Rhumba Girl	(WB)

TRI-ANGLES

by Terry Gillingham



Radio waves across the country snapped into high voltage this past week. All markets, large and small, entered that awesome period of decision. Total efforts bent on gaining, perhaps even commanding, those all important shares and their exponents handed out by the ARB (Advertising Regulation Board).

One of the most tantalizing prizes I've heard came from WGAR/Cleveland. In their 'Dash for Cash' two winners will be selected to enter the vault of Society National Bank. There will be one million dollars in denominations of \$1, 5, 10, 20 & 50 on the vault floor. The winner has 60 sec. to scoop and drag out all the cash they can carry. Anybody with an account at SNB best close it out now!

From one million dollars to one dollar, this ARB radio is giving it all away; a "solid gold" International Scout worth \$15,000, many, many Hawaiian vacations; vacations in the Far East or gallons of gasoline given away by variations of Sheik contests; boats, cars, planes and Big Macs!

Use your FRED wisely, rely heavily on your knowledge of the market, depend on your best judgement, keep your promotions interesting and entertaining, take one stiff shot upon awakening every morning and you're home free!






EAR SHOTS

FIREFALL/Sweet and Sour	(Atlantic)
DUNCAN BROWNE/Wild Places	(Sire)
THELMA HOUSTON/Saturday Night, ...	(Tamla)
SPYRO GYRA/Morning Dance	(Infinity)
MINNIE RIPERTON/Memory Lane	(Capitol)
BELL & JAMES/You Never Know ...	(A&M)
CHRIS REA/Diamonds	(UA)
BEACH BOYS/Good Timin'	(Caribou)
JAN PARK BAND/Runnin' After Love	(Col)
ROD STEWART/Ain't Love a Bitch	(WB)
MICHAEL FRANKS/When It's Over	(WB)
GARY WRIGHT/I'm The One ...	(WB)
MAXINE NIGHTINGALE/Lead Me On	(Windsong)

Spectrum III

- 12 1 1 PEACHES AND HERB/REUNITED (POLYDOR)**
 Profile: Among five hottest at KCBQ-AM, KOB, WFMK and KMGX...among ten hottest at KNBR, WCBM, WDNC, WISM-FM, KEX, KHOW, WIOD, WCCO-FM and WIP...among fifteen hottest at KOGO, 14K, WHDH and WFGL...KIIS-AM 1-1, FM97 1-1, WFBR 1-1, WBLG 2-1, WMAZ 3-1, LOVE94 4-1, KRSP-AM 5-1, KWEN 7-1, WHAG 7-2, KIMN-FM 10-2, WLWL 11-2, WQUD 12-2, KMPC 3-3, KWAV 6-4, WRMF 7-4, WMJC 12-4, KSTP 12-4, WGR 7-5, WQXI-FM 8-5, WGOW 10-5, WSM-FM 10-5, WNGN 12-6, KOLO 15-6, KCSW 10-7, KDKA 13-7, KIDD 19-7, WFBC 17-8, KHQ 19-8, KEZR 25-8, KRNA 17-9, KBAI 18-9, WQON 19-11, KVI-AM 17-14, CHEC 26-14, WORG-FM 22-15, WMT 24-15, KBSQ 36-17, KVOX A-19, KUKI 29-22, WLWS 31-24, KAGO 28-25 and KMBZ A-30...added at WGR...slips from 94% to 92% reporter support...who forgot to report it?...leaps and bounds ahead of anything else...monster 18-34 female...no negs in any demos...4th week.
- 4 2 2 GEORGE HARRISON/BLOW AWAY (DARK HORSE)**
 Profile: Among five hottest at WIOD, 14K, WIPD, WISM-FM, KLOK, WCBM, KOGO, KHOW and WCLR...among ten hottest at KEX, KNBR and KCBQ-AM...among fifteen hottest at WDNC, WHDH, WFGL and KMGX...KBAI 5-1, KVOX 6-1, WCFL 3-2, KHQ 4-2, KAAM 4-4, WSM-FM 5-4, KRSP-AM 9-4, KWEN 9-4, WLWS 8-5, WNGN 8-5, WMT 11-5, FM97 11-5, WBLG 7-6, KIMN-FM 9-6, KRNA 9-6, KVI-AM 11-6, WGR 13-6, KAGO 10-7, KEZR 11-7, WMAZ 11-7, KMPC 9-8, KIIS-AM 10-8, KBSQ 10-8, KIDD 13-10, WHAG 14-10, WGOW 16-10, WORG-FM 15-11, KDKA 14-12, WFBR 15-12, WRMF 15-12, KMBZ 16-12, WQUD 17-13, WLWL 14-14, KSTP 17-14 and WFBC 20-17...holds with 72% reporter support...would have made number one if it weren't for P&H...good 25+ M/F...6th week.
- N 13 3 WINGS/GOODNIGHT TONIGHT (COLUMBIA)**
 Profile: Among five hottest at 14K and KNBR...among ten hottest at WIP and KCBQ-AM...among fifteen hottest at WHDH, KOGO and WCBM...among twenty hottest at KMGX...KEZR 1-1, KWAV 4-1, WBLG 6-3, KVOX 8-5, CHEC 19-5, KWEN 11-6, KMPC 13-6, KIMN-FM 15-7, WNGN 16-7, WQXI-FM 13-8, 14NVR 13-9, KOLO 14-9, WMAZ 15-9, FM97 15-9, WMJC 13-10, KRNA 15-10, KSTP 14-11, KDKA 16-11, KIDD 15-12, KIIS-AM 16-13, KRSP-AM 20-14, WHAG 22-14, KAAM 25-14, WQON 16-15, KBSQ 25-15, WFBC 18-16, KUKI 21-17, WRMF 29-17, KBAI 30-17, WLWS 23-18, WQUD 20-19, WCFL 27-19, WGOW 26-20, WORG-FM 28-24, KMBZ 35-24, WFBR 29-25 and KAGO 35-29...added at WIOD, KVI-AM and KHQ...hot female 18-34...also male 18-34...picking up some 35+...still growing with 70% support!...2nd week.
- 11 5 4 ENGLAND DAN & JOHN F COLEY/LOVE IS THE ANSWER (BIG TREE)**
 Profile: Among five hottest at KCBQ-AM, KLYX, KOGO, WDNC, WISM-FM and KHOW...among ten hottest at WIOD, KNBR, WIP, and KOB...among fifteen hottest at WCLR, KMGX, KMGC, WCBM, WFGL, 14K and WCCO-FM...among twenty hottest at KEX...KAAM 3-2, KEZR 6-2, KWAV 3-3, WSM-FM 3-3, KIIS-AM 4-3, KHQ 5-3, KOLO 6-3, WCFL 4-4, LOVE94 5-5, KVOX 9-6, WHAG 10-7, WQXI-FM 11-9, WLWS 13-9, WNGN 14-9, KBSQ 4-10, 14NVR 12-10, WBLG 15-10, KVI-AM 15-10, WMAZ 18-11, KWEN 16-13, WGR 17-13, KIDD 17-13, WRMF 19-13, KAGO 20-14, KRSP-AM 22-15, WQUD 18-16, KSTP 18-16, WGOW 21-16, WFBC 19-18, FM97 22-18, WFBR 22-19, KMPC 21-20, KBAI 33-20, WQON D-20, KMBZ 28-21, KIMN-FM 29-22, KRNA A-23, WORG-FM 29-25 and KDKA A-25...added at WHDH and KLOK...there are many good records going into this book...this is one of them...total mass appeal...4th week.
- 13 8 5 RANDY VANWARMER/JUST WHEN I NEEDED YOU MOST (BEARSVILLE)**
 Profile: Among five hottest at KMGX, KLOK, KCBQ-AM, WIP, KOB, WISM-FM, KNBR, KMGC and WIOD...among ten hottest at WCLR, KEX, KOGO, WCBM and KHOW...among fifteen hottest at WDNC, WFGL and WFTL...WSM-FM 1-1, LOVE94 2-2, KOLO 3-2, KAAM 5-3, KCSW 6-4, KBAI 11-5, WCFL 7-6, WRMF 11-6, KWAV 16-7, WMAZ 13-8, WNGN 13-8, KHQ 12-9, KVOX 13-10, WQON 15-10, WQXI-FM 16-10, WBLG 17-12, WLWS 16-13, FM97 17-14, WFBR 24-14, WLWL 20-15, WGOW 20-15, KSTP 22-15, WORG-FM 21-16, KWEN A-16, WQUD 23-17, KIDD 20-18, KEZR D-18, KIIS-AM D-19, KIMN-FM 28-20, KMPC 25-23, KMBZ 29-23, KRSP-AM 26-24, KRNA A-25 and KAGO 30-27...added at WFBC, WGR...85% reporter support...very, very strong female 18-34...picking up men...also reaching older demos...3rd week.
- 3 3 6 GEORGE BENSON/LOVE BALLAD (WB)**
 Profile: Among five hottest at WIPD, KOGO, WDNC and WCBM...among ten hottest at WHDH, KLYX, WFGL, WFMK, KMGX, WISM-FM and WIOD...among fifteen hottest at 14K, KHOW and KNBR...KOLO 1-1, WHAG 3-1, KWAV 2-2, FM97 4-3, KVI-AM 5-3, WNGN 6-3, WLWS 10-3, KDKA 6-4, KIMN-FM 7-4, KEZR 7-4, KBAI 10-4, KWEN 6-5, WRMF 6-5, CHEC 11-6, KUKI 13-6, KHQ 7-7, LOVE94 7-7, WBLG 8-7, KIIS-AM 9-7, KSTP 10-8, KRSP-AM 11-8, 14NVR 14-8, WORG-FM 14-9, WQON 12-12, WGOW 15-13, WFBR 18-13, WQUD 16-14, WGR 22-18, KCSW 22-19, KAGO 24-19 and KMBZ 37-31...added at KLOK...slips from 73% to 65% reporter support...still receiving good gains...25-34 M/F strong...5th week.
- 9 7 7 CHIC/I WANT YOUR LOVE (ATLANTIC)**
 Profile: Among five hottest at WCBM, WIOD, WHDH and WFMK...among fifteen hottest at KMGX, KCBQ-AM, WISM-FM, KEX and KOGO...among twenty hottest at 14K...14NVR 1-1, WRMF 2-1, WNGN 3-2, KWEN 4-2, KRSP-AM 4-3, WMAZ 8-4, KRNA 8-4, WBLG 5-5, KIMN-FM 6-5, WQON 10-7, FM97 9-8, WCFL 10-8, KDKA 11-8, WMJC 9-9, WQUD 13-9, KVI-AM 14-9, KHQ 11-10, WFBC 11-11, WGR 16-11, KMBZ 17-13, KIIS-AM 19-15, KAGO 23-15, KMPC 19-16, KSTP 20-17 and KVOX 23-18...added at KNBR and KLOK...slows up only because of other stronger records...still very strong...6th week.
- N 19 8 ORLEANS/LOVE TAKES TIME (INFINITY)**
 Profile: Among five hottest at KMGX, WFMK, WCCO-FM and KNBR...among fifteen hottest at WCBM...KWAV 11-5, KEZR 13-9, KWEN 15-10, WBLG 8-13, WQXI-FM 15-13, WQON 17-13, KIDD 21-15, KIMN-FM 27-17, WHAG 29-18, WGR A-18, WORG-FM 23-19, WFBC 21-20, KMPC 22-21, WQUD 22-21, KRSP-AM 23-21, WGOW 25-21, WLWS 28-21, 14NVR 25-22, WFBR 25-23, WMAZ 28-23, WRMF 31-23, FM97 28-24, KRNA A-24, KBSQ 34-26, KSTP A-26, KOLO A-28, KDKA A-28, KBAI 37-29 and KAGO 39-30...added at WIP, WSLI, KHOW, KHQ, KIIS-AM and WMJC...blasting, it's way up the charts and still growing!...all demos...2nd week.
- SA N 9 BEE GEES/LOVE YOU INSIDE OUT (RSO)**
 Profile: Among ten hottest at KNBR, KMGX and WCBM...among fifteen hottest at WIP...among twenty hottest at KEX...WRMF 18-9, KWAV 19-10, WBLG 23-11, WGR A-16, KMPC 20-17, KWEN A-18, WHAG A-19, WGR A-19, WNGN A-20, LOVE94 A-20, KIIS-AM A-20, KDKA 26-21, WMAZ 27-22, WFBC D-22, KOLO 30-24, WSM-FM A-25, KRSP-AM 28-26, 14NVR A-27, WFBR A-29, KIDD A-29, WORG-FM A-30, KBSQ A-34, WCFL 37-35 and KIMN-FM A-35...added at KVI-AM, KLOK, KHOW, KUKI, KEZR, WGOW, WQON, WQUD, KBAI and KMBZ...this will prove to be much stronger for S-III programing than their last record!...all demos!...1st week.
- 15 12 10 BLONDIE/HEART OF GLASS (CHRYSALIS)**
 Profile: Among five hottest at WFMK, WCBM and KEX...among fifteen hottest at WHDH...WGR 1-1, KIMN-FM 2-1, KDKA 4-1, WQXI-FM 2-2, KRNA 4-2, WFBR 5-2, WMJC 10-2, WGR 3-3, KWEN 5-3, KMPC 5-4, 14NVR 7-4, WNGN 7-4, WQUD 8-5, WHAG 9-5, WFBC 13-9, KBSQ 15-9, KAAM 18-9, WRMF 10-10, KHQ 18-11, WORG-FM 16-12, KMBZ 30-22, KSTP A-22, KUKI 34-26 and KAGO 24-28...added at WCFL and KMGX...inching its way up the chart with 41% reporter support...strong 18-34 M/F...4th week.

