

# Fred

November 12, 1979

**RICK PETERS**  
Profiled on page 17



Interview:  
**RAM's Jack McCoy**

**DRISCOLL TO 96X**

**FERGUSON WABXits**

**FRED Record Of The Week: MICHAEL JACKSON**



# We Speak Their Language.

And your language, too, if you're a contemporary radio station with an 18 to 34 year-old audience. We are "The Source." The new "young adult" network from NBC. Unlike some other youth-oriented networks, The Source offers upbeat, two-minute newscasts 24 hours a day, specifically designed by and for today's generation. Written and produced in language that 18 to 34 year-olds understand. And plugged into their needs and interests. Plus rock concerts and entertaining, provocative drop-ins. More good stuff. Commercials are fed adjacent to the



**NBC Radio's Young Adult Network**

programming, not within. Is The Source for real? Burkhart and Abrams helped us get born and they do continuing audience research to keep us on track. Our chief "Sourcerers" are Big Jim Cameron, former News Director, WCOZ, and John McGhan, former Program Director, WDVE. We also keep our heads straight by listening to what our stations have to say. Looking for a sound alternative? Write to: Affiliate Relations, Room 823, The Source, NBC Radio, 30 Rockefeller Plaza, New York, NY 10020 or call (212) 664-5757.

## Universals

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

Produced by Denny Diante  
for Coldeye Productions.

Management by Ray Anderson & Friends.

# MAXINE'S GREATEST RECORD YET!

## "(Bringing Out) The Girl In Me"

KHJ, KFI, KTLK, WALG,  
WFLB, WTMA, KUGN,  
WKY, KCAP, WORG-FM,  
KRPL, KALE, KGOS,  
KBAI, KSLY, KUHL,  
KAGO, WIBR,  
KSKG, KVOL.

KROF, WJDX, WROA,  
WXXX, WHSY, KKLS,  
WSMM, WGSV,  
WXIL, WCGQ, 7Q,  
WGLF, WRAW,  
WEVA.



WGSV/Tim Logan:  
"Biggest selling female  
record we have."



WCGQ/Jeff Blake:  
"Fast reaction—  
good phones all demos."

WDIG, WDOP, WDNB, WEIR,  
WGAD, WCIR, WGNG, WHAP,  
WAIS, WJDX 17-8, WSGV 13-8,  
WCGQ 29-25, WXXX 24-17, WIKS 35-32,  
KJLA, WHBB 37, KVOL 22, WLAY 29,  
WRAW 27, WFGC, G-105,  
Z93 Winston/Salem,  
KUGN, WORG-FM D-29.

WTMC, KAYC, WEOK, WCCO-FM,  
KFNJ, KKEG, WSMB, KJOK 36,  
WYN, WNYC, WPAP,  
KOBO, KYWO, KIDD,  
KRDG, WSFL,  
KVOX, KGVO.



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## POWER PAGES TOP NEWS



**MARK DRISCOLL** will move to 96X from WDRQ. Meanwhile, **BEAU RAINES** leaves 96X to go to HATTRICK's KWK. **TED FERGUSON** has resigned WABX. **TONY STONE** fired from PD post at KYYX. Third quarter best in Atlantic's history. **COOK** in to replace **SCOTT** at WDJX PDship. Twenty-nine stations blasted for EEO infringements. **MARSHA GREEN** upped at Atlantic Records. **CRAIG LAMBERT** quits Capitol for Midwest slot with Arista. **JIM LONG** resigns TM Presidency. **PAT SHAUGHNESSY** named as replacement. **Storer** shuffles execs to offer fewer burdens. **BRYN BRIDENTHAL** named VP at Elektra/Asylum.

6  
9

## SIXTY SECONDS PROMOTION/MANAGEMENT

Q102 offers an interesting inflation fighting promotion, while the Annual Multi-Species Day is discussed by KATA/Arcata. **ERIC HAUNSTEIN**, Broadcasting Division Manager for Sandusky Broadcasting, talks about budgeting for a profit.

11  
14

## RATINGS

This week the Mediatrends from Atlanta, Milwaukee and Detroit.

15

## PROFILE

Filling a gap between Top 40 and Album rockers, **RICK PETERS** talks about programing LOVE-94 for the adult listener in Miami. Playing the hits and then some is Peters way.

17

## INTERVIEW

18

**JACK McCOY** talks about ratings methodologies, the technology in use, the technologies of the future that will give programers any and all the information they will ever need. "The RAM That Jack Built" offers loads of info and thought starters to tomorrow's PDs.



### ON THE COVER:

After rock n rollin the Santa Cruz area for many years, Snail is gaining national prominence in a hurry that is uncharacteristic of their namesake. With their second album being heard on stations all over the country, the group is realizing some of the Dream that every local band has from the time they first tune their instruments together until that great day when the label says, "Son, you've got a hit record." The young artist who did this cover for Cream is bound to win awards for this one as he did for the first Snail album.



"...You want to see your rank among motorcycle owners, there it is."

## QUEST/CIPHER

**PLUS: LETTERS/CHANGES-4, OPENINGS-16, UNIVERSALS-21, ALBUMS-29, SPECTRUM III-34, URBAN MUSIC-39.**

40

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



## The Kids Are Alright

To Steve Jenkins:

Thanks so much for donating your valuable time to help us procure some fabulous items for the K-WEST Celebrity Auction for The Children's Hospital of Los Angeles.

Because of the enthusiastic participation of people like yourself, we are very optimistic about the success of the Children's Hospital fundraiser.

Your kind cooperation is much appreciated...thank you from everyone at Century, K-WEST and The Children's Hospital!

Robert S. Burch  
National Program Director  
Century Broadcasting Corporation

## Copy Cat

To FRED:

A belated Happy 2nd Anniversary to the hottest trade in town! I remember my very first FRED (the memory is right up there with my first Rambler, first frat party, first day on the air, first Poe convention, etc.). I was Xeroxing every other page because the material was so enlightening and exciting to me...and 14 months later, I'm still at the copy machine with my FRED! Your columns and research are *the best* in the industry, compiled in the most fun-to-read format possible! We were #1 in the April/May ARB in the Harrisburg-York-Lancaster-Lebanon market, and I've got FRED's charts and your expertise and enthusiasm to thank.

Long live the FREDeration!

Liz Curtis  
FM Music Coordinator  
Rust Communications Group, Inc.  
Q-106-WQXA/York,  
WHFM/Rochester,  
WFLY/Albany

## Monday, Monday

To FRED:

Just a quick note to tell you that your efforts to get stereo for shortwave broadcasts are appreciated. Something else that's also appreciated around here is your excellent magazine.

Now that FRED arrives on Mondays, it has become a more valuable tool in our music selection process. I'm not saying that it's the *only* trade publication we use, but the demographic along with the other little research tid-bits certainly help the decision process when two songs have similar add possibilities.

Keep up the good work and here's to your continued success.

Charlie Fernandez, GM  
WKXY/Sarasota, FL

## Spreading It On

To Steve and Mik:

Just want to thank you guys and the entire staff of FRED for all the help you've provided in making KCBW one of the top secondary AORs in the country. I've really enjoyed the professionalism displayed by your staff and look forward to working with you folks in the near future.

I'm leaving KCBW after two years, having taken an automated beautiful music station to its present format. I have really enjoyed the challenge. I'll soon be taking over Music Director duties at KFMZ in Columbia, Missouri. I anticipate I'll be further spreading the good news of FRED Magazine.

Also, I've enclosed the KCBW logo for the AOR cover of FRED. No need for special treatment, just right in the center of the cover will do.

Once again, my best wishes for continued success. FRED has been a valuable tool in our road to success, a tribute to the staff of the fastest growing, most accurate, and the most accessible trade in the industry.

Terry J. Cavin, MD  
KCBW-FM/Sedalia, MO

Gerald Carrus has been elected President of Progressive Communication Corp., the parent company of WBCN-FM/Boston, KOMF-FM/San Jose and WIVY-AM/Jacksonville. Carrus was most recently Senior Vice-President and Controller of Metromedia Radio. He also served on the Board of Directors of Broadcast Financial Management, where he was Chairman of the Technical Advisory Committee and was instrumental in the standardization of broadcasting contracts and invoices as well as the development of a broadcast calendar for the industry.

William O. "Bill" Kuffel, who uses the air name Kris Kelly, has joined the staff at KRUX/Phoenix 10 am-2 pm.

Mark McCain has taken over the 2-6 pm slot at WRJZ/Knoxville after vacating WAYS/Charlotte. Fred Story moved into the 10 pm-2 am weeknights slot to fill for Adele, who was promoted to middays. Rick Kirk, former 10 am-2 pm personality, was promoted as account executive in the sales department. J.J. Scott, Production Director, has returned to the station after brief employment at KULF/Houston.

Beau Richards has been promoted to Music Research Director/Music Assistant at WLCY/St. Petersburg. Music calls are taken W, Th or F 12-5 pm.

Sky Walker joined the air staff at KJR/Seattle in the 6-10 weeknight slot. He previously worked at KSEL/Lubbock, TX. J.J. Jackson was promoted to the 10 pm-2 am show. Jack Elliott took over the 12-3 pm weekday shift.

John Lyle joined the staff at WRVQ/Richmond, VA to fill the 6-10 pm slot. He comes from WFLB/Fayetteville.

Joe Wall was promoted to Program Director at KJIN/Houma, LA. Rick Purcell took over as Music Director.

Douglas Droese, former Program and Music Director of KSJO/San Jose, KNDE/Sacramento and manager of KFJC/Los Altos Hills, has been named Program Director at KFAT/San Jose.

Ralph Beaver is Chief Engineer and Jack Perk is National Sales Manager of Southern Broadcasting's WRBQ-105 and WLCY/Tampa-St. Petersburg.

Sherry Wheatley is new Promotion Director at KUPD-FM/Tempe, AZ.

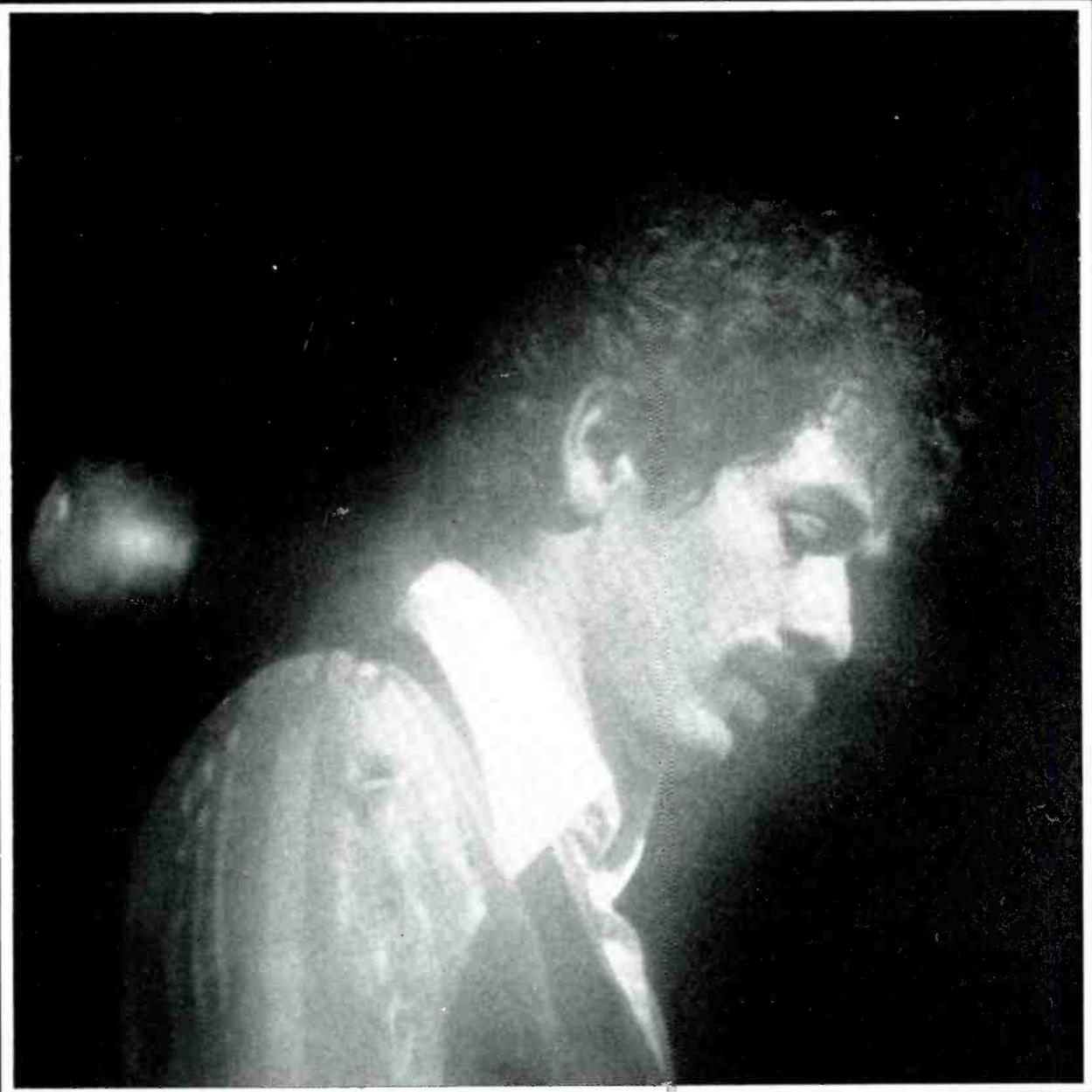
Pat Atkinson from WKXR/Exeter, NH, joins the news department at WLVA/Lynchburg, VA as anchor reporter.

Smokin' Sam, Operations Manager, WFLI, proudly announces the simulcast of WFLI and FM94 7 days a week from 6 am-12 midnight in Chattanooga.

Dave Scott is the new Music Director at V-97/Jacksonville. He was formerly with WIYD/Palatka, FL.

Karel Kalin is new Program Director/Music Director at KKIQ, Livermore, CA.

Ron Edwards has joined the award-winning news team at WGAR/Cleveland from 6 pm-12 am. He was previously heard on WABQ, where he was news director and contributor to the Mutual Black Network.



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

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



**Columbia Records**

## MOST VALUABLE RECORD OF THE WEEK: MICHAEL JACKSON

**Michael** is the hottest young male artist, massive crossover clout and debuts from NEXT to 27 (actual jump: 53-27!)... **Rupert Holmes** escapes 10 to 3 and should capture #1 next week... **Supertramp** harbors hot callout and steps 7 to 6... **Little River Band** plays up to 18+ females and 25+ males (11 to 9). **Cliff Richard** steams 19 to 11, leaning 18+... **Stevie Wonder** blooms 22 to 13—extremely valuable to programing with #1 potential... **Pablo Cruise** motors 21 to 15—group power. **Kenny Loggins** drives 20 to 16, valuable for females.

## HI-JUMPER OF THE WEEK: JEFFERSON STARSHIP

"**Jane**" has locked 16-24 males and females, charging 29 to 17... **Crystal Gayle** sweetens 23 to 18, strong with 25+ females... **Dr. Hook** breaks 27 to 20, good females and now some crossover interest.

## IMAGE RECORD OF THE WEEK: FOREIGNER

"**Head Games**" is the strongest cut from the smash LP and debuts from NEXT to 25... **Captain & Tennille** pace 30 to 26, **Kool & The Gang** pop from NEXT to 28, now solid in white markets... **John Cougar** roars in from NEXT to 29, valuable for males.

## CROSSOVER RECORD OF THE WEEK: SMOKEY ROBINSON

"**Cruisin**" is an Urban smash, is now breaking white markets apart and enters from NEXT to 30.

**NEW NEXT: KENNY ROGERS, DONNA SUMMER and TOM PETTY**  
**GAINING WHERE PLAYED: BLACKFOOT, ALAN PARSONS,**  
**NITELYTE, ENGLAND DAN & J.F. COLEY and SUGAR HILL GANG**  
**GREAT NEW IMAGE LP: TOTO**

## STEVE FORBERT: ALBUM OF THE WEEK TOM PETTY & THE HEARTBREAKERS: 18-30 GIANT

**OUTLAWS: HIGH JUMPER OF THE WEEK**  
**APRIL WINE: MALE ALBUM OF THE WEEK**

**TOTO, ZZ TOP, 38 SPECIAL, INMATES and BOOMTOWN RATS: NEXT**

**Steve Forbert** hits the chart at 26... Incredible new artist acceptance... Demos are across the board... Sales and requests have already taken off... **Tom Petty & Heartbreakers** slam fourteen to six. Core demo is 18-30 M... Also gaining good female response... Sales and requests Top 10 in majority of markets... **April Wine** debuts at 28 with very strong male support... **Joe Jackson** edges nine to eight... Sales and requests are building... Excellent artist image... **Kenny Loggins** leaps 24 to 16... Female response is hot... Sales and phones are growing... **Pat Benatar** powers 20-17... "**Heartbreaker**" pulling instant phones... One of the hottest albums at many stations... **The Outlaws** charge 27-18 behind strong male reaction... **The Headboys** continue upward from 28-23... Leans males 16+... Artist image very positive.

### REQUEST POWER 12-14

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

### REQUEST POWER 15-17

1. STYX
2. RUPERT HOLMES
3. STREISAND-SUMMER
4. SUPERTRAMP
5. LITTLE RIVER BAND



John Cougar

### REQUEST POWER 18+

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

### ALBUM POWER

1. FLEETWOOD MAC
2. EAGLES
3. TOM PETTY & THE HEARTBREAKERS
4. STYX
5. CHEAP TRICK

# PAGES

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

## White Market Crossover Market

### POWER

1. RUPERT HOLMES
2. CLIFF RICHARD
3. STEVIE WONDER
4. JEFFERSON STARSHIP
5. LITTLE RIVER BAND

### POWER

1. STEVIE WONDER
2. MICHAEL JACKSON 'Rock'
3. RUPERT HOLMES
4. CLIFF RICHARD
5. JEFFERSON STARSHIP

### B STRESS

1. SUPERTRAMP
2. STYX
3. EAGLES various
4. KENNY LOGGINS
5. MICHAEL JACKSON 'Rock'
6. FLEETWOOD MAC var
7. J.D. SOUTHER
8. PABLO CRUISE
9. CRYSTAL GAYLE
10. DR. HOOK

### B STRESS

1. KOOL & THE GANG
2. SMOKEY ROBINSON
3. LITTLE RIVER BAND
4. COMMODORES
5. STREISAND-SUMMER
6. ISAAC HAYES
7. SUPERTRAMP
8. STYX
9. KENNY LOGGINS
10. PABLO CRUISE

### C STRESS

1. FOREIGNER
2. STREISAND-SUMMER
3. CHRIS THOMPSON
4. JOHN COUGAR
5. SMOKEY ROBINSON
6. KOOL & THE GANG
7. CAPTAIN & TENNILLE
8. KENNY ROGERS 'Coward'
9. COMMODORES
10. TOM PETTY

### C STRESS

1. SWITCH
2. DONNA SUMMER 'Radio'
3. DR. HOOK
4. EAGLES various
5. SUGAR HILL GANG
6. FLEETWOOD MAC var
7. J.D. SOUTHER
8. FOREIGNER
9. JOHN COUGAR
10. PRINCE

## IMAGE

Recommended  
Album Cuts For  
All Of Rock Radio

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

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

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

#### BEST PROMOTED RECORDS OF THE WEEK

##### Single

STEVIE WONDER  
"Send One Your Love"  
(Tamla)

##### Album

38 SPECIAL  
"Rockin Into The Night"  
(A&M)

# Karla Bonoff

RESTLESS NIGHTS

FAMILIAR ARTIST  
FAMILIAR SONG  
PROGRAMMER'S FAVORITE

Adds: KCBQ 31, KIMN, KENI,  
KLAZ 37, KLDN-FM, KGVO, WHBC 34.  
On: WAKA, KUGN, KSEN.

“When You Walk In The Room”

Columbia





# Fred Top News

November 12, 1979

BRIDGING THE INDUSTRIES

Number 111

## DRISCOLL WDRQ TO 96X

### RAINES TO KWK



Mark Driscoll

### To Western Cities VP

## BENSON RESIGNS WQXI

Atlanta---DON BENSON has resigned the position of Program Director of WQXI-AM and 94Q(WQXI-FM). The change comes as somewhat of a surprise since Benson's name has become almost synonymous with QXI of late.

"I have accepted a new position as Vice-President of Programming for Western Cities Broadcasting. I'll be moving to Phoenix and actually start around the first of the year," explained Benson. "There will be separate PDs for the AM and FM. "New program directors are being interviewed and should be named within the next week or so.

"I'm obviously going to miss this station and area. I've made some good friends here but this move is a positive one for me and I'm real excited about it.

"I feel that QXI's change to 2 PDs is a good one. More attention can be given to the individual stations," said Benson.

Detroit---Under the direction of MARK DRISCOLL, WDRQ has taken a step to gain market shares by changing format from Disco to Top 40. Driscoll came into WDRQ several months ago to make the change for parent company, Charter Broadcasting. Charter is now moving Mark to the sunny clime of Miami maybe to bring about a similar change at 96X(WMJX.) BEAU RAINES, until now PD at 96X, will move to St. Louis to do airwork for BOBBY HATTRICK at KWK crosstown from Charter's KSLQ.

Driscoll told FRED, "Charter is transferring me to Miami. I completed my job here (WDRQ) and the company is moving me on. My job here was to turn this station from disco to Universals

and it's officially changed.

"The President of Charter, RUSS WITTBERGER, is also Acting General Manager in Miami so I'm sure it will be interesting. I really dont know what I'm going to do with MJX. I havent been down there enough to know yet.

"Right now JIM RYAN who is currently Music Director and Assistant PD will handle the proگرامing of WDRQ. We havent made any decision on a new PD, although we are talking to people right now," said Driscoll.

Driscoll went on to say that KENT BURKHART will continue to consult both WDRQ and WMJX. Burkhardt seems to be quite involved in disco to Universal format changes before, most recently with WEZB in New Orleans.

## TED FERGUSON LEAVES WABX

Detroit---TED FERGUSON has resigned as Program Director of Century Broadcasting's album rocker, WABX.

"I took the station from a 2.7 to a 5.4, so I feel I did OK there," said Ferguson. "I did something that I didnt dream I could do and that was knock off kingpin WRIF. We had few problems but I have no doubt that we could have brought it back.

"The main reason I'm leaving is that a better situation was offered to me. Unfortunately I really cant talk about it right now but I can say that it's a really good deal. Also I'm tired of freezing my butt off in the snow," explained Ferguson.

FRED contacted BOB BURCH, National Program Director for Century on the future of ABX. "For right now, I'll be proگرامing the station. ERIC GOLDBERG, the Music Director at ABX, will be working closely with me while we try to find a replacement for Ted."



Don Benson

Western Cities Broadcasting owns and operates KZAP/Sacramento, KMJJ and KLUC/Las Vegas, KMGX and KRQQ/Tucson. A deal is also pending for the acquisition of KQXE and KIOG/Phoenix. Western is awaiting the OK from the FCC.

## KYYX PD OUT

# STONE THROWN

Seattle---TONY STONE has been let go from the position of Program Director at KYYX. The announced reason was "philosophical programing differences."

FRED contacted Tony to get the

## WDJX PD SLOT

### Cook Replaces Scott

Dayton---ADAM COOK will be replacing BUDDY SCOTT as the Program Director at WDJX as soon as the book is over. The announcement was made this week that Cook would take over when Scott leaves to program 92X/Columbus.

"Buddy is taking advantage of a good opportunity and decided to move on," said Cook. "He's done a real good job and got us established. I plan to build on what we've got already. We took the teens in the first book, with some good numbers in 18-24. This book we're expanding into 25-34. We're really not appealing to over 34, although we are showing strong in women 35-49.

"We're the only Universal FM in Dayton and we're up against 2 album stations. The whole staff will stay on and I'm really looking for big things."

## Things Not EEOK

Washington---The FCC has notified 20 licensees (covering 29 broadcast stations) that they have failed to comply with the Commission's EEO processing criteria for renewal. The Commission also stated that the licensees' written EEO programs were not sufficient.

The stations involved are: KADL AM-FM/Pine Bluff, Ark., KBJT/Fordyce KCLA/Pine Bluff, KLEB-KZZQ/Golden Meadow, La., KLOU/Lake Charles, KPAL/Pinesville, KTHV(tv)/Little Rock WBAM AM-FM/Montgomery, WBSJ/Ellisville, WDAK/Columbus, Ga., WDMG/Douglas, WFMH AM-FM/Cullamn, Ala., WFPM/Fort Valley, Ga., WFPR-WHMD/Hammond, La., WHGI-WAUG/Augusta, WKOG AM-FM/Gordon, Ga., WLAU/Laurel, Miss., WOOF AM-FM/Dothan, Ala., WVNA AM-FM/Tuscumbia, Ala., and WYOK/Soperton, Ga..

The stations were notified that they could be granted full term renewals on the condition that they comply with requirements to provide the FCC with a timetable that will bring the stations in line with EEO sanctions.

definition of these differences. "They feel they are going to have a very strong book. They thanked me for that. But they say that now we want to do it our own way.

"There wasnt an argument or any specific point they wanted to bring up. They like the music. They feel that the station has personality. They cant pin it down for me. They say they know that the ratings will be good because of my efforts but they want to do it themselves now. PAT O'DAY, the station owner, will be the PD," said Stone.

"I'm really in the dark about the reasons behind this. Maybe this is in lieu of a raise," laughed Stone. "O'Day came in and said, 'I hate to do this but I gotta let you go.' It was quite a surprise. I dont know what their plans are. They agreed that all the goals we set up were met. They just decided



Tony Stone

that they didnt need me.

"I look at it like this. If I had been someplace where no one had seen what I'd done, I'd really be up a creek. But I think we have done a lot of good things here and I feel real confident that people out there have seen what I've done and I'll be doing more."

Pat O'Day was not available for comment at press time.

## PERSONNEL REDUCTION

### SMITH EXITS MCA

Universal City---In what is being termed a "belt tightening" (where have we heard that before?) MCA has dissolved one and decreased by half another department.

The first to go is the Artist Development Department. This will now fall under the auspices of the Publicity Department. This was the structure before the Artist Development Department was formed. The belt tightening will release RUSS SHAW, Vice-President of Artist Development, JAN SHEPPARD, Director of Special Projects and LARRY WHITE, National Director of Artist Development.

A decrease of staff also occurred in the Product Development Department. Leaving MCA is CORY RICHARDS and RUTH CARSON. The remaining members of the department, JORGE MARTINEZ and STEVE SHAPIRO, will split the work that had been



John Smith

handled by their outgoing compatriots.

The biggest change in the company involves the departure of JOHN SMITH, until now Vice-President of Black Product for the label. John came to the label from the same position at ABC Records when MCA bought the label.

## GREEN GROWS

New York---Atlantic Vice-President MARK SHULMAN has announced the appointment of MARSHA GREEN to the position of Media Director. In her new capacity, Green will be totally responsible for all media planning for the company. This includes the placement of all trade and consumer advertising on radio and in print. She will also supervise all tour support advertising

done by the label.

Previous to her appointment, Green had been Media Buyer for the label since 1971. She was instrumental in forming Atlantic Record's in-house advertising agency, East-West Advertising at that time.

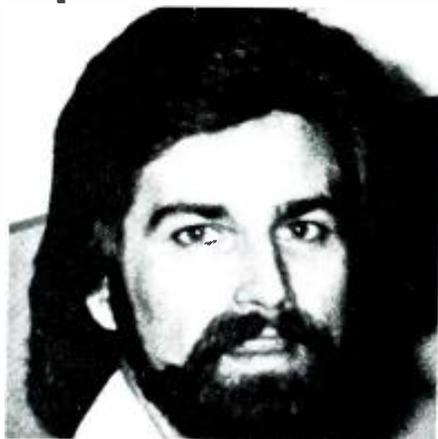
1979 marks Green's tenth year with Atlantic, having joined the label in 1969 as a secretary in Tape Sales.

# Lambert Leaves Capitol for Arista

Los Angeles/Chicago---CRAIG LAMBERT has resigned his position as AOR Promotion Field Manager for Capitol Records to move to Chicago to take over Midwest Album Promotion for Arista Records.

FRED talked with MIKE BONE, National Album Promotion Director for Arista. "I want to go on record as saying that I am delirious about having Craig join us. It's a great addition to the AOR team we have here. He will be very much an asset to the company and I look forward to his being with us. I'm happier than words can express."

Lambert talked to FRED amid moving men and insurance brokers, "The reason I'm leaving Capitol is just that I got a better offer from Arista. I love Capitol and have had 3 good years there but the situation Arista approached me with I couldn't turn down. It fits my wants and needs rather well.



Craig Lambert

"I have no ill feelings for Capitol and the friends I've made there. I'm from Detroit so Chicago will be like my own turf, y'know? Outside of the cold weather, I'm really looking forward to the move."

## LONG TO HIS STATIONS SHAUGHNESSY PREZ OF TM

Los Angeles---PAT SHAUGHNESSY has been named President of TM Productions. JIM LONG, until now President and one of the co-founders of TM, has resigned to take a more active role in the management of radio stations he owns.

Shaughnessy comes to TM from the

## The Storer Shuffle

Miami---Storer Broadcasting has announced a realignment of its top corporate officers. The company announced that the changes were due to its ever increasing commitment to cable tv.

BILL MICHAELS, Chairman of the Board and Chief Executive Officer remarked that the changes were made because several Storer execs were laboring under unmanageable burdens. Under the new setup, Michaels will continue as Board Chairman but will cede his Chief Executive's hat to PETER STORER, who will also take on the Vice-Chairman's duties.

HARRY LEE, formerly Executive Vice-President replaces Storer as President and Chief Operating Officer. ARNO MUELLER will continue in his post of Chief Financial Officer and assume the Presidency of Storer's newly formed Cable Communications Division.

At the same time KENNETH BAGWELL, Vice-President of the tv group, has been upped to President of that division.

General Manager's position at KIQQ (FM 100) in Los Angeles. "This has been in the works for several years," commented Long who will continue to consult TM. "TM is the biggest and best broadcast services company in the world. However, I find that I'm just not enjoying the role of a fulltime executive in a big company and I want to get into a more hands-on situation."

Long founded TM in 1967 and brought the company up to a \$6 million, 4-tiered company, TM Productions, TM Programming, TM Special Projects and TM International. Long recently purchased KSSN in Little Rock and is awaiting FCC approval of the purchase of KLRA/Little Rock and KEYN AM and FM/Wichita, with two other station purchases being negotiated.

## BEE GEES NOT BREAKING UP

US Magazine is running a story this week about the Bee Gees breaking up. The news services picked it up and the story ended up on the air at Y-100. As is often the case and has happened before, Barry Gibb who lives in the area heard the story and called BILL TANNER. Within minutes Tanner had AL COURY of RSO and Barry Gibb on the air with unequivocal denials.

You can get a copy of the tape of Barry from Bill Tanner at Y-100/Miami. Meanwhile, you can let your listeners know. The Bee Gees are not breaking up.



We are now tabulating the records liked by the programmers of the nation. This week's five Programmer's Favorites are: Jefferson Starship, Rupert Holmes, Tom Petty, Isaac Hayes, and Tom Johnston.

There's a new station coming to Denton, Texas. Actually a 400 watt FM is going 100,000 watts. That's 96% new. This wouldn't be such a big deal if Denton weren't 60 miles from Dallas and 40 from Fort Worth.

Sorry to hear that LARRY GREEN was down with pneumonia. Didn't keep him from working though. He just didn't go in to the A&M offices to do it. It's nothing serious, I know, but a couple days rest wouldn't hurt you, Larry.

I am so excited about the acceptance of FRED's new URBAN MUSIC section. Urban Editor P.J. BAICH is getting such fantastic feedback. There are programmers out there in this field who know what they are doing and they are making some noise. All programmers would be wise to keep an eye on the Urban Chart. It represents mass music. Ask Urban PD SCOTTY ANDREWS. His WVEE is Number One in Atlanta again this month.

The Flying Lizards record we sent you is a perfect morning record. The economy is the number one subject. Everyone is interested in "Money". The song is familiar to the 50s R&B fans through Barrett Strong's original and to 60s fans through the Beatles' version.

KKEG in Fayetteville will lead the nation in selecting Number One records for the fourth time this year when Rupert Holmes goes Number One next week. Good Ears. Watch em.

KARLA BONOFF is an emotional favorite of many in this business and she has an amazingly high recognition factor with the public for someone who never had a hit. It's ironic that after writing so many hits for Linda Ronstadt, Karla's first hit will be someone else's song...Jackie deShannon's "When You Walk In The Room."

To those in prison. Positive thoughts and vibes toward you. You may expect the worst but you must continue to hope for the best. Hope is better than faith, sometimes.



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

"Looks good in requests and now sales are picking up."  
Rick McAlister  
WORD/Spartanburg, S.C.

"My favorite new record."  
Roy Rosen  
WAYS/Charlotte

Adds: WAYS, KCBN, KILT, KTAM,  
KSLY, WRAR, WRNR, WOMN, WQCM,  
KADQ, KUJ, KBBK, WLLH, WNBH, WUPE, WAXY 25.

Moves: Y-100 6-5, WGBS 15-12, WNOE-AM 21-18,  
WRFC 25-22, KISR 29-23, KTFX 27-24, WUPE D-26,  
KUHL D-27, WKXY D-29, WQXI-AM D-30,  
WORD D-30, WQIQ D-30.

Produced by Sandy Torano & Barry Mraz.



# ATLANTIC SETS RECORDS

New York--While others were cutting back, Atlantic did not. Consequently the third quarter of 1979 was the best in Atlantic's history. The announcement was made by Chairman AHMET ERTEGUN along with label President JERRY GREENBERG and Executive Vice-President SHELDON VOGEL.

Atlantic Senior Vice-President/General Manager DAVID GLEW points out that the past nine months have been one of the biggest sales periods in the company's history. Glew stated, "We are clearly in the midst of our hottest year ever. The third quarter was particularly successful, spearheaded by the release of chart topping new albums by such platinum level artists as Led Zeppelin, Foreigner and Chic. In addition we enjoyed the breakout successes of AC/DC, Sniff 'n' The Tears, The Muppets, Blackfoot, Mass Production, The Records (on Atlantic distributed Virgin Records) and many other new and established artists."

"Our success is due in no small



Jerry Greenberg with Miss Piggy

part to the tremendous contributions made by our affiliated labels," added Greenberg. "Under the direction of DOUG MORRIS, the Atco and Custom

Labels arm of Atlantic has done a great job. HENRY ALLEN's Cotillion label can look with pride to many breakout successes."

## FAIR IS FAIR

Washington--The FCC has decided to continue with its present method of enforcing the Fairness Doctrine. In doing this the Commission has rejected proposals from The Committee for Open Media (COM) and HENRY GELLER.

The COM proposal lays down a "right to access" policy as a substitute for current procedures. This proposal would set aside one hour a week for spot announcements and longer programming for public announcements.

Geller's proposal concerns television. As stated earlier, both proposals were turned down by the Commission.

## Get Your Tickets

Washington--Buy a ticket and take a chance. Hurry, hurry, hurry. The big winner gets a broadcast license.

The NAB has asked the FCC to consider lotteries as one method of choosing "between mutually exclusive applications for construction permits" only in a comprehensive rulemaking proceeding, rather than in a specific case.

The Association does not take a position on the merits of a lottery proposal but they have challenged

## Keep The Govt. Out Of The Books

Washington--THOMAS E. BOLGER, Chairman of the Board of the National Association of Broadcasters, sent out a warning to radio that if the federal government ever sets rules concerning broadcast revenues "the media will be liable to total government control."

Bolger, President of WMTV/Madison, cited several examples of potential government encroachment in broadcasters' financial affairs. He noted that although the FCC isn't looking into the books now, they still favor the idea of open accounting books. A more immediate danger, said Bolger, is to be expected from the Senate's efforts to rewrite the Communications Act. A part of the rewrite would permit restrictions of distant signals by cable operators after disclosure of financial

the FCC's right to raise the issue at the end of an adjudicatory proceeding. The lottery question has implications that should be examined in a rule-making proceeding so as to give the public full opportunity to comment, according to the NAB.

Hurry, hurry, hurry! Get your tickets now.

information showed loss of revenue. Bolger stated that requiring disclosure "would damage the competitive positions of broadcasters and would be fundamentally inconsistent with present policy at the FCC."

Another part of the proposed bill that Bolger was against would require radio stations to pay licensing fees in order to play a record. Bolger then criticized the Federal Trade Commission's proposals dealing with the issue of broadcast advertising. Under these proposals, the FTC would place bans on advertising directed at children, over-the-counter drugs and anything containing saccharin. Bolger stated that these were lawful products and have the right to be advertised on any broadcast media.

"If something is wrong with these products, if they are not safe, remove them from the marketplace," said Bolger. "Let's not allow ourselves or the public to be cajoled into believing that something is being done about any health problems these products may cause by simply imposing a government ban on broadcast advertising for these products."

## Inflation Fighter

With the so-called recession hitting record retailers all over the country, Q-102/Dallas has devised the "Record Rebate." In conjunction with a local retailer, the station is offering a Q-102 T-shirt to any customer who buys two LPs. The offer is good for the first 5,000 customers.

This idea helps raise the station visibility as well as the store's traffic. By aiding various retailers in your area, you aid your revenue directly. The more money made by the retailer, the more money he has to spend on timebuys.

## ASPCA Award of the Week

Arcata held its first "Annual Multi-Species Day." People were invited to come to the Arcata Fair dressed as their favorite animal or plant. KATA encouraged listeners to come as the KATA cat. The surprise came when station staffers realized that many more people than expected took the hint and came as cats. The showing gave credence to the strength of KATA in that market.

This idea can be used with Endangered Species and/or local animal shelter oriented promotions. The increased visibility for the station makes the idea profitable in terms of come.



Eric Haunstein, Broadcast Division Manager  
Sandusky Broadcasting

## BUDGETING THE PROFIT

I am one of the most frugal station operators. We really don't want for anything. What it is that makes us operate so conservatively is a lot of tight control. When we started the station, we didn't have any choice as we were functioning on a shoe string. We scrutinized very carefully every expenditure from stationary to phone calls. I have basically carried out that tradition since.

The thing that is probably most significant in managing is the cash flow. We have a zero-base budget and we budget a profit. We start off with the best estimate we can make of what our gross revenues are going to be for the year. We're very good at that and have demonstrated an excellent eight year track record. We always try to and do exceed our projections but we try to set them up realistically.

The next thing we do is budget the minimum profit that would be acceptable to us. Then we go back and evaluate from ground level every single expenditure and whether it's necessary. It may have been the most important item to us last year but it may serve no purpose next year. If that's the case, it's eliminated.

A lot of people will tell you they budget and they really don't. I used to think I did but I didn't. Basically, I'd sit there totally out of control and two months after the given quarter I'd get a P&L that I had absolutely no idea of what it was going to say. I'd either breathe a great sigh of relief or lose sleep over it. Now I don't have any surprises. The only variable then is revenue which, fortunately for us, hasn't been a problem.

Our department heads are all actively involved in the process of creating the budget. They create their own budgets including what their own compensation should be. The GM sits and negotiates with each department head over his entire budget. That budget is locked in at the end of the year and every month our computer pumps out budget items and then it shows a variance against the budget every single month. What zero-base does is require us to go back and to re-evaluate everybody's job function within the station, which is a whole different subject. The job they were originally hired to do may not even exist anymore. There can be a total redefinition of job responsibility.



# RADIO BELIEVES IN PAGES! "I Do Believe In You"

**ROGER COLLINS-KFI/Los Angeles**

"We think it's one of the better sounding, well produced, up-tempo hits out there right now."

