

I N S I D E :

**Tough Talk For Radio From Fowler, Congressmen**

FCC Chairman **Mark Fowler** tells broadcasters not to expect deregulation without some form of spectrum fees, while three Congressmen rip **NAB** for opposing Radio Marti. Page 4

**L.A.'s Battle Of The Big Bucks**

Suddenly CHR stations in Los Angeles are staging big-money contests, just like the old days . . . and even playing a few tricks. **Joel Denver** talks to the principals about the principles involved. Page 24

**Is Radio Dropping The Ball On National Business?**

- Radio's counterproductive practices impede effective selling.
- Print does a better job than radio of getting to top ad execs.
- Radio has gotten sloppy and is losing its competitive edge.

Three samples of rep firm and agency executives' thinking on radio's ability to attract and sustain national business. Radio has room for improvement, **Jonathan Hall's** introduction to the national business issue concludes. Page 18

**The Nashville Network: New Radio Competition Or A Boon To Country?**

**Group W** and **WSM Inc.**'s ambitious Country-oriented cable project The Nashville Network debuted last week. **Carolyn Parks** outlines its objectives and potentials and samples radio and record reaction to this new force in the country field. Page 36

**People In The News This Week**

- **Joel Raab** PD at WHN
- **George Edwards** National Black Network President
- **Bob Heymann** KQAK Station Manager
- **Eric Seidel** OM at WCBM
- **Bill Garcia** programs WFLA-AM & FM
- **Greg Peck** joins E/A
- **Michael Brandon** PD at KITY

Page 3

**The Proper Research Investment**

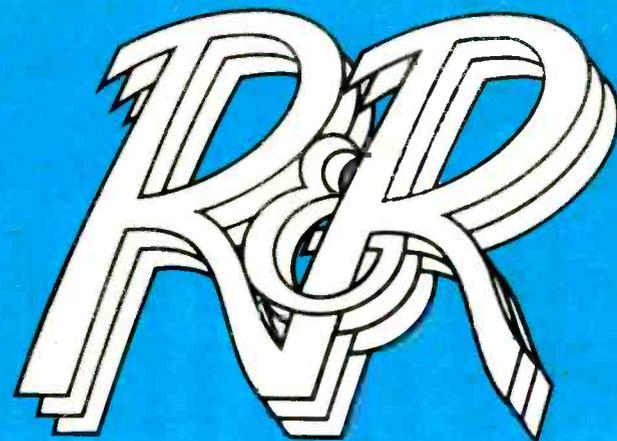
How much money should a radio station reserve for research? The factors you should consider are outlined in a conveniently condensed form. Page 14

**FDR's Fireside Chats — A Radio Milestone**

On the 50th anniversary of Pres. **Franklin Roosevelt's** radio "fireside chats" to the nation, **R&R** looks back on the first effective political use of radio on a national scale in a special historical salute. Page 7



Page 7



RADIO & RECORDS

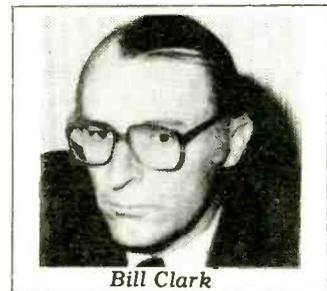


**St. Paul Winter Carnival A Solid Success**

WCCO/Minneapolis-St. Paul had to judge over 150 spectacular entries in its "CCO In The Snow" promotion, part of St. Paul's annual Winter Carnival. The snowsculpting contest was cosponsored by WCCO and Republic Airlines. The winning entry was a giant radio decorated with six whimsical figures and a Winter Carnival banner. Its creator won an all-expense-paid trip for four to Steamboat Springs, CO, an ice day's work by any standard.

**Clark Appointed Shamrock Radio Division President**

Following recent management restructuring, Shamrock Broadcasting has named **Bill Clark** President of its Radio Division. In addition, Clark has



Bill Clark

been elected a VP of the parent company and a member of the Board of Directors. He retains his current post as President/GM of KABL-AM & FM/San Francisco.

Prior to assuming this newly-created position, Clark served two years as General Manager of Shamrock's Radio Division. A KABL veteran of nearly 17 years, Clark told **R&R**, "Shamrock is really an outstanding company. I'm proud to be a part of its operation and growth." Besides KABL-AM & FM, Clark will oversee the company's other radio outlets,

WWWW/Detroit, KMGC/Dallas, KUDL/Kansas City, KXLR/Little Rock, and WBOK/New Orleans.

Concurrent with Clark's appointment, two other senior executives were named: VP/Finance **James Mixon** to Exec. VP/Chief Operating Officer. CLARK/See Page 22

**Brandmeier Off Air At WLUP Again**

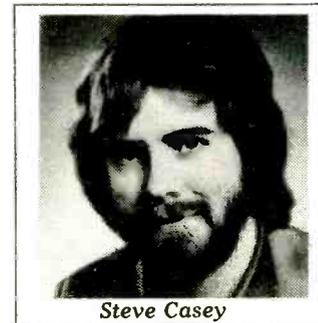
**KZZP Wins Injunction; Morning Man Waits Till April**

The tangled legal battle over former **KZZP/Phoenix** morning man **Jonathon Brandmeier's** on-air status in his new role as **WLUP/Chicago** morning man ended this week as **KZZP** won a new injunction to keep Brandmeier off the air. **WLUP** has decided against further appeals, so Brandmeier will not be heard on **WLUP** until April 1, the day after his **KZZP** contract expires. **KZZP** had sought an injunction after Brandmeier left to join **WLUP** in early February,

**Casey Rejoins WLS-AM & FM**

**Leaves Consultancy For New Operations Manager Post**

**Steve Casey** will exit the consultancy firm **Sebastian, Casey & Associates** on March 15 to become Operations Manager for **ABC's WLS-AM & FM/Chicago**. The consulting firm will actually cease to exist on June 1, as Casey's partner, **John Sebastian**, had previously announced his intention to market a new format outside the **Sebastian/Casey** umbrella beginning July 1. Casey, who had originally planned to rename the programming firm and continue without **Sebastian**, was apparently convinced to do otherwise by **WLS-AM & FM** VP/GM **John Gehron**.



Steve Casey

Casey explained to **R&R**, "My intent was certainly to form a consultancy when **John (Sebastian)** leaves, and the only thing that could have swayed me was what actually came about — the best programming job in radio. Last Wednesday (3-2) **John (Gehron)** flew into Phoenix

with the proposal. It made good sense and we went for it. This is one of those rare and wonderful instances when I have been able to choose between two real desirable paths. I care a great deal about the people we've been dealing with. I have detailed recommendations for their future programming that I'll be passing along to them."

Asked about current **WLS-AM & FM** PD **Richard Lippincott**, **Gehron** told **R&R**, "Rick CASEY/See Page 22

**Wodka Named KJR VP/GM**

**Ed Wodka** has been appointed VP/GM at **Metromedia's KJR/Seattle**. **Wodka** joins **KJR** after serving 20 years with **Mid-America Media**, the last eight years as VP/GM of the firm's recently-sold **KIOA & KMGK/Des Moines**. He replaces **Rich Robertson**, who resigned as **KJR** GM to accept the same post across town at **KOMO (R&R 2-11)**. The appointment reunites **Wodka** with **KJR** PD **Benjamin Hill**, who programmed **KMGK** five years ago.

**Metromedia Radio Division** President **Carl Brazell** commented, "I'm very pleased to have brought **Ed** to **Metromedia**. His 20 years of experience managing three stations for **Mid-America** qualify him eminently for the GM position at **KJR**."

**Wodka** told **R&R**, "Mid-America was like family, but

the station sale created opportunities to look at new challenges. **KJR** is an institution with an incredibly talented staff and **Seattle** is a beautiful, friendly city. Just working with **Carl Brazell** will be a delight as well as quite a learning experience. He's a very knowledgeable guy. I'm very excited."

Replacing **Wodka** at **KIOA & WODKA/See Page 22**

**KHOW Promotes Heath To PD**

**Jim Heath** has been promoted from middays to Program Director at **KHOW/Denver**. **Heath**, who worked three years at **KHOW** as Music Director in the early '70s, rejoined the station six months ago after programming competitor **KPPL** for two years. He replaces **Dave Anthony**, who resigned two weeks ago (**R&R 2-25**).

**Metromedia Radio Division** President **Carl Brazell** stated, "Jim's years of experience in the **Denver** market and in **A/C-MOR** radio give him outstanding qualifications for the PD position. We're looking forward to some exciting days ahead at **KHOW**."

**KHOW** VP/GM **Sam Sherwood** commented, "We're really happy to have **Jim** here, because he's a longtime **Denver** broadcaster who knows what's happening in this market and what direction we want from our station. **Jim's** an easy guy to get along with, and fits right in with our long-range goals. No question about **KHOW/See Page 22**

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**IN '83**

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The 1983 R&R

RATINGS REPORT

Volume I

The most comprehensive and easy-to-use ratings guide available is coming soon, free to all R&R subscribers.

Table listing various reports and their page numbers, including Washington Report, What's New, Networks/Suppliers/Reps, etc.

National Black Network Names Edwards President

George Edwards has been promoted to President of the National Black Network. He succeeds Gene Jackson, who steps down from the presidency but remains as Chairman.

After joining NBN four years ago as VP/Marketing and Sales Development, Edwards later became VP/GM. Besides being a minority owner of the network, he counts 25 years marketing experience in his background.

the growth of Unity Broadcasting's properties."

WCBM Sets Seidel As Operations Manager

WCBM/Baltimore has named Eric Seidel, most recently Supreme Court correspondent for Cable News Network, as Operations Manager.

Prior to joining CNN last June, Seidel was News Assignment Manager at WJLA-TV/Washington for two years. From 1975 to 1980 he was News Director at WGST/Atlanta.

"My intention is to make WCBM the radio station of record in Baltimore," Seidel told R&R. "One of the important ways to do that is to reinforce with the listener that we are here when they need us, that we are a utility, that when they need news they can get it from us."

Garcia To Program WFLA-AM & FM

Veteran programmer Bill Garcia, who last programmed WOMC/Detroit ten months ago, has been named Program Manager at WFLA-AM & FM/Tampa by President/GM Jim Bocock.

Garcia told R&R, "I'm just ecstatic over the whole thing. It's a great company (Blair Broadcasting) and I've got two great facilities to work with. The wait for the right programming position was very hard, and looking back on things, I can now say it was really worth the wait. The time off has given me the chance to completely reevaluate my management/programming methods. This is just like going home for me, since I put Q105 (WRBQ) on the air."



Bill Garcia

Bocock commented, "Bill knows the market and will do a fine job. I'm really happy to have him working for us. He was the final choice after interviewing many candidates. I've had a chance to observe his programming firsthand years ago when he programmed WRBQ and I'm still impressed with his knowledge and capabilities."

Bocock went on to speculate about a format change for the FM. "Blair bought these stations recently and I joined them in January. We've yet to assess what we're going to do with the FM, but you can look for a change in calls that will correspond

Raab Becomes WHN's New PD

Joel Raab, Program Director of WHK/Cleveland, has been named PD at WHN/New York. He replaces Dene Hallam, who became PD at crosstown Country competitor WKHK last month (R&R 2-4).

WHN GM Brian Moors commented to R&R, "I believe Joel has no equal in the actual controlling of the flow, mix, and matching of music. His experience with AM Country radio stations, his knowledge of music, and his reputation in the field are unsurpassed. Joel is such a perfectionist in the area of music and flow and sound and formatics that he's the person I want to keep WKHK down on the farm."



Joel Raab

Continuing in the same competitive vein, Moors said, "We're about to introduce a new TV advertising campaign that will appeal to the emotionalism of country music. It's not going to be a stereotype chuckwagon approach that WKHK has. When it hits, I think WKHK will stand up and take notice. I can't tell you that they will never overcome us, but I can tell you that if they thought they had a fight before, they are going to have a hell of a worse fight!"

Raab told R&R, "Leaving (WHK owner) Malrite is far from an easy decision. (WHK VP/GM) Ron Jones, (Malrite VP/Pro-

gramming) John Chaffee, and (Malrite Exec. VP) Gil Rosenwald have been great teachers. But the opportunity at WHN and Mutual is a once-in-a-lifetime challenge. WHN is America's premiere Country station. Working with Brian Moors will be a tremendous learning experience. I've been assured all of the tools will be there to help WHN grow even more."

No replacement has been chosen at WHK, but Raab will commute between the two stations until the end of March.

Heymann Upped To KQAK Station Manager

Bob Heymann has taken on the additional responsibilities of Station Manager at KQAK/San Francisco, while retaining his PD duties at the station. Heymann has programmed the AOR station since its debut last fall.



Bob Heymann

grammed the AOR station since its debut last fall.

KQAK VP/GM Les Elias told R&R, "Bob's done a wonderful job since we started this place from scratch six months ago. This rewards him for the work he's done and

takes advantage of his management abilities in broader areas."

Heymann told R&R his new duties "entail the day-to-day operations of the station." He continued, "I'm excited about the opportunity that KQAK has given me in my new capacity. Upper-level station management has been a goal of mine since I first became interested in radio."

Peck Directs E/A Special Markets

Greg Peck has joined Elektra/Asylum Records as National Promotion Director/Special Markets. Peck, who will be based in E/A's New York office and report to VP/Special Markets/Marketing Keith Jackson, was most recently a National Promotion Director for Columbia Records. Peck began his record career in 1976 as local promo manager for Atlantic Records in Cleveland. A year later he joined Columbia in Chicago, becoming Northeast Regional Promotion Manager in 1979.



Greg Peck

Jackson commented, "Adding a gentleman of Greg Peck's caliber to our marketing team at E/A helps establish us as a force to be reckoned with in the area of black music."

KITY Appoints Brandon PD

Michael Brandon, evening air personality at KONO/San Antonio, has been appointed Program Director of sister station KITY, replacing exiting PD John Steele.

Commenting on his new position and Steele's departure, Brandon told R&R, "I think it just came down to (owner) Jack Roth and John having a disagreement over where the station was heading. It was an amicable parting. As a result, I'm in the process of organizing some things that needed some work. There will be no major changes, as these modifications will be subtle in nature to fine-tune us."

Brandon will relinquish his air shift on KONO and assume an airshift at KITY. Prior to joining KONO, Brandon had programmed WKHC/Evansville, IN and WOMI/Owensboro, KY. Steele's future plans were not disclosed.

STAFF

Staff list including Publisher: BOB WILSON, Executive Editors: KEN BARNES, JOHN LEADER, Art Director: RICHARD ZUMWALT, News Editor: GAIL MITCHELL, Ratings & Research Editor: JHAN HIBER, Sales & Marketing Editor: JONATHAN HALL, etc.

# Washington Report

## Accused Engineer Asks FCC To Clear His Record

The FCC Review Board has been asked to restore the reputation of a broadcast engineer who feels he was wronged by an FCC law judge. The case involves Robert A. Jones, who conducted field strength measurements in a successful bid by WKKQ/Hibbing, MN to change frequencies, boost power, and add nighttime service.

The law judge accused Jones of submitting false measurements, being more concerned with speed than accuracy, and of responding to those charges with answers that "bordered on sheer arrogance."

In a petition for extraordinary relief, Jones has asked the Commission to strike the criticisms of him from the judge's decision, claiming the statements create "a serious injustice which must be righted."

The measurements were correct, the petition asserts, yet the law judge "went on to attack Mr. Jones vehemently, despite the record's complete lack of any factual basis for any attack."

## Lotteries Ruled Out In Two FM Cases

Last week the Commission denied requests from applicants to grant new FM licenses in Santa Fe, NM and New Tahoe City, CA by lottery. The FCC has Congressional authority to use lotteries and is now finalizing proposed rules. However, those rules would only allow lotteries for radio if an absolute deadlock occurs.

In the Santa Fe case, the FCC denied the lottery request from WKNE Corp., one of three applicants, because no tie exists and because the case began before the lottery bill became law.

The FCC said no need for a lottery had been shown in the New Tahoe City case, either. Random selection had been requested by the Women's Network, one of seven parties seeking an FM license.

## RTNDA Chief Blasts Long Over Senate Broadcasts

In an unusually harsh statement, RTNDA President Dean Mell, News Director at KHQ-AM-FM & TV/Spokane, has denounced Sen. Russell Long (D-LA), the chief opponent of allowing broadcast coverage of Senate floor debates.

Long and his allies have succeeded in delaying a vote on radio and television coverage by calling for additional hearings in the Rules Committee. But Mell says the hearings are unneeded and "will be a waste of the taxpayers' money and the Senate's time."

Mell added, "They have maneuvered and stalled and spurned every compromise in their stubborn determination to conduct business in the old way without letting more than a handful of tourists see and hear how they transact the people's business."

**For The Record:** Radio station totals listed here last week were based on incorrect figures issued by the FCC. The corrected totals are 9186 stations overall, 4701 AMs, 3396 FMs, and 1067 non-commercial FMs.



**TAB MEETS NAB** — A reception hosted by the Texas Association of Broadcasters (TAB) was one of dozens of events in Washington last week as state association presidents and executive directors gathered for meetings and to lobby members of their home state congressional delegations. The officials reported finding almost unanimous support on Capitol Hill for deregulating radio. Shown above at the Texas reception are (l-r) Dick Osburn, President, Osburn/Reynolds Stations; FCC Commissioner Anne Jones; NAB President Eddie Fritts; and TAB President Ron Roger.

## OVER BURGER'S "DEAD BODY?"

### Offensive Launched To Win Federal Court Broadcasts

More than 28 groups, mostly news organizations, launched a campaign this week to open federal courts to microphones, television, and still cameras. Spearheaded by CBS, the effort includes such groups as ABC, NBC, NPR, AP, UPI, Mutual, PBS, CNN, New York Times, Washington Post, NAB, and RTNDA.

In a petition filed Tuesday (3-8) with the Judicial Conference, a panel of judges that sets rules for federal courts, the coalition said, "There are few matters more important to an informed public than knowledge about the activities of the federal judicial system. Since most people cannot gain the needed understanding by attending court proceedings, they must rely on the press — both print and electronic."

CBS attorney Timothy Dyk of the law firm Wilmer, Cutler & Pickering told a Washington news conference, "The days of

the county courthouse, where everyone in the vicinity could attend, are long past."

#### Success In 40 States

Dyk stressed that in the 40 states where some form of broadcast coverage of state courts is permitted, there has been no disruption of proceedings or harm to fair trials.

The Judicial Conference is headed by Supreme Court Chief Justice Warren Burger, whose hostility towards the news media is legendary. Asked about a Burger statement that broadcast coverage would happen over his "dead body," Dyk replied,

## BROADCASTERS "DELUDING THEMSELVES"

### No Deregulation Without Spectrum Fees, Fowler Warns

In a friendly but blunt warning, FCC Chairman Mark Fowler said last week that broadcasters are "deluding themselves" if they believe they can win total deregulation from Congress without having to accept some form of spectrum fees.

"You're not going to get meaningful legislation if you're not willing to give something," Fowler told state broadcasting association presidents and executive directors meeting in Washington for a week of NAB-sponsored meetings.

Fowler repeated his call for a "modest and flat fee system" to raise funds for public broadcasting. In return, he suggested 20-year broadcast licenses free from renewal challenges and total deregulation to make broadcasting "as free as the print model."

The FCC Chairman told the broadcasters he believes there's now a "window of opportunity" that must be seized to get deregulation through Congress.

#### Fees Freeze Fritts

Disagreeing with Fowler, NAB President Eddie Fritts told R&R, "I wonder how the Founding Fathers would have reacted to a national newspaper commission and spectrum fees for the right to have freedom of the press?" Calling the visiting state executives "adamant" in their opposition to spectrum fees, Fritts said he doubts Congress will ever make broadcasters as free as Fowler's "print model." But he believes "paperwork deregulation" and an end to comparative renewals are "doable" in the current Congress.

## HOUSE PROSPECTS SLIP

### NAB's Radio Marti Stance Raises Capitol Hill Ire

Key supporters of Radio Marti on Capitol Hill have criticized NAB for announcing its opposition to Radio Marti. NAB President Eddie Fritts has received letters of complaint from Reps. James Broyhill (R-NC), Matthew Rinaldo (R-NJ), and Dante Fascell (D-FL). Expressing disappointment in NAB's stance, they said a compromise barring the station from 1040 kHz is reasonable.

Meanwhile, an aide to House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) said NAB's opposition and liberal gains in November's elections mean that Radio Marti's "prospects of passing the House this year are dimmer than they were last year."

On Capitol Hill, Rep. Rinaldo was especially furious with NAB. He is introducing a Radio Marti bill in the house this

week. In a meeting with New Jersey broadcasters last week, Rinaldo expressed anger at NAB's opposition, saying he thought his bill was "word by word, paragraph by paragraph" what the association wanted.

However, NAB's Fritts said he never agreed to the bill and was "somewhat surprised" when it was introduced in the Senate in the middle of his negotiations with the State Department. Those discussions resume this week, and Fritts will be seeking U.S.-Cuban talks on interference, compensation for stations harmed by interference, moving Radio Marti off the AM band, a coordinated State Department approach to international broadcast issues, and a "safety net" for broadcasters should the U.S. trigger a power war with Cuba.

Even if all those goals are achieved, said Fritts, the most NAB will do is refrain from active opposition. "Anyone who thinks we're going to go out and campaign for Radio Marti is crazy," Fritts told R&R.

Also, Fritts says Rep. Fascell pledged Monday (3-7) that he'll try to have compensation for injured broadcasters placed in the Radio Marti bill. According to Fritts, Fascell was unaware of the omission when he criticized NAB's opposition.

The Rinaldo bill, identical to S. 602 offered by Sen. Paula Hawkins (R-FL), offers options such as placing Radio Marti on 1180 kHz, the frequency of VOA in Marathon, FL and WHAM/Rochester, leasing time on commercial stations, going above or below the commercial AM band, or using a short-wave frequency.

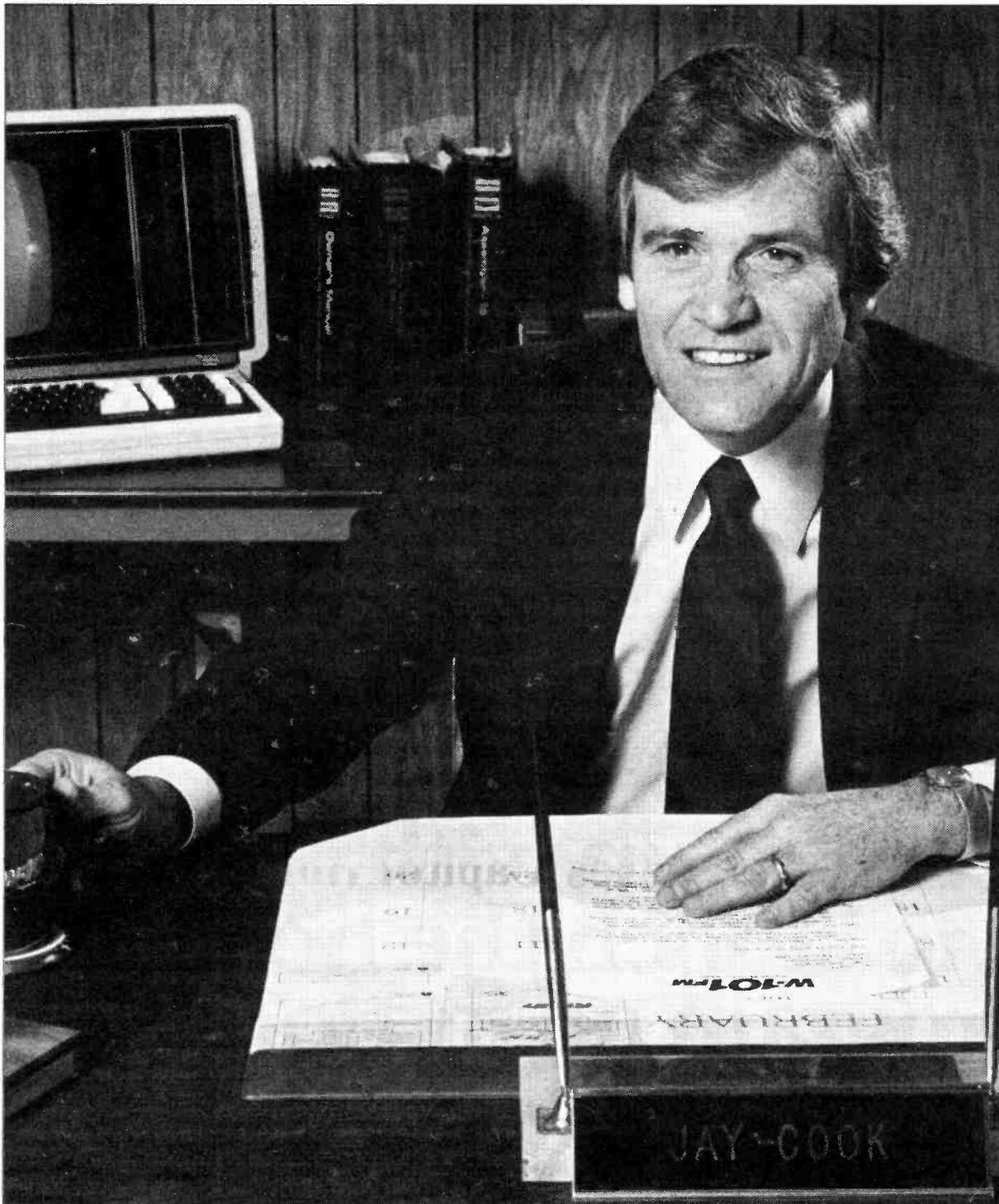
## Fowler's FCC Horror Scenario

To stress why he feels legislation to make deregulation permanent is so vital, FCC Chairman Mark Fowler gave state broadcast association officials a horror scenario of what a new administration's FCC might do: break up AM-FM combinations, bring back ascertainment, commercial time limits, and annual financial reports, order prime time public access hours for television and free airtime for political candidates, impose new ownership limits, and toughen EEO rules to make stations hire minorities according to their exact percentage of the local workforce.

If any of these steps happen in the future because broadcasters were unwilling to accept spectrum fees to achieve deregulation, said Fowler, "Don't come to me ten years from now."

NRBA Executive VP Abe Voron said he agrees with Fowler to the extent that "I don't think it's possible in today's political climate to get full deregulation without some consideration." Regarding the deregulation bill recently passed by the Senate, Voron declared flatly, "S. 55 has no chance of passing in the House this Congress."

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Jay Cook is Vice President and National Program Director of Gannett Radio Division, and President and General Manager of W-101, Tampa/St. Petersburg.

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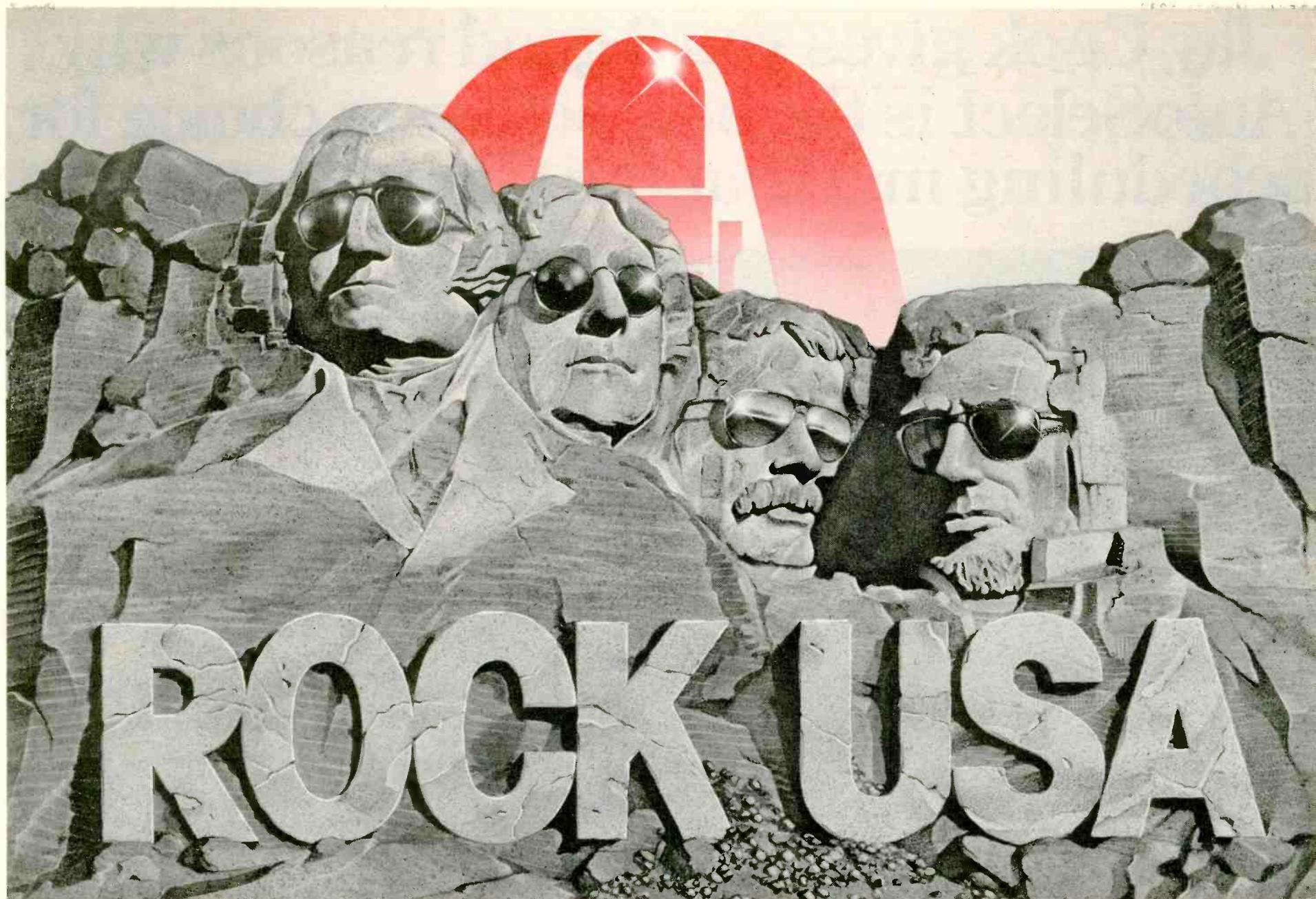
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WPLO/WVEE — Atlanta  
WBT/WBCY — Charlotte  
WJJD/WJEZ — Chicago  
WLAK — Chicago  
WUBE/WMLX — Cincinnati  
KAAM/KAFM — Dallas/Fort Worth  
KSCS — Dallas/Fort Worth  
KOAQ — Denver  
WCZY — Detroit  
WAIV — Jacksonville  
Magic 105 — Little Rock  
KIIS-AM/FM — Los Angeles  
KZLA — Los Angeles  
WMPS/WHRK — Memphis  
WISN/WXLP — Milwaukee  
KTAR/K-Lite — Phoenix  
WMBD/WKZW — Peoria  
KGW/KINK — Portland  
KSD-AM/FM — St. Louis  
KSDO-FM — San Diego  
KYA/KLHT — San Francisco  
KING — Seattle  
WFLA — Tampa/St. Petersburg  
W-101 — Tampa/St. Petersburg  
WSUN — Tampa/St. Petersburg  
KRAV/KGTO — Tulsa  
Radio Windy — Wellington, New Zealand  
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**The answer  
is Mutual.** 

MUTUAL BROADCASTING SYSTEM

# 50 Years Ago This Week FDR's First Fireside Chat

**E**ight days after taking office at the height of the Great Depression, President Franklin Roosevelt took to the airwaves to explain why, several days earlier, he had declared a "bank holiday." Panic withdrawals were threatening even the healthiest banks. Roosevelt explained that hard currency was being rushed to all banks, and gave assurances that they would reopen as soon as federal inspectors declared them sound.

Roosevelt opened his broadcast with these words: "I want to talk for a few minutes with the people of the United States about banking." He went on to explain the bank holiday for 14 minutes in simple and direct terms.

That hardly seems remarkable today, but at the time the impact on a distraught nation was immense. Until that historic broadcast 50 years ago this week — March 12, 1933 — radio had only been used to transport the listener to the scene of events. In the 13 years since KDKA/Pittsburgh went on the air, Americans had become accustomed to hearing Hitler and Mussolini shouting at hysterical crowds.

To be sure, Roosevelt was not the first U.S. President to be heard on radio. Woodrow Wilson was the first to speak over the airwaves, while Warren G. Harding was

## "What's CBS For?"

Accounts of Roosevelt's first Fireside Chat are fascinating. FDR was wheeled into an improvised studio in the Diplomatic Reception Room of the White House several minutes before his 10pm broadcast. The radio technicians, who had worked with the austere Presidents Coolidge and Hoover, were delighted as Roosevelt told jokes and bantered with them about the preparations.

The President, who had pioneered the Fireside Chat when he was Governor of New York, remarked that the microphones looked different from the ones he'd used in Albany. And he cracked, "What's CBS for?"