Spectrum III

- 1 4 11 SUZI QUATRO AND CHRIS NORMAN/STUMBLIN' IN (RSO)**
 Profile: Among five hottest at KHOW, WFMK, WHDH, WDNC, WCLR, WFGL WCBM, KNBR and WISM-FM...among ten hottest at KOB and KLOK...among fifteen hottest at WIOD, KEX-AM and 14K...WGNG 1-1, KHQ 1-1, KVI-AM 2-1, KAAM 2-1, WGOW 3-1, WLWS 3-1, KMBZ 4-1, WFBC 7-1, KIIS-AM 2-2, KMPC 2-2, KRSP-AM 2-2, WGR 5-2, WMT 4-3, KOLO 4-4, WBLG 4-4, FM97 7-4, WQON 6-5, KAGO 7-5, WFBR 6-6, KBSQ 13-7 and KDKA 12-9...9th week.
- N 16 12 CHER/TAKE ME HOME (CASABLANCA)**
 Profile: Among five hottest at WFTL and WIP...among ten hottest at WFGL...WMAZ 9-6, 14NVR 9-7, WFBC 10-7, KMPC 11-7, WGR 12-9, KWEN 13-11, WFBR 14-11, KDKA 15-13, KBAI 17-13, WBLG 16-14, KVOX 20-14, KMBZ 18-15, FM97 19-16, KUKI 20-16, WGOW 18-17, KVI-AM 19-17, WHAG 19-17, KIMN-FM 26-18, WRMF 21-19, KIDD 22-21, WCFL 23-21, KRSP-AM 24-22, WQUD 28-22, KSTP 27-23 and KAGO 36-32...added at WCBM...strongest in categories 2 and 3...very good 25+...strongest with female, but picking good male response...2nd week.
- 6 6 13 MAUREEN McGOVERN/CAN YOU READ MY MIND? (WB)**
 Profile: Among five hottest at KMGC, WCLR, KHOW, KEX and WDNC...among ten hottest at WFGL, WIOD, WHDH, KOGO, WFMK and KOB...among fifteen hottest at KCBQ-AM and WMJC...KCSW 1-1, WMTI 3-1, KBAI 3-2, KVI-AM 4-4, WLWS 5-4, WGOW 6-4, KUKI 11-4, WCFL 5-5, KIIS-AM 6-5, WORG-FM 7-5, KAAM 7-5, KOLO 7-7, KMBZ 11-7, WRMF 9-8, KAGO 14-9, FM97 12-10, WQUD 19-15, WBLG 19-18 and WLOL D-19...added at WISM-FM...lack of support from males collapses this record...6th week.
- N 18 14 McGUINN/DONT YOU WRITE HER OFF LIKE THAT (CAPITOL)**
 Profile: Among five hottest at KLYX and 14K...among ten hottest at KNBR, WISM-FM and KCBQ-AM...among fifteen hottest at WCBM and KOGO...WSM-FM 2-2, KWAV 7-6, KAAM 10-6, WQON 13-8, KEZR 14-11, WHAG 15-13, WMAZ 19-16, WBLG 21-16, WGNG 21-16, WRMF 22-20, KSTP 23-20, WQUD 24-20, FM97 25-20, KIDD 27-20, KVOX D-20, WLOL 24-22, WFBR 26-22, KUKI 26-24, KIMN-FM 32-24, WGOW 29-25 and WCFL 38-29...added at KAGO, WIOD, KEX, KHOW and WDNC...a S-III Network pick (3/5/79)...had been slow growth, but is really beginning to power up!...good 18-34 M/F...best 25-34 M/F...2nd week.
- N N 15 OLIVIA NEWTON-JOHN/DEEPER THAN THE NIGHT (MCA)**
 Profile: Among five hottest at WCCO-FM...among fifteen hottest at WCBM...among twenty hottest at KMGX...KVOX 19-12, WQON A-17, KBAI 28-18, KWAV A-18, LOVE94 D-18, KAAM A-19, WBLG 24-20, KIDD 30-22, KMPC 28-25, WQXI-FM 30-26, WFBR 30-27, KSTP A-27, 14NVR 30-28, WORG-FM A-28, KBSQ A-29, FM97 36-30 and KUKI A-39...added at WSM-FM, WIOD, WIP, KAGO, WISM-FM, WHAG, WGR, KOGO, KHQ, KOLO, WRMF, KRSP-AM, WLOL, WCFL, WQUD and WDNC...among the most added records in America this week...last single paved the way for immediate success.
- 2 19 16 DOOBIE BROS./WHAT A FOOL BELIEVES (WB)**
 Profile: Among five hottest at KNBR, WCLR, KCBQ-AM, KHOW and KOGO...among ten hottest at WISM-FM...among fifteen hottest at WFGL...among twenty hottest at KEX...KUKI 1-1, CHEC 1-1, KMPC 1-1, WQON 1-1, WORG-FM 3-1, WMJC 4-1, FM97 2-2, KSTP 2-2, WFBC 2-2, WGOW 2-2, WLWS 2-2, WGAR 4-2 and KAGO 5-3...added at KLOK...12th week.
- 20 17 17 ORSA LIA/I NEVER SAID I LOVE YOU (INFINITY)**
 Profile: Among ten hottest at WIP, WFTL, KHOW, KMGX, KOGO and KOB...among fifteen hottest at WDNC, WIOD and KNBR...among twenty hottest at KCBQ-AM and WCLR...KBAI 6-6, WGOW 8-6, WMT 10-9, KWEN 12-9, WLWS 12-10, KMBZ 15-11, KHQ 15-12, KAGO 19-13, KIIS-AM 17-14, WBLG 25-15, KOLO 19-17, WHAG 25-22, FM97 35-25 and WRMF 35-33...a mistake if you didnt play this...very big female 25-34...hot phones where played...3rd week.
- N N 18 ROGER VOUDOURIS/GET USED TO IT (WB)**
 Profile: Among five hottest at WIPD...among ten hottest at WCBM...among twenty hottest at KOGO and KCBQ-AM...KEZR 8-6, WQXI-FM 10-6, KAAM 16-8, KWAV 14-12, LOVE94 18-14, WQON 18-16, WSM-FM 24-19, KBAI 25-23, 14NVR 28-23, WLWS 30-26, WGOW 30-27, KIDD A-27, KSTP A-28, WRMF 32-30 and FM97 37-33...added at WBLG, KWEN, KRSP-AM, WLOL, WCFL and WMJC...this is just beginning to 'kick ass'!...strong M/F 18-34...no tune out factor for upper demos...1st week.
- SA N 19 BILLY JOEL/HONESTY (COLUMBIA)**
 Profile: Among five hottest at KMGX and WISM-FM...among ten hottest at WCCO-FM, KCBQ-AM and 14K...among fifteen hottest at KHOW...KCSW 8-8, CHEC 15-8, KEZR 20-17, WSM-FM 23-18, KWEN A-20, WMAZ 25-21, WGAR A-21, KSTP 28-25, WHAG A-29, KMPC A-30, 14NVR A-31, KBSQ A-36 and KIMN-FM A-38...added at KRSP-AM, KIDD, WCBM, WQUD, WSLI, WMT, KNBR, KOGO, KEX, KVI-AM, KLOK and KRNA...mass appeal, again!...1st week.
- N N 20 JUDY COLLINS/HARD TIME FOR LOVERS (ELEKTRA)**
 Profile: Among five hottest at 14K...among fifteen hottest at KNBR, WIP and WIOD...among twenty hottest at WFGL, WCLR and WDNC...KBSQ 5-5, KCSW 7-6, WSM-FM 8-8, KOLO 10-10, KBAI 20-16, KHQ 23-18, WCFL 22-20, 14NVR 23-20, WORG-FM 26-22, WLWS 25-23, KMBZ 32-25, WGOW D-28 and KAGO 38-33...added at FM97 and KAAM...has been at the verge of breaking into the chart for weeks...just slides in now...strong female 18-49...some male...1st week.