**BOB KLINE-KBEQ/Kansas City**

"I love this record. The minute it comes on the radio, it captures your attention. As soon as you hear it, you tune into it."

**Adds: KFI, KYGO, KRST, KYSN, KNOW, WRAW, KIQY, WPRR, KBOS, KMKE, WCIL, KSKG, WZDQ, KRQ-HB.**

**Moves: KLZR 33-30, KALB 11-10, KFXV at 31, KPAM 25-22, WCSC at 20, KHJ 20-18, KUHL 20-16, WGAM 25-22, WISM 25-22, WRKR LP-45, WKAU at 32, KJCK 19-14, KJAS HB-32, KASH 19-15, KCAF 34-30.**

**Debuts: KOAQ 29, KSLY 27, WIFC 27, WLAY 28, KZZR 40, KTL 38.**

**On: KOKQ, KX106, KKXL, WXXQ, KQDI, KSXO, KIMN, WRIC, WAIM, KTAM, KMKE, KEWI, KJMO, KPLZ, KRPL, KYLT, KALF, KYVA, KIDZ, KBBK, KFXD.**

**"I Do Believe In You" by PAGES  
BELIEVE IN IT!**





**INFINITY RECORDS**

*Nature's Divine*

**CROSSING NOW!**



**"I Just Can't Control Myself"**

WHHY Add, WROV Add, WZZP Add,  
WNOE d39, WBBQ On, KFMK d27,  
WKTU Add, KRLA 20-17, K-104 20-15,  
WFLB 31-28, FM-99 36-33, KTLK 26,  
WDRQ 12, 98Q d38, KCMQ d40, KSKG d37.

**ALL WE ASK YOU TO DO IS LISTEN.**

# Ratings

## MEDIATREND

### ATLANTA

	Aug.	Sept.	Oct.	Cume
WYEE-FM (D)	11.1	12.4	13.5	229,600
WKLS-FM (A)	14.1	11.9	10.7	319,100
WZGC-FM (U)	10.9	11.4	10.1	433,500
WSB (BM)	11.4	11.8	9.5	447,500
WQXI-FM (U)	8.9	7.1	8.7	343,700
WLTA-FM (SIII)	4.3	2.5	8.1	155,600
WPCH-FM (BM)	7.4	8.5	7.4	275,200
WSB-FM (SIII)	4.5	6.1	5.7	211,500
WAOK (B)	3.2	2.5	4.4	183,700
WRNG (SIII)	1.3	2.8	3.7	151,100

### MILWAUKEE

	Aug.	Sept.	Oct.	Cume
WISN (SIII)	10.0	14.7	11.4	357,500
WTMJ (SIII)	23.6	15.4	10.8	367,700
WBCS-FM (C)	6.6	6.1	9.5	179,500
WEZW-FM (BM)	9.8	13.1	9.3	222,200
WLPX-FM (A)	6.6	9.5	9.2	239,800
WZUU AM-FM (U)	6.5	6.6	7.8	333,800
WQFM-FM (A)	3.7	4.2	6.3	163,600
WOKY (U)	4.7	3.7	5.0	261,900
WEMP (C)	1.9	0.5	2.5	79,300
WKTI-FM (U)	1.7	2.1	2.3	136,900

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### DETROIT

	Aug.	Sept.	Oct.	Cume
WJR (N/T)	14.4	17.9	10.4	831,200
WRIF-FM (A)	11.3	7.6	9.8	735,300
WWJ (N)	5.2	4.6	6.2	516,900
WMJC-FM (SIII)	8.0	4.8	5.8	428,600
WJR-FM (BM)	2.5	5.5	5.5	321,500
WWWW-FM (A)	5.4	6.4	5.3	516,300
WCXI (CL)	3.9	4.7	5.1	225,300
WABX-FM (A)	5.3	4.1	4.9	440,500
WNIC-FM (SIII)	2.5	6.8	4.9	337,000
WCMC-FM (BM)	††	3.6	4.8	302,000

### TOP TELEVISION SHOWS

Courtesy of A.C. Nielsen. Week ending 12 am 11/4/79.

1. ABC Sunday Night Movie "Jaws" (ABC)	39.0
2. Three's Company (ABC)	28.6
3. 60 Minutes (CBS)	28.3
4. M*A*S*H (CBS)	27.4
5. Dallas (CBS)	25.9
6. Mork & Mindy (ABC)	24.8
6. Little House On The Prairie (NBC)	24.8
8. Taxi (ABC)	24.6
9. WKRP In Cincinnati (CBS)	24.3
10. Dukes Of Hazzard (CBS)	23.6

### TOP MOVIES

1. 10	(ORI)
2. Apocalypse Now	(UA)
3. Starting Over	(Par)
4. The Onion Field	(AVE)
5. Life Of Brian	(WBO)
6. Skatetown USA	(Col)
7. North Dallas Forty	(Par)
8. Rocky II	(UA)
9. Enter The Dragon	(WB)
10. Nosferatu	(Fox)
11. Hot Stuff	(Col)
12. Sex Education	(MPM)
13. Mondo Video	(NL)
14. The Muppet Movie	(AFD)
15. Rust Never Sleeps	(IHI)

### TOP BOOKS

1. THERE'S NO SUCH PLACE AS FAR AWAY Richard Bach	9. HOW YOU CAN BECOME FINANCIALLY INDEPENDENT Albert J. Lowry
2. JAILBIRD Kurt Vonnegut	10. THE EXECUTIONER'S SONG Norman Mailer
3. CRUEL SHOES Steve Martin	11. SHADOW OF THE MOON M.M. Kaye
4. ENERGY FUTURE ed. R. Stobaugh & D. Yergin	12. THE THIRD WORLD WAR Gen. Sir John Hackett
5. THE GREAT SHARK HUNT Hunter S. Thompson	13. HOW TO PROSPER DURING THE COMING BAD YEARS Howard J. Ruff
6. TRIPLE Ken Follett	14. AUNT ERMA'S COPE BOOK Erma Bombeck
7. PASSION PLAY Jerzy Kosinski	15. THE ESTABLISHMENT Howard Fast
8. RESTORING THE AMERICAN DREAM Robert J. Ringer	

# Openings

## New Openings This Week

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

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

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

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

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

**100.000 watt South Florida** contemporary FM needs your talent. Openings in all shifts, full and parttime, production, news, promotion for new facilities. Major or medium market people preferred. Send tapes and resumes to 3003 Terramar, Suite 14, Ft. Lauderdale, FL 33304. 11/12

**FM97/New Orleans** has jock openings. Send tapes, resumes and career goals to Dan Vallie, PD, WEZB, 601 Loyola Ave., Poydras Plaza, New Orleans, LA 70113. 11/12

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

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

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

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

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

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

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

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

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

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

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

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

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

**Y-102/Montgomery, AL** has immediate full- and parttime openings for Top 40 communicators. Send tapes and resumes to Kris O'Kelly, 3435 Normanbridge Road, Montgomery, AL 36105. EOE. M/F. No calls please. 10/22

**WHHY/Montgomery, AL** has opening for experienced news reporter/anchor. Ability to cover outside events, including police/fire incidents, is essential. In addition, the person must be capable writer and anchorperson. Send tapes and resumes to Marguerite Bragg, 3435 Normanbridge Road, Montgomery, AL 36105. EOE. 10/22

**Q-101/Meridian, MS** 100 kw, 2nd largest Mississippi market, has several openings, including top-notch morning personality. Send tapes and resumes to Larry O'Neal, WJDQ, PO Box 5314, Meridian, MS 39301 or call 601 693-2381. EOE. M/F. 10/22

**WZZQ/Jackson, MS** has rare opening for AOR air talent. Send tapes and resumes to Bob Rall, Box 2171, Jackson, MS 39205. No calls please. M/F. EOE. 10/22

**WGNE/Panama City, FL** is looking for experienced production person. Send tapes and resumes to Wayne Edwards, PO Drawer Y, Panama City, FL 32407. 10/22

## Northeast

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

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

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

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

## Midwest

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

**KLAZ-KOKY/Little Rock** is accepting applications for future openings in news. Send tapes and resumes to Linda Johnson, 1501 N. University, Suite 768, Little Rock, AR 72207. EOE. 11/15

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

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

**WEBC/Duluth** needs warm Spec III communicator. Also opening for traffic director. Send tapes and resumes to Bill Dodd, 1001 East 9th St., Duluth, MN 55805. No calls please. EOE. 10/22

**Z-103/Oklahoma City** is looking for bright, innovative news personality. Must be able to construct intelligent sentence. Rip and readers need not apply. Female and minority applicants encouraged. Send tapes and resumes to Daryl Myers, ND, Z-101, PO Box 1000, Oklahoma City, OK 73101. 10/22

## West

**KPAS/EI Paso, TX** needs dedicated air talent. Send tapes and resumes to Bo Jagger, 3931 N. Mesa, El Paso, TX 79902 or call 915 533-8211. EOE. 10/29

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

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

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

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

**KUHL/Santa Maria, CA** has immediate opening for early evening personality with good production skills. Minorities encouraged to apply. Send tapes and resumes to Denny Luell, PO Box 166, Santa Maria, CA or call 805 922-7727. EOE. M/F. 10/22

**KATI/Casper, WY** is looking for AM-FM drive time personality with good production. Send tapes and resumes to Fred Leemhuis, PO Box 2006, Casper, WY 82602 or call 307 266-1400. EOE. M/F. 10/22

**KOME/San Jose** is looking for experienced production director for AOR format. Send tapes and resumes to Mikel Hunter, 1245 S. Winchester Blvd., San Jose, 95128. No calls please. EOE. 10/22

**KSAN-FM/San Francisco** needs experienced, sharp, conversational new person with good production skills. Send tapes and resumes to Joanne Rosenzweig, ND, KSAN Radio, PO Box 7773, San Francisco, CA 94120. No calls please. M/F. EOE. Union position. 10/22

**Majic 91** is continuing its search for the right 7-midnight personality. If you can really do it as an entertainer in a competitive market and are well experienced in a medium or major market, contact Jeff Salgo, Majic 91, Box 2908, San Diego, CA 92112. EOE. 10/22

**KATI/Casper, WY** needs public affairs person for PM drive. Send tapes and resumes to Ken Johnson, Box 2006, Casper, WY 82602 or call 307 266-1400. 10/22

**KFXM/San Bernardino** has fulltime opening. Contact Todd Kelly, 555 Fairway Dr., San Bernardino, CA 92408. EOE. 10/22

## Looking

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

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

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

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

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

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

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

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

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

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

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

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

**Steve Nadel** wants a gig closer to home in Big Apple. Top 40 and MOR stations, take note. This former Music and Program Director can help your station. Excellent knowledge of pop music. Call 212 823-1069. You won't be sorry. 10/22

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

**Lee Brenner**, former morning personality and MD at WGLI/Tallahassee, is looking for large or medium market opportunity. Call after 5 pm 904 576-7455. 10/22

**John Stennetti**, alias Mark Donahue, formerly at 95-KBOS/Tulare, would like to relocate to medium or large market (will accept small) PD or MD position, preferably Top 40, Adult Contemporary and/or Country. Call 805 831-1024 9 am-5 pm PDT. 10/15

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

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

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

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

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

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

## South

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

MJ WND  
A WFIC  
WBLI  
NAM

# Jefferson Starship "JANE"



Manufactured and distributed by RCA Records

2  
2  
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8

# Daryl Hall & John Oates "WAIT FOR ME"

2 M  
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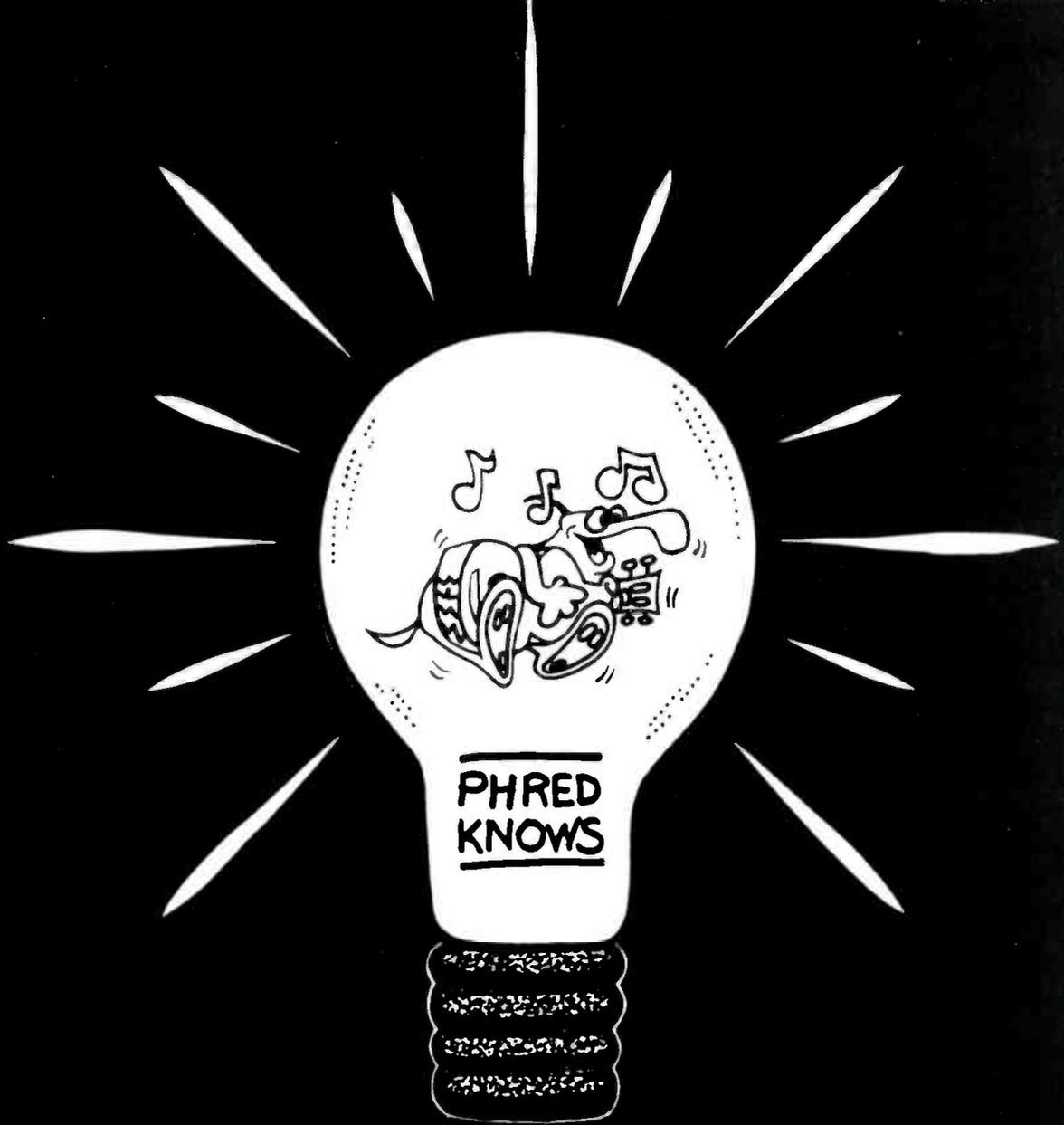
# Ronnie Milsap "GET IT UP"

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5 14

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# Triumph "LAY IT ON THE LINE"

1



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Phone Number \_\_\_\_\_ Format (Radio Station) \_\_\_\_\_

Billing Address \_\_\_\_\_

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## CANT BIAS LOVE

RICK PETERS, PD  
LOVE94/Miami



*I really started at the University of Miami college station in 1970. For two years I stopped going to school and worked at ABC-TV in New York as an audio engineer. I came back to school and got hired as a parttimer at WSHE, went fulltime doing mornings for a book, jumped to ZETA-4 as one of the original air staff. Stayed at ZETA-4 for three years and then came to LOVE94 as PD.*

The whole idea with the LOVE94 format was simple. We surveyed the market, we saw that AOR and Universals were covered but that the people who weren't into the hard rock and roll weren't being served. The adult contemporary stations in the market were being way too narrow, almost Top 40. When we came into LOVE94, we decided to do a broader based adult concept which basically means we don't have a 45 bias. As far as I'm concerned, a 45 is just a promotion tool. The station is not a music format. It's a concept. It's like a beautiful music station in that you set a tone and a tempo and you keep it. We do punctuate it every once in a while with a little up music but 99.5% of the music is soft rock. We are the hip, cosmopolitan adult station, while the other stations are still playing the Carpenters and Frank Sinatra.

We play the Doobie Brothers cut from the album with the guitar track on it. We play "Goodbye Stranger" with the

guitar track in it. We don't object to having a piece of guitar work, if it fits but the overall feel of the song must be mellow. It's got to reflect the tropics. Don't forget, we're in South Florida. We don't play disco, it's too pulse oriented. We're not interested in pulse orientation. We're interested in melody orientation.

Artist image is very important to us. We're looking for artists who will appeal to both the album listeners and the adult listeners. We will go on something faster if it's got dual appeal. A good example would be the Commodores. The Doobies are a better example.

We try not to have that bourgeois attitude that many seem to have. AOR goes, "too Top 40," Top 40 goes "too AOR." The ACs go, "too progressive." We ask, "Is it a good song?" If it's a good song, then we pretty much play it. We're extremely open minded with our music.

We used to be more AOR than we are now, but we've done a lot of market research and we have found that this particular market does not seem to be a strong AOR market. AOR radio was almost nonexistent in Miami until 73. We've also found through our attitudinal research that this is not a hardrock city. So, we have downplayed our album image, especially since both AOR stations took a dive in the last book. We're still playing cuts from two new albums an hour and two older album cuts per hour.

After looking at the mechanical diaries in the last book, we have found that we have absolutely no Latin penetration, zero. The stations that have the Latin penetration are predominantly Spanish-speaking stations. There's a Spanish-speaking rocker, a Spanish-speaking MOR and a Spanish-speaking news station. They're being served and we're serving the 18-44 listeners. It's a modal format in concept.

We core our news specifically at them. We stay away from murder and mayhem. There's nothing much people can do about that. We go straight for taxes. We go straight for money problems. We deal heavy with economics and how it affects our listeners on an everyday level. We do a lot of feature news, stranger than truth type of stuff. When we talk about the dollar, we say, "Here's what's happening to your dollar," not "God, another plunge today!" A whole different concept of news. The 25+ demos are not really concerned about drug culture. They've grown out of that. This will be a 35+ radio station in ten years.

It's proven that as a person gets older he becomes much more passive. We have trouble just getting requests because our demos just are not concerned. They want us to give them what they want but they're not interested in giving us the input necessary. We have to go and actively find out what they want. You can kill yourself with research just as fast as you can win. You can get so close to the research that you draw a wrong conclusion from it but research is the only way to win in a major market.

Off the air, we're doing billboards and television. On the air, we're drifting away from the album giveaway type of promotion. We found that it's too narrow demographically, almost all 18-24. What we've been doing is producing free concerts. We've done ten, the last one being Michael Johnson. We do them free, out on the beach. We call the concerts "Love on the Beach." We put 20,000 people out there everytime.

You can't try to be everything to everybody. Pick your core and go after it. Stop the bias towards what the record companies release as singles because it doesn't mean a damn thing other than to draw your attention to a specific song. You should be looking for the songs that suit your market and they're not always the singles. You have to listen to the albums being released and find the best stuff.

## The RAM That Jack Built

JACK McCOY  
RAM Research

"The answer in the 1980s is going to radio in terms of daily circulation. It is the one true daily circulation medium in every market."



FRED: *How was RAM put together originally?*

JACK: Back in the mid 70s we were developing a system off of which to collect very precise, specific hour by hour listening data in order to rotate music. At that time we were doing it by telephone which did not replicate with coincidental data that we knew were actually reflecting how people were listening.

Once we found that we couldn't get this information precisely using the telephone, we decided to go ahead and develop a diary system using a one day diary as opposed to a 7 day diary. This collected very precise information. It showed 42% more individual listen entries a day than we were able to capture on the telephone.

In a one day diary you will tend to get more entries 6:10-6:20 and then 6:45-7:10 as opposed to getting just 6-9 am off the telephone. The detail we found on this information indicated that we should test market this type of precise radio reporting.

FRED: *Could you get into your methodology as to just how the one day diary works?*

JACK: We survey 50 weeks a year, survey 7 days a week, making RAM the only true year round rating system. As the diaries come in and are tabulated they are put in a computer. We install computer terminals in our stations along with the subscription, giving them the ability at any given time to jump on the system and ask the computer, "How does my station look over the last 7 or 8 weeks?" That's, of

course, an extremely simplified overview of details of methodology.

FRED: *What are some of the most interesting things you've discovered?*

JACK: When we first started taking ratings, our numbers used to bounce around, sort of like the old Pulse numbers. You might get a 6 one time and a 15 the next. We could not understand for the life of us how come the numbers bounced around.

With our system we can break out the ratings for any zip code or any combination of zip codes, in other words, break it out for any of the neighborhoods in the market. We stumbled upon the fact that there were tremendous listening differences from neighborhood to neighborhood. In some zip codes, beautiful music will consistently run a 5 share and in other zip codes will run maybe a 30. We proved this over and over again.

We stumbled on to it but finding it out made it very obvious that if in your sampling technique you throw 200 into a neighborhood that's heavily into AOR, all the AOR stations go up. Not until we began pulling our sample apportioned

according to the density of population in individual zip codes did the survey stop the numbers from bouncing around as wildly as they did. That, of course, opened our eyes to a whole lot of programming applications. This country is very, very stratified in homogenous areas that are more perfectly defined by the zip code boundaries than any other definition we've been able to find.

FRED: *What do you mean by hot zips?*

JACK: Back many years when we first stumbled onto it, we discovered that in San Diego if you're going to win with an AM contemporary, you really only have to win seven zip codes out of the 100 or so that are in the market to get the lion's share of what you're going to get in the overall book. In these seven hot zips, contemporary would run, let's say, a 60 share. If your station pulled a 25 or 30 share in those hot zip codes, it would pull you out in the overall book with a 6 or 7. It's simply using the same merchandising technique that McDonald's uses—simple, smart marketing. Go into the areas where your format totally dominates and forget about the rest of the metro.

FRED: *Tell us about your techniques for determining advertising targets.*

JACK: Included in the diary that captures the listening estimates, we also ask them their opinions on a lot of different products or political candidates or their opinion on the menus at different types of restaurants.

In this business the targeting ability to go into McDonald's or Wendy's and explain to them how they can most effectively purchase the electronic medium that will reach the people who are going to make the most of their type of establishment is critical. For instance, Wendy's biggest problem is that 25-34 year old males who have tried them love it but in most markets as many as 50% of the 25-34 males are as yet unfamiliar with the menu. So, their problem is simply one of exposure. For McDonald's, it may be one of image.

In other words, with RAM you can go in and use radio as a solution medium. Sell the solution. You can sit down with a merchandiser and show them how you can increase awareness of their product. It's a lot easier to sell than gross rating points or gross impressions.

FRED: *What other programming aids do you offer to stations?*

JACK: We have different modules. One module called the dyprobe system allows the radio station to ask five attitudinal questions per week of the audience. Now, remember the whole system revolves around a computer terminal in the station. It doesn't just deliver the answer.

The data being entered in the computer give you the ability to say what 18-34 males think of traffic reports, what 18-34 females think, or what adults who live out of the beltway around Washington, DC, think of traffic reports as compared to those who live inside the beltway. With just that one question, you have the ability to come in at all sorts of different angles based on how people feel in different neighborhoods by different age-sex cells.

FRED: *What are some of the other modules that you have?*

JACK: We have a music research system that is basically like taking ratings on music just like taking the ratings on radio stations. This is designed for radio stations that have their own callout music research system. What our computer does is allocate a sample for every week, apportioned zip code by zip code according to the density of the population in the different zip codes. In other words, it makes you place so many calls in the hip neighborhood, so many calls in the not so hip

neighborhood and so many calls in the country neighborhood. It tells you the name, address and phone number of all of the people to call giving you a very properly designed random sample distributed by geography. Your interns make the calls, mark the opinions of the records on little keypunch cards, then ship the cards to us and they're fed into the computer. The computer weights the information by age-sex cells, by county and so on. Each station can jump on the computer with their terminal and say, "What's the most perfect music for 18-44 females?" It shows you and ranks the records for that age-sex cell. During another daypart you may want to know how the records rank for 18-44 males instead. The bottom line on the music research system is that it's designed to show you that there is a finite number of the records that you can play which everybody likes. It is designed to pinpoint commonality.

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**"The next war is going to be machinery, hardware, escalation of technology that allows people for the first time to be able to utilize the information."**

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FRED: *How many modules totally do you have?*

JACK: Four main modules including the new micro-processor system. This is a small computer that plugs into the terminal we provide. This gives you the capability to do a lot of processing locally without having to call the computer central here in San Diego.

We will be publishing our rating book as a floppy disc for people who subscribe to that new module. Instead of trying to thumb through a 200 page book, you've got 500 pages of information stored on the micro disc. Much more information. Instead of opening a book and trying to figure out how you rank in 18-24 men, bang, there it is. OK, now you want to see your 18-34 women just in morning drive, bingo, there it is. You want to see your rank among motorcycle owners, there it is. You want to know how you've done over the last 12 weeks in graph form, it instantly draws a graph on the system and does a regression analysis on it for you!

FRED: *Have you noticed any changes in*

*patterns of popularity in your music research?*

JACK: Two or three years ago, records tended to go up the chart position by position like a bell curve, peak out and then sort of ease down after reaching the top. It's very interesting that in the last six months or so records start to climb up the curve in the normal bell slope but about the time the record moves into the top 20 it becomes very sporadic and it drops like a bullet.

We think what is happening now more than ever is that every station in town is playing the same records and people are totally burned on the records just about the time they move into the top 20. No matter what station they switch to they're getting bombarded by the same product. Remember when AOR stations played different kinds of music from the rest? Those days started to come to an end in the last 12 months. We believe that overexposure of the top product has shortened the life of a record from what used to be 12-16 weeks down to maybe 4-5 weeks. We think also that this could be affecting record sales.

FRED: *Do you see yourself becoming the dominant research firm of the 80s?*

JACK: Control Data, which owns Arbitron, is one of the largest, most aggressive companies in the world and they simply won't take this sitting down. However, we think they're going to continue to lag 3-5 years behind us for at least the next 5 years. Our standards really changed the whole ballgame. There's already too much data. The next war is going to be machinery, hardware, escalation of technology that allows people for the first time to be able to utilize the information.

We believe that in the 1980s, radio is going to be marketed much more like print is marketed than like television. Television can outproduce us on a 7-day reach basis and there are only three or four television stations in a market with dozens of radio stations. Radio gets creamed by television. The 1980s broadcasting industry will face up to the fact that it is a losing battle to sell radio as a supplement to television but will sell it in comparison to print because radio creams the newspaper.

The answer in the 1980s is going to be radio in terms of daily circulation. It is the one true daily circulation medium in every market. Radio must drop the 7-day come and go to daily circulation because radio delivers almost as much in one day as it does in seven anyway so why not take advantage against the newspaper where all the dollars are really going in the first place. Radio can get a much larger share of the media budget.

# JOHN COUGAR



## N 29 JOHN COUGAR / I NEED A LOVER

Profile: WRRD 7-4, KOAQ 10-4, WCKO 17-7, KDWB 8-8, KBEQ 13-11, WRAW 18-11, WERK 20-11, KEZR 17-13, WBSD 21-16, KS-106 21-17, WFLI 27-18, KKEG 28-18, WPST 22-19, WRTB 23-21, KIOY 27-23, KTFX 28-25, Q-106 30-25, WSSC D-25, WEAM 29-26, KBOS 30-27, KXDD 30-27, WJLQ D-28, WITZ D-28, WCSI D-29, OV93 D-30, KIMN D-30, WZDQ 35-32, KOKQ D-32, Y100 36-33, KLIK D-33, WVJC D-33, WOLK A-35, WSFL D-36, WTIX D-36, and KATI A-40...added at WMEE, CK101, WOKY, WLSO, WINUE, KQDI, KLUC, KB-101, KDES, WRBR, KNOW, KENI, WOCM, WOZO, KRSP-FM, KRDG, Y-103, KWIC, and WAIM...Covering 16-30 males solidly with 18-24 females developing nicely, including in callout acceptance, to lay down a broad demo base...sales and phones starting...already a total smash in several markets...valuable image and balance programming...#10 Most-Added...#13 Most-Debuted...reporters showing growth accelerate from 23 to 32%...1st week on chart.

(RIVA)



RIVA RECORDS INC



November 12, 1979

# Fred STROKES



Lawrence Tanter, KJLH-Radio's air personality, invited lovely A&M artist Brenda Russell to act as DJ for an hour on Tanter's afternoon radio program. In commenting on Brenda's performance as DJ, Lawrence cracked a smile and said, "The Lady's So Good, So Right." "So Good, So Right" happens to be the hit single off of Brenda's debut album, appropriately entitled "Brenda Russell." Pictured (l-r): Brenda Johnson, Regional R&B promotion; Lawrence Tanter; Brenda Russell; and Brenda Dash, manager.



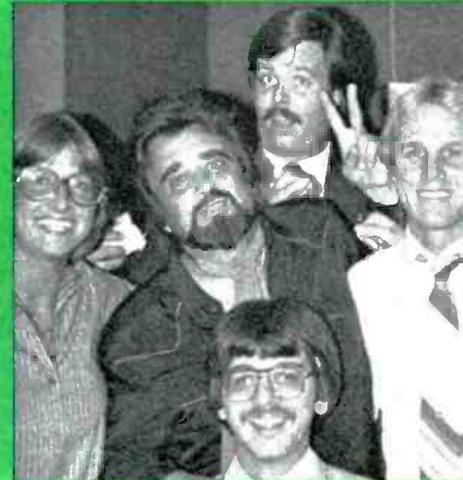
The Talking Heads passed through Portland and helped KGON make Rocktober memorable. Keyboard player Jerry Harrison stopped by the station. Pictured (l-r): Dick Sheets, KGON evenings; Jerry Ostertag, KGON PD; Chris Burns, News Director; Jerry Harrison; Gloria Johnson; and newsmen Robin Banks and Steve Rodin.



WAKY welcomes Kenny Rogers to L... WAKY PD; Clay Baxter, UA/EMI; K... VP/GM. The WAKY-sponsored event dr...



Blondes have more fun in Chattanooga: Rod Stewart chats with Anne McCartney, MD of WZDQ.



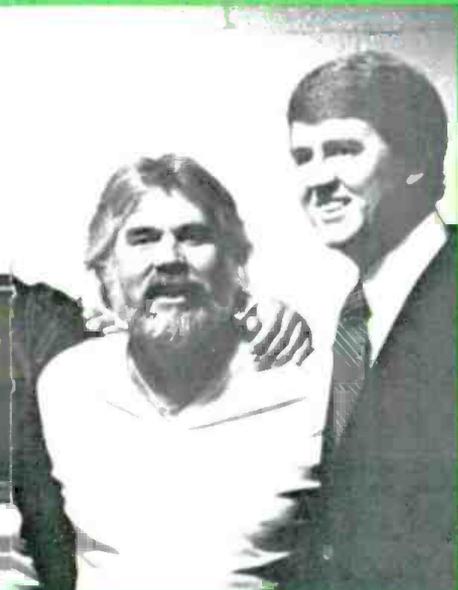
14WBNS welcomed 'Wolfman Jack'... WBNS also ran a contest that gave a cou... Inn in Columbus, plus a trip in the WBN... at the airport. Pictured (l-r): Randi Weis... salesman; Pete Tierney; Jack Evans, h... kneeling, Jeff Ryder, PD.



Hall & Oates X-Static about WEAM. Pictured backstage after a highly successful concert at the Bayou in Washington, DC (l-r): Larry VanDruff, RCA; Daryl Hall; Jim Zippo, WEAM PD; and John Oates.



Isaac Hayes visits WVOL/Nashville. S... WVOL; standing (l-r): David Lombard, Frye, Southern R&B Promo. Manager,



ouisville. Pictured (l-r): MIKE McVay, Benny Rogers; George Francis, WAKY new over 19,000 and was a total sellout.



to Columbus during a recent show. ple a get-away weekend at the Ramada S Rolling Radio to pick up the Wolfman field; Wolfman; Arnie Routson, WBNS alf of the Jack & Dick morning team;



ated (l-r): Clarence Kilcrease, VP/GM MD; Fred Harvey, PD; Isaac and Keith Polydor.



The Super FM, Gulf 104's GM Dennis Boyle will go to any height to get a sale. Seen here with former MD Lee Brenner during a hot air balloon promotion.



John Cougar (center) is making a very telling point, no doubt about his performance at the Bottom Line in New York. Listening intently are Dennis Elsas (l), air personality for WNEW-FM/New York, and Richard Neer, program manager for WNEW-FM.



Super Seventies is in the final stages of production. The ten-hour special will be aired on the ABC American Contemporary Radio Network. At a production session in New York City are (l-r): Richard Lorenzo, producer; Dan Ingram, program host and WABC air personality; Leslie Corn, Director of Programs ABC Radio Network, and senior producer; and Richard A. Foreman, VP and Director of Programming for the ABC Radio Network, and executive producer for "Super Seventies."

*Dann Rogers*

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WNUZ, WJHO, WKKY,  
KOTN, WVLD, WAGY,  
WBAW, WBBO, WFAH,  
WSMM, WHEN, KLEE,  
WUPB, WTRP, WSSC,  
WTGR, KEWI.



**“LOOKS LIKE LOVE AGAIN”** IAS 500

FROM HIS DEBUT ALBUM

**“HEARTS UNDER FIRE”** IA 5000

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



# Universals

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

## JEFF'S GREEN

by Jeff Green



With the ratings period ending for most markets, we begin to reflect on some of the great battles. There are sure to be upsets. Two markets I'm watching very closely are Portland and Fresno.

The Portland picture is particularly pertinent primarily prefaced by the proliferation of premiering programers! Q-100, KGW, KMJK, KB-101 and KPAM all are captained by new program directors. It's too early to make projections because all the minds are strong but with success stories like NORM GREGORY and JOHN SHOMBY in town, Portland is a new market.

Fresno has to be the toughest Universal secondary in the West. Serving a half-million people, Fresno enjoys quality signals and nearly half the MSA listens to Universals formats. Talk about competition! KFYE (Y-94), K-104 and KYNO-FM are all knotted at the top between 10.6 and 11.2, all within 5,000 cume of each other. Two are giving away \$10,000 while the other counter-contests them. All three are quality FMers with talented staffs, each carrying personal motives reaching well beyond the ratings. With twin ARBs, which for some fortunate reason are released very early, and monthly Mediatrends, Fresno is a conquistador's kingdom, a very visible arena for warriors JOHN LEE WALKER (KYNO-FM), MIKE BERLAK (Y-94) and newcomer JIM SUMPTER (K-104).

Three more hot programers to watch, first, JOHN JAY at WVOC/Columbus, GA. This aggressive, young PD in the spring took WVOC from a nowhere 5.6 to #1 18+ with a 14.3, and sliced WCGQ's #1 12+ lead to .2! Not bad for one year's work. In the West, CHRIS SQUIRES has demolished Bakersfield, marching KKXX from 4.2 to 13.2! Chris wisely emphasizes the top cuts, 45 or not, stages simple, effective promotions and astutely comments, "Even with the huge jump this spring, I still knew we shouldnt react to that four-week period as being so different from the rest of the year and change everything."

Just north a ways in Tulare, CA, CARL SOARES has KBOS, soaring with a 17 share and a 33.5 cume rating! He is now pulling impressive numbers in Fresno, 40 miles away. Carl proves that with the right rotations you can add a lot of new records and still win—he adds ten per week, one of the highest averages in the country.

Coming up soon, Universals Associate Editor STEVE DOUGLAS will write his observations regarding Universals' current position as an international format after hearing the Bee Gees' 'Tragedy' on Radio Uganda.

### WEEK'S MOST ADDED

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

### WEEK'S MOST DEBUTED

- |   |               |
|---|---------------|
| 1. STEVIE WONDER/Send One Your Love               | (Tamla)       |
| 2. CLIFF RICHARD/We Don't Talk Anymore            | (EMI-America) |
| 3. RUPERT HOLMES/Escape                           | (Infinity)    |
| 4. JEFFERSON STARSHIP/Jane                        | (Grunt)       |
| 5. PABLO CRUISE/I Want You Tonight                | (A&M)         |
| 6. FOREIGNER/Head Games                           | (Atlantic)    |
| 7. CAPTAIN & TENNILLE/Do That To Me One More Time | (Casablanca)  |
| 8. LITTLE RIVER BAND/Cool Change                  | (Capitol)     |
| 9. KENNY LOGGINS/This Is It                       | (Columbia)    |
| 10. MICHAEL JACKSON/Rock With You                 | (Epic)        |
| 11. KOOL AND THE GANG/Ladies Night                | (De-Lite)     |
| 12. DR. HOOK/Better Love Next Time                | (Capitol)     |
| 13. JOHN COUGAR/I Need A Lover                    | (Riva)        |
| 14. CRYSTAL GAYLE/Half The Way                    | (Columbia)    |
| 15. ELO/Confusion                                 | (Jet)         |
| 16. KENNY ROGERS/Coward Of The County             | (UA)          |
| 17. SMOKEY ROBINSON/Cruisin'                      | (Tamla)       |
| 18. BLACKFOOT/Train, Train                        | (Atco)        |
| 19. SUPERTRAMP/Take The Long Way Home             | (A&M)         |
| 20. LAUREN WOOD/Please Don't Leave                | (WB)          |

# Universals

## STATE OF THE CHART

2 wks	LW	TW	
164	159	156	Songs receiving action
4.3	4.2	4.2	Average adds per station
3.4	4.0	3.7	Average debuts per station
70%	70%	60%	Pct. adds for established artists
80%	70%	70%	Pct. debuts for established artists

### TREND:

Average chart jumps returned to the norm of 5 notches this week, down from last week's record 9+ figure. The number of songs receiving action declined for the *fifth* consecutive week! However, the squeeze on new artists, as projected last week, has peaked. The percentage of new adds for established artists returned to the norm of 60%, the lowest recorded since August. Also returning to normal is the number of charted songs receiving *lightbulb* status, the average being around half.