Mrs. Eleanor Roosevelt quietly slipped into the room and settled down with knitting on her lap, joining about 30 other spectators. Although there was a fireplace in the

"He was the first world statesman to use the radio as a vital instrument of social power. He saw clearly the power of radio before many men in government had seen it."

In the final minutes before airtime, FDR chatted with Secretary of State Cordell Hull. Finally, Carleton Smith of NBC touched the President's shoulder and the 14-minute broadcast began.

No ratings for the broadcast are available, although some estimates put the audience at 60 million Americans in 20 million homes. Those figures are probably too high. Hooper Radio reports pegged the audience for a 1936 FDR radio address at 6.3 million. By 1940 listenership more than tripled for presidential addresses on radio, according to Hooper.

President Roosevelt delivered 28 fireside chats in all, the last one nine months before his death. Another talk had been planned for the night after he died in April of 1945.

## Water Sipping Creates Furor

During his third chat, in July 1933, Roosevelt created a national sensation when he paused in the middle of his remarks and asked for a glass of water. After audibly taking a few sips he commented, "My friends, it's very hot here in Washington tonight." Once again, the spontaneity of the gesture struck a responsive chord with the American public.

It's hard to overstate the impact of FDR's Fireside Chats. The first one had the calming effect Roosevelt had hoped for, as order was restored and banks began to reopen without the panic within hours.

Up until Roosevelt took office, a single clerk had been employed to handle all White House correspondence. But after the initial broadcast 50 years ago this week, a half million letters poured into the White House as Americans felt a personal bond with their President for the first time.

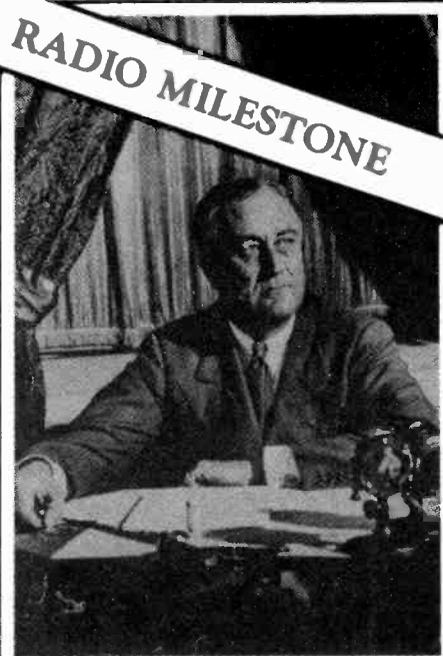
At one time FDR was voted the most popular personality on radio, beating out such big-name entertainers of the day as Jack Benny. Roosevelt's chats were so popular that the streets were virtually deserted while he was on air, and the churches implored the President not to broadcast on Sundays, lest church attendance suffer.

Where did the idea of informal radio talks come from? Probably from FDR himself. In 1930 as Governor of New York, he had successfully used a statewide radio hook-up to make a public appeal for new controls on power companies. In fact, Roosevelt's involvement in radio went back even further. When he was Secretary of the Navy in 1921, FDR personally okayed the loan of a Navy transmitter for what became the first experimental nationwide broadcast — a prizefight piped to theaters around the country.

After Roosevelt's election, NBC President M.H. Aylesworth wrote to the President-elect suggesting weekly talks on radio, and offering 15-20 minutes of time on NBC. FDR wrote back, "I fully expect to give personal talks from time to time on all kinds of subjects of national interest — but I do not believe it would be advisable to make one each week."

Perhaps Roosevelt's use of radio was best summed up by Robert Trout, in a commentary delivered on CBS the night FDR died: "When FDR was sworn in as President of the United States for the first time it was not the fashion of world statesmen to take

## A RADIO MILESTONE



**FIRST FIRESIDE CHAT** — President Roosevelt delivers his first Fireside Chat from the White House on March 12, 1933. Photo courtesy of the Franklin D. Roosevelt Library, Hyde Park, NY.

their problems to the people, millions of them at once, over the radio.

"He was the first world statesman to use the radio as a vital instrument of social power. He saw clearly the power of radio before many men in government had seen it."

Indeed, much has changed in the 50 years since FDR's radio triumph. Today, President Reagan is celebrated as "the Great Communicator," but primarily for his effectiveness in set speeches and on television. Although Reagan delivers a five-minute radio broadcast each Saturday afternoon, relatively few stations carry them, finding them either lacking in news value or incompatible with their formats.

It's estimated that 150 stations on the CBS, NBC Red, and NBC Blue networks carried FDR's first fireside chat. No affiliate list for 1933 is available at CBS, but NBC says the following stations were affiliates at the time and in all likelihood broadcast the historic address. Mutual didn't come into existence until 1934 and ABC not until a decade later, when the NBC Red and Blue Networks were forced to split up.

### NBC RED NETWORK

WTAG/Worcester, MA  
WCSH/Portland, ME  
WRC/Washington  
WFBR/Baltimore  
WGY/Schenectady  
WBEN/Buffalo  
WTAM/Gulfport, MS  
WWJ/Detroit  
WSAI/Cincinnati  
WOW/Omaha  
WDAF/Kansas City  
WWNC/Asheville, NC  
WIS/Columbia, SC  
WFLA/Tampa  
WIBA/Madison, WI  
WEDC/Chicago  
WDAY/Fargo, ND  
KSD/St. Louis  
KFYR/Bismarck, ND  
KGIR/Cape Girardeau, MO  
KGHL/Billings, MT  
KGO/San Francisco  
KFI/Los Angeles  
KGW/Portland, OR  
KOMO/Seattle  
KHQ/Spokane

### NBC BLUE NETWORK

WBAL/Baltimore  
WHAM/Rochester, NY  
WGAR/Cleveland  
WJR/Detroit  
WMAQ/Chicago  
WCKY/Cincinnati  
WSMB/New Orleans  
WFAA/Dallas  
WOAI/San Antonio  
WREN/Topeka  
KDKA/Pittsburgh  
KPRC/Houston



**ROOSEVELT ON RADIO** — FDR became a master at using network radio to rally public support for his policies to bring the country out of the Great Depression. Photo courtesy of NBC Radio.

the first to speak on a network — to stations in New York, St. Louis, and Washington DC. In 1928 candidates Herbert Hoover and Alfred E. Smith gave campaign speeches on radio.

## First Intimate Radio Use

What was revolutionary in Roosevelt's approach was that he used to transport himself into the listener's home. He was the first broadcaster to recognize the value of radio as an intimate, personal medium.

Authors Waldo Brader and Ernest Branden were later to write, "Perhaps for the first time in American history, the people of the nation were made to feel that they knew their President personally and that they were receiving inside information firsthand on important events. They were stirred and stimulated by Roosevelt's friendly and informal manner. They somehow felt that they had a direct part in shaping the policies of the federal government and that Washington was no farther away than the radio receiving sets in their living rooms."

Back in those days when it was acceptable for commentators to praise political leaders, John Carlisle of CBS said in *Radio Amusement Guide*, "One of the finest voices over the radio is that of President-elect Roosevelt. It is pleasant and clear with a pleasing inflection. But above all it has a tone of perfect sincerity, a quality that we consider supremely essential."

room, nobody thought of making a fire that night. In fact, there was never a fire during any of FDR's 28 Fireside Chats, many of which took place on sweltering Washington summer nights.

## Missing Script

At the last minute there was a momentary crisis, as FDR's longtime secretary Grace Tully related in her memoirs: "The practice in Albany and in Washington was to prepare a reading copy for the President in regular pica type, triple-spaced, a more or less standard procedure for anyone

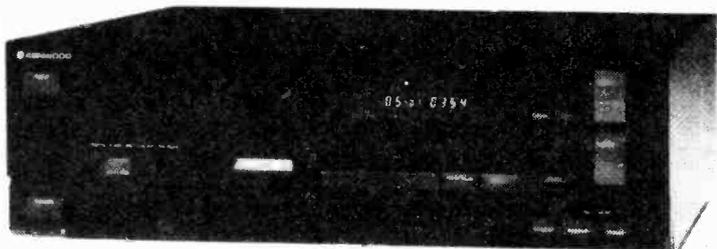
"What was revolutionary in Roosevelt's approach was that he used radio to transport himself into the listener's home. He was the first broadcaster to recognize the value of radio as an intimate, personal medium."

delivering an address from a manuscript, and I always used a blue ribbon.

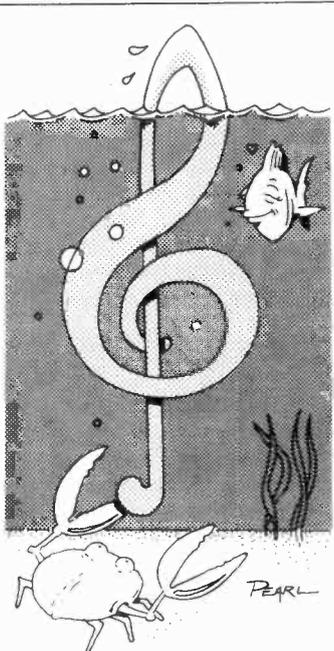
"A few minutes before the March 12 broadcast, the reading copy was missing and there was a slight panic among all except the Boss himself. He simply took over one of the mimeographed copies that had been prepared for the press, single-spaced and difficult to follow, and read it without hesitation or error."



### Kenwood Bows DAD Player



For those of you gearing up for the compact disc invasion, you may be interested in **Kenwood Electronics'** digital audio disc player. Production of the prototype pictured here is scheduled to start this spring in Japan, followed by deliveries to the U.S. in June.



### Water-Repellent Rock 'N Roll

Music fans will soon be able to soak up their favorite sounds anywhere — even in the pool or bathtub. "Water Sound" is a plastic bag equipped with a sealing clamp that protects stereo headsets from H<sub>2</sub>O. For \$40 you can splish-splash to your Walkman or cassette player without fear of a shocking finish. Or as a Valley girl might say, "That's TUBular to the max."

### Wall Paint Colors Mental Attitude

If you've noticed a change in your on-the-job mood and behavior, it might be because of your office wall color. Researchers are currently studying the effects of environmental colors on mood and behavior, as well as blood pressure, brain waves, and other body functions. Among the patterns discovered thus far: physically arousing colors like warm reds, peaches, and oranges increase alertness and energy; relaxing colors like blues and greens tend to turn a person's attention inward. Meanwhile, some hospitals and prisons are adopting the bubbly hue of "passive pink" because it helps soothe the agitated people.

California-based **Environ Inc.** is already putting this color concept to the marketing test. Its "Environ Personal Retreat" is a \$9000 personal computerized pod complete with a magic-fingered lounge chair, digital pulse monitor, filtered air, self-improvement tapes, and colored lights. Overburdened executives can relax to the strains of stress reduction tapes in calming blue and green light or opt for the "positive expectancy to win" tape with orange and red-shaded light.

## Consumers Put Major Purchases On Hold

**D**espite government forecasts of an economic recovery wind blowing our way, a majority of the country's consumers are still recession-wary. It seems many of them are waiting for more concrete evidence, putting their major purchase plans on the back burner. According to a December **Advertising Age** National Consumer Poll, only 36% of consumers felt that it was a good time to make a major purchase, as compared to November's 38%. Americans willing to borrow money or use credit for that purchase fell five points to 27%, described as the lowest level in ten months.

During the coming six months those polled predicted higher prices for housing and new cars; 59% cited more expensive car stickers while 53% said the same for housing. Only 30% expect a decline in interest rates on money borrowed for such purchases in six months' time. 64% saw things getting worse for the country while 66% named recession/unemployment as a "major national problem." This carries over into consumers' predictions for themselves in 1983: 56% expected to be no better off a year later, with 16% declaring they fully expected to be worse off.

### Upper Midwest Conclave Set

The eighth annual Upper Midwest Communications Conclave is slated for June 9-11 in Minneapolis/St. Paul. As with past conferences, Conclave '83 features guest speakers and moderators chosen from all phases of the radio/recording industries discussing various business aspects that range from the economics of broadcasting to future broadcast technology. Once again the conclave is sponsoring two paid-in-full, 40-week, Radio-Television Broadcasting scholarships to attend Minneapolis's Brown Institute. Now in its fifth year, the scholarship program is open to high school seniors and graduates, who must enter by the May 1 deadline. Contact **Dennis Becker** (612-721-2481) or **Doug Lee** (612-938-7020) for additional conclave details.

## LANGUAGE UPDATE

# Locks, Links Define '80s Relationships

Market researchers beware. The unmarried but involved segments of the population aren't merely girlfriends and boyfriends. Psychologist **S. Richard Sauber**, interviewed recently by the **Baltimore Evening Sun**, says those terms are archaic and don't apply anymore to the variety of '80s unmarried male-female relationships. To bridge that gap he's compiled a list of 41 new words that cover "degree of involvement and commitment, from the very involved and committed to very casual kinds of relationships." Below is a partial listing of the basic terminology:

**LINKING:** Links are committed to each other as the "main person," seeing their partners on a regular basis. But they don't live together. They may stay sometimes at each other's residences, though. Linkett is the term used to describe a child when there is one natural parent and the other half of the linkage isn't the biological parent.

**LOCKAGE:** This is a committed relationship between a consenting man and woman. However, the government is not party to such a union, as in marriage. The two live together and maintain an exclusive relationship, electing to have or not have kids as the case may be. The derivative "lock" refers to the man or woman involved in the lockage; any children born during this union are "loquets."

**AMOURANT:** This type of relationship is based primarily on sex; there is no serious emotional commitment. Men are amators and women are amatrix. The verb form, in case you're interested, is amouring.

A platonic relationship is an amicitia with the man as the amicus and the woman the amicia. And to help confuse the issue further, the woman in an unmarried relationship who performs the household duties is the Domina while the male is labelled the Dominus.

## Time To Take Your Medicine



Medicine is undergoing the digital treatment. **American Cyanamid's** CAP (compliance aid for pharmaceuticals) indicates when you last took a prescribed dosage. So instead of your going through mental aggravation trying to remember, your medicine container's lid conveniently displays the last time the top was removed to take medication. Sounds like the next best thing to having Mom around.

## '82 Anti-Piracy Efforts Net Over \$65 Million

**RIAA's** Anti-Piracy Unit, in conjunction with the FBI and state/local law enforcement agencies, confiscated over \$65 million worth of counterfeit sound and video recordings plus related manufacturing equipment in 1982. Included in the seizure were 135,554 bootleg records, 46,155 pirate/counterfeit LPs, singles, 8-tracks, and cassettes; 13,065 audio masters and 500 videocassette masters, and 5000 pirate, counterfeit, and bootleg labels. RIAA officials estimate that illegal product sales last year resulted in a total loss to the recording industry of over \$350 million — mostly, it's interesting to note, attributable to counterfeit recordings, in contrast to the RIAA's emphasis on easier-to-detect but far less significant bootlegs.

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**GOLDEN EARRING**  
**SCANDAL**

# TODAY'S SUPERSTARS AND THEIR MUSIC PUT YOUR STATION IN THE SPOTLIGHT.

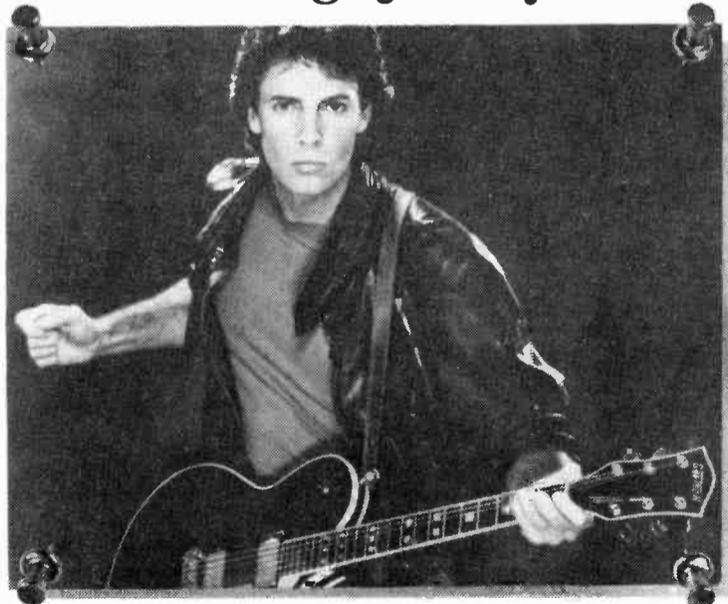


**Take a ratings Journey.**



PHOTO: AARON RAPOPORT

**Listeners love Linda.**



**Rick rates a number one.**



**Olivia can't be outdone.**

Light up your ratings as only Spotlight Specials can. With 90 minutes of the very best of today's brightest stars and their music. In their own personal specials. It's just the up-close and in-depth music program your listeners want to hear. Featuring superstar favorites like Olivia Newton-John, Rick Springfield, Journey, Linda Ronstadt, and many more. Once a month throughout 1983. Give your station the star treatment. Over 300 stations already have. With Spotlight Specials. Call Julie Eisenberg at (212) 887-5690. **Add Our Stars to Your Stars.**

Produced by



## SPOTLIGHT SPECIALS



# Networks/Program Suppliers

## MUSIC FEATURES

### Syndicate It, Inc.

#### Music Of Black America:

In Search of the L.A. Sound  
(Week of March 28)  
Duke Ellington/Pt. I (Week of April 4)

### Thirsty Ear

#### Newsweek-FM:

Musical Youth/New music segment Street Vihy  
(March 28)

### Watermark

#### Musical:

Actor David Wayne/"Easter Parade"  
(March 26-27)

#### Soundtrack of the '60s:

Roger Miller/Musical Food Groups/Cartoon  
voice Daws Butler (March 26-27)

### Westwood One

#### Budweiser Concert Hour:

Bar-Kays/Maze (April 1-3)  
One Way (April 15-17)

#### The Countdown:

Smokey Robinson/Grover Washington  
(April 1-3)

#### In Concert:

Blue Oyster Cult/Vandenberg (April 1-3)  
Berlin (April 15-17)

#### Live From Gilley's:

Emmylou Harris (April 1-3)

#### Off The Record Specials:

Sammy Hagar (April 1-3)

#### Pop Concerts:

Olivia Newton-John (April 8-10)

#### Rock Album Countdown:

Tom Petty/Styx (April 1-3)

#### Rock Chronicles:

Heavy Metal: In the Beginning (April 1-3)

#### Special Edition:

Manhattans (April 1-3)

#### Star Trak Profile:

Lionel Richie (April 1-3)

### ABC

#### Rock Net/King Biscuit

#### Flower Hour (DIR):

Greg Kihn Band (March 27)

#### Rock Net/Rolling Stone's

#### Continuous History of Rock & Roll:

The Songwriters (March 27)

#### Rock Net/Supergroups (DIR):

Phil Collins (April 18)



**A.R.T. HONORS THORSNESS** — The American Radio Theatre recently awarded 40-year sound effects veteran Cliff Thorsness with a Life Achievement Award, honoring his dedication and contribution to radio dramatic art. Congratulating Thorsness (l) is A.R.T. President David Krebs.

### Clayton Webster

#### Country Calendar:

Crystal Gayle (April 4)  
Earl Thomas Conley (April 5)  
Merle Haggard (April 6)  
Bobby Bare (April 7)  
Cal Smith (April 8)  
Con Hunley (April 9)  
Carl Perkins (April 10)

#### Rarities:

Tom Petty (April 4)  
Robert Plant (April 5)  
Bruce Springsteen (April 6)  
Foreigner (April 7)  
ZZ Top (April 8)

#### Retro Rock:

Eric Clapton/Pt. II (March 28)

### Continuum Broadcasting

#### On Bleecker Street:

Dick Clark/Steve Forbert (April 1-3)  
James Brown (April 8-10)

### Creative Factor

#### Pop Music Specials:

Fleetwood Mac (April 23-24)

### Global Satellite

#### Rockline:

Styx (March 21)

#### Mutual

"Rock USA," album rock weekly series debuts  
(April 2)

### Narwood

#### Country Closeup:

Michael Murphey (March 28)  
Ricky Skaggs (April 4)

#### Music Makers:

Tommy Dorsey Tribute (Weeks of March 28,  
April 4)

### RKO Networks

#### Countdown America (IS, Inc.):

Sheena Easton spotlighted (March 12-13)  
Greg Kihn Band spotlighted (March 19-20)

#### The Hot Ones (IS, Inc.):

Stephen Bishop (March 28)  
Toto (April 4)

### Rolling Stone

#### Magazine Productions

#### Guest DJ:

ZZ Top's Billy Gibbons (March 28)  
ELO's Kelly Groucutt (April 4)



**NETWORK HEADS SHARE THOUGHTS** — Network radio was the subject of a recent "Newsmaker Luncheon" sponsored by the International Radio and Television Society. On hand to share a few thoughts before the luncheon were (l-r) NBC Radio VP/GM Richard Penn, RKO Radio Network President Thomas Burchill, ABC Radio Networks President Edward McLaughlin, and IRTS President Ave Butensky.

## NEWS & INFORMATION FEATURES

### ABC

#### Information Net:

Diamonds and zircons/The hazards of baby walkers  
on "John Stossel Consumer Lookout"  
(March 19-20)

#### AP

Baseball season preview (March 28-April 1)  
Special look at five-cents-a-gallon gas tax  
(March 28-April 1)

### CBS

"The Movies '83" reviews the films of 1982 with  
CBS Radio Entertainment Editor Lee Jordan  
(March 19-20)

#### Clayton Webster

#### Jack Carney's Comedy Store:

Baseball with George Carlin, Abbott & Costello, and  
William Bendix (April 4)

### Narwood

#### Minding Your Business:

Consultants/Pt. I (March 14)  
Resume cheaters (March 15)  
Preventing employee theft (March 16)  
Telephone selling by computer (March 18)

#### Outlook:

Love at first sight (March 14)  
Unhealthy teenagers (March 16)  
Yolanda King, daughter of Martin Luther King  
(March 17)

Teenage chess grandmaster (March 18)

### Progressive Radio Network

#### Laugh Machine:

Filip Wilson/Steve Martin/Monty Python  
(Week of March 14)

#### News Blimp:

Computer music/Effortless exercise machines/Fear  
of crime (Week of March 14)

#### Sound Advice:

Separate speakers/Bass reflex/BI-amplification  
(Week of March 14)

### Strand Broadcast Services

#### Movie CloseUps:

"Table for Five" review (March 15)  
"Year of Living Dangerously" (March 17)  
Actress Sigourney Weaver (March 18)

#### Something You Should Know:

Saving money in the hospital (March 14)  
Choosing an attorney (March 15-16)  
Coping with headaches (March 18)

### Thirsty Ear:

#### Newsweek-FM:

Author Gerald Sussman/Director Gillian Arm-  
strong/1001 ways you reveal your personality  
(March 14)

#### UPI

"Sizing Up The Majors," 28-part series examines  
upcoming baseball season (Begins March 14)  
Coverage of the Spinks/Braxton fight including  
preview shows and post-fight wrapups  
(March 17-19)

### Westwood One

#### Spaces & Places:

New age newspapers (March 18-20)

## PEOPLE

● **David Landau** has been appointed Director/Eastern Sales at **United Stations**. He joins US from **WKTU/New York** where he worked as an account executive.

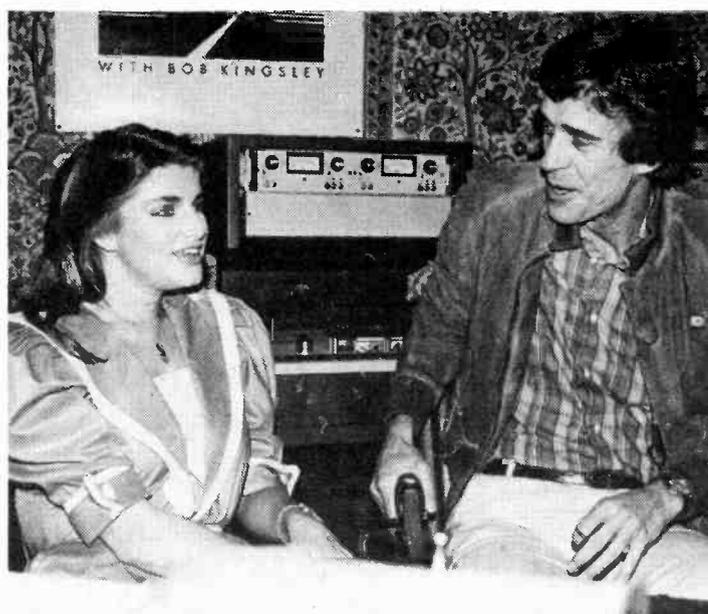
● **Ken Rayzor** is upped to Operations Manager of **Kris Stevens Enterprises**. In other activity, **Paul Marks** and **Victoria Westerskov** have been signed on as staff writers for "Kris Erik Stevens In-Touch" on the **CBS Radio Network**.

● **Conni Gordon** joins San Francisco-based program producers **IS, Inc.** as associate producer/writer. She's a former feature editor at **RKO Networks**.

● **Dick Butkus**, **Paul Hornung**, and **Craig Morton** have been signed as the color commentators for **ABC Radio Networks** coverage of the **USFL**.

● **RKO Radio Networks** has announced four new feature hosts. They are: **RKO Sports Manager Charley Steiner**, "Steiner on Sports," **RKO News correspondent Dean Shepard**, "Money, Money, Money," **Gavin Report** Top 40 Editor **Dave Sholin**, "Radio Listens To Records," (all on **RKO One**) and **Bruce Elliot**, "Radio Looks At TV" (on **RKO Two**).

● **Jim Pewter** has been signed as co-producer/writer of "20:20 Musicworld," distributed by **Creative Factor, Inc.**



**SYLVIA VISITS AMERICAN COUNTRY** — While in Los Angeles for the recent "American Music Awards" television broadcast, Sylvia dropped in to visit Bob Kingsley and tape an interview segment for his series "American Country Countdown."

FOR RADIO • 1 HOUR • WEEKLY

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PRUNES-IMPLOG • ECHO AND THE BUNNYMEN • BOW

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# "SHE CONTROLS ME"

The single born to  
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from  
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ON RECORDS AND HIGH QUALITY XDR CASSETTES



# Software Package Breaks Out Arbitron, Birch

"MARKETSCAN" is a software program designed to work with both **Arbitron** and **Birch** services. Requiring 64K RAM and one disc drive, MARKETSCAN is able to generate rank reports for the metro and specific counties within the metro, including average quarter hour and weekly come, as well as reach and frequency (metro, individual counties), featuring the most efficient schedules for target demos and costs.

Updated versions providing more

sales materials are planned and will be offered to licensees for a nominal fee. MARKETSCAN itself goes for a one-time license fee of \$1500 per station per market. AM/FM combos are counted as one station. Now available on 5 1/4" double-sided floppy disc for **IBM** microcomputers, the program will be adapted for use on **Apple** and **Radio Shack** computers in the near future. For more details contact **Bill McClarty** of **SMS Systems** at (206) 473-3293.

# Broadcasters Needed For Vocational Study

The **Strong-Campbell Interest Inventory (SCII)** is a vocational interests test that assists high school, college students, and job applicants in mapping out their career paths. These test results are compared with the interests of more than 80 specific occupations, not including broadcasting.

To alleviate that omission, the **National Broadcast Association** has granted funds to the University of Minnesota's Center for Interest Measurement Research to successfully complete its study of radio broadcasters' vocational interests. All broadcasters must have a minimum 25% of on-air time; due to a shortage, women are being encouraged to apply. As part of the research, broadcasters will complete a 30-minute SCII test, receiving personal interest profiles. For more information contact: Broadcaster Study, University of Minnesota, 401 Eddy

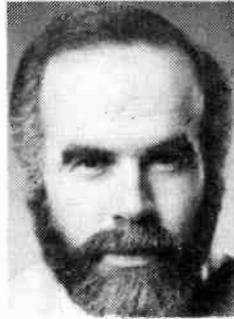
Hall, 192 Pillsbury Drive SE, Minneapolis, MN 55455.

## WB, Slash Sign Distribution Pact

**Warner Bros. Records** and **Slash Records** have entered into an exclusive distribution agreement. The terms of the pact become effective in April with the release of two LPs, "The Violent Femmes" and "Dream Syndicate." At that point WB has the right to distribute, through the **WEA** distribution network, future **Slash** releases, including sister label **Ruby Records**. The **Blasters'** "Non-Fiction" and **Rank & File's** "Sundown" albums will be released in the near future on the existing WB/Slash co-label.

# Pro:Motions

## CBS Promotes Cohn, Fox



Marvin Cohn



William Fox

**Marvin Cohn** has been named Sr. VP/Business Affairs & Administration, **CBS Records** Division. His promotion follows the restructuring of the division's Business Affairs Department. Cohn, most recently Sr. VP/Business Affairs, first joined the label in 1965. In other activity, **William Fox** has been appointed VP/Operations, **CBS Records**. He moves in-house from VP/Finance, staff of the Deputy President, having first started with the company in 1968.

## Baltzer Named WBLI GSM

**Samantha Baltzer** is promoted to General Sales Manager at **WBLI/Long Island**. She had served as the station's National Sales Manager.

## Kriss Segues To RCA

Formerly Manager/Affiliate Operations of **Hears/ABC Video Services**, **Judi Kriss** has joined **RCA Records**, Nashville as Manager/Artist Development. Her background includes work with **Jerry B. Swartz CPA/Management** and **Hoyt Axton Enterprises**.



Judi Kriss

## Jenkins Joins Unuson

**Bob Jenkins**, late of **KHHT & KSJO/San Jose**, joins **Unuson Corporation** as National Radio Promotions Coordinator for its '83 US Festival. Jenkins's responsibilities include serving as liaison between Unuson and participating radio stations across the country.

## D&D Records Debuts

**D&D Records** is a new record label formed by **Canyon Records, Inc.**, **Japan**, and **Dain & DeJoy Music**. The latter, whose principals are **Bud Dain** and **Ed DeJoy**, will handle production/marketing for the label. First act on the roster is **Dial M**.

## Jorgensen Becomes Compleat VP

**Henning Jorgensen** has been named VP/Finance with the **Compleat Entertainment Corporation**. Prior to this appointment he was the controller for **Edition Chappell, S.A** in Paris, following a similar 14-year stint with **PolyGram**.



Henning Jorgensen

## WB Enlists Military

**Frank Military** has been appointed Exec. VP/GM of **Warner Bros. Publications**. Prior to joining the company, he served as VP of **Chappell Music**.

## Capitol Taps Trumbo

**Thom Trumbo** assumes the position of A&R Director of Talent Acquisition at **Capitol Records**. He moves over from the National A&R Manager post with **Chrysalis Records**.



## "Tune-In" Tooled To Market Station Image

**Tune-In** is a magazine that combines country music and human interest with station image and profit promotion. Personalized with a station's logo on the front cover, the magazine also turns over four full pages to station use for stories, promotions, and advertisers. **Tune-In** debuts April 1. Although it's only

offered now to Country stations on an exclusive one station per market basis, a rock format version will be available within six months, sporting a different title. **Tune-In's** publishers are **Frank Kratch** and **Jonathan Fricke**, radio industry veteran and the first **R&R** Country Editor. Inquiries may be directed to the Texas (800-392-4459) or national (800-231-6492) WATS lines.



**THE MIGHTY 690 SCHUSSING THROUGH THE SNOW** — **XTRA/San Diego**, a/k/a **The Mighty 690**, teamed with **Yoplait Yogurt** to form a ski club with free prizes and other benefits for its members. Over 400,000 free membership cards were distributed throughout Southern California. Shown at the first ski getaway are (l-r) **Don Janklow**, who coordinated the promotion; **Echo Summit Marketing Director Rogert King**; **XTRA Promotion Coordinator Tim Hackett**; legal counsel **Richard Greene**; **South Lake Tahoe Marketing Director Bob Anderson**; and **Yoplait Western Sales Manager Frank Geraci**. Grand prize for club members is an all-expenses paid ski trip to Italy.



**JOE PISCOPO WITH THE SPORTS SHORTS** — There's nothing like having a big TV star do a cameo on your morning radio. It's especially nice when he's as funny as "Saturday Night Live"'s **Joe Piscopo**. Shown (l-r) are **Q107/Washington's Scott Woodside**, **Jim Elliott**, and **Piscopo** finding out who scored and who didn't.



**BARRY MANILOW HANGS OUT WITH THE FANS** — **KC101/New Haven** recently organized an arrival party for **Arista's Barry Manilow**, with over 2000 fans showing up to meet him at the airport. The station also arranged to have two lucky listeners meet him backstage at a dress rehearsal. Pictured (l-r) are **KC101 MD Danny Lyons**, a winner, **Manilow**, and the other winner.



AP LaserPhoto

## When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, four thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent, Steve Kamarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters: Mayer wanted to talk to a media representative.

A voice—Kamarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Kamarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newspeople, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Kamarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Kamarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and four thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin,

 Associated Press Broadcast Services. (212) 621-1511.

## Associated Press Broadcast Services. Without a doubt.

# Ratings & Research



JHAN HIBER

## Justifying The Research Investment

Recently I was speaking at the Country Radio Seminar in Nashville (another fantastic gathering, thanks to Frank Mull, Bob English and a cast of thousands), and one topic kept cropping up in casual conversations. The bottom line question, often from PDs but also from GMs, was "I think I'd like to do some research but how do I justify the expense?" Not a bad question in today's tight economy and competitive radio marketplace.