SIGNIFICANT ACTION:

JACKSONS/ SHAKE YOUR BODY (EPIC)

Profile: KIDD 10-1, WFBR 4-3, KWEN 8-7, WGAR 15-10, KMPC 12-11, WHAG 13-11, KIMN-FM 22-14, KWAV A-15, WGR 19-16, KRNA 22-16, KDKA 20-18, WFBC 25-19 and KRSP-AM 27-23.

RAY STEVENS/I NEED YOUR HELP (WB)

Profile: Among five hottest at KEX-AM and KOB...among ten hottest at WFTL, KHOW, WDNC and WFGL...among fifteen hottest at KMGX...among twenty hottest at WIOD...WMAZ 6-5, KRSP-AM 19-9, KIIS-AM 13-11, KVOX 14-11, WLWS 21-15, KMBZ 20-18, 14NVR 22-19, KVI-AM 22-20, WGAR 25-20, WBLG 22-21, WMT A-24 and WCFL 32-30...added at CHEC, WGR and KIDD.

JOHN DENVER/WHAT'S ON YOUR MIND (RCA)

Profile: Among five hottest at WIOD and WFTL...among ten hottest at KHOW...among fifteen hottest at WIP and KMGC...among twenty hottest at WCLR and WDNC...KAAM 19-12, WMTI 17-13, KCSW 20-15, WMAZ 22-17, KVI-AM 21-19, KHQ 24-19, KBAI 26-22, WHAG 26-23, KVOX 27-24, WLWS 29-27, KMBZ 36-27 and KUKI A-31...added at KAGO and KMGX.

POINTER SISTERS/HAPPINESS (PLANET)

Profile: Among ten hottest at WCCO-FM...among twenty hottest at KLYX and KEX-AM...KWAV 9-8, KBAI 12-11, KRNA 24-17, WFBR 23-21, WGOW 28-24, WFBC D-25, WHAG 34-30 and KIMN-FM A-37...added at CHEC and 14K.

MATHIS & OLIVER/ THE LAST TIME (COLUMBIA)

Profile: Among five hottest at KMGC, WFGL and WCLR...among ten hottest at WFMK and WDNC...among fifteen hottest at WIOD, WFTL and KHOW...among twenty hottest at WCBM and 14K...KCSW 2-2, WCFL 17-14, KAAM 21-15, KMBZ 27-20, KBAI 24-21 and KRSP-AM 29-25.

SUPERTRAMP/THE LOGICAL SONG (A&M)

Profile: Among five hottest at KLYX and WIOD...among twenty hottest at 14K...KEZR 15-13, WQXI-FM 27-20, FM97 34-26, KIDD D-28, KBSQ 33-30 and KIMN-FM 39-34...added at KWEN.

DOOBIE BROTHERS/MINUTE BY MINUTE (WB)

Profile: Among five hottest at KCBQ-AM and KLYX...among ten hottest at WCCO-FM...among fifteen hottest at 14K...KWAV 20-16, KOLO 25-19, KEZR 30-22, WQXI-FM A-29 and FM97 39-31...added at WSM-FM and WQON.

Spectrum III

DELEGATION/OH HONEY

Profile: WHAG 5-4, WFBR 12-9, KMBZ 19-19, WORG-FM 27-23 and WCFL 30-27...added at 14K.

CHICAGO/GONE LONG GONE

Profile: Among five hottest at 14K...KWAV A-21, KBAI 29-26, KVOX A-27 and KUKI 35-33.

BARRY MANN/ALMOST GONE

Profile: Among fifteen hottest at WCLR...among twenty hottest at WIOD...KCSW 4-3, KMBZ 31-26, KOLO 28-27 and WGOW D-29.

ANGIE BOFILL/THIS TIME I'LL BE SWEETER

Profile: WFBR 16-10, WHAG 20-16 and WSM-AM 22-16...added at KUKI and KBAI.

DOBIE GRAY/WHO'S LOVING YOU?

Profile: Among fifteen hottest at KCBQ-AM...FM97 24-19, KCSW 26-22, WSM-FM 26-24 and WGOW A-32...added at KAAM.

LINDA RONSTADT/ALISON

Profile: KBSQ A-25 and KOLO A-30...added at WMT, WIOD, KBAI and KMBZ.

(SHADY BROOK)

CRYSTAL GAYLE/WHEN I DREAM

Profile: Among ten hottest at WFTL...KVOX 18-16, KCSW 21-16, KOLO 26-21 and KBAI 36-34...added at WIOD.

DONNA SUMMER/HOT STUFF

Profile: KDKA 28-23...added at WMJC, WBLG, WQON, WHAG, WFBC and KRNA.

BEACH BOYS/GOOD TIMIN'

Profile: Among twenty hottest at WCBM...FM97 A-36...added at WORG-FM, KIIS-AM and WSM-FM

RAYDIO/YOU CANT CHANGE THAT

Profile: Among ten hottest at WFMK...WRMF 34-31...added at FM97, WSM-FM, CHEC, and KEX.

CHRIS REA/DIAMONDS

Profile: Among ten hottest at KLYX...KCSW 30-25, WHAG A-26 and KIMN-FM A-39...added at KAGO.

(UA)

(CASABLANCA)

(CARIBOU)

(ARISTA)

(EMI/UA)

MOST PLAYED ALBUMS

- | | | | | |
|---|---|----|--|--------------|
| 3 | 2 | 1 | GEORGE BENSON/LIVIN' INSIDE YOUR LOVE | (WB) |
| Key Cuts: 45, Soulful Strut and Hey Girl...other action includes title track, Welcome To My World and Unchained Melody...6th week. | | | | |
| 1 | 1 | 2 | DOOBIE BROTHERS/MINUTE BY MINUTE | (WB) |
| Key Cuts: Mintue By Minute (45), Sweet Feelin' and Depending On You...other action includes Fool To Survive and Here To Love You...20th week. | | | | |
| 2 | 3 | 3 | BEE GEES/SPIRITS HAVING FLOWN | (RSO) |
| Key Cuts: 45 and title track...other action includes Reaching Out, Depending On You and I'm Satisfied...12th week. | | | | |
| 4 | 4 | 4 | McGUINN CLARK & HILLMAN/McGUINN CLARK & HILLMAN | (CAPITOL) |
| Key Cuts: 45, Long Long Time and Backstage Pass...other action includes Surrender To Me, Crazy Time and Bye Bye Baby...8th week. | | | | |
| 6 | 6 | 5 | GEORGE HARRISON/GEORGE HARRISON | (DARK HORSE) |
| Key cuts: 45, Love Will Come To Everyone and Dark Sweet Lady...other action includes Not Guilty and Here Comes The Moon...8th week. | | | | |
| 5 | 5 | 6 | ADRIAN GURVITZ/SWEET VENDETTA | (JET) |
| Key Cuts: Untouchable and Free and The Way I Feel...other action includes I Just Wanna Get Inside Your Head, One More Time and The Wonder Of It All...3rd week. | | | | |
| 7 | 7 | 7 | NEIL DIAMOND/YOU DONT BRING ME FLOWERS | (COLUMBIA) |
| Key Cuts: 45, American Pop Song and Say Maybe...other action includes You've Got Your Troubles and Diamond Girl...20th week. | | | | |
| † | 8 | 8 | ART GARFUNKEL/FATE FOR BREAKFAST | (COLUMBIA) |
| Key Cuts: 45, Since I Dont Have You and When Someone Doesnt Want You...other action includes Finally Found A Reason, Oh How Happy and Sail On A Rainbow...2nd week. | | | | |
| † | † | 9 | ENGLAND DAN & JOHN FORD COLEY | (BIG TREE) |
| Key Cuts: 45, What's Forever For and What Can I Do With This Broken Heart...other action includes Broken Hearted Me and Only A Matter Of Time...1st week. | | | | |
| † | † | 10 | MICHAEL FRANKS/TIGER IN THE RAIN | (WB) |
| Key Cuts: When It's Over (45) and Hideaway...other action includes Sanpaku and title track...1st week. | | | | |

ALBUM ACTION

RICKIE LEE JONES/SAME (WB) Cuts: Chuck E's In Love (45) and Danny's All Star Joint.