### 1 1 STYX/BABE

(A&M)

Profile: WSKY 1-1, WOKY 1-1, WBSD 1-1, WPST 1-1, KWK 1-1, WRRD 1-1, WVJC 1-1, WLSQ 1-1, KYX 1-1, KBEQ 1-1, QV93 1-1, KPUG 1-1, KOKQ 1-1, WRAW 1-1, KDES 1-1, WQXI-AM 1-1, WERK 1-1, WMOH 1-1, WTXI 1-1, WAGY 1-1, KRKE 1-1, KYNO-FM 1-1, WRTB 1-1, 94-Q 1-1, WRBR 1-1, WGBF 1-1, KORL 1-1, KLOU 1-1, Q-106 1-1, WIKS 1-1, WITZ 1-1, KEZR 1-1, WRÖK 1-1, WCKO 1-1, KOIL 1-1, Z-98 1-1, WDJX 1-1, WQIQ 1-1, WCSI 2-1, WAYS 2-1, KQIZ 2-1, KBDF 2-1, KWOD 2-1, WPGC 2-1, KNOW 2-1, WMEE 2-1, KB-101 2-1, KREM 2-1, WAIM 2-1, WHHY 2-1, CK101 2-1, WSSC 2-1, WISM 2-1, WQCM 2-1, WORD 2-1, WEAM 2-1, WKNX-AM 2-1, KC-101 2-1, WUPE 2-1, KBOS 2-1, KOPA 2-1, KSLQ 2-1, WKBO 3-1, WAIV 3-1, KUHL 3-1, Y-103 4-1, KRGV 4-1, THE LADY 4-1, WKMx 5-1, BJ-105 6-1, KCBN 6-1, WSFL 7-1, KRSP-FM 2-2, KRQ 2-2, KWIC 2-2, KELI 2-2, KS-106 2-2, KATI 2-2, KNOE 2-2, WKAP 3-2, KIQY 3-2, WQLK 3-2, WBBM-FM 3-2, WTCI-FM 3-2, WBLI 3-2, WJET 3-2, WRJZ 3-2, KRIG 3-2, CKGM 3-2, WRUN 4-2, WAXY 4-2, WAMS 4-2, G-135 4-2, WSGA 4-2, KDWB 4-2, WQZQ 4-2, KFMC 5-2, WALT 5-2, M-107 5-2, WNOE-AM 6-2, WAYX 6-2, WRQK 6-2, WHBQ 7-2, KOAQ 7-2, Q-101 3-3, WKXY 3-3, KTFX 4-3, KFI 4-3, KRUX 4-3, WLS 4-3, CHUM 4-3, KIMN 4-3, KRQ 5-3, KRDG 5-3, WGLF 5-3, WLAC 5-3, WSGN 5-3, KSTN 5-3, WGH 5-3, WROV 5-3, WRVQ 6-3, FM-102 6-3, M-91 7-3, KKIQ 7-3, KOBQ 8-3, KOFM 10-3, G100 10-3, B-100 10-3, 96-KX 4-4, JB-105 5-4, WAPE 5-4, WALG 5-4, CKLW 5-4, KLUC 5-4, WGBS 5-4, WJDX 5-4, WLCS 5-4, WNUE 6-4, KYA 7-4, WKIX 7-4, KRTH-FM 10-4, Y100 10-4, KRBE 7-5, WZDQ 9-5, WFOX 7-6, KQDI 9-6, KIDD 9-6, KHJ 12-7, WABB 12-7, Z-97 12-7, WFLI 14-7, KIKI 15-7, KRÖK 10-8, WLOF 11-8, WRKO 14-8, WXLO 15-8, WFIC 17-8, KENI 19-8, KEYN-FM 13-9, F-105 14-10, KGW 20-10, WJLQ 20-11, K-BEST 16-12, KFRC 20-12, and KNUS 16-13...Former FRED Record Of The Week and the biggest record in FRED history so far...excellent callout response 12+ and 18+...giant LP and 45 sales. #1 at WRBR, WAGY, WUPE, K-BEST, QV93 and Z-98...heavy phones from all demographics, leaning female...will likely give way to Rupert Holmes next week...peaking as reporters showing growth slip from 96 to 93%...7th week on chart.

### 2 2 B. STREISAND & D. SUMNER/NO MORE TEARS/ENOUGH IS ENOUGH

(CBS/CASABLANCA)

Profile: CKLW 1-1, WBLI 1-1, JB-105 1-1, WGBS 4-1, WAXY 5-1, WIKS 3-2, KRTH-FM 3-2, KFI 3-2, CK101 3-2, WKNX-AM 3-2, KKEG 3-2, WXLO 5-2, WERK 5-2, Q-106 6-2, WLCS 6-2, WEAM 6-2, KWOD 6-2, WRKO 7-2, WGH 9-2, Z-98 12-2, KOPA 3-3, Y100 3-3, WQXI-AM 4-3, WMOH 5-3, KIDD 5-3, KFMC 6-3, KISR 6-3, WTCI-FM 7-3, QV93 7-3, WAGY 9-3, WNFQ 10-3, WALT 10-3, KHJ 11-3, WDJX 14-3, KCBN 14-3, WJET 14-3, WPGC 5-4, WROK 5-4, WAYS 5-4, WKAP 6-4, WMEE 6-4, WSGA 7-4, KORL 7-4, KWIC 14-4, KELI 6-5, KATI 6-5, WRJZ 6-5, KOIL 7-5, KQIZ 8-5, KÖK 10-5, KNUS 10-5, KRSP-FM 10-5, WQZQ 11-5, WBBM-FM 11-5, WSGN 11-5, KRÖK 11-5, KC-101 12-5, WRAW 14-5, WJDX 6-6, WAPE 8-6, M-91 9-6, WKXY 10-6, WQIQ 10-6, FM-102 10-6, WLS 11-6, KREM 12-6, WKYB 13-6, KUHL 14-6, WAMS 15-6, Q-101 16-6, WSKY 19-6, KRDG 21-6, KLOU 8-7, KBEQ 10-7, WKBO 10-7, KFRC 10-7, KRBE 10-7, WAIV 11-7, WIYD 13-7, KRIG 15-7, WNOE-AM 16-7, WNUE 16-7, KOBQ 22-7, WRUN 12-8, WRFC 13-8, KEYN-FM 14-8, WOKY 14-8, WRBR 14-8, B-100 15-8, WSSC 16-8, WHHY 16-8, WRQK 18-8, KRQ 19-8, WRVQ 9-9, WORD 13-9, WLOF 14-9, KRNA 16-9, WSFL 16-9, WABB 16-9, KBDF 18-9, KRUX 20-9, WVJC 25-9, KDES 11-10, THE LADY 12-10, K-BEST 14-10, WFOX 15-10, WKMx 16-10, WLSQ 16-10, WCSI 17-10, WGBF 20-10, KSLQ 16-11, WRTB 20-11, KPUG 20-11, WBBQ 21-11, WQCM 22-11, KSTN 23-11, BJ-105 17-12, KVOL 17-12, F-105 18-12, WKIX 20-12, KNOE 21-12, KS-106 22-12, KTFX 29-12, WLAC 19-13, G-135 19-13, 92-Q 20-13, KIKI 32-13, WROV 19-14, KRGV 18-15, WGLF 23-15, KKIQ 25-15, KOFM 26-16, KQDI 20-17, KIMN 21-17, KGW D-19, WQLK 22-20, KOAQ 26-21, KYNO-FM D-21, WHVL 29-22, CKGM 30-22, WFIC 31-22, WALG 37-23, WTXI 37-23, and WFLI D-27...added at WISM, and WITZ...Truly a #1 record under any circumstances...#1 phones 18+ in Los Angeles, Long Island and Indianapolis area...#1 sales in Providence, Sacramento and Montgomery...covering all females 12+...male callout burn is developing in L.A. and Toronto...starting to peak as reporters showing growth hold at 82%...5th week on chart.

### 10 3 RUPERT HOLMES/ESCAPE

(INFINITY)



Profile: KKEG 1-1, WNFQ 2-1, WKYB 6-1, KISR 5-2, WFOX 8-2, WLSQ 5-3, Q-101 4-4, KOFM 9-4, KTFX 13-4, WQXI-AM 15-4, WBSD 10-6, KRGV 11-7, 94-Q 16-7, WPGC 13-8, KEZR 22-8, KIQY 15-9, KOAQ 16-9, WKNX-AM 17-9, WAYS 19-9, KQIZ 14-10, WIKS 15-10, KREM 16-10, WSSC 21-10, Q-106 26-10, WUPE 30-10, Z-98 30-10, KLOU D-11, KSLQ 27-12, KPUG 18-13, WAIM 20-13, WMEE D-13, CKLW D-13, WGH D-13, WGBS 22-14, WAPE 22-14, KUHL 24-14, KDES 27-14, WFLI 31-14, KVOL 19-15, KRDG 22-15, KNUS 23-15, B-100 25-15, WHHY 22-16, WBBM-FM D-16, KRIG 27-17, WAGY 29-17, WRJZ 32-17, THE LADY D-17, WORD 22-18, KS-106 24-18, WRQK 27-18, WERK 29-18, M-91 30-18, WJET 30-18, WKAP D-18, KRÖK 24-19, KFI 25-19, KBOS 29-19, WAXY 30-19, KORL A-19, WJDX 26-20, KWIC 27-20, WRFC 29-20, KOBQ 33-20, KBEQ 30-20, WDJX A-20, WCKO A-20, KB-101 D-20, WSGA 30-21, WRBR 30-21, WCSI D-21, WNUE D-21, WBLI 25-22, 92-Q 28-22, QV93 D-22, KSTN D-22, KGW 27-23, KRTH-FM 28-23, KQDI 28-23, KFMC 29-23, WPST 35-23, WRVQ D-23, WRAW D-23, WAYS D-23, WQCM D-23, WXLO 26-24, WMOH 28-24, KBDF D-24, G100 D-24, WKMx 29-25, KIMN 30-25, WZDQ 31-25, CK101 35-25, K-BEST A-25, KRSP-FM D-26, WKBO D-26, KRBE D-26, KNOE 35-27, WGLF 36-27, KWOD D-27, WOKY D-27, KATI 32-28, WALG 35-28, WISM D-28, WALT D-28, Y100 33-29, KC-101 A-29, KIDD D-29, WJLQ D-29, KRUX 39-30, KEYN-FM A-30, WTCI-FM A-30, KRQ D-30, KHJ D-30, WLAC D-30, WSGN D-30, KFRC D-30, KOIL D-30, KOPA D-30, WAMS D-30, WLCS A-31, KIKI D-31, KCBN D-31, WSFL D-35, WAIV D-38, and WLOF D-38...added at WRTB, CKGM, KRNA, Y-103, WHVL, WRUN, WABB, WFIC, WGBF, WITZ, BJ-105, WKIX, M-107, WQIQ, and WKXY...Former FRED Record Of The Week is a grand slam! WGH Bob Canada "They're driving across town just to find out the name of it!" KOPA Jim Volpe "#1 phones—nothing even comes close...heavy 18+ female response." KEZR Bob Harlow "Exceptional 18+ callout acceptance." G-100 Jim Roberts "The hottest record in town—big phones and sales!" Top 5 phones and sales everywhere...extremely valuable for adult demos...total teen acceptance locking rapidly...leans female...#3 Most-Debuted, #7 Most-Added...reporters showing growth power from 63 to 79%...should capture #1 next week...2nd week on chart.

### 3 4 EAGLES/HEARTACHE TONIGHT

(ASYLUM)

Profile: WKXY 1-1, WKAP 1-1, KOBQ 1-1, WRFC 1-1, KRUX 1-1, KRQ 1-1, KNUS 1-1, B-100 1-1, KATI 1-1, CHUM 1-1, KWIC 1-1, WFIC 1-1, WIYD 1-1, KRSP-FM 1-1, CKGM 1-1, KENI 1-1, WALT 1-1, WZDQ 1-1, WROV 1-1, G-135 1-1, KFRC 1-1, KDWB 1-1, KRDG 1-1, KFI 1-1, KRIG 1-1, KELI 1-1, WRJZ 2-1, 92-Q 2-1, WAYX 2-1, WRKO 2-1, KQDI 2-1, G100 2-1, KTFX 2-1, WHBQ 2-1, KIDD 3-1, M-91 3-1, WLCS 3-1, WTCI-FM 4-1, KIKI 4-1, WSGN 4-1, KNOE 5-1, KOAQ 5-1, KGW 6-1, KXDD 7-1, THE LADY 1-2, KSLQ 1-2, WVJC 2-2, WQXI-AM 2-2, WRBR 2-2, KUHL 2-2, WHVL 2-2, Q-101 2-2, K-BEST 2-2, KEZR 2-2, WGBF 2-2, WAGY 2-2, QV93 2-2, 94-Q 2-2, WCKO 2-2, KRKE 2-2, WTXI 3-2, CKLW 3-2, WKMx 3-2, Z-97 3-2, WISM 3-2, KBEQ 3-2, WBSD 3-2, Y-103 3-2, KOKQ 3-2, WAYS 3-2, WABB 3-2, WFLI 3-2, WNUE 4-2, WALG 4-2, KEYN-FM 6-2, KRGV 6-2, WAIV 6-2, WRÖK 7-2, KRÖK 7-2, WAMS 1-3, KREM 3-3, WPST 3-3, JB-105 4-3, WOKY 4-3, WAPE 4-3, KBDF 4-3, KRBE 5-3, WKIX 5-3, KS-106 5-3, WQZQ 5-3, WJLQ 6-3, WLOF 6-3, WRTB 7-3, KOPA 4-4, KC-101 4-4, KSTN 4-4, WLS 5-4, KLOU 5-4, WSFL 5-4, F-105 5-4, WKBO 5-4, WKNX-AM 6-4, WQLK 7-4, WBLI 9-4, KFMC 10-4, WLSQ 17-4, KRTH-FM 5-5, WFOX 6-5, WRUN 6-5, WXLO 9-5, KKIQ 10-5, Y100 7-7, WBBM-FM 8-7, WGLF 9-7, WGBS 14-7, FM-102 8-8, WJDX 11-8, KOFM 11-8, KISR 4-10, and WGH 13-11...Giant sales continue, especially on the album...steady heavy phones in Nashville, Roanoke, Harrisburg, Toronto and Fort Wayne...callout support with 18-34 males and females holding steady...peaking as reporters showing growth slip from 79 to 66%...6th week on chart. Highest chart position: 1 (for 3 weeks)...other image cuts strongly recommended, including "I Can't Tell You Why," "The Sad Cafe," "Those Shoes" and the title track.

### 6 5 J.D. SOUTHER/YOU'RE ONLY LONELY

(COLUMBIA)

Profile: KIMN 2-1, WLSQ 2-2, WNFQ 4-2, 94-Q 3-3, WAIM 4-3, WCSI 8-3, Z-98 9-3, WSKY 13-3, KQIZ 6-4, WZDQ 6-4, KVOL 9-4, WRFC 5-5, WKMx 7-5, KEZR 7-5, KWOD 7-5, KXDD 6-6, KRGV 10-6, WMEE 10-6, KRNA 11-6, WQXI-AM 11-6, WAGY 11-6, WSFL 13-6, WFOX 10-7, KDES 10-7, KATI 11-7, WQZQ 14-7, WVJC 17-7, KBOS 8-8, WSGN 9-8, KKEG 9-8, WGBF 11-8, KISR 11-8, WITZ 13-8, KGW 13-8, WAYX 19-8, KOBQ 10-9, KOPA 11-9, WBSD 11-9, KRDG 13-9, KOKQ 13-9, Q-106 22-9, WRJZ 11-10, WAYS 12-10, WRQK 13-10, KRIG 14-10, WALT 15-10, KS-106 15-10, KSLQ 15-10, WEAM

# Universals

17-10, WDJX 19-11, CKLW 25-11, KCBN 31-11, WRTB 16-12, G100 17-12, QV93 19-12, WQCM 20-12, WLAC 21-12, KLOU 23-12, KQDI 17-13, M-91 17-13, WUPE 21-14, FM-102 23-14, WQIQ 25-14, KRQ 18-15, WTIC-FM 18-15, WKBO 19-15, WJLQ 19-15, JB-105 22-15, KC-101 24-15, WKAP 29-15, WRRD 18-16, KRKE 20-16, WJET 23-16, KOFM 20-17, KRSP-FM 21-17, WQLK 21-17, WLCS 21-18, B-100 21-18, KPUG 22-18, WRBR 22-18, WMOH 22-18, WAXY 24-18, WSGA 24-18, KWIC 24-18, KKIQ 21-19, KYA 24-19, 96-KX 24-19, WAMS 24-20, CK101 28-20, WKXY 30-20, KRUX 27-21, WOKY 24-22, KEYN-FM 25-22, WABB 26-22, KIKI 26-22, KNOE 29-22, WRUN 30-24, WPGC 28-25, WKNX-AM 30-25, KNUS 30-25, WH8Q D-25, KFI 30-26, KOAQ D-26, CHUM D-26, WRKO 30-27, WPST 34-27, WAPE D-28, CKGM D-29, WIYD D-29, Y100 A-30, WAIV D-36, and KBEQ 40-38...added at BJ-105, WXLO, WFLI, KREM, and WTXI...Former FRED Record Of The Week...Particularly strong in the Southeast...good callout support with males and females 18+...good sales continue...starting to peak as reporters showing growth level from 68 to 65%...6th week on chart.

## 7 6 SUPERTRAMP/TAKE THE LONG WAY HOME (A&M)



Profile: KYYX 3-2, WSSC 3-2, WRRD 3-2, Q-106 9-3, Z-97 4-4, WNFQ 5-4, KREM 6-4, KRKE 7-4, WCKO 7-4, WERK 7-4, KRGV 9-4, KSLQ 7-5, WITZ 9-5, KRQ 9-5, WLSQ 11-5, CK101 11-5, KOB0 13-5, Z-98 15-5, KDES 8-6, WHHY 9-6, KWOD 10-6, WPST 11-6, KOAQ 14-6, WMEE 11-7, WUPE 13-7, WKXY 13-7, WRTB 10-8, WROV 13-8, WQCM 15-8, WJET 16-8, KATI 17-8, KRSP-FM 19-8, WEAM A-8, THE LADY 11-9, KBOS 11-9, WKAP 12-9, WAPE 12-9, WGBF 15-9, WORD 14-10, WHVL 14-10, KEZR 15-10, WQIQ 16-10, WDJX 16-10, WBSD 18-10, WLCS 20-10, KISR 15-11, KVOL 16-11, CHUM 17-11, KRIG 20-11, KORL 14-12, WRQK 15-12, KQIZ 16-12, KWIC 18-12, WBBM-FM 19-12, KIMN 20-13, WFLI 24-13, KOKQ 20-14, Y100 22-14, KRUX 23-14, Q-101 24-14, KFI 19-15, WMOH 20-15, M-91 20-15, KBDF 26-15, WISM 19-16, WSFL 24-16, WRVQ 21-17, G-135 22-17, 92-Q 22-17, WABB 25-17, WNUC 22-18, WPGC 22-18, WTIC-FM 22-18, G100 23-18, WAMS 25-18, KCBN 37-18, KRTH-FM 22-19, WKBO 22-19, WKMX 24-19, QV93 24-19, WCSI 25-20, WZDQ 25-20, KS-106 26-20, B-100 26-20, WSKY 28-20, KFRC 24-21, JB-105 24-21, WHBQ 25-21, KRKQ 26-21, KIDD 27-21, KC-101 28-21, WALG 29-21, KENI D-21, WJDX 27-22, BJ-105 30-22, KUHL 30-22, KXDD D-22, WRKO 25-23, M-107 28-23, WAYS 29-23, WAXY 28-24, WFOX 29-24, WIYD 29-24, KIKI 35-24, KRNA D-24, WALT 27-25, WOKY 28-25, WFIC 40-25, KKIQ 2-26, KFMC 30-26, WNOE-AM 32-27, WLOF 32-27, WXLO D-27, KOFM D-28, WAGY 33-29, KSTN D-30, KNUS 37-31, WTXI 38-32, and WAIV D-37...added at WLS, and KYNO-FM...This former FRED Record Of The Week broke wide open in callout response—a smash with all demos! WORD Rick McAlister "The finest new record out." WZDQ Anne McCartney "Big album resurgence." Started with 18-24 males and females, then broke to teens and now has crossed beautifully to adult females...#19 Most-Debuted...valuable image...about to peak as reporters showing growth hold near 70%...5th week on chart.

## 4 7 COMMODORES/STILL (MOTOWN)

Profile: KFMC 1-1, KS-106 1-1, WGH 1-1, WKIX 1-1, WAPE 1-1, WJET 1-1, KRTH-FM 1-1, WNOE-AM 1-1, KRBE 1-1, Y100 2-1, WQZQ 2-1, KHJ 2-1, WAMS 2-1, WFLI 2-1, WXLO 4-1, KIQY 6-1, JB-105 2-2, KOIL 2-2, FM-102 2-2, WZDQ 2-2, WDJX 2-2, WRFC 2-2, WKXY 2-2, KRDX 4-2, KYA 4-2, WROV 4-2, KXDD 5-2, KNUS 5-2, KPUG 5-2, KELI 3-3, WRBR 3-3, M-107 3-3, KRSP-FM 3-3, KDES 3-3, WALG 3-3, WTXI 4-3, KRIG 4-3, KSLQ 4-3, WGBF 4-3, KYNO-FM 5-3, WNUC 5-3, WVIC 5-3, KRIG 5-3, WKAP 5-3, KQDI 6-3, KEZR 6-3, THE LADY 6-3, KFRC 7-3, WIYD 7-3, WFIC 8-3, KC-101 8-3, KIKI 11-3, KRQ 4-4, KIDD 4-4, KRUX 5-4, Y-103 5-4, KBDF 6-4, B-100 6-4, WPST 8-4, KIMN 8-4, KNOW 8-4, WHVL 8-4, KC8N 10-4, WTIC-FM 10-4, KGW 12-4, WABB 7-5, WAIV 8-5, WRKO 9-5, 92-Q 9-5, WISM 10-5, KISR 3-6, WBBM-FM 7-6, KSTN 8-6, KTFX 8-6, WRB 8-6, WJLQ 8-6, KFI 12-6, WQXI-AM 5-7, KOFM 8-7, WRKO 10-7, WLOF 12-7, 96-KX 12-7, G100 14-7, KVOL 8-8, M-91 10-8, WLAC 10-8, WCSI 11-8, WBLI 11-8, KKIQ 15-8, KUHL 19-9, WSGN 7-10, WOKY 13-10, WRUN 13-10, KRNA 15-10, KDWB 18-10, F-105 15-11, WITZ 16-11, KBOS 16-11, KRKE 18-12, CKGM 20-12, KATI 19-13, KENI 28-13, KOAQ 20-14, KEYN-FM 20-15, BJ-105 21-15, KYYX 20-17, K-BEST 21-17, Z-97 23-17, CHUM 23-17, KBEQ 38-18, WBSD 24-21, WLS A-21, WSSC 27-23, and KLUC D-23...Former FRED Record Of The Week...phenomenal requests 12+, 15+ and 18+ everywhere...primary support is from adult and teen females...excellent adult female callout acceptance: KLUC Dave Anthony "#1 callout—the biggest since June." Peaking as reporters showing growth slip from 77 to 64%...5th week on chart. Highest chart position: 3.

## 5 8 BARRY MANILOW/SHIPS (ARISTA)

Profile: WMOH 3-2, KDES 4-2, WGBS 6-3, WITZ 7-3, WRAW 4-4, WVJC 4-4, WKXY 5-4, WCSI 6-4, WQZQ 8-4, CK101 9-4, WUPE 5-5, Q-101 6-5, WIKS 7-5, WGH 8-5, KS-106 9-5, KISR 9-5, WAMS 11-5, WEAM 6-6, KOIL 8-6, WORD 8-6, WKAP 8-6, KCBN 16-6, WAPE 7-7, WGBF 7-7, KBDF 8-7, KSLQ 9-7, WRTB 9-7, WSGA 9-7, WDJX 9-7, KC-101 10-7, WHHY 10-7, WOKY 10-7, WLCS 15-7, KRDG 8-8, WBBM-FM 9-8, KPUG 13-8, KRUX 13-8, WABB 13-8, G100 13-8, KRNA 14-8, KYYX 14-8, KWOD 15-8, KRK 9-9, WLSQ 10-9, QV93 11-9, WKBO 11-9, WNFQ 12-9, WPST 13-9, G-135 13-9, WLAC 13-9, KYA 13-9, KWIC 13-9, WROV 14-9, KENI 26-9, WNUC 12-10, KLOU 13-10, KNOE 14-10, KEYN-FM 15-10, KOPA 16-10, KIQY 17-10, WQXI-AM 14-11, WRFC 14-11, WPGC 14-11, KORL 15-11, WBLI 16-11, M-91 16-11, WXLO 17-11, KTFX 25-11, WAYS 14-12, KOFM 17-12, WHBQ 17-12, KIKI 18-12, WKNX-AM 20-12, WFIC 23-12, WALT 18-13, KBEQ 19-13, WSFL 20-13, WRBR 17-14, KRGV 17-14, WRKO 17-14, K-BEST 17-14, WAXY 17-14, WALG 18-14, WGLF 20-14, KREM 21-14, WJLQ 21-14, WLOF 21-14, KRTH-FM 18-15, WNOE-AM 18-15, WAGY 21-15, WHVL 22-15, WKMX 19-16, BJ-105 20-16, KQIZ 21-16, WAIV 23-16, KRQ 23-16, KOB0 28-16, WISM 21-17, KATI 21-18, WAXY 21-18, KKIQ 23-18, KQDI 22-19, KNUS 24-19, KRBE A-20, WFOX 25-22, KFI 27-22, FM-102 26-23, Y100 26-24, KUHL 29-24, F-105 D-24, KGW D-24, WQIQ 28-25, WTXI 32-28, WQLK 35-29, and KOAQ D-30...Covering exclusively females...leaning heavily 18+ and established callout acceptance with 25-49 females...peaking as reporters showing growth slip from 72 to 64%...5th week on chart.

## 11 9 LITTLE RIVER BAND/COOL CHANGE (CAPITOL)



Profile: KKEG 8-3, KXDD 25-5, KLUC 9-6, WAIM 7-7, WRFC 8-7, WNFQ 13-7, WERK 13-8, WUPE 14-8, WCKO 16-8, 94-Q 13-9, WSKY 18-9, WFLI 23-9, WMOH 21-10, WMEE 24-11, WROV 18-12, THE LADY 16-13, KISR 17-13, WLSQ 18-13, KRGV 19-13, KBDF 20-13, KCBN 23-13, Z-98 26-13, WKXY 19-14, WBSD 20-14, WGBS 18-15, M-91 19-16, KWOD 26-16, KDES 21-17, WCSI 22-17, KWIC 25-17, Q-106 27-17, KBEQ 28-17, KIQY D-17, WITZ D-17, KYYX 22-18, KRSP-FM 23-18, KFI 24-18, WNOE 24-18, KREM 28-18, WTIC-FM 23-19, KS-106 23-19, WHHY 24-19, WAPE 24-19, KATI 25-19, KRIG 26-19, KQIZ 29-19, Y-103 25-20, WRKO 28-20, G100 24-21, KNOW 33-21, WEAM 40-21, WQZQ 24-22, WZDQ 24-22, G-135 27-22, CHUM 28-22, CK101 29-22, FM-102 30-22, KRQ 31-22, WIYD 26-23, WKBO 27-23, WRTB 31-23, WRQK D-23, WORD 27-24, KIMN 29-24, WRAW 29-24, WQXI-AM D-24, WDJX D-24, KVOL 9-25, WJET 28-25, B-100 30-25, QV93 30-26, WLCS 32-26, 96-KX A-26, WABB D-26, WBLI D-26, WHVL D-26, WALT 30-27, BJ-105 31-27, WRJZ 31-27, KORL D-27, WQCM 30-28, KENI 32-28, KRUX 36-28, KPUG D-28, KOAQ D-28, WLOF 34-29, KEYN-FM A-29, WSSC D-29, WAIV 36-30, CKGM D-30, WGLF 35-31, WTXI 36-31, WSGA A-31, WPST D-32, KNUS 36-33, WAYS D-35, WAMS D-35, WNOE-AM D-36, and KOB0 D-40...added at KRK, WKAP, WRRD, KIKI, KIDD, and WGBF...Very good request action from all demos, leaning 18+ female...sales action steady...excellent callout acceptance 18+...#8 Most-Debuted...reporters showing growth hold at 60%...4th week on chart.

## 8 10 K.C. & THE SUNSHINE BAND/PLEASE DONT GO (TK)

Profile: WALG 1-1, KSTN 1-1, WFOX 1-1, WABB 1-1, WHVL 1-1, WLOF 1-1, KKIQ 2-1, KOFM 6-1, WSFL 1-2, KIDD 1-2, WSGN 2-2, WJDX 2-2, WOKY 3-2, WKIX 4-2, WITZ 4-2, 92-Q 3-3, WRQK 4-3, KATI 4-3, WPGC 4-3, WIKS 4-3, KISR 2-4, WQIQ 4-4, WORD 5-4, WRTB 6-4, KRNA 6-4, WAXY 7-4, WRBR 7-4, M-91 8-4, KOKQ 8-4, WGH 10-4, WQXI-AM 3-5, KB-101 5-5, CKLW 6-5, WIYD 6-5, WKXY 7-5, WQCM 7-5, KCBN 7-5, WJLQ 7-5, KRUX 7-5, CKGM 8-5, KFRC 8-5, WJET 15-5, WLAC 3-6, WGBF 6-6, WUPE 7-6, KBDF 7-6, THE LADY 8-6, KRIG 8-6, WRUN 8-6, KELI 10-6, KPUG 11-6, CK101 7-7, KRDG 7-7, KREM 8-7, WFIC 9-7, KORL 10-7, WSSC 14-7, WAYS 15-7, WAPE 9-8, KQIZ 10-8, WDJX 10-8, QV93 14-8, WQLK 14-8, WISM 16-8, KIKI 12-9, B-100 13-10, KFI 13-10, BJ-105 14-10, KOIL 16-10, WKBO 17-10, WTIC-FM 15-12, FM-102 16-12, WAIV 21-12, KSLQ 14-13, WCSI 18-13, WVJC 18-13, KQDI 18-14, KIMN 19-14, WBLI 21-17, WROK 27-17, KGW 28-18, KRSP-FM 22-19, K-BEST 23-19, WKAP D-21, WROV 26-22, WXLO 27-23, JB-105 30-23, WAMS 30-25, WRKO 29-26, F-105 D-27, KEYN-FM A-28, KXDD D-32, and KENI D-34...added at KIQY, WLS, and KYYX...Pop pattern of stupendous teen phones while sustaining adult females...#1 phones in several Mid-Atlantic areas...peaked as reporters showing growth slip from 57 to 50%...8th week on chart. Highest chart position: 7.

## 19 11 CLIFF RICHARD/WE DON'T TALK ANYMORE (EMI-AMERICA)



Profile: WKYB 10-3, KWK 3-6, WMEE 30-7, WCSI 23-11, WISM 17-12, WAPE 19-12, KATI 20-15, KKEG 25-15, WAIM 19-16, WZDQ 20-17, WORD 21-17, BJ-105 22-18, WSSC 25-18, KQIZ 27-18, KOB0 30-18, KFMC 22-19, KUHL 27-19, Q-101 23-20, 92-Q 24-20, KOFM 27-20, WAIV 27-20, WFLI 28-20, KISR 28-20, THE LADY D-20, WPGC 24-21, WLOF 26-21, WTIC-FM 26-21, M-91 27-21, WSFL 30-21, KDES 30-21, 94-Q 25-22, WJET 29-22, WLSQ 31-22, Y-103 29-23, WHHY 29-23, KRIG 31-23, WDJX A-23, KSTN D-23, WGBS D-23, WBSD 28-24, KRDG 29-24, WGH D-24, KBOS 26-25, WKBO 28-25, WALG 28-26, KRTH-FM 29-26, KC-101 30-26, WMOH 30-26, KIMN D-26, B-100 D-26, KBEQ 30-27, CK101 34-27, WIYD D-27, KYYX D-27, WRTB D-27, KOPA D-27, WKMX D-27, KORL 30-28, WRJZ 30-28, JB-105 31-28, KWOD 40-28, WQXI-AM D-28, KVOL D-28, KRSP-FM D-28, KIDD D-28, KFRC D-28, WRUN A-29, WOKY A-29, Q-106 A-29, Z-98 D-29, FM-102 D-29, KFI D-29, WSGA A-30, WRFC D-30, WKXY D-30, WRAW D-30, WHBQ D-30, KS-106 D-30, WXLO D-30, G-135 D-30, KREM D-30, WLCS A-32, KCBN D-32, WPST D-33, WAMS D-33, KENI D-33, WGLF 39-34, KRUX 40-34, WEAM A-35, KNUS D-36, WAGY A-37, WIKS A-39, KRQ D-39, and WTXI D-40...added at KRKE, KRGV, WUPE, WGBF, CKGM, WKAP, WALT, and KEZR...Last week's FRED Record Of The Week takes off! Phones and sales developing rapidly with 18+ males and females...teen interest growing...#2 Most-Debuted for second straight week, #14 Most-Added...reporters showing growth rip from 47 to 57%...2nd week on chart.

# Universals

## 9 12 FLEETWOOD MAC/TUSK

(WB)

Profile: KYA 2-1, KRNA 3-1, WRQK 3-1, WRTB 3-2, KOBO 3-2, KTFX 3-2, KRUX 3-2, WIYD 3-2, KNOW 4-2, WHHY 4-2, KNOE 3-3, KRQ 3-3, WKBO 4-3, WRJZ 5-3, WAXY 5-3, WQCM 5-3, WFLI 5-3, WRFC 7-3, KOIL 9-3, KATI 3-4, CHUM 3-4, KFRC 4-4, WAGY 4-4, WABB 5-4, KUHL 5-4, KEZR 5-4, WOKY 5-4, KRBE 6-4, WGLF 6-4, WAMS 6-4, WAIM 6-4, WRUN 7-4, WFIC 7-4, KDDW 7-4, G100 9-4, KV93 5-5, KOPA 5-5, K-BEST 5-5, WGBF 5-5, WLAC 6-5, WHVL 6-5, KRDG 6-5, KDES 6-5, KBOS 6-5, WAPE 6-5, WBSD 6-5, KPUG 7-5, KRGV 8-5, B-100 9-5, WVJC 13-5, WBLI 6-6, KRTH-FM 6-6, KEYN-FM 7-6, KBEQ 7-6, WZDQ 8-6, WPGC 8-6, WALT 9-6, WLOF 9-6, KOKQ 9-6, WSGN 10-6, WIKS 10-6, G-135 11-6, WQLK 7-7, WKIX 11-7, KHJ 8-8, KFI 9-8, CKLW 9-8, WKMX 9-8, WAIV 10-8, KB-101 13-8, CKGM 13-8, WRQK 16-8, WHBQ 9-9, KLOU 9-9, BJ-105 11-9, F-105 12-9, WJLQ 14-9, WSFL 10-10, 92-Q 10-10, WKNX-AM 12-10, WFOX 14-11, KBDF 14-11, FM-102 17-11, WRVQ 16-13, KOAQ 19-13, KGW 25-15, and KSTN 25-21...added at KOFM...Heavy album sales continue...image cuts highly recommended include "Angel," "Sara," "Sisters Of The Moon" and "Think About Me"...the single has peaked as reporters showing growth slip from 62 to 48%...8th week on chart. Highest chart position: 5.

## 22 13 STEVIE WONDER/SEND ONE YOUR LOVE

(TAMLA)

Profile: WLCS 22-8, WERK 22-12, WG8S 20-13, THE LADY 19-15, WJDX A-15, KRDG 33-18, WSSC 29-19, WFLI D-19, K-BEST 25-20, KATI 33-20, WPST 25-21, WAMS 28-21, WOKY 29-21, WSGA 25-22, KVOL 27-22, KOKQ 29-23, WBLI D-23, KRSP-FM 27-24, WAPE 28-24, KRTH-FM 30-24, Q-106 D-24, KEYN-FM 28-25, KSLQ 29-25, WNOE-AM 31-25, KDWB D-25, WORD D-25, CKLW 29-26, WPGC 29-26, KISR D-26, KDES D-26, WQXI-AM D-26, WCSI D-26, KEZR 29-27, WAXY 29-27, Y100 30-27, 94-Q 30-27, WSKY D-27, CKGM D-27, B-100 D-27, WRFC D-27, M-91 2-28, WZDQ 30-28, KNUS 34-28, KQDI D-28, WHBQ D-28, WRAW D-28, CHUM D-28, KRIG D-28, WQLK D-28, WSFL 40-29, WRQK A-29, F-105 A-29, WKBO D-29, WXLQ D-29, WISM D-29, KFRC D-29, KWIC D-29, KLOU D-29, KROK A-30, WRUN A-30, WUPE D-30, WAIM D-30, WHHY D-30, KQIZ D-30, WKAP D-30, KLIK D-31, KWOD D-31, KNOE D-33, WAYS D-33, WTXI D-34, WLOF A-36, CK101 A-37, KRUX D-38, WAGY A-39, and WAIV D-39...added at QV93, KELI, WABB, WFIC, G100, WGBF, KRGV, WROV, WLSQ, BJ-105, WJET, KIQY, KTFX, WQIQ, K8-101, KS-106, WRT8, KOAQ, WRQK, KUHL, WGLF, KFMK, WALG, WHVL, KGW, Q-101, WDJX, and WAYX...As Bob Burton at WJOX says "'Send One Your Love' refreshes the radio." 45 sales and phones erupting with LP stock just reaching the stores...extremely valuable to programming...giant artist and massive crossover powerhouse...#1 Most-Added for second straight week, also #1 Most-Debuted...reporters showing growth bloom from 43 to 56%...headed Top 5...2nd week on chart.

## 14 14 CHRIS THOMPSON & NIGHT/IF YOU REMEMBER ME

(PLANET)

Profile: WNOE-AM 12-6, WALG 12-7, WQXI-AM 8-9, Z-98 14-9, WHHY 14-9, WERK 15-9, WUPE 16-9, KRDG 10-10, WGH 12-10, Y-103 15-11, WAMS 17-11, KQDI 15-12, WORD 16-12, WPST 17-13, KOIL 18-13, WITZ 20-13, WRAW 21-13, KTFX 26-13, WJET 17-14, KIDD 22-14, WFOX 18-15, KIMN 18-15, WLSQ 23-15, KDES 25-15, KS-106 20-16, WQIQ 24-17, WTXI 21-18, WRFC 22-18, WOKY 22-18, KRNA 25-18, K8DF 28-18, WMEE 22-19, B-100 24-19, WNFQ 25-19, WKAP 25-19, KC-101 23-20, KLIK 23-20, KFI 23-20, WVIC-FM 24-20, WRBR 27-20, WBBM-FM A-20, KRTH-FM 24-21, KRIG 24-21, KISR 27-21, KREM 25-22, WQLK 26-22, KRSP-FM 26-22, WCSI 29-22, QV93 29-23, WAGY 36-23, WSGA 26-24, WISM 29-24, KWOD 32-25, KLOU D-25, KOPA 29-26, WPGC 30-27, KWIC D-27, WKXY D-27, KOBO 31-28, WMOH D-28, J8-105 32-29, WAIV 33-29, KOFM D-29, WLCS A-33, WLOF 37-34, KC8N D-35, Y100 A-36, and WEAM A-37...added at WHBQ, WSFL, KRUX, and KSTN...Good sales and phones continue...pop pattern of teen and adult females...peaking indicators activating as reporters showing growth leveling from 50 to 40%...4th week on chart.

## 21 15 PABLO CRUISE/I WANT YOU TONIGHT

(A&M)

Profile: WKY8 14-7, CK101 15-8, KRGV 15-11, WSKY 21-13, KOBO 23-15, KWOD 23-15, WFLI 26-15, WRFC 19-16, KBOS 19-16, KNOW 21-16, WKNX-AM 23-16, WFOX 22-17, M-91 23-17, KOKQ 23-18, WAIM 23-18, WRAW 26-18, WROV 22-19, WOKY 25-19, WGBF D-19, G-135 24-20, WISM 24-21, WRVQ 25-21, WAGY 27-21, WAPE 27-21, K8DF 29-21, WIKS 25-22, KEZR 25-22, WITZ 29-22, WALG 30-22, KIQY D-22, KORL 26-23, KIDD 26-23, KFRC 27-23, B-100 28-23, KDES 29-23, Q-106 29-23, WCKO D-23, KATI 27-24, KRIG 32-24, WSSC D-24, KOAQ 29-25, WHVL 30-25, WUPE D-25, WRJZ 29-26, WRRD 30-26, KPUG 30-26, KENI 34-26, WRBR D-26, KROK D-26, KRQ 33-27, WMEE D-27, KRSP-FM D-27, WJET A-28, FM-102 D-28, WCSI D-28, WBSD D-29, KQDI D-29, WERK D-29, WHHY D-29, WKMX D-29, WKM D-29, KREM D-29, WRQK A-30, KRTH-FM D-30, WJVC D-30, WBLI D-30, WAYS D-30, KQIZ D-30, Y-103 36-31, WAMS 35-32, KLIK D-32, KNOE D-32, K8EQ D-32, Z-98 D-35, WFIC D-36, KC8N 40-37, WGLF D-37, WTXI D-38, WAIV D-40, and KNUS D-40...added at KHJ, WBBM-FM, G100, WKXY, WLSQ, WEAM, KB-101, KLOU, WKIX, WRQK, KRBE, and WAYX...Covering all demos with sales and callout forming where the group is strong...some programmers are opting for the LP version...#5 Most-Debuted, #15 Most-Added...reporters showing growth cruise from 41 to 52%...2nd week on chart.