Given the often intangible and elusive nature of the research beast, just how do you justify such an expenditure? After all, it's a little hard to depreciate a research project or expense compared to the bottom-line advantage to be gained by writing off a new transmitter or audio processor. However, since the topic had come up so often in Nashville I began making notes on the plane home about a possible column.

Since my plane sat on the ground in Dallas for five hours owing to mechanical problems, I was able to jot down a sizable series of thoughts relating to the issue of research budgets. Allow me the chance to share these with you to help whenever you are considering whether or not to invest in research.

Notice, by the way, that I use the term 'invest.' Properly-thought-out research can and should be an integral part of your overhead annually, as much as investment in future success and sales as a new audio board or a new traffic computer.

### How Much \$\$\$

One of the first items to consider in looking at the research picture for your station is the amount of money you have to spend on the varied research needs a station has. Generally I'd say a station ought to set aside between four and six percent of its gross billings for research. For example, if a station was billing \$1 million annually it might set aside \$40,000-\$60,000 for its various research needs. When I was working for Herb McCord at CKLW as Director of Marketing & Research, my annual research kitty was in the range of \$250,000 for a station that was then billing about \$6 million yearly, which falls into the guidelines I'm suggesting.

Look at your current situation to see how your research budget compares. If you are above the percentages noted here, more power to you — as long as the station's a successful one or is just going on the air and needs to invest in start-up projects and build a research inventory from scratch. If your annual expenditures for the range of research options is less than what I suggest, then

you are either a shrewd operator, lucky, or 33rd in the market. If you want to move up, or if your luck runs out and you need some research tools, you may have to give serious thought to boosting your research effort.

### Take A Research Inventory

When evaluating your current research situation and looking to justify additional expenses, it might be helpful if you first review what your research assets are — then draw up a list of needs from there. I call this taking a research inventory. All that's needed is a list of the research tools currently available to the station for programming, sales, and management guidance purposes.

To give you an idea of what a research inventory might look like, here's a list of what my budget at CKLW had to cover:

**Ratings service subscriptions** (Arbitron mainly, although we did subscribe to Burke in its brief fling at measuring our industry — perhaps now you subscribe to Birch).

**My salary** (not huge at the time — hope yours is).

**Computer leasing/third party processors** (in order to do breakouts of the books for the sales department and for management, we leased a fairly inexpensive terminal that could access such number-crunching services as Market-Buy-Market, Marketron, and Telmar).

**Qualitative research tools** (included such material as the Simmons volumes, the local Scarborough data, and today might cover Quantiplex or perhaps graphics sales analyses by folks including Allen Klein, the "BreakOut" system from Station Research Systems, and so on).

**Market Research** (to cover the expenses generated by outside research efforts such as focus groups and telephone surveys, as well as the expense of an outside firm to conduct a post-survey diary review for your station — or the travel costs for several of your staff to make the trek to exotic, downtown Laurel, MD, home to Arbitron.

## Week In Review

### Birch To Debut Arbitron Comparison

According to Birch Radio President Tom Birch, "In the next few months we'll debut our PCI — Percentage Change Index — to allow stations to more easily interface Birch numbers with those from Arbitron." Birch told R&R that the Young & Rubicam ad agency had conducted a study in New York, Los Angeles, Chicago, and Washington that led to the creation of the PCI. According to Birch, "The PCI will be customized for each station in each sweep and will allow at least a 12+ comparison between the two services."

### Arbitron Adds Ethnic Areas

Effective with the spring sweep, the following markets will see either new High Density Black or Hispanic Areas added to their metro geographies: Atlanta, HDDBA in DeKalb County; Charleston, SC, HDDBA added to Berkeley County; Dallas-Ft. Worth, HDDBA added to Dallas County; New York, HDDBA added to Queens; and Washington, DC, HDDBA for Prince Georges County.

### Miscellaneous

There's another research tool not listed above, and that's callout or some other version of music research. Some stations are getting pretty detailed in this aspect of station research while others rely on store sales or guidance from trades.

Take a moment to review the research inventory outlined here. How does it compare with the research tools available at your station? If there's something on my list that's lacking at your station, why is that? Are things tough in your market, sales slow, so the decision has been made to cut back on "non-essentials" like research? If so, that's the beginning of the end — you may as well cut back on other items too, since to my way of thinking research is about as non-essential to a successful station in most markets as electricity.

Sometimes, though, a station can't or won't budget for all the items listed above. That's where priorities come in. For example, a station manager I know found out it was costing \$35,000 annually for his callout phone staff, who were tabulating 100 calls weekly. He cut that portion of his research inventory out of the budget so he could preserve other research tools as well as pay his higher Arbitron rates.

### How To Justify Research

Here are some tips to help you justify your current or an enlarged research budget:

1. Are your numbers slipping? By numbers I mean ratings, because even though your sales may hold up for a while if the ratings start to erode, it's just a matter of time, in most cases, before the bottom line gets to resemble an ocean of red ink.

2. Are you operating without a marketing strategy based on well-done perceptual or positioning research? This strategy doesn't have to be a complex document — a one-page statement of where you are, where you're going, and how and when you will get there suffices.

3. Do the GM's wife or golf buddies have too much say in the way your station operates? Seat-of-the-pants management is a dying art and in many cases a dangerous gamble today. A GM or PD's curbstone survey of

friends or relatives can't replace a reliable, random research effort.

4. Do your numbers in the ratings fluctuate wildly? Did you know that your station benefitted from a guy who, in the last book, tuned to you for 488 quarter-hours, accounting for 41% of all the male listening to your station in a key demo (I saw this happen recently), but who didn't recur, causing your station to do a swan dive in that key demo?

5. Are your ratings fine but your sales staff is not bringing in the proportionate share of the local dollars? Do they have the tools needed to properly tell your story?

6. Do your listeners complain that you are often "late" on music? Did it take you six months to play Marvin Gaye's latest hit while others had music research that cried out for the song to be put into hot rotation?

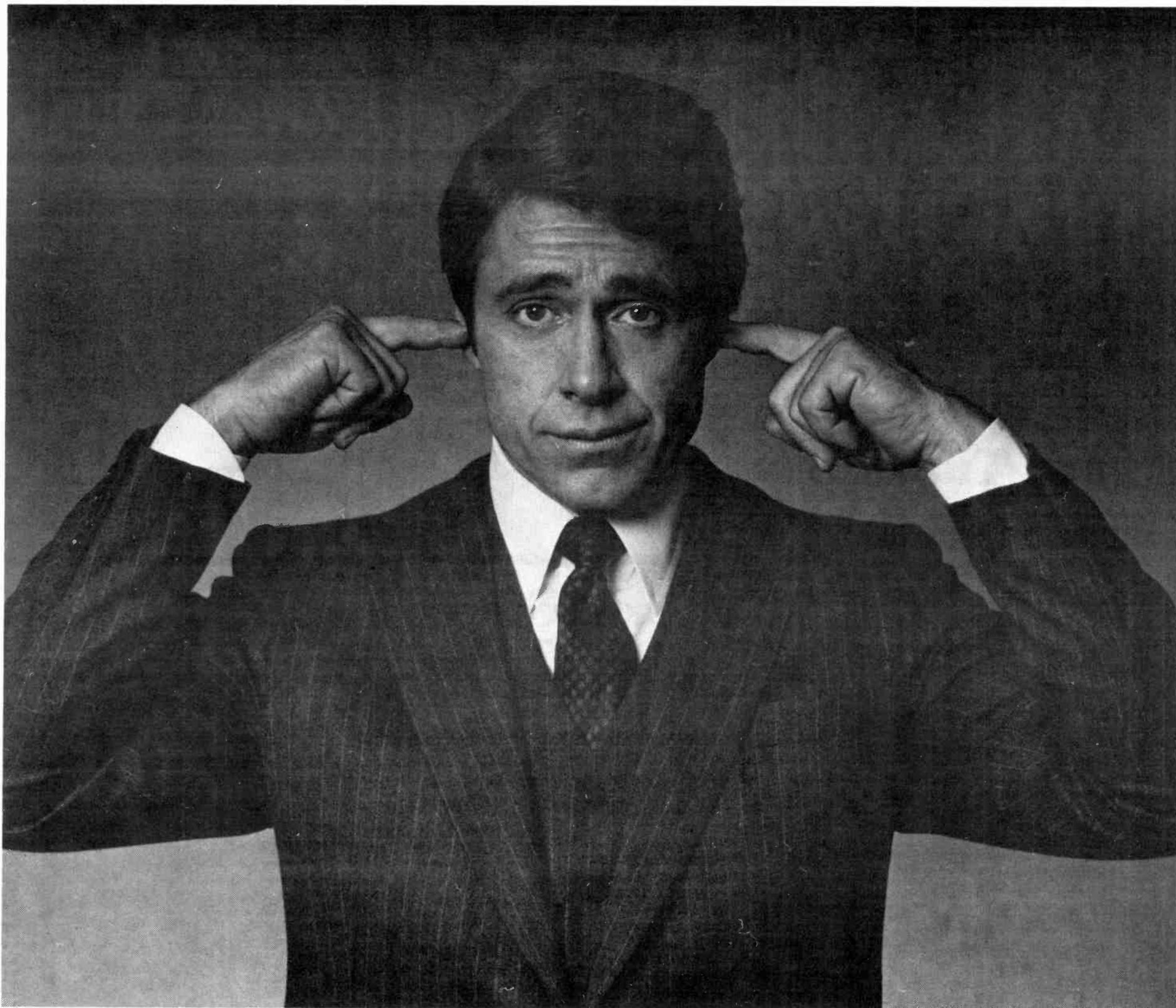
If you can answer "yes" to half or more of the first questions under these points, I'd say you have ample need for additional research tools.

### How To Decide

Once you've taken your research inventory and see a gap in your efforts, how do you decide where to go from there? First, look at the marketing plan — if you have one — and review the station's priorities. It's a tough decision regarding whether to do perceptual research first or give the sales department the latest in sales graphics and research, but nobody ever said show biz was easy.

Once you've set your research priorities, then choose a firm to handle your needs. In doing so look at the cost of the service and the track record of each firm you are reviewing. By the way, look at actual results, not just reputation. You may find that some companies or researchers have been living off their reputations, not their recent roster of successes.

To sum up, realize that research is an integral part of most successful radio stations; take an inventory of your research status quo; see if you have any circumstances that justify continuing or enlarged research efforts; and then select your research priorities and fill them with competent suppliers. If you do all these things, good results can't be far behind.



## IS YOUR RADIO MESSAGE FALLING ON DEAF EARS? QUANTIPLEX CAN OPEN THEM UP.

Radio is an extraordinarily effective medium for local advertising. Because it's a station select medium rather than a program select medium, radio can be a far more cost effective media buy than television, or even print.

You know that and we know that. But trying to get that message through to your potential customers can be like talking to a wall.

Now, for all you station managers and reps, here's good news. You can prove it with Radio Audience Profile.

RAP is an audience measuring service that goes a lot further than Arbitron in pinpointing a radio market. In addition to age and sex, RAP tells you exactly who your audience is, how big their families are, their education and their income, how and how often they travel, what they buy, from blue jeans to furs, from soft drinks to wines and where they buy it.

But, what's more important, we can prove it. To you

 A DIVISION OF JOHN BLAIR & COMPANY.

and your media customers.

The RAP cross media comparison clearly shows the indisputable position of radio in a media mix—up front when the planning begins. With RAP your sales staff can now fully target an audience for a customer with a precision never before possible, resulting in more sales for you and more sales per advertising dollar for the customer. Station clients have increased their sales by as much as 20 times using Quantiplex data.

What they've done, you can do. Find out more about RAP. Call Bill Morris and get in on the May Sweep.



### RADIO AUDIENCE PROFILE

c/o Quantiplex,  
919 Third Avenue,  
New York, N.Y. 10022 (212) 980-7117

# MAY SWEEP DEADLINE: MARCH 31 ST.

# TWO ARTISTS WHO RATE IN EVERYBODY'S BOOK

## STEPHEN BISHOP "It Might Be You (Theme From Tootsie)"

### CHR NEW & ACTIVE

STEPHEN BISHOP "It Might Be You (Theme From 'Tootsie')" (WB) 133/14  
 Moves: Up 80, Debuts 18, Same 19, Down 2, Adds 14, WKBW, KAFM, KMJK, KUBE, WTIC-FM, KTFM, WFMF, WJDX, 94TYX, WANS-FM, KMGK, KYNO-FM, KKQV, 99KG, HITS96 33-28.

133/14  
 AVERAGE MOVE: + 4

#### A/C Chart 6

Produced by Dave Grusin  
 From the Columbia Motion Picture Release "Tootsie"



## PRINCE "Little Red Corvette"

### CHR NEW & ACTIVE

PRINCE "Little Red Corvette" (WB) 127/23  
 Moves: Up 43, Debuts 25, Same 36, Down 0, Adds 23 including HITS96, B94, B104, Q107, Q102, WKTI, KIIS-FM, WTRY, B97, WRVQ, WZZR, KKXX, WQLT, KCBN.

126/23 AVERAGE MOVE: + 4

Produced, Arranged, Composed and Performed by Prince



Manufactured & Distributed By Warner Bros. Records

# RATINGS REPORT

## ARBITRON RADIO

Fall '82 Quarterlies

### Syracuse METRO RANK 61

POP(00): 5356  
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
13.0	2	14.2	1
13.8	1	11.6	3
10.7	3	12.4	2
7.4	4	4.8	8
4.0	8	6.3	5
3.6	10	4.4	9
7.3	5	7.9	4
5.0	6	5.5	7
1.5	17	1.3	16
3.6	11	5.9	6

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WSYR-FM	1	WHEN-AM
2	WHEN-AM	2	WSYR-AM
3	WKFM-FM	3	WSYR-FM
4	WAQX-FM	4	WEZG-FM
5	WNTQ-FM	5	WNTQ-FM

### Grand Rapids METRO RANK 62

POP(00): 5057  
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
13.3	1	14.3	1
12.7	2	13.7	2
10.9	3	7.5	5
8.2	4	10.6	3
6.3	6	4.5	9
6.5	5	7.8	4
5.2	7	6.6	6
5.2	8	3.1	10
4.3	10	4.5	8
4.4	9	4.7	7

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WLAV-FM	1	WCUZ-FM
2	WCUZ-FM	2	WOOD-FM
3	WZZR-FM	3	WOOD-AM
4	WGRD-FM	4	WZZR-FM
5	WJFM-FM	5	WJFM-FM

## The Birch Report

Fall '82  
 Quarterlies, 12+ Metro Shares

### Denver

Leading AORs Slip; KPKE Holds First Over KOA; KOSI Advances; KYGO Takes Country Lead; KLIR Jumps

	Summer '82	Fall '82
KPKE (AOR)	9.6	7.3
KOA (Talk)	6.5	7.1
KAZY (AOR)	7.8	6.9
KBPI (AOR)	8.3	6.7
KOSI (BM)	5.8	6.7
KYGO (Ctry)	4.4	6.7
KOAQ (CHR)	4.7	6.1
KLIR (CHR)	1.9	5.4
KLZ (Ctry)	4.7	5.1
KBCO (AOR)	5.6	4.6
KIMN (CHR)	5.1	4.6
KHOW (AC)	3.7	3.8
KPPL (AC)	5.4	3.2
KVOD (Clas)	3.2	3.2
KEZW (BBnd)	3.7	3.1
KRZN (Gold)	1.7	2.3
KDEN (News)	2.2	2.0
KNUS (N/T)	1.1	2.0
KDKO (Blk)	3.0	1.6
KBRQ-FM (Ctry)	1.0	1.3
KTCL (AOR)	1.3	1.3
KBRQ (Ctry)	1.7	1.2

### Milwaukee

WISN Leads Tight A/C Battle; WTMJ Up; WMYX Adds Three; AORs Down; WLUM, WKTI Gain

	Summer '82	Fall '82
WISN (AC)	10.9	9.2
WTMJ (AC)	7.7	8.5
WQFM (AOR)	10.3	8.3
WMYX (AC)	4.8	7.8
WLPX (AOR)	7.5	5.9
WEZW (BM)	5.6	5.8
WBCS-FM (Ctry)	5.0	5.6
WOKY (BBnd)	7.1	5.6
WLUM (Urbn)	4.2	5.5
WKTI (CHR)	4.4	5.3
WZUU (AC)	4.1	4.7
WMIL (Ctry)	3.0	4.0
WFMR (Clas)	2.7	3.6
WRKR (CHR)	3.0	3.0
WLZZ (Gold)	3.1	1.4
WRJN (AC)	.8	1.0
WXJY (BM)	.6	1.0

### Phoenix

KDKB Down Two, Still Dominant As KUPD Improves; KTAR Boosted By Sun Devils; KOOL, KZZP Healthier

	Summer '82	Fall '82
KDKB (AOR)	14.0	12.1
KTAR (News)	8.5	9.2
KUPD (AOR)	8.4	9.2
KNIX-FM (Ctry)	8.6	8.4
KKLT (AC)	7.4	7.4
KZZP-FM (CHR)	5.0	7.3
KOOL (AC)	3.9	5.3
KQYT (BM)	5.1	4.6
KMEO-FM (Easy)	5.5	4.2
KOY (AC)	4.1	4.2
KOPA-FM (AC)	3.3	3.5
KUKQ (Urbn)	3.6	3.0
KEZC (Ctry)	2.2	2.8
KSTM (AOR)	2.0	2.7
KPHX (Span)	-	2.6
KHEP-FM (Clas)	1.7	1.6
KNIX (Ctry)	2.1	1.6
KJJJ (Ctry)	1.0	1.1
KLFF (BBnd)	1.2	1.0

### Tampa

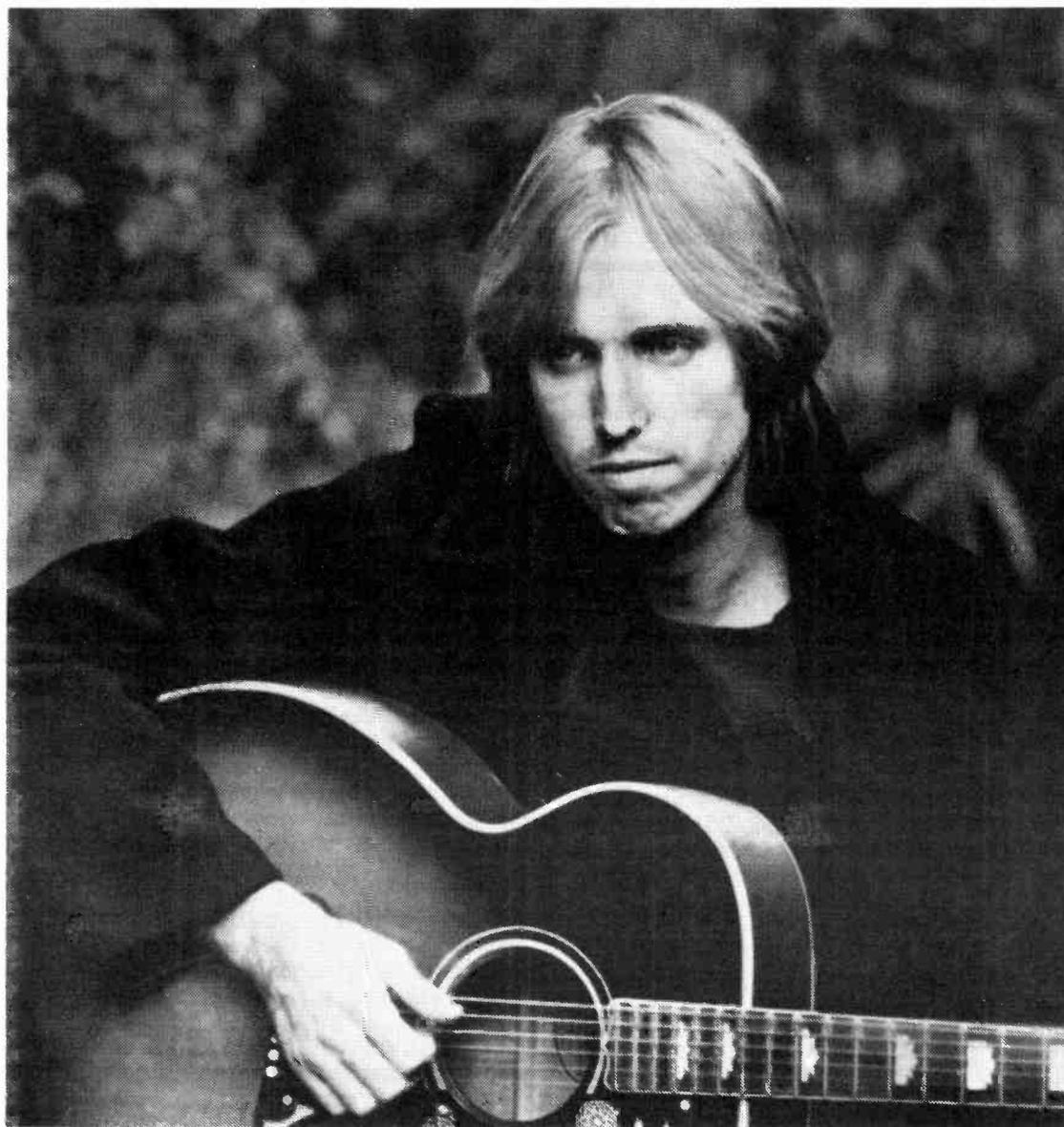
WRBQ Slips, Still Holds Double Digits; AORs Softer; WSUN Gains On WQYK In Country Race

	Summer '82	Fall '82
WRBQ (CHR)	14.1	12.9
WWBA (BM)	7.8	9.0
WYNF (AOR)	9.7	9.0
WQYK (Ctry)	10.5	8.6
WSUN (Ctry)	6.4	7.9
WMGG (AC)	6.3	6.5
WDAE (BBnd)	4.2	5.6
WPLP (Talk)	3.7	5.6
WJYW (BM)	6.6	5.5
WQXM (AOR)	6.0	5.1
WFLA (AC)	5.7	4.5
WSRZ (AC)	2.4	3.5
WTMP (Blk)	3.2	3.0
WWLF (BBnd)	.8	1.3
WFLA-FM (BM)	2.0	1.2



NBC Radio's Young Adult Network

# TOM PETTY STRAIGHT FROM THE HEART



**W**hat happens after you've "lived like a refugee..." "damned the torpedoes..." and made some "hard promises..."? Join The Source for a 2-hour special with Tom Petty and find out. A very personal, introspective look at

Petty's career. From his early days with Mudcrutch to his plans for the future. Plus music. Rare concert recordings. "You Got Lucky," and more from "Long After Dark," the newest album on Backstreet/MCA Records. And some old favorites. "Ameri-

can Girl," "Listen To Her Heart," "Refugee." Produced by Denny Somach Productions.  
**The weekend of March 18, 19 & 20.**  
**Brought to you, in part, by The Air Force Reserve and Budweiser.**

# Sales



JONATHAN HALL

ADVERTISING, RADIO EXECS SPEAK OUT

## National Business: Is Radio Falling Down On The Job?

**H**ow effective a job is radio doing in attracting and sustaining national business? That's a many-sided question, as I discovered in compiling an assortment of opinions from the advertising, radio, and rep communities. But a preponderance of influential industry executives seems to feel radio is falling down on the job in a number of important areas. Some of the concerns raised below include attrition of national advertisers, radio's diffidence in dealing with top advertising executives, a confusion over who should be going after national business, and a number of arguably self-destructive radio selling traits. This column is designed as an introduction to these issues and more, and I hope to be focusing on them more specifically in weeks to come.

One point to resolve is how the industry at large views the importance of developing national advertisers. Some broadcasters suggest that this should be RAB's primary role, and that through developing good radio clients nationally, the industry is assured of future revenue, much of which will find its way to the local level.

But as I've reported here before, many top stations outside the Top 10 markets regard national business as "gravy" — not to be depended on when projecting budgets. And to a great extent the networks' stance of selling "tonnage," translated by some as selling radio cheaply, continues to irk many operators. Many broadcasters also fear that the reps' unwired nets will fall into the same trap of selling radio on a volume basis.

On the whole, radio presentations to national brand advertisers have been left to RAB, the reps, and networks. The two rea-

sons most often cited for this by broadcasters are individual stations' lack of clout and what one prominent radio VP/GM categorized as "laziness."

Addressing this issue at the RAB Managing Sales Conference was Jim Morely, Sr. VP/GM of WEZM/Bridgeport and Director of National Sales for Katz Broadcasting.

**"Radio has gotten sloppy and is losing its competitive edge."**

"I don't entirely blame the national rep, but more the local stations that fail to recognize their role in the national selling process," he criticized. "Although I'm loath to admit it, the bulk of national selling done for radio can best be labeled as 'fitting the parameters' — delivering a particular

cable subscribers. In addition, the network plans to use TV and print. USA will concentrate on 28 markets with significant cable penetration for the TV and radio campaign. The choice of these media were for the high impact of spot TV coupled with the frequency delivered by spot radio, according to a USA press contact.

### Computer Should Be Big Radio Category

Look for the annual sales of home computers to hit \$60 billion, reports CBS Radio Spot Sales Western Director Bob Schulberg. Bob suggests that this area become a target for stations reaching the business market effectively.

### Faberge To Target Hispanics With Campaign

Faberge, with successes in running Hispanic-oriented commercials for Brut and Babe, is planning a \$3 million campaign for fall that includes radio. Sixty-second radio spots, along with TV and print, will be used to announce a new line of shampoo, conditioners, and specialty hair-care products designed exclusively for the Hispanic market.

### USA Cable Launches Major Advertising Campaign

Spot radio is being included in USA Cable's first major advertising campaign, targeted toward building viewership among

## WYNE's Country Sales Promotions

An idea from WYNE/Kimberly, WI aroused considerable interest at the RAB Managing Sales Conference panel on concept selling, and I thought I'd go into it in more depth. WYNE's coverage area consists of 14 small communities comprising the Appleton market, with 225,000 population. Owner Ned Hughes took the station Country three years ago and has had success doing a community-programming promotion called "Country Roads."

Responding to a question from the RAB audience, Ned noted that each "Country Roads" package varies in price depending on the client and community, but that it is generally pitched at about \$500. The concept is to build one-day events using on-air billboards to promote them and following up with a remote on location at the key sponsor's facility.

The station initially targeted financial institutions to tie into the sales promotion. "We put together a package for particular institutions noting that we would start two weeks in advance talking about their town and then do a remote from their lobby on a specified date.

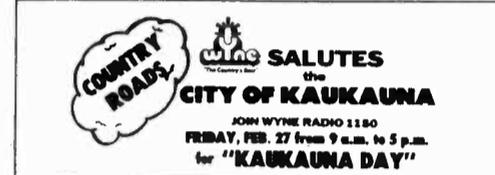
"We also sold retail sponsors, and they supplied prizes," Ned added. WYNE had registration blanks at participating merchants' locations and held drawings during the remotes.

"I must say I was amazed at the support," Ned told me. "We used our air personalities and did two remotes per day lasting two to three hours each with four breaks an hour. We would bring in local community and government leaders to be interviewed by our personalities."

As a result, Ned explained, "We made the advertisers happy because they got traffic in the store, and we built credibility in those 14 towns. And in every case, we have clients that are on the air more often."



Ned Hughes



### WYNE's Country Club Variation

Ned Hughes also discussed why and how WYNE is using plastic cards in the widely-used "Country Club" promotion. He explained that before going into it, he discussed its success with numerous stations in markets of all sizes.

"The basic stereotype of doing a plastic card promotion was that it is a quick thing. We launched it in May 1982 and are committed to it for a year," Ned explained.

What makes it work, he noted, is explaining the concept to the advertisers. "I put on a briefing for one tire and auto dealer's sales and counter people at 7am one Saturday because I feared a misunderstanding."

Another thing that has made the card work for WYNE is inducements, according to Ned. For example, Ned says the station has "done fundraisers for the tri-county ice arena during the holidays to offset the debt of this nonprofit, community-organized activity."

What seems to work best for this small market Country station are promotions that get it visibility. The result is merchants that want to spend money with WYNE.

audience, in a particular market, at a particular efficiency."

### Radio's War Of Attrition

Several key radio executives at the rep firms and networks agree that more emphasis should be placed on understanding why there is such a high degree of attrition in the ranks of radio advertisers. It is estimated that 30 to 70 percent of national sponsors don't return each year.

Christal Executive VP Charlie Columbo says that spot radio hits the high side of that figure. His conclusion is that "radio has gotten sloppy and is losing its competitive edge," a point bolstered to me by a former CBS rep firm account executive.

RKO Radio Sales VP Kevin Lyons, agreed that most national sales organizations spend the bulk of their time chasing existing radio dollars and that radio often doesn't try hard enough to get decision-makers' attention.

That point was amplified at a recent luncheon address to the Southern California Broadcasters Association. Alan Pando,

**"Radio often doesn't try hard enough to get decision-makers' attention."**

President of Della Femina, Travisano & Partners/California, took radio executives to task for not doing a better job of calling on account management and top agency people.

Responding to the issue of lack of clout for individual stations, he replied, "That's your job." Pando also compared radio's efforts to those of individual magazines, and con-

cluded that print has done a much better job of getting to top advertising executives.

### Problem of Low Self-Esteem

At the RAB Managing Sales Conference, Group W Radio Sales VP/GM Roy Shapiro flagged a few weak points in the way radio represents itself to advertisers. He specifically noted a number of what he called self-imposed and counterproductive practices that impede effective selling.

Shapiro's litany of problems included the belief that radio fragmentation is a liability, the fallacy that radio cannot offer advertisers reach, the industry's penchant for devaluing the accuracy of its own research, the reluctance to offer the same cost information used to evaluate TV, and stations negatively characterizing the selling effectiveness of competing formats.

### How Radio Works

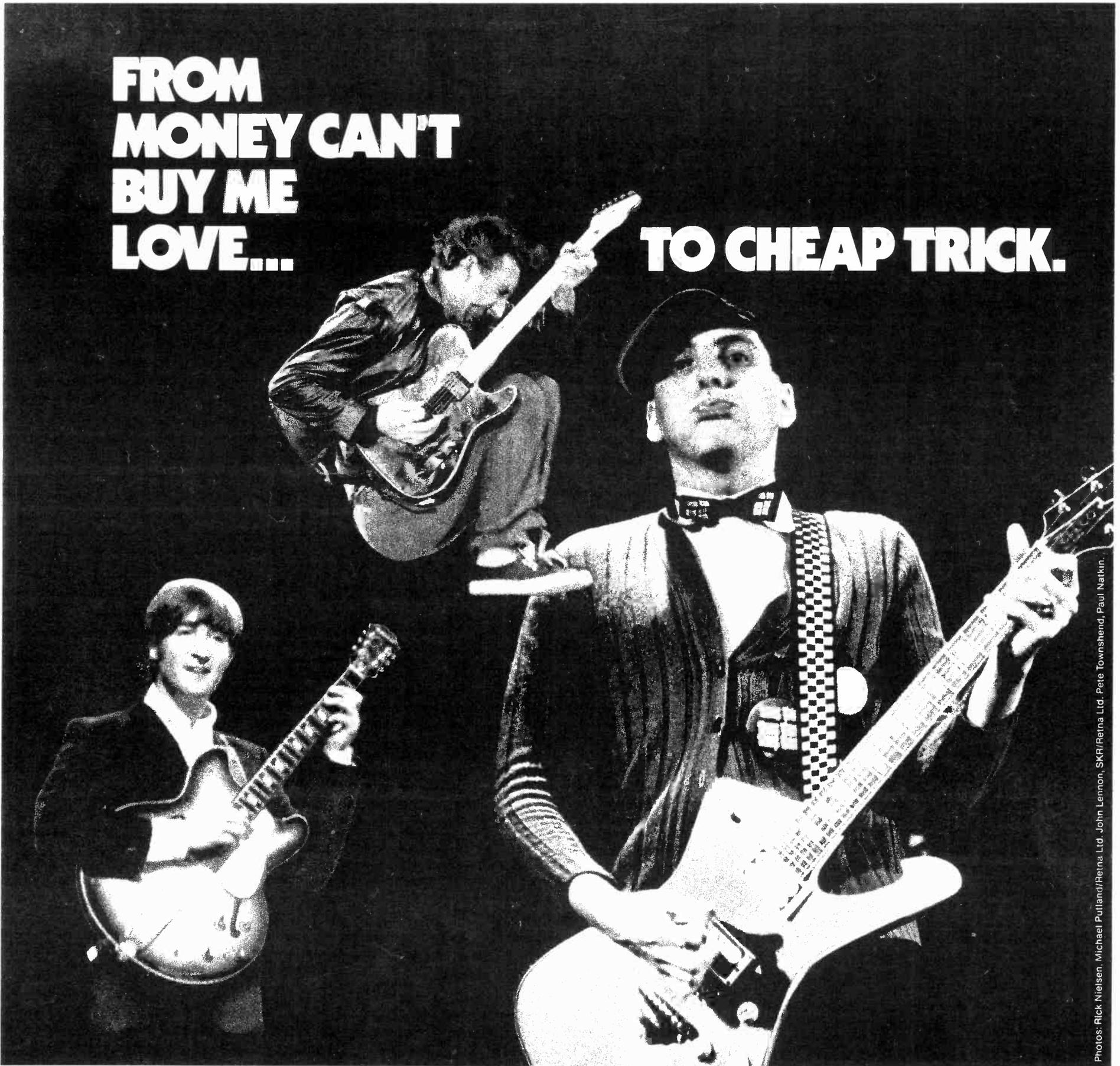
All these executives acknowledge that successful radio campaigns dictate using the medium's proven techniques. RKO's Lyons says that calls for creative copy and multiple versions of commercials to fit different formats. He used the example of Gillette, which hasn't used radio in many years. "They're going to be doing razors in the mornings and Papermate pens in a back-to-school campaign," he explained.