TARNEY SPENCER BAND/RUN FOR YOUR LIFE (A&M) Cuts: 45, Live Again and Won'tcha Tell Me.

MICHAEL MURPHY/PEAKS VALLEYS HONKY TONKS & ALLEYS (EPIC) Cuts: 45, Southcoast and Texas Morning.

JUDY COLLINS/HARD TIMES FOR LOVERS (ELEKTRA) Cuts: 45, Starmaker, Theme From Ice Castles and Where and When.

BEACH BOYS/L.A. LIGHT ALBUM (CARIBOU) Cuts: Good Timin', (45), Lady Linda and Full Sail.

TIM WEISBERG/NIGHT RIDER (MCA) Cuts: Touchstone, Westchester Faire, Won't Be Goin' Back and Moonchild.

JOE SAMPLE/CARMEL (MCA) Cuts: Carmel and Rainy Day In Monterey.

DIRE STRAITS/DIRE STRAITS (WB) Cuts: 45 and Down To The Waterline and Water Of Love.

CHRISREA/DELICS (EMI/UA) Cuts: 45, Things Lovers Should Do, Seabird and Amsterdam.

ORLEANS/FOREVER (INFINITY) Cuts: 45, title, I Never Wanted To Love You, Everybody Needs Some Music and Isn't It Easy.

Black

TREND SETTERS

KATZ	St. Louis	Earl Parnell	WAOK	Atlanta	Tony Jamieson	WJLB	Detroit	J. Michael McKay
KCOH	Houston	Travis Gardner	WBLS	New York	Frankie Crocker	WJPC	Chicago	Tom Joyner
KDAY	Los Angeles	Steve Woods	WBMX	Chicago	James Alexander	WOOK	Wash DC	John Moen
KDIA	Oakland	Jerry Boulding	WCIN	Cincinnati	Bob Long	WORC	Orlando	Linda Haynes
KKSS	St. Louis	Lee Michaels	WCHB	Detroit	Wade Briggs	WORL	Orlando	Steve Crumbley
KMJQ	Houston	Jack Patterson	WDAS	Philadelphia	Butterball	WVOL	Nashville	Fred Harvey
KSOL	San Mateo	J.J. Jeffries	WDAO	Dayton	Langford Stephens	WVON	Chicago	Carl Conner
WAMO	Pittsburgh	Michael Payne	WDIA	Memphis	Mark Christian	WWIN	Baltimore	Don Brooks
						WWRL	New York	Bob Law

- 1 1 **PEACHES & HERB/REUNITED** (POLYDOR)
Profile: Its the hottest record at WDAS and WORL...in the hottest five at KDAY, KDIA, KKSS, KMJQ, KSOL, WBMX, WCIN, Cleveland '1', WBKO, WVOL and WVON...in the hottest ten at WGCI, WJPC, WWIN and WWRL...in the hottest fifteen at WAOK and Cleveland '2'...the most important record out today...accepted by all demographics and has crossed significantly...a solid number one...your heaviest rotation
- 2 2 **GO/DISCO NIGHTS** (ARISTA)
Profile: Its the hottest record at KSOL and WJPC...in the hottest five at KDIA, KKSS, KMJQ, WBMX, WDAS, WJLB, WKLR, WORL, WVON and WWIN...in the hottest ten at KDAY and WGCI...in the hottest fifteen at Cleveland '2'...beginning to lose strength numerically, but most often when a hit is on its way down the charts is when its most beneficial to you...rotation based on your sales and requests in your market.
- 6 3 **TYRONE DAVIS/IN THE MOOD** (COLUMBIA)
Profile: Its the hottest record at WBMX and WJLB...in the hottest five at KDIA, WDAO, WJPC and WORL...in the hottest ten at KSOL, WVOL, WVON and WWRL...in the hottest fifteen at WAOK and Cleveland '2'...has tremendous upper demographic value...medium to heavy rotation to insure proper balance in your rotations
- 5 4 **SISTER SLEDGE/HE'S THE GREATEST DANCER** (COTILLION)
Profile: Its the hottest record at KDIA and WVON...in the hottest five at WKLR, WORL and WVOL...in the hottest ten at KDAY, KMJQ, WGCI and WJPC...in the hottest fifteen at Cleveland '2'...holding and steadily...but the company has released another cut from the lp...a former number one that hasnt died yet...at least medium rotation
- 10 5 **GEORGE BENSON/LOVE BALLAD** (WB)
Profile: Its in the hottest five at KDAY, WCIN, WDAS and WVKO...in the hottest ten at KSOL, WGCI, WJLB, WORL and WVON...in the hottest fifteen at WJPC and WVO L...was also added at WAOK...solid and growing...medium to heavy rotation
- 11 6 **AMII STEWART/KNOCK ON WOOD** (ARIOLA)
Profile: Its in the hottest five at WDIA, WKLR and WVON...in the hottest ten at KMJQ, KSOL, WBMX, WDAS, WGCI and WVKO...in the hottest fifteen at Cleveland '2' and WVO L...would not quit so easy...rotation depending on individual burn out at this point
- 4 7 **JACKSONS/SHAKE YOUR BODY DOWN TO THE GROUND** (EPIC)
Profile: Its the hottest record at KMJQ and WVOL...in the hottest five at KSOL, WDAS and Cleveland '1'...in the hottest ten at WVON and WWIN...in the hottest fifteen at Cleveland '2'
- 27 8 **MAZE/FEEL THAT YOU'RE FEELING** (CAPITOL)
Profile: Its in the hottest five at WDAO and WOOK...in the hottest ten at WAOK, WDAS, WGCI, WVKO and WVON...in the hottest fifteen at KSOL, Cleveland '2' and WORL...male support primarily...took a healthy increase...considering this groups sales albums...and medium rotation...males dont accept heavy rotation like females and teens
- 8 9 **FOXY/HOT NUMBERS** (DASH)
Profile: Its the hottest record at KDAY...in the hottest five at KKSS and KMJQ and KSOL...in the hottest ten at KDIA, WORL, WVKO and WVOL...in the hottest fifteen at WJLB and WKLR
- 7 10 **ALTON, MC CLAIN & DESTINY/IT MUST BE LOVE** (POLYDOR)
Profile: Its the hottest record at WAOK...in the hottest five at KMJQ, WDIA, WJLB and WORL...in the hottest ten at KDIA, KSOL and WWRL
- 3 11 **INSTANT FUNK/GOT MY MIND MADE UP** (SALSOUL)
Profile: Its in the hottest five at KKSS, WBMX, WJPC and WVOL...in the hottest ten at KDIA, KMJQ and Cleveland '2'...in the hottest fifteen at WKLR...peaked, time for concentration on something new from this group
- 9 12 **NARADA MICHAEL WALDEN/I DONT ANYBODY ELSE TO DANCE WITH YOU** (ATLANTIC)
Profile: Its in the hottest five at KSOL and WDAO...in the hottest ten at KDAY, KDIA, KMJQ, WDAS and WJLB
- 13 13 **BAR KAYS/SHINE** (MERCURY)
Profile: Its in the hottest five at WDAO and WDIA...in the hottest ten at WAOK...in the hottest fifteen at KSOL, WDAS, Cleveland '2' and WVKO
- 12 14 **CHERYL LYNN/STARLOVE** (COLUMBIA)
Profile: Its in the hottest five at KDAY and WJLB...in the hottest ten at WBMX, WGCI and WJPC...in the hottest fifteen at WKLR
- 15 **PEABO BRYSON/CROSSWINDS** (CAPITOL)
Profile: Its in the hottest fifteen at WCIN and Cleveland '1'...in the hottest ten at WJLB and WVKO...in the hottest fifteen at Cleveland '2'...female base record...rotation based on your market and your target audience
- 16 **MANHATTANS/HERE COMES THE HURT AGAIN** (COLUMBIA)
Profile: Its in the hottest five at WDAO...in the hottest ten at WWIN...in the hottest fifteen at Cleveland '2', WORL and WVKO...was also added at KSOL...good value as an upper demographic appeal record...medium rotation to develop feel
- 14 17 **CHIC/I WANT YOUR LOVE** (ATLANTIC)
Profile: Its in the hottest five at WVON...in the hottest ten at KSOL, WGCI and WJLB...in the hottest fifteen at WVOL
- 18 18 **ISLEY BROTHERS/I WANT TO BE WITH YOU** (T-NECK)
Profile: Its in the hottest five at Cleveland '1' and Cleveland '2'...in the hottest ten at KDAY...was also added at WCIN and WJLB...hot and important...this group carries a lot of demographic power with its name alone
- 24 19 **DONNA SUMMER/HOT STUFF** (CASABLANCA)
Profile: Its in the hottest five at WOOK...was also added at KDIA, KKSS, WCIN, WDAO, WOOK, WVON and WWIN...one of the most added records this week...heavy rotation
- 25 20 **MC FADDEN & WHITEHEAD/AINT NO STOPPIN US NOW** (PI)
Profile: Its in the hottest five at WDAS and WWRL...was also added at KKSS, WAOK, WBMX, WCIN, WDAO, WKLR and WOOK...the other most added record...disco version is 'hot'...this is a gigantic in New York...heavy rotation