## 20 16 KENNY LOGGINS/THIS IS IT

(COLUMBIA)

Profile: KKEG 5-5, KOPA 15-7, 94-Q 10-8, WAIM 18-9, WAGY 22-13, KSLQ 18-14, KISR 21-14, WAXY A-15, WRVQ 19-16, WMOH 19-16, WKAP 20-16, KBEQ 20-16, KVOL 21-16, WERK 25-16, WSKY 27-16, KQIZ 25-17, KLUC 25-17, M-107 22-19, WRQK 23-19, KEZR 23-19, KWOD 30-19, WKMX 23-20, WORD 23-20, KDES 24-20, WALT 24-20, WGBF D-20, WQLK 25-21, WUPE 26-21, CK101 26-21, KRQ 26-21, WSSC 24-22, WGLF 24-22, Y100 27-22, KBDF 30-23, WZDQ 27-24, WKXY 27-24, WRFC 28-24, KYXX 29-24, WAXY D-25, WITZ D-25, WAYS D-25, WCSI D-25, WRQK D-25, WLSQ D-25, KOBO 39-27, WNFQ 35-28, WQIQ A-28, WHHY D-28, KNUS 32-29, KRDG 35-29, M-91 A-29, KRIG D-29, WLOF 33-30, WOKY A-30, KWIC D-30, WBSD D-30, KPUG D-30, KB-101 D-30, WKNX-AM D-30, KBOS 34-31, Z-98 40-31, WRJZ D-31, KRUX 37-33, WNOE-AM 39-35, WLCS A-35, and WALG D-40...added at WFLI, KC8N, KRTH-FM, Y-103, WBLI, KOKQ, WFIC, WPST, WXLQ, WQCM, WAMS, WNUE, WRTB, KOAQ, and CKLW...Former Image Record Of The Week...covering all demos...leans female 12-24 and split evenly male/female 25+...album sales are very impressive...good request action...steady and consistent overall growth...#9 Most-Debuted, #11 Most-Added...the personal favorite of many programmers...reporters showing growth step from 44 to 47%...2nd week on chart.

## 29 17 JEFFERSON STARSHIP/JANE

(GRUNT)

Profile: WFLI D-5, Q-106 20-8, WRAW 16-10, WEAM 14-11, KUPD 17-11, KWK 14-13, WCKO 19-13, KIQY 28-16, KROK 21-17, WRRD 24-18, WKYB 29-20, WHBQ 30-20, 96-KX 26-21, KBOS 27-21, WSSC 28-21, WUPE 27-22, WAPE 29-22, KRUX 32-22, 94-Q 28-23, KLOU 30-23, KOAL 28-24, KOKQ 31-24, WSKY D-24, WITZ D-24, KRSP-FM 28-25, KLUC D-25, KREM 29-26, KSLQ 30-26, KFRC 30-26, WERK D-26, KHJ 29-27, KRIG 35-27, KQIZ D-27, KIMND-27, WNFQ D-27, WPST 33-28, KWIC D-28, WKAP D-28, KISR D-28, G100 D-28, WRT8 33-29, WQIQ A-29, WJET A-29, KNOE D-29, KRBE D-29, WAIM D-29, KC8N 39-30, KRDG 39-30, M-91 A-30, WMEE D-30, WNUE D-30, KDES D-30, WISM D-30, WLSQ D-30, WZDQ 36-31, WAIV 37-31, BJ-105 39-31, KNOW 40-31, WOKY A-31, WSGN D-31, WLOF 39-32, KENI D-32, JB-105 A-33, CK101 36-34, WAGY A-35, KWOD D-37, Y-103 D-38, KNUS D-39, KTFX D-39, and WIKS A-40...added at WMOH, WBSD, KRKE, KLIK, WPGC, WIYD, KYXX, WGBF, WAXY, WCSI, KELI, WAMS, WFIC, WRJZ, WKMX, WRBR, WAYS, KXDD, KOIL, CKGM, WRVQ, WDJX, and B-100...Hi-Jumper Of The Week! Covering 16-24 males and females...requests developing...very valuable image and rock balance to programming...both #4 Most-Added and Most-Debuted...reporters showing growth launch from 42 to 52%...headed Top 10 immediately...2nd week on chart.

## 23 18 CRYSTAL GAYLE/HALF THE WAY

(COLUMBIA)

Profile: KQDI 3-2, WSKY 9-2, WHHY 5-3, G-135 8-4, KKEG 6-6, KATI 7-6, WRJZ 7-6, WCSI 12-6, WKMX 12-6, WRQK 10-7, WALT 11-7, KNOW 11-8, KHJ 14-12, KRGV 16-12, WALG 20-12, M-91 18-14, KBEQ 21-14, WBBM-FM A-15, KRTH-FM 19-16, Q-101 20-16, WITZ 26-16, KYA 23-17, 92-Q 21-18, KOFM 22-19, WISM 26-19, WSGN 26-19, WERK D-19, WRQK 24-20, WGBS D-20, KEZR 24-21, KNOE 26-21, KFI 26-21, WLCS 31-21, WKIX 25-22, KOIL 27-22, WVIC-FM 29-22, WMEE D-22, KC-101 26-24, WOKY 27-24, KQIZ 30-24, KRIG 28-24, KRIG 28-25, WXLQ 28-26, WGLF 32-26, KFRC 29-27, WORD 30-27, KREM D-27, CK101 33-28, WIYD A-28, WEAM A-28, KWOD 34-29, KISR D-29, WFOX D-29, KSTN D-29, WABB D-30, KNUS D-32, KXDD D-33, WFIC 37-34, KRQ 37-34, WQLK 38-34, and WSFL D-40...added at KRSP-FM, KQIQ, KYXX, KIDD, KRUX, and WNOE-AM...Very strong with 25-34 females...sales developing...#14 Most-Debuted...reporters showing growth swell from 36 to 40%...2nd week on chart.

## 13 19 LAUREN WOOD/PLEASE DON'T LEAVE

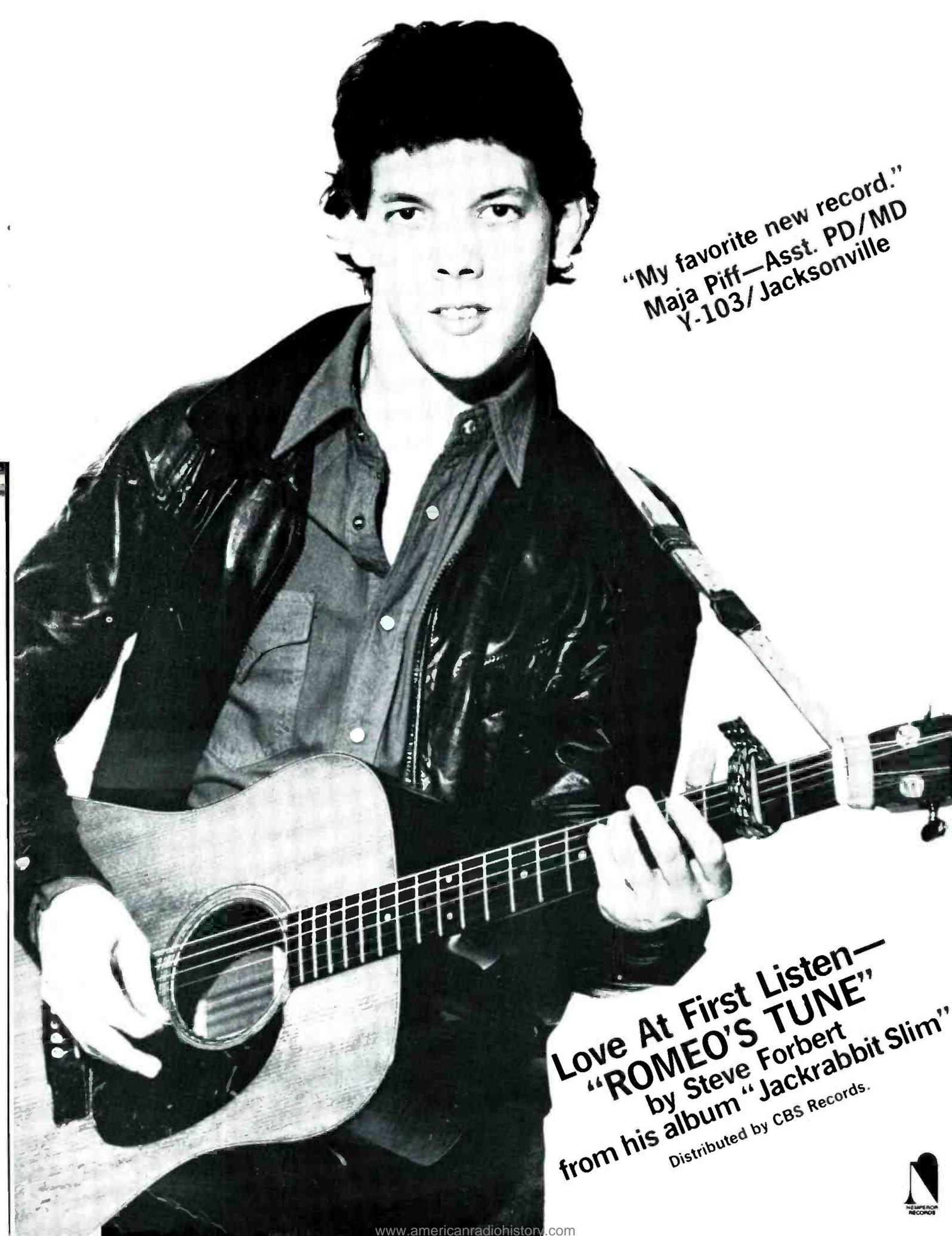
(WB)

Profile: WAIM 7-5, 94-Q 7-6, KEZR 8-6, WRAW 8-8, WKXY 15-8, WKMX 10-9, KS-106 12-9, WZDQ 13-10, KRGV 13-10, KWOD 17-10, WSKY 14-11, WITZ 19-12, WAPE 16-13, WHVL 17-13, WGBF 17-13, WIKS 19-13, WMEE 17-14, WOKY 17-14, KRSP-FM 20-14, WRJZ 17-15, WAIV 18-15, G100 18-15, WHHY 19-15, KRIG 22-15, WCSI 20-16, WPST 20-16, WABB 21-16, KRNA 23-16, WVIC-FM 20-17, KBDF 22-17, WNOE-AM 22-17, KOIL 21-18, KOFM 21-18, KOAQ 23-18, WVJC 23-18, CK101 22-19, WBLI 23-19, WSFL 26-19, KLUC 22-20, KREM 23-20, WALG 23-20, WFOX 23-20, Z-98 23-20, WGLF 24-20, KC8N 25-20, WJLQ 29-20, WAXY 24-21, KQIZ 28-21, KORL 25-22, KISR 25-22, WHBQ 26-22, WAMS 27-23, WRT8 27-24, KPUG 28-25, WMOH 29-25, KB-101 D-26, WISM D-26, WKIX D-27, KC-101 D-27, WXLQ 30-28, WRKO D-28, WKBO D-28, WKAP D-29, WEAM 34-31, WLOF 35-31, KOBO D-38, and KTFX D-38...Excellent callout acceptance now confirmed with 18-34 males and females, leaning 18-24 female...request action continues...peaked as reporters showing growth slip from 48 to 39%...#20 Most-Debuted...5th week on chart. Highest chart position: 13.

## 27 20 DR. HOOK/BETTER LOVE NEXT TIME

(CAPITOL)

Profile: WFLI 12-6, WCSI 15-7, Q-101 14-9, KOBO 21-10, WSFL 15-11, 92-Q 15-12, WOKY 19-12, WORD 19-15, WNFQ 22-15, WUPE 19-16, KISR 20-16, KRGV 21-17, KXDD D-17, KSTN 24-18, WKNX-AM 25-18, WITZ 30-18, KBDF 23-19, WAYS 25-19, M-91 24-20, WLSQ 25-20, KRDG 27-20, WK80



**"My favorite new record."  
Maja Piff—Asst. PD/MD  
Y-103/Jacksonville**

**Love At First Listen—  
"ROMEO'S TUNE"  
by Steve Forbert  
from his album "Jackrabbit Slim"**  
Distributed by CBS Records.

GOD KNOWS

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**FRED** Directory of Radio  
598 Foam Street  
Monterey, CA 93940  
*Fred*

# Universals

24-21, Z-98 34-21, Q-106 25-22, WKMX 25-22, WLOF 27-22, KDES 28-22, WGBS D-22, WRFC 26-23, KATI 26-23, WNOE-AM 27-23, WROK 30-23, WSKY D-23, WHVL D-23, G-135 25-24, KIQY 29-26, WQIQ 29-26, WAIM 30-26, WIKS 31-26, WALG 32-27, WMOH D-27, KOPA 30-28, KROK D-28, CK101 31-29, KBEQ 32-29, WAMS 32-29, KVOL D-29, KTFX 34-30, Y-103 35-30, B.J-105 38-30, WERK D-30, KLIK D-30, KQDI D-30, KRIG D-30, WRTB D-30, WGLF 38-32, WLCS A-34, KRUX 38-35, WFC 39-35, KRQ A-35, JB-105 A-35, KNUS D-37, and WEAM A-39...added at KRTH-FM, WRQK, WTIX, WABB, WPST, KOIL, WGBF, KOFM, WKIX, WJET, KQIZ, KNOE, WQXI-AM, WFOX, and KHJ...Starting to break with sales now developing...covering females and teens, leaning 18+ female...very heavy sales reported at WORD and WHVL...definite LP anticipation, now being released...both #12 Most-Added and Most-Debuted...reporters showing growth thrust from 31 to 45%...2nd week on chart.

## 12 21 BLONDIE/DREAMING

(CHRYSLIS)

Profile: CHUM 7-5, WCKO 12-5, KOFM 28-5, KRQ 10-6, Q-106 12-6, WBSD 8-8, WQIQ 11-9, WTIC-FM 12-9, KBOS 12-10, WITZ 14-10, WKXY 18-10, WAPE 18-10, WRRD 22-10, CK101 14-11, KATI 15-11, WMEE 15-12, JB-105 15-12, WVJC 19-12, WNU 17-13, WLCS 17-13, KRUX 19-13, 92-Q 18-14, WGBF 18-14, KQIZ 20-14, WDJX 17-15, WBLI 18-15, KCBN 21-15, KWIC 19-16, WRKO 20-16, KRIG 23-16, QV93 20-17, WKBO 21-17, KRBE 21-17, KOPA 22-17, WIKS 22-18, KOIL 23-19, KIQY D-19, WBBM-FM D-19, KFRC 22-20, WAGY 24-20, WGH 23-21, KRNA 24-21, WAMS 26-22, KNUS 27-22, KC-101 25-23, WGLF 26-23, WHHY 30-24, FM-102 29-25, WRTB 29-25, KYNO-FM D-25, WOKY 30-26, WIYD D-26, KOAQ 30-27, Y-103 33-27, WRUN A-28, KLIK 34-29, WALT D-29, WALG 31-30, KXDD D-30, B.J-105 40-32, WLOF 38-33, WAIV 40-33, KBEQ 39-37, and Y100 A-37...Request action continues from teens...peaked as reporters showing growth slip from 48 to 36%...6th week on chart. Highest chart position: 12.

## 16 22 KENNY ROGERS/YOU DECORATED MY LIFE

(UA)

Profile: WJLQ 1-1, WLAC 2-1, WKBO 2-2, WAPE 3-2, WLOF 3-2, WABB 2-3, WRKO 3-3, WSFL 3-3, WZDQ 3-3, KQIZ 3-3, WJDX 4-3, KNUS 4-3, KPUG 6-3, WROK 8-3, WBBM-FM 4-4, WFOX 4-4, WISM 6-4, WFC 5-5, WNOE-AM 5-5, KYA 5-5, KREM 5-5, KFI 5-5, F-105 6-5, KSTN 6-5, KNOE 8-5, KRKE 11-5, WXLO 6-6, WRAW 6-6, KLOU 6-6, KENI 6-6, WOKY 7-6, B.J-105 8-6, WALG 8-6, WAXY 10-6, B-100 7-7, KYYX 9-7, Z-98 10-7, WAYX 11-7, K-BEST 11-7, WAMS 5-8, WQXI-AM 6-8, WHBQ 8-8, KRTH-FM 8-8, KLIK 8-8, WTIC-FM 8-8, WNU 9-8, WHVL 9-9, KQIZ 12-9, KFRC 14-9, Y-103 10-10, WBLI 14-10, KHJ 13-11, KB-101 17-13, WLS 17-14, Y100 23-15, WSSC D-20, and WGLF D-39...added at KOFM...All the attention is turning to the new single "Coward Of The County" (see back cover NEXT)...reporters showing growth on "Decorated" slip from 45 to 32%...9th week on chart. Highest chart position: 3.

## 15 23 ANNE MURRAY/BROKENHEARTED ME

(CAPITOL)

Profile: KNOW 6-3, WRKO 6-4, WORD 6-5, Z-98 6-6, WLCS 8-6, KYA 9-7, WKBO 8-8, WRJZ 9-8, JB-105 10-8, KISR 8-9, KQIZ 9-9, WRFC 10-9, KREM 11-9, WVJC 10-10, KIMN 11-10, WSKY 12-10, M-91 13-10, WAMS 14-10, WAGY 15-12, KBDF 17-12, KRIG 19-12, KFI 16-13, WBBM-FM 17-13, WQIQ 17-13, KRBE 17-14, WALT 20-14, WKAP 22-14, KOPA 18-15, WOKY 21-15, WLOF 28-15, WTIC-FM 21-16, WFC 26-16, KENI 31-16, WKXY 20-17, WAYX 20-17, KGW 21-17, WAIV 24-17, F-105 D-17, FM-102 24-18, KPUG 23-19, 92-Q 23-19, WQXI-AM 23-20, B.J-105 23-20, KLOU 24-20, WQCM 26-20, KEYN-FM 27-21, WXLO 25-22, KC-101 29-22, KCBN 34-23, KLIK 30-24, KRTH-FM 27-25, WPST 28-25, KWIC 29-25, KQIZ D-25, WTIX 30-26, Y-103 32-26, WJLQ 30-27, WGLF 31-28, KSLQ A-31, and KWOD 37-34...added at WUPE...Peaked as reporters showing growth slip from 45 to 32%...6th week on chart. Highest chart position: 13.

## 17 24 ELO/CONFUSION

(JET)

Profile: WSSC 15-5, WNFQ 8-6, WLSQ 9-6, WFLI 13-8, WJDX 13-9, Q-101 15-10, WBSD 15-11, 96-KX 16-12, KOBO 20-12, KS-106 17-13, WHHY 20-14, CHUM 21-14, WUPE 18-15, WIKS 20-16, KDES 20-16, KPUG 21-16, WQCM 24-16, KATI 22-17, KENI 30-17, KRBE 23-18, WGBF D-18, WKXY 22-19, WNOE-AM 23-19, KNOW 25-19, WITZ D-19, WRAW 24-21, KQDI 24-21, KRSP-FM 25-21, WRRD 28-21, WZDQ 26-23, WAIM 26-23, KWIC 28-23, WJLQ D-23, WQIQ 26-24, KOFM 30-24, WGLF 28-25, KELI 30-25, KRIG 29-26, KTFX 30-26, KRUX 31-26, KRQ 32-26, Z-97 A-27, WHVL D-27, KFMC D-28, WAYX D-28, WORD D-29, WMOH D-29, WFOX D-30, JB-105 35-31, WAMS D-34, KLIK D-35, Y-103 D-37, and WFC D-40...added at WAIV, and KOAQ...Peaking slowly as reporters showing growth slip from 40 to 32%...#15 Most-Debuted... "Last Train To London" is starting to develop callout acceptance as well... "Confusion" is 4th week on chart...Highest chart position: 17.

## N 25 FOREIGNER/HEAD GAMES

(ATLANTIC)



Profile: KUPD 1-1, WEAM 4-3, KWK 9-4, KSLQ 10-6, KOKQ 17-11, Z-97 21-13, WQLK D-15, WSGA 21-17, KKEG 24-19, WRRD 27-19, WERK D-20, KYYX D-22, WCKO D-22, KBOS 25-23, KEZR D-23, KRKE 28-24, KNOE 31-25, WBSD A-25, WTIC-FM 31-27, Q-106 A-27, WQCM D-27, WHHY D-27, KVOL D-27, Y-103 39-28, 94-Q A-28, KHJ A-28, WVJC D-28, KRTH-FM D-28, CKGM D-28, WPGC D-28, KRSP-FM A-29, KOPA D-29, KQIZ D-29, WKYB D-30, WAPE D-30, KFMC D-30, KTFX 40-31, JB-105 A-32, WRJZ 35-33, CK101 37-33, KRDG D-35, WALG D-36, KATI A-37, and WNOE-AM D-37...added at WRTB, THE LADY, WORD, KQIZ, WMOH, G-135, KRNA, WRVQ, WIYD, KNUS, WSKY, WAYS, WSGN, QV93, WMEE, KQDI, WRAW, KELI, KROK, WGH, WKMX, WPST, KOBO, KIMN, WNU 9-8, WHVL 9-9, KQIZ 12-9, KFRC 14-9, Y-103 10-10, WBLI 14-10, KHJ 13-11, KB-101 17-13, WLS 17-14, Y100 23-15, WSSC D-20, and KWOD 37-34...added at WUPE...Peaked as reporters showing growth slip from 45 to 32%...6th week on chart. Highest chart position: 13.

## 30 26 CAPTAIN & TENNILLE/DO THAT TO ME ONE MORE TIME

(CASABLANCA)



Profile: WKYB 17-10, WAYS 22-15, WAPE 23-16, KFMC 21-17, Z-98 29-17, KRTH-FM 21-18, WSKY 24-19, B.J-105 24-19, WQXI-AM 26-19, KSTN 26-19, WCSI 26-19, WOKY 23-20, KHJ 23-21, WITZ D-21, WGBS D-21, WRAW 25-22, WAIV 26-22, WHBQ 29-24, WKNX-AM 29-26, WKMX 30-26, WSFL 33-26, KATI D-26, WISM 30-27, WSSC 30-27, WQIQ 30-27, KNUS 39-27, WJET A-27, M-91 D-27, KFID D-27, WGLF 37-29, KS-106 D-29, KDES D-29, WRFC D-29, WRQK D-29, KPUG D-29, KSLQ 33-30, KBEQ 33-30, WLCS 35-30, KC-101 A-30, KLOU D-30, KVOL D-30, KISR D-30, WTIC-FM A-31, WAGY 38-32, WALG 38-32, Y-103 40-33, WEAM A-34, WRJZ D-34, WPST D-34, WLOF 40-35, KRQ A-36, KOBO D-37, and KRUX A-40...added at KRGV, KIQY, WHHY, KROK, WKIX, WRTB, KQIZ, KRSP-FM, KNOE, KREM, KWOD, WAMS, WROK, WLAC, WFC, and WERK... Strong adult female acceptance with sales and 18+ phones starting...#7 Most-Debuted, #9 Most-Added for second straight week...reporters showing growth do it from 30 to 41%...headed Top 20 immediately...2nd week on chart.

## N 27 MICHAEL JACKSON/ROCK WITH YOU

(EPIC)



Profile: WRVQ 10-2, WKYB 22-13, WXLO D-13, WQXI-AM 28-15, WLCS 27-16, KORL 28-16, G-135 D-18, KRTH-FM 25-20, WHHY 25-20, WGLF 30-21, CKLW A-21, WORD 26-22, Q-101 27-22, Y-103 28-22, WSFL 34-22, KRGV D-22, WAXY 25-23, Y100 31-23, WEAM A-23, KKEG A-24, WSGN 28-25, KIDD 30-25, WIKS 30-25, WRFC D-25, WLOF 36-26, WHBQ D-27, WKMX D-28, WERK D-28, B.J-105 37-29, WRJZ D-29, KWOD 39-30, WIYD A-30, KBDF A-30, WPGC A-30, CK101 38-32, WAIV 39-32, Z-98 A-33, KOKQ A-34, WALG D-35, KOBO D-39, and KRDG D-39...added at KLOU, WBLI, KNOE, WROV, KDES, KQIZ, WQCM, KSTN, WNFQ, WQZQ, KROK, KFMC, WTIX, KNUS, WNOE-AM, and B-100...FRED Record Of The Week: Most Valuable! *Michael Jackson is the hottest young male artist around! Massive crossover power (Urban 25-8-5)!...45 and album sales skyrocketing and completely locked with whites...phones getting louder...strongest in the pop pattern of teens and 18-30 females...smash LP... actual rank jump: 53-27! Could be Michael's biggest smash ever...we've heard reports that this is the perfect rhythm record for roller skaters. #8 Most-Added, #10 Most-Debuted...reporters showing growth double from 21 to 42%...headed Top 20 immediately...1st week on chart.*

## N 28 KOOL & THE GANG/LADIES NIGHT

(DE-LITE)



Profile: WRKO 13-7, KFMC 14-7, WITX 16-7, KSTN 19-8, KHJ 10-9, KRTH-FM 13-10, KVOL 15-10, KYNO-FM 24-10, WNOE-AM 19-11, WBLI 15-12, Y100 18-13, G-135 17-15, WPGC 18-15, WXLO 21-16, JB-105 25-17, WRJZ D-18, WEAM 24-20, WRTB 26-22, WQXI-AM D-22, KOPA D-23, KRGV D-23, KFI 29-24, WFLI 34-24, KFRC A-24, WABB D-24, KROK D-24, KOKQ 35-25, KUHL D-25, Q-106 D-26, KDES D-28, WTIC-FM A-29, WQZQ D-29, WAXY A-30, KWOD 38-32, WAYS A-34, KOBO 2-36, WIKS D-36, and KBEQ D-39...added at WFC, WKBO, WKIX, WHBQ, WGLF, WISM, WRVQ, WHVL, QV93, KELI, M-91, and B-100...This former #1 Urban selection has now completely crossed to white markets, breaking teens and females wide open! KOPA John Volpe "Huge sales—a stone *smash!*" WRJZ Bob Kagan "Selling well—a truly white record." WTIX Terry Young "White all the way now, leaning female 18-35." KOKQ Jeffrey Mark "Our hottest record—blowing all others away!" Impressive sales and callout developing...#11 Most-Debuted, #13 Most-Added...reporters showing growth cook from 22 to 28%...1st week on chart.

## N 29 JOHN COUGAR/I NEED A LOVER

(RIVA)



Profile: WRRD 7-4, KOAQ 10-4, WCKO 17-7, KDWB 8-8, KBEQ 13-11, WRAW 18-11, WERK 20-11, KEZR 17-13, WBSD 21-16, KS-106 21-17, WFLI 27-18, KKEG 28-18, WPST 22-19, KOPA 23-19, WRTB 23-21, KIQY 27-23, KTFX 28-25, Q-106 30-25, WSSC D-25, WEAM 29-26, KBOS 30-27, KXDD 30-27, WJLQ D-28, WITZ D-28, WCSI D-29, QV93 D-30, KIMN D-30, WZDQ 35-32, KOKQ D-32, Y100 36-33, KLIK D-33, WVJC D-33, WQLK A-35, WSFL D-36, WTIC D-36, and KATI A-40...added at WMEE, CK101, WOKY, WLSQ, WNU 9-8, WHVL 9-9, KQIZ 12-9, KFRC 14-9, Y-103 10-10, WBLI 14-10, KHJ 13-11, KB-101 17-13, WLS 17-14, Y100 23-15, WSSC D-20, and KWOD 37-34...added at WUPE...Peaked as reporters showing growth slip from 45 to 32%...6th week on chart. Highest chart position: 13.

# Universals

acceptance, to lay down a broad demo base...sales and phones starting...already a total smash in several markets...valuable image and balance programming...#10 Most-Added...#13 Most-Debuted...reporters showing growth accelerate from 23 to 32%...1st week on chart.

## N 30 SMOKEY ROBINSON/CRUISIN'

(TAMLA)



Profile: WRFC 7-4, CKLW 7-7, KRTH-FM 15-9, WQXI-AM 12-10, WHHY 12-10, KHJ 17-13, KKEG A-14, WNOE-AM 24-16, Q-101 26-17, KFRC D-19, KOPA 25-21, KRGV D-21, WROV D-23, 92-Q 29-24, WEAM 30-24, Y100 28-25, WPST 30-26, WAYS 31-26, WLSQ 32-27, KC-101 A-28, WFOX D-28, Q-106 D-28, WTIK 34-29, WSGA A-29, KOKQ D-29, WSGN D-29, WALG 39-33, KRIG A-34, KRDG D-37, WSFL D-37, KSLQ A-38, and KATI A-39...added at WKIX, Z-98, WXLO, KIMN, KIDD, WKMX, KQI, WGLF, WYXG, KREM, KWOD, WPGC, KQDI, WMEE, M-91, WFIC, WKBO, WGH, WITZ, WBLI, WRBR, KTFX, KSTN, and WNFQ...Crossover Record Of The Week! Covering 18-34 females solidly with 18+ males developing...heavy phones, leaning female...now crossing completely to white markets...KOKQ Jeffrey Mark "A smash now on its way!" #3 Most-Added, #17 Most-Debuted...reporters showing growth link from 19 to 31%...1st week on chart.

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

KENNY ROGERS/Coward Of The County 49/28/3

(UA)

ISAAC HAYES/Don't Let Go 27/11/5

(Polydor)

DONNA SUMMER/On The Radio 22/10/4

(Casablanca)

TOM PETTY/Don't Do Me Like That 35/26/3

(Backstreet)

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

## SIGNIFICANT ACTION

**BLACKFOOT/TRAIN TRAIN 46/8/6 (ATCO)** Profile: WSSC 7-4, WKYB 12-4, WSKY 16-5, WNFQ 15-10, WFLI 20-11, WRAW 22-12, WRRD 15-13, WRJZ 19-14, WZDQ 22-16, WCKO D-16, WEAM 22-19, KDWB 23-19, WBSD 26-20, KKEG 27-21, Q-101 D-26, WAYS 32-27, KBOS 31-28, WIKS 32-28, WJLQ D-30, WKMX D-30, WRTB 34-31, WTIC-FM A-32, WTIK D-35, WVJC D-37, KNOW D-38, and KCBND D-40...added at KVOL, WROV, Q-106, WALG, BJ-105, WNOE-AM, and KSTN

**RONNIE MILSAP/GET IT UP 53/8/12 (RCA)** Profile: Q-101 1-1, KROK 6-1, WSGN 18-11, KUHL 17-12, WRFC 18-13, KOBO 15-14, Y-103 19-14, WAPE 17-15, WNU 20-16, WIYD 22-17, WALT 28-17, 92-Q 27-21, BJ-105 27-21, WAYS 24-22, WLOF 28-23, WRJZ 28-24, WROV D-25, WKIX D-26, G100 D-30, WQZQ D-30, B-100 D-30, WNOE-AM 37-33, WTIK D-37, and WGLF A-38...added at WABB, WKAP, KOAQ, KRKE, KNUS, QV93, and KBEQ

**ALAN PARSONS/DAMNED IF I DO 65/12/10 (ARISTA)** Profile: 96-KX 8-3, KUPD 7-5, KOPA 20-12, KWK 22-16, WKXY 24-18, Q-106 24-21, KIMN 25-22, KOAQ 27-22, KBEQ 27-23, WAIM 28-24, WLOF 30-24, KDWB A-24, KEZR D-26, WAMS 33-27, WKBO D-27, WRBR D-28, KBOS 35-29, JB-105 34-30, WNFQ 36-30, 94-Q A-30, KYYX D-30, KRIG D-31, KATI 38-34, KNUS 38-34, and WFIC D-37...added at KS-106, WTIK, WISM, WNOE-AM, KOKQ, KIQY, WNU 26, WPST, WORD, and KLUC

**HALL & OATES/WAIT FOR ME 52/11/7 (RCA)** Profile: 92-Q 4-4, WNFQ 20-14, WFLI 33-16, WALG 22-18, KIQY 26-18, Q-106 21-19, WKBO 28-22, KOBO 26-23, KEZR 28-25, WRAW 28-25, KRDG 32-25, KRNA D-25, WKAP 30-26, WVJC 38-26, KUHL D-26, WAIM 29-27, QV93 D-28, WRKO D-29, KATI 34-31, KBOS 38-36, KRQ D-40, and WNOE-AM D-40...added at KROK, KDES, KENI, KRUX, WQCM, KELI, BJ-105, WITZ, WRBR, WTIK, and KRIG

**NITEFLYTE/IF YOU WANT IT 40/4/14 (ARIOLA)** Profile: Y100 6-5, M-107 13-10, WGBS 15-12, WNOE-AM 21-18, WRFC 25-22, KISR 29-23, KTFX 27-24, WAXY A-25, WUPE D-26, KUHL D-27, WKXY D-29, WQXI-AM D-30, WORD D-30, Q-106 D-30, WQIQ D-30, Y-103 38-34, and WFIC D-39...added at WQCM, KC8N, and WAYS

**SUGAR HILL GANG/RAPPER'S DELIGHT 16/10/3 (SUGAR HILL)** Profile: WSGA 10-1, WTIK 37-9, KVOL 23-14, WKNX-AM A-21, WLCS 33-22, WPGC A-22, WQCM D-24, WBSD A-27, and Y100 A-35...added at WEAM, WNU 26, WQZQ, KFMK, G-135, and WQIQ

**TOM JOHNSTON/SAVANNAH NIGHTS 24/4/7 (WB)** Profile: KEZR 11-9, WZDQ 17-15, WKYB 27-16, WRFC 24-19, WSKY 29-21, WKMX 27-24, WITZ D-26, KOKQ 33-28, KQIZ D-28, WNU 26, KIQY D-29, and KNOW D-35...added at G-135, Z-98, KBDF, and WKXY

**EAGLES/THE LONG RUN 29/5/7 (ASYLUM)** Profile: WEAM 4-4, KUPD 13-4, WRRD 9-7, KWK 18-11, KDWB 17-12, KOKQ 22-16, 96-KX 22-17, KISR 18-18, KRQ 34-25, and KYNO-FM D-29...added at KPUG, KRUX, KORL, WLSQ, and KLUC

**CRUSADERS/STREET LIFE 51/0/16 (MCA)** Profile: KBEQ 9-8, M-107 10-8, JB-105 9-9, WXLO 11-10, WAXY 13-10, KRTH-FM 16-13, KWOD 16-13, WALG 21-16, KOKQ 25-21, WRKO 26-24, WGLF 27-24, WKXY D-26, and KOB0 40-30

**AC/DC/HIGHWAY TO HELL 28/1/11 (ATLANTIC)** Profile: KBOS 9-4, WQLK 10-10, WFLI 18-10, WRJZ 15-11, KUPD 20-14, KLUC 20-15, WCKO 21-15, KRBE 22-15, WNU 27-22, 96-KX 27-22, WNOE-AM 29-24, WZDQ 29-26, KRIG D-35, and KBEQ D-40...added at KNUS

**MELISSA MANCHESTER/PRETTY GIRLS 35/8/8 (ARISTA)** Profile: WGLF 16-12, WKXY 16-13, WSSC 17-14, CKLW 21-15, WHHY 21-18, KPUG 25-20, WAIM 24-22, 94-Q 29-25, KQDI 30-25, KBDF D-28, WAYS D-28, WNOE-AM 38-31, WTIK D-39, and Z-98 D-40...added at WLOF, WQXI-AM, WEAM, KDES, KRDG, KOB0, and WFOX

**THE POLICE/MESSAGE IN A BOTTLE 27/7/5 (A&M)** Profile: CHUM 26-16, WCKO D-19, KEZR 26-24, KWK A-24, WSKY D-25, WBSD A-26, WKYB D-27, KKEG A-28, WZDQ 32-30, and KBOS 37-35...added at KB-101, WHBO, Q-106, and WNFQ

**YVONNE ELLIMAN/LOVE PAINS 36/7/9 (RSO)** Profile: KTFX 11-10, WAGY 13-10, WFLI 21-17, BJ-105 28-25, G-135 A-26, WLOF 31-28, KRDG D-28, WTIK 40-33, Y100 34-34, WNFQ D-35, WEAM A-38, WALG D-38, and WGLF D-40...added at WLAC, KOAQ, KDES, WUPE, and KFI

**ENGLAND DAN & J.F. COLEY/WHAT CAN I DO WITH THIS BROKEN HEART 18/10/5 (BIG TREE)** Profile: WFLI 19-12, WJDX 29-24, M-91 D-25, BJ-105 29-26, WEAM 32-29, KROK D-29, Q-101 D-29, WCSI D-30, KXDD D-38, and WLOF D-40...added at WNOE-AM, WMOH, WSFL, KDES, M-107, WITZ, WRAW, KISR, WJLQ, and WQIQ

**FOGHAT/THIRD TIME LUCKY 26/13/4 (BEARVILLE)** Profile: WZDQ 23-19, WAIM 25-19, 94-Q 24-20, WAPE 30-25, WKYB D-28, KEZR D-29, KFMK D-29, KRBE D-30, KBOS 39-37, and WQLK 40-38...added at WQXI-AM, WSSC, WGH, WKBO, WTIC-FM, WAYS, WRAW, WALT, WFLI, KTFX, WHBO, KOKQ, and KHJ

**TRUMP/LET IT BE 14/4/8 (RCA)** Profile: Q-106 17-14, 96-KX 17-14, KUPD 20-17, WFLI 30-21, Z-97 D-25, WRAW 30-27, WQLK 35-31, and WEAM A-32...added at KENI, KRKE, and KRQ

**BUGGLES/VIDEO KILLED THE RADIO STAR 21/7/4 (ISLAND)** Profile: KHJ 26-24, JB-105 33-25, KLOU D-27, WIKS 39-33, KATI 40-33, WZDQ 39-35, Y-103 D-36, and WQLK 39-37...added at KDES, KBOS, WSGN, WISM, WBSD, KIMN, and WUPE

**MOON MARTIN/NO CHANCE 42/10/4 (CAPITOL)** Profile: WAGY 28-22, KXDD 28-25, WAIM 32-28, WAYS 33-29, KIDD D-30, KATI A-38, KBOS D-38, and KTFX D-40...added at KCBN, WBSD, KYYX, KSTN, KPUG, WQZQ, WSSC, WERK, and WNFQ

**IAN LLOYD/SLIP AWAY 20/3/7 (SCOTTI BROS.)** Profile: WRKO 23-19, KBEQ D-25, KBDF D-27, WALT D-30, JB-105 D-34, and WZDQ D-38...added at KBOS, WRAW, and KSTN

**KEITH HERMAN/SHE'S GOT A WHOLE NUMBER 12/1/8 (RADIO)** Profile: WKXY 11-9, Y100 19-16, WRTB 19-17, WNFQ 27-20, WUPE 29-24, and WGBS D-24...added at WSKY

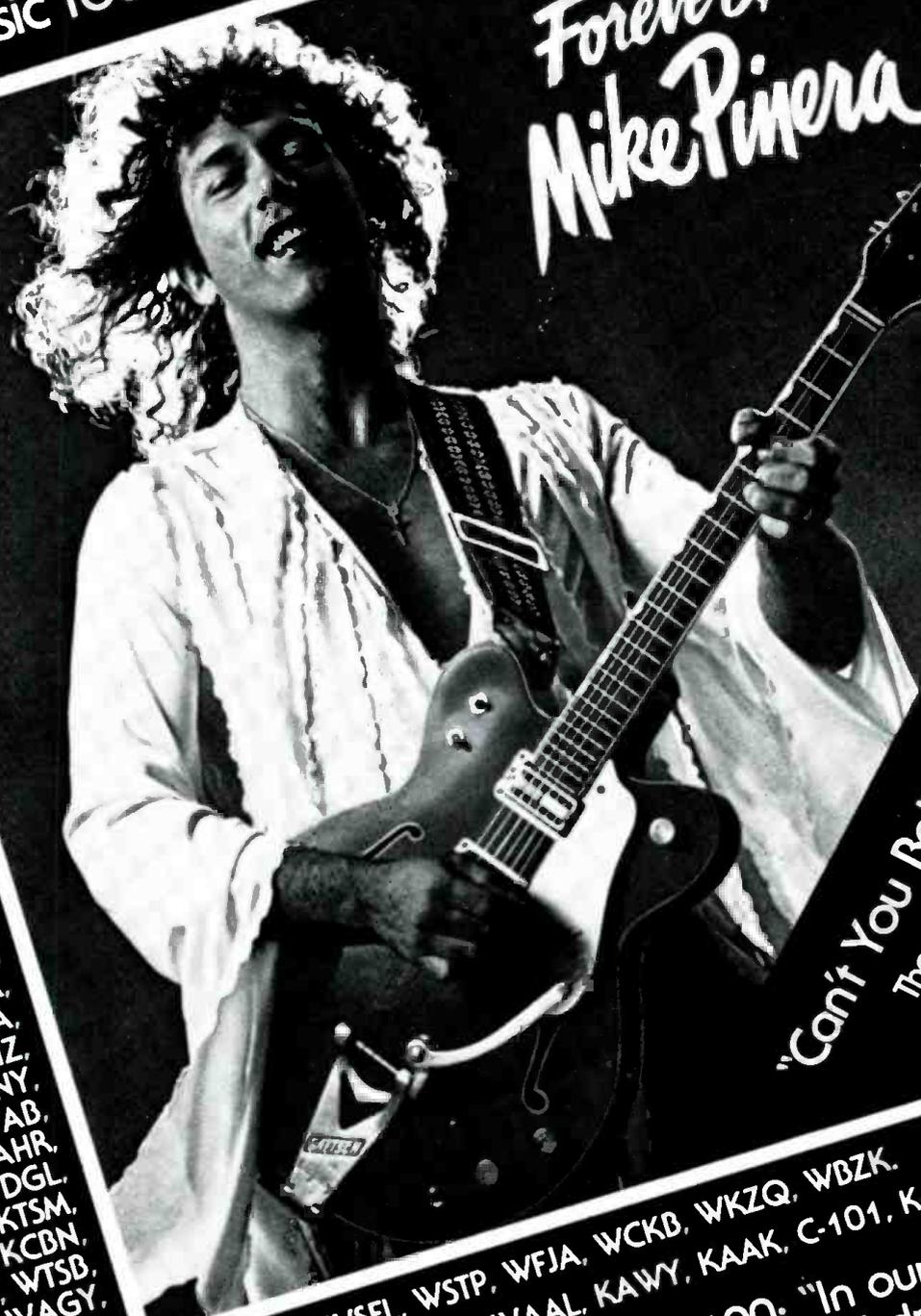


# Mike Pinera



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

## Forever, Mike Pinera



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

On: 98Q,  
WZYP, WDAK,  
WPAX, WDEC,  
WTTI, WDMG,  
WRBN, WOGA,  
WAGL, WEVA,  
WBSD, WKIZ,  
WALG, WHNY,  
WHSB, WTAB,  
WALD, WJHO, WAHR,  
WPXC, WFPM, WDGL,  
WNFQ, WUPE, KISM,  
WKYB, WAIM, KCBN,  
WHNC, WANS, WTSB,  
WJRI, WJMX, WAGY,  
WSSC, Studio 107, WQAM,  
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Top 10 Y-100: "In our research it leans males 18+ and drives teens nuts! That's what drove it Top 10."