One advertising agency figure ready to speak out on why agencies and advertisers are not using radio better is Ted Bates & Co. executive Charlie Trubia. Charlie is critical of how radio is being sold nationally, and in my next column (3-25), I'll be running an in-depth interview with him, addressing many of the issues raised here.

**Next Week In Management:  
Reading Financial Reports**

**FROM  
MONEY CAN'T  
BUY ME  
LOVE...**

**TO CHEAP TRICK.**



Photos: Rick Nielsen, Michael Putland/Retna Ltd., John Lennon, SKR/Retna Ltd., Pete Townshend, Paul Natkin.

**Rolling Stone's  
CONTINUOUS HISTORY OF ROCK & ROLL  
makes your station the rock authority.**

No program builds your station's rock credibility like Rolling Stone's "Continuous History." From profiles of greats like the Beatles and Stones to programs like the British Invasion, Rock's Greatest Guitarists, and Music In The Eighties, "Continuous History" is the last word on where rock's been and where it's going. And the first in making you the rock authority in your market. Contact Louise Callahan (212) 887-5218.

**abc rock radio network** 



# STREET TALK

PRESENTING  
**"SOLITAIRE"**  
 7-89868  
 THE 1ST SINGLE  
 FROM THE NEW ALBUM FROM  
**LAURA BRANIGAN**

**BRANIGAN 2**

LAURA BRANIGAN  
**BRANIGAN 2**



80052

Produced by Jack White.

- |                |              |                |             |
|----------------|--------------|----------------|-------------|
| <b>WBEN-FM</b> | <b>K104</b>  | <b>OK100</b>   | <b>WGLF</b> |
| <b>WXKS-FM</b> | <b>WKEE</b>  | <b>WIKZ</b>    | <b>KISR</b> |
| <b>79Q</b>     | <b>BJ105</b> | <b>WOMP-FM</b> | <b>KYTN</b> |
| <b>Y100</b>    | <b>WDOQ</b>  | <b>95XIL</b>   | <b>WBWB</b> |
| <b>KHTR</b>    | <b>WOKI</b>  | <b>WZYQ</b>    | <b>KFMW</b> |
| <b>KBEQ</b>    | <b>WCSC</b>  | <b>WKHI</b>    | <b>D93</b>  |
| <b>KMJK</b>    | <b>WNVZ</b>  | <b>WFOX</b>    | <b>99KG</b> |
| <b>WTIC-FM</b> | <b>WKDD</b>  | <b>WJAD</b>    | <b>KCBN</b> |
| <b>KC101</b>   | <b>KRSP</b>  | <b>WISE</b>    | <b>KTRS</b> |
| <b>WPST</b>    | <b>KIKI</b>  | <b>WPFM</b>    | <b>KCDQ</b> |
| <b>WYCR</b>    | <b>WGUY</b>  | <b>WXLK</b>    | <b>KOZE</b> |

ONE OF THE MOST ADDED IN CHR



**On Atlantic Records and Cassettes.**

© 1983 Atlantic Recording Corp. A Warner Communications Co.

WABC/New York cut several employees loose last week in what was seen as a consolidation of duplicated services between the Talk-formatted AM and its AOR FM sister WPLJ. Following the layoffs, the rumormongers went immediately to work speculating that WABC will soon abandon Talk and return to music. Even a new programmer was mentioned — by name. According to our sources within ABC, the rumors have no foundation whatsoever.

Added at WABC was new Director of Advertising & Creative Services Sharon Rosenbush, formerly of WRC/Washington.

Is WNBC/New York's high-priced afternoon man Howard Stern about to be bounced? No way! PD Kevin Metheny says that rumor started when Howard clowned around on the air about a bit he did, saying it could get him fired, and then the next day wasn't at work. He took a prearranged day off for personal reasons. Also, Kevin wanted to dispel whispers about former WABC jock Dan Ingram joining the staff. "We just couldn't get together on the right things," he commented. The opening, which was created when Ron O'Brien joined KIIS-FM/Los Angeles, still exists for the right radio lunatic to do nights at the 50kw giant, although maybe not as many nights beginning next year . . . we hear that WNBC has purchased the rights to broadcast the NBA's New Jersey Nets games for next season.

In case you haven't heard, Neil McGinley is out as PD at WKBW/Buffalo and there is a strong feeling in the market that the replacement will come from within the Cap Cities chain.

Chuck Morgan, host of Music Country Network, is leaving the program and WSM/Nashville to join the Texas Rangers organization as Director of Sales (and probably also to do some of their away games on cable). Chuck's been with the station since 1975. His last program airs March 11. No replacement was named yet.

In the wake of Jonathon Brandmeier's rapid deployment to Chicago (see Page 1 story), KZZP/Phoenix has moved afternoon personality Dave Otto into mornings and given newsman Paul Talbot a more active role in the show. Additionally, Natalie Windsor from WBBM-FM/Chicago becomes the third member of the morning team. Meanwhile, KZZP PD Randy Stewart will leave the station March 31 to join the air staff of KALL-FM/Salt Lake City. No replacement for Randy was announced, but Street Talk hears some big names are in consideration right now.

"I love Detroit . . . really." The words of WABX/Detroit night rocker B.J. Hunter, who in his first week in the Motor City was involved in not one, but two traffic mishaps (neither serious nor his fault). To add insult to near injury, his brand new Z-28 Camaro was stolen from right outside the station.

Was that KFRC/San Francisco night rocker Bill Lee doing a cameo on WJBQ/Portland, ME last week? It sure was, according to PD Harry Nelson, who played host to the vacationing Mr. Lee last week.

It's official . . . WEEL-FM/Boston is now sporting those new FCC-approved calls — WHTT.

Independent album producer "Heavy Lenny" Bronstein moves his base of operations to the RCA Records offices in Hollywood on Monday (3-14). The new number is (213) 468-4009.

Ron Phillips, former PD of WQDR/Raleigh, has joined Ad-Ventures of Durham as merchandising and promotions manager. Ron, who also worked on the air at WMAD/Madison and WOKV/Cincinnati, will coordinate Record Bar's promotional activity on the national and local level.

It is just coincidence that the top brass at KHJ/Los Angeles, as well as a key production engineer, were all on simultaneous "vacations," or were they really planning the debut of a new format? The rumor is that the engineer was away from the station carting up the new non-country music. Can we expect a change within a few weeks, or is this just another in the long series of KHJ format-change rumors?

Congratulations to Rasa Kaye and Ross Brittain of WABC/New York on their February 20 wedding. Ross is one-half of the morning team Ross & Wilson, and Rasa is a weathercaster on their show. Ross told Street Talk, "This should prove once and for all that Brian (Wilson) and I don't do everything together."



Rasa & Ross Brittain

When President Reagan and Queen Elizabeth toured San Francisco late last week, KMEL saluted them by sending its "Skylights" airplane aloft, with a message reading, "Hail To The Chief — God Save The Queen — Long Live Rock & Roll — from KMEL 106." We don't know if the entourage actually viewed the message, but a number of radical groups apparently did. Promo Director Kenny Wardell told us the station received numerous threatening phone calls from various underground organizations throughout the weekend. Fortunately, none of the threats came to pass.

Bob Harlow, who consults KZOZ/San Luis Obispo, called to inform the Street Talk "Format Fone" that the station is switching from AOR to CHR with the help of newly-named MD Don Potter (KSLY/San Luis Obispo's MD until last week). PD Joe Collins will remain on board.



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...For about the same price!

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WINDOW DECALS - BUMPERSTICKERS

IN OKLA. 918-258-6502

# At Columbia Records We Mean Business-- And Our Business Is HIT MUSIC!



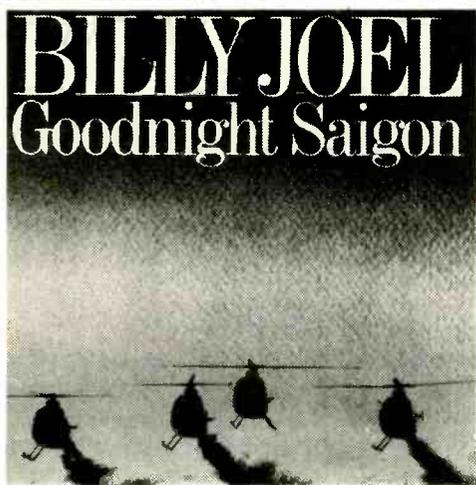
## PSYCHEDELIC FURS "Love My Way"

**CHR NEW & ACTIVE**

AIRPLAY ON THIS DEBUT SINGLE IS GROWING BY LEAPS AND BOUNDS

KYYX 2-1	WSPK add	WACZ add	WRCK deb 28	WSSX	WKHI	
WNBC 28-25	WLAN-FM add	WSGF add	WHTT	WNOK-FM	WISE 34-32	KENI
WPHD on	KITY 23-15	WJAD add	WKRZ-FM 37-34	WZZR deb 36	WHSL	KGHO deb 40
WCAU-FM on	KITE add	KILE add	KZFM deb 28	WKDD	WFLB	KCBN 37-33
WXKS-FM on	KSET-FM 17-16	WBWB add	KZZB	KBBK	FM99	KCDQ
KEGL 40-36	WJDX add 30	KRNA add	KROK	WJBQ 37	WYKS	KOZE
WHYT add	WJXQ 17-14	KFMZ add 23	WABB-FM	WIGY 38-36	KNOE-FM	
WGCL deb 29	Z104 add	WKFM	WOKI deb 40	WERZ 34-31	KISR	
KMJK deb 39	WNAM 26-21	WHFM	WSEZ	WFBG	WCIL-FM 31-30	
KNBQ 36-33	KSKD add	WTRY deb 30	WCSC	WIKZ	KDVV	

Produced by TODD RUNDGREN  
for Alchemedia Prod. Inc.



## BILLY JOEL Goodnight Saigon

## BILLY JOEL "Goodnight Saigon"

**CHR SIGNIFICANT ACTION**

ONE OF THE MOST COMPELLING SONGS OF THE YEAR

WBEN-FM add	Q106 add	WOKI add	WERZ add	WISE add
KFI add	WYCR add	WSEZ add	WFBG add	WFLB add
KNBQ add	KITY add	WRVQ on	WIKZ add	KVOL add
WKFM add	KHFI add	KSKD add	WSQV add	KNOE-FM add
WHFM add	WABB-FM add	KIKI add	WCIR add	KDZA add
WPST add	WZYP add	WIGY add	WKHI add	KCDQ add

WATCH FOR BILLY'S VIDEO CLIP ON THIS VERY SPECIAL SINGLE, COMING SOON!

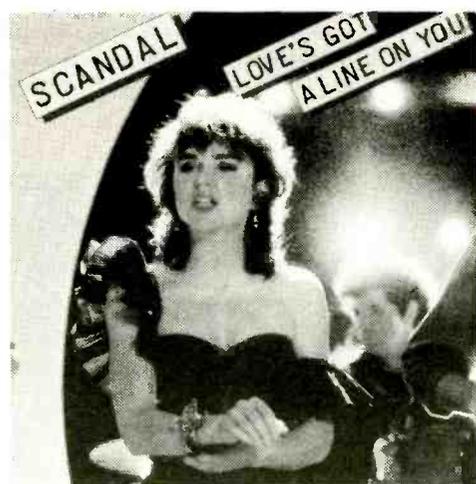


## CHAMPAIGN "Try Again"

A SMOOTH MULTI-FORMATTED BALLAD,  
ALREADY **15** R&R BLACK CHART, AND CROSSING QUICKLY

KIQQ 31	KITY add	KQMQ add	WSGF 34-28
KFRC	WSFL 34	WACZ 28	KISR on
WSPK	KGGI 30	Z102 add 39	

**CHR SIGNIFICANT ACTION**



## SCANDAL "Love's Got A Line On You"

BRAND NEW SCANDAL WITH A PROVOCATIVE VIDEO AVAILABLE  
NOW. WATCH FOR ITS MTV DEBUT MARCH 9th.

WKRZ-FM add	WOMP-FM add
WJXQ add 34	WZYQ add
WERZ add	

**CHR SIGNIFICANT ACTION**



# MAC McANALLY

## "Minimum Love"

7-29736



From the Geffen LP  
**NOTHING BUT THE TRUTH**

GHS 2033

Produced by Terry Woodford & Clayton Ivey for Wishbone, Inc.

### CHR NEW & ACTIVE

105/29

ADDED THIS WEEK:

- |               |             |             |
|---------------|-------------|-------------|
| HITS96 add 35 | WABB-FM add | KJRB add    |
| Z93 add       | CK101 add   | WIKZ add    |
| KCNR add      | WBBQ add    | KWTO-FM add |
| KIMN add      | KX104 add   | KDVV add    |
| Q103 add      | WRVQ add    | KENI add    |
| KZZP add      | KLIK add 29 | KGHO add    |
| WLAN-FM add   | KMGK add    | KSLY ad     |
| Q106 add      | KRAV add    | KIST add    |
| KZFM add      | KEYN-FM add | KTRS add    |
| KXX106 add    | WHOT add    |             |

# SAMMY HAGAR

## "Never Give Up"

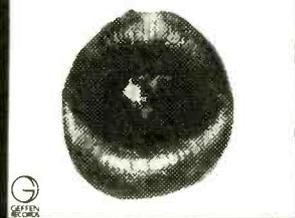
7-29718

SAMMY HAGAR  
THREE LOCK BOX

From the Geffen LP  
**THREE LOCK BOX**

GHS 2021

Produced by Keith Olsen,  
for Pogo Logo, Inc.



### CHR SIGNIFICANT ACTION

OUT OF THE BOX AT:

- |      |         |      |
|------|---------|------|
| KMJK | WQID    | WISE |
| WRCK | WCSC    | WHSL |
| K104 | WOMP-FM | KCBN |
| KTFM | 95XIL   | KOZE |
| KITY | WZYQ    |      |



GEFFEN RECORDS

Manufactured by Warner Bros. Records

## Surrey Appoints Hall Director Of Consulting

Phil Hall, PD of KRAV & KGTO/Tulsa since 1979, has resigned that position to join Surrey Communications Research as Director of Consulting.

Surrey Communications President Al Brady Law commented to R&R, "Phil is one of the brightest young programmers I've come across in a long time. I can send him into a radio station and he'll represent the company well and handle things in a businesslike manner. His support will give me a great deal of room for further

development and planning for the company."

"I'm really happy that KRAV will be one of the stations I'll be working with," Hall remarked. "I feel very excited about joining Surrey, as I consider it a real pleasure to work with someone of Al Brady Law's stature, as well as the other fine folks at Surrey."

At KRAV, Production Director Rick Alan West has been promoted to PD, while KRAV Assistant PD/MD Gary Reynolds has been given the additional responsibilities of programming KGTO.

### Casey

Continued from Page 1

is going to stay on. I look at it as a very strong programming team. Rick has done a fine job; it's just that Steve has some talents that are unique in the industry, and when you see an opportunity you have to seize it. To have Steve here with Rick is probably the strongest programming lineup in the country. I am very excited to have Steve's vast knowledge and skills applied to WLS."

Casey served as Music Director of WLS three years ago. After that, he was Operations Manager of KUPD/Phoenix before becoming Director of Programming for Warner-Amex's MTV. He joined John Sebastian's consultancy in October 1981. "S-Call," Casey's computer information retrieval system announced last month, will now be withdrawn from the market.

### Wodka

Continued from Page 1

KMGK as GM is Miles Knutson, while Capitol Broadcasting National PD and WLLF/Mobile GM Bill Roth comes aboard as Station Manager.

### KHOW

Continued from Page 1

it, he was the natural choice."

Heath told R&R, "I'm really excited! Sam Sherwood has a tremendous amount of confidence in my ability in that he knows I understand where KHOW should be headed. I've softened up KHOW considerably, after watching five PDs try to turn the station too contemporary. It cost us a lot of loyal listeners because they couldn't stand rock and roll music. Now we're moving in a true adult direction, and we're going to try to get back into the winning position KHOW's known for."

## Brandmeier

Continued from Page 1

tro explained to R&R, "We could appeal this, but with the time it would have taken, it wouldn't have been worth it. So we've decided to pass. We're going to film some TV and do a bunch of other promotional things with him till then; we'll do 'Meet Jonathon' promotions throughout Chicago."

### Vindictive Or Protective?

KZZP VP/GM Bill Phalen reiterated that KZZP had sought the injunction to enforce the integrity of its contracts. "We wanted to demonstrate that Jonathon abrogated his contract, and if someone plans to violate a contract with us, then we will exercise our rights. It's important that people within our company and broadcasting understand that employment contracts are important documents and should be treated as such."

Brandmeier responded, "This action is totally aimed at slapping my hand and making an example out of me. This is a vindictive act on Bill's part. It does no good to take me off the air in Chicago. He's just irritated that I left before he could get a suitable replacement. KZZP is living in the past at this point."

### Clark

Continued from Page 1

and KITV-TV/Honolulu President Richard Grimm to President of the Television Division. Both men were also elected to Shamrock's Board of Directors. Pat Shaughnessy continues as President of the firm's Dallas-based TM Companies.

### Columbia's Toto Delight



Columbia Records recently awarded Toto a platinum plaque for their multi-Grammy-winning LP "Toto IV." Pictured (l-r rear) are CBS West Coast Sr. VP/GM Myron Roth, Columbia VP Terry Powell, group's Mike Porcaro, David Paich, and Bobby Kimball, co-manager Mark Hartley, Columbia Sr. VP/GM Al Teller, Columbia VP Ray Anderson, co-manager Larry Fitzgerald, and Columbia VPs Bob Willcox and Ron Oberman; (l-r front) group's Jeff Porcaro and Steve Lukather.

### Manilow & Some Kind Of Friends



A sizable celebrity turnout was noted at a party commemorating Barry Manilow's *Uris Theatre/Broadway* opening. Pictured (l-r) are actress Morgan Fairchild, Manilow, Elektra/Curb artist Pia Zadora, Mrs. George Benson, Benson, and Arista President Clive Davis.

Chrysalis Records  
Proudly Announces The  
U.S. Release Of  
**EAT CANNIBALS**

The Debut Single



# TOTAL GOELO

**INTERNATIONAL ACTION!**  
Already Top 5 In Australia,  
Denmark, Sweden, Greece and Norway.  
Top 10 In England and France



**Chrysalis**  
Records & Cassettes

The single VS4 42669  
Produced by Barry Blue for Blueytunes Prod. Ltd.  
Personal Management: Carr Company, Budd Carr



# Contemporary Hit Radio



JOEL DENVER

## L.A. Radio's Ca\$h Cla\$h

### I Can Give Away More Money Than You

A few short years ago, giving away cash on the air was considered passe by most programmers. That sort of thinking came as a relief of sorts to budget-conscious GMs everywhere . . . after all, you can't trade cash. Now, with CHR radio becoming more aggressive in its music and presentation, it's only natural that this type of bullish thinking has spread by osmosis to promotions.

In Los Angeles, for instance, it seems the bug to award cash to listeners has bitten everyone. KIIS-FM was first to start back in March 1982 with the "\$10,000 Four In A Row" . . . or was it KFI with the "Secret Sound?" In any event, both these stations, along with KIQQ and KEARTH, are giving away the green. How are they doing it and why? Let's find out from the programmers themselves.

#### No One Else Is (Was) Doing It

When Tom Bigby came to KFI a year and a half ago, he told his GM Don Dalton, "No one is giving away cash." So the station did "Secret Sound" and gave away quite a bit of money. "We had a lot of \$1000 winners, but we also had some \$10,000, \$20,000, \$25,000, and \$30,000 winners. Now everyone else has jumped into the big cash prize arena, so I've gone back to giving away smaller cash prizes, but more of them," Tom explained.

"We give out \$100 and \$1000 bills in the 'Take Your Radio To Work' game and with our 'KFI Cash Car.' These two contests are pretty simple, but the station is getting new listeners so they are working." In the first contest, you simply mail in a card telling where you work. If KFI comes to your office and finds your radio playing KFI, you win cash. "We've already got 8000 letters on this contest. KIIS-FM does something similar called 'Listen While You Work.'

"For the other contest, you simply put a bumper sticker on your car that says 'I want a Chevette from 64 KFI.' If the license number is called, then you win either a car or cash, depending on which envelope you pick. These contests aren't necessarily new, but they work."

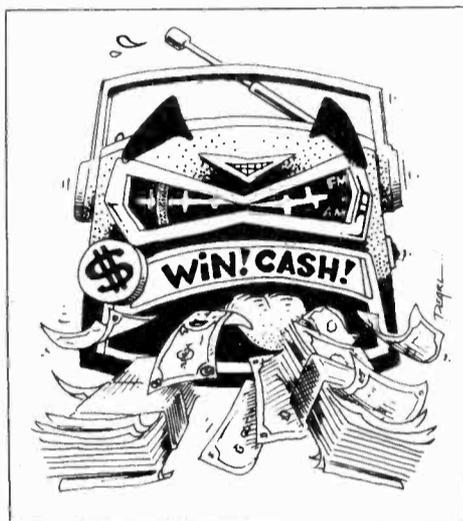


Tom Bigby

I then asked Tom if he really thought cash made a big difference. "Yes, I think you can look at KIIS-FM's numbers and see the results for yourself. When you've got a changed radio station like KIIS-FM, cash attracts listeners, but you've got to have a good product to keep them there. KIIS-FM is a good-sounding radio station."

On the subject of his other CHR competition, Tom remarked, "Now about KEARTH and KIQQ, I just don't know. They're both doing the same thing almost." (Both stations are promoting the same contest, with similar sounding prizes - see \$101,000 Worth Of Confusion.) Tom continued, "I can sum up my feelings about it all by saying, 'Ain't it fun?' This is like the old Gordon McLendon days of competition between KLIF and KBOX (both Dallas). I think it makes people look at the radio and realize something's going on. It puts entertainment back on the radio."

Tom's remarks open the old controversy about whether big prizes can really make people listen. Are they too big to be believable? Are smaller cash prizes more



in reach for the listener from a psychological standpoint? "A big budget is important, and a big prize is not a deterrent. We're just giving away lots of smaller prizes to be different. I don't know whether it's making a difference, but radio listening in L.A. over the last two Birch reports is up significantly."

#### \$101,000 Worth Of Confusion

In the two years I've been here in L.A., I've never heard KEARTH give away any cash. Now all of a sudden it's offering one listener the chance to walk away with \$101,000. How does the contest work? "Really simple," explained PD Bob Hamilton. "When a listener hears 'Maneater,' 'My Girl,' 'Sailing,' and 'Yesterday,' in that order, caller number 101 (frequency tie-in) will win all the money. To back it up we're on TV with the contest too. We're getting lots of phone calls, and generating excitement from people that never listened to KEARTH before." He declined comment on the similarity of his contest to promotions KIIS-FM had run just a few months back.



Bob Hamilton

I then asked him whether he thought KIQQ was trying to upstage or confuse the listeners by running a parallel promotion. "As long as they keep referring to 101, it makes me happy," remarked Bob. As of this past weekend, KIQQ was offering 101,000 pennies for playing the exact same foursome that KEARTH was promoting. The difference was that KIQQ was going for daily winners, taken from first callers. "Every time they run the foursome and try for a winner, our phones ring over here. The audience has come to think of those four records as belonging to KEARTH." Bob added kiddingly, "It's more profitable to listen to L.A. radio than work in it."

Bob thinks that cash is a great prize, especially in hard times such as these. "If I was out of work, I'd be listening to win some money," he reasoned. "Things go in cycles,

Continued on Page 26

## Welcome To The New Reporters

Twice a year, I pore through the Arbitrons, listen to airchecks, and analyze playlists to come up with an updated roster of CHR reporting stations . . . and here is the latest list. I'm happy to report that because of the renewed growth in the format, there are now more P-1 CHR reporters this time around, filling in some holes in markets like St. Louis and adding additional perspective in Buffalo, Portland, Dallas, Chicago, San Francisco, and Seattle-Tacoma. While this reevaluation took in only P-1 and P-2 reporters, the next review will encompass all Parallels following the results of the spring Arbitron. There are now 228 CHR reporters.

The following stations are new P-1 reporters:

#### P-1 East

WNYS/Buffalo  
PD: Ray St. James  
MD: P.J. Fox



WPHD/Buffalo\*  
PD: Harv Moore  
MD: John Piccillo



#### P-1 South

KAFM/Dallas  
Op Mgr: John Shomby  
Asst. PD/MD: Pete Thompson



79Q/Houston\*  
PD: John Lander  
MD: Patty Hamilton



#### P-1 Midwest

WHYT/Detroit  
PD: Lee Malcolm  
MD: Bob Ransom



WKQX/Chicago  
PD: Randy Lane  
MD: Lorna Ozman



KHTR/St. Louis  
PD/MD: Ed Scarborough



#### P-1 West

KYUU/San Francisco  
PD: Mike Novak  
MD: Steve Behm



KMJK/Portland  
PD/MD: Jon Barry



KNBQ/Tacoma\*  
PD/MD: Gary Bryan



KFI/Los Angeles\*  
PD: Tom Bigby  
MD: Steve LaBeau



The following stations are new P-2 reporters:

#### P-2 East

WHTT/Boston  
PD: Rick Peters  
MD: Russ Dana



#### P-2 South

WNVZ/Norfolk  
PD/MD: Steve Kelly



WNFY/Daytona Beach  
PD/MD: Ron Samuels



KAMZ/EI Paso  
PD/MD: Bob West



KITE/Corpus Christi  
PD/MD: Marc Driscoll



KRGV/McAllen-Brownsville  
PD: Bob Perry  
MD: Scott Taylor



#### P-2 Midwest

K107(KAYI)/Tulsa  
PD/MD: Phil Williams



#### P-2 West

KHYT/Tucson  
PD/MD: Sherman Cohen



\*Formerly a P-2 reporter.

# THESE ARE FOUR REASONS FOR THE CURRENT EXCITEMENT IN POP MUSIC

## JOHN ANDERSON "SWINGIN'"

## YAZ "ONLY YOU"

H = HOT

H 79Q 11-4	H 94TYX 10-5	WFOX on
H Z93 4-1	H WQID deb 24	WJAD 32-27
H 94Q 9-3	H KXX106 17-10	H WCGQ 12-6
195 on	G100 add	WISE on
Q105 21-20	WHHY-FM 4-4	H WFLB 30-17
WHYT add	BJ105 deb 27	H WXLK deb 23
KIQQ on	H WDOQ 20-10	FM99 deb 32
WKFM on	WNFY 24-19	WGLF deb 22
WROR add	H WBBQ 27-21	KILE on
KITY 30-21	H KX104 24-12	KVOL add 35
KTSA add	H WOKI 38-26	KKXL-FM add
H WFMF deb 25	H WBCY 25-25	KFYR on
H WJDX 17-6	H WSFL 33-11	WRKR deb 37
	H WSEZ 30-25	H WSPT 26-16
	WRQK on	WBWB deb 34
		H WCIL-FM deb 6
		KWTO-FM deb 27
		KDVV 31-20
		KENI on
		KBIM on
		KCDQ on

WLOL-FM 7-3  
KBEQ add 37  
KMJK 10-9  
KNBQ on  
WPHD on  
KEGL on  
WSPK deb 29  
WKFM 37-34  
K104 36-32  
KITY 25-18  
KSET-FM add  
KZZB on  
B97 deb 29  
WABB-FM on

WCSC on  
WZZR 29-22  
KMGK deb 30  
Z104 on  
WNAM on  
KKXX 26-15  
KYYX 22-18  
KJRB 15-13  
KBBK on  
KSKD on  
WACZ on  
OK100 36-32  
WFBG on  
95XIL deb 38  
WKHI on

WAEV on  
WSGF on  
WFOX on  
WJAD on  
WPFM 21-21  
FM99 on  
KKQV 27-18  
KILE 38-36  
KNOE-FM on  
KYTN deb 33  
KENI 37-32  
KGHO 28-26  
KCBN 36-30  
KBIM on  
KDZA on  
KCDQ 33-27  
KOZE 14-12

Produced by FRANK JONES with JOHN ANDERSON

Produced by E.C. RADCLIFFE & YAZ



## A/C BREAKER! JARRREAU "MORNIN'"

## PATTI AUSTIN "EVERY HOME SHOULD HAVE ONE"

WCAU-FM	Y103	KIKI
WXKS-FM	WBBQ	WGUY
KIQQ	WSFL	WKHI
KITY	WRQK	WAEV
KITE	WKDQ	WFOX
KAMZ	WKDD	WFLB
WHHY-FM	KHOP	WPFM
	KGGI	KILE
	KQMQ	WBWB
		KBIM
		KCDQ

WCAU-FM on  
WLOL-FM deb 39  
KIQQ deb 35  
KFRC add 40

KMJK 40-38  
Q103 add  
WSPK add  
KITY add  
WCSC add  
WZZR add

KBBK add  
KSKD add  
KQMQ add  
WJBQ on  
KNOE-FM add  
KBIM on  
KCDQ add

Produced by JAY GRAYDON  
Associate Producer: TOM CANNING



Manufactured & Distributed by  
Warner Bros. Records

Produced by QUINCY JONES for



# L.A. Radio's Ca\$h Cla\$h

Continued from Page 24

and cash is something that can help make the difference in a market where you've got so many stations trying to do the same things. Now it's like trying to be king of the mountain to see who can give away the most cash." But what about radio stations doing the same contests? No answer from Bob.

## The KIIS Of Ca\$h

The whole cash trend in L.A. was rekindled about a year ago when Gerry DeFrancesco came in to program KIIS-FM. His first step was to introduce a \$10,000 cash prize for being caller number 50 to hear four specific songs in a row, the same type of contest KEARTH is now running. Then the ante was upped to \$20,000 plus a Porsche, then to \$50,000 for the same type of contest as recently as September 1982. Obviously, you need lots of money to stay in this race.

Around the Christmas holidays, KIIS-FM did "High-Low Cash" and gave away approximately \$30,000. More recently KIIS-FM has just completed a modern-day version of an old radio contest, "Beat The



Bomb," where a listener calls in and hears a series of prerecorded prizes, trying to stop before the bomb goes off. How much did the station give away? "We handed out about \$50,000 in Beat The Bomb, and I think the listeners had a lot of fun with this one," Gerry commented.

"One of the reasons we did this contest was that we had some complaints about only having one big prize. This contest offered more people the chance to cash in on the winnings. I think that having one big prize is still a successful way to run a contest, but a mix of contests with smaller prizes and more winners is needed for balance if you plan to do cash promotions on a regular basis."

I then asked Gerry for his feelings about KEARTH mimicking his four in a row idea, and KIQQ doing High-Low. "I don't know if I would come in that close behind someone else with the same contest, but if it works and it's a proven winner, I guess you can go with it." He declined comment on KIQQ's 101,000 penny giveaway. Does he think that KEARTH's offering of \$101,000 will touch off a new goal to top for his next cash contest? "I just think that KIIS-FM will do what it has to do regardless of what goes on around us. While I think a cash contest is important, the on-air product around the contest is equally important. No amount of cash will make people listen to a radio station they don't like for too long."

## Who's Copying Whom?

A good counterprogramming philosophy is to steal your competition's thunder, thus confusing their listeners. KIQQ is giving away cash with its own innovative version of a "High-Low Cash" contest, but was also trying to preempt KEARTH's "\$101,000 Foursome" contest. KIQQ has been known as a music-oriented radio station, but of late it has entered deeper into the cash arena. Even its outdoor advertising boasts of cash giveaways.

"I can sum up my feelings about it all by saying, 'Ain't it fun?' This is like the old Gordon McLendon days of competition between KLIF and KBOX. I think it makes people look at the radio and realize something's going on. It puts entertainment back on the radio." —Tom Bigby

I talked with PD Paula Matthews about her station's recent cash contests. The first is the one that parallels KEARTH's in structure and sound with a different prize. KEARTH invites listeners to win \$101,000, while KIQQ is offering 101,000 pennies, which equals \$1010.

Why is KIQQ doing a contest with rules and prizes that sound like KEARTH's, especially to the casual listener? "Well, the contest has been done successfully all over the country," replied Paula, "and we're not going to do a contest that doesn't work. This particular contest only was on the air for a short time, and it's run its course for now. It was an effective contest." Paula declined to answer further questions regarding the motives behind running such a similar contest, especially when I asked her if the purpose was to cause some confusion and have a little fun at KEARTH's expense.