Black

- 21 **CROWN HEIGHTS AFFAIR/DANCE LADY DANCE** (MERCURY)
Profile: Its in the hottest five at WCIN and WOOK...in the hottest ten at WWRL...in the hottest fifteen at KSOL...seems to bend towards male and crossover audiences...rotation unestablished at this point
- 16 22 **RICK JAMES/HIGH ON YOUR LOVE SUITE** (GORDY)
Profile: Its the hottest record at WVKO...in the hottest five at KDIA...in the hottest ten at WJLB...in the hottest fifteen at Cleveland '2'
- 26 23 **CHER/TAKE ME HOME** (CASABLANCA)
Profile: Its in the hottest ten at WGCI, WJLB and WKLR...in the hottest fifteen at WDAS and WORL...getting good black support...male appeal with a disco base...medium rotation wont hurt you
- 20 24 **PATTI LA BELLE/ITS ALRIGHT WITH ME** (EPIC)
Profile: Its in the hottest ten at KMJQ, WDAS, WVKO and WWRL...was also added at WAOK and WWIN
- 25 **BARRY WHITE/ANY FOOL CAN SEE** (UNLIMITED GOLD)
Profile: Its in the hottest five at WCIN...in the hottest ten at WAOK...was also added at KDAY, KDIA, WOOK and WORL
- 30 26 **GINO SOCCIO/DANCER** (WB)
Profile: Its in the hottest ten at WKLR and WWIN...in the hottest fifteen at WAOK...was also added at WJLB, WORL and WWRL...now is the time to add this...a true universal record...medium rotation at least
- 17 27 **POINTER SISTERS/HAPPINESS** (PLANET)
Profile: Its in the hottest ten at WAOK and WVON...in the hottest fifteen at WDAS...was also added at WDIA, WJPC and WORL...do not let this drop frighten you...lp sales and the groups group appeal speak for itself...play the disco version
- 28 **RANCE ALLEN/I BELONG TO YOU** (STAX)
Profile: Its in the hottest five at WBMX and WJPC...in the hottest ten at KDIA...was also added at WCIN...upper demographic, black
- 29 **BILL SUMMERS/STRAIGHT TO THE BANK** (FANTASY)
Profile: Its in the hottest five at WCIN...in the hottest ten at WDAS...in the hottest fifteen at WORL...was also added at WAOK...test this product before you air it.
- 30 **HERBIE HANCOCK/READY OR NOT** (COLUMBIA)
Profile: Its in the hottest five at WAOK...in the hottest ten at WBMX...in the hottest fifteen at WVKO...was also added at WDAO and WOOK

ALBUMS

- 5 1 **RICK JAMES/BUSTING OUT OF L SEVEN** KEY CUT: BUSTING OUT OF L SEVEN (GORDY)
Other Cuts: High on Your Love Suite and Spacy Love...its the hottest record at WBMX, WVKO...its in the hottest five at KDIA, Cleveland '2', WJPC, WOOK, WVOL and WVON
- 1 2 **SISTER SLEDGE/WE ARE FAMILY** KEY CUT: WE ARE FAMILY (COTILLION)
Other Cuts: He's The Greatest Dancer...its the hottest record at KDIA and WVON...in the hottest five at KMJQ, WCIN, WGCI, WOOK and WVKO
- 3 3 **GEORGE BENSON/LIVING INSIDE YOUR LOVE** KEY CUT: LOVE BALLAD (WB)
Other Cuts: Love Is A Hurting Thing, Unchained Melody, Soulful Strut, Hey Girl and A Change Is Gonna Come and the title Inside Your Love...its in the hottest five at KDIA, WBMX, WCIN, WDAS, WGCI, Cleveland '2', WOOK and WVON
- 4 4 **PEACHES & HERB/II HOT** KEY CUT: REUNITED (POLYDOR)
Other Cuts: Four Is A Traffic Jam and Shake Your Groove Thing...in the hottest five at KKSS, WDAS, WGCI, Cleveland '2', WOOK, WVKO and WVON
- 2 5 **JACKSONS/DESTINY** KEY CUT: SHAKE YOUR BODY DOWN TO THE GROUND (EPIC)
Other Cuts: Dont Push Me Away and Blame It On The Boogie...its the hottest album at KMJQ...in the hottest five at WBMX, WDAS, Cleveland '1', Cleveland '2', WVKO and WVON
- 6 6 **GO/DISCO NIGHTS** KEY CUT: DISCO NIGHTS (ARISTA)
Other Cuts: I Do Love You and This Happy Feeling...its the hottest album at WJPC...in the hottest five at KKSS, WGCI, Cleveland '2' and WVON
- 7 7 **INSTANT FUNK/INSTANT FUNK** KEY CUT: GOT MY MIND MADE UP (SALSOUL)
Other Cuts: Crying...in the hottest five at KDIA, KKSS, WDAS and WJPC.
- 8 **MAZE/INSPIRATION** KEY CUT: FEEL THAT YOU'RE FEELING (CAPITOL)
Other Cuts: Woman Is A Wonder, Call On Me, and Welcome Home...in the hottest five at KDIA, WDAO and WVOL
- 12 9 **RANCE ALLEN GROUP/STRAIGHT FROM THE HEART** KEY CUT: I BELONG TO YOU (STAX)
Other Cuts: Joy...its the hottest album at KSOL...in the hottest five at WBMX and WJPC
- 8 10 **ENCHANTMENT/JOURNEY TO ENCHANTMENT** KEY CUT: WHERE DO WE GO FROM HERE (ROADSHOW)
Other Cuts: Anyway You Want It and Magnetic Feel...its the hottest album at WDAS...in the hottest five at WDAO
- 11 **BARRY WHITE/THE MESSAGE IS LOVE** KEY CUT: ANY FOOL CAN SEE (UNLIMITED GOLD)
Other Cuts: Your The One That I Need(all cuts)...in the hottest five at WCIN and WDIA
- 13 12 **PATTI LA BELLE/ITS ALRIGHT WITH ME** KEY CUT: TITLE (EPIC)
Other Cuts: Music Is My Live...in the hottest five at WCIN and WDAO
- 11 13 **LINDA CLIFFORD/LET ME BE YOUR WOMAN** KEY CUT: DONT GIVE IT UP (RSO/CURTOM)
Other Cuts: In the hottest five at KSOL and WCIN
- 9 14 **CHUCK BROWN/BUSTING LOOSE** KEY CUT: BUSTING LOOSE (SOURCE)
Other Cuts: Game Seven and If It Aint Funky...in the hottest five at KMJQ and WDIA
- 15 **WAR/THE MUSIC BAND** KEY CUT: GOOD, GOOD FEELING (MCA)
Other Cuts: Corns & Callouses(Hey Dr. Shoals)...on almost all major black stations in the country



World Radio History



Happy

1st
2nd

Birthday

Lynn Tolliver, jr.



SIGNIFICANT ACTION:

THE GAP BAND/SHAKE

(MERCURY)

Profile: Its in the hottest five at KDAY...in the hottest fifteen at Cleveland '2' and WORL...was also added at WDIA...male demographics

VILLAGE PEOPLE/IN THE NAVY

(CASABLANCA)

Profile: Its in the hottest ten at WKLR...in the hottest fifteen at WDAS...was also added at WAOK and WORL

THELMA HOUSTON/SATURDAY NIGHT, SUNDAY MORNING (TAMLA)

Profile: Its in the hottest fifteen at WJLB...was also added at KDIA and WJPC

RICK JAMES/BUSTING OUT OF L SEVEN

(GORDY)

Profile: Its in the hottest five at WJPC...will automatically get you teens...has not offended females or males...heavy rotation suggested, but medium rotation wont hurt you

HEATWAVE/EYEBALLING

(EPIC)

Profile: It was added at WDAO, WJPC, WVON and WWIN

CARRIE LUCAS/DANCE WITH YOU

(SOLAR)

Profile: Its in the hottest fifteen at WKLR...was also added at WGCI and WVKO...the disco version of this is a better mix than the 45...put your ears to it

MASS PRODUCTION/CANT YOU SEE I'M FIRED UP (COTILLION)

Profile: It was added at KDAY, WOOK, WORL and WVKO...the album version or the disco version is a much better mix

SYLVESTER/I WHO HAVE NOTHING

(FANTASY)

Profile: Its in the hottest fifteen at WAOK...was also added at WDAO and WKLR

THE BEE GEES/LOVE YOU INSIDE OUT

(RSO)

Profile: It was added at WDAO, WVOL and WWIN...what has to be said about the Bee Gees? This will be important during the book...this is one of the more black records from their last lp...medium to heavy rotation

LOU RAWLS/LET ME BE GOOD TO YOU

(PI)

Profile: It was added at KKSS, WBMX and WDAO...upper demographic cross appeal

BRICK/RAISE YOUR HANDS

(BANG/CBS)

Profile: It was added at WAOK, WDAO and WJLB

CHOCOLATE MILK/SAY WONCHA

(RCA)

Profile: Its on at WAOK and was added at WBMX and WVON...very hot product...selling big in DC...male demographic primary base

BOOTSIES RUBBER BAND/JAM FAN(HOT)

(WB)

Profile: Getting lots of ads...instant teen request...good lyric association content...a must ad...should help get those healthy numbers...heavy rotation

SINGLE OF THE WEEK

Confunkshun/CHASE ME

Mercury

ALBUM OF THE WEEK

Linda Clifford/LET ME BE YOUR WOMAN

RSO/Curtom

Key Cut: Dont Give It Up

Other Cuts: Bridge Over Troubled Water

HOT NEW RELEASES

- | | | |
|----|----------------------------------|--------------|
| 1. | Bee Gees/LOVE YOU INSIDE & OUT | RSO |
| 2. | Rick James/BUSTIN' OUT | Gordy |
| 3. | Sister Sledge/WE ARE FAMILY | Cotillion |
| 4. | Mantus/ROCK IT TO THE TOP | SMI |
| 5. | Bell & James/YOU NEVER KNOW | A&M |
| 6. | Stephanie Mills/WATCHA GONNA DO? | 20th Century |

MOST VALUABLE BLACK RECORDS FOR GENERAL MARKET RADIO

- | | | |
|----|------------------------------------|-----------|
| 1. | Peaches & Herb/REUNITED | Polydor |
| 2. | GQ/Disco Nights | Arista |
| 3. | Sister Sledge/WE ARE FAMILY | Cotillion |
| 4. | Isley Brothers/I WANNA BE WITH YOU | T-Neck |
| 5. | Rick James/BUSTIN' OUT | Gordy |
| 6. | Confunkshun/CHASE ME | Mercury |