# Universals

LED ZEPPELIN/FOOL IN THE RAIN 26/2/12 (SWAN SONG) Profile: KUPD 2-2, Z-97 8-5, WRRD B-5, KDWB 6-6, 96-KX 15-9, KEZR 14-12, Y100 35-32, KRQ 35-32, and KBOS D-40...added at KIQY, and KFRC

FRANK MILLS/PETER PIPER 16/4/3 (POLYDOR) Profile: WKYB 20-12, WHHY 17-13, WSGA 19-16, WJDX 24-17, KFMK 24-20, WAYS 23-21, WKMX 26-21, and WOKY D-28...added at WEAM, G-135, KBDF, and WNOE-AM

RICHIE FURAY/I STILL HAVE DREAMS 21/3/7 (ASYLUM) Profile: 94-Q 8-5, WAIM 12-8, KNOW 20-14, WKYB 28-21, WFLI 29-22, WHBQ 28-26, KVOL 30-26, WALG 36-31, WRJZ 34-32, and WSGN D-32...added at KIMN, WKIX, and WUPE

TIM CURRY/I DO THE ROCK 19/2/9 (A&M) Profile: KEZR 13-11, KBOS 17-13, KOKQ 18-13, KFRC 23-16, WCKO 20-17, KSTN D-27, and WZDQ 40-37...added at KCBN, and KWOD

FLEETWOOD MAC/ANGEL 22/4/5 (WB) Profile: KDWB 20-15, KOKQ 26-19, KORL 27-24, KSTN 30-26, KRQ 38-29, WTIC-FM D-33, Y-103 0-35, and CK101 A-39...added at KISR, KPUG, and WERK

MOLLY HATCHET/JUKIN' CITY 10/1/8 (EPIC) Profile: WEAM A-9, WBBM-FM 15-10, KYYX 23-20, and KRKE D-27

THE SPORTS/WHO LISTENS TO THE RADIO 28/0/8 (ARISTA) Profile: KFRC 16-14, WHBQ 18-15, KATI 24-21, WBSD 27-22, KHJ 28-26, and KLIK D-34

JOE JACKSON/IT'S DIFFERENT FOR GIRLS 6/3/2 (A&M) Profile: CHUM 19-13, WKYB D-22, and CKGM 27-24...added at CK101, WZDQ, and KBEQ

NICK LOWE/SWITCHBOARD SUSAN 8/2/5 (COLUMBIA) Profile: QV93 23-21, KIQY D-27, KSLQ 32-28, KNOW 34-28, and WZDQ D-40...added at CHUM, and KTFX

MARC RATNER/DON'T GO LOOKING 8/0/4 (RSO) Profile: WNOE-AM 25-21, WKYB D-23, KS-106 D-27, and KUHL D-28

RITA COOLIDGE/I'D RATHER LEAVE WHILE I'M IN LOVE 16/13/3 (A&M) Profile: WKMX 18-14, WAIM 31-25, WHHY D-26, and KNOW D-39...added at WITZ, KQDI, KBDF, KRDG, KRTH-FM, WQZQ, WKNX-AM, WLSQ, WSFL, WNU, WORD, WCSI, and Q-101

RAINBOW/SINCE YOU BEEN GONE 5/3/3 (POLYDOR) Profile: 96-KX 6-1, KLUC 23-19, and KUPO A-30...added at KBOS, and KHJ

PAGES/I DO BELIEVE IN YOU 14/4/5 (EPIC) Profile: KUHL 20-16, KHJ 20-18, WEAM 25-22, and KOAQ D-29...added at WRAW, KIQY, KNOW, and KFI

PRINCE/I WANNA BE YOUR LOVER 4/1/6 (WB) Profile: KLOU 4-2, WJDX A-21, and KFMK 28-22

DIONNE WARWICK/DEJA VU 10/6/5 (ARISTA) Profile: WKNX-AM 18-11, WRFC 21-17, KKEG A-27, and CKLW A-30...added at WITZ, KDES, KELI, and KXDD

SNAIL/BROKE UP BROKE DOWN 2/2/1 (CREAM) Profile: added at WRRD, and WALT

ORLEANS/FOREVER 11/2/9 (INFINITY) Profile: KKEG 20-11, WSKY 23-18, and KENI D-30...added at KIQY, and KDES

SHOES/TOO LATE 21/8/5 (ELEKTRA) Profile: WKYB 15-9, WUPE D-27, and WFLI D-28...added at WRFC, WBSD, Q-106, BJ-105, KRKE, and WFIC

HERB ALPERT/ROTATION 12/10/2 (A&M) Profile: KKEG A-13, and KOKQ A-35...added at KORL, WSSC, WSKY, WXLO, WKMX, WKNX-AM, KUHL, and WNFQ

BONNIE RAITT/YOU'RE GONNA GET WHAT'S COMING 6/5/2 (WB) Profile: KSLQ 34-29, and WRRD A-29...added at Z-98, KKEG, KNOW, and WUPE

EAGLES/I CAN'T TELL YOU WHY 11/4/6 (ASYLUM) Profile: 94-Q 20-15, WAGY 25-18, WAIM D-32, and Y-103 D-39...added at WRJZ, WCSI, KYNO-FM, and KORL

CHICAGO/STREET PLAYER 16/3/4 (COLUMBIA) Profile: WSKY 20-17, and KENI D-29...added at WQLK, KRDG, and KTFX

BRENDA RUSSELL/SO GOOD, SO RIGHT 85/2/15 (HORIZON) Profile: M-91 6-5, WORD 10-7, WRAW 20-14, KCBN 19-16, WKMX 21-17, KC-101 21-19, WAMS 22-19, WVJC 29-20, KYA D-23, WGH D-23, WQZQ 27-24, WEAM 28-25, WAGY 30-25, KORL A-26, KXDD 31-28, KELI D-30, WGLF 40-35, and KTFX D-37...added at KYNO-FM

KERMIT THE FROG/RAINBOW SONG 31/2/9 (ATLANTIC) Profile: WRBR 8-6, WKBO 9-6, KBEQ 17-9, QV93 21-11, KTFX 24-14, WQXI-AM 25-14, KORL A-25, and KOIL D-29...added at KNUS

EARTH, WIND, & FIRE/IN THE STONE 35/2/7 (ARC-COLUMBIA) Profile: KORL 9-6, KISR 10-7, KRQ 17-7, M-107 17-14, CK101 19-15, Y100 24-19, WRJZ 27-23, KOBO 34-31, and KXDD D-39...added at KRIG, and WHVL

TERRY DESARIO & K.C./YES I'M READY 13/10/3 (CASABLANCA) Profile: Y100 29-26, and KRTH-FM D-29...added at KOBO, WKYB, WXLO, WAXY, KWOD, WOKY, Q-101, WKMX, KVOL, and WFOX

PAT BENATAR/HEARTBREAKER 8/3/2 (CHRYSALIS) Profile: WRRD A-30...added at KYYX, WKYB, KB-101, and KOBO

BAR-KAYS/MOVE YOUR BOOGIE BODY 4/3/3 (MERCURY) Profile: WHBQ 16-14...added at WSFL, WKYB, and WSSC

KARLA BONOFF/WHEN YOU WALK IN THE ROOM 6/3/3 (COLUMBIA) Profile: Z-98 A-37...added at KIMN, and KENI

SUZI QUATRO/SHE'S IN LOVE WITH YOU 4/3/2 (RSO) Profile: Added at WAIV, WFLI, and WLOF

ELLEN FOLEY/WHAT'S A MATTER BABY 7/3/4 (EPIC) Profile: Added at WAIV, BJ-105, and WLOF

VILLAGE PEOPLE/READY FOR THE EIGHTIES 10/2/4 (CASABLANCA) Profile: WKYB D-26, and WSSC D-30...added at KFMK, and Q-101

MISTRESS/MISTRUSTED LOVE 12/1/5 (RSO) Profile: WKYB 11-5, KRBE 28-22, and WALG 40-34...added at WRTB

MAXINE NIGHTINGALE/(BRINGING OUT) THE GIRL IN ME 15/1/5 (WINDSONG) Profile: WJDX 17-14, and KHJ 25-23...added at WALG

O'JAYS/FOREVER MINE 3/2/3 (PI) Profile: WKIX D-24...added at WFLI, and WORD

DANN ROGERS/LOOKS LIKE LOVE AGAIN 11/2/4 (INT'L ARTISTS) Profile: WITZ D-27, and WNFQ D-38...added at WCSI, and WSSC

CHIC/FORBIDDEN LOVE 18/2/7 (ATLANTIC) Profile: WFLI D-26, and WNOE-AM 33-30...added at KLIK, and WHVL

FLEETWOOD MAC/NEVER MAKE ME CRY 3/1/4 (WB) Profile: KSLQ 6-4...added at WLSQ

DOLLAR/SHOOTING STAR 3/1/2 (CAREER-ATLANTIC) Profile: WKYB 23-17, and WALG D-34...added at WJLQ

NATURE'S DIVINE/I JUST CAN'T CONTROL MYSELF 5/2/7 (INFINITY) Profile: KFMK D-27...added at WHHY, and WROV

EAGLES/IN THE CITY 1/1/1 (ASYLUM) Profile: 96-KX A-27

CRYSTAL MANSION/TALK TO ME 6/1/7 (20TH CENTURY) Profile: WEAM 5-5...added at WSKY

STYX/NEVER SAY NEVER 4/1/2 (A&M) Profile: 96-KX A-29

POINTER SISTERS/WHO DO YOU LOVE? 6/1/6 (PLANET) Profile: KNOW 28-23...added at WSSC

OAK/DRAW THE LINE 2/1/2 (MERCURY) Profile: WUPE 23-20...added at WKYB

ROB GRILL/ROCK SUGAR 3/1/4 (MERCURY) Profile: WQLK A-36

SNAIL/TONIGHT 2/1/2 (CREAM) Profile: WRFB D-33...added at WGLF

ROBERT JOHN/ONLY TIME 5/1/4 (EMI/AMERICA) Profile: WALG 33-29...added at G-135

CUJINI/LET ME SLEEP ALONE 2/1/2 (SCOTTI BROS.) Profile: Y100 34-31...added at KOKQ

BOBBY CALDWELL/MY FLAME 1/1/1 (CLOUDS) Profile: Y100 A-38

JUDY TZUKE/STAY WITH ME TILL DAWN 3/1/2 (MCA-ROCKET) Profile: WALG D-39...added at 92-Q

SANTANA/YOU KNOW I LOVE YOU 4/2/2 (COLUMBIA) Profile: Added at WEAM, and KLOU

STEVE FORBERT/ROMEO'S TUNE 2/2/1 (NEMPEROR) Profile: Added at KUHL, and Q-101

MARK SEXTON/DON'T SAY NO TO ME TONIGHT 1/1/1 (SANDEMAR) Profile: Added at KCBN

SHALAMAR/SECOND TIME AROUND 1/1/1 (SOLAR) Profile: Added at KCBN

KANSAS/ON THE OTHER SIDE 1/1/1 (KIRSHNER) Profile: Added at KLUC

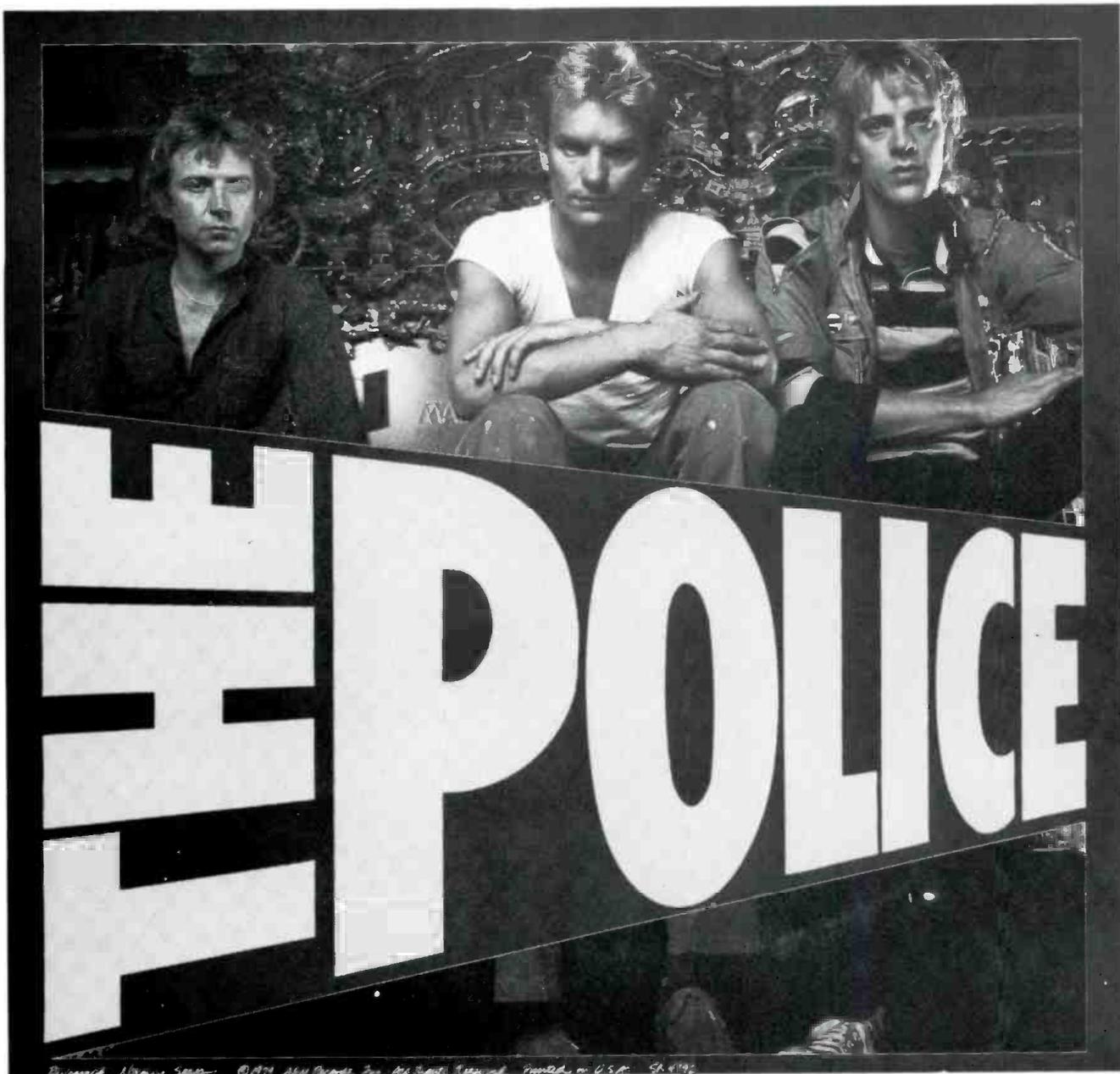
BONNIE TYLER/I BELIEVE IN YOUR SWEET LOVE 1/1/1 (RCA) Profile: Added at JB-105

# Universals

STEVE MARTIN/CRUEL SHOES 1/1/1 (WB) Profile: Added at WSSC  
MIKE PINERA/CAN'T YOU BELIEVE 10/1/6 (SRI) Profile: Added at KKEG  
BEACH BOYS/IT'S A BEAUTIFUL DAY 1/1/1 (CARIBOU) Profile: Added at KIQY  
MOLLY HATCHETT/IT'S ALL OVER NOW 1/1/1 (EPIC) Profile: Added at WQLK  
TANYA TUCKER/LAY IN SOMEONE'S ARMS 3/0/2 (MCA) Profile: WKBO D-30, KRIG D-32, and KOBO 37-33  
ROBERT PALMER/JEALOUS 10/0/4 (ISLAND) Profile: CHUM 27-19, WFLI 35-29, and WQLK D-39  
DAVE EDMUNDS/CRAWLING FROM THE WRECKAGE 4/0/4 (SWAN SONG) Profile: CHUM 16-12, and KNOW 39-36  
EAGLES/DISCO STRANGLER 2/0/2 (ASYLUM) Profile: KEZR 19-14

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KBDF Eugene	Roger Mason	503 484-4304	KYTE Portland	Mike Davis	503 222-1841	WMEE Fort Wayne	John Curry	219 447-5511
KBEQ, Kansas City	Kim Welsh	816 531-2535	KYYX/Seattle	Tony Stone	206 682-2828	WMOH Hamilton, OH	Joe London	513 863-6800
K-BEST/San Diego	Dane Hallam	714 278-1000	KZFM Corpus Christi	Rusty Garrett	512 883-3516	WNAP Indianapolis	Steve Mitchell	317 924 5211
KCBS Tulare, CA	Carl Soares	209 686-3407	The Lady/Miami	Barry James	305 431 6200	WNBC New York	Bob Pittman	212 664-2744
KC-101 New Haven	Curt Hansen	203 777-4761	M-91 San Diego	Jeff Salgo	714 583-9100	WNDE Indianapolis	Oon Geronimo	317 257-7565
KCBN Reno	Palmer Stewart	702 826-1355	Magic 107 Ft Lauderdale	Jean Burns	305 485-4111	WNFQ-FM Lake City, FL	Butch Peiker	904 752-1340
KCFP/Salt Lake City	Gary Waldron	801 972-3030	2Q92 Chesapeake, VA	J.J. McKay	804 421 7111	WNGS W Palm Beach	Lou Downey	305 844-6343
KOES/Palm Springs	Amy Hiatt	714 325-1211	14Q Worcester	Steven York	617 755-1444	WNOC-AM New Orleans	Jack Talley	504 529 1212
KDWB Minneapolis	Dave Thomson	612 739-4000	92-Q Nashville	Nick Bazoo	615 244 8290	WNOK-FM Columbia SC	Tracy Mitchell	803 776-1234
KELI/Tulsa	Ray Livingston	918 622-1430	94Q Atlanta	Jeff McCartney	404 261-2970	WNOR Norfolk	Don Davis	804 623 9667
KENI Anchorage	Jeff Cooper	907 272-7461	O-101 Meridian, MS	Larry O'Neal	601 693-2381	WNUE Ft Walton Beach, FL	Chris Keller	904 243-6188
KEYN-FM Wichita	Jeff Allen	316 838-7744	Q-105 Tampa	Mason Dixon	813 879-1420	WOKY Milwaukee	Rusty Ford	414 442-0150
KEYY/Provo, UT	Lee Kelley	801 373-2175	Q-106/York, PA	Liz Curtis	717 757 9402	WORD Spartanburg, SC	Rick McAllister	803 583-2711
KEZR San Jose	Bob Harlow	408 287-5775	QV-93/Harrisburg	Steve McKee	717 232-9351	WOW Omaha	Roger Davis	402 592-3500
KFI/Los Angeles	Roger Collins	213 385-0101	TR Rock/Dallas	Bob Harper	214 634-8511	WPEZ Pittsburgh	Mark Fritzsche	412 323-5300
KFMK/Houston	Lee Logan	713 797-9198	WAAK/Dallas, NC	Phil Wiseman	704 922 3411	WPFM Panama City, FL	Tom Sawyer	904 234-8858
KFRC San Francisco	Les Garland	415 986-6100	WABB Mobile	Steve Sands	205 432 5572	WPGC Washington, DC	Jim Elliot	202 779-2100
KGB/San Diego	Michele Pettis	714 299-8829	WABU/Adrian, MI	Mark Adams	517 265-1500	WPST Trenton	Tom Taylor	609 924 3600
KGW Portland	Janis Wojnicki	503 226-5000	WAGY/Forest City, NC	Gary Hill	704 245-9887	WQCM Hagerstown MD	Gary Michaels	301 797 7300
KHBJ Canyon, Amarillo	Tony Mathis	806 655-2589	WAIM Anderson, SC	Bill McCown	803 226-1511	WQIQ Aston	Dan Benedetto	215 459-1602
KHJ Los Angeles	Chuck Martin	213 462-2133	WAIV/Jacksonville	Jerry Long	904 783-3711	WQLK/Richmond, IN	Brian Christian	317 966-3932
KHZZ-FM Los Angeles	Connie Singer	213 381-7201	WALQ Louisville	Bob Moody	502 587-7979	WQXI-AM Atlanta	J.J. Jackson	404 261 2970
KIDD Monterey	Ron Rodriguez	408 649-6622	WALG Albany, GA	Skip Elliot	912 883-0180	WRAP Reading, PA	Steve Reid	215 376-7173
KIKK Davenport	Charles King	319 383-7097	WALT/Meridian, MS	Todd Martin	601 693-2661	WRBR/South Bend	Joe Lightner	219 256 1836
KILT Houston	Tish Reyes	713 526-3461	WAMS Wilmington	Tom Summers	302 654-8881	WRFC Athens	Gary Kirk	404 549-6222
KIMN/Denver	Chuck Buell	303 234-9500	WAMX/Ashtand	Gary Miller	606 928-6464	WRJZ Knoxville	Bob Kagan	615 546 6121
KISQ/Corvallis-Albany	Steve Conrad	503 259-2414	WANS/Anderson, SC	Nonna Reel	803 224-3424	WRKO Boston	Harry Nelson	617 725-2700
KIRF-FM/Ft Smith, AR	Rick Hayes	501 285-2527	WAPE Jacksonvile	Paul Sebastian	904 264-4523	WROK Rockford	John Arthur	815 399-2233
KJIN/Houma, LA	John LaBorde	504 872-6828	WAQY/Springfield, MA	Jim Rising	413 525-4141	WROV Roanoke	Barry Michaels	703 343 4444
KJR Seattle	Tracy Mitchell	206 937-5100	WAXY Ft Lauderdale	Staff	305 667-6351	WRQK Greensboro, NC	Wes Jones	919 275-9835
KJRB Spokane	Tommy Hutyler	509 448-1000	WAXS Charlotte	Roy Rosen	704 392-6191	WRRD Minneapolis	Steve Shannon	612 699-1330
KKBC/Reno	Red Mountain	702 882-6263	WAXY/Waycross, GA	Frank Kelly	912 283-1230	WRD Vincennes, IN	Danny Wayne	812 882-6060
KKEG Fayetteville, AR	Jim Beard	501 521-5566	WAZA Baybridge, GA	Jerry White	912 246-2035	WRUN Troy, Utah, NY	Fred Horton	315 736-5225
KKIQ/Livermore, CA	Lenny Mac	415 455-4500	WBFB Rochester	Tom Neast	716 232-7550	WRVQ Richmond, VA	Bill Thomas	804 649-9151
KKOJ/Si Louis	Gary Brown	314 721-2323	WBMM-FM Chicago	Lee De Young	312 944 6000	WSEZ/Z-93 Winston-Salem	Pete Barry	919 722-1347
KKUA Honolulu	Austin Vail	808 946-2869	WBBO Augusta, GA	Bruce Stevens	803 279-6100	WSEF New Bern	Ed Seeger	919 633-2407
KLAZ-FM Little Rock	Karen Williams	501 661-9850	WBLI Long Island, NY	Bill Terry	516 475-1061	WSGA Savannah	Jerry Rogers	912 233-8807
KLEO Wichita, KS	Bob McKay	316 685-0261	WBSS Burlington, WI	Perry Hintz	414 763-6532	WSGN Birmingham	Jay Michaels	205 942-0600
KLIF/Dallas	Jack Darden	214 747-9311	WBSS Pensacola	Jim Golden	904 432 6172	WSKY Asheville, NC	Terry Fisher	704 253-4451
KLIK Jefferson City, MO	Matt Hudson	314 634-2950	WCAO Baltimore	Ron Riley	301 653-2200	WSPS Stevens Point, WI	Pat Martin	715 341-1300
KLOU Lake Charles, LA	Jerry Lousteau	318 436-7277	WCKO Ft Lauderdale	John Galanes	305 731-4800	WSSC Sumter, SC	Rick Clatt	803 773-7369
KLUC Las Vegas	Dave Anthony	702 739-9383	WDAK Columbus, GA	Steve Kelly	404 322 5447	WTAC Flint	Fred Brian	313 694 4146
KMGK/Des Moines	Ben Hill	515 247-4533	WDJX Dayton	Buddy Scott	513 372-8074	WTIC-FM Hartford	Arnold Chase	203 522-1080
KMJK Portland	John Shomby	503 245-1433	WDRX Hartford	Charlie Parker	203 278-1115	WTIX New Orleans	Terry Young	504 561-0001
KNOE-FM/Monroe, LA	Wayne Moorhead	318 387-9900	WEAM Washington, DC	Jim Zipp	703 534-1390	WTKX Pensacola	Chris Hampton	904 438-4730
KNOW/Austin, TX	Lenny White	512 474-9841	WEFM Chicago	Kevin Metheny	312 649-0099	WTOB Winston-Salem	Chris Angel	919 723-4353
KNUI Maui	Doug Cory	808 877-5566	WERC Birmingham	Coyote Calhoun	205 252-3171	WUPE Pittsfield	Marty McGuane	413 499-1531
KNUS/Dallas	Larry James	214 651-1010	WERK/Muncie, IN	Chad Hunt	317 289-3311	WVJC Mt Carmel, IL	Denny Shane	618 262-8989
KOAO Denver	Beau Matthews	303 861-4444	WEZB New Orleans	Dan Vallie	504 581 7002	WVOC-FM Columbus, GA	Fred Petty	904 324-2441
KOBO Yuba City	Ross Forbes	916 673-7677	WFIC Collinsville, VA	Bill Bass	703 647-3761	WWKE Ocala, FL	John Jay	732-8000
KOFM Oklahoma City	Chuck Morgan	405 478-0444	WFIL/Philadelphia	Jay Cook	215 879-1600	WXLO/New York	Don Kelly	212 764-6617
KOIL Omaha, NB	Jimmy O'Neill	402 397-1290	WFOR Roanoke	Frank Grimes	703 345-1511	96-KX Pittsburgh	Michael McGann	412 244-4544
KOKQ Monterey	Jeffrey Mark	408 394-9000	WFLI Chattanooga	Jimmy Byrd	615 821-3555	WZDQ Chattanooga	Anne McCartney	615 842-6604
KOPA Phoenix	Steve Rivers	602 941-1007	WFMF Baton Rouge	Randy Rice	504 383-5271	WZNG Winter Haven	Chuck Walker	813 299-1142
KORL Honolulu	Kimo Akane	808 524-6560	WFOX Gainesville	Sam Church	404 536-9948	WZOO Asheville, NC	Gary Jarret	919 672-0985
KPUG/Bellingham, WA	Bruce Butterfield	206 734-1170	WGBF Evansville	Bary James	812 477-8811	WZUU Milwaukee	Chris Curtis	414 964-3180
KQDI Great Falls	Barry Cooper	406 761-2800	WGBS Miami	Charlie Cook	305 377-8811	WZYQ Frederick, MD	Joe Johnson	301 662-2148
KQEO Albuquerque	Frank Regan	505 243-6791	WGH Norfolk	Bob Canada	804 340-1310	WZZX Louisville	Randy Davidson	502 245-6601
KQIZ-FM Amarillo	Steve Stucker	806 353-6663	WHLF Tallahassee	Ned Smith	904 222-9237	WZZP Cleveland	Tim Bird	216 696-4444
KRBE Houston	Clay Gish	713 960 0123	WHBQ Memphis	Dave Nichols	901 458-0056	Y-95 St Petersburg	Bob McNeil	813 576-9550
KREM Redding, CA	Jerry McGee	916 243-0343	WHFM Rochester, NY	Johnny Rapp	716 454-4884	Y-100 Miami	Robert Muzzy	305 944-1956
KROG-AM/Spokane	Don Nordine	509 448-2008	WHYH Montgomery	Rich Thomas	205 281-9378	Y-103 Jacksonville	Scott Sherwood	904 721-9111
KRGV Westlaco, TX	Jim Patrick	512 968-3131	WHVL Hendersonville, NC	Dave Lyons	704 693-7915	Z-93 Atlanta	Dale O'Brien	404 881-0093
KRIG/ODessa, TX	Ken Carver	915 332-6871	WICC Bridgeport	Gary Peters	303 366-9383	Z-97 Ft Worth Dallas	Gary Mack	817 731-6301
KRKE Albuquerque	Debbie Hughes	505 765-5400	WIFI Philadelphia	Steve Rivers	215 839-0900	Z-104 Frederick, MD	Joe Johnson	301 662-2148
KRLA-Los Angeles	Rick Stangos	213 681-2591	WIKS Indianapolis	Don Geronimo	317 462-7790	91-X San Diego	Gene Knight	714 236-9872
KRNA Iowa City	Rob Norton	319 351-6426	WISM Madison	Jonathan Little	608 271-1486	92-FLY-FM/Albany	Bob Mason	518 456-3600
KROK Shreveport	Ken Shephard	318 222-8711	WITZ AM-FM Jasper, IN	Gene Kuntz	812 482-2131			
KROY-AM Sacramento	Don Selasco	916 441-4950	WIYD Palatka, FL	Brian Douglas	904 325 4556			
KROY-FM Sacramento	Richard Irwin	916 441-4950	WJDX Jackson, MS	Bob Burton	601 982-1062			
KRQ Tucson	Dan McCoy	602 624-2431	WJET Erie	Barney Luv	814 455-2741			



## THE REAL POLICE STORY:

Adds:

WHBQ, KJRB, KWK 24, KUPD,  
Q106, KSKG, KKEG, KB101,  
WNFQ.

Moves:

CHUM 26-16, KQWB 25-19, 3WD 31-28,  
KNOW D-40, WCKO D-19,  
WBSD A-26, WKYB D-27.

On: KEZR 24, WZDQ 30.

**IT'S HAPPENING!**  
The single... "MESSAGE IN A BOTTLE."  
The album... "REGGATA DE BLANC."  
**BB 40\* CB 45\* RW 53\***



On A&M Records and Tapes

# Albums

## NEXT:

**TOTO/HYDRA** (COLUMBIA)

**KEY CUT: ALL US BOYS.** Profile: Hot at KTXQ, KZEW, WBCN, KZAP, KFMH, and KSAN...medium at KMEL, WMMR, WYSP, KMET, WKDF, and WLPL...WMMS A-H, CHOM-FM A-H, KY-102 A-H, KROQ A-H, KYTX A-H, 98-ROCK A-H, ZETA-4 A-H, WZZX A-M, KCBW A-M, KEZY-AM A-M, WAAF A-M, WOUR A-M, WSHE A-M, ROCK-106 A-M, WMET A-M, KLIV A-M, KQFM A-M, KREM A-M, ZETA7 A-M, WLOB A-M, WCPI A-M, KQRS A-M, WDVE A-M, KGON A-M, KBPI A-M, 92-ROCK A-M, WLPX A-M, KPAS A-M, STARVIEW A-L, XL-102 A-L, KTIM A-L, WABX A-L, WNEW-FM A-L, WLLO A-L, WLUP A-L, KAWY A-L, KNAC A-L, KWST A-L, KZEL A-L, WZOK A-L, WLRS A-L, KSHE A-L, KSJO A-L, WGRQ A-L, Z92 A-L, and KDKB A-L...other cuts: St. George And The Dragon, title, White Sisters and 99.

**Z Z TOP/DEGUELLO** (WB)

**KEY CUT: I THANK YOU.** Profile: KYTX A-H, KROQ A-H, ZOOM A-H, KSJO A-H, WDVE A-H, Z92 A-H, KTXQ A-H, KZEW A-H, KPAS A-H, ROCK-106 A-H, WGRQ A-H, C-101 A-H, 98-ROCK A-H, WLPL A-M, KQRS A-M, KBPI A-M, WAAF A-M, WYSP A-M, WLUP A-M, WMMS A-M, WMMR A-M, WLPX A-M, WMET A-M, KZAP A-M, WSHE A-M, KPRI A-M, WLLO A-M, 92-ROCK A-L, STARVIEW A-L, WABX A-L, XL-102 A-L, KY-102 A-L, KMET A-L, KWST A-L, WLRS A-L, KNAC A-L, KGAB A-L, WKDF A-L, KSHE A-L, KMEL A-L, and KLRB A-L...other cuts: Cheap Sun Glasses, I'm Bad I'm Nationwide, She Loves My Automobile and A Fool For Your Stockings.

**38 SPECIAL/ROCKIN INTO THE NIGHT** (A&M)

**KEY CUT: STONE COLD BELIEVER.** Profile: Hot at WLRS, KCBW, and KFMH...medium at WSMI, WOUR, KLIV, WDVE, KYTX, 92-ROCK, XL-102, WZOK, KAWY, KREM, ZOOM, KSJO, STARVIEW, C-101, KTXQ, WYSP, and 98-ROCK...WRUV M-H, WMMS A-M, WAAF A-M, KTIM A-L, WKDF A-L, KEZY-AM A-L, WGRQ A-L, WLPL A-L, and KY-102 A-L...other cuts: Turn It On and title.

**INMATES/FIRST OFFENCE** (POLYDOR)

**KEY CUT: DIRTY WATER.** Profile: Medium at WLUP, KMET, KSAN, ROCK-106, KROQ, WLLO, KTXQ, KPRI, KBPI, and WSMI...KTIM M-H, KZEL L-M, ZOOM L-M, WRUV L-M, KZAP A-M, ZETA7 A-M, KLIV A-M, KREM A-M, WLOB A-M, XL-102 A-L, KYTX A-L, KZEW A-L, STARVIEW A-L, WLPX A-L, KSHE A-L, KMOM A-L, KNAC A-L, WLPL A-L, WGRQ A-L, WDVE A-L, and KMEL A-L...other cuts: open.

**BOOMTOWN RATS/THE FINE ART OF SURFACING** (COLUMBIA)

**KEY CUT: I DON'T LIKE MONDAYS.** Profile: Hot at KNAC, and WMMS...medium at KROQ, XL-102, WAAF, WNEW-FM, KZAP, WLUP, and WSHE...WLOB A-H, WRUV A-H, ZOOM L-M, KGON A-M, ZETA7 A-M, KLIV A-M, KQRS A-M, WKDF A-L, WGRQ A-L, C-101 A-L, WDVE A-L, WLPL A-L, KLRB A-L, KAWY A-L, KY-102 A-L, KZEL A-L, WBCN A-L, KWST A-L, KTIM A-L, KSHE A-L, WLLO A-L, KCBW A-L, KREM A-L, KPRI A-L, Z92 A-L, KDKB A-L, and KBPI A-L...other cuts: When The Night Comes.

## MOST ADDED ALBUMS

1. **TOTO/HYDRA** (COLUMBIA)  
KEY CUT: ALL US BOYS
2. **Z Z TOP/DEGUELLO** (WB)  
KEY CUT: I THANK YOU
3. **THE BOOMTOWN RATS/THE FINE ART OF SURFACING** (COLUMBIA)  
KEY CUT: I DON'T LIKE MONDAYS
4. **THE INMATES/FIRST OFFENCE** (POLYDOR)  
KEY CUT: DIRTY WATER
5. **FABULOUS POODLES/THINK PINK** (EPIC)  
KEY CUT: BIONIC MAN
6. **STEVIE WONDER/THE SECRET LIFE OF PLANTS** (TAMLA)  
KEY CUT: OPEN
7. **38 SPECIAL/ROCKIN INTO THE NIGHT** (A&M)  
KEY CUT: STONE COLD BELIEVER
7. **HEAD EAST/A DIFFERENT KIND OF CRAZY** (A&M)  
KEY CUT: SPECIALTY
8. **ATLANTA RHYTHM SECTION/ARE YOU READY** (POLYDOR)  
KEY CUT: OPEN
8. **ALDA RESERVE/LOVE GOES ON** (SIRE)  
KEY CUT: OPEN

## 12 INCHES

by Steve Jenkins

I'm sure that I'm not the only person who has had doubts. At one time or another, almost everyone has had to stop and reassess their career motivation. You would have to search far and wide for the man or woman who hasn't asked themselves what they're doing with their lives and why. The answer usually comes quickly and it doesn't usually come from an outside source. Occasionally though, one stumbles across something that comes from somewhere other than inside that helps to reinspire and remotivate.