Instead, she offered, "Our main concentration is now on High-Low Cash, which is something we do twice a year. We don't give away thousands in cash at one time,

but we do have fun with it, and so do the listeners." In listening to the contest, most cash prizes I've heard were worth at least \$250, and more often the value topped \$350. There were some days where I was able to hear more than one winner. I asked Paula if she felt outgunned since the other stations were giving away more money. "It doesn't bother me at all. Our listeners were very happy to get any money. They'd rather have more chances to win smaller prizes than one shot at a big prize."

"Things go in cycles, and cash is something that can help make the difference in a market where you've got so many stations trying to do the same things. Now it's like trying to be king of the mountain to see who can give away the most cash."

—Bob Hamilton

So now who's copying whom? Is KIIS-FM copying KIQQ, which lays claim to High-Low Cash as a yearly promotion? I'm not sure, but I've heard KIQQ run this contest several times in the past, although this time they've added some interesting innovations. The contest is called "Bruce & Tony's High-Low Cash," which is a reference back to the morning team, Bruce Chandler & Tony St. James.

"We emphasized their names in this contest as a way of promoting their show in all

other dayparts. Instead of just running straight High-Low where a person calls in and makes a guess and we run a pre-recorded cart indicating too high or too low, we tried some variations this time," Paula explained. "We had 'Housewife High-Low' where we ran a short sound effects cart and the contestants took constant guesses until time ran out. After each guess we told them too high or too low. We also had bonus hours that were pre-promoted. The contestant could take two guesses at the current jackpot amount."

What does Paula think about the fact that all of her competition is now giving away cash too? "I think it's terrible. "Once one radio station gives away a lot of cash and boosts a book, we all have to do it to stay competitive. It's not really necessary in the first place, but once the ball is rolling, you've got to play along."

## Editor's Comments

Never have I seen so many ideas borrowed within such a short period of time in the same market. Maybe I'm too close to it. Are the listeners that aware of the similarity in contests? Only time will tell after the results of the winter Arbitrons come out. In the meantime, it certainly has added some excitement and sparkle to L.A. radio. Can the old contests of calling in (adopt high-energy Ron Radio delivery) "to rip me off a brand new crisp \$100 bill" be far behind?

While I don't suggest blowing your whole budget on cash contests, they do have a certain amount of appeal for a specific segment of the audience. Like anything else, if it's overdone, the novelty ceases to have a positive effect. If you have some thoughts on the subject of cash giveaways, drop me a line, or give me a call at the R&R offices.

## Bits

- WSSX/Charleston gave the audience "Something To Grab For," using Ric Ocasek's current hit as a theme. Two listeners were handcuffed together and given 95 seconds (frequency tie-in) to grab all the records they could in a local record store. The first 25 people who showed up to watch the "handiwork" each got a copy of Ric Ocasek's "Beatitude" album.
- ZZ99(WZZC)/Kansas City is in the middle of its "99 Days of Rock" promotion. The object is to count the music for 99 days and tell the station how many songs were played during the promotion. The winner gets a cash prize of \$9999.99, naturally.

• KO93/Modesto is proud that it was able to raise over \$10,000 in just 36 hours in the third annual "CARE For The Children" radiothon. KO93 is the only station in the world that the internationally-known CARE organization authorizes to sponsor a fund-raising event.

• WFBG/Altoona worked an interesting but simple promotion with the folks at Pepsi. Listeners had to guess how many cans of Pepsi stacked end-to-end it would take to reach the top of the station's tower. The tower, for your information, is one inch more than 310 feet, but PD Tony Booth didn't tell us how many Pepsi cans it would take, since the contest is currently running. First prize is all the Pepsi, with runner-up prizes of a case of Pepsi a month for a year.

• KFMZ/Columbia, MO built a new tower next-door to the existing facility. The new tower is considerably higher, and will increase coverage for the station, but required some time off the air to move the antenna bays. With some clever pre-promotion, PD Steve Graziano told listeners to keep track of exactly how long the station would be off. The first five calls in with the exact time won six packs of their favorite albums. The station was down for just two hours and 10 minutes but got over 250 calls, with 90% of the people giving the exact time off air. In a larger market, this contest idea would also work great with \$1000 cash.

## Motion

Dr. Mucho Morgan joins WVIC/Lansing to do mornings from WOYK/York, PA . . . Steve Kelly exits Q96/Ft. Meyers, FL to do mornings at FM99/Tallahassee . . . Jeff Davis is now doing all nights at WMEI/Ft. Wayne after leaving WAQZ/Huntington, IN . . . Randy Lloyd has been named MD at WBWB/Bloomington as John Heimann is upped to PD.

KKYK/Little Rock upped David Allen Ross to Assistant PD . . . After two years at WFI/Philadelphia, John St. John is out and available for another major market on-air or medium market PD slot at (215) 825-5348 . . . Devon is promoted from swing to noon to 3pm and Promotion Coordinator at Magic 107(KMJK)/Portland.

Z103/Savannah MD Randi Sommers moves into middays, replacing Bobby Powell, who moves into sales . . . WSTO/Evansville brings in Steve Adler from across town at WGBF as PD, while Steve Cook is named MD and Gary Clayton is promoted to Production Director.

WSSX/Charleston PD Bill Martin has fully recovered from throat surgery and reports the new lineup: 6-10am Steve Cochran, 10am-2pm John Quincy, 2-4pm PD Bill Martin, 4-8pm Andrea Vincent, 8pm-midnight Beau Daniels, and all-nights Mick Barker.

## Station Profile

KCDQ/Bozeman, MT  
"96.7 KCDQ"  
PO Box 98  
Belgrade, MT 59714  
(406) 388-1431



OWNER: C & D Broadcasting  
REP: McGavren Guild  
VP/GM: Dan Walker  
PD: Greg Williams  
MD: Don St. John  
96.7 MHz  
3000 watts

"KCDQ is located in Belgrade, which is a suburb of the Gallatin Valley at the gateway to Yellowstone National Park. At the moment, KCDQ is the only live CHR outlet in the area, but with four AMs and three FM's making this area their home, we may get some competition soon.

"To stay on top of our listeners' desires, we constantly research their likes and dislikes, making liberal use of requests. When we find a record is burning out, we get off it quickly, whereas our competition, which is locked into an automated music service, will continue to play it. By playing a large variety of music, we offer something for everybody, and we find out in a couple of weeks if it's a hit or miss for the market.

"We also feel that the listener is in it for more than just the music, so we keep them aware of what is happening in and around the area. Getting the audience involved is the key to successful promotions, so when we have a winner we put him or her on the air to share the excitement with everyone else. All too often stations overlook such simple ways of creating rapport and involvement with listeners.

"On the weekends we feature such special programming as 'Solid Gold Saturday Night,' 'Countdown America,' and our own locally-produced religious shows for Sunday morning. Overnights we run 'Night Time America' with RKO's Bob Dearborn. KCDQ is owned by Chad Parrish and Dan Walker, two veterans of the business from KJR/Seattle, so we've got big-market ideas and ways of doing things. We are preparing to enter our second year on the air and look forward to learning and growing with our community and other broadcasters around the country."

— Greg Williams



Paula Matthews

# E/P/A SPRINGS 4 HITS ON CHR



## ADAM ANT

"DESPERATE  
BUT NOT  
SERIOUS"



## CLASH

"SHOULD I  
STAY OR  
SHOULD I GO"

WPHD 30-26  
WCAU-FM 24-21  
KEGL 22-11  
Y100 25  
WHYT deb 25  
KHTR 20-13  
KBEQ 37-33  
KFI 31  
XTRA 16-8  
KMJK on  
KNBQ 38-34  
WKFM 31-26  
WTRY 26-24  
WRCK 20-15  
K104 21-18  
KZFM add  
WOKI 28  
WNVZ add 37  
WJXQ 30-27  
KIDD deb 30  
KBBK 31-27  
KQMQ 33-30  
WJBQ 35-31  
OK100 24-21  
WZYQ deb 30  
Z102 27-24  
KYTN 20-12  
WBWB deb 36  
KFMZ add 24  
KGHO deb 32  
KBIM deb 37  
KCDQ add

**CHR NEW & ACTIVE**



## LOU RAWLS

"WIND  
BENEATH MY  
WINGS"

Y100 add  
WSPK add  
KITY add  
KAMZ 30-27  
WTIX 40-37  
WFBG add  
WQLT add  
WFLB add  
KSLY add  
WGCL  
WKFM  
KTFM  
WJBQ  
WERZ  
13FEA  
WFOX  
Q101

**CHR  
SIGNIFICANT ACTION**

**CHR  
SIGNIFICANT ACTION**



ON YOUR DESK THIS WEEK LOOK FOR:  
**SAGA "WIND HIM UP"**  
**EDDY GRANT "ELECTRIC AVENUE"**

## FELONY

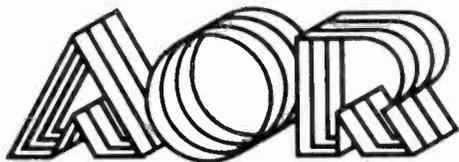
"THE FANATIC"



WCAU-FM deb 36  
KEGL 18  
WHYT deb 30  
KBEQ add  
WGCL 25  
KIQQ 19  
KFI 38  
KSET-FM 29-25  
KHFI add  
WOKI 40-37  
WJXQ 33-30  
KYYX 4-6  
WJBQ add  
WGUY add  
WERZ deb 35  
13FEA add  
KBIM 33  
WPHD  
WXKS-FM  
Y100  
KNBQ  
WKRZ-FM  
KTFM  
KITY  
WDCG  
WCSC  
WANS-FM  
WNOK-FM  
WRVQ  
WZZR  
WYKS  
KILE  
KISR  
KSLY

**CHR  
SIGNIFICANT ACTION**





JEFF GELB

## A Homegrown How-To

**H**ometown talent albums (also known as "Homegrown" LPs, though this term is copyrighted by KGB/San Diego) have become an AOR promotional standard by now. But the process of putting out such albums remains a mystery, until programmers actually take the plunge and start preparing one. Months later, when the album is done and on the record racks, many PDs regret mistakes made and wish they'd had some sort of Homegrown primer to help make the promotion less complicated and more successful.

Enter Ty Ford, Operations Manager at WIYY/Baltimore, who just completed work on the station's second hometown talent album. While they were still fresh in his mind, Ford put his thoughts on the promotion on paper, submitting it to R&R so that other programmers can profit from his experiences. Any programmer about to embark on a local music LP project (as well as any programmer who has already done one and plans to try it again) will find a wealth of



Ty Ford

invaluable tips in Ty's "Homegrown How-To."

### They'll Get It For You Wholesale

There are many ways to do your own album. We were approached by two companies that offered fairly good deals, but since we were already several weeks downstream with our own project, we decided to continue alone (I did look close enough to see that their wholesale price was significantly higher than ours). Sheffield Audio and Video, a firm based in our area, not only offered a better wholesale price, they also arranged for the cover and label printing and manufacturing, as well as the pressing of the albums. We consulted with them every step of the way. They provided the services of their chief engineer/producer, and ten hours of studio time for each of our eight finalists in return for on-air mentions and credit on the album cover. As a result, we were able to move over 40,000 albums at \$2.98 each, on consignment to 40 locations, clearing close to \$10,000 for the Children's Hospital of Baltimore.

After arranging our deal with the studio, we picked our team of judges, all of whom were on our staff. All entrants had to be "local"; either residing in our area or frequently playing in our area. Although we accepted material from groups who had pressed their own records, we did not allow entries from groups with record contracts. We asked for up to three original songs to be submitted on tape. They were reminded to include their name, address, and telephone number. We also obtained blank copyright

"When mastering, it pays to be there when it happens."

forms to help those who had not yet taken that step (that number is (202) 287-8700). Each act submitting a tape had to fill out a legal release form (see related sidebar).

At this point, we went on the air for six weeks to solicit tapes. We ran down the rules and gave a deadline date. All entrants were registered and given numbers. A master sheet of names, addresses, and telephone numbers was compiled to keep track of all the entries. Our judging was based on the artist's ability to perform, and the overall sound of the song. As it turned out, most of the finalists were working groups with some recording experience. Several finalists' tapes were of high enough quality to be used as masters. In those cases, we used their masters and allowed them to use the studio time they'd won for their own project.

Each of our eight finalists were awarded eight hours of recording time and two hours of mix-down time. If more time was needed, it was made available at a reasonable rate. A total of ten studio hours is not a lot of

## Why Don't Homegrown Bands Get Signed?

Every week, a new hometown talent album comes across my desk. I assume that most of these albums also find their way to the offices of most of the industry's A&R reps. Yet, from the hundreds of bands on these albums supposedly coming from America's top local groups, very few have been signed by major record labels. Those that have include **Powder Blues** (from an album by CFOX/Vancouver), the **Jon Butcher Axis** (WCOZ/Boston), **Wheels** (WTUE/Dayton), the **Romantics** (WWWW/Detroit), **Legs Diamond** (KWST/Los Angeles), and, perhaps most notably, **Steel Breeze** (KZAP/Sacramento). Again, these bands are the exceptions. Why don't hometown bands get signed? Various A&R reps I spoke with had differing answers.

EMI America A&R VP Gary Gersh explained, "Homegrowns are an absolute must as a tool. They're a great concept and timesaver. More so than bands, what we get out of homegrowns are potential players for other bands, along with songs or producers. We checked out maybe 20 bands from various homegrown albums in the last six months. Out of those 20, we're looking at one real seriously. Of the other 19, I usually find the remaining songs in their sets to be weak. But I found two great songs, one of which is being recorded. Plus I found a guitarist I'm putting in another band, and a drummer who will probably go on the road with a major artist."

Gersh added, "Most homegrowns don't reach me unless our local promotion people send them here. People at radio stations aren't taking the time to send them on, and they definitely should be."

A&M Associate Director of New Talent Steve Rowland commented, "I listen to homegrowns whenever I get them. But radio stations are usually looking for different things than we are; our criteria are different. There are so many considerations we have to keep in mind."

Geffen Co-Director of A&R John Kalodner stated, "I'm a big supporter of homegrowns and I listen to them. But, quite honestly, what I hear just isn't good enough. I'm not even talking about the production; I'm talking about the general level of song quality and instrumental and vocal ability. It's usually not that much above average. Plus, many of the bands that we look at are beyond the stage of contributing songs to those records; they may have already released their own records, for example, or have attorneys or managers who represent those bands directly to us."

Arista VP of A&R Bob Feiden concurred with Kalodner's view that most homegrown acts just aren't good enough. He said, "There's no doubt that many of these bands are very competent songwriters and players, and have even built local followings. But there are probably bands just as talented in cities two or three hundred miles away, all across the country."

"Some of these bands are promising, but not yet ready to record. I am keeping tabs on several bands throughout the country, listening to their tapes and such, with an eye toward future signing if they develop nicely."

He added, "There are so many cities in America that don't release homegrown records; how do those groups get discovered? Many of these bands can't afford to put out their own singles, so we don't get the chance to hear them. The next big band out there may be sitting around in a garage somewhere right now, lacking the funds to put out its own record or the helpful exposure of a homegrown record."

Part of the problem may be procedural, as pointed out by Derek Shulman, who just segued from promotion to A&R for the Rock Department of PolyGram. He mentioned, "I'm amazed at the amount of material we get daily — at least 50 unsolicited tapes from all over the world, in addition to the songs and records that are sent in by lawyers, managers, club owners, and industry reps. Because we have to listen to so much music every week, it would be a great help if PDs or MDs sending homegrown records would mark their best cuts, so we wouldn't have to needledrop the entire album. In other words, do what promotion people do, by suggesting key tracks."

## The Legalities: Preparing The Release

If you don't have a legal department, get a lawyer to prepare a release for the finalists. The 10 major points in our release were:

1) Affirmation that the tapes submitted were for the album competition, and that the station would run the contest, choose the finalists, and record the winning entries.

2) The artist affirmed that he owned the tapes he was submitting.

3) The artist affirmed that he had full power to enter into the agreement.

4) The artist affirmed that he was the author of the submitted material, or held a copyright or a release for the material from the copyright owner.

5) The artist granted the right to the station to manufacture, advertise, sell records and tapes of the material at the station's discretion.

6) The artist granted the station the right to publish any names or photographs of the artists involved.

7) The artist affirmed that he was not currently under contract. If he was found to be, he would be disqualified.

8) The artist affirmed that the publishing rights of the submitted material had not been granted, and, if they had, held the station harmless for its use of the material. The artist waived any royalties, compensations, etc., in connection with the broadcast of his material.

9) The station reserved the right to select the winners.

10) An indemnification clause.

This is only a summary of the points we covered in our release; you may decide that more or less is suitable. It comes down to what you're comfortable with.

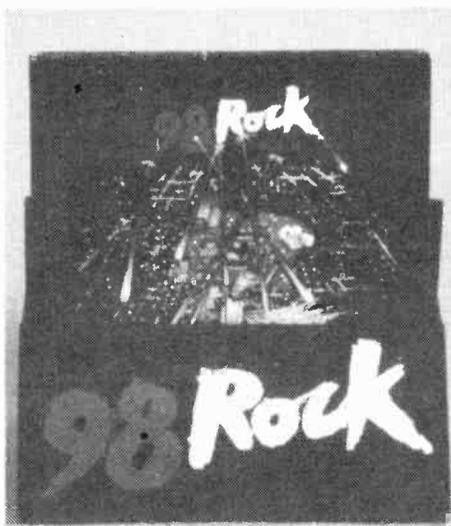
time, so we made each group aware of the necessity of working out their song as fully as possible so that little studio time would be wasted. In each recording session, the team was comprised of the studio's chief engineer, myself, and the group members. However, during mix-down, only one member of the group was allowed. This eliminated a lot of bickering and streamlined the process — we made it clear up front that this was the way things had to be.

### In The Studio

Since our studio had a dynamite set of drums, and since drum set-up uses up valuable time, the studio submitted a rider for inclusion with the release that required the groups to use the studio's drums. We tried to be flexible and reasonable on this, and found that most groups were cooperative. Also in the rider was a list of equipment owned by the studio that could be used by the musicians. Most importantly, it was stated that the station and the studio had the final say in any recording and mix-down matters.

"Don't overlook printing on the spine of the jacket, or your album may disappear when put on the record racks."

If you're going to be directly involved with the recording process, it's a good idea to bring in current albums of major artists whose sound is similar to the groups you will be recording. With a properly calibrated pre-amp, make A/B comparisons between what is on the record and what is on your tape, making sure that your tape is



WYYY's "98 Rock Vol. II" is available at local record stores in this custom-made display rack.

Continued on Page 29

## EVOLUTION

No PDs at WLLZ/Detroit or KWK/St. Louis yet, but both have Acting PDs: Joe Urbiel at WLLZ and Beau Raines at KWK. . . KPOI/Honolulu switches from CHR to AOR simulcast programming of sister FM KDUK. The two stations will henceforth be known as "98 Rock AM & FM"; Bill Mims programs both. . . Randy McCauley exits as PD of KFMI/Eureka as J.P. Soukup is upped to PD from the airstaff. . . New to the PD post at KQWB-FM/Fargo is Jay Bouley and, as MD, John Erdahl. . . George Anthony is appointed MD of WYDD/Pittsburgh. . . Rich Sutton exits WBAB/Long Island for nights at WRKI/Danbury. . . Tony Cliburn joins WDIZ/Orlando as morning show cohost. . . John Harlan exits WQWD/Tallahassee for airwork at WVOJ/Jacksonville. . . Valerie Knight is upped to overnights from weekends at KLPX/Tucson. . . John Hager is upped to overnights from weekends at WGRQ/Buffalo. . . WMJQ/Rochester signs with Burkhardt/Abrams. . . Jeff Pollack signs KFMG/Albuquerque. . . Jim Van is new to WHJY/Providence as Promotion Director. . . Former WDIZ/Orlando MD Mike Lyons resurfaces at WCKO/Miami for mornings. . . Ted Habeck exits as music assistant for KMET/Los Angeles.



**TWISTIN' BY 'PLJ** — Mark Knopfler (right) of WB's Dire Straits was a recent guest on the Rockline satellite-syndicated interview show. Knopfler's segment originated from the studios of WPLJ/New York, where Programming Assistant Maria Carchidi (left) helped behind the scenes.

## AOR Reporter Profile

WYER/Mt. Carmel  
PO Box 553  
Mt. Carmel, IL 62863  
(618) 262-5111  
PD: Scott Allen  
MD: Drexel DeFord  
GM/Owner: Dave Hurlbut  
Frequency: 94.9  
Power: 50,000 watts

"We have been excited by our continued ratings, surge, and are most proud of the fact that we've done it without the help of gentlemen behind desks elsewhere. We are now the lone AOR source in the market, thus our biggest problem in the months ahead could be one of complacency.

"Instead of programming specifics or bogging down in technicalities, we program concepts, balance and choice: concepts of how we want to sound, balance of blend of music, and choices between options for stopsets and music selections. The key to our early success has been music; we've been blessed with quality people in that department. We are conscious of our responsibility to listeners, but also realize that we are ambassadors of album rock, a music lobby of sorts. We promote groups, albums, labels; music in general.

"To choose music, we rely on guts, mostly. We don't have the resources of the bigger stations to do marketing analyses; to do such analyses, you either have to go all the way or not at all. So, most of what we do at this point is based on guts."

—Scott Allen

(WYER is a new R&R AOR reporter.)

## A Homegrown How-To

Continued from Page 28

hotter sounding than the record. (You'll lose some edge when you go to record.) Use this comparison process not only while recording, but also during your final mixes to assure proper equalization. And make a safety copy of your final mixes — you'll sleep better!

## Mastering The Mastering Process

In case you've never done this before, it's not very comforting to know that there are more chances for something to screw up after this point than before, but it's true. We sent our master mixes to a highly-touted half-speed mastering plant and anxiously awaited the return of the acetate. (It's worth the extra expense for acetates and test pressings if you want high-quality results.) Upon receiving our first acetate, we carefully placed it on the turntable in the recording studio, only to find much of the bite gone! We also discovered, by comparing our safety copy to the acetate, that the music on the disc was one percent slower than our tape. We called the mastering house, explained the problems, agreed on adjustments and waited nervously for a second acetate. It too was flawed in almost the same ways.

We'd lost two weeks, and learned that, when mastering, it pays to be there when it happens. Fortunately for us, there was a cutting lathe in town and the studio's chief engineer had experience with that process. One day and several acetates later, we had a better record cut at real-time than any of our half-speed attempts had produced.

Off went the parts to the pressing plant and we waited for test pressings. (It's a good idea to get at least five test pressings.) Again, compare them to your master tapes or safeties for bite and speed. Also, listen for surface noise, pops and crackles that occur at the same place on each pressing, as well as for any distortion that does not appear on the tape. And make sure each side of the record is centered properly. Try the record on a regular automatic changer to be certain you haven't started the music too close to the outer edge of the record, or allowed it to continue too close to the inner label.

As I mentioned earlier, we chose only eight groups. This was to allow us enough space on each side of the record to spread the grooves apart as wide as possible; by doing this, we were able to cut a much hotter sounding record (if you have over 18 minutes per side, you're asking for trouble). Our final test pressing, while not quite as hot as our master tapes, compared favorably to the albums we'd chosen earlier.

## Trying On Jackets

Our cover art was supplied by Sports Imprints. We used a modified design of our new T-shirt logo, which they sent camera-ready and color-separated. The back cover, spine print and label art were done in our own graphics department. Our previous album project had included an art contest for the cover, but we decided to simplify the project and take advantage of the opportunity to give our new logo increased market visibility. Don't overlook printing on the spine of the jacket, or your album may disappear when put on the record racks.

**104.7 FM WBCN**

**COMING NEXT WEEK:**

Next week, WBCN/Boston celebrates its 15th AOR anniversary, and we celebrate the event in some classic photos, along with interview comments from GM Tony Berardini, Promotions Director David Bieber, MD Marc Miller, and some special guests. Bring your party hats!

The manufacture of the jackets required the longest time of any facet of the project. Knowing this, we sent the materials off as soon as the finalists were chosen. This worked well for timing (we were shooting for a Thanksgiving release and didn't want to wait for the album's completion before ordering the jackets), but there were several changes in group lineups by the time we got to the final recording stage, so there were some unavoidable discrepancies. Judging from our experience, I'd say

"Research your market to ascertain whether making your record available on cassette is a cost-efficient move."

you might want to wait until after all the recording has been completed before ordering your jackets.

## Subsidizing The Project

Earlier in the project, when we thought we had a very good idea when we could expect the album to be on the streets, we gave the station's sales force the opportunity to sell space on a coupon sheet that was to be included in the album (we were sure to use colored paper and ink, so that the coupon sheet could not be counterfeited). Since we planned to use record stores as sales outlets, we eliminated possible conflicts by not allowing them on the coupon sheet. We further limited the coupons by putting expiration dates on them (but be careful — if you run behind schedule and have already printed your coupons, you may have to do the printing job again). We waited until the test pressing were approved before running off our coupon copies.

The cost to stuff the coupons in the jackets was two cents each. Included on each coupon was a poll that asked the purchaser to mark off his three favorite cuts.

## The Retail Connection

Even before our first promos went on the air concerning the promotion, we contacted record stores to let them know the album was coming. From key retailers we got a good feeling for the market, pricing (including the nature of the deal between the station and the retail outlets), and number of copies to press based on sales expectations. We continued this dialogue right up to the albums' delivery. We also invested in slick dark plexiglass record holders, locally made and imprinted with our logo. Our deal with the record stores mandated that the albums be displayed in these holders, if not on the front counter, then in another prominent place (the holders worked very well later as racks for our street sheets). One aspect we overlooked was making cassettes of the album; research your market to ascertain whether making your record available on cassette is a cost-efficient move.

Although some retailers grumbled about losing money on the deal by having to pay a percentage of all sales to the landlord or mall association, our on-air mentions for the stores carrying the album worked as an effective counter-balance. Some stores said they could deduct the percentage from their operating expenses as a charity contribution. We passed this suggestion on to the retailers, telling them to check with their tax specialists.

## The Wrap-Up

One of the most demanding aspects of the promotion was servicing the 40 retail locations we chose. Don't underestimate the man-hours involved here; they're considerable. Upon each delivery, we had the store manager sign for the amount of records dropped off. At the end of the project, after the accounts had been settled, we

sent letters to each retailer, thanking them for their support and including a full accounting. We're now in the process of having several "gold records" created to commemorate the album; several will go to the stores that sold the most records for us, and one will be presented to the Children's Hospital.

The bottom line is that the album was a total success: We sold out in eight weeks, got eight groups exposure they never would have gotten otherwise, and made a lot of money for a worthwhile charity.

**Editor's Note:** Thanks again to Ty for his insights into this elaborate promotion. For those programmers who haven't been frightened away from a hometown album project by Ty's description, he has volunteered to field your questions personally at WIYY. Having worked at KGB when that station was doing Homegrown albums annually, I can assure you that their promotional worth is more than equal to the amount of work you'll do to produce them.

## UPDATE

WNEW-FM/New York Operations Director Scott Muni has been named to receive

this year's "Humanitarian Award" at the upcoming T.J. Martell Foundation dinner. Floyd Glinert, Chairman of the Board for the Foundation, said the award honors Muni's "unselfish efforts in raising funds for many charitable causes" and his work in helping establish countless artists. . . They're at it again: WBEN/Cincinnati's latest series of phony radio spots have unique voice talents; they were done by various local record promo reps, including EMI America's Dave Balford (as the voice for "Bob's Phone Company"), regional Pies rep Guy Evans (for "Spitfire Chew") and indie promo man Michael Van Orsdale (for the "Career Dog Academy"). And yes, the spots are as funny as they sound. . . WBLM/Lewiston-Portland's celebrating its 10th AOR anniversary by giving away an album an hour for the entire month of March. . . KLYV/Dubuque and other AORs have pacted with Geffen and the Sammy Hagar album for a "Three Lock Box" promotion that asks listeners to try opening three locked boxes with keys won in a random drawing from card entries. Inside each box is a music gift certificate or other prize. . . In a radio poll by the local "PM Magazine" TV show, WAQX/Syracuse won Best Female Air Personality (Amy Dahlman) and Best Morning Team (Amy and Chris River). . . Watch for WBAB/Long Island's "Son of Homegrown" LP. . . When Rush played Los Angeles, KLOS commemorated the event by giving away 895 "glow in the dark" KLOS/Rush T-shirts. . . KROY-FM/Sacramento is trying several variations on the "5 or \$5000" theme (including that one), like "5 or Fly", which awarded a winner plane tickets anywhere in the U.S., and "5 or Club Med". . . WQXM/Tampa sponsored a "King of the Streets" car competition, which drew over 700 auto entries and over 6000 onlookers.



Scott Muni

## The Music Section

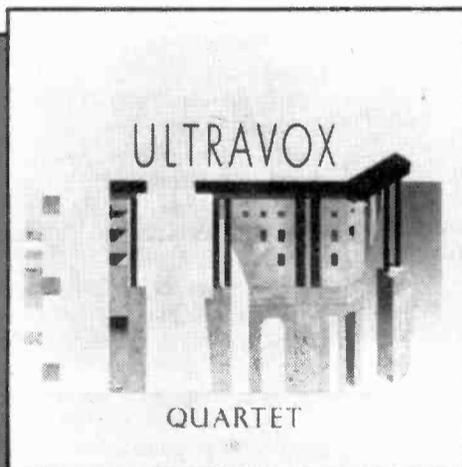
EXPANDED & UP TO DATE

AOR's Most Accurate  
Music Information

Station Listings . . . See Page 45  
Hot Tracks & 25+ Chart . . . See Page 60

# ULTRAVOX

## A WORLD CLASS ACT



“REAP THE  
WILD WIND”  
the sensational new single  
from the album

# QUARTET

**AOR BREAKER**

**CHART 30**



**Chrysalis**  
Records & Cassettes

the single VS4 42687

the album B6V 42394

Produced by George Martin

# CALENDAR



BRAD MESSER

## In It For The Money?

The newspeople you see at conventions have on their one decent suit and look adequately prosperous as they mix about in the professional and social swim, but actually most are nowhere near as prosperous as they'd like to be, and so an accepted part of convening is to gladhand through all the introductions not-so-secretly looking for a contact that'll put 'em on the road to a better job at a bigger station.

Shining on the career horizon, the bright lights of the major metropolitan areas are powerfully alluring, partly because much of the prestige in our line of work is reserved for those who have arrived there, but pragmatically because that's where the bucks are thought to be.

The metro pros are the industry starlets, while back in the thousands of burgs and villages the not-yet stars labor on. By sheer predominance of numbers, the people in the one-man newsrooms of America are the true representatives of our industry's journalistic corps, creating the day's broadcasts working alone in tiny rooms, ripping copy from the lone wire service teleprinter and using old second-rate audio equipment to consistently generate stories excellently fitted to their own communities. They get feedback that's often lacking in the too-anonymous big city.

Of course if right now you and I could look inside the apartments of a few hundred representative middle American newspeople, it would be immediately and almost painfully obvious that no one gets rich working in TINYTOWN, a fact that is certainly not lost on the village apartment occupants themselves, who almost universally harbor the desire to jump up a couple of markets to the fatter paychecks.

But are they really that much fatter up there? Despite the grass looking greener in those larger markets, the cost of big city living is so oppressive that most metro reporters wouldn't welcome a turnaround in which all the small-towners got to inspect their Big Market living quarters.

This year's national survey of salaries of News Directors and reporters clearly shows that nearly every one of us could take home more cash working as union sanitation engineers.

So if good village reporters make meager money and their counterparts in the upper markets aren't cleaning up either, why is radio news still such a sought-after profession, and why do people remain happily in it? The motivation probably has much less to do with money than with the personal satisfaction of having a real voice in the affairs of the community, and having a certain amount of personal clout that no garbage collector will ever attain despite being better paid.

The reasons we do what we do are under the category of Ideals, not Finances. Striving upward toward a mostly-illusory goal of more money is ok, but experience indicates that personal fulfillment doesn't really come from a few more dollars, it derives from doing an ever-better job. The newspeople making potential job contacts at conventions just might profit more from shop talk than from shopping-around talk.

### The Final Monday Of Winter

**MONDAY, MARCH 14** — Eleven men who admitted being Mafia members were involved in an illegal mass lynching in New Orleans 92 years ago today, not as executioners but as victims. They were accused of murdering the police chief, and were duly tried, but when eleven innocent verdicts were returned, a mob kidnapped them from jail and strung 'em up. The New Orleans mass lynching touched off a diplomatic incident between the U.S. and Italy because three of the victims were Italian citizens.

Michael Caine is 50. Former astronaut Frank Borman, who flew around the moon 15 years ago, is 55. Cartoonist Hank Ketcham, creator of "Dennis The Menace," is 63.

### Capistrano Has Swallows, Hinckley Has Vultures

**TUESDAY, MARCH 15** — Traditionally this is the day the buzzards return to Hinckley, Ohio, flapping in on six-foot wings to end their winter migration. Hinckley is a town of 5000 people, with two stores and a couple of gas stations, but next Sunday up to 40,000 tourists are expected to jam in for the annual Buzzard Days celebration.