MOST EFFECTIVE UNIVERSAL RECORDS FOR BLACK PROGRAMING

- | | | |
|----|--------------------------------------|------------|
| 1. | Amii Stewart/KNOCK ON WOOD | Ariola |
| 2. | Doobie Brothers/WHAT A FOOL BELIEVES | WB |
| 3. | Cher/TAKE ME HOME | Casablanca |
| 4. | Orleans/LOVE TAKES TIME | Infinity |
| 5. | Gino Soccio/DANCER | WB |
| 6. | Wings/DONT SAY GOODBYE | Columbia |

TELESCOPE

by Lynn Tolliver

MUSIC: HOW TO ADD IT, WHY & WHEN YOU ADD IT, PART II

Concepts: What effect does a concept have on an audience? A concept is an image--something that can be related to, either through experience, or just mental contact. For instance, BOB JAMES counts with his LPS. While on CTI, his albums were named in succession ONE, TWO, THREE, & FOUR. When he went to Columbia, he continued to count, only with symbols, HEADS, was number 5, (a nickel), and TOUCHDOWN, was number 6, (6

points in a football game). Rick James' 2nd LP, "BUSTIN' OUT OF L7", means breaking away from square-dom, escaping the ordinary. Some of his lyrics go, "We're Bustin' out of this L7 square...we done braided our hair, we dont mind if you stare...L7's just a little too damn square". So many people can identify with that concept.

Chants: Chanting has been stated to help ease the mind and regain mental stability. Hare Krishna, a chant of religiousness, has been told to bring about peace to one's soul & mind. Musical chants serve the same purpose, easing of the mind, and the building of better mind structure. Listen to the BASS lines in the following records, Andy Kim... "Rock Me Gently", Rick James...

"Bustin' Out...Ronnie Laws, "Midnight Plane(Disco Version) & Slave's "Volcano Eruption". The Bass line repeats itself over & over, with drive. A musical chant. Take a listen to the guitar part in the Dire Straits' "Sultans Of Swing". Here too, you'll find the repetitious, chanting of music, which brings about a mental soothing. This has a definite effect on your listenership. Musical chants bring a positive feel, a drugless cure to pain, a true entertainment. Stimulate your audience, mentally, and captivate them. Dont overlook artist cults, and the image the artist presents, as people are looking to identify with something--anything. Maintain your image and keep your call letters out there.

Disco

DISCO TRENDSETTERS

CHIC	Brampton	David Oliver	KSET	El Paso	Chuck Kelly	WGCI-FM	Chicago	Greg Buedell
DISCO-94	Houston	Michael Stone	KTLK	Denver	Paula Matthews	WISM	Madison	Rusty Hudson
F-105	Boston	Charlie Fernandez	KUTE	Los Angeles	Warren Epps	WKGN	Knoxville	Kerry Lambert
KATT	Oklahoma	Charlie Parker	KTSM	San Antonio	Kevin McCormick	WKTK	Baltimore	Lou Krieger
KCFX	Oklahoma City	John Snyder	KXTC	Phoenix	Larry Barwick	WKTU	New York	Matthew Clenott
KDKO	Denver	Jim O'Brien	K-101	San Francisco	Nadine Shaw	WKYS	Washington	Steve Manuel
KEYN	Witchata	Glen Martin	STUDIO-13	Houston	Bart Taylor	WLYT	Cleveland	Tom Allen
KFMX	Minneapolis	Gary De Maroney	WAYS	Charlotte	Roy Rosen	WMAS	Springfield	Kris McLeod
KIIS-FM	Los Angeles	Sherman Cohen	WBBF	Rochester	Tom Nast	WMHE	Toledo	Roy Finn
KIIS-108	Boston	Sunny Joe White	WBOS	Boston	Jane Dunklee	WNUW	Milwaukee	Bob Mike
KJLA	Kansas City	Ronnie Dennington	WCAU-FM	Philadelphia	Roy Perry	WORL	Orlando	Steve Crumblay
KRLA	Los Angeles	Gary Theroux	WCKO	Ft. Lauderdale	Dave Lawrence	WSFL	New Bern	Ed Seger
KROY-FM	Sacramento	Rob Tonkin	WDAI	Chicago	Mary Klug	WVEE	Atlanta	Scotty Andrews
			WDRQ	Detroit	Eddie Rogers	WZZD	Philadelphia	Mark Serpas
			WEZB	New Orleans	Chris Walenburg	Y-100	Miami	Robert Muzzy

THE HOTS ARE IN BOLD

BPM	LW	TW		
123	1	1	G.Q. "Disco Nights"	Arista 7"/12"
138	3	2	CHERYL LYNN "Starlove"	Columbia 7"/12"
122	2	3	CHER "Take Me Home"	Casablanca 7"/12"
116	8	4	SISTER SLEDGE "We Are Family"	Cotillion 12"
133	4	5	MACHINE "There But For The Grace Of God Go I"	RCA 12"
113	5	6	INSTANT FUNK "Got My Mind Made Up"	Salsoul 12"
124	7	7	FOXY "Hot Numbers"	TK 12"
130	9	8	VILLAGE PEOPLE "In The Navy"	Casablanca 7"/LP
110	10	9	PEACHES & HERB "Reunited"	Polydor LP
132	13	10	MADLEEN KANE "Forbidden Love"	WB 12"
118	11	11	JACKSONS "Shake Your Body Down"	Epic 12" LP
118	16	12	CARRIE LUCAS/"DANCE WITH YOU"	Solar/RCA 12"
120	22	13	DONNA SUMMER "Hot Stuff"	Casablanca 12"
126	21	14	DAVID NAUGHTON "Makin It"	RSO 12"
117	19	15	ALTON, McCLAIN & DESTINY "It Must Be Love"	Polydor 12"
130	17	16	GINO SOCCIO "Dance To Dance"	RFC/WB 12"
127	14	17	BOMBERS "(Everybody) Get Dancin'"	Westend 12"
115	18	18	BLONDIE "Heart Of Glass"	Chrysalis 12"/LP
134	15	19	AMII STEWART "Knock On Wood"	Ariola 12"
136	24	20	ST. TROPEZ "One More Minute"	Butterfly 12"
140	23	21	CLAUDJA BARRY "Boogie Woogie Dancin' Shoes"	Chrysalis 12"
128	28	22	MELBA MOORE "Pick Me Up"	Epic 12"
126	25	23	NARADA MICHAEL WALDEN "I Dont Want Nobody Else"	Atlantic 12"
132	26	24	LIQUID GOLD "My Baby's Baby"	Parachute 12"
114	D	25	McFADDEN & WHITEHEAD "Ain't No Stoppin' Us"	PI/12"
139	D	26	ROSEBUD "Have A Cigar"	WB/12"
124	D	27	TAANA GARDNER "Work That Body"	Westend 12"
117	D	28	FIRST CHOICE "Doublecross"	Gold Mine 12"
136	29	29	WITCH QUEEN "Bang A Gong"	Roadshow/RCA 12"
131	30	30	LINDA CLIFFORD "Bridge Over Troubled Water"	RSO 12"

SIGNIFICANT ACTION

SANTANA "One Chain"	Columbia 12"	SPACE "My Love Is Music"	Casablanca 12"
GIBSON BROS. "Cuba"	Mango 12"	BUNNY SIEGLER "By The Way You Dance"	Gold Mine 12"
THEO VANESS "Bad Bad Boy"	Prelude 12"	BILL SUMMERS "Straight To The Bank"	Prestige 12"
VICKIE SUE ROBINSON "Nightime Fantasy"	RCA 12"	STICKY FINGERS "Nightime/Wastin'"	Prelude 12"
CHANSON "I Can Tell"	Ariola 12"	KLEER "Keep Your Body Workin'"	Atlantic 12"
MANTUS "Rock It/Midnight Energy"	SMI 12"	SPINNERS "Are You Ready For Love"	Atlantic LP
WINGS "Good Night Tonight"	Columbia 12"	PATTI LA BELLE "Music Is My Life"	Epic LP
WAR "Good Good Feeling"	MCA 12"	SHOTGUN "Don't Ya Wanna Make Love"	MCA 12"
T-CONNECTION "At Midnight/Saturday Night"	TK 12"/LP	BONNIE POINTER "Heaven Must Have Sent"	Motown 12"
POINTER SISTERS "Happiness"	Planet 12"	THELMA HOUSTON "Saturday Night, Sunday Morning"	Tamla LP