It's been more than a year since I wrote about the rapidly increasing importance of sports to Album Radio's core audience. I have long considered myself to be a fairly typical Album Radio listener in terms of lifestyle. Listening, watching, following and participating in sports are increasingly important parts of that lifestyle. That interest in sports spurred me to subscribe to Sports Illustrated Magazine and it was in the November 5 issue of that magazine that I found an inspiring article about a highly motivated and inspirational man.

His name is Jack Lynch and for the past 19 years he has dedicated his life to keeping the buffalo wolf, commonly known as the lobo, from becoming extinct. The lobo no longer exists in the wild. However, Jack Lynch maintains approximately 80 adult wolves on his farm in Washington's Olympic Peninsula. He is paid nothing and the major part of his time is spent searching the highways for freshly killed animals to provide fresh meat for the wolves. The animals are semidomesticated and cannot survive except as wards. They are essentially antiques and Lynch was asked why he continued as the keeper of the wolves.

"...If the animals in those pens disappear, the buffalo wolf is gone forever. ...In their genes is the history of the evolutionary and ecological forces that made this land—made us too. I have kept something unique, historic and magnificent alive in this world. Before I came to the wolves, I was like a lot of people. I couldn't name one thing I had done that was worth anything to anybody but myself that would have any meaning after I was gone. Now, I have saved the genes of the buffalo wolves. I am part of history, which means I am part of the future, whether anybody remembers my name or not. I believe that my life has been worth something. I don't envy any man."

# Albums

- 1 1 FLEETWOOD MAC/TUSK KEY CUT: TUSK (WB)**  
 Profile: Hot at KREM, KPRI, WBCN, KCBW, Z92, ROCK-106, XL-102, KQRS, KSHE, KLRB, KY-102, KMEL, KZEW, KMET, KBPI, ZETA7, WKDF, KFMH, WLRS, WMMR, KWST, WNOE-FM, WSHE, WYSP, WOUR, WAAF, KEZY-AM, KTIM, WABX, WLPX, WDVE, C-101, KGON, WGRQ, KXFM, KYTX, KTXQ, WCPI, KROQ, WLOB, 92-ROCK, 98-ROCK, WSMI, WMMS, KGAB, WZOK, WRUV, KZEL, KQFM, KLIV, X93, WZZX, ZETA-4, KZAP, WLUP, WLLOL, CHOM-FM, KMOD, ZOOM, and WNEW-FM...medium at WMET, KNAC, WLPL, KPAS, KSJO, and STARVIEW...KAWY M-H...other cuts: Sara, Sisters Of The Moon, Angel, Think About Me, I Know I'm Not Wrong, Not That Funny and The Ledge.
- 2 2 LED ZEPPELIN/IN THROUGH THE OUTDOOR KEY CUT: IN THE EVENING (SWAN SONG)**  
 Profile: Hot at KPAS, KCBW, KLRB, Z92, KMET, KBPI, KQRS, KSAN, KSHE, KMEL, KY-102, WAAF, KZEW, ZETA7, WDVE, WGRQ, WKDF, WLRS, WMMR, WMMS, WNOE-FM, KWST, WYSP, WOUR, ZETA-4, KEZY-AM, KTIM, ZOOM, WLPX, WABX, WBCN, KGON, KSJO, KXFM, KYTX, KTXQ, WCPI, KROQ, WLOB, 92-ROCK, 98-ROCK, WSMI, WLPL, WZOK, WRUV, WSHE, KQFM, KLIV, X93, WZZX, KNAC, KZAP, WLUP, WLLOL, KMOD, WMET, WNEW-FM, KPRI, ROCK-106, and KREM...medium at STARVIEW, KZEL, C-101...other cuts: All My Love, South Bound Suarez, Fool In The Rain, Carouselambra and I'm Gonna Crawl
- 3 3 THE EAGLES/THE LONG RUN KEY CUT: TITLE (ASYLUM)**  
 Profile: Hot at KBPI, KCBW, ZETA7, KAWY, XL-102, KPAS, C-101, KQRS, KSHE, KLRB, KSHE, KMEL, Z92, WAAF, KMET, WABX, WDVE, WGRQ, WKDF, KFMH, KSAN, WMMR, WMMS, KWST, WSHE, WYSP, KY-102, ZETA-4, KEZY-AM, KZEW, ZOOM, WLPX, STARVIEW, WBCN, KGON, KSJO, KXFM, KYTX, KTXQ, WCPI, KROQ, WLOB, WLRS, 98-ROCK, WSMI, WLPL, KGAB, WZOK, WNOE-FM, KZEL, KQFM, KLIV, X93, WZZX, WOUR, KZAP, WLUP, WLLOL, CHOM-FM, KMOD, KTIM, WNEW-FM, KPRI, ROCK-106, and KREM... medium at WMET, KNAC, WRUV, 92-ROCK...other cuts: Heartache Tonight, Those Shoes, Teenage Jail, Disco Strangler, I Can't Tell You Why, In The City, King Of Hollywood and The Greeks Don't Want No Freaks...maintains top position in sales and requests...awesome group power...covering all demos extremely valuable to programing.
- 4 4 STYX/CORNERSTONE KEY CUT: NEVER SAY NEVER (A&M)**  
 Profile: Hot at KPAS, KPRI, KBPI, XL-102, KCBW, ROCK-106, KQRS, ZETA7, KSHE, KMEL, KMET, WAAF, KREM, WABX, WDVE, WGRQ, WKDF, KFMH, WLRS, WMMR, WMMS, KWST, KY-102, WYSP, WOUR, ZETA-4, KEZY-AM, Z92, ZOOM, WLPX, STARVIEW, KGON, KSJO, KXFM, KYTX, KTXQ, WCPI, KROQ, WLOB, 92-ROCK, 98-ROCK, WSMI, WLPL, KGAB, WZOK, WNOE-FM, WSHE, KLIV, X93, WZZX, KNAC, KZAP, WLUP, WLLOL, CHOM-FM, KMOD, KZEW, and C-101...medium at WNEW-FM, WMET, KQFM, KTIM, KZEL, and KSAN...KAWY M-H...other cuts: Lights, Borrowed Time, Love In The Midnight and Babe
- 5 5 CHEAP TRICK/DREAM POLICE KEY CUT: GONNA RAISE HELL (EPIC)**  
 Profile: Hot at WNEW-FM, WLLOL, WBCN, KPRI, WMET, CHOM-FM, Z92, KSHE, STARVIEW, ROCK-106, KBPI, KZEW, WABX, KMOD, WGRQ, KSAN, WLRS, WMMR, WMMS, KPAS, KMET, KREM, C-101, WAAF, KEZY-AM, KTIM, ZOOM, WLPX, WDVE, KQRS, KGON, KSJO, WKDF, KYTX, KTXQ, WCPI, KROQ, WLOB, 92-ROCK, WSMI, KWST, KGAB, WZOK, WSHE, WYSP, KLIV, X93, WOUR, KNAC, KZAP, and WLUP...medium at XL-102, KCBW, WZZX, ZETA-4, KQFM, KZEL, WLPL, WNOE-FM, KY-102, KXFM, KMEL, ZETA7...other cuts: Dream Police, I Know What I Want, The House Is Rockin and I Need Your Love.
- 14 6 TOM PETTY & THE HEARTBREAKERS/DAMN THE TORPEDOES KEY CUT: REFUGEE (BACKSTREET)**  
 Profile: Hot at KZEL, KROQ, WLUP, WYSP, WSHE, WLRS, KTIM, WLOB, KNAC, KLIV, WNEW-FM, KY-102, WMMS, KSAN, KCBW, KMET, KQRS, KBPI, WBCN, KZAP, XL-102, WOUR, KWST, STARVIEW, KMEL, KEZY-AM, ROCK-106, KLRB, WMMR, 98-ROCK, ZETA7, WDVE, KSJO, WGRQ, KYTX, KTXQ, and KFMH medium at Z92, KZEW, KPRI, WMET, KMOD, ZOOM, WZZX, KQFM, ZETA-4, WZOK, WLPL, KGAB, WLOB, 92-ROCK, KSHE, WCPI, KXFM, KPAS, WKDF, and C-101...KREM M-H, WLPX M-H, WAAF M-H, X93 M-H, KAWY M-H, WRUV M-H, WSMI M-H, KGON M-H, and CHOM-FM A-H...other cuts: Don't Do Me Like That, Here Comes My Girl, Even The Losers, What Are You Doing In My Life, You Tell Me and Century City...Gigantic male response...Demos are 16-30, also females 18-24 sales and requests are already top ten in many markets...extremely valuable to programing.
- 6 7 FOREIGNER/HEAD GAMES KEY CUT: TITLE (ATLANTIC)**  
 Profile: Hot at KPAS, KPRI, ZETA7, WLPX, KCBW, ROCK-106, KQRS, KSAN, KSHE, KBPI, KMET, WAAF, C-101, KREM, WDVE, WGRQ, WKDF, KFMH, WLRS, WMMR, KMEL, KWST, KY-102, WYSP, WOUR, KEZY-AM, KZEW, ZOOM, Z92, WABX, KGON, KSJO, KXFM, KYTX, KTXQ, WCPI, KROQ, 92-ROCK, 98-ROCK, WSMI, WLPL, KGAB, WZOK, WMMS, KQFM, KLIV, X93, WSHE, KNAC, KZAP, WLLOL, CHOM-FM, KMOD, and WMET...medium at XL-102, STARVIEW, WZZX, KTIM, KZEL, WNOE-FM, KAWY...other cuts: Rev On The Red Line, Seventeen Women, The Modern Day and I'll Get Even With You... 2nd week on chart
- 9 8 JOE JACKSON/I'M THE MAN KEY CUT: TITLE (A&M)**  
 Profile: Hot at KLIV, WDVE, KTIM, KNAC, WLOB, KYTX, WBCN, WAAF, CHOM-FM, KY-102, KCBW, 98-ROCK, WCPI, WGRQ, KLRB, KFMH, KSHE, KREM, WNEW-FM, WOUR, KEZY-AM, WLUP, KWST, WYSP, WSHE, WMMR, KROQ, and KSJO medium at KQRS, KGON, WABX, ZETA7, XL-102, WLPX, KZEW, ROCK-106, KPRI, ZOOM, C-101, KBPI, WLOB, KZAP, ZETA-4, KQFM, KZEL, KMEL, WZOK, WLPL, WSMI, KSAN, Z92, and KPAS...KTXQ A-M, and KXFM A-M...other cuts: Different For Girls and On Your Radio...phone reaction is excellent...sales are developing...leans males slightly...4th week on chart.
- 8 9 BLONDIE/EAT TO THE BEAT KEY CUT: DREAMING (CHRYSALIS)**  
 Profile: Hot at KEZY-AM, WYSP, KPRI, WMET, X93, KLIV, WDVE, ZOOM, KBPI, WNEW-FM, KNAC, WGRQ, Z92, KFMH, WLRS, KLRB, KSHE, C-101, WOUR, WAAF, KMEL, KTIM, WLOB, WLUP, STARVIEW, WBCN, KSJO, KXFM, WCPI, KROQ, WLOB, 92-ROCK, KSAN, KGAB, WZOK, and KZEL...medium at WKDF, XL-102, KCBW, KREM, WLPX, KQRS, KMOD, ZETA-4, KQFM, WSHE, WSMI, WMMR, KZEW, KAWY...other cuts: Accidents Never Happen, Slow Motion, The Hardest Part and Living In The Real World.
- 7 10 FOGHAT/BOOGIE MOTEL KEY CUT: SOMEBODY'S BEEN SLEEPIN IN MY BED (BEARVILLE)**  
 Profile: Hot at KTIM, KYTX, KCBW, WLLOL, WLPL, WCPI, KAWY, WGRQ, WMET, KNAC, KLIV, WSHE, 92-ROCK, KROQ, KFMH, WLRS, KSHE, XL-102, WDVE, WNEW-FM, WLUP, KZAP, KEZY-AM, WABX, WYSP, KMET, WSMI, 98-ROCK, WLOB, and KSJO...medium at KGON, WKDF, WBCN, KPAS, STARVIEW, KQRS, KREM, KPRI, WLPX, KMOD, Z92, KBPI, ZETA-4, WZZX, WOUR, KZEW, KMEL, KZEL, WZOK, KGAB, KY-102, ZETA7, WMMS, WMMR, and KSAN... X93 M-H, and ZOOM M-H...other cuts: Title and Love In Motion
- 11 11 SANTANA/MARATHON KEY CUT: ALL I EVER WANTED (COLUMBIA)**  
 Profile: Hot at KWST, WCPI, KLRB, WNOE-FM, 98-ROCK, KROQ, KCBW, KEZY-AM, KNAC, KLIV, WSMI, KMEL, WABX, KMET, ZETA7, KPAS, KTIM, KMOD, KAWY, KZAP, KSHE, WOUR, KQRS, C-101, KGON, KSJO, WAAF, and KYTX...medium at KZEW, Z92, WBCN, KREM, WLPX, KY-102, KBPI, WMET, WLLOL, X93, ZETA-4, KSAN, KQFM, KZEL, WZOK, WGRQ, WLPL, ROCK-106, WLOB, WDVE, and XL-102...WLUP M-H, and KXFM A-M...other cuts: Hard Times and Lightning In The Skies...strength continues to build...sales and phones are hot...dont overlook this one...very valuable image artist...demos are spreading...leans male 18+ 5th week on chart.
- 13 12 POLICE/REGATTA DE BLANC KEY CUT: MESSAGE IN A BOTTLE (A&M)**  
 Profile: Hot at WZOK, WMMS, KNAC, KZEL, KWST, KROQ, WBCN, KZAP, WNEW-FM, WOUR, WSHE, 98-ROCK, KYTX, WLOB, KLRB, KREM, KTIM, WLUP, KBPI, WDVE, KFMH, KSJO, ROCK-106, and WYSP...medium at WLPL, ZETA7, KSAN, KTXQ, KCBW, WLRS, Z92, KPRI, CHOM-FM, ZOOM, XL-102, KZEW, ZETA-4, KLIV, WAAF, C-101, KQFM, WMET, KGAB, and KPAS... WCPI M-H, KEZY-AM M-H, 92-ROCK L-M, WNOE-FM L-M, WZZX A-M, and KMOD A-L...other cuts: It's Alright For You, Walking On The Moon and The Bed's Too Big Without You...demos are both M + F 18-24...sales and phones are good... 3rd week on chart
- 10 13 MOLLY HATCHET/FLIRTIN WITH DISASTER KEY CUT: WHISKEY MAN (EPIC)**  
 Profile: Hot at WMMR, WKDF, KEZY-AM, WZZX, KLIV, WZOK, WLPX, KMOD, WLLOL, KCBW, ZETA7, WDVE, KSHE, WLRS, KPAS, ROCK-106, WYSP, WMET, ZOOM, WAAF, WLUP, KZAP, KQRS, KYTX, WCPI, WLOB, and WSMI medium at KQFM, WLPL, KXFM, WABX, KSJO, STARVIEW, KZEW, KPRI, KMET, CHOM-FM, KY-102, KNAC, WSHE, X93, KWST, KREM, KMEL, Z92, KBPI...other cuts: Jukin City, Boogie No More and the title.
- 12 14 JETHRO TULL/STORMWATCH KEY CUT: SOMETHING'S ON THE MOVE (CHRYSALIS)**  
 Profile: Hot at KGAB, KLIV, KEZY-AM, KSHE, KROQ, WDVE, ROCK-106, KMOD, WZZX, WMMS, WSMI, 98-ROCK, WKDF, WCPI, KBPI, KCBW, WAAF, CHOM-FM, WOUR, KNAC, and KWST...medium at WZOK, WMMR, WGRQ, KXFM, C-101, Z92, KSJO, WBCN, WRUV, WABX, STARVIEW, ZOOM, KZEW, KMEL, WLLOL, WLUP, KZAP, X93, KQFM, KPRI, WYSP, ZETA7, KPAS, XL-102, KAWY...other cuts: North Sea Oil, Orion and Home.

# Albums

- 18 15 BONNIE RAITT/THE GLOW** **KEY CUT: YOU'RE GONNA GET WHAT'S COMIN** (WB)  
 Profile Hot at WCPI, KLRB, KWST, WMMS, WOUR, KZAP, WAAF, KEZY-AM, WRUV, WLOB, 98-ROCK, WYSP, KAWY, WBCN, XL-102, and KPAS medium at KZEL, WZOK, ZETA-4, KROQ, KQRS, ZETA7, KTXQ, KYTX, WMMR, KGON, WKDF, STARVIEW, ZOOM, KQFM, KREM, ROCK-106, X93, KTIM, WDVE, C-101, KBPI other cuts Wild For You Baby and I Wanna Thank You .heavy 18+ reaction solid female base...5th week on chart.
- 24 16 KENNY LOGGINS/KEEP THE FLAME** **KEY CUT: LOVE HAS COME OF AGE** (COLUMBIA)  
 Profile Hot at KYTX, KBPI, KCBW, KFMH, KMOD, KAWY, X93, WZOK, KSHE, WMMS, and WSHE...medium at KQFM, ZETA-4, ZOOM, WRUV, KGAB, WSMI, KWST, WCPI, KTXQ, KQRS, 92-ROCK, KXFM, KGON, KZEW, STARVIEW, KPRI, WLPX, WZZX, C-101, Z92, and KREM...WNOE-FM M-H, and WDVE A-L other cuts This Is It...very strong 18+ with heavy female reaction good artist power. sales developing . 3rd week on chart
- 20 17 PAT BENATAR/IN THE HEAT OF THE NIGHT** **KEY CUT: HEARTBREAKER** (CHRYSALIS)  
 Profile Hot at KROQ, KTXQ, KTIM, WLOB, KGON, KSJO, CHOM-FM, KZAP, WYSP, 98-ROCK, and WMMS medium at ZOOM, WDVE, WBCN, KZEL, WAAF, KSAN, KPAS, WOUR, KWST, WCPI, WSMI, KEZY-AM, WRUV, KCBW, KLIV, WZZX, ROCK-106, KPRI, WNEW-FM, WLRS, KSHE, and KBPI .KQRS M-H, and KGAB A-M other cuts I Need A Lover, Don't Let It Show and the title...instant phone reaction from all demos sales are developing key cut is a killer 4th week on chart
- 27 18 OUTLAWS/IN THE EYE OF THE STORM** **KEY CUT: BLUES WATER** (ARISTA)  
 Profile Hot at WZZX, KFMH, ZETA7, WDVE, WGRQ, KSJO, KNAC, KZEL, and 98-ROCK medium at WLPX, WAAF, KGAB, KLIV, KGON, WYSP, C-101, WMMR, KROQ, KSHE, WCPI, WSMI, WLPL, XL-102, WZOK, WOUR, KTXQ, ROCK-106, X93, KMOD, KZAP, KYTX, WKDF, KQRS, and KCBW. WRUV M-H, and KBPI A-L other cuts Long Gone Miracle Man and I'll Be Leaving Soon...continues to gain strong male response .demos are 18-30 sales now developing 3rd week on chart
- 19 19 SHOES/PRESENT TENSE** **KEY CUT: TOMORROW NIGHT** (ELEKTRA)  
 Profile Hot at KFMH, KTXQ, WSHE, KWST, KCBW, WYSP, KMET, and 98-ROCK medium at KTIM, WLPL, WSMI, KEZY-AM, KNAC, ZOOM, WDVE, 92-ROCK, KZEW, ZETA7, KSJO, WCPI, WMMR, WLRS, WBCN, KREM, ROCK-106, KGAB, STARVIEW, KBPI, WLUP, and WMET .WRUV M-H, X93 L-H, KGON L-M, and WNOE-FM A-M . other cuts I Don't Miss You, Cruel You, Too Late, Every Girl and Now And Then
- 16 20 AC:DC/HIGHWAY TO HELL** **KEY CUT: TITLE** (ATLANTIC)  
 Profile Hot at WLOB, WMET, WLRS, WGRQ, WLUP, Z92, WLOL, KLIV, WLPL, ZETA7, KGON, WZOK, and WABX medium at WMMS, WMMR, KY-102, KQFM, WSMI, WKDF, KWST, 92-ROCK, WBCN, WDVE, KSAN, KTIM, KEZY-AM, WSHE, KNAC, KREM, KZEW, KMET, and KBPI . WNOE-FM M-H . other cuts Shot Down In Flames, Girls Got Rhythm and Touch Too Much
- 21 21 HALL & OATES/X-STATIC** **KEY CUT: BE BOP DROP** (RCA)  
 Profile Hot at STARVIEW, KWST, KROQ, KLRB, KFMH, KTIM, and X93... medium at ZOOM, KZEW, KMEL, KEZY-AM, KLIV, XL-102, ZETA-4, WCPI, WYSP, KYTX, KSJO, WSHE, KGON, WLOB, KGAB, WZOK, KQFM, WBCN, WMMS, C-101, KAWY other cuts Wait For Me, Intravino and Woman Comes And Goes.
- 17 22 THE ALAN PARSONS PROJECT/EVE** **KEY CUT: I'D RATHER BE A MAN** (ARISTA)  
 Profile Hot at WMMS, WLOB, WNOE-FM, CHOM-FM, WAAF, WGRQ, KBPI, KCBW, WLRS, KMOD, KQFM, KGAB, KSJO, C-101, and WCPI...medium at KXFM, KPAS, KREM, WBCN, KZEW, WZZX, KY-102, WSMI, 92-ROCK, WDVE, KWST, Z92 other cuts Damned If I Do and Don't Hold Back.
- 28 23 THE HEADBOYS/THE HEADBOYS** **KEY CUT: THE SHAPE OF THINGS TO COME** (RSO)  
 Profile Hot at KQFM, WYSP, KTIM, and WBCN medium at KLIV, KLRB, KZEW, WAAF, KCBW, KSAN, WMMS, ZOOM, KSHE, KREM, KSJO, KGON, KYTX, KTXQ, WMMR, WCPI, 98-ROCK, WOUR, KWST, ROCK-106, KNAC, KZAP, and STARVIEW...KZEL M-H, KMOD L-M, 92-ROCK A-L, and WLRS A-L other cuts Stepping Stones, Changing With The Times, Kickin The Kans and The Ripper gaining strong 18-30 support male and female heavy phones, sales developing 2nd week on chart
- 23 24 JOHN COUGAR/JOHN COUGAR** **KEY CUT: I NEED A LOVER** (RIVA/PHONOGRAM)  
 Profile Hot at WLOB, KAWY, WOUR, WYSP, KPAS, 98-ROCK, and KPRI medium at KQRS, WCPI, KTXQ, KSJO, WGRQ, STARVIEW, KLIV, WRUV, WDVE, KZAP, WNEW-FM, Z92, and ROCK-106 WZOK M-H, and ZETA-4 A-M other cuts Small Paradise, A Little Night Dancing and Miami
- 15 25 BOB DYLAN/SLOW TRAIN COMING** **KEY CUT: GOTTA SERVE SOMEBODY** (COLUMBIA)  
 Profile Hot at WRUV, WKDF, KQFM, WNOE-FM, C-101, Z92, WOUR, WZZX, WMMS, KBPI, WLOB, KYTX, ZOOM, and WLPX medium at WGRQ, WLOL, KNAC, KEZY-AM, WDVE, KZEL, KXFM, KSJO, STARVIEW, WMMR, KQRS, KMOD, KAWY other cuts Precious Angel, Gonna Change My Way Of Thinking and title
- N 26 STEVE FORBERT/JACKRABBIT SLIM** **KEY CUT: ROMEO'S TUNE** (NEMPEROR)  
 Profile Hot at KBPI, WRUV, XL-102, WNEW-FM, and WOUR . medium at WLOL, KAWY, WLUP, KZEW, 98-ROCK, WDVE, X93, KFMH, STARVIEW, WCPI, KTXQ, KYTX, WSHE, KSJO, KREM, ZETA-4, WMMR, KQRS, KQFM, KCBW, and ZETA7 KZEL M-H, ZOOM L-M, KTIM L-M, KZAP A-M, WZZX A-M, KXFM A-M, WZOK A-L, and WLPX A-L . other cuts Say Goodbye To Little Joe. Album Of The Week debuts with 51% reporter support demos are across the board. sales and requests have already taken off 1st week on chart
- 22 27 TALKING HEADS/FEAR OF MUSIC** **KEY CUT: LIFE DURING WARTIME** (SIRE)  
 Profile Hot at KLIV, KROQ, WYSP, KNAC, KQFM, WLUP, KSJO, and CHOM-FM medium at WNOE-FM, WLRS, WDVE, WRUV, KFMH, WNEW-FM, WLOL, WGRQ, C-101, KPAS, KLRB . other cuts: I Zimbra, Heaven, Air, Paper, And Animals
- N 28 APRIL WINE/HARDER FASTER** **KEY CUT: I LIKE TO ROCK** (CAPITOL)  
 Profile Hot at CHOM-FM, STARVIEW, KTXQ, and KFMH medium at KGON, WCPI, WDVE, WLPX, KZAP, ROCK-106, KLIV, KYTX, KREM, WYSP, 92-ROCK, WLOB, 98-ROCK, WLPL, KGAB, WZOK, KSHE, and ZETA7. WRUV M-H, KZEL L-M, KSAN A-L, WLRS A-L, KZEW A-L, and C-101 A-L other cuts Say Hello and Lady's Man debuts with very strong male support sales and phones are good ..1st week on chart
- 26 29 THE WHO/QUADROPHENIA** **KEY CUT: 5:15** (POLYDOR)  
 Profile Hot at WYSP, WZZX, WRUV, WLPL, WLOB, WMMS, and KSJO . medium at KEZY-AM, 92-ROCK, KMEL, WCPI, WSMI, WDVE, KGAB, ZETA7, KBPI, KMOD, and KREM KXFM A-M other cuts Joker James, Get Out And Stay Out and Four Faces
- 30 30 THE CARS/CANDY-O** **KEY CUT: DANGEROUS TYPE** (ELEKTRA)  
 Profile Hot at KNAC, WMMR, WMET, WBCN, KMET, WLRS, C-101, KGON, KMOD, KZEW, WGRQ, KGAB, WZOK, and KQFM medium at 92-ROCK, WNEW-FM, KXFM, WLOL, WZZX, KSAN, KQRS other cuts It's All I Can Do, Got A Lot On My Head, Double Life, Since I Held You and Lust For Kicks

## SIGNIFICANT ACTION:

**SPORTS/DON'T THROW STONES** **KEY CUT: WHO LISTENS TO THE RADIO** (ARISTA) Profile Hot at KSJO, and KFMH...medium at WNEW-FM, WYSP, KTIM, KGON, KZAP, WCPI, KROQ, 98-ROCK, WAAF, WMMR, X93, and KNAC .WRUV M-H, KZEL L-M, and KEZY-AM A-M .other cuts title, Suspicious Minds and Tired Ol Me

**KARLA BONOFF/RESTLESS NIGHTS** **KEY CUT: TROUBLE AGAIN** (COLUMBIA) Profile Hot at KAWY, KREM, KBPI, and KYTX medium at WCPI, WKDF, ZETA7, C-101, KLRB, WBCN, X93, WRUV, KZEL, KQFM, KLIV, ZOOM, WLOL, KMOD, and XL-102 WMMS A-M, and KSJO A-L. other cuts Baby Don't Go and When You Walk.

**20/20/20/20** **KEY CUT: CHERI** (EPIC) Profile Hot at KNAC . medium at KCBW, KYTX, WBCN, KGON, WYSP, KTIM, KTXQ, KROQ, WLOB, 98-ROCK, KLIV, KWST, KSJO, ROCK-106, and KREM KMOD A-L, and KMET A-L .other cuts Yellow Pills

**ATLANTA RHYTHM SECTION/ARE YOU READY** **KEY CUT: OPEN** (POLYDOR) Profile Hot at KFMH .medium at WLPL, ZETA7, KMET, C-101, ZOOM, KXFM, KYTX, WOUR, KROQ, and KEZY-AM. WRUV M-H, KQFM A-M, WCPI A-M, WZZX A-M, XL-102 A-L, WNEW-FM A-L, KNAC A-L, and WSMI A-L other cuts open.

# Albums

**HEAD EAST/A DIFFERENT KIND OF CRAZY** KEY CUT: **SPECIALTY (A&M)** Profile: Medium at KZAP, WSMI, C-101, X93, KZEW, WZOK, ZETA7, and WCPI...WLPX M-H, ZOOM L-M, KZEL L-M, KLIV A-M, KROQ A-M, KY-102 A-L, WNEW-FMA-L, WLUP A-L, KSAN A-L, XL-102 A-L, and Z92 A-L...other cuts: Too Late, Got To Be Real and Keep A Secret.

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

**GAMMA/GAMMA 1** KEY CUT: **I'M ALIVE (ELEKTRA)** Profile: Hot at KBPI, KSJO, and KYTX...medium at KSAN, WYSP, ZOOM, WMMS, STARVIEW, WLRS, WSMI, KLIV, KNAC, KCBW, KQRS...other cuts: Fight To The Finish.

**TOM JOHNSTON/EVERYTHING YOU HEARD** KEY CUT: **SAVANNAH NIGHTS (WB)** Profile: Hot at KAWY, KTIM, and KFMH...medium at C-101, KNAC, KSJO, KLIV, KYTX, KWST, X93, KMEL, KMOD, and XL-102...WRUV A-L...other cuts: Small Time Talk and Outlaw.

**FABULOUS POODLES/THINK PINK** KEY CUT: **BIONIC MAN (EPIC)** Profile: Medium at 92-ROCK, and KNAC...WMMS A-H, WSHE A-M, ZETA7 A-M, KFMH A-L, WKDF A-L, KLRB A-L, KTIM A-L, WOUR A-L, WBCN A-L, KZEW A-L, WRUV A-L, KZEL A-L, WNEW-FM A-L, WLUP A-L, KSAN A-L, KREM A-L, and KAWY A-L...other cuts: Man With Money.

**RICK DERRINGER/GUITARS AND WOMEN** KEY CUT: **SOMETHING WARM (BLUE SKY)** Profile: Hot at KSJO, and X93...medium at XL-102, ZETA-4, WSHE, WSMI, KZEL, WOUR, WLUP, ROCK-106, ZETA7, and KPAS...KREM A-L, and KSAN A-L...other cuts: It Must Be Love and Desires Of The Heart.

**PABLO CRUISE/PART OF THE GAME** KEY CUT: **I WANT YOU TONIGHT (A&M)** Profile: Hot at C-101...medium at KMOD, ZOOM, KXFM, KTXQ, KROQ, ZETA-4, WZOK, and KLIV...XL-102 L-M, KTIM L-M, KZEL L-M, and KREM A-L...other cuts: open.

**NICOLETTE LARSON/IN THE NICK OF TIME** KEY CUT: **OPEN (WB)** Profile: Hot at KYTX...medium at XL-102, WMMS, WSHE, WKDF, ZOOM, C-101, KAWY, KZEL, X93, and ZETA-4...KMOD A-L, and STARVIEW A-L...other cuts: open.

**CINDY BULLENS/STEAL THE NIGHT AWAY** KEY CUT: **TOO CLOSE TO HOME (CASABLANCA)** Profile: Hot at KFMH...medium at WSHE, ZOOM, KZEW, WYSP, KWST, WOUR, WBCN, and KSJO...KZEL L-M, 98-ROCK A-M, KZAP A-M, KROQ A-M, WMET A-L, and WKDF A-L...other cuts: open.

**J.D. SOUTHER/YOU'RE ONLY LONELY** KEY CUT: **TITLE (COLUMBIA)** Profile: Hot at WMMS, and STARVIEW...medium at ZETA-4, WNEW-FM, KXFM, WCPI, X93, KGAB, ZOOM, KREM, C-101...other cuts: Trouble In Paradise and White Rhythm And Blues.

**PETER GREEN/IN THE SKIES** KEY CUT: **TITLE (SAIL)** Profile: Hot at WRUV, WMMS, and KTIM...medium at KAWY, C-101, and KZEL...XL-102 L-M, WCPI A-M, KXFM A-M, STARVIEW A-L, WBCN A-L, KY-102 A-L, and KWST A-L...other cuts: open.

**DUNCAN BROWN/STREETS OF FIRE** KEY CUT: **AMERICAN HEARTBEAT (SIRE)** Profile: Hot at KFMH, and KZEL...medium at WBCN, KTXQ, KAWY, WCPI, and KCBW...WRUV M-H, KZAP A-M, and ZETA7 A-L...other cuts: Fauvette.

**HORSELIPS/SHORT STORIES/TALL TALES** KEY CUT: **GUESTS OF THE NATION (MERCURY)** Profile: Medium at X93, KZEL, KCBW, WOUR, and KTIM...WMMS A-M, STARVIEW A-L, KSHE A-L, KSAN A-L, and C-101 A-L...other cuts: open.

**ALDA RESERVE/LOVE GOES ON** KEY CUT: **OPEN (SIRE)** Profile: Medium at WYSP, and KNAC...WMMRA-M, KSAN A-L, WSHE A-L, KTIMA-L, WLOB A-L, KLRB A-L, and KAWY A-L...other cuts: open.

**STEVIE WONDER/SEND ONE YOUR LOVE** KEY CUT: **OPEN (TAMLA)** Profile: Medium at WNEW-FM, and ZETA-4...WNOE-FMM-H, C-101 A-H, KROQ A-H, KQFM A-M, KBPI A-M, KTIM A-L, KZEL A-L, WBCN A-L, WOUR A-L, and KAWY A-L...other cuts: open.

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

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

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

**TANYA TUCKER/TEAR ME APART** KEY CUT: **OPEN (MCA)** Profile: Medium at C-101...ZOOM L-M, KXFM A-M, WLOB A-L, WNEW-FM A-L, WRUV A-L, KROQ A-L, and WBCN A-L

**POINT BLANK/AIRPLAY** KEY CUT: **MEAN TO YOUR QUEENIE (MCA)** Profile: Hot at WLOL, and KY-102...medium at KQRS, KLIV, XL-102, KMOD, and WLRS...WABX A-L...other cuts: open.

**BOB MARLEY/SURVIVAL** KEY CUT: **WAKE UP AND LIVE (ISLAND)** Profile: Hot at WRUV, and WBCN...medium at KZEL, KROQ, KTIM, KLRB...other cuts: Top Ranking.

**IAN LLOYD/GOOSE BUMPS** KEY CUT: **SHE BROKE YOUR HEART (SCOTTI BROS.)** Profile: Hot at KROQ...medium at WSMI, 92-ROCK, KZEL, and KPAS...X93 M-H...other cuts: title.

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

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

**WHITE SNAKE/LOVE DRIVE** KEY CUT: **TITLE (UA)** Profile: Hot at KYTX, and KFMH...medium at WYSP, ZOOM, and KROQ...WKDF A-L...other cuts: open.

**GARY MOORE/BACK ON THE STREETS** KEY CUT: **TITLE (JET)** Profile: Hot at WLOB, and KFMH...medium at KZAP...WYSP A-M, KROQ A-M, and WNEW-FM A-L...other cuts: open.

**GARY NUMAN & TUBEWAY ARMY/REPLICAS** KEY CUT: **ARE FRIENDS ELECTRIC (ATCO)** Profile: Medium at WGRQ, WLRS, KROQ, KLIV, KPAS, WDVE...other cuts: open.

**FRANK ZAPPA/JOE'S GARAGE-ACT I** KEY CUT: **TITLE (ZAPPA RECORDS)** Profile: Hot at KQFM...medium at KZEL, KROQ, KMOD, WBCN...other cuts: open.

**YACHTS/S.O.S.** KEY CUT: **YACHTING TYPE (POLYDOR/RADAR)** Profile: Hot at KQFM...medium at KROQ, KLIV, WOUR...other cuts: open.

**SAD CAFE/FACADE** KEY CUT: **TAKE ME TO THE FUTURE (A&M)** Profile: Medium at KZEW, KLIV, X93, KPAS, ZETA7

**BRAND X/PRODUCT** KEY CUT: **OPEN (PASSPORT)** Profile: Medium at WOUR, KTIM, WRUV, KNAC, KFMH

**INTERVIEW/BIG OCEANS** KEY CUT: **YOU DIDN'T HAVE TO LIE TO ME (VIRGIN)** Profile: Hot at KZEL...medium at WMMS, and KREM...WRUV M-H  
**THE HOUNDS/PUTTIN' ON THE DOG** KEY CUT: **UNDER MY THUMB (COLUMBIA)** Profile: Hot at WMET, and WLUP...medium at WZOK, and KGAB...KYTX A-L...other cuts: Do Wha Diddy Diddy.

**ALIAS/CONTRABAND** KEY CUT: **OPEN (MERCURY)** Profile: Medium at ROCK-106, KCBW, XL-102, ZETA7...other cuts: open.

**STEVE MARTIN/COMEDY IS NOT PRETTY** KEY CUT: **OPEN (WB)** Profile: Hot at KBPI...medium at WCPI, KMOD, and WNEW-FM...WKDF A-L

**ANGIE/PEPPERMINT LUMP** KEY CUT: **12" (STIFF/IMPORT)** Profile: Hot at WBCN...medium at KY-102, WLOL, KQRS

**BLISS BAND/NEON SMILES** KEY CUT: **OPEN (COLUMBIA)** Profile: Medium at KEZY-AM, WSMI, XL-102, KQRS...other cuts: open.

**ROB GRILL/ROCK SUGAR** KEY CUT: **TITLE (MERCURY)** Profile: Medium at WMMS, KROQ, WSMI, KFMH...other cuts: open.

**CITY BOY/THE DAY THE EARTH CAUGHT FIRE** KEY CUT: **TITLE (ATLANTIC)** Profile: Medium at CHOM-FM, KSJO, and KREM...KMOD L-M...other cuts: open.