Former rock star Sly Stone is 39. Beach Boy Mike Love and Phil Lesh of the Grateful Dead are 42.

### 15th Anniversary My Lai Massacre

**WEDNESDAY, MARCH 16** — Fifteen years ago today a company of American soldiers wasted Pinkville, their name for My Lai village in Vietnam. Acting under orders, they turned automatic weapons on almost 600 men, women and children. The man who blew the whistle on My Lai with a letter-writing campaign, Ron Ridenhour, says when middle class Americans finally learned of the massacre of civilians 20 months later, "My Lai had a lot to do with breaking the back of support for the war."

Nancy Wilson of Heart is 29. Erik Estrada is 34. Politician Daniel Patrick Moynihan's 56. Jerry Lewis is 57. Former First Lady Pat Nixon is 71.

### Wearin' Of The Green

**THURSDAY, MARCH 17** — St. Patrick's Day here, and St. Patrick's Day in Ireland, are two completely different things. Over there it has traditionally been a solemn religious holiday with the taverns and bars closed for the day. But in recent years the Irish-American influence has caught on, and today Dublin will have a St. Patrick's Day parade. Why is this the day? The date of Patrick's death was uncertain — either the 8th or 9th — so church officials compromised by adding the disputed dates.

Lesley-Anne Down is 29. Sixties rock influence John B. Sebastian is 39. Jefferson Starship member Paul Kantner hits 41. The Soviet defector who became a dance star here, Rudolph Nureyev, is 45.

### First Spacewalk

**FRIDAY, MARCH 18** — The first spacewalk happened 18 years ago today when cosmonaut Alexei Leonov spent twenty minutes drifting outside his orbiting spacecraft. Dr. Mark Chartrand of the National Space Institute says the Russians still lead America in the manned use of outer space, and are working toward orbiting a permanently-manned space station. "In 1982 the United States made 18 launches into space," he says, "while the Soviet Union made 101." Chartrand believes Uncle Sam is ahead of the USSR in navigation and spy satellite technology, and in exploration of the solar system.

Wilson Pickett is 42. Charley Pride is 44. Writer George Plimpton hits 56 and actor Peter Graves is 57.

Tomorrow (3-19) writer Irving Wallace will be 67, and on Sunday (3-20) Fred Rogers, television's Mister Rogers, will be 55. When we come back to work Monday it won't be winter any more: spring arrives Sunday at 11:39pm Eastern time.

# This Week In Music History

DAN FORMENTO

## Happy Birthday "Q"

**MONDAY, MARCH 14** — Writer, producer, multi-instrumentalist, and President of his own record label, **Quincy Jones** does it all. Known affectionately as "Q," Quincy was born March 14, 1933, in Chicago, and raised in Seattle. There he met then-16-year-old **Ray Charles**, who inspired his early interest in music. Over his 30 years in the business, Quincy's long list of credits includes producing Lesley Gore's "It's My Party," his first #1 single . . . scoring dozens of films, among them "The Pawnbroker," "In Cold Blood," and "In The Heat Of The Night" . . . and winning more than 30 Grammy and Oscar nominations. Today Quincy produces hit records for **Michael Jackson**, **Donna Summer**, and many others.

**EXTRA FACTS:** Ulcers halt **Eric Clapton's** 1981 U.S. Tour . . . **Rolling Stones** play farewell concert in U.K. before becoming tax exiles, 1971.

## Mike Love Born

**TUESDAY, MARCH 15** — **Beach Boy Mike Love** was born March 15, 1941, in Southern California, and grew up close to his cousins **Brian, Carl, and Dennis Wilson**. When Mike was 9-years-old he wrote a song called "The Old Soldier," about a soldier who'd been killed in a war. His uncle **Murry Wilson** was impressed. Murry rewrote some of the lyrics, slowed its tempo, and taught it to his eight-year-old son **Brian**. Brian sang it at a school concert and "brought the house down," Murry reminisced. Ironically, it would be Mike singing Brian's lyrics that would later make both of them millionaires.

**EXTRA FACTS:** Life magazine hailed **Jimi Hendrix** as the "black Elvis," 1968 . . . The **Beatles** released "Lady Madonna," 1968.

## New Opryland, U.S.A

**WEDNESDAY, MARCH 16** — The first show to be held at the brand-new **Grand Ole Opry House** in **Opryland USA**, took place on March 16, 1974. Among the many honored guests to appear that night was President **Richard Nixon**, who learned yo-yo tricks from **Roy Acuff** and joined the cast on stage in singing "Will The Circle Be Unbroken." He's the only U.S. President ever to have appeared at the Opry.

**EXTRA FACTS:** **Marvin Gaye's** singing partner **Tammi Terrell** died, 1968 . . . **Otis Redding** is #1 with "Sittin' On The Dock Of The Bay," 1968.

## Jagger, Richard & Blues Inc.

**THURSDAY, MARCH 17** — **Blues Incorporated**, the first white British blues band, played its first gig at the **Ealing Club** in London, England, on March 17, 1962. It was there that **Blues Inc.** singer **Mick Jagger** first met **Keith Richard**, **Brian Jones** (who at the time was using the pseudonym **Elmo Lewis**), and drummer **Charlie Watts**. From these historic meetings would soon emerge the **Rolling Stones**.

**EXTRA FACTS:** Birthdays include **John Sebastian**, 1944 . . . **Paul Kanter** of the **Starship**, 1942 . . . and **Scott Gorham** of **Thin Lizzy**, 1951.

## Pendergrass Near-Fatal Crash

**FRIDAY, MARCH 18** — Weeks after returning to the U.S. from a British concert tour, **Teddy Pendergrass** was involved in a terrible car crash in Philadelphia, smashing his **Rolls Royce** head on into a tree. He was admitted to **Thomas Jefferson University Hospital** in Delaware with injuries to his neck and vertebrae. It was feared that **Pendergrass**, a one-time drummer for **Harold Melvin & the Blue Notes** and a burgeoning new solo star, would be paralyzed for life.

**EXTRA FACTS:** **Clash's** first single, "White Riot," released, 1977 . . . **Rolling Stones** urinate in public, 1965 . . . **Beatles' "Penny Lane"** U.S. #1, 1967.

## Music On TV

"Solid Gold" for the week of March 11 presents **Peter Allen**, **Joe Cocker**, **Kelly Groucutt**, **Michael Jackson**, **Men At Work**, **Oxo**, and **Ricky Skaggs** . . . **Leon Redbone** is on "Saturday Night Live" March 12 . . . **Sonny Charles** and **DeBarge** guest on "American Bandstand" March 12 . . . **Eddie Money** is featured in concert on **MTV** March 12 . . . **MTV's** March 13 special programming includes interviews and performance footage of **Mick Jagger**, **Paul McCartney**, **Robert Plant**, and **Pete Townshend**, among others . . . **Patti Brooks** joins "Merv Griffin" March 14. "Music Of Your Life" format creator **Al Ham** and "Solid Gold" producer **Bob Banner Associates** will be developing **MOYL**-related TV projects, starting with a series to present nonrock artists on a weekly basis. Ham also promises "audience involvement" in the TV ventures; part of the **MOYL** format's success has stemmed from a network of local **MOYL** clubs tied in with the radio stations running the format.

**MTV** debuts its "MTV Basement Tapes" program March 14, featuring six unsigned bands, with viewers calling special 900 numbers to vote their preferences. Winners from each show will be competing for a major label recording/video contract.



5 YEARS AGO TODAY

● **CASABLANCA PROMOTES LARRY HARRIS, CECIL HOLMES, BRUCE BIRD**

● **LEE LOGAN NAMED PD AT WIFE/INDIANAPOLIS**

● **ALLAN BURNS BECOMES MD AT WLS/CHICAGO**

● **NUMBER ONE FIVE YEARS AGO: "Night Fever" — Bee Gees (RSO)**

● **NUMBER ONE A/C: "Wonderful World" — Art Garfunkel (Columbia) (2nd week)**

● **NUMBER ONE COUNTRY: "Mamas Don't Let Your Babies Grow Up To Be Cowboys" — Waylon & Willie (RCA) (3rd week)**

● **NUMBER ONE LP: "Running On Empty" — Jackson Browne (Asylum) (9th week)**



MTV THIS WEEK:

REPORTED  
HERE FIRST

## ADDS

**JOURNEY** "Separate Ways"  
**GARY MOORE** "Always Gonna Love You"  
**MOLLY HATCHET** "What's It Gonna Take"  
**GEORGE HATCHER BAND** "Movin' On Down The Road"  
**SCANDAL** "Love's Got A Line On You"  
**SQUEEZE** "Another Nail In My Heart"

## HEAVY (3-4 plays a day)

**PRETENDERS** "Back On The Chain Gang"  
**GOLDEN EARRING** "Twilight Zone"  
**J. GEILS BAND** "Land Of 1000 Dances"  
**DURAN DURAN** "Rio"  
**DEF LEPPARD** "Photograph"  
**STYX** "Mr. Roboto"  
**PAT BENATAR** "Anxiety"  
**DEXYS MIDNIGHT RUNNERS** "Come On Eileen"  
**GREG KIHN BAND** "Jeopardy"  
**STYX** "Heavy Metal Poisoning"  
**PAT BENATAR** "Little Too Late"  
**MEN AT WORK** "Be Good Johnny"

## MEDIUM (2-3 plays)

**DARYL HALL & JOHN OATES** "One On One"  
**MODERN ENGLISH** "I Melt With You"  
**TRIUMPH** "A World Of Fantasy"  
**RED RIDER** "Light In The Tunnel"/"Human Race"  
**MICHAEL JACKSON** "Billie Jean"  
**BRYAN ADAMS** "Cuts Like A Knife"  
**CULTURE CLUB** "Do You Really Want To Hurt Me"  
**PRINCE** "1999"  
**U2** "New Year's Day"  
**JOE JACKSON** "Breaking Us In Two"  
**FIXX** "Red Skies"  
**AFTER THE FIRE** "Der Kommissar"  
**FALCO** "Der Kommissar"  
**MEMBERS** "Working Girl"  
**ULTRAVOX** "Reap The Wild Wind"  
**RANDY NEWMAN** "I Love L.A."  
**THOMAS DOLBY** "She Blinded Me With Science"  
**DEVO** "That's Good"  
**ABC** "Poison Arrow"  
**BILLY SQUIER** "She's A Runner"  
**CALL** "The Walls Came Down"  
**PRINCE** "Little Red Corvette"  
**ADAN ANT** "Desperate But Not Serious"  
**INXS** "The One Thing"  
**JEFFERSON STARSHIP** "Winds Of Change"

## LIGHT (1-2 plays)

**FLIRTS** "Jukebox"  
**LE ROUX** "Carrie's Gone"  
**TODD RUNDGREN** "Hideaway"  
**RODWAY** "I Am Electric"  
**ENGLISH BEAT** "I Confess"  
**DIVINYLS** "Boys In Town"  
**JOHN HALL BAND** "Love Me Again"  
**MALCOLM McLAREN** "Buffalo Gals"  
**VANDENBERG** "Love In Vain"  
**KIM CARNES** "Say You Don't Know Me"  
**SUPERTRAMP** "My Kind Of Lady"  
**STRANGE ADVANCE** "She Controls Me"  
**TOTAL COELO** "I Eat Cannibals"  
**KENNY LOGGINS** "Welcome To Heartlight"  
**DONALD FAGEN** "New Frontier"  
**SIMPLE MINDS** "Promised You A Miracle"  
**NAKED EYES** "Always Something There To Remind Me"  
**LOZ NETTO** "Fade Away"  
**CHRIS DEBURGH** "Don't Pay The Ferryman"  
**DIRE STRAITS** "Twisting By The Pool"  
**CHUCK FRANCOUR** "Under The Boulevard Lights"  
**FELONY** "The Fanatic"  
**NEIL YOUNG** "Sample And Hold"  
**TOONS** "Video Games"  
**TRIO** "Anna"  
**IAN NORTH** "Only Love Is Left Alive"  
**BLANCMANGE** "Living On The Ceiling"  
**THOMPSON TWINS** "Lies"  
**SINGLE BULLET THEORY** "Keep It Tight"

NOTE: This report does not include videos in recurrent or oldies rotations. For further information call **Buzz Brindle**, Director of Music Programming, (212) 944-5399.

# Adult / Contemporary



JEFF GREEN

## KSL, WASH Set Hospital Fundraising Records

Two major full-service A/C stations proudly announced they've set new station records for local children's hospital fundraising drives. KSL/Salt Lake City used a radiothon approach, while WASH/Washington's campaign ran throughout the winter. Here are highlights from both projects.

### KSL 36-Hour Radiothon Nets \$100,000

KSL/Salt Lake City completed its most successful 36-hour radiothon ever for the city's Primary Children's Medical Center, raising \$101,851 in just 36 hours. It was the second straight year in which KSL has topped the \$100,000 mark. Over the past seven years, KSL's efforts have gathered approximately \$500,000 for the charity hospital, the only facility providing free care to needy children between Denver and the West Coast. KSL and the Medical Center have worked closely together ever since the two organizations began operating in 1922.

The radiothon kicked off the hospital's "Pennies By The Inch" door-to-door fundraising campaign, which brings in over \$1 million annually from area-wide contributions.

KSL PD George Lemich told R&R, "The event was a very intense effort, requiring

the help of our entire staff, their wives, husbands, and family. Even KSL alumni personalities from our station's early days were involved."

"During the radiothon, we became all talk," George continued. "Because the fundamental goals of the project were not only to raise money but to also inform Salt Lake residents about the hospital, we featured interviews with physicians, specialists, psychiatrists, psychologists, and business and civic leaders. Among the personalities participating were entertainers Donny & Marie Osmond and sportscaster/actor Merlin Olsen."

George cautioned, "You can't approach radiothon fundraising casually. We conducted the campaign very much as a direct appeal to action. We want calls and pledges! Stations attempting this kind of project must plan well in advance to be successful. For example, during the final month before the radiothon, we held weekly



**LISTENERS ENJOY M\*A\*S\*H BASH** — Among the dozens of parties staged by radio last week saluting the final episode of CBS-TV's "M\*A\*S\*H" series was the benefit bash held by WSTO/Owenboro-Evansville. The station's tavern party included special drink prices, album and satin jacket giveaways, combat decorations and large-screen TVs to entertain the crowd. The \$2 cover charge and drink revenue went to support the regional rehabilitation center. Shown here presenting the official commemorative poster is air personality Paul Gregory.

meetings with the hospital's development director and other officials to discuss how KSL could best meet the goals for informing and fundraising. It's through careful planning that we were able to line up the right interviews and entertainers that lead to a successful effort."

George noted, "Our staff did a tremendous job, and we're just terribly impressed with our listeners' response to this plea for charity care funds."

### \$132,833 Total Tops WASH Fund Record

WASH/Washington's annual Children's Hospital Campaign broke every previous station fundraising record, as listener contributions enabled the hospital to purchase ten important pieces of surgical and pediatric equipment. The campaign, which officially ran from Thanksgiving to New Year's, continued to bring in revenue until mid-February, when the eight-year-high total was released. In all, WASH has raised some \$500,000 for the hospital.

WASH Promotion Manager Carol Sommer told R&R how the station was able to generate such record-breaking response:

"We tell the listeners what equipment their dollars are buying and what it's all used for. Contributors can even visit the hospital to see it all. We promised our listeners that not one cent would be used to pay medical salaries, administrative overhead, or for anything else but that equipment. This pledge was very important, as it really encouraged the listeners to respond to the specific goal — more than they would have to another charity drive. They liked knowing where their money was going, and they trusted us."

"Early in each hour we talked for 20-30 seconds about the specific piece of equipment we were going for, and during the third quarter-hour we thanked contributors, without discussing the specific amount of their gifts. The exceptions were the big-money contributors, who brought checks down to the station personally and delivered them on the air."

Carol added, "You can't discount the importance of a child-oriented charity. When you do something for hospitalized kids, you're 50% home even before you start. People hate to see children suffer."

## WINNER'S CIRCLE SERIES, PART FIVE

# KRLB Rockets 8.4 Shares

Grabs Huge Lead In 4-Way Battle

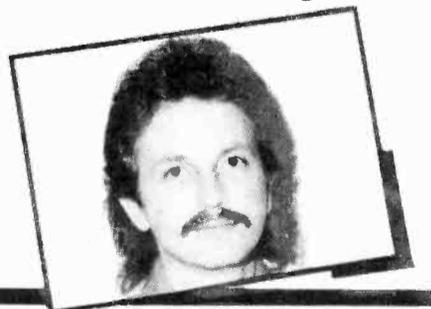
Registering one of the country's biggest fall '82 Arbitron increases, KRLB/Lubbock nearly tripled its 25-49 ratings, breaking open the market's tight 2 AM-2 PM A/C battle, taking a 5.5 share lead over nearest competitor KSEL and over a 10-share lead against the other two A/C's.

PD Shaun Holly talked with R&R about KRLB's big book. "We were at the right place at the right time. There wasn't a clearly defined FM A/C during the sweep, which gave us an opening."

"We wanted to capture the upscale, career-minded adults and we positioned our delivery directly towards them. Our target was the listeners who buy BMWs and speculate in the stock market. In order to better understand this target audience, we've placed customer questionnaires in stores and conducted phone interviews. But," Shaun admitted, "there is luck involved, as we rely on a lot of gut feeling."

"To attract these people," he continued, "we drew on the promotional support of our GM Jan Smith and midday man Robert Roberts, who helped us stage a large bumper sticker and TV campaign. We also gave away trips to fun places, such as Las Vegas and London. Our theme was 'The Music Station,' as we emphasize that programming aspect. We play a 50/50 mix of oldies and currents, but to keep the blend fresh, I see a need this year to begin emphasizing more current music."

When asked about the forthcoming sweep, Shaun said, "To keep our lead we plan another big bumper sticker campaign



"Some stations play adult music, but talk to the 18-year-old."

—Shaun Holly

and contest promotions with a springtime theme. However, we must be careful not to lose our focus and veer toward a younger audience, a mistake difficult to avoid when implementing certain CHR-oriented promotional ideas. We need to have sophistication and maturity. Some of the other stations are playing adult music, but are talking to the 18-year-old. Hiring college kids to try to communicate to adults only magnifies the problem. Even our own young weekenders don't relate to the oldies that well — they hardly remember the Beatles."

## Station Profile

# GR55

WGR "GR55"/Buffalo  
464 Franklin St.  
Buffalo, NY 14202  
(716) 881-4555  
OWNER: Taft  
REP: Katz  
VP/GM: John Soller  
OM/PD: Dave Mason  
MD: Jerry Reo  
550 kHz  
5 kw

"As the area's first radio station, WGR has been a fixture on the Buffalo and western New York scene for over 60 years. WGR evolved into a major force in 1970, opting to provide adults with a variety of service and entertainment features. That evolution continues today with the changing tastes in radio listening. GR55, boasting the most experienced radio news staff in Buffalo, is the only station with a local meteorologist and the longest-lasting personalities in this area. Afternoon man Frank Benny's been with us for 16 years, 'Brother' Shane's in his ninth year, and talkmaster John Otto is nearing 30 years on GR55.

"Information is an important key to our success. Morning and afternoons offer newscasts twice hourly, which include comprehensive weather, traffic and sports. We also offer the NHL Buffalo Sabres and a live morning sportscaster.

"Our music emphasizes oldies from the '60s era, combined with highly-researched current A/C hits. We've dedicated our weekends to reliving the past, reviving the 'Million Dollar Weekend,' and also featuring Wolfman Jack."

—Dave Mason

## PROGRESS: Production, Promotion, News & Sports

Terry Caywood comes to WTAE & WHTX/Pittsburgh as Promotion/Marketing/Research Director... Lori Langholz moves up from promotion assistant to Promotion Director at WTVN/Columbus

More new Promotion Directors: Reid Holsen (KPAT/Sioux Falls), and Dave Fuller (KMBY-FM/Monterey)

Latest News Directors: Terry Clark (WNAB/Bridgeport), Bob DiPietro (WBBF/Rochester),

Carol Crane (KBNY/Boise-Nampa), and Tom Webb (WGGG/Gainesville, FL)... New Production Directors: Dawn Andrews (WHUZ/Huntington, IN), Bob Riddle (WTAR & WLTY/Norfolk), Scott Carpenter (WLAM/Lewiston, ME), Bill Marchiony (WCTC/New Brunswick, NJ), Jeff Moreau (WWDE/Norfolk), and Phil Conrad (KISN/Salt Lake City)

Musical commentator Eric Gnezda joins WTVN/Columbus from competitor WNCI... Patti Payne is named anchor/reporter for KOMO/Seattle

At WNAB/Bridgeport, Bob Ritzert is named Sports Director... WLW/Cincinnati's Sportstalk host Bob Trumpy wins Ohio's 1982 Sportscaster/Sportswriter of the Year... WBBF/Rochester's new talk show host is Toby Gold... Francine Johnson becomes Traffic Manager/Public Relations Director at WYEN/Des Plaines-Chicago

New WBZ/Boston morning anchor is Diane Stern, formerly of crosstown WEEI... Former New York Ranger Pete Stenkowski is now the afternoon sportscaster on WGBB/Long Island

KIMN/Denver newsmen Jon Duane moves to crosstown KPPL... Gary Lee joins WCFL/Chicago for traffic... Former Marquette basketball star George Thompson is handling color for WISN/Milwaukee's college cager play-by-play.



Lori Langholz

# At E/P/A We're Right On Target With A/C Radio

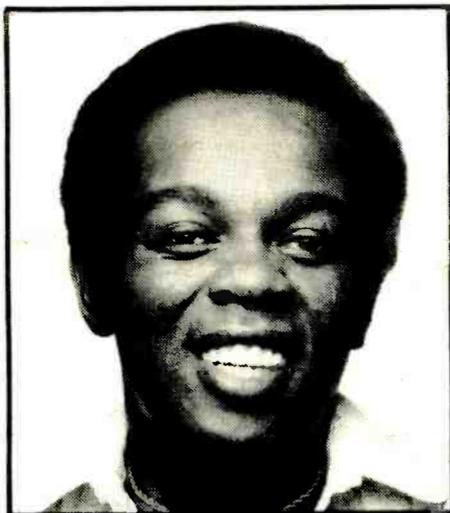
## Already Charted:

DAN FOGELBERG "Make Love Stay" 5

MICHAEL JACKSON "Billie Jean" 12

KC & The Sunshine Band  
"Don't Run (Come Back To Me)" 18

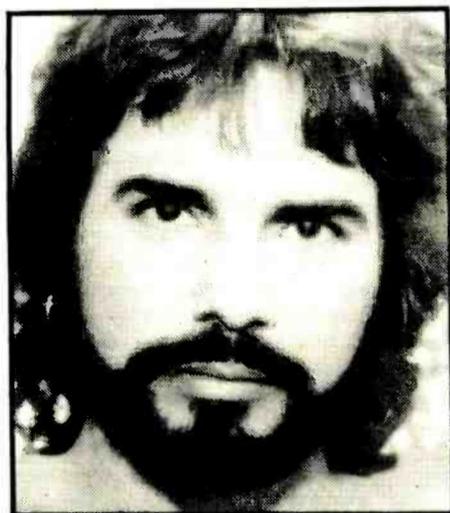
## Soon To Be Charted:



LOU RAWLS  
"Wind Beneath My Wings"

**A/C NEW & ACTIVE**

LOU RAWLS "Wind Beneath My Wings" (Epic) 43/20  
Rotations: Heavy 0/0, Medium 16/6, Light 26/13, Extra Adds 1, Total Adds 20, KHOW, WICC, WSFM, WGY, WAFB, WBT, WAIV, WHHY, KOIL, KBOI, KUGN, KEX, WTNY, WCPI, WLVA, WVBS, WJBC, KFOR, KRNO, KSRO. Medium: WLTA, WCCO, WBEN, WHBC, KSL, WKZE-FM, WEIM, WDEF, KFSB, WJON.



BERTIE HIGGINS  
"Tokyo Joe"

**SIGNIFICANT ACTION**

BERTIE HIGGINS "Tokyo Joe" (Kat Family/CBS) 13/11  
Rotations: Heavy 0/0, Medium 2/1, Light 10/9, Extra Adds 1, Total Adds 11, WCCO, WSRZ, WHBY, WHBC, WTRX, WISM-FM, WKZE-FM, KFSB, KTWO, KRNO, KRKK. Medium: WLTA.



Look Out For  
**Garland Jeffreys**  
"What Does It Take  
(To Win Your Love)"

Already On:

KPLZ  
WFMK  
KKUA  
WAYV

WWNR  
WKZE-FM  
KRLC  
KVSE



# Black Radio



WALT LOVE

## WPEG Automates To Success

The fall '82 Arbitron was not a monumental success for Black or Urban radio in most markets. Yet there were notable achievements worth calling to your attention. WPEG/Concord, NC (near Charlotte) jumped four points, moving from 8.0 to 11.9, and I wanted to uncover just how the station did it.

Automation is not too popular among some broadcasters; however, in the case of WPEG, I'm sure that management and ownership think it's great. To learn how automation works at this radio station, I contacted PD Fred Graham and MD Les Norman. They explained that they're using a form of automation called "automated assist," meaning that it's part live and partly on prerecorded taped reels of voice tracks and music.



Fred Graham

Les Norman

The format used at WPEG is the Drake-Chenault "SuperSoul" program, voiced in Los Angeles. I asked Fred to fill us in on how it's all coordinated. "The way all this works is the Drake-Chenault people supply us with tapes on a regular weekly basis. This automated programming package includes music tapes and voice tracks. There are basically two reels of current music: one reel contains the best current music

available — the hits — and the second reel contains other current music, including some album cuts.

"People always ask me why our station sounds so different from the other local stations. It's because some of our music is selected out in California and some is selected here by Les and myself. It's a combination of East and West influence."

I asked Fred what was so special about WPEG's format that it picked up almost four share points this last book. "The number one thing is our music. We do continuous music sweeps, and we were the first in this area to do that sort of thing. Another thing that certainly helps us is that we're on FM in stereo. Most of our competitors are on AM. We've also got good announcers, live and on tape. When we first started this format we received complaints about no announcer giving the time or the names of artists and songs. We don't have that problem with announce reels these days."

### The Live Factor

Fred elaborated on the station's live/automated combination. "I do a live-assist program from 6-10am. I'm live from 6-9am and at 9 we start the automation until 7pm. At 7 Les Norman goes live until 10pm. Starting at 10, it's automated until 6 the next morning."

I asked Fred to explain the station's news presentation. "We're affiliated with the



WBL5 WELCOMES DIMPLES — Richard 'Dimples' Fields recently completed a 30-city promotional tour in support of his third Boardwalk effort "Give Everybody Some," and visited WBL5/New York en route. Pictured (l-r) are WBL5 Program Director Frankie Crocker, Boardwalk VP Ruben Rodriguez, and Fields.

Sheridan Broadcasting Network. We use its service at 7, 8, and 9am. The national news is recorded five minutes before the hour and played back at the top of the hour. After each Sheridan newscast we bring in our local newsmen John Tunstoll. John keeps very informed about what's newsworthy in Charlotte, Concord, and other mountain areas. It's very simple, but that's the way we do it."

## WPEG-98 FM

### Local Music Selection

At this point, I spoke to MD Les Norman about the details of WPEG's music. "Number one, we try to work extremely close with the Drake-Chenault people, in particular, Bob Laurence. What I try to do is keep abreast of the best music that's available nationally and locally. The Drake-Chenault people have their forms of research about current music, so I try to supplement what they don't put on our music reels — what they miss, but we feel is happening here, we add locally. When it comes to adding new music, those cuts that were not programmed on the actual automation system during our live-assist programming, we spin them live."

Les further explained how he does his live-assist programming. "I combine the music supplied by Drake-Chenault on our current reels with the things that we've chosen to add musically. Since we know what time a particular song will end, we can put the automation system on hold and make a perfect insert of a pre-selected piece of music. We have indicators that let us know when any record on the system is ending — this way, the music never drops out on us. Things like this help us continue to sound as live as possible at all times. By the way, we use turntables and disc when we insert live music."

Does anyone see to it that this music is presented with a good tempo flow? "Yes, they do that out in California. There are times that I will add a song in between two others to help the flow or the mood of the music being played."

Les added that his market favors a certain kind of sound. "This market goes for heavy funk dance-oriented music. They love uptempo music and I might add, they seem to like new music. They're open to pieces of music that they haven't heard and new artists. Ballads are also popular here, but only the right ballads. I think it's traditional that black people will always dig a ballad, but only topnotch material, nothing borderline. My philosophy is keep the tempo up because they like it."

### Winning Through Breaking Records

Les had these final words. "Although WPEG is an automated station, I've noticed in the last 2½ years that there is a system to playing new music and breaking records. I

feel you must be a leader in your format and your marketplace to be successful with your numbers." I couldn't let that comment get by without the obvious question. What about the critics that would say you must play familiar music to obtain sound ratings results? "I'd tell them that you first must know your market and the people you already reach and the people you hope to reach. I'm out there in the streets and in the clubs, and if there's anything I know, it's just listen and your listeners will tell you what they want to hear. They'll tell you exactly what they want. People here always want something new. When we go on something new first, the stores are calling us to find out what it is. They also keep me informed on their best-selling product."

Thanks to Fred and Les for their illuminating comments. Automation with live-assist seems to have found its niche at WPEG!

## STATION PROFILE



WKXI ("Kixie")  
222 Beasley Road  
Jackson, MS 39206  
(601) 957-1300

Owner: Tab Broadcasting Corp.  
GM: Bob O'Brien  
PD/MD: Tommy Marshall

1300 MHz  
5000w days 1000w nights

"WKXI is a very community-minded station and we appeal to all segments of the adult audience. Our format is unique in that we play a variety of music. We mix current product with what we deem to be the best oldies available. Our oldies are from as far back as the '50s. We also include things from the '60s, '70s, and now the '80s.

"Another important aspect of WKXI is our concern for all members of Jackson, MS. Our community efforts consist of raising money for families who have been displaced by tragedy to voter registration drives.

"WKXI is heavily involved with sports in this area. We broadcast Jackson State University football and basketball games on a regular basis. On occasion we air sports specials featuring schools like Mississippi State University and others.

"Our news is a combination of Sheridan Broadcasting Network and our own local news. Our News Director is Bonita Smith, a graduate of Jackson State University. Bonita has instituted a program called 'On The Road With WKXI,' which has become very popular and effective. The program consists of comments from citizens expressing their views on national and local situations in the news."

Tommy Marshall, PD/MD

## ACTION

Changes are happening across the country in the programming ranks. It was announced last week that WWDM/Sumpter, SC Program Director Barbara Taylor has resigned from the Station. No reason was given for her hasty departure, and no replacement has been named as yet.

XHRM/San Diego has had some more movement. Informed sources told R&R of the dismissal of midday personality Tim Blackwell and the demotion of Program Director Jeffrey Von Sutton to an air position only. These changes were instituted by owner Willie Morrow. Stay tuned!

The Young Black Programmers Coalition announced the date of its "Dave Clark Appreciation Roast & Toast." The function will be held in Houston on May 14. The actual hotel site has not yet been announced. I'm sure they'll have a great turnout for Dave. Dave was the first-ever black record promotion person in the country and probably the world! Dave is well respected by all in this industry. By the way, Happy Belated Birthday, Dave. Dave Clark just celebrated another birthday on March 6, 1983. Through my very loyal contacts and through some personal research, I was able to pinpoint Dave's date of birth — which he won't tell any of

us. Are you ready? Dave was born on March 6, 1913. God bless you Dave from all of us here at R&R.

While on the subject of Memphis, sister station WHRK (K97) recently won a local award for the production of a 30-second TV commercial. The WHRK commercial features K97 personalities Herb the K, Jimmy Smith, and Doc Jones, plus 42 extras. It was awarded first place among local TV spots at the Memphis Pyramids presentation last month at the Peabody Hotel, being judged the best of 32 entries in the category for 30-second local TV spots with a production budget under \$5000. Station personnel developed the idea, and it was produced and directed by Dana Harmon, WHRK's Creative Services Director.

More changes in the city of Chicago at WJPC. Music Director Gwen Gibson is no longer with the station. I had the pleasure of having Gwen work under my direction a few years back at WVON & WGCI, and she was a true asset. We know she'll land on her feet.

KACE/Los Angeles has lost midday personality Kim Amidon to Urban-formatted KUTE, also in L.A. This is the second hiring of a female KACE employee by Inner City Broadcasting!

Don't forget, if you have any station news, pass it along and we'll take it from there.

# KIDDO



BREAKER!

## Puttin' some class in the classroom.

Music scholars of the world, listen up! Some new honor students are movin' to your neighborhood. Their name is Kiddo and they've learned their lessons well. Already on full radio scholarship across the nation, they're dancin' straight to the front of the class. An A+ effort!

Kiddo. In a class by themselves. From A&M Cassettes and Discs. Includes the hit single "Try My Loving," plus "Give It Up," "Thinking About Your Charm," "Suzy's Gone" and more.