Jazz

TREND SETTERS

KADX KAFM KKGO KCBX KJAZ	Denver Dallas Los Angeles S. L. O. San Francisco	John Sutton Mark Campbell Monica Riordan John Howard Dick Conte	KJLH KLCC-FM WBBY-FM WBFO-FM WJZZ	Los Angeles Eugene Columbus Buffalo Detroit	Ted Terry Mike Handler Geoff Mayfield John Hunt Dorian Paster	WRUV WRVR WXFM WYBC WYSO	Burlington New York Chicago New Haven Dayton	Bob Cohen Jim Smith Dave Freeman Doug Keogh Vince Waldron
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- 3 1 **SPYRO GYRA/MORNING DANCE** KEY CUT: LITTLE LINDA (INFINITY)
Profile: WRVR H-H, KKGO H-H, WYBC H-H, WJZZ H-H, KADX H-H, WRUV H-H, WBFO H-H, KAFM M-H, and KLCC L-M...also: title, Heliopolis, It Doesn't Matter.
- 1 2 **SEAWIND/LIGHT THE LIGHT** KEY CUT: FREE (HORIZON)
Profile: WBBY H-H, WJZZ H-H, WRVR H-H, KCBX H-H, KLCC M-M, and KAFM M-M...also: Imagine.
- 2 3 **GEORGE BENSON/LIVING INSIDE** KEY CUT: BEFORE YOU GO (WB)
Profile: WRVR H-H, KKGO H-H, WJZZ H-H, KAFM H-H, KADX H-H, WBFO H-H, WBBY L-H, and KCBX M-M...also: Prelude to Fall, title.
- 4 4 **ABBEY LINCOLN/PEOPLE IN ME** KEY CUT: DORIAN (INNER CITY)
Profile: WYBC H-H, WBFO H-H, WJZZ M-M, and KADX M-M...also: Living Room, Naturally, Africa.
- 8 5 **JOHN KLEMMER/BRAZILIA** KEY CUT: TITLE (MCA)
Profile: WBBY H-H, WYBC H-H, WRVR H-H, KKGO H-H, KAFM A-H, WJZZ M-M, and KADX M-M...also: Dream Dancing, Jitterbug Waltz.
- 5 6 **CEDAR WALTON/ANIMATION** KEY CUT: ALA EDUARDO (COLUMBIA)
Profile: WBFO H-H, KADX M-H, KKGO M-M, and WBBY L-M...also: If It Could Happen, Jacob's Ladder.
- 6 7 **MONGO SANTAMARIA/RED HOT** KEY CUT: SAMBITA (COLUMBIA)
Profile: KADX H-H, WJZZ H-H, KAFM H-H, WBFO H-H, and WYBC M-M...also: Afro-Cuban Fantasy.
- 7 8 **MICHAEL FRANKS/TIGER IN THE RAIN** KEY CUT: OPEN (WB)
Profile: WRVR H-H, WJZZ H-H, KAFM H-H, and KJAZ M-M.
- 11 9 **TONY WILLIAMS/JOY OF FLYING** KEY CUT: HIPSKIP (COLUMBIA)
Profile: KKGO H-H, WYBC H-H, KJAZ H-H, KCBX M-H, WRVR M-M, KAFM M-M, WJZZ M-M, and WBBY L-M.
- 9 10 **HERBIE HANCOCK & CHICK COREA/AN EVENING WITH (LIVE)** KEY CUT: MAIDEN VOYAGE (COLUMBIA)
Profile: WBFO M-H, WRVR M-M, KAFM M-M, WYBC M-M, and WJZZ A-L.
- 14 11 **GROVER WASHINGTON/PARADISE** KEY CUT: THE ANSWER IN YOUR EYES (ELEKTRA)
Profile: KKGO H-H, KADX H-H, WYBC H-H, WRVR H-H, KAFM M-H, WBBY M-H, KJAZ M-H, WJZZ A-H, WBFO M-M, and KCBX A-M...also: title, Shana, Asia's Theme, Tell Me, Midsummer's Dream.
- 15 12 **MICHELE COLOMBIER/MICHELE COLOMBIER** KEY CUT: DREAMLAND (CHRYSLIS)
Profile: WRUV M-H, KCBX L-H, WYBC M-M, KJAZ M-M, and WRVR M-M...also: Spring.
- 13 13 **RICHARD TEE/STROKIN'** KEY CUT: OPEN (COLUMBIA)
Profile: KKGO H-H, WJZZ M-M, WYBC M-M, KLCC L-M, and KADX L-M.
- D 14 **ART BLAKEY/IN MY PRIME** KEY CUT: OPEN (MUSE)
Profile: KADX M-H, WBFO M-H, KLCC M-M, WJZZ L-M, WBBY L-M, and WRUV A-M.
- D 15 **ZOOT SIMS/WARM TENOR** KEY CUT: OLD DEVIL MOON (PABLO)
Profile: KLCC M-H, KJAZ M-H, WBBY M-M, KADX L-M, and WRUV A-M.

SIGNIFICANT ACTION:

JOE SAMPLE/CARMEL (MCA) Profile: WRVR H-H, KADX M-H, WBBY L-H, and WYBC M-M

JOHN ABERCROMBIE/ARCADE (ECM) Profile: KCBX H-H, WRUV H-H, and WYBC M-H

RAY BROWN/SOMETHING FOR LESTER (CONTEMPORARY) Profile: KJAZ H-H, KCBX L-H, and WBBY A-H

ARTHUR BLYTHE/LENOX AVENUE BREAKDOWN (COLUMBIA) Profile: WYBC M-M, WBFO M-M, KLCC L-M, and KCBX L-M

TIM WEISBERG/NIGHT RIDER (MCA) Profile: WRVR H-H, KKGO H-H, WJZZ M-M, and KAFM A-L

JACKIE MCLEAN/MONUMENTS (RCA) Profile: WYBC H-H, KCBX H-H, and WJZZ M-M

HUBERT LAWS/LAND OF PASSION (COLUMBIA) Profile: WJZZ H-H, WRVR M-M, KJAZ M-M, and KAFM A-L

SAMPLE-MANNE-BRYANT/THE THREE (INNER CITY) Profile: WRUV H-H, WJZZ M-M, and WYBC M-M

DOLLAR BRAND/BLACK LIGHTNING (CHIROQUIERO) Profile: WYBC L-H and WBFO M-M

ART ENSEMBLE OF CHICAGO/NICE GUYS (ECM) Profile: WRUV H-H, KLCC M-M, and WBFO L-M

IRA SULLIVAN/PEACE (GALAXY) Profile: WYBC H-H and KADX M-H

PEPPER ADAMS/JULIAN (INNER CITY) Profile: WBFO M-H and KCBX M-M

ELLA FITZGERALD/FINE & MELLOW (PABLO) Profile: WYBC M-H and WJZZ M-M

CONCORD'S SUPER BAND/IN TOKYO (CONCORD) Profile: WBBY M-H and WYBC M-M

JOHN TROPEA/TO TOUCH YOU AGAIN (MARLIN) Profile: WBBY L-H and KJAZ A-M

BILL EVANS & TOOTS THIELMAN/AFINITY (WB) Profile: KJAZ H-H, KCBX A-M, WBFO A-L, KKGO A-L, and WBBY A-L

RANDY CRAWFORD/RAW SILK (WB) Profile: KADX M-M, WBFO M-M, and WYBC A-L

DIZZY GILLESPIE & COUNT BASIE/THE GIFTED ONES (PABLO) Profile: KADX M-M, WBFO M-M, and WYBC A-L

DAVID GRISMAN/HOT DAWG (HORIZON) Profile: WRUV H-H and KJAZ M-M

HORACE SILVER/STERLING SILVER (BLUENOTE) Profile: KCBX H-H and KJAZ M-M

OREGON/MOON AND MIND (VANGUARD) Profile: WRUV H-H and WBFO M-M

EARL KLUGH/HEARTSTRING (UA) Profile: KJAZ A-H, KAFM A-H, WJZZ A-H, and WBFO A-L

LONNIE LISTON SMITH/EXOTIC MYSTERIES (COLUMBIA) Profile: KKGO M-M and WRVR M-M

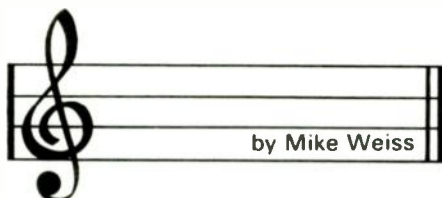
TETE MONTOLIU/CATALAN FOLK SONGS (MUSE) Profile: KLCC M-M and WYBC M-M

WILBERT LONGMIRE/CHAMPAGNE (COLUMBIA) Profile: WBBY M-M and WJZZ M-M

BEN SIDRAN/LIVE AT MONTREUX (ARISTA) Profile: KJAZ H-H, WYBC A-L, WBFO A-L, and KCBX A-L

PATTI AUSTIN/LIVE (CTI) Profile: WJZZ M-H

LORRENDO ALMEIDA/CONCERTO DE ARANJUEZ (INNER CITY) Profile: KJAZ L-M, WBBY A-M, and WRUV A-M



by Mike Weiss

Do you remember your very first impressions of Jazz? Try to go back and find the trigger that made you say,

"I like that! I want to hear more!"

With all the research, on all levels, that we all absorb, I sometimes wonder if we've lost sight of the "feelings" that we used to get from music.

While research is all important to programing, "gut feel" is primary! One of the most important parts of successful radio is making your audience feel

a commitment by you to them as enjoyers of music, as well as an economic factor.

All the rest is finetuning to the market and your target demos. The finetuning will come as you pinpoint the kind of Jazz station you want to be.

"Do I LIKE this?" Hmmm, good question!"

THE GOLD NETWORK

VAN HALEN WINS GOLD! NEW NETWORK SELECTION

By unanimous approval, the Gold Network has added Van Halen's "Dance The Night Away" to heavy airplay for at least three weeks! The Beach Boys' new single scored a very impressive 5-2 vote, including one "no service" report. "Good Timin'" is still eligible for final voting twice more. Duncan Browne's "The Wild Places" also earned very high initial Gold interest. An urgent meeting excused WISM this week.

Congratulations to the Gold Network for helping break Supertramp Top 20, as "The Logical Song" smashes 26-18 this week!

This Week's Hottest Nominations:

VAN HALEN/Dance The Night Away	(WB)
BEACH BOYS/Good Timin'	(Caribou)
DUNCAN BROWNE/The Wild Places	(Sire)
NEW ENGLAND/Don't Ever Wanna Lose Ya	(Infinity)
CHEAP TRICK/I Want You To Want Me	(Epic)
TARNEY-SPENCER BAND/No Time To Lose	(A&M)

Honorable mention this week:

REX SMITH/You Take My Breath Away	(Columbia)
RICKIE LEE JONES/Chuck E.'s In Love	(WB)
RAYDIO/You Can't Change That	(Arista)
CHILLY/For Your Love	(Polydor)
SAMMY HAGAR/Dock Of The Bay	(Capitol)

The GOLD Network Members Are:

WNAP/Indianapolis, Steve Mitchell JB-105/Providence, Todd Chase WZDQ/Chattanooga, Anne McCartney CK-101/Cocoa Beach, Jim Sumpter KYYX/Seattle, Tony Stone WISM/Madison, Jonathan Little KROY/Sacramento, Danny Wright.