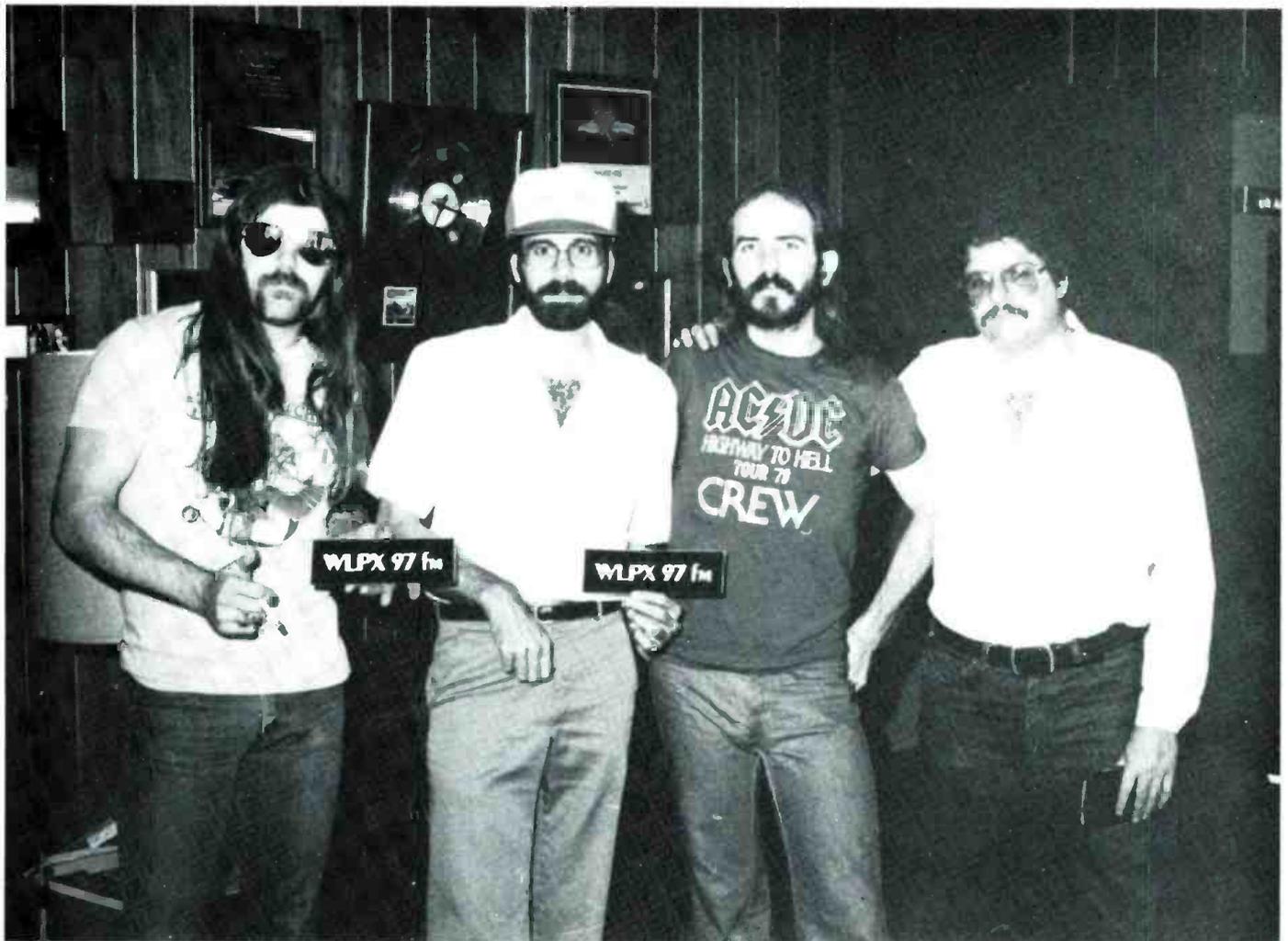
**SVT/HEART OF STONE** KEY CUT: **12" (415)** Profile: Medium at KWST, and KNAC...WRUV M-H

**BLUE STEEL/NO MORE LONELY NIGHTS** KEY CUT: **TITLE (INFINITY)** Profile: Hot at KMET...medium at WYSP, KFMH...other cuts: open.

**DESMOND CHILD & ROUGE/RUNNERS IN THE NIGHT** KEY CUT: **MY HEARTS ON FIRE (CAPITOL)** Profile: Hot at KAWY...medium at WBCN, C-101...other cuts: open.

# Albums

FM/SURVEILLANCE KEY CUT: OPEN (ARISTA) Profile: Medium at WOUR, KSJO, WYSP...other cuts: open.  
RUPERT HOLMES/PARTNERS IN CRIME KEY CUT: OPEN (INFINITY) Profile: Medium at STARVIEW, and ZETA 4...WRUV L-M...other cuts: open.  
TANTRUM/RATHER BE ROCKIN' KEY CUT: TITLE (OVATION) Profile: Hot at C-101...WLUP L-M, KCBW A-M, and KFMH A-L...other cuts: open.  
NATIVE SON/NATIVE SON KEY CUT: OPEN (INFINITY) Profile: Hot at C-101...medium at WAAF...WRUV A-L...other cuts: open.  
BUZZCOX/GOING STEADY KEY CUT: OPEN (A&M) Profile: Medium at WBCN, and KNAC...KTIM A-L...other cuts: open.  
MARSHALL CHAPMAN/MARSHALL KEY CUT: OPEN (EPIC) Profile: Hot at KFMH...medium at WMMS...other cuts: open.  
NAUGHTY SWEETIES/ALICE KEY CUT: 12" (ELEKTRA) Profile: Medium at KNAC, and KROQ...WNEW-FM A-L  
POINTER SISTERS/PRIORITY KEY CUT: WHO DO YOU LOVE (PLANET) Profile: Medium at KROQ, and C-101...other cuts: open.  
FLYING LIZARDS/MONEY KEY CUT: 12" (VIRGIN) Profile: Medium at WBCN, and WSHE  
THE POP/GO KEY CUT: OPEN (ARISTA) Profile: Medium at KNAC, and KSJO...other cuts: open.  
LIVE WIRE/LIVE WIRE KEY CUT: OPEN (A&M) Profile: Medium at KREM, and KAWY...other cuts: open.  
RICHIE FURAY/I STILL HAVE DREAMS KEY CUT: COME ON (ELEKTRA) Profile: Medium at X93, and KTIM...other cuts: title and Lonely Too Long.  
MEMBERS/THE CHELSEA NIGHTCLUB KEY CUT: OPEN (VIRGIN INT'L) Profile: Medium at WBCN, WRUV L-M...other cuts: open.  
ROY SUNDHOLM/THE CHINESE METHOD KEY CUT: OPEN (POLYDOR) Profile: Medium at WNEW-FM, WRUV L-M...other cuts: open.  
MONTY PYTHON/LIFE OF BRIAN KEY CUT: OPEN (WB) Profile: Hot at WBCN, WLOB A-M, and WOUR A-L  
BUGGLES/VIDEO KILLED THE RADIO STAR KEY CUT: 12" (ISLAND) Profile: Hot at WBCN, KZEL A-L, WNEW-FM A-L, and WOUR A-L  
CAMEL/I CAN SEE YOUR HOUSE FROM HERE KEY CUT: OPEN (ARISTA) Profile: KCBW A-M, KTIM A-L, KZEL A-L, KFMH A-L, and KAWY A-L...other cuts: open.  
BOB JAMES & EARL KLUGH/ KEY CUT: OPEN (COLUMBIA) Profile: WNOE-FM L-M, WKDF A-L, and C-101 A-L...other cuts: open.  
RICHARD LLOYD/ALCHEMY KEY CUT: OPEN (ELEKTRA) Profile: WMMR A-L, WBCN A-L, KSJO A-L, KZEL A-L, XL-102 A-L, and KZEW A-L...other cuts: open.  
THE NOW/THE NOW KEY CUT: CAN YOU FIX ME UP WITH HER (MIDSONG INT.) Profile: WYSPA-M, KFMH A-L, WOUR A-L, WBCN A-L, and WAAF A-L...other cuts: open.



New FRED reporters WLPX/Milwaukee are visited by Epic recording artists Molly Hatchet. Pictured (l-r): Dave Hlubek, Molly Hatchet; Tom Daniels, PD WLPX; Banner Thomas, Molly Hatchet; and Chuck Schwartz, Epic promotion.

# Spectrum III

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

## TRI-ANGLES by Terry Gillingham

Let's be honest—radio is in for a tough time in the coming decade. With all the technological advances being made in home video entertainment, it's bound to make it somewhat difficult for radio to maintain large listening audiences. There are also threatening

factors from out-of-the-home entertainment: movies, concerts, plays, sporting events and outdoor activities. However, no matter how traumatic the battle, radio can (and will) survive and be stronger than ever!

The 80s will present lucrative opportunities for anyone up to meeting the challenge. More and more the realization comes to light that radio is a business as well as an art. That means that good programmers will have to be good businessmen as well. You will need to have a good working knowledge of advertising, marketing, budgeting and planning among many other things. No longer will just a "good ear" get you by. Those who capitalize on the other areas will come out ahead—way ahead!

The 80s will also be prime time for creative minds. With all the aforementioned competition, innovative programming will become mandatory. As we all know, the difference between one music station and another is sometimes very little. The people who come up with the truly unique ideas will rise above the fractionalized sharing of music audiences and move into positions of market dominance.

As C.C. stated in last week's Cipher, "Let's take a moment to catch our breath cause we aint seen nothin yet. The Eighties are coming." Indeed they are! And those who take the time to plan, develop and initiate refreshing new forms of programming will reap the profits (and with the billions of dollars to be spent in radio advertising each year, the profits will be enormous). Those who take the last twenty years of serious programming science, expound upon and transcend it, will be the master programmers.

Musical Notes: "Outside My Window" from the Stevie Wonder LP and "99" from Toto.

## NEXT:

### RITA COOLIDGE/I'D RATHER LEAVE WHILE I'M IN LOVE (A&M)

Profile: Among five hottest at KARD-FM...among twenty hottest at KUGN, 14k, and KFMB.....among twenty-five hottest at KHOW.....on at WFTL...WRNZ...LOVE94 21-19, KCSW 27-22, KEX D-23, WSM-FM 27-24, KBAI 30-25, WHBC D-25, KOLE A-27, WLOL-FM A-28, WAMT D-29, KAKC D-29, KKEZ D-30, WGAC D-30, KUIC D-30, KEWI 38-33, and KLDN-FM D-34...added at WROR, KOLO, WGOW, KUKI, WSLI, KSTP, KAFM, KGVO, WTMJ, KAGO, and KLO

### KENNY ROGERS/COWARD OF THE COUNTY (UA)

Profile: Among five hottest at KLOK...among ten hottest at WSLI...among twenty hottest at WIOD.....among twenty-five hottest at WIP...WLFA 22-16, KEWI 31-19, WCBM A-21, WTMJ D-24, KLDN-FM 37-27, WFBR D-28, WGOW A-30, WRNZ D-30, WORG-FM D-30, and WQUD D-30...added at WFYR, KSTP, KLYX-AM, Z-103, WBNS, KOLO, KWEN, LOVE94, KHOW, and KLO

### DARYL HALL & JOHN OATES/WAIT FOR ME (RCA)

Profile: Among ten hottest at 14k.....among twenty-five hottest at WIP.....on at WFBR and KRKE-AM...WLOM 20-13, KSEN 21-16, WCHV 25-20, KKEZ 29-22, WRNZ 26-25, KGVO 31-28, WCBM A-28, WFFM 33-30, KVOX D-30, KUKI 35-32, and WHAG A-34...added at WHDH, WNEU, and KUIC

### SMOKEY ROBINSON/CRUISIN' (MOTOWN)

Profile: ...on at 14k...KGVO 17-11, WGAC 19-16, WFYR 20-18, WQON D-20, KCBQ 30-28, WRNZ D-28, WLOL-FM A-29, WLAG 39-36, and WFFM D-39...added at WCHS, WVLC, WIP, WMAZ, WSLI, and WNEU

### HERB ALPERT/ROTATION (A&M)

Profile: Among twenty hottest at WIOD.....among twenty-five hottest at WSLI.....on at WLW and KAKC...KEWI 37-26, and WSM-FM D-30...added at WLAG, WORG-FM, WTMJ, KARD-FM, KCSW, WMAZ, KUGN, WGAC, KGVO, KLYX-AM, WCHS, and KLO

## WEEK'S MOST ADDED

STEVIE WONDER/Send One Your Love	(Tamla)
RITA COOLIDGE/I'd Rather Leave While I'm In Love	(A&M)
FRANK MILLS/Peter Piper	(Polydor)
HERB ALPERT/Rotation	(A&M)
KENNY LOGGINS/This Is It	(Columbia)
ABBA/Chiquitita	(Atlantic)
CAPTAIN & TENNILLE/Do That To Me One More Time	(Casablanca)
LITTLE RIVER BAND/Cool Change	(Capitol)
CLIFF RICHARD/We Don't Talk Anymore	(EMI/America)
DANN ROGERS/Looks Like Love Again	(IA)
MOON MARTIN/No Chance	(Capitol)

## SINGLE OF THE WEEK

STEVIE WONDER/Send One Your Love (Tamla)

Many questioned whether or not this would be a hit. Put your mind at ease, Stevie is a giant as is this song. It's so good you should "Send One Your Love."



# Spectrum III

## 8 4 1 B. STREISAND-D. SUMMER/NO MORE TEARS/ENOUGH IS ENOUGH (CBS/CASABLANCA)



Profile: Among five hottest at KARD-FM, 14k, KLOK, WHDH, KMGX, WCMB, KNBR, and WASH-FM...among ten hottest at WCBM, WIP, WSLI, WTFM, and KUGN...among fifteen hottest at KHOW, WHAM, and WFTL...among twenty hottest at WMJC...on at KFMB...WFFM 3-1, WCWA 6-1, KCBQ 2-2, WHB 2-2, KITY 3-3, KWEN 5-3, WQON 6-3, KOLO 8-3, WBNS 18-3, WFYR 7-4, WFBR 8-4, WFBL 9-4, WHLM 9-4, WVLLK 9-5, WRNZ 10-5, WFGL 12-5, KLO 6-6, KMJJ 9-6, Z-103 15-6, WLAV 18-6, WCHS 19-7, WLAG 26-7, KBAI 10-8, WLWS 10-8, KMPC 13-8, WHBC 14-8, KSTP 14-8, WHAG 14-8, WINK 20-8, KBLI 10-9, WLW 11-9, WGAC 14-9, WNEU 20-9, WQUD 13-10, KEX 16-10, KEWI 18-10, WMAZ 19-10, CQ-102 19-10, KRKE-AM 17-11, KKEZ 25-11, KAOK-AM D-11, WROR 18-12, KUIC 20-12, KAGO 20-12, WLOL-FM 22-12, WAMT 19-13, WLFA 20-14, WCHV 24-14, WORG-FM 18-15, KOLE 32-15, WTMJ 18-16, KGVO 20-16, KVOX 24-18, KAKC 25-18, KUKI 38-18, WGOW 25-19, and KOTN 29-25...Moves to the top with 85% of our reporters showing growth...In terms of total number of stations that have played this record at one time or another, this has set a new all time high...Almost every major station is playing the hell out of this...Heavy phones and phenomenal sales everywhere...Be wary of quick burn...Callout research beginning to show some negatives...Use it but be careful...4th week on chart.

## 3 2 2 STYX/BABE (A&M)

Profile: Among five hottest at KFMB, WIP, WSLI, KARD-FM, WFMK, KMGX, WCMB, WASH-FM, and WMJC...among ten hottest at WCBM, KAFM, KNBR, KHOW, KOB, and WHAM...among fifteen hottest at KUGN...among twenty-five hottest at 14k...WNEU 1-1, WCHV 1-1, WHB 1-1, WHLM 1-1, KITY 2-1, WQON 2-1, WLOL-FM 3-1, KLDN-FM 3-1, Z-103 3-1, WLAV 6-1, KRKE-AM 8-1, KBAI 8-1, WFFM 2-2, KWEN 2-2, WLWS 2-2, WFBR 2-2, WVLLK 3-2, KOLO 3-2, WFBC 3-2, WBNS 3-2, WFYR 3-2, WROR 3-2, WLW 4-2, WQUD 6-2, WSM-FM 8-2, WLFA 4-3, WRNZ 4-3, KAKC 5-3, KKEZ 5-3, WMAZ 6-3, WCWA 7-3, WCHS 7-3, WINK 6-4, WTMJ 7-4, WSMI 8-4, KAGO 9-4, KOLE 6-5, 16KZK 7-5, KBLI 9-5, WLAG 10-5, LOVE94 7-6, WGOW 9-6, WGAC 9-6, WORG-FM 10-6, KGVO 12-6, KEX 8-7, KUIC 10-7, KOTN 10-7, WIOD 15-7, KUKI 20-7, KAAM 12-9, KEWI 13-9, WHBC 12-10, WHAG 13-10, WAMT 18-12, KVOX 20-14, CQ-102 22-15, KCSW 21-16, and KSTP 23-16...added at KLOK...Eases down to 85% reporter support from 90%...still pulling heavy phone response...It's within top 3 sales in almost every market...Although this did not make it to number 1, it is actually stronger than other number one records from earlier this year...Demos show M/F 18-34 but good all the way up to 40...SMASH!...6th week on chart.

## 4 3 3 BARRY MANILOW/SHIPS (ARISTA)

Profile: Among five hottest at KAFM, KFMB, WSLI, KLOK, WCBM, KUGN, KHOW, WHAM, WCMB, WFTL, WHDH, WASH-FM, KLYX-AM, WIP, and KMGX...among ten hottest at WTFM, KNBR, and WFMK...among fifteen hottest at KARD-FM, KOB, and WMJC...among twenty-five hottest at 14k...KLO 2-1, KKEZ 2-1, WAMT 2-2, KMPC 5-3, WLOL-FM 5-3, KBAI 6-3, 16 KZK 6-3, KAAM 7-3, WINK 8-3, WSMI 9-3, KAOK-AM 9-3, WLWS 5-4, WLAV 5-4, WVLLK 6-4, KMJJ 7-4, KGVO 7-4, WCHV 7-4, WFGL 7-4, WIOD 9-4, WQUD 9-4, KOLO 6-5, WFBC 6-5, WJYJ-FM 10-5, KSTP 10-5, WCWA 10-5, WHBC 7-6, WHLM 7-6, KEX 7-6, WLW 8-6, KRKE-AM 9-6, WQON 13-6, KWEN 8-7, WFYR 9-7, WROR 9-7, WNEU 9-7, WTMJ 10-7, KEWI 11-7, KAKC 9-8, WORG-FM 12-8, WCHS 16-8, WHB 9-9, WSM-FM 11-9, KCSW 12-9, KAGO 17-9, WRFB 11-10, LOVE94 12-10, WLAG 13-10, Z-103 13-10, KVOX 15-10, WGOW 15-12, WFFM 15-12, CQ-102 17-12, WMAZ 18-13, WLFA 18-15, KOTN 22-15, KBLI D-18, WGAC 22-20, and KCBQ 31-26...Drops to 87% but still very powerful...Absolutely blockbuster females 28+...Very little male response with the exception of a couple of markets...Another big phone and sale item...This would serve best in midday for category 1...Good for categories 2 and 3 anytime...5th week on chart.

## 1 1 4 COMMODORES/STILL (MOTOWN)

Profile: Among five hottest at WTFM, WHAM, KAFM, KFMB, KMGX, KUGN, and WCBM...among ten hottest at WIP, KNBR, KLOK, KOB, WCMB, WFTL, and KARD-FM...among fifteen hottest at KHOW...among twenty hottest at WFMK, WHDH, and WMJC...KAKC 1-1, KOLO 1-1, WAMT 1-1, WORG-FM 1-1, KCBQ 1-1, WINK 1-1, WVLLK 1-1, WFBC 1-1, KEWI 2-1, WRNZ 2-1, KGVO 2-1, WCHS 3-1, WSM-FM 4-1, KAOK-AM 4-1, WGAC 2-2, WHAG 2-2, WHBC 3-2, CQ-102 4-2, WHLM 4-2, KOLE 4-2, 16 KZK 4-2, WFGL 5-2, WJYJ-FM 6-2, WCHV 4-3, WROR 4-3, WTMJ 5-3, WQUD 5-3, Z-103 6-3, WLW 15-3, KITY 4-4, WNEU 5-4, KBLI 6-4, WLAG 6-4, KMPC 9-4, KSTP 9-4, WMAZ 5-5, WHB 6-5, KEX 6-5, KUIC 9-5, KBAI 12-5, KCSW 8-6, WFYR 8-6, KAAM 8-6, WCWA 9-6, KAGO 13-7, WLAV 12-8, KUKI 14-10, KOTN 14-11, WIOD D-13, KMJJ 17-14, WGOW 21-14, KRKE-AM 21-15, WSMI 25-16, and KVOX 27-24...Still a giant in callout, sales and requests...falls to 79% from 85% reporter support...7th week on chart.

## 6 5 5 J.D. SOUTHER/YOU'RE ONLY LONELY (COLUMBIA)

Profile: Among five hottest at WCMB, WCBM, 14k, WHAM, KHOW, KNBR, WIP, and KFMB...among ten hottest at WMJC, KAFM, and WFTL...among fifteen hottest at KMGX, and WASH-FM...among twenty hottest at WHDH, and WFMK...among twenty-five hottest at KOB...on at KBLI...CQ-102 1-1, KOLE 2-1, WTMJ 3-1, WLFA 6-1, KUIC 5-2, KLO 3-3, LOVE94 4-3, WVLLK 5-3, KBAI 4-4, KOLO 5-4, WCHS 6-4, WLW 6-5, WGAC 7-5, WLOL-FM 7-5, KLDN-FM 8-5, WHAG 8-5, WHAM 8-5, KAAM 10-5, KAGO 12-5, KAOK-AM 13-5, KCBQ 6-6, KWEN 7-6, KSTP 8-6, KEWI 9-6, WIOD 10-6, WFGL 11-6, WBNS 12-6, 16 KZK 8-7, WLAV 9-7, WHBC 9-7, KCSW 9-7, KRKE-AM 10-7, WCWA 12-7, WQUD 8-8, KEX 9-8, WGOW 12-8, WINK 9-9, WMAZ 13-9, WJYJ-FM 17-9, WHLM 22-9, WFFM 12-10, WFBC 14-10, WLWS 15-10, WAMT 13-11, WROR 13-11, WSMI 14-11, WQON 15-11, WFBR 16-13, Z-103 19-16, WORG-FM 19-16, KOTN 24-20, KVOX 25-20, WLAG 28-20, and WHB A-24...Steps down to 76% reporter support from 79%...Incredible staying power...Now beginning to show up everywhere within top sales...Phone response continues to be strong and it's still building in some markets...Great for all demos 18-34 and up...Very valuable to programing...7th week on chart.

## 18 7 6 RUPERT HOLMES/ESCAPE (INFINITY)



Profile: Among five hottest at WCBM, KUGN, WSLI, KFMB, and WCMB...among ten hottest at KARD-FM, and WASH-FM...among fifteen hottest at KAFM, and WIP...among twenty-five hottest at WMJC, KNBR, and WFMK...on at KOB and KHOW...KWEN 3-1, LOVE94 5-1, KLDN-FM 7-3, KUKI 13-3, KAKC 10-5, WAMT 7-6, KOLO 7-6, KOLE 8-6, KKEZ 14-6, WGOW 10-7, KGVO 14-7, WHB 17-7, WGAC 12-8, KUIC 14-8, KBLI 16-8, WFBR 19-9, WLOL-FM 20-9, WRNZ 20-10, WVLLK 20-10, WTMJ 17-11, KSEN 18-11, WCHV 21-11, WHBC 19-13, KCBQ 19-14, KLO 27-15, KVOX D-15, WCWA 18-16, WFYR 19-16, WHLM 20-16, WORG-FM 20-17, KBAI 21-17, WFGL A-17, WMAZ 22-18, KEWI 23-18, WFFM 27-18, WHAG 24-19, WLAV 23-20, 16 KZK 24-20, KAGO 30-21, Z-103 27-22, WLW 27-22, KMPC A-22, KSTP 28-23, CQ-102 D-23, WCHS 34-24, KOTN 30-26, WLWS 35-26, and WNEU D-29...added at 14k, WFBC, KRKE-AM, WLFA, KEX, and KMGX...Jumps up to 74% from 71% reporter support...Blowing up the phones...sales showing up very strong...Top 5 in many markets...Excellent males 25+, good females 25+...Love 94, WFFM, KOLE, WGOW, WORG-FM and KUIC all show number one phones...SMASH...Check out another hot cut from his album, it's called "Him"...3rd week on chart.

## 21 12 7 LITTLE RIVER BAND/COOL CHANGE (CAPITOL)



Profile: Among five hottest at 14k...among ten hottest at KFMB...among fifteen hottest at KUGN, and KNBR...among twenty hottest at KHOW, WIP, WQON, and WSLI...among twenty-five hottest at WCBM...WASH-FM...on at KLO...KCBQ 5-4, WLOM 11-6, WRNZ 21-7, LOVE94 10-8, WTMJ 12-8, KLDN-FM 18-10, WLOL-FM 26-10, KAKC 18-12, WHB 21-12, WVLLK 27-12, KEWI 21-13, WCMB A-13, KSEN 20-14, WLAV 19-15, WFGL 20-15, WCHV 22-15, 16 KZK 18-16, KAGO 24-16, KWEN D-17, WNEU D-18, KMJJ 21-19, KBAI 24-19, KGVO 24-19, KUIC 26-19, WLWS 29-19, WLFA 25-20, WMAZ 26-20, KKEZ 27-20, Z-103 D-20, WFFM 26-22, WHAG 27-22, KEX D-22, WROR D-22, WHLM D-22, KUKI 28-23, WFBR 28-24, WAMT 29-24, KCSW D-24, WORG-FM 28-25, KOLE 35-25, WCHS 40-28, KAAM D-29, WQUD A-29, WGAC D-29, WGOW D-29, KOTN D-30, KSTP D-30, WFTL A-31, and WLAG 40-33...added at WSMI, KVOX, WHDH, and KAOK-AM...Last week's S-III Single of the Week...Phones and sales continue to build...Look for album sales to resurge because of this single...Reporters showing growth burst from 61% to 71%...Great for M/F 25-34...oddly enough, some callout is showing good response from females 35-49...3rd week on chart.

## 9 8 8 LAUREN WOOD/PLEASE DON'T LEAVE (WB)

Profile: Among five hottest at WIP, WSLI, and KHOW...among ten hottest at KAFM, and WCMB...among fifteen hottest at WHDH, and WCBM...among twenty hottest at WASH-FM, WIOD, KMGX, and KUGN...among twenty-five hottest at KNBR...on at KFMB...WTMJ 2-2, WLOM 6-2, KGVO 3-3, WRNZ 8-4, KSEN 11-4, KLO 5-5, KUKI 6-5, WCHS 8-5, WCHV 8-5, WVLLK 8-6, KOLO 9-8, WSM-FM 9-8, WLOL-FM 10-8, CQ-102 14-8, WAMT 10-9, LOVE94 11-9, WLFA 12-9, WLAV 13-9, KMPC 14-9, KAOK-AM 20-9, KWEN 11-10, KUIC 15-10, WINK 16-10, WGOW 13-11, WHBC 18-11, WMAZ 15-12, WORG-FM 15-12, WQON 18-12, KRKE-AM 18-12, WCWA 14-13, KAKC 16-13, WGAC 18-13,

# Spectrum III

WFBR 15-14, KAAM 17-14, KOLE 20-14, WROR 17-15, WLWS 21-16, WQUD 23-16, KOTN 21-17, KSTP 26-18, WFFM 22-19, KLDN-FM 27-22, KAGO 32-22, Z-103 29-23, WLAG 30-25, and KVOX D-29...added at WHAM...Stabilizes at 66% reporter support...Finally!—sales are beginning to look very good...Popping into top phones: CO-102 #4; KLO #5; WLFA #5; KGVO #3; WSM-FM #8; KOLE #7...Good for M/F 18-34...McDonald fans love this...6th week on chart.

**2 6 9 ANNE MURRAY/BROKENHEARTED ME (CAPITOL)**

Profile: Among five hottest at KMGX, KAFM, WASH-FM, WHAM, WIP, KNBR, WTFM, and WCBM...among ten hottest at WFMK, KUGN, KHOW, WHDH, KLOK, KOB, and WFTL...among fifteen hottest at KLYX-AM, WMJC, WCMB, and KFMB...KUIC 1-1, KVOX 2-1, KSTP 2-1, WGOW 3-1, KUKI 2-2, KAAM 2-2, KMPC 2-2, WIOD 2-2, KAOK-AM 2-2, KAKC 3-2, KEX 5-2, KOLE 3-3, WLWS 3-3, KOTN 4-3, WHBC 4-3, WORG-FM 4-3, KAGO 5-3, WCWA 5-4, WAMT 5-4, WHAG 5-4, WSM-FM 6-4, KWEN 6-5, LOVE94 6-5, WROR 8-6, WBNS 7-7, WQUD 7-7, WMAZ 8-7, WFBC 10-7, WCHV 9-9, WLFA 13-10, KRKE-AM 16-10, WHLM 15-11, WFBR 13-12, KCSW 16-12, KBLI 17-15, WLAG 17-15, Z-103 25-18, WNEU 21-19, WFYR D-19, and WFFM 25-20...12th week on chart.

**22 19 10 CAPTAIN & TENNILLE/DO THAT TO ME ONE MORE TIME (CASABLANCA)**



Profile: Among five hottest at KARD-FM...among ten hottest at KFMB, KUGN, and KMGX...among fifteen hottest at KAFM, WTFM, and WSLI...among twenty hottest at WIP, and KHOW...among twenty-five hottest at WASH-FM...on at WCBM...WFMK...WTMJ 15-9, KOLO 11-10, KBAI 16-10, WLAV 17-11, KCSW 17-13, KGVO 18-13, KEWI 22-14, WFGL A-14, WRNZ 22-15, WROR 19-16, WCMB A-16, KMPC 21-17, 16 KZK A-17, KEX 23-18, WCHS 23-18, WHB 22-19, WAMT 25-19, KUIC 24-20, WCWA 25-20, KAKC 26-20, KUKI 36-20, KWEN D-20, KAOK-AM D-20, WGAC 25-21, KLO 29-21, WGOW 29-21, WLW A-21, WVLC D-21, WQUD 27-22, CO-102 D-22, WHAG 25-23, WORG-FM 26-23, KOLE 30-23, LOVE94 D-23, WMAZ 27-24, KCBQ 29-24, WCHV 30-24, KKEZ D-24, WINK D-25, KSTP 30-26, Z-103 D-27, KVOX 31-28, WLWS A-28, WHLM D-28, WFTL A-29, KOTN D-29, WNEU D-30, KAGO 38-32, WFFM D-38, and WLAG D-39...added at WFBC, KLYX-AM, and KMJJ...8th most added in S-III...Phones are building quite rapidly but little sign of sales yet...It's still early for this so sales should start developing by next week...Support steps up to 71% from 63%...Demos unclear—look to be 25+ females...3rd week on chart.

**16 11 11 DR. HOOK/BETTER LOVE THE NEXT TIME (CAPITOL)**

Profile: Among five hottest at KUGN, and KHOW...among ten hottest at WSLI, KMGX, WIP, and WHDH...among fifteen hottest at WCMB, WFTL, KFMB, and KAFM...on at KBLI...WCBM...KOB...WFMK...KGVO 6-2, KKEZ 10-7, WRNZ 12-9, WFGL 16-9, WHAG 16-9, WJYY-FM 12-10, WVLC 19-11, WCHS 15-12, KSEN 15-12, KVOX 16-12, KEX 20-12, KSTP 21-12, KWEN 20-13, KAOK-AM 22-13, KBAI 17-14, KAAM 19-16, KAKC 21-16, KOLO 21-16, KOLE 33-16, LOVE94 20-17, WHBC 23-17, WSM-FM 20-18, WLAV 26-18, WFBC D-18, KAGO 27-20, KUIC 27-21, WINK D-21, WMAZ 25-22, KEWI 25-22, WAMT 26-22, WGOW 27-22, WGAC 28-22, KOTN 27-23, WROR D-23, WORG-FM 27-24, WCHV 32-28, KLDN-FM 35-29, and KRKE-AM D-29...added at CO-102, KCSW, WHAM, and KMJJ...Drops in support to 62% from 65%...No real big sales or phones ever developed...looks like it could be a turntable hit, only time will tell...Demos still fuzzy—showing some female 18+...4th week on chart.

**7 9 12 CRYSTAL GAYLE/HALF THE WAY (COLUMBIA)**

Profile: Among five hottest at KAFM, WTFM, and WSLI...among ten hottest at WFTL, KFMB, KOB, KNBR, and WHAM...among fifteen hottest at WHDH...among twenty hottest at KMGX, WASH-FM, KLYX-AM, KUGN, and WIP...among twenty-five hottest at WCMB...WCBM...WFMK...KAGO 3-1, KSTP 3-2, KEX 3-3, KCBQ 4-3, KEWI 4-3, WIOD 4-3, KAAM 4-4, WGOW 6-4, WAMT 6-5, WHBC 6-5, WROR 7-5, KKEZ 8-5, KUIC 7-6, WMAZ 9-6, KVOX 10-7, KCBQ 9-8, 16 KZK 11-9, CO-102 11-9, WORG-FM 13-10, KBLI 14-10, WINK 14-11, WQUD 14-11, WNEU 15-11, KUKI 16-11, WLW 13-12, WLFA 15-12, WFYR 16-14, WGAC 17-14, WCWA 16-15, Z-103 21-17, KWEN D-18, KRKE-AM 24-20, WFFM 23-21, KMJJ 27-23, WLAG 32-28, and KOTN D-28...added at WBNS...9th week on chart.

**15 13 13 ENGLAND DAN & JOHN FORD COLEY/WHAT CAN I DO WITH THIS BROKEN HEART (BIG TREE)**

Profile: Among ten hottest at KFMB, KUGN, and KARD-FM...among fifteen hottest at KOB, KHOW, WCMB, and KLYX-AM...among twenty hottest at WSLI...among twenty-five hottest at WMJC and WFMK...on at WFTL, KBLI and WIP...KLO 4-4, WTMJ 6-5, KGVO 9-5, KCBQ 8-7, WCHS 12-10, KEWI 17-11, WRNZ 17-12, WFGL 14-13, WVLC 15-13, LOVE94 15-13, WSMI 19-14, KOLO 19-14, KMPC 21-14, WAMT 17-15, KSEN 17-15, KEX 21-15, KUIC 22-15, KVOX 22-16, KKEZ 22-17, WHBC 25-18, KAAM 21-19, WHAG 26-21, WSM-FM 26-22, KRKE-AM 26-23, KBAI 27-23, WLWS 27-23, WNEU 25-24, WGAC 26-24, KAGO 31-24, KSTP 27-25, WGOW 28-25, CO-102 D-25, KUKI 29-26, WORG-FM 29-26, KAKC 31-26, WQUD A-27, WJYY-FM D-27, KLDN-FM 33-28, and Z-103 D-28...added at WHAM, and KAOK-AM...With so many strong records out, many are holding in position...This slips slightly to 60% from 63% support...Phones are developing as are sales and this could turn out to be a sleeper...No solid demo has emerged...4th week on chart.

**28 22 14 CLIFF RICHARD/WE DON'T TALK ANYMORE (EMI/AMERICA)**



Profile: Among five hottest at 14k...among fifteen hottest at WIP, KFMB, and WSLI...among twenty hottest at WASH-FM, WCBM, KNBR, and KUGN...among twenty-five hottest at KHOW, WFMK and KMGX...on at WMJC...KBAI 14-9, KLO 18-9, WINK 17-12, WGOW 17-13, WQON 17-13, KOLO 20-13, KWEN 16-14, WTMJ 16-15, LOVE94 18-15, WCHV 23-16, WFBR 22-17, WQUD 26-17, WCWA 27-17, KEX 24-20, KEWI 32-20, WFYR D-20, 16 KZK A-22, WFGL A-22, WLW 26-23, KGVO 28-23, WCHS 29-23, WVLC 30-23, KOTN 26-24, WLOL-FM 28-24, WLFA 30-24, WROR D-24, WAMT 28-25, KAKC 29-25, WFFM 30-25, WGAC 30-25, WHLM D-25, Z-103 D-26, WORG-FM 30-27, KKEZ D-27, KSTP D-28, WLWS A-29, KLDN-FM 34-30, KCBQ A-30, KRKE-AM D-30, KUKI 39-33, and KAGO D-34...added at KVOX, WLAG, and WNEU...Among the most added records this week...Sales are already beginning to show through in indicator markets...Phones beginning to ring...Powers up to 63% support...Demos are good for 25-40 M/F leaning male...No doubt, it's a smash...3rd week on chart.

**26 20 15 DIONNE WARWICK/DEJA VU (ARISTA)**



Profile: Among ten hottest at WSLI, and KLYX-AM...among fifteen hottest at KUGN, WASH-FM, WTFM, and KFMB...among twenty hottest at KAFM, and KNBR...among twenty-five hottest at WFTL, KHOW, WCBM, KMGX and WIP...on at KOB and WFMK...WHAG 10-6, WCMB A-8, WTMJ 14-10, KCSW 13-11, WJYY-FM 15-12, KKEZ 18-12, WLLOL-FM 16-13, KBAI 19-13, KAOK-AM 26-14, KMPC 18-16, WAMT 27-16, KLO 28-16, WSM-FM 19-17, WROR 20-17, WGOW 22-18, WLWS 25-18, WORG-FM 25-18, KOLE 28-19, WCHS 26-20, LOVE94 22-21, KAAM 26-21, KVOX 26-21, KOLO 26-21, WRNZ 29-21, WHBC 26-22, KSTP 29-22, WVLC 29-22, KUIC 28-23, KRKE-AM D-25, WINK D-26, WCHV 33-29, KAGO 37-29, and WCWA A-29...added at WGAC, and WHAM...A great song showing 58% support...Demos are strong in the 25+ female area...Also, good for males 28+...Sales are starting to peak through...Phones developing...Should be another slow builder contrary to earlier belief...3rd week on chart.

**19 16 16 YVONNE ELLIMAN/LOVE PAINS (RSO)**



Profile: Among ten hottest at KHOW, and WCBM...among twenty hottest at WSLI, KMGX, and KFMB...on at KUGN and KBLI...KVOX 8-5, WSMI 6-6, WTMJ 8-6, KBAI 7-7, KLO 13-7, KSEN 12-8, KCBQ 14-10, KGVO 16-10, WCHS 13-11, WLWS 14-12, KOLE 15-12, WINK 18-15, WSM-FM 18-16, KKEZ 19-16, WGOW 20-16, WVLC 22-16, KOLO 23-17, CO-102 20-18, WFGL 21-18, KUIC 23-18, KEX 22-19, WLAV 24-19, WORG-FM 22-20, KMPC 22-20, WRNZ 27-20, WHB 23-21, WHBC 24-21, WAMT 24-21, KOTN 25-21, KEWI 27-21, 16 KZK 25-23, KCSW 25-23, WQUD 28-23, WMAZ 28-23, KAOK-AM A-23, KRKE-AM 27-24, KAGO 36-27, WFTL A-30, and WCHV D-36...added at WIP, and KLDN-FM...The growth on this record is much more impressive than the jump indicates. It's only being held down by the logjam of so many good, strong records...Moves up to 52% from 49% reporter support...KBAI #4 phones...WQUD #8 C/O...WMAZ & WFGL #7 phones...KOLE #8 phones...Still growing!...5th week on chart.

**N 18 17 SUPERTRAMP/TAKE THE LONG WAY HOME (A&M)**



Profile: Among ten hottest at KMGX...among fifteen hottest at WSLI, and KNBR...among twenty hottest at WCBM, and WIP...among twenty-five hottest at KOB...on at KRKE-AM, WASH-FM, WFMK and KFMB...14k...KSEN 3-1, KWEN 12-8, WLW 12-10, WLAV 18-10, KLDN-FM 15-12, WCHS 22-13, WCWA 15-14, WHB 18-14, WFBC 18-15, WGAC 20-15, WQON 19-16, KEWI 20-17, WMAZ 21-17, WVLC 25-17, KGVO 25-18, WLLOL-FM 25-18, WHLM 27-18, WRNZ 28-18, WROR 23-20, KOLO 25-20, WINK 26-20, KMJJ 26-20, KAKC 27-21, WLFA 29-27, WSM-FM 25-21, KBAI 28-22, WFBR 30-22, KUKI 27-24, Z-103 30-24, WLAG 31-24, KOLE 34-24, KAAM D-26, WHBC 32-28, KLO D-28, WLWS A-35, and KAGO D-38...added at KVOX...Again, the growth on this record is much stronger than the jump indicates...Moves to 52% from 48% support...Another must for image programming in reaching the 18-34 males and some females...Categories 1 & 2 should be using this...Phone response is building for the third single off this very valuable album...2nd week on chart.