Produced by Reggie Andrews and Leon Ndugu Chanler • Personal Management: David Libert



# Country



CAROLYN PARKS

## The Nashville Network Enters Country Arena

Many months ago a Group W representative, Peter Newman, came into my office to pick my brain on the impact country music was having nationwide following its post-"Urban Cowboy" peak period. Although he told me he was doing a research project for Group W, he wouldn't offer any specifics. However, late last year when I started hearing about a new cable network, programmed exclusively from Nashville for the country music audience by WSM, Inc. in conjunction with Group W Satellite Communications, the "research" started to make sense. As of March 7, when The Nashville Network (TNN) debuted in close to seven million households nationwide via Westar V, future technology came to stay in country.

### TNN & Radio Target Same Audience

Although TNN is not a direct competitor to Country radio, it certainly should not be discounted completely, since its specialized form of programming is targeted toward the same audience that probably listens to your radio station. In that sense, it is a competitor, just as are all forms of entertainment which entice listeners to turn off their radios and participate elsewhere. However, it also could be the biggest boon Country radio and the country music industry has had to date if station operators don't panic and learn how to use this new technology to their advantage. But first you have to know what you're dealing with. To get some insight on The Nashville Network, I spoke with David Hall, General Manager of the Network, and Tom Adkinson, who handles publicity and public relations for the new venture.

David explains why TNN is unique in the cable industry. "One of the things that we're doing with TNN that a lot of the other services have not done is producing a service just for cable. So many of the other services on the air are dealing with programming that can be seen in other places, such as through public broadcasting or on independent channels. We're also doing it in stereo so that people will have a good quality sound. What happens is the local cable operator installs a device that hooks up to your stereo much like the system used by MTV. However, we don't anticipate doing simulcasts with radio because so much of the programming on our channel is not music and, frankly, to do a simulcast your expenses run up tremendously. However, if someone were to talk about putting together a radio network that would participate in the costs, then we might discuss it for the future."

### Country MTV In Future?

Another aspect of the future I wanted to delve into was whether David foresaw a country-type MTV as being a part of TNN's programming. "In the beginning we had planned on a show that was going to be a video artist promotion thing like MTV, maybe a half hour a day highlighting the top 20 records, but very quickly found that there was not enough software to make that work. There's not right now available the clip footage that's available for rock and roll; but if there were more product available, we would probably do something like that in the future."

Tom filled me in on the type of programming that will be available to TNN viewers. "Eventually this will be a 24-hour service although right now it's on 18 hours a day with six brand new hours of program-



WKHK/New York air personality Maryann Roque welcomes WSM, Inc.'s Sr. VP/Broadcasting Tom Griscom to a recent New York Television Academy luncheon, where Tom gave members a sneak preview of The Nashville Network's programming.

ming each day. We have in the can more than 500 hours of programming and production just continues, so that's at least 13 weeks of every show on the network. For example, one of the shows, 'I-40 Paradise,' is a sitcom, which will feature cameos for celebrities, who will be on one or two segments but not a continuing character, so it will provide a lot of exposure for artists.

"Another of the regular shows is a live 90-minute program called 'Nashville Now,' hosted five nights a week by Ralph Emery. Its format combines interviews, performances, feature reports, and a chance for viewers to call in and talk to the show's guests. However, on launch night we did a five-hour, six-location version of that show which promoted country music entertainment and also gave viewers a hint of what the regular fare on the network will be. Other regular programming runs the gamut from 'Dancin' U.S.A.,' a dance show hosted by Jacky Ward, to 'Yesteryear In Nashville,' an interview show hosted by Archie Campbell."

### Tying In To Radio

I asked both gentlemen what tie-ins to TNN radio might expect to encounter, and Tom mentioned the potential for advertising. "Each cable system that carries TNN has the potential for selling two minutes of local advertising an hour. If a Country station was looking for a place to advertise in its hometown, one would think a TNN buy would be very logical, especially at local rates. There's also the potential for working up promotional packages, which can vary according to a station's own initiative, so there would seem to me to be great potential for radio to become involved in this project."

Dave also brought up the cross-advertising factor. "We plan to advertise on radio and, in fact, have already produced radio spots that are targeted to the radio market. I don't think The Nashville Network is going to be a competitor to radio but rather will make more people aware of country and what country's all about so that more people will reach over and turn their radio dials over from whatever it is they're listening to now. I think it's a self-feeding environment because we're dealing in the same market with the same demographics; and as each of use tries to expand our market, it's got to benefit the other."

**EDITOR'S NOTE:** For more information on The Nashville Network, see Sharon Allen's column this week.

## Industry Feedback — Is TNN A Boon Or Bane?

Since The Nashville Network is such a new venture, it's difficult to predict just what effect it might have on the recording or radio industries. However, it's almost a certainty that TNN will have some sort of impact on both these factions. We asked a few industry observers to look into their crystal balls and predict just what that might be.

**BILL MAYNE, PD  
KASE/AUSTIN**

"Any media that offers a new experience for listeners or viewers is competing for that individual's attention in the marketplace. However, I don't look at TNN as direct head-to-head competition since they're serving different needs than radio is. I think its country lifestyle-type programming will promote country music, although I won't know that for sure until I see what their programming is. One of the things I'm going to be looking for is the quality of the programming . . . to see, for example, if Bill Anderson will be as effective as Richard Dawson is on a game show.

"I think it's interesting to note that the people selling cable locally all came out of radio sales and they're selling it at radio rates. It's going to be a long time before they figure out how to rate it. Some stations are probably going to lose out if a buy only goes three or four stations deep because advertisers will be buying cable instead of those fringe stations. However, I do think that part of it is simply because of a certain mystique which cable has right now . . . it's something new and it's a video medium. Radio still is theater of the mind and country music, which deals in stories and reflections of life, would be real difficult to do visually.

"Something else we shouldn't lose sight of is that radio does something that TV doesn't, and that is provide companionship. It's there 24 hours a day and you can take it with you, which is very difficult to do with other media. That may be changing, though, since Sony now has a 'Watchman,' a little portable TV set that people can run around with. That and other forms of the new technology are things that radio people are going to have to deal with in the future."

**JIMMY BOWEN, SR. VP/NASHVILLE DIV.  
WARNER BROTHERS RECORDS**

"The great thing radio has going for it is that there is no timeframe for playing the music. You can hear it 24 hours a day, whereas with The Nashville Network you have to be in a certain place at a certain time to deal with it. So it's separateness, in a way, and I think it's a great plus for us. My hope is that it's of good quality and shows off country music at its best.

"I think radio should do just like we're going to do and use it to the best of our and its flexibility, and interface with it so that we both benefit, because without records and radio TNN will be stuck with a lot of game shows. They need us as much as we'll ever need them.

"What will probably happen is that eventually there will be another channel of all music, like MTV, although right now we don't have the videos to support it. WB is planning a MTV-type of channel for the future, but my educated guess is that it's at least five years away. First of all, MTV has to become very profitable because it's a tremendous investment. Video does make sense when you're talking about starting new acts because it's cheaper and probably just as effective as spending the money to tour. We'll be doing clips on some of our newer artists, like Karen Brooks, probably early next year. However, the ones we'll do will not have a lot of video trickery and smoke bombs because I think the music is still the most important

thing. I've noticed with my own kids that they aren't always looking at the screen anymore and that they're listening more than looking after a few times. My kids are into MTV real heavy, and that's where they're seeing a lot of the groups first, but on the other hand, they haven't given up their radios either. Somehow it's got to be very important to tie the two together."

**LON HELTON, PD  
KHJ/LOS ANGELES**

"I don't see it as an alternative between radio and TNN. It's more a choice of whether to watch primetime TV or a cable network. Radio listening, especially in L.A., is a lot of in-car and at work where you don't have access to cable, so I think for the most part people are too busy to sit around and watch cable during the day. Country radio adult demographics are out working . . . they're busy. At night, if you look at Country radio's ratings, there's not much out there anyway. Most of the country listening you find at night goes to the FM stereo stations, if anything, because people use it to relax. So there might be some competition there.

"I think there's a possibility that TNN can gain more listeners for Country radio but I think it depends on how Nashville presents what they're going to do. Are they going to present it like they present the Grand Ole Opry or in a more modern vein? If nothing else, there's going to be a lot of sampling, and if they're cruising by the channel and see something that maybe reinforces their stereotype of country as being hicks or whatever, it won't help us. But if they see some of the really good music that's out there today, I think it can increase the awareness of country and probably can help us.

"I can see this breaking a lot of new artists, because they will be the ones who will have the videos and be more accessible to do interviews and the game shows on the network. That certainly will help the industry and might even make Country radio lean a little more toward the current stuff because there will be a greater awareness of it."

**RICK BLACKBURN, SR. VP/GM  
CBS RECORDS/NASHVILLE**

"Viewing it from a record company standpoint, we see it as a part of our development stage. I think everybody is aware of the power that MTV has had in breaking and establishing a lot of newer artists in 1982. Now country music in 1982, for whatever reason, has not been able to break that many new artists. So when you're talking about a service that reaches over seven million households, to me that makes a lot of impact. I see this as becoming an outlet for our video clips on our new artists as well as the superstars. We view this as a supplement to help the industry go where we need to go.

"The alternatives aren't very good with radio playlists shortened dramatically in the last couple of years. The other thing to consider is that the touring situation is not as strong as it was three or four years ago as far as ticket sales and so fourth, so The Nashville Network can be an integral part of a new artists' development process.

"However, I don't think radio will ever be replaced. They went through this in the '50s when TV came out and everybody said that radio was dead. Radio is still a mobile medium. You're sure not going to drive your car down the street and watch cable or you won't live long! If any paranoia exists for that reason then I think it's ill-founded.

"As we grow as an industry, it's incumbent on us to work together to make the thing grow and push forward to where everybody's got enough of the pie to make it a healthy environment."

# Nashville This Week



SHARON ALLEN

You can now add the The Nashville Network (TNN) for cable television to your list of new entries in the entertainment market. TNN launched March 7, with a special five-hour edition of "Nashville Now!" (The regular format of "Nashville Now" is a live 90-minute cablecast every week night.) Ralph Emery anchored the event with hosts from other TNN shows — namely Ed Bruce, Bobby Bare, Archie Campbell, Wayne Massey and Jacky Ward — from the Stagedoor Lounge at Opryland Hotel. The launch night event featured Rosanne Cash and T.G. Sheppard from the Savoy in New York City; Tammy Wynette and Don Williams from Park West in Chicago; Tanya Tucker and Hoyt Axton from the Palomino in Los Angeles; Lynn Anderson and George Lindsey from After the Gold Rush in Denver; Emmylou Harris and Bill Monroe from the studios of "Austin City Limits" in Austin; Roy Acuff and Minnie Pearl joined by Chet Atkins, Larry Gatlin and the Gatlin Brothers Band, Ray Stevens, Patti Page and the Nashville Network Concert Orchestra from the Grand Ole Opry House in Nashville.



Bobby Bare (left) is shown with WB recording artists the Bellamy Brothers during a recent taping of "Bobby Bare and Friends: Songwriter Showcase" for The Nashville Network.

The second show to debut (March 12) for TNN is "Bobby Bare And Friends: Songwriter Showcase." Bare's 60-minute program is part of TNN's Saturday schedule, and initially airs three times per weekend (Sat. 1pm & 9pm; Sun. 1am CT). The pilot show features Bare with Tom T. Hall, Lacy J. Dalton and Dick Feller. Other shows in that series to be aired in the future combine interviews and performances featuring both well-known artist/songwriters and accomplished songwriters who are not known as performers. For example, these talents have already taped Bare's weekly show: Rosanne Cash, Chet Atkins, Tompall & the Glaser Brothers, John Hartford, Bob McDill, Dickey Lee, Ed and Patsy Bruce and the Bellamy Brothers. The programs are taped at Randy Holland's Bullet Recording Inc. located on Music Row.

TNN is an advertiser-supported cable television network owned by WSM, Inc. Group W Satellite Communications handles the network's sales, marketing and distribution.

**BITS & PIECES:** "A nursery on wheels???" That's how Shelly West has combined the responsibilities of parenthood with her career. She explains her reasoning behind this setup by recalling her own childhood. As the daughter of entertainer Dottie West and steel guitarist Bill West she remembers her parents' rigorous touring schedule sometimes meant the family would be separated for several weeks at a time. Thanks to the "nursery on wheels" such is not the case for Shelly, Allen, and 10-month-old Tess Frizzell. They've hired a babysitter as part of the road troupe to care for "little one" while her parents are on stage performing. "It's worked out great," assures Shelly. "I have the best of both worlds — my family and my career!" ... Early this year June

Carter Cash had major abdominal surgery at St. Mary's Hospital in Rochester, MN. She tried to recuperate at home, but on February 2, she had to be rushed to Nashville's Baptist Hospital for emergency abdominal surgery where she remained for almost a month. Her husband Johnny Cash, during that same time, was diagnosed as having pneumonia. Before his release he stayed in an adjoining room at Baptist Hospital for several days. June was released last Monday and from the reports I've heard somebody must have been awfully happy to have the lady of the manor returning. She arrived home to find a carpet of flower petals that led from the car to the front door of her home. There were orchids on the door and the house was filled with flowers. Quite a homecoming celebration, wouldn't you say! ... Capitol recording artist Bob Seger and his Silver Bullet Band performed at Nashville's Municipal Auditorium this week. William Lee Golden attended the concert as did Roy Orbison, Rosanne Cash and Rodney Crowell. Seger dedicated "Old Time Rock And Roll" to Orbison and "Shame On The Moon" to Rodney and Rosanne ... Loretta Lynn's autobiography and feature film "Coal Miner's Daughter" may become a TV series. She is also thinking about writing a second book (schedule permitting) ... John Anderson has a "Swingin'" road show. By popular demand of course. He has to sing it ("Swingin'") at least three times in every show now. He opens with it, closes with it, and every time there's a slight pause a fan screams out a request for it ... Ricky Skaggs taped "I Wouldn't Change You If I Could" for a March airing of "Solid Gold." He is also one of the artists included in the mid-March broadcast of PBS's "Country Music Jubilee" and is slated for a March interview appearance on "America's Top 10" ... Tree International President Buddy Killen has signed an agreement to produce Doorknob recording artist Tom Carlile ... Peggy Sue and Sonny Wright have signed a management agreement with Earl E. Owens, President of Total Concept Representation, Inc. ... Linda Nail and Danny White will appear nationally on the television show "Fantasy" ... Listen for background vocals provided by the Osmond Brothers on Conway Twitty's new version of the Eagles' hit, "Heartache Tonight."



The Osmonds (l-r) Merrill, Alan, Wayne, and Jay, join Conway Twitty for a little backup singing on Conway's version of the Eagles' hit "Heartache Tonight."

# LOOK OUT

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Lynn  
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## Country News

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# Opportunities

## Openings

### EAST

WKBR/Manchester, NH accepting T&R for future full and part-time. Send to: John Frawley, 155 Front St., Manchester, NH 03102. (3-11)

On-air talent needed for CHR station. Growing company. Sea coast area. Short drive to Boston. Rush T&R: Jack O'Brien, Box 1540, Exeter, NH 03833. EOE M/F (3-11)

WTIC-FM/Hartford, looking for bright, aggressive part-timer. T&R: Steve Goldstein, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103. EOE M/F (3-11)

North Eastern CHR, #1 in a Top 15 market, on the lookout for fresh new talent for all dayparts. No card readers but no crazies either. Experience a plus but not necessary if you're good! T&R: Radio & Records, 1930 Century Park West, #456, Los Angeles, CA 90067.

WHFM/Rochester looking for personality news anchor for mornings, females encouraged. T&R: Kelly McCann, WHFM, 344 East Ave., Rochester, NY 14604. (3-11)

## Openings

WCPA/Clearfield, PA seeking evening drive A/C personality. T&R: Bob Day, 110 Healy Ave., Clearfield, PA 16830. EOE M/F (3-11)

### Help Wanted Management

**Program Director-Operations Manager** - Fulltime AM 25-40th market to do Air Shift MOR sound. Must be experienced with People, Promotion, Music especially Organization and Planning. Salary, plus Bonus on profitability. T&R: Radio & Records, 1930 Century Park West, #455, Los Angeles, CA 90067 EOE

CHR station, one of four in CT. Looking for upbeat personality. Excellent production a requirement. All slots available. T&R: Dan Dubonet, Box 232, Mystic, CT 06355. (3-11)

Long Island's #1 WBLI accepting T&R for fulltime jox and news. Bill Terry, 3090 Route 112, Medford, NY 11763. EOE M/F (3-11)

WKBW radio has an immediate opening for an experienced air personality. If you can "shine" within the context of a music format. Rush T&R: Neil McGinley, PD WKBW, 695 Delaware Ave., Buffalo, NY 14209. (3-11)

WSSH-FM is taking applications for potential overnight position. Warm and friendly voices. T&R: Mike Colby, 312 Stuart St., Boston, MA 02116. EOE M/F (3-4)

## Openings

WLAN/FM97 needs Promotion Director. 2 yrs. experience. Good grasp of the English language. Resumes: Mel Edwards, 252 North Queen St., Lancaster, PA 17603. (3-11)

WTIC-FM/Hartford interested in part-time news people. T&R: John Elliott, ND, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103. EOE M/F (3-11)

WTIC-FM/HARTFORD is looking for midday talent. Pleasant voice, one-on-one communicator, ability to translate state-of-the-art format (10-34) into true showmanship. Production skills essential. NO CALLS. T&R: Steve Goldstein, PD, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103.

Fulltime production person: stable solid operation is looking for clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio, all the tools and a reputation for award-winning commercials. Send resume, availability and tape of production work to: Eric Michaels, Program Manager, WVMT, Box 620, Colchester, VT 05446. WVMT is an Equal Opportunity Employer. (2-18)

## Openings

### SOUTH

Q96-FM/Ft. Myers, FL now looking for morning news man. Great staff, superb facilities. T&R: Steve McLean, Q96 Blvd., Route 22, Ft. Myers, FL 33908. EOE M/F (3-11)

### Night Time Radio Star Needed Now!

Q105/Tampa Bay, great market, great station, 1st opening in 2 years. Most important, programmers that will help develop your potential to the max. Excellent pay, and benefits. All replies confidential. T&R: Programming, Q105 Radio, 5510 Gray Street, Tampa, FL 33609.

No calls please. EOE M/F  
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# Opportunities

## Openings

98ROCK has rare full and part-time openings. T&R: George Harris, PO Box 4809, Clearwater, FL 33518. No calls. EOE (3-11)

Immediate opening for PD at A/C Class C FM. T&R: GM, KROK, Box 31130, Shreveport, LA 71130. EOE M/F (3-11)

PD/news anchor for New Orleans news leader, 1280 WGSO. Rush tape/credentials: Phil Zachary, 1440 Canal St., New Orleans, LA 70112. No calls. EOE M/F (3-11)

WQLT is accepting T&Rs for future openings. Production a must. Ralph Carroll, WQLT, PO Box 932, Florence, AL 35631. EOE M/F (3-11)

One person local news department for small market AM/FM. Helpful to eat, drink, sleep news. T&R: Kris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (3-11)

WKIX needs Production Director. Good voice and experience. Includes airshift. Good bucks. T&R: Joe Wade Formicola, Box 12526, Raleigh, NC 27605. (3-4)

#1 station in town, KEAN105/Country is accepting applications. Looking for bright talented announcers. Call Bob Shannon (915) 676-7711. EOE M/F (3-4)

#1 Country station in Mississippi Gulf Coast accepting T&R for future openings. Jim Tabor, WVMI, Box 4606, Biloxi, MS 39531. No calls please. EOE M/F (3-4)

**PLEASE NOTE:**

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## Openings

WANS-FM/Greenville-Spartanburg, 100,000 watt CHR looking to fill immediate fulltime position and part-time openings. Call Bill McCown (803) 224-3424. (3-4)

**FM rocker in Kentucky looking for high energy CHR night jock. Good production a must. T&R: P.O. Box 927, Lexington, KY 40588. EOE M/F**

## MIDWEST

Great opportunity for 7-11pm jock. If you have 2-3 yrs. of hard work to show me, send T&R: Keith Carr, WIZM, PO Box 99, La Crosse, WI 54601. EOE M/F (3-11)

WXML-FM needs air talent/production person. Minimum 3 yrs. experience. Shift open, waiting for your tape. PD, Box 644, Mishawaka, IN 46544. EOE M/F (3-11)

State-of-the-art. KQDS seeks combo FM studio engineer/part-time announcer. T&R: KQDS, Box 6167, Duluth, MN 55806. EOE M/F (3-11)

PD/morning drive personality. Small to medium Midwest A/C AM. Fresh, up-beat delivery a must! Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #458, Los Angeles, CA 90067.

WABJ, A/C personality in S.E. MI seeks T&Rs for possible future openings. Experience and PBP. Ability preferred. T&R: John Sebastian, WABJ, Box 15, Adrian, MI 49221. EOE (3-11)

## Openings

WTCH-WOWN/Shawano, WI needs T&Rs for future consideration. Forward to: Tom Ashenbrenner, PO Box 556, Shawano, WI 54168. (3-11)

## Assistant PD For One Of The Nations Leading Full-Service A/C Stations.

We're looking for a mature, hardworking, detail-oriented team player to join us. Major or medium market full-service and/or personality experience is necessary. State-of-the-art computer and research experience would be very helpful. This is a crucial position in our organization. Good judgment and strong people skills are a must. Applicants should have a strong desire to eventually become a TAFT Program Director. Send your presentation to: JACK FITZGERALD, PD, WTVN Radio, 42 East Gay St., Columbus, OH 43215. An Equal Opportunity Employer.

**PROGRAMMING DIRECTOR.** Contemporary rock. Includes 10am-2pm shift. Must have PD experience. Looking for creative, assertive promotion-oriented person. Competitive salary and benefits. 95FM, WVIC, 2517 E. Mt. Hope, Lansing, MI 48910. EOE M/F (3-11)

## Openings

100,000 watt Contemporary Country station in beautiful Northern MI seeks morning personality. T&R: Rick Stone, WMKC, 334 N. State St., St. Ignace, MI 49781. EOE M/F (3-11)

OH market still looking for creative air talent and production. Excellent facilities and staff. T&R: Kert Radel, WFIN, 101 Sandusky, Findlay, OH 45840. (3-4)

WTUE/Dayton looking for experienced, creative AOR jock for possible opening. T&R: Dave Luczak, WTUE, PO Box 250, Dayton, OH 45402. No calls. EOE (3-4)

WNCI/Columbus needs someone to have fun and entertain on the radio. T&R: Tom Watson, 4900 Sinclair Rd., Columbus, OH 43229. No calls please. EOE M/F (3-4)

Immediate opening for afternoon drive personality. WTAO/Murphysboro-Carbondale, IL. College atmosphere. T&R: 811 Broadway, Mt. Vernon, IL 62884, Attn: Jim Glassman. EOE M/F (3-4)

Jock/production openings. 24 hour FM in Midwest college town. No beginners. T&R: Stan Thurman, WJEO, Macomb, IL 61455. EOE M/F (3-4)

OH river valley area AM & FM combination seeks News Director to head up two person department and anchor morning drive news. Starting salary \$11,000 annually. Highly competitive medium market. Good opportunity for a small market pro on the way up. Send T&R to Radio & Records, 1930 Century Park West, #457, Los Angeles, CA 90067.

KMMJ looking for bright announcer with friendly style. Production and early evenings on-air. T&R: Dan Arrasmith, Box 1847, Grand Island, NE 68802. EOE M/F (3-4)

Experienced copywriter for WAPL/WHBY. Send resume and writing sample: Don J. Weir, Box 1519, Appleton, WI 54913. No calls please. EOE M/F (3-4)

# Opportunities

## Openings

Looking for some personality Country pros who want a good future with a dynamic organization. No drifters. Midwest medium market. Send T&R to Radio & Records, 1930 Century Park West, #453, Los Angeles, CA 90067

**Chief Engineer: Busy, active AM & FM.** Four studios, SMC automation, remote/two-way gear, two dishes, future challenges. Great living on Lake Michigan, 80,000 metro, 90 minutes from Chicago. Grow with 13-station Midwest Family Group. Gayle Olson, WSFM/WIRX, Box 107, Benton Harbor/St. Joseph, MI 49085, (616) 983-3992. (2-25)

## WEST

**16 Country KBBQ/Ventura, CA** is now accepting tapes and resumes. Send salary requirements. Richard Chase, PO Box 5151, Ventura, CA 93003. No phone calls. (3-11)

**KMG/MAGIC 106 is looking for AM drive news anchor and ND.** No calls please. T&R: 6430 Sunset Blvd., Suite 418, Los Angeles, CA 90028. EOE M/F (3-11)

**FM100/KYNR, Colorado Springs-Pueblo needs MD/jock.** T&R: Scott Hutchinson, PD, 212 Thatcher Bldg., Pueblo, CO 81003. EOE M/F (3-11)

**Openings fulltime afternoon news/public affairs and weekend air.** T&R: Chris Kovarik, 10245 Main St., Bellevue, WA 98009. EOE M/F (3-11)

**Central CA coast A/C has a part-time opening.** T&R: Rick Baca, KUHL, 211 East Fesler, Santa Maria, CA 93454. EOE M/F (3-11)

**KUKI/Ukiah is looking for a fulltime announcer** for our growing organization. T&R: Dave Owens, KUKI, 1400 KUKI Lane, Ukiah, CA 95482. (3-11)

**Production Director wanted:** Must do great voice work, create and write copy, plus one weekend air shift. T&R: KOGO-KPRI, 8665 Gibbs Dr., San Diego, CA 92123. EOE M/F (3-11)

Top-notch radio syndicator immediately needs seasoned engineer with multi-track experience. Please send resume and salary desired to P.O. Box 18653, Ventura Blvd., #173, Tarzana, California 91356

**Talk Show Host who's not afraid to stir up controversy.** T&R: Mark Murray, KVOR, Box 966, Colorado Springs, CO 80901. EOE M/F (3-11)

**KBOS/Fresno has full and part-time air openings.** CHR or AOR experience necessary. T&R: Jim Pemberton, PO Box 1101, Tulare, CA 93275. EOE (3-11)

**Go-getter needed for America's foremost training facility.** The Radio Broadcasting Workshop. Commissioned placement Director. Contact: Steve Benson, 505 N. Euclid, Suite 604, Anaheim, CA 92804. (3-11)

**Casper Country KVOC needs T&Rs for future opening.** Contact: Fred James, Box 2090, Casper, WY 82602. No calls please. EOE M/F (3-11)

**KZZP/Phoenix has immediate opening for afternoon drive personality.** T&R: Randy Stewart, KZZP, 727 S. Extension Rd., Mesa, AZ 85202. EOE M/F (3-11)

**Rare opening, mornings KNBQ/Tacoma-Seattle.** Immediate opening! Send T&R: Gary Bryan, PD, PO Box 5200, Tacoma, WA 98405. (206) 597-8700. (3-11)

## Positions Sought

**About to be replaced by satellite.** Currently in 54th market. 7 yrs. Country, seeking day shift or production. RUTH (804) 740-1926. (3-11)

**Sharp jock seeking position at Urban or Black station.** 8 yrs. behind me. Communications degree. LANCE HAYES (212) 993-0276. (3-11)

**High profile personality/adult communicator** working in major market for 11 yrs. seeks morning or afternoon position in large or medium market. (817) 891-7567. (3-11)

**Broadcast engineer, 13 yrs. experience** seeks Chief Engineer position at AM or FM station. Prefer OH area. (303) 690-9533. Leave message. (3-11)

**News anchor/reporter** seeks position at West coast station. Qualifications: B.A./Journalism & 5 yrs. experience. Solid interview & conversational delivery. BOB (213) 993-1909. (3-11)

**Talented communicator with creative production & experience** in Top 60 market needs gig. JOHN ANTHONY, Box 8363, Toledo, OH 43605. (3-11)

**Award winning ND** seeks new challenge. References will show he is worth it. 8 yrs. in business. (307) 235-1483. (3-11)

## Positions Sought

**Recently escaped from padded cell.** Seeking asylum at a station where I can by myself. MARK (703) 368-9659. (3-11)

**#1 rated AOR 7-midnight jock.** Superstars MD/PD experience. CHARLIE PARKER (405) 391-3431. (3-11)

**Slumping economy has caused RUSS GARRETT a job.** Former PD at WNAB/Bridgeport. Looking for medium/major market gig. (203) 877-7953. (3-11)

**Writer/producer in #1 market** looking for on-air position in News/Sports PBP. Top references, all markets considered. MATT (212) 252-0645. (3-11)

**A/C craftsman with smooth one to one delivery** seeks opportunity with mid Atlantic station. All markets considered. Available now. (717) 264-9692 or (301) 524-7694. (3-11)

**Hard working, intelligent, proven programmer & adult communicator** Country, A/C, Oldies. Ready to help you beat any competition. DALLAS (205) 352-4817. (3-11)

**DAVID ALLEN SHAW** just left WTTM/Trenton Country. Formerly WKHK/NYC, WZZD/Philadelphia. Killer production with sharp razor blade, Jasper Award winning. (609) 396-0190. (3-11)

National Quality Production, National Quality Voice. Major market experienced production/air pro currently employed in million plus metro seeks a home in the West. Prefer CHR, A/C or AOR. Stable, family man, dedicated. Will give you your money's worth. Top 50 ADIs only. For package, call (715) 832-4677, 9-5p CST.

**ND with much experience** seeks better opportunity. Larger market, room to grow. (802) 946-6700. (3-11)

**19' bribe to the PD who hires this off the wall million dollar talent** for A/C or CHR mornings. WAYNE (502) 459-1481. (3-11)

**NOW AVAILABLE** for your team. CHARLIE GREER, formerly WABC, WCBS-FM, WHAM. Your format works with an established personality. (315) 493-1636. (3-11)

**3 1/2 yr. aggressive announcing pro,** victim of recent format change in Top 10 market. Will put experience in AOR, A/C, CHR to work for you. ERIC (216) 382-3391. (3-11)

**DON POTTER, MD/afternoons** at KSLY/San Luis Obispo is looking for an on air slot at your station. (805) 541-8219, available immediately. (3-11)

**SUSAN FRASER** — San Francisco AFTRA/SAG talent — voiceover actress/announcer/narrator/on-camera talent for commercials, industrials, print & broadcasting. Free voice tape. (415) 861-1162. (3-11)

**CHR & A/C talent with over 5 yrs. experience** including MD. Creative, responsible & stable family man. SCOTT HOWARD (219) 745-2467. (3-11)

**One to one conversationalist** with production skills & winning attitude. 4 yrs. Top 30 market experience in AOR & CHR formats. (716) 649-2359. (3-11)

**BLONDIE & CHRIS MONTEZ** said it. Call me. Humor, information, trivia, bits, musical knowledge, 10 yr. pro seeks stability, security. CRAIG, (914) 331-3166. (3-11)

**Hard working radio journalist** seeks new challenge. 4 yrs. experience in PA, LA markets. Prefer South, but will relocate. GARY BAKER (504) 383-8695 or (504) 924-2009. (3-11)

**JOHN SAINT JOHN, 2 yrs. at WFI/Philadelphia** is looking for a major market air slot or medium market PD job. Call (215) 825-5348. (3-11)

**ZACK SADKIN, WNOK-FM, WORG, being put out of a job** by automation. A/C and CHR experience. Midwest preferred. (312) 966-5976. (3-11)

**Versatile, hard working personality, 9 yrs. experience,** seeks position with A/C, CHR or Country format. Will relocate. Call J.R. (502) 425-8783 or (502) 896-4086. (3-11)

## Major Market Programmer — Hot Tracks/CHR

**Dedication, Long hours, and pride.** BOBBY CHRISTIAN, 8 years as PD/OM at WXXK (96KX), WMET, KXKX (now KPKE), and KUPD. 16 years in radio. 10 years experience in audience/market research. Excellent track record. Top references. I'm looking for the opportunity to join an aggressive rock station with commitment to the future and a will to win. Phone answers 24 hours: (412) 795-8296.

**Bright, young, part-timer in Top 50 market** needs a break. Top 50 caliber, tape to prove it. NC/SC/VA, A/C or similar. JAY (919) 821-5596. (3-11)

**2 B Announced. MICHAEL TURNER, 24, 5 yrs. radio.** College, commercial, club and multi-track experience. Any hour, location, format. (213) 752-2336, (213) 649-0222 x45. (3-11)

**Hit a dead end while on my way up.** 3 1/2 yrs. experience. Creative, versatile production and smooth on-air. MARK (313) 982-2642. (3-11)

## Positions Sought

**CHARLES WALTON, 8 yrs., currently WAPE.** Previous: WFVY, WWGS, WBIT/WDDQ, WVOJ/WQIK, WGGG, WRUF. 28 yrs. old, single, minority. (904) 778-0036 or (904) 264-4523. (3-11)

**Attention G/Mal Operations Manager, PD, 25 years experience.** A/C, CHR, Urban. Proven winner. Major market, Medium market, Midwest. PO Box 44292, Cincinnati, OH 45244. (3-11)

**Majors only for this morning entertainer.** Humor, phones, and involvement are all a part of this class act. Country, A/C or CHR. (502) 425-5874. (3-11)

**Newsroom need fresh perspective?** New initiative? Entrepreneur, aggressive 3 yr. news pro available for Sunbelt station committed to news. Call KARL (304) 599-3083. (3-11)

**Award-winning copywriter/announcer seeking to relocate.** Samples, resume and one creative kind of guy, now available. ELOY (512) 682-9621. (3-11)

**For sale: 1983 AOR/CHR Program/Research Director.** Air. Low mileage. FM radio. Good track. Whitewalls. Extras. For a test drive, phone (313) 853-6025. (3-11)

**Two yrs. experience air personality and MD.** Anxious to get back to work. RICK (619) 327-7652. (3-11)

**Looking for stable position and longevity at FL or station in Northeast** with Contemporary/Urban format. TOM MURPHY formerly WAPE & WRKO. Call (617) 641-1163. (3-11)

**Good tight air work. Strong production.** Multi-track production experience. BOBBY DEE, Colorado Springs seeks on-air position. (303) 632-4173. (3-11)

**Top 5 market AOR jock.** Experience, references. Open to all markets and situations, especially Western states. (313) 474-1919. (3-11)

## JOEL CASH

is looking. Draws on solid creative base for witty, disciplined on-air performance. Strong writer, producer. Unusually talented combination of hands-on programming ability and insightful administrative skills. Programming credits: WWDC, WAVA, WSRS. Production/Concepts: WMZQ, WPKX. In-depth formative interests span Country to New Music. Call anytime (202) 543-5107.

**Make your mornings an emotional experience.** Characters, bits, and great phones. Top jock now available. Formerly WGST, WSPD, WQOK. Call DAVE (904) 788-7226. (3-11)

**Looking for air shift in small to medium Midwest market.** Prefer FM CHR or A/C. 2 1/2 yrs. experience. Contact: CHRIS HANSEN (414) 739-3746. (3-11)

**22 yr. old female** seeks entry level midnight-6am position in Pacific Northwest. Some experience. LESLIE SAUCIER, 4034 4th Ave., N. Great Falls, MT 59401. (3-11)

**Take a chance I came through for KWKC/Abilene.** I could do the same for you! A/C, Country experience. Southeast, please. RUSS BRYANT (205) 798-2607. (3-11)

**Experienced PD for A/C or Country.** Medium/major markets. Call RON DENNINGTON afternoon/evenings. (314) 427-4485. (3-11)

**One to one communicator, nine yrs. experience** including PD and Production Director. Call MIKE (504) 631-9231. (3-11)

**I want to program!** Dedicated, ambitious, excellent credentials with ratings building ideas/inexpensive promotion. Any market. Let's talk. Call KEVIN, (309) 764-8295. (3-11)

**Country PD and MD looking for Midwest medium market.** 4 yrs. experience. Call DAVE (309) 342-4436 or (309) 342-5131. (3-11)

**4 yr. pro employed.** Looking to step up. Good pipes, production. Prefer N.E. but will consider right offer. Call ANDY GORDON for T&R. (716) 664-4142. (3-11)

**HELPI Experienced (8 yrs. +) small market news pro** seeks escape to Midwest medium market. MARK (815) 895-5887. (3-11)

**You don't need an entertainer!** Someone who's been assist. PD/MD. Or do you? SCOTT DAZE, 8 yr. CHR medium market pro. (402) 333-5581, afternoons CST. (3-11)

**Radio active CHR, A/C, AOR personality** with major market PD, operations experience. Dedication, enthusiastic motivator with references and ratings to match. BRYAN (215) 493-3370. (3-11)

## Positions Sought

**2 for 1 sale!** Get a conscientious news reporter and an ambitious sportscaster by hiring just one talented, experienced broadcaster. SCOTT (516) 692-5188. (3-11)

**Major market broadcaster seeks on-air position** with respected medium-major station. Experience includes news, production, promotion. Currently Minneapolis. TV/Radio, weather expertise. JEFF (612) 227-7331, (612) 699-5425. (3-11)

**Attention all AZ markets:** Native wants to return. 5 yrs. Currently #1 medium market. Call MIKE (307) 265-2727, days MST. (3-4)

**BILL HARGREAVES seeks fulltime news; air.** All-news, CHR, A/C, AOR. 10 yrs. Southern CA radio. (213) 622-3444. (24-hour service), (213) 478-7477, mornings/evenings. (3-4)

**Over 4 years A/C, CHR and AOR.** Young, ambitious and hard-working. If you're looking for a team player, willing to learn call RICK. (307) 234-0879. (3-4)

**If you'd like a dynamite MD, top-notch on-air personality** and production wizard, please call MARK (505) 471-3734. (3-4)

**Bright, articulate, talented, medium height.** Looking for position in the Midwest. Let's talk. MARK LUCKER, announcer, newsmen, production, (612) 259-1253. (3-4)

## Changes

### RADIO

**Virginia H. Karp** has been promoted to Manager of Public Relations, Taft Broadcasting.

**Joan Kemeny Parus** has been appointed Manager of Corporate Communications at Taft Broadcasting.

**Glenn C. Wilde,** formerly Operations Manager & Announcer at WADR/Rensselaer, NY has joined WKCG/Augusta, ME as 6-12mid personality.

**Tony Odachowski & Jeff Slatkin** join WNBC/New York, NY sales staff.

**Joyce Russell** joins the news team at KEBC/Oklahoma City, OK as News Editor.

### INDUSTRY

**Bob Simons** has joined Bullet Recording as producer/director for the Nashville audio/video recording facility.

**Alison J. Conted** named Public Relations Specialist for the Arbitron Rating Company.

## Miscellaneous

**KPXE/Liberty, TX** needs Country music service from all labels. Send to: Allen Wayne, 517 Travis, Liberty, TX 77575. (3-4)

**WKYX/Paducah, KY** is interested in hearing from all former air talents. Please call Frank Carvell (502) 554-8255. (3-4)

**Dates appearing at the end of each listing signify first week listed.**

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone **Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.**

Frequency Rates*		
1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\*Must run consecutive weeks.

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# The Music Section

## National Music Formats Added This Week

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

MAC McANALLY "Minimum Love"  
JARREAU "Mornin' "  
ALAN PARSONS PROJECT "Old And Wise"

#### Country Coast-To-Coast

LORETTA LYNN "Breakin' It"  
KAREN BROOKS  
"If That's What You're Thinkin' "  
RAY CHARLES "Born To Love Me"  
JOE STAMPLEY "Finding You"  
JOHNNY RODRIGUEZ "Foolin' "

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

KENNY LOGGINS "Welcome To Heartlight"  
MICHAEL JACKSON "Beat It"  
YAZ "Only You"  
THOMAS DOLBY  
"She Blinded Me With Science"

#### The A/C Format

KENNY LOGGINS "Welcome To Heartlight"  
TOTO "I Won't Hold You Back"  
MAC McANALLY "Minimum Love"

#### Super-Country

MEL TILLIS "In The Middle Of The Night"  
GAIL DAVIES "Singing The Blues"  
WAYLON JENNINGS "Lucille"  
BOBBY BARE & LACY J. DALTON  
"It's A Dirty Job"

### Radio Arts

John Benedict (213) 841-0225

#### Country's Best

MEL TILLIS "In The Middle Of The Night"  
ROSANNE CASH "It Hasn't Happened Yet"  
MERLE HAGGARD "You Take Me For Granted"  
WILLIE NELSON  
"Little Old Fashioned Karma"  
GENE WATSON "You're Out Doing What . . ."

#### The Entertainers

LINDA RONSTADT "Easy For You To Say"  
LOU RAWL "Wind Beneath My Wings"

#### Sound 10

PRETENDERS "Back On The Chain Gang"  
MICHEL BERGER "Innocent Eyes"  
KENNY LOGGINS "Welcome To Heartlight"  
ROBBIE PATTON "Smiling Islands"  
LINDA RONSTADT "Easy For You To Say"  
LOU RAWLS "Wind Beneath My Wings"  
LEE RITENOUR w/ERIC TAGG  
"Keep It Alive"

### Transtar

Chick Watkins (303) 578-0700

HALL & OATES "One On One"

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

TOTO "I Won't Hold You Back"  
KENNY LOGGINS "Welcome To Heartlight"  
MICHAEL JACKSON "Beat It"  
PHIL COLLINS "I Don't Care Anymore"

#### Contempo 300

MAC McANALLY "Minimum Love"  
KENNY LOGGINS "Welcome To Heartlight"  
TOTO "I Won't Hold You Back"

#### Great American Country

WILLIE NELSON  
"Little Old Fashioned Karma"  
CHARLEY PRIDE "More And More"  
JOHN CONLEE "Common Man"  
MERLE HAGGARD "You Take Me For Granted"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

DONALD FAGEN "New Frontier"  
ROBBIE PATTON "Smiling Islands"  
MAC McANALLY "Minimum Love"

#### Country Living

ROSANNE CASH "It Hasn't Happened Yet"  
MERLE HAGGARD "You Take Me For Granted"  
MEL TILLIS "In The Middle Of The Night"  
WILLIE NELSON  
"Little Old Fashioned Karma"  
GENE WATSON "You're Out Doing What . . ."  
EMMYLOU HARRIS "I'm Movin' On"  
WAYLON JENNINGS "Lucille"  
BOBBY BARE & LACY J. DALTON  
"It's A Dirty Job"

### Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

#### Bright Blue A/C

MICHAEL McDONALD "Playin' By The Rules"  
JARREAU "Mornin' "  
KENNY LOGGINS "Welcome To Heartlight"

#### Tanner Country

JOHN CONLEE "Common Man"  
CHARLEY PRIDE "More And More"  
MOE BANDY "I Still Love You . . ."  
ROSANNE CASH "It Hasn't Happened Yet"  
MERLE HAGGARD "You Take Me For Granted"

#### Red Satin Rock

DIONNE WARWICK "Take The Short Way Home"  
MELISSA MANCHESTER "Nice Girls"  
DIANA ROSS "So Close"  
MEN AT WORK "Be Good Johnny"  
TOTO "I Won't Hold You Back"

### Peters Productions, Inc.

Debbie Welsh (714) 565-8511

#### Country Lovin'

JOHN CONLEE "Common Man"  
WAYLON JENNINGS "Lucille"  
MOE BANDY "I Still Love You . . ."

#### The Great Ones

ALAN PARSONS PROJECT "Old And Wise"  
GEORGE FISCHOFF "Carnival Island"  
JARREAU "Mornin' "  
MAC McANALLY "Minimum Love"

### Alabama Celebrates Grammy



RCA Records President Bob Summer hosted an L.A. reception for the label's Grammy nominees, with a number of company executives on hand. Pictured celebrating Alabama's Best Country Duo/Group Performance award are (l-r) group's Teddy Gentry and Mark Herndon, RCA VP Joe Galante, and group's Randy Owen.

### Vandross At Grammys



Epic's Luther Vandross was nominated for best male R&B vocal at the Grammys. He's pictured (left) with Epic/Portrait/Associated Labels Sr. VP/GM Don Dempsey at a CBS post-telecast reception.

### Murray Christmas Gold For Capitol



Anne Murray received a gold album for her "Christmas Wishes" LP while recording a new album in Nashville. Pictured (l-r) are producer Jim Ed Norman, Capitol VP Lynn Shults, Murray, and Capitol's Paul Lovelace.

### Collins Wraps Up Tour With Gold



Atlantic's Phil Collins wound up his American tour in Washington, DC, and was presented with a gold album by label Chairman Ahmet Ertegun. Collins (left) and Ertegun are pictured just after the presentation.

# Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

<b>EAST</b> WYVY/Baltimore none Hottest: MICHAEL JACKSON MEN AT WORK GEORGE CLINTON GAP BAND CASHMERE WJLD/Boeton Eloy R.C. Smith GREG KINN BAND AL JARREAU NONA HENDRYX VISUAL STEVE SHETO BAR-KAYS PHILIPPE WYNNE LUTHER VANDROSS SOS BAND Hottest: MICHAEL JACKSON LIONEL RICHIE INDEEP ANGELA BOFILL EW&F WKND/Hartford Jordan/McLean NONA HENDRYX TEMP TATIONS EVELYN KING AL JARREAU BLUE MAGIC FONZI THORNTON SIMPLE MINDS Hottest: MICHAEL JACKSON ANGELA BOFILL SYSTEM DEBARGE KASHIF WNHC/New Haven James Jordan EVELYN KING AL JARREAU ARETHA FRANKLIN RITA MARLEY VISUAL STARSHINE DANSON & DIGGS PHILIPPE WYNNE MTUME Hottest: GAP BAND MICHAEL JACKSON SYSTEM CULTURE CLUB LIONEL RICHIE WRKS/New York Mayo/Quararone NEW EDITION TOTO KURTIS BLOW SWEET G AL JARREAU VISUAL NONA HENDRYX Hottest: LIONEL RICHIE SYSTEM C-BANK EW&F SOUL SONIC FORCE	WDA5/Philadelphia Joe Tamburo BAR-KAYS IMAGINATION VISUAL ROCKET ROCKERS REVENGE SWEET G SUGAR HILL GANG MIKI Hottest: INDEEP EW&F GEORGE CLINTON WEATHER GIRLS DEBARGE WAMOP/Pittsburgh John Anthony PEABO BRYSON TYRONE BRUNSON FATBACK DIONNE WARWICK Hottest: ANGELA BOFILL MICHAEL JACKSON LIONEL RICHIE CASHMERE DEBARGE WOKK/Washington Chris Gardner KLEEFER DIANE RICHARDS AL JARREAU LOU RAWLS RAY, GOODMAN & BR MELBA MOORE Hottest: MICHAEL JACKSON DEBARGE EW&F CHAMPAIGN LIONEL RICHIE WKYS/Washington Donnie Simpson none Hottest: MICHAEL JACKSON DANSON & DIGGS PATTI AUSTIN MUSICAL YOUTH WHUR/Washington Oscar Fields CHOCOLATE MILK NILE RODGERS MTUME IMAGINATION KLEEFER JOHN HENRY MILLER Hottest: MICHAEL JACKSON EW&F ANGELA BOFILL GAP BAND	<b>SOUTH</b> WVEE/Atlanta Scotty Andrews SMOKEY ROBINSON BAR-KAYS BLUE MAGIC SECRET WEAPON PRINCE ONE WAY ROCKERS REVENGE EW&F EVELYN KING JEFFREY OSBORNE JOE SAMPLE THOMPSON TWINS TYRONE BRUNSON RICHARD JON SMITH POINTER SISTERS SOUL SONIC FORCE Hottest: CHAMPAIGN ANGELA BOFILL INDEEP CASHMERE DEBARGE WAOK/Atlanta Larry Tinsley SOS BAND FATBACK ROCKERS REVENGE DYNASTY IMAGINATION Hottest: MICHAEL JACKSON DEBARGE LIONEL RICHIE EW&F LIONEL RICHIE DEBARGE WRDW/Augusta Teddy Black none Hottest: MICHAEL JACKSON DANSON & DIGGS PATTI AUSTIN MUSICAL YOUTH KNOW/Austin Selby Edwards MICHAEL JACKSON CHANGE FATBACK TEMP TATIONS Hottest: ANGELA BOFILL HALL & OATES EW&F JANET JACKSON ZAPP	WATV/Birmingham Ron January PRINCE ZZ HILL ALICIA MYERS RAY PARKER JR. TEMPTATIONS GRACE JONES COMMODORES MARCUS MILLER DIONNE WARWICK Hottest: LIONEL RICHIE GEORGE CLINTON DEBARGE MICHAEL JACKSON EW&F WENN/Birmingham Gene Wise MTUME Hottest: MICHAEL JACKSON GEORGE CLINTON YARBROUGH/PEOPLES GEORGE HOWARD LIONEL RICHIE ANGELA BOFILL ZAPP WPEG/Charlotte Les Norman SPYDER-D EVELYN KING BAR-KAYS ROCKERS REVENGE IMAGINATION Hottest: MICHAEL JACKSON DEBARGE LIONEL RICHIE EW&F WQIV/Charlotte Hal Harill STEPHANIE MILLS MELBA MOORE FONZI THORNTON TEMP TATIONS ENCHANTMENT Hottest: MICHAEL JACKSON DANSON & DIGGS PATTI AUSTIN MUSICAL YOUTH WVOC/Chattanooga Smolin/Sam Ervin none Hottest: GEORGE CLINTON SUGAR HILL GANG QUADRANT SIX MELLE & DUKE JONZUN CREW	WJMI/Jackson Carl Haynes MTUME HALL & OATES PRINCE BLUE MAGIC Hottest: GEORGE CLINTON AL JARREAU JAKKY BOY TERRY BURRUS SOS BAND BROTHERS JOHNSON TIME Hottest: GEORGE CLINTON MICHAEL JACKSON EW&F O'BRYAN KASHIF KOKYL/Little Rock Todd/Young BLUE MAGIC PEABO BRYSON DREAMGIRLS EDDY GRANT RUFUS DANSON & DIGGS ATTITUDE CHI-LITES Hottest: GEORGE CLINTON MICHAEL JACKSON SYSTEM CHAMPAIGN KASHIF WLOU/Louisville Neal O'Rea AL JARREAU JACKIE MOORE PRIVATE EYE CECIL PARKER EDDY GRANT IMAGINATION FATBACK ARETHA FRANKLIN Hottest: DEBARGE INSTANT FUNK MICHAEL JACKSON DANSON & DIGGS GEORGE CLINTON WJSL/Lynchburg, VA Lad Goins NAIROBI SUGAR HILL GANG KIDDO MAN PARRISH ANDRE CUMONNE CHOCOLATE MILK Hottest: MICHAEL JACKSON DEBARGE PATTI AUSTIN EW&F GEORGE CLINTON	KJCB/Lafayette Beatrice Evans STEVE ARRINGTON'S CHAMPAIGN MELBA MOORE T-CONNECTION MTUME Hottest: AL JARREAU JAKKY BOY TERRY BURRUS SOS BAND BROTHERS JOHNSON TIME Hottest: GEORGE CLINTON MICHAEL JACKSON EW&F O'BRYAN KASHIF KOKYL/Little Rock Todd/Young BLUE MAGIC PEABO BRYSON DREAMGIRLS EDDY GRANT RUFUS DANSON & DIGGS ATTITUDE CHI-LITES Hottest: GEORGE CLINTON MICHAEL JACKSON SYSTEM CHAMPAIGN KASHIF WLOU/Louisville Neal O'Rea AL JARREAU JACKIE MOORE PRIVATE EYE CECIL PARKER EDDY GRANT IMAGINATION FATBACK ARETHA FRANKLIN Hottest: DEBARGE INSTANT FUNK MICHAEL JACKSON DANSON & DIGGS GEORGE CLINTON WJSL/Lynchburg, VA Lad Goins NAIROBI SUGAR HILL GANG KIDDO MAN PARRISH ANDRE CUMONNE CHOCOLATE MILK Hottest: MICHAEL JACKSON DEBARGE PATTI AUSTIN EW&F GEORGE CLINTON	KRNB/Memphis Floyd Blackwell MICHAEL JACKSON GEORGE DUKE SLAVE Hottest: MICHAEL JACKSON O'BRYAN INDEEP DAZZ BAND GEORGE CLINTON EW&F WDA/Memphis Bill Adkins GLENN JONES KASHIF DONNA SUMMER TYRONE BRUNSON L.V. JOHNSON ENCHANTMENT LITTLE MILTON Hottest: MICHAEL JACKSON GEORGE CLINTON O'BRYAN CHAMPAIGN ZZ HILL WHRK (89.7)/Memphis Jimmy Smith VISUAL GEORGE DUKE HARRY RAY EVELYN KING PATRICK SIMMONS LORISA MACHESSTE TERRY BURRUS Hottest: KASHIF AL JARREAU STEVE ARRINGTON'S T-CONNECTION DONALD FAGEN MARCUS MILLER STEPHANIE MILLS DIANA ROSS Hottest: MICHAEL JACKSON ANGELA BOFILL DEBARGE CHAMPAIGN HALL & OATES WANT/Richmond Kirby Carmichael WHISPERS SYSTEM GLENN JONES TEMP TATIONS KIDDO EBONEE WEBB FATBACK DIANA ROSS TYRONE BRUNSON CHANGE DANSON & DIGGS CHAMPAIGN Hottest: MICHAEL JACKSON DEBARGE BOBBY NUNN EDDY GRANT SALSOL ORCHESTRA LITTLE MILTON BOBBY BLAND LOU RAWLS RAY PARKER JR. BEN HARNEY & SHER Hottest: MICHAEL JACKSON HALL & OATES MUSICAL YOUTH MELBA MOORE	WYLD-FM/New Orleans Brute Bailey DANSON & DIGGS DIONNE WARWICK LANIER & CO RODNEY FRANKLIN CHI-LITES RAY PARKER JR. HOTTEST: MICHAEL JACKSON GAP BAND TRAMPYS SYSTEM WAIL-FM/New Orleans Barry Richards AL JARREAU CHANGE YARBROUGH/PEOPLES RAY PARKER JR. BAR-KAYS HIGH ENERGY MEN AT WORK Hottest: DEBARGE ATTITUDE GEORGE CLINTON MICHAEL JACKSON WPLZ/Petersburg Hardy Jay TYRONE BRUNSON FATBACK MELBA MOORE BAR-KAYS SECRET WEAPON ONE WAY STEVE ARRINGTON'S T-CONNECTION DONALD FAGEN MARCUS MILLER STEPHANIE MILLS DIANA ROSS Hottest: MICHAEL JACKSON ANGELA BOFILL DEBARGE CHAMPAIGN HALL & OATES WAAA/Winston-Salem Joe Jackson GEORGE HOWARD GEORGE CLINTON LIONEL RICHIE EW&F WTOY/Roanoke Francisca Stewart STEVE ARRINGTON'S MARVIN GAYE GLENN JONES Hottest: MICHAEL JACKSON LIONEL RICHIE ANGELA BOFILL DANSON & DIGGS	<b>WEST</b> KDAY/Los Angeles Jack Patterson GEORGE DUKE DANSON & DIGGS AL JARREAU Hottest: MICHAEL JACKSON EW&F LIONEL RICHIE INDEEP DAZZ BAND KACE/Los Angeles Alonzo Miller O'BRYAN TEMP TATIONS GREG KINN BAND PATTI AUSTIN TREACHEROUS THREE MARY JANE GIRLS EDDY GRANT Hottest: MICHAEL JACKSON GEORGE CLINTON LIONEL RICHIE DONNA SUMMER WTMP/Tampa Jim Rhinehart GREG KINN BAND ELLIS HALL JR CAPTAIN ROCK FATBACK LITTLE MILTON CHAMPAIGN CULTURE CLUB SLAVE TREACHEROUS THREE DIONNE WARWICK AL JARREAU CON FUNK SHUN RAY PARKER JR. Hottest: GEORGE CLINTON DEBARGE KASHIF KIDIA/Oakland Jeff Harrison GEORGE HOWARD TYRONE BRUNSON PRINCE DANSON & DIGGS INSTANT FUNK PATTI AUSTIN Hottest: JANET JACKSON DEBARGE GEORGE CLINTON GAP BAND MICHAEL JACKSON KUKU/Phoenix Steve Smith BAR-KAYS TEMP TATIONS JONESSES AL JARREAU TERRY BURRUS GEORGE DUKE NONA HENDRYX Hottest: ANGELA BOFILL SYSTEM GAP BAND CHAMPAIGN O'BRYAN
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<b>MIDWEST</b> WJPC/Chicago Babe D'Banana KASHIF MICHAEL JACKSON MELBA MOORE SOUL SONIC FORCE AL JARREAU LOU RAWLS DONNA SUMMER ZAPP MAN PARRISH TONEY LEE ALBERT COLLINS SANTANA VISUAL Hottest: DEBARGE DIONNE WARWICK HALL & OATES POINTER SISTERS MICHAEL JACKSON WGCI/Chicago Richard Pegue INSTANT FUNK ENCHANTMENT CHI-LITES LAKESIDE MICHAEL JACKSON SYLVESTER PATRICK SIMMONS VISUAL MAXINE SINGLETON ATTITUDE SYSTEM BETTY WRIGHT MELBA MOORE BAR-KAYS HIGH ENERGY Hottest: GEORGE CLINTON MICHAEL JACKSON HALL & OATES LIONEL RICHIE JUICY WBMX/Chicago Lee Michaels INSTANT FUNK HIGH INERGY MTUME CHANGE EL WATUSEI Hottest: DANSON & DIGGS ZAPP GLENN JONES NYC PEECH BOYS WBLZ/Cincinnati Brian Castle GEORGE CLINTON DIONNE WARWICK MELBA MOORE RAY PARKER JR. EW&F Hottest: MICHAEL JACKSON MICHAEL JACKSON LIONEL RICHIE EW&F WUF TICKET WCMC/Cincinnati Frank Bailey JOHN HENRY MILLER JACKIE MOORE CHANGE FATBACK CHI-LITES DREAMGIRLS T-CONNECTION SALSOL ORCHESTRA ATTITUDE KIDDO SOS BAND CHANGE KOO & THE GANG NONA HENDRYX Hottest: PATRICK SIMMONS TAVARES MARVIN GAYE DANSON & DIGGS WHISPERS AMUZEMENT PARK WJMO/Cleveland Erik Stone SALSOL ORCHESTRA ATTITUDE SOS BAND CHANGE KOO & THE GANG NONA HENDRYX Hottest: PATRICK SIMMONS TAVARES MARVIN GAYE DANSON & DIGGS WHISPERS AMUZEMENT PARK	WVCO/Columbus Kirk Bishop AL JARREAU CHAMPAIGN Hottest: LIONEL RICHIE EW&F DEBARGE MICHAEL JACKSON SMOKEY ROBINSON WDAO/Dayton Lankford Stephens RAY PARKER JR. ARETHA FRANKLIN SLAVE TYRONE BRUNSON FATBACK DANSON & DIGGS Hottest: MICHAEL JACKSON GEORGE CLINTON DEBARGE INDEEP STEVE ARRINGTON'S WQPR/Detroit Joe Spencer TEMP TATIONS MARY JANE GIRLS POINTER SISTERS RICHARD JON SMITH STEVE SHETO RAY PARKER JR. BOBBY BLAND CHANGE CONTACT Hottest: GEORGE CLINTON ANGELA BOFILL LIONEL RICHIE EBONEE WEBB MICHAEL JACKSON WDRQ/Detroit Brian White PEABO BRYSON AL JARREAU STEVE ARRINGTON'S BAR-KAYS GLENN JONES PATRICK SIMMONS KOO & THE GANG EW&F GAP BAND GEORGE CLINTON MICHAEL JACKSON DEBARGE WJLB/Detroit James Alexander MICHAEL JACKSON ARETHA FRANKLIN GLENN JONES AL JARREAU Hottest: MICHAEL JACKSON DANSON & DIGGS LIONEL RICHIE HALL & OATES EW&F LIONEL RICHIE WLTN/Gary Dana Huskisson AL JARREAU PARIS PHILIPPE WYNNE JOHN HENRY MILLER DANSON & DIGGS BLUE MAGIC Hottest: MICHAEL JACKSON LIONEL RICHIE HALL & OATES ANGELA BOFILL JANET JACKSON WKWM/Grand Rapids Frank Grant TERRY BURRUS AL JARREAU MTUME INSTANT FUNK DYNASTY TEMP TATIONS CHERI FALCO MELBA MOORE MONTANA & THE SEX Hottest: GEORGE CLINTON O'BRYAN SOUL SONIC FORCE ELLIS HALL JR GOODIE WZLN/Indianapolis Jay Johnson RAY PARKER JR. BLUE MAGIC BAR-KAYS PEABO BRYSON COMMODORES EDDY GRANT TREACHEROUS THREE JOHN HENRY MILLER MONTANA & THE SEX Hottest: MICHAEL JACKSON DEBARGE EW&F O'BRYAN LIONEL RICHIE	WVMI/Jackson Carl Haynes MTUME HALL & OATES PRINCE BLUE MAGIC Hottest: GEORGE CLINTON AL JARREAU JAKKY BOY TERRY BURRUS SOS BAND BROTHERS JOHNSON TIME Hottest: GEORGE CLINTON MICHAEL JACKSON EW&F O'BRYAN KASHIF KOKYL/Little Rock Todd/Young BLUE MAGIC PEABO BRYSON DREAMGIRLS EDDY GRANT RUFUS DANSON & DIGGS ATTITUDE CHI-LITES Hottest: GEORGE CLINTON MICHAEL JACKSON SYSTEM CHAMPAIGN KASHIF WLOU/Louisville Neal O'Rea AL JARREAU JACKIE MOORE PRIVATE EYE CECIL PARKER EDDY GRANT IMAGINATION FATBACK ARETHA FRANKLIN Hottest: DEBARGE INSTANT FUNK MICHAEL JACKSON DANSON & DIGGS GEORGE CLINTON WJSL/Lynchburg, VA Lad Goins NAIROBI SUGAR HILL GANG KIDDO MAN PARRISH ANDRE CUMONNE CHOCOLATE MILK Hottest: MICHAEL JACKSON DEBARGE PATTI AUSTIN EW&F GEORGE CLINTON	WVOI/Toledo Max Myrick RAY PARKER JR. TEMP TATIONS KOO & THE GANG BOBBY NUNN Hottest: GEORGE CLINTON MICHAEL JACKSON DEBARGE LIONEL RICHIE INDEEP WVMS/Saginaw, MI Kermit Crockett LOU RAWLS MTUME THOMAS DOLBY FATBACK POINTER SISTERS KIDS FROM FAME Hottest: GEORGE CLINTON EW&F O'BRYAN TONEY LEE INDEEP KMJM/St. Louis Quincy McCoy TEMP TATIONS AL JARREAU O'BRYAN MICHAEL JACKSON PRIVATE EYE BETTY WRIGHT DIONNE WARWICK Hottest: GRACE JONES CON FUNK SHUN ZAPP ONE WAY GEORGE CLINTON WZEN-FM/St. Louis Ajay Kemp TEMP TATIONS MARY JANE GIRLS CHILL FACTOR ROY AYERS FATBACK LOU RAWLS Hottest: MICHAEL JACKSON GEORGE CLINTON DANSON & DIGGS DYNASTY WHISPERS
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(J) indicates Black reporters also contributing to Jazz Chart.

## JAZZ RADIO

# NATIONAL AIRPLAY/30

March 11, 1983

Last Week	Chart	Artist/Title
2	1	EARL KLUGH & BOB JAMES/Two Of A Kind (Capitol)
4	2	DAVE GRUSIN/The NY/LA Dream Band (GRP)
1	3	GROVER WASHINGTON JR./The Best Is Yet To Come (Elektra)
3	4	GEORGE HOWARD/Asphalt Gardens (Palo Alto)
11	5	CASINO LIGHTS/Live At Montreux, Switzerland (WB)
6	6	RODNEY FRANKLIN/Learning To Love (Columbia)
5	7	AZYMUTH/Cascades (Milestone)
8	8	STANLEY TURRENTINE/Home Again (Elektra)
9	9	SPYRO GYRA/Incognito (MCA)
10	10	PATRICK WILLIAMS/Dreams And Themes (PCM)
15	11	JIMMY McGRUFF/The Groover (JAM)
20	12	KILIMANJARO/Two (Philo)
7	13	DAVE TOFANI/Manhattan Carnival (Telesat Cassettes)
14	14	KEVIN EUBANKS/Guitarist (Musician/Elektra)
24	15	TANIA MARIA/Come With Me (Concord)
16	16	BILL EVANS/The Paris Concert (Musician/Elektra)
18	17	JOHN KLEMMER/Finesse (Musician/Elektra)
21	18	RON CARTER/Etudes (Musician/Elektra)
19	19	HERBIE HANCOCK/Quartet (Columbia)
22	20	CHICK COREA/Again And Again (Musician/Elektra)
17	21	MARK MURPHY/The Artistry Of (Muse)
13	22	SCHEER MUSIC/Rappin' It Up (Palo Alto)
23	23	BLUE WISP BIG BAND/Butterfly (Mopro)
12	24	MEREDITH d'AMBROSIO/Little Jazz Bird (Palo Alto)
25	25	SARAH VAUGHAN/Crazy And Mixed Up (Pablo)
26	26	DAVID MATTHEWS ORCHESTRA/Delta Lady (GNP/Crescendo)
27	27	RED RODNEY/The 3 R's (Muse)
28	28	BOY KATINDIG/Midnight Lady (Pausa)
29	29	PHIL UPCHURCH/Revelations (JAM)
29	30	PETER ERSKINE/Peter Erskine (Contemporary)

New & Active . . . See Page 56

The theme cut:  
**"LOU'S BLUES"**  
From CBS-TV's *Lou Grant*.

The dream cut:  
**"TOO HIP FOR THE ROOM"**  
Moving into Top 10 rotation.

R&R JAZZ / 30

**DREAMS AND THEMES:**  
The cutting edge of hit music.  
6 great all-star cuts.  
**PATRICK WILLIAMS.**



On PCM Records.  
(Pretty Commercial Music).

Produced by Patrick Williams and Hank Cicalo



# Regional Adds & Hots

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST
Emmylou Harris (WB)	John Anderson (WB)	Waylon Jennings (RCA)	John Anderson (WB)	Waylon Jennings (RCA)	Emmylou Harris (WB)	John Anderson (WB)	Waylon