THE PLATINUM NETWORK

NETWORK'S IN LOVE! RICKIE LEE WINS PLATINUM!

In less than thirty seconds, the Platinum Network voted 6-0 to add "Chuck E.'s In Love" by Rickie Lee Jones to heavy airplay (6-7 plays per day) for at least three weeks! Platinum Members find this record extremely valuable for ARB programming. Bad Company narrowly missed being a second selection, with a 5-1 favorable vote. Rex Smith scored 4-2 in his second opportunity, and is eligible once more for final consideration.

This Week's Hottest Nominations:

RICKIE LEE JONES/Chuck E.'s In Love	(WB)
BAD COMPANY/Rock & Roll Fantasy	(Swan Song)
REX SMITH/You Take My Breath Away	(Columbia)
BEACH BOYS/Good Timin'	(Caribou)
VAN HALEN/Dance The Night Away	(WB)

Honorable mention this week:

SUPERTRAMP/The Logical Song	(A&M)
JAY FERGUSON/Shakedown Cruise	(Asylum)
NEW ENGLAND/Don't Ever Wanna Lose Ya	(Infinity)
G.Q./Disco Nights	(Arista)
MANFRED MANN/You Angel You	(A&M)
SAMMY HAGAR/Dock Of The Bay	(Capitol)

The PLATINUM Network Members Are:

92-Q/Nashville, D. Vallie & S. Davis WAYS/Charlotte, Spanky KRTH/Los Angeles, Bob Hamilton KNUS/Dallas, Bobby Sorrell KSLQ/St. Louis, Joel Denver B-100/San Diego, C.C. McCartney

THE SPECTRUM III NETWORK

REX SMITH TAKES NETWORK'S BREATH AWAY

The debut single from Rex Smith was voted into heavy rotation by all Spectrum III Network members.

The Beach Boys' new single "Good Timin'" met with extremely good response. Falling only one vote short of unanimous network acceptance, watch for this one to go all the way next week.

Roxy Music had its last chance to "Dance Away" with full network power and fell only two votes short.

This Week's Hottest Nominations:

REX SMITH/You Take My Breath Away	(Columbia)
BEACH BOYS/Good Timin'	(Caribou)
ROXY MUSIC/Dance Away	(Atco)
DUNCAN BROWNE/Wild Places	(Sire)

The SPECTRUM III Network Members Are:

WLOL-FM/Minneapolis, Buddy Hollis* WSM-FM/Nashville, Mary Catherine Sneed* LOVE 94/Miami, Rick Peters* KEZR/San Jose, Bob Harlow* WFFM/Pittsburgh, Dave Popovich* KCBQ/San Diego, John Fox.

JOURNEY



JOURNEY'S NEW SINGLE "JUST THE SAME WAY"

WWWD, WLS, WZUU, WISM, WKEE, KELI, KZZY, KIST,
WAZY, WOW, KMGK, KQWB, WAKX, WEAQ, KPAM,
KYTE, KENI, WYLT, WMJF.



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THE HOTS:

Fred

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

PEACHES & HERB/Reunited	(Polydor)
JACKSONS/Shake Your Body (Down To The Ground)	(Epic)
ENGLAND DAN & J.F. COLEY/Love Is The Answer	(Big Tree)
BEE GEES/Love You Inside & Out	(RSO)
RANDY VANWARMER/Just When I Needed You Most	(Bearsville)
ORLEANS/Love Takes Time	(Infinity)
DONNA SUMMER/Hot Stuff	(Casablanca)
SUPERTRAMP/The Logical Song	(A&M)
BILLY JOEL/Honesty	(Columbia)
G.Q./Disco Nights	(Arista)
BAD COMPANY/Rock & Roll Fantasy	(Swan Song)
ROGER VOUDOURIS/Get Used To It	(WB)
ROD STEWART/Aint Love A Bitch	(WB)

NEXT: (THESE WILL BE HITS)

OLIVIA NEWTON-JOHN/Deeper Than The Night 75/33/4 (MCA)

Profile: WBBM-FM 25-20, Z104 29-22, WORD 30-22, KUHL A-25, WRKO 29-26, WFOX 30-26, TEN-Q 30-26, KROY-FM A-26, KRTH-FM 30-27, WJET A-27, WHHY D-27, M-91 A-28, KWIC A-28, B-100 A-28, WCAO A-28, WYLO A-28, Z-93 A-28, KQIZ D-28, WTOB D-28, WAIV 34-29, KSLY-AM A-29, KSLQ 35-30, KRKE 36-30, WTIC-FM 40-30, WRFC A-30, WSPT D-30, WIFE 34-31, WSGN D-31, CK101 39-32, 96-KX 37-33, KATI 37-34, KOLE A-34, WLCS A-35, WEBC A-35, KILT 40-36, KTFX A-38, WTOB A-38, and KRUX A-40...added at WAXY, WKIX, KRSP, KTSA, WMEE, KACY, WAYS, KROY-AM, WKBO, KJRB, 92Q, WLCY, WLSQ, KYYX, KOPA, and KCPX.

MCGUINN, CLARK AND HILLMAN/Dont You Write Her Off Like That 50/12/9(Capitol)

Profile: KQIZ 2-2, WZDQ 8-7, WANS 10-10, KMGK 14-12, KATI 16-13, KYYX 18-15, KRJ 18-16, KLIF 23-16, WJET 20-17, WLSQ 22-20, KDWB 23-20, WTIK 23-20, KCPX 24-21, WTOB 25-21, KOLE 26-21, WGH A-21, WKBO 25-22, WGBS A-22, KUPD 25-23, 96X D-23, KTKT A-24, 14-Q 27-25, KRSP A-25, WNOE-AM 31-26, KJRB A-26, KNUS A-28, WSFL 33-29, WLCS 34-29, WTOB D-29, WEBC 33-30, WAIV 40-35, and KLIK A-35...added at KIMN-AM, WMOH, KACY, KZFM, and KGW.

NIGEL OLSSON/Little Bit Of Soap 52/19/4 (Bang)

Profile: KUHL 26-16, WLSQ 24-17, KS106 27-24, KCPX D-24, Z-93 27-25, WANS 31-25, KQIZ A-25, WZDQ 30-26, 92Q A-27, KJRB A-28, WKBO D-28, WHHY D-28, WAYS 33-29, WFOX A-29, WCAO A-29, KATI 40-30, WORD A-30, WPGC A-30, WAPE D-30, KRKE 38-31, 14-Q 34-32, WEBC A-32, CK101 37-33, KOLE A-35, WSFL 40-36, WAIV A-36, and WNOE-AM A-39...added at KOTN, 96X, WKYN, WKIX, WTOB, WMOH, KACY, and KILT.

BOB SEGER/Old Time Rock n' Roll 45/13/4 (Capitol)

Profile: WNBC 2-2, WLYT 17-13, WLSQ 20-13, KILT 21-15, KRBE 20-18, B-100 20-18, KRTH-FM 21-18, Z97 A-18, WIFE 26-22, WANS 28-22, Q105 28-22, WNDE A-25, WSGN 34-27, KUPD 30-28, KNUS A-29, WLCY 34-30, Z104 A-30, 91-X A-30, KOLE 34-31, KSLQ D-32, WAPE D-33, KZFM D-34, KTFX 39-35, WAKY-FM 38-36, CK101 A-39, and WTOB A-40...added at KLIK, WNAF, WHHY, WTOB, TEN-Q, and KYYX.

POINTER SISTERS/Happiness 45/8/8 (Planet)

Profile: WORD 23-19, KOLE 25-19, WCAO 25-20, WQXI 25-21, KGW A-21, WFOX 25-22, KSLY-AM 30-22, KSLQ 30-22, KRKE 31-22, KJR 25-23, WHBQ 28-23, WJLQ 29-23, WTIK 27-24, Y100 28-24, WNAF A-24, KATI 30-25, KF101 29-26, WABB D-26, KQIZ A-30, KROY-FM A-30, and KLIK A-30... added at WTOB, WKIX, and WFLI.

SISTER SLEDGE/We Are Family 19/12/3 (Cotillion)

Profile: WTIK 2-1, WNOE-AM 5-1, WQXI 14-6, WAVZ 22-17, WYLO 30-22, WPGC 28-24, WRFC A-25, KTFX 34-27, WIFE A-27, KDWB A-27, WSGA 31-28, WNBC 32-29, WABB D-30, WAIV 36-31, and Y100 A-35...added at WTOB, WNDE, KTLK, WANS, WSFL, KS106, WQCM-FM, and KOPA.

REX SMITH/You Take My Breath Away 42/35/3 (Columbia)

Profile: WLYT D-16, CKLW 30-18, 14-Q 33-18, WBBM-FM A-23, WJET A-23, KRTH-FM A-26, WAVZ A-27, WISM D-27, WOKY A-29, WLSQ A-31, CK101 A-37, WTIC-FM A-40, KILT A-40, and KATI A-40...added at WQXI, WPGC, TEN-Q, Z-93, WTOB, WNDE, Q105, WHHY, KYTE, WKBO, KJRB, Z104, KROY-AM, WGH, KS106, KOTN, KELI, WSGN, WAIV, WANS, WRKO, WAYS, WLCY, KTSA, and KJR.

DOOBIE BROS/Minute By Minute 17/12/4 (WB)

Profile: KLUC 7-5, KDWB 22-17, WABB 22-18, 96-KX 21-19, KJR 22-19, KWK 27-22, KJRB 29-24, Z104 A-27, KUPD A-30, Q105 A-30, and KSLQ A-31...added at WTOB, WORD, KYYX, WSGN, WISM, WGH, KFRC, and B-100.

ALBUM OF THE WEEK:

FRANK ZAPPA/Sheik Yerbouti

(Zappa)