# Spectrum III

- 13 17 18 KC & THE SUNSHINE BAND/PLEASE DONT GO (TK)**  
 Profile: Among ten hottest at WIP, WCBM, and WASH-FM... among fifteen hottest at KHOW, and KNBR... among twenty hottest at WHDH, and WMJC... WGAC 1-1, KBLI 4-1, WMAZ 3-2, WSM-FM 3-3, WFBR 5-3, WHB 4-4, KWEN 4-4, WORG-FM 6-4, WNEU 6-5, WGOW 7-5, WINK 12-5, WQUD 15-5, KOLE 7-7, WHLM 10-7, KAOK-AM 11-7, Z-103 12-7, WLAG 9-8, WLW 9-8, WRNZ 9-8, WFYR 12-8, WLFA 16-8, KAGO 15-10, KAKC 17-11, WCWA 13-12, WFGL 15-12, CQ-102 18-16, WSMI 21-18, WROR 22-19, WLWS 22-20, WLAV 25-23, and WCHV D-35... added at KLDN-FM... 6th week on chart.
- N 24 19 KENNY LOGGINS/THIS IS IT (COLUMBIA)**  
 Profile: Among fifteen hottest at WSLI, and KLYX-AM... among twenty hottest at WFMK, and KMGX... among twenty-five hottest at WASH-FM... on at KSTP... WLAV A-6, WLOM 13-9, KLO 16-10, LOVE94 13-12, WRNZ 19-13, KWEN 18-15, WLWS 20-17, WAMT 22-17, KOLE 31-17, WHB 25-18, KUKI 37-19, WFGL A-19, KGVO 22-20, KBAI 23-20, KCBQ 24-22, WCHV 29-23, KLDN-FM 30-23, WINK D-23, KOLO 27-24, WHBC 29-24, WVLK D-24, WLOL-FM 29-25, KMJJ D-26, WGAC D-27, WLW A-28, WQUD A-28, WGOW D-28, KKEZ D-28, WSM-FM D-28, KUIC D-29, WCWA A-30, KAGO 39-31, WFFM 40-35, and KEWI A-35... added at WCHS, Z-103, WROR, and KOTN... Now pulling an impressive 50% reporter support... 4th most added this week for S-III... KCBQ #1 sales... KLO #8 phones. Also breaking in other markets... Demos are clearly 18-34 males with good response from females as well... 2nd week on chart.
- 5 10 20 KENNY ROGERS/YOU DECORATED MY LIFE (UA)**  
 Profile: Among five hottest at WFTL, KNBR, WTFM, KOB, WHAM, KAFM, and WHDH... among ten hottest at WFMK, KHOW, KLOK, WASH-FM, WCBM, and WMJC... among fifteen hottest at WIP, KMGX, KFMB, and KUGN... among twenty hottest at WCMB... on at 14k... WLWS 1-1, KMPC 1-1, WQUD 1-1, WIOD 1-1, KCSW 1-1, KEX 1-1, KOTN 1-1, 16 KZK 1-1, WHBC 1-1, WROR 1-1, KAAM 1-1, KAGO 2-2, WINK 2-2, KMJJ 2-2, KBLI 2-2, WFYR 4-3, WLAG 7-6, and WCWA 8-8... 10th week on chart.
- N N 21 STEVIE WONDER/SEND ONE YOUR LOVE (TAMLA)**  
 Profile: Among five hottest at WTFM... among fifteen hottest at WIP, and KARD-FM... among twenty hottest at KNBR, and WCBM... among twenty-five hottest at KFMB, WMJC and WASH-FM... on at WFMK, Z-103, WORG-FM and KSTP... WHBC 21-14, WFGL A-20, WROR 24-21, LOVE94 23-22, KMPC A-23, WLOM D-23, WLAV 27-24, KEWI 33-24, WJYY-FM 12-25, WFBR 29-25, 16 KZK 30-25, KKEZ D-25, WNEU 28-26, WQUD 29-26, WCWA 30-26, WCHV 35-26, WRNZ D-26, WLWS 36-27, WCHS A-27, WGAC D-28, WAMT D-28, WLFA D-30, WFFM 38-31, and WLAG A-35... added at WHAM, WFYR, WSLI, KAKC, KCSW, KGVO, WVLK, KOLO, WFBK, WMAZ, WHDH, KRKE-AM, and KAGO... Two weeks in a row being the most added record indicates this is going at least top 5... Album sales showing up immediately in Pittsburgh and Miami... This week's Spectrum III Single of the Week... Blasts up to 54% support from 35%... Covers all demos... 1st week on chart.
- 11 15 22 ORLEANS/FOREVER (INFINITY)**  
 Profile: Among five hottest at KHOW... among ten hottest at KFMB, KAFM, and WHAM... among fifteen hottest at WCMB... among twenty hottest at KOB... on at KUGN, WFMK and KMGX... WJYY-FM 2-1, KEWI 6-4, CQ-102 9-6, KAOK-AM 12-6, WFGL 10-7, KKEZ 12-8, KAKC 14-9, KAGO 18-11, KOTN 20-14, KCSW 19-15, WHBC 20-15, WGOW 19-17, KLDN-FM 21-18, KRKE-AM 23-19, KEX D-21, KUKI 30-27, and KSTP D-29... added at KUIC... 5th week on chart.
- N 30 23 MELISSA MANCHESTER/PRETTY GIRLS (ARISTA)**  
 Profile: Among twenty hottest at WFMK, and KHOW... among twenty-five hottest at KOB, KFMB and WIP... on at KUGN... WSM-FM 7-7, KCBQ 12-11, KLO 21-13, WTMJ 21-17, WFBR 20-18, WORG-FM 21-19, WRNZ 22-19, KSTP 24-20, WLOL-FM 27-21, KSEN D-21, KAKC 28-24, KOLO 28-25, WMAZ 29-25, WCHS 32-25, KVOX 28-26, WFFM 28-26, KGVO D-26, WVLK D-27, WLAV A-28, WCWA A-28, WINK D-28, WHBC D-30, and WLAG D-40... added at WROR, WGOW, KBLI, WNEU, and WHLM... This is taking time to build but it's coming along quite nicely... Reporter support moves to 38% from 30%... Still receiving many adds... Good for all categories and demos... WSM-FM #7 phones... WCHS heavy sales... 2nd week on chart.
- SA N 24 DANN ROGERS/LOOKS LIKE LOVE AGAIN (IA)**  
 Profile: Among five hottest at KLYX-AM, and KUGN... among ten hottest at KARD-FM... on at KOB, KCSW, WLW, KBLI and KHOW... WJYY-FM 9-7, WAMT 23-18, KSEN D-20, KGVO 23-21, WLWS 28-22, LOVE94 D-24, WHAG 28-25, KVOX 29-25, WHBC 35-26, KLO D-26, KBAI 29-27, KUIC 30-28, KOLE A-28, WRNZ D-29, KEWI 39-30, KAKC D-30, KAGO 40-35, KLDN-FM D-38, WCHS 45-38, and KUKI D-39... added at WVLK, WORG-FM, WHLM, WSLI, WLOM, KOTN, and WTMJ... Debuts with 39% support... This came out of nowhere and is now doing quite well... Phones are beginning to ring... No sales yet but watch out... KUGN: "HOT RECORD"... KBAI #5 phones... WHAG #3 phones... 1st week on chart.
- SA N 25 FRANK MILLS/PETER PIPER (POLYDOR)**  
 Profile: Among five hottest at KLOK, and KLYX-AM... among twenty hottest at KUGN, and KAFM... among twenty-five hottest at KNBR... on at KHOW, KLO, KSTP and WFTL... KAKC 19-17, KOLE 29-20, KCBQ 25-23, WTMJ 27-23, KEWI 30-23, WHBC 33-23, KOLO D-23, KEX D-24, KUIC D-26, WMAZ D-27, WVLK D-28, WLWS A-30, WFBR D-30, KAAM D-30, KBAI A-31, and KVOX D-31... added at WLAG, WHDH, WIP, WSLI, WSM-FM, KBLI, WRNZ, WCBM, KKEZ, and KFMB... Still too early to tell what's going to happen with this... 3rd most added... 39% reporter support... 1st week on chart.
- 14 21 26 EAGLES/HEARTACHE TONIGHT (ASYLUM)**  
 Profile: Among five hottest at WASH-FM... among ten hottest at WIP... among fifteen hottest at KNBR... among twenty hottest at WCBM, and 14k... WFBR 1-1, WMAZ 2-1, WFYR 2-1, WLW 3-1, KUKI 7-1, WCHV 2-2, WNEU 2-2, Z-103 4-2, WHB 3-3, KCBQ 4-3, WQON 7-4, KRKE-AM 8-4, KLDN-FM 10-4, WLFA 14-6, KOLE 13-9, WGAC 15-12, WLWS 19-13, WCHS 18-16, KVOX 23-19, KBLI D-20, WLAG 33-29, and KAGO D-36... added at WHAG, and KKEZ... 5th week on chart.
- SA N 27 ELO/CONFUSION (JET)**  
 Profile: Among ten hottest at WASH-FM... among fifteen hottest at 14k, and WSLI... among twenty hottest at WCBM... KSEN 6-5, WTMJ 20-14, WFBR 17-16, WFFM 20-16, WGAC 21-19, WMAZ 24-21, WNEU 26-21, WCHS 28-21, KUIC 25-22, WFBK D-23, WLVA A-25, KKEZ 28-26, WLAV A-27, WRNZ D-27, WHBC 31-29, WHLM D-30, WVLK D-30, WLAG 38-32, and KLDN-FM D-37... added at KVOX... Debuts with 27% reporter support... Best for category 1 but also valuable to some category 2 stations... Great for demos M/F 18-34... Phones developing—sales being slow because so many bought the album... 1st week on chart.
- 27 25 28 JIMMY BUFFETT/FINS (MCA)**  
 Profile: Among fifteen hottest at WCBM... on at WFBR and KUGN... WCWA 3-2, KVOX 6-2, KSEN 7-6, KUKI 11-8, KLO 15-8, WLWS 13-9, WCHV 12-10, KLDN-FM 14-11, KOTN 15-12, KEX 17-13, WVLK 17-15, KUIC 19-17, KAGO 21-17, CQ-102 21-19, WHBC 22-19, WQUD 24-20, WAMT 30-26, and WLAG 29-27... 3rd week on chart.
- 12 14 29 BRENDIA RUSSELL/SO GOOD, SO RIGHT (HORIZON)**  
 Profile: Among five hottest at WFMK, KNBR, KOB, and WMJC... among ten hottest at WHAM, WFTL, and KMGX... among twenty-five hottest at KFMB and KUGN... WGOW 2-2, KOTN 2-2, KRKE-AM 4-2, WAMT 3-3, WLAV 4-3, WROR 6-4, KCSW 7-5, WCHV 6-6, WFBR 7-7, WGAC 8-7, WIOD 8-8, WFFM 16-14, and KSTP 20-17... 12th week on chart.
- 10 23 30 IAN GOMM/HOLD ON (STIFF/EPIC)**  
 Profile: Among ten hottest at WFMK, KAFM, KOB, KUGN, and WHAM... among fifteen hottest at WFTL, and WMJC... among twenty hottest at KFMB... among twenty-five hottest at WCMB... on at KBLI... WFGL 4-1, KVOX 5-4, CQ-102 7-7, WHBC 11-9, KMJJ 14-10, KEX 15-11, KUKI 19-12, WORG-FM 16-14, and KSTP 17-15... 9th week on chart.

# Spectrum III

## SIGNIFICANT ACTION

- KERMIT THE FROG/RAINBOW CONNECTION** (ATLANTIC)  
Profile Among ten hottest at KLYX-AM, among fifteen hottest at KNBR, and WIP, among twenty hottest at WHAM, and WHDH. WHB 7-6, KBLI 8-6, KAKC 8-7, WHLM 26-10, KWEN 19-11, WMAZ 17-15, WCWA 20-19, WLW 24-20, WJYY-FM D-20, WORG-FM 24-21, WLAG 27-22, WFFM 37-23, WLAV 28-25, WSMI 31-26, KAAM 30-28, and WCHS 35-32, added at KOB
- CHRIS THOMPSON/IF YOU REMEMBER ME** (PLANET)  
Profile Among five hottest at WMJC, among ten hottest at WFMK, among fifteen hottest at WCBM, and KLOK, among twenty hottest at WCMB, and WASH-FM, among twenty-five hottest at KMGX, KBLI 7-7, WHLM 17-13, WFBC 20-14, WROR 21-18, WGAC 23-18, WCHV A-18, WLAG 22-19, Z-103 24-21, WFBR 25-21, and WNEU 27-25
- ABBA/CHIQUITITA** (ATLANTIC)  
Profile Among twenty-five hottest at WASH-FM, on at KSTP, WTMJ D-25, KCBQ A-29, and WHBC A-32, added at KAKC, WHAG, WNEU, WLFA, WORG-FM, KLYX-AM, WCHS, and KLO
- PABLO CRUISE/I WANT YOU TONIGHT** (A&M)  
Profile Among ten hottest at 14k, on at WVLC, WCHV 17-13, WLW 23-19, KWEN D-19, WCWA 29-27, WCHS 39-29, WLFA D-29, WLAG 37-30, and WINK D-30, added at KKEZ, WMAZ, and KAGO
- CARLENE CARTER/DO IT IN A HEARTBEAT** (WB)  
Profile Among fifteen hottest at KARD-FM, among twenty-five hottest at KBLI, on at KOTN, WORG-FM, KLO, WTMJ 19-12, WSM-FM 23-20, KCSW 24-21, WCHV 28-22, WGOW 26-24, KGOV 29-25, WHBC A-33, and WCHS 38-34, added at KAKC, KRKE-AM, and KUKI
- FRANCE JOLI/COME TO ME** (PRELUDE)  
Profile Among twenty hottest at KNBR, among twenty-five hottest at WIP, on at KBLI, KITY 11-9, KWEN 15-12, WCHS 21-15, KKEZ 26-23, KRKE-AM 30-26, WHAG 35-27, and WCHV D-34, added at WVLC, and WINK
- ROBERT JOHN/ONLY TIME** (EMI/AMERICA)  
Profile Among ten hottest at KLYX-AM, on at KAKC and KLO, WFYR 10-10, KAOK-AM 29-18, WTMJ 26-22, WSM-FM 29-26, WGOW 30-27, KBAI 31-29, WHAG D-29, WCHS D-30, and WHBC 34-31, added at WLAG, KUIC, and KAGO
- CRYSTAL MANSION/TALK TO ME** (20TH CENTURY)  
Profile Among five hottest at KLYX-AM, on at KBLI, KLO, WJYY-FM 24-19, WHAG D-28, WHLM D-29, WCHS 37-31, KLDN-FM 38-32, and KGOV 40-38
- EAGLES/LONG RUN (LP)** (ASYLUM)  
Profile Among fifteen hottest at 14k, on at WASH-FM and KRKE-AM, WLOM 4-1, 16 KZK 16-15, CO-102 23-20, KEWI 36-32, and KLDN-FM D-36
- DAVID LOGGINS/THE FOOL IN ME** (EPIC)  
Profile Among fifteen hottest at KLYX-AM, among twenty hottest at KFMB, among twenty-five hottest at 14k, WLOM 24-22, WSM-FM 30-27, KGOV D-29, KLO D-30, and KUKI D-37
- RICHIE FURAY/I STILL HAVE DREAMS** (ASYLUM)  
Profile Among twenty hottest at 14k, on at KRKE-AM, KCSW, WLOM 19-14, KLDN-FM 23-17, KGOV 33-24, WSM-FM 28-25, and KBAI A-37, added at WLFA
- DONNA SUMMER/ON THE RADIO** (CASABLANCA)  
Profile Among fifteen hottest at KARD-FM, among twenty hottest at WASH-FM, WLAV 20-17, WROR D-25, WCBM A-29, and WFFM 39-32, added at WTMJ
- EAGLES/I CAN'T TELL YOU WHY (LP)** (ASYLUM)  
Profile Among ten hottest at 14k, among twenty-five hottest at KFMB, on at WASH-FM, KCSW, WLOL-FM A-26, KGOV D-27, and WFFM D-40
- CHARLIE DANIELS BAND/MISSISSIPPI** (EPIC)  
Profile Among ten hottest at KARD-FM, and KLYX-AM, KCSW 10-8, and WSMI 26-22
- AMERICA/ALL MY LIFE** (CAPITOL)  
Profile Among fifteen hottest at KAFM, and KOB, WJYY-FM 7-4, and KCSW 23-19
- CHIC/FORBIDDEN LOVER** (ATLANTIC)  
Profile WHAG 3-1, KCBQ 11-9, WNEU 29-27, and WLAG 34-31
- JIM WEATHERLY/SMOOTH SAILIN'** (ELEKTRA)  
Profile Among twenty hottest at WSLU, among twenty-five hottest at KUGN, on at KOLO, WTMJ D-26, and WSMI A-32, added at WHAG
- KOOL & THE GANG/LADIES NIGHT** (DE-LITE)  
Profile WFBR 14-8, WFYR 15-11, and KITY 16-14
- NATURE'S DIVINE/I CAN'T CONTROL MYSELF** (INFINITY)  
Profile WNEU 24-23, WSM-FM D-29, WLOM D-30, and KUKI D-40
- JOHNNY MATHIS/NO ONE BUT THE ONE YOU LOVE** (COLUMBIA)  
Profile Among five hottest at KLYX-AM, on at KLO and KBLI, WHAG 19-12
- KARLA BONOFF/WHEN YOU WALK IN THE ROOM** (COLUMBIA)  
Profile Among fifteen hottest at 14k, on at KUGN, KSEN 19-18, KCBQ A-31, and WHBC A-34, added at KLDN-FM, and KGOV
- ORSA LIA/I CAN'T HOLD ON** (INFINITY)  
Profile WJYY-FM 19-14, KAOK-AM 28-26, KCSW D-30, and KBAI 34-32, added at WMAZ
- MOON MARTIN/NO CHANCE** (CAPITOL)  
Profile Among fifteen hottest at 14k, KCBQ 32-29, KBAI A-34, and KEWI A-37, added at WMAZ, KFMB, WCHS, KAFM, KBLI, and KAGO
- FLEETWOOD MAC/ANGEL (LP)** (WB)  
Profile on at WASH-FM, CO-102 15-11, and 16 KZK 29-19
- MICHAEL JACKSON/ROCK WITH YOU** (EPIC)  
Profile Among fifteen hottest at WASH-FM, on at WORG-FM, WVLC, WRNZ, WFBR A-29, added at WLFA, WNEU, WGAC, KWEN, and LOVE94
- BARRY MANILOW/WHEN I WANTED YOU (LP)** (ARISTA)  
Profile Among five hottest at KARD-FM, among ten hottest at KLOK, on at WASH-FM
- EDDIE RABBITT/POUR ME ANOTHER TEQUILA** (ELEKTRA)  
Profile Among ten hottest at KLYX-AM, on at KLO, KOLE D-26
- NITEFLYTE/IF YOU WANT IT** (ARIOLA)  
Profile KWEN 9-9, KCBQ 28-25, WINK 30-27, and WCHV 36-30
- BEACH BOYS/IT'S A BEAUTIFUL DAY** (CARIBOU)  
Profile Among twenty-five hottest at WFTL, KBAI 34-26, and WHAG A-35, added at KAGO
- RUPERT HOLMES/HIM (LP)** (INFINITY)  
Profile Among fifteen hottest at WTFM, WJYY-FM 21-16
- FLEETWOOD MAC/NEVER MAKE ME CRY (LP)** (WB)  
Profile Among twenty-five hottest at KHOW, on at KCSW, KGOV D-30, added at KAGO, and KLO
- KEITH HERMAN/SHE'S GOT A WHOLE NUMBER** (RADIO RECORDS)  
Profile KAOK-AM D-24, added at WVLC
- TERI OESARIO/YES, I'M READY** (CASABLANCA)  
Profile Among ten hottest at WHDH, KEWI A-40, added at WHBC, WGOW, KEX, and WTMJ
- MAXINE NIGHTINGALE/(BRINGING OUT) THE GIRL IN ME** (WINDSONG)  
Profile on at KUGN, WORG-FM D-29, KBAI A-39, and KAGO D-39
- BOBBY VINTON/MAKE BELIEVE IT'S THE FIRST TIME** (TAPESTRY)  
Profile WJYY-FM D-26, added at KLYX-AM
- SWITCH/I CALL YOUR NAME** (MOTOWN)  
Profile KAOK-AM 30-19
- FLEETWOOD MAC/THINK ABOUT ME (LP)** (WB)  
Profile 16 KZK 29-19
- JUDY TZUKE/STAY WITH ME TILL DAWN** (ROCKET)  
Profile WTMJ D-27, added at WJYY-FM, and KLDN-FM
- MAUREEN MCGOVERN/I CAN'T TAKE MY EYES OFF YOU** (WB)  
Profile WHAG A-32, added at KUGN, and WHBC
- DOBBIE GRAY/IN CROWD** (INFINITY)  
Profile KOLE A-29
- BILLY PRESTON/WITH YOU I'M BORN AGAIN** (MOTOWN)  
Profile Among twenty hottest at WTFM, WFYR, and WTMJ
- RICHARD STEPP/HOLD ON** (INFINITY)  
Profile KEWI A-36, added at KCSW, KGOV and KUKI
- SPYRO GYRA/JUBILEE** (INFINITY)  
Profile KUKI D-38, added at WSMI, and KUGN
- CHARLIE DANIELS BAND/BEHIND YOUR EYES** (EPIC)  
Profile KBAI A-38, added at KCSW, and LOVE94
- GLEN CAMPBELL/MY PRAYER** (CAPITOL)  
Profile Added at WMAZ, and WTMJ
- JOHN STEWART/LOST HER IN THE SUN (LP)** (RSO)  
Profile Added at WSM-FM
- TOTO/99 (LP)** (COLUMBIA)  
Profile Added at LOVE94

## NIGHTPARTED ACTION

- BLONDIE/DREAMING** (CHRYSALIS)  
Profile Among ten hottest at 14k, on at WVLC, WNEU 18-14, WHLM 21-20, WFBC D-24, and WFBR A-33, added at KAGO
- LED ZEPPELIN/ALL MY LOVE** (SWAN SONG)  
Key Cuts: Among twenty hottest at 14k, on at KKEZ, KLDN-FM 20-15
- JEFFERSON STARSHIP/JANE** (GRUNT)  
Profile on at Z-103, KKEZ, WCHV, WVLC, 14k, and KWEN

## MOST PLAYED ALBUMS

- EAGLES/THE LONG RUN** (E/A)  
Key Cuts: Title, The Sad Cafe, I Can't Tell You Why, and The King Of Hollywood
- FLEETWOOD MAC/TUSK** (WB)  
Key Cuts: Angel, Brown Eyes, Think About Me, Sara, Never Make Me Cry, Storms, Beautiful Child, Over & Over, and Honey Hi
- BARRY MANILOW/ONE VOICE** (ARISTA)  
Key Cuts: Who's Been Sleeping In My Bed, A Slow Dance, When I Wanted You, I Don't Want To Walk Without You, and Rain
- KENNY LOGGINS/KEEP THE FIRE** (COLUMBIA)  
Key Cuts: Now And Then, Title, This Is It and Half A Chance
- JIMMY BUFFET/VOLCANO** (MCA)  
Key Cuts: Fins, Title, Survive, Chanson Pour Les Petits Enfants, and Stranded On A Sandbar
- KARLA BONOFF/RESTLESS NIGHTS** (COLUMBIA)  
Key Cuts: Baby Don't Go, Title, The Letter, Trouble Again, Water Is Wide and When You Walk In The Room
- NICOLETTE LARSON/IN THE NICK OF TIME** (WB)  
Key Cuts: Dancin', Jones, Title, Breaking Hearts, Rio De Janeiro and Back In My Arms
- LITTLE RIVER BAND/FIRST UNDER THE WIRE** (EMI)  
Key Cuts: Mistress Of Mine, Cool Change, and Middle Man
- JANIS IAN/NIGHT RAINS** (COLUMBIA)  
Key Cuts: Other Side, Here Come The Nights, Memories and Have Mercy
- BOB DYLAN/SLOW TRAIN COMING** (COLUMBIA)  
Key Cuts: Precious Angel, Title, and Gotta Serve Somebody
- STEVIE WONDER/JOURNEY THROUGH THE SECRET LIFE OF PLANTS** (TAMLA)  
Key Cuts: Outside My Window, Power Flower, and Black Orchid

## ALBUM ACTION

- BARBRA STREISAND/WET** (COLUMBIA)
- JETHRO TULL/STORMWATCH** (CHRYSALIS)
- RICHIE FURAY/I STILL HAVE DREAMS** (E/A)
- TOTO/HYDRA** (COLUMBIA)
- SANTANA/MARATHON** (COLUMBIA)
- RUPERT HOLMES/PARTNERS IN CRIME** (INFINITY)
- STYX/CORNERSTONE** (A&M)

# Urban Music

Urban Music is a totally new and unique approach to this area of radio programming. The computer program used to derive this chart is the most complex of all the FRED charts. Input comes from progressive black programmers who are interested in winning more than just black listeners. There are special weighting factors for crossover markets. Sales in such markets were traced to the stations generating the action be they black or white. This program has been tested at FRED for months to verify its accuracy. Programming off this chart will win ratings. Crossover market programmers are urged to consult it to find out what's really happening with a huge segment of the total listening audience.

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

## SIGNIFICANT ACTION

DIONNE WARWICK/Deja Vu	Arista	DEXTER WANSEL/Sweetest Pain	PI
RUFUS & CHAKA/I'm Dancing For Your Love	MCA	CHICAGO/Street Player	Columbia
SHALAMAR/The Second Time Around	RCA	SANTANA/Aquamarine	Columbia
ANGELA BOFILL/I Try	Arista	DESTINATION/Move On Up	Butterfly
ASHFORD & SIMPSON/Nobody Knows	WB	BOBBY CALDWELL/My Flame	Clouds
TYRONE DAVIS/Be With Me	Columbia	SERGIO MENDES/I'll Tell You/Lonely Woman	Elektra
WILSON PICKETT/I Want You	EMI	LTD/Stranger	A&M
NATALIE COLE/Your Lonely Heart	Capitol	HALL & OATES/Wait For Me	RCA

## Quest by Buzz Bennett

Generally speaking perspective in focus is not part of this industry. In fact, most of the time we deal strictly in illusions. But perspective is something we must use or we run the risk of losing it altogether. We too often overlook the fact that what is going on around us in most cases is not reality. The basics of perspectives are remembering things like where you came from, where you are going and why you've created your current circumstances. Learning in most cases is confirming what you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you do. We must come to a place where we understand that we are all learners, doers, thinkers and act upon that knowledge making sure that we utilize all three concepts consistently.

The simplest questions are the most profound. Where is your home? Where are you going? What are you doing? To have a constant grasp on these thoughts is the only way to move ahead. Your answers will change constantly but you must always know your answers. Perspective is a very personal issue. Your only obligation in life is to be

true to yourself. Being true to anyone else is impossible. I have expounded on perspective because I usually expound on illusion.

### PROBLEMS

There is no such thing as a problem without a gift for you in its hands. We seek problems because we need their gifts. This correlates perfectly with the thought that in neurosis there's a gift from nature telling us what to do. It is evident that problems are one of our greatest assets. To find the answer to any given problem is the nature of man and is correct. It is our usual lack of perseverance that creates our frustrations.

A cloud has no idea why it moves in such a direction and at such a speed. It feels an impulsion; this is the place to go now. But the sky knows the reason and the patterns behind all the clouds. You yourself will know all your answers when you lift yourself high enough to see beyond illusions. Since everybody has so many damn problems it becomes obvious that everybody has so many damn opportunities. Fact is, you are never given a wish without being given the power to make it come true. You

may have to work for it very hard, however.

In dealing with programing, it is advisable to practice being fictional for awhile. You will then have a better understanding of fictional characters and a better understanding of the fact that sometimes fictional characters and fictional psychic situations are more real than people with bodies and minds. This thought establishes that illusion is the foundation of broadcasting and almost all of entertainment. Your audience wants illusion, not reality.

The problem a programmer has is in perceiving that the audience should indulge primarily in illusion while the programmer must understand clearly reality, perspective and illusion. Too many programmers live only in illusion or only in reality. Balance creates the foundation for continued perseverance and eventual clear light. A quest must continue. Here's a small test to find out whether your mission on earth is finished.

If you are alive it is not. I'm sure that many people will say that all-news radio is reality. Sorry, news is just one way of presenting the latest illusion.

Inspiration by Richard Bach

## Cipher by C.C. Courtney

### EXPERIENCE

I remember how much I hated being told, "You're too young to understand." My first reaction was, "No, you're just too old to explain it." I still feel that way. I believe that age is like beauty—it's nice to have but it has its disadvantages. I no longer care how old a person is. What I want to know is, how experienced is he?

Experience in depth is based on persistence. It requires time. My father is 55 but I've invested more time in music than he has. It is not time on Earth. It is time of involvement that matters. It calls for a purity of motive that is rarely sustained except through dedication and discipline.

This is easier for the innocent, those ignorant of the dangers. They gain energy from being less bound to conventions. Experience does not guarantee skill. One can do something wrong for years and thereby learn to do it perfectly wrong. Someone who has had an experience and been freaked by it does not make a good guide. They're kind of like the native guides in the

jungle movies—they vanish at the first sign of trouble.

I value the experience of someone who has handled a situation long enough to know what the situation has to teach. The longer they have successfully done something the quicker they get my attention but given the relative newness of most of the technologies we will be dealing with in the coming decade, there won't be too many of us very experienced in any of it. Even now it's touchy.

Norman Douglas said, "Has any man ever attained to inner harmony by pondering the experience of others? Not since the world began! He must pass through the fire." There are some things that must be felt to be understood.

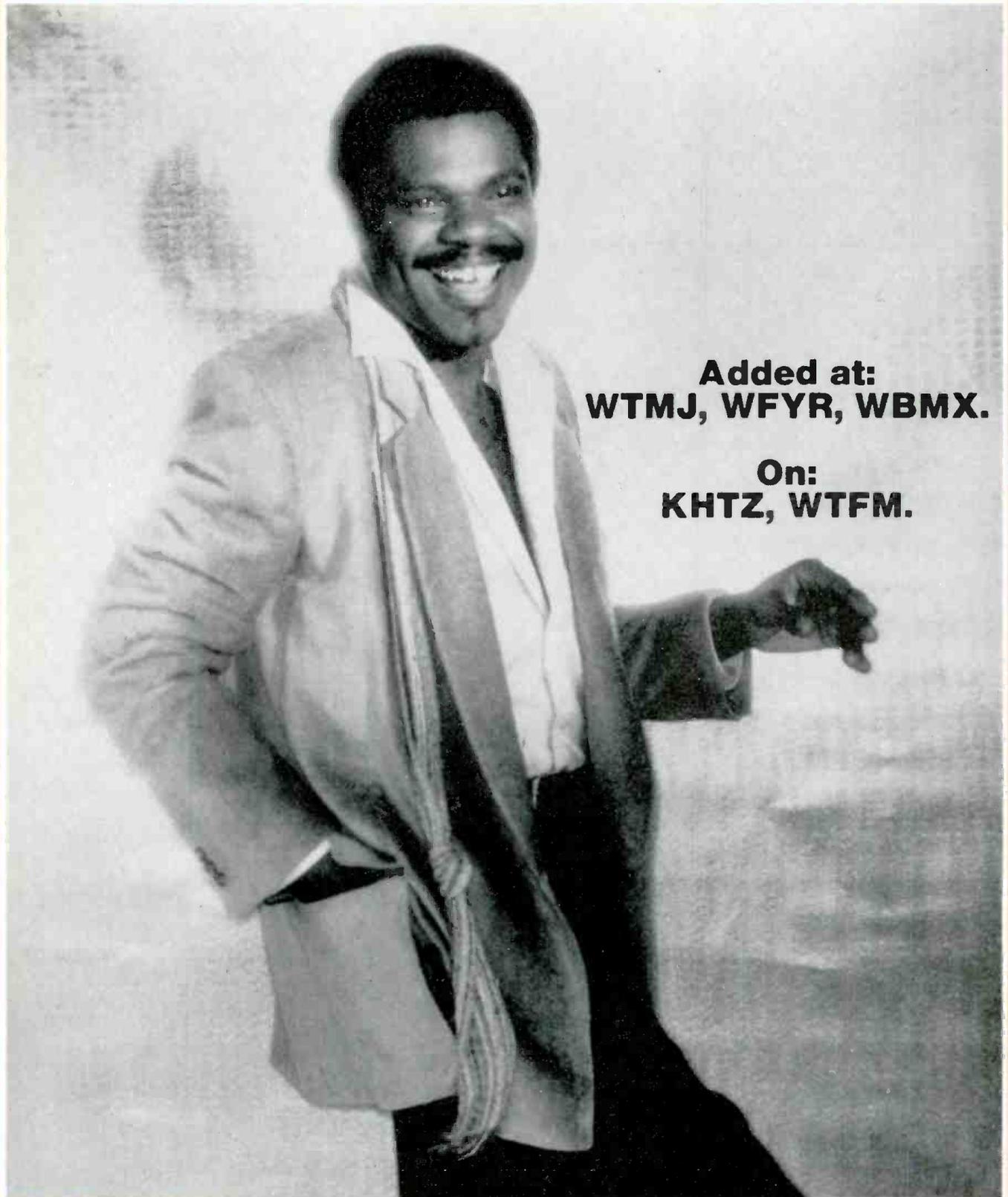
However, that is no excuse to tell someone, "You just wouldn't understand" when you really mean, "I couldn't really explain it to you," which probably means, "I don't understand it myself." Things that are learnable are teachable. When someone asks a factual question, he should be given a

factual answer, not bullshit. Sometimes the best method of teaching is not by explaining but by doing. Sometimes the best method of learning is by observing perfection.

There are studies of beginning golfers and their rate of improvement at the game. A large group is given three days of instruction and practice. Half continues to practice for three days while the other half watches film of the experts demonstrating perfection. At the end of a week, those who watched the film score considerably higher than those who practice.

People are searching for models of perfection. They are searching for experience. This is the basic meaning of the demand for familiarity—we are demanding an experience that is shared by many others. When familiar becomes too familiar, burnout occurs because the subject of discussion turns from "Have you heard it?" to "If I hear it one more time..!" Familiarity, like age, like beauty, like experience, has its limits.

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



**Added at:  
WTMJ, WFYR, WBMX.**

**On:  
KHTZ, WTFM.**

By popular demand from the album "LATE AT NIGHT"  
The New Single "WITH YOU I'M BORN AGAIN"

# The HOTS

*Fred*

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

<b>RUPERT HOLMES/Escape</b>	<b>(Infinity)</b>
<b>SUPERTRAMP/Take The Long Way Home</b>	<b>(A&amp;M)</b>
<b>LITTLE RIVER BAND/Cool Change</b>	<b>(Capitol)</b>
<b>CLIFF RICHARD/We Don't Talk Anymore</b>	<b>(EMI-America)</b>
<b>STEVIE WONDER/Send One Your Love</b>	<b>(Tamla)</b>
<b>PABLO CRUISE/I Want You Tonight</b>	<b>(A&amp;M)</b>
<b>KENNY LOGGINS/This Is It</b>	<b>(Columbia)</b>
<b>JEFFERSON STARSHIP/Jane</b>	<b>(Grunt)</b>
<b>CRYSTAL GAYLE/Half The Way</b>	<b>(Columbia)</b>
<b>DR. HOOK/Better Love Next Time</b>	<b>(Capitol)</b>
<b>FOREIGNER/Head Games</b>	<b>(Atlantic)</b>
<b>CAPTAIN &amp; TENNILLE/Do That To Me One More Time</b>	<b>(Casa)</b>
<b>MICHAEL JACKSON/Rock With You</b>	<b>(Epic)</b>
<b>KOOL AND THE GANG/Ladies Night</b>	<b>(De-Lite)</b>
<b>JOHN COUGAR/I Need A Lover</b>	<b>(Riva)</b>
<b>SMOKEY ROBINSON/Cruisin'</b>	<b>(Tamla)</b>

## **NEXT: (THESE WILL BE HITS):**

**KENNY ROGERS/COWARD OF THE COUNTY 49/28/3 (UA)**

Profile: WPGC 9-7, 92-Q D-15, WEAM A-17, WMOH 23-19, KFMK 25-21, WFOX 26-21, WKMX 28-23, WSGA 29-23, Q-101 D-25, WKIX D-25, KATI D-25, WORD D-28, WAPE D-29, WKYC D-29, KSLQ A-36, WAYS A-36, KRUX A-39, and WZDQ A-39...added at KISR, KRTH-FM, WGLF, WTIX, WSGN, KELI, WRFC, WSKY, KEZR, WKBO, Z-98, KKIQ, WHHY, WMEE, WRJZ, KDES, KOBO, KQIZ, KNOE, KRBE, KFRC, WCSI, and WNFQ...His new single. #1 most popular male artist in many markets. #5 Most-Added and already #16 Most-Debuted...National rank: 151-76-64-41! Phones already starting 12+ and 15+...reporters adding or showing growth ignite from 6 to 23%.

**ISAAC HAYES/DON'T LET GO 27/11/5 (POLYDOR)**

Profile: KVOL 10-1, WHHY 11-5, KFMK 11-6, WKIX 18-15, WKYB 26-15, KNOE 22-16, WLSQ 21-17, WFLI 33-23, KROK D-23, WAYS 34-24, WTIC-FM 32-25, WFOX 30-27, WSGA 31-28, WNOE-AM 40-34, KATI 30-36, and WGLF D-36... added at WHBQ, WEAM, WQXI-AM, 92-Q, KNUS, KRGV, WORD, WQCM, KSTN, KOPA, and KFI...Extremely hot Urban (7-5), in crossover markets and now developing in white areas...National rank: 81-62-49-43. Reporters showing growth step from 13 to 15%...#20 Most-Added.

**DONNA SUMMER/ON THE RADIO 22/10/4 (CASABLANCA)**

Profile: WQCM 10-10, WSGA 15-10, WRKO 24-18, KRTH-FM A-27, Y100 32-28, WAXY A-29, KORL A-30, KRQ A-33, WAGY 39-34, and WIKS A-38...added at KWOD, WALT, WGH, G-135, BJ-105, WQXI-AM, and M-107...Her next single...popular street talk already generating. The Queen of Disco and the hottest female artist today as every release in two years has gone at least Top 5! #18 Most-Added...National rank: d-85-58! Reporters adding or showing growth tune in from 4 to 9%.

**TOM PETTY/DON'T DO ME LIKE THAT 35/26/3 (BACKSTREET)**

Profile: WKYB 30-19, WERK D-23, WAGY A-26, 94-Q A-29, KBOS D-30, KEZR D-30, KNOE D-34, KSLQ A-37, CK101 A-40, and WQLK D-40...added at KBEQ, CKGM, WOKY, WALG, WAIV, WSSC, KOKQ, WROV, WSFL, WHBQ, WRFC, WLOF, KUHL, KKIQ, KPUG, WHHY, KRIG, KQIZ, KIQY, BJ-105, KFRC, and WAIM...Extremely valuable image power...giant LP...#6 Most-Added...already #1 phones at WAGY...National rank: d-111-62! Reporters adding or showing growth triple from 6 to 18%...television appearance on "Saturday Night Live" is boosting interest.

## **ALBUM OF THE WEEK**

**STEVE FORBERT/Jackrabbit Slim (Nemperor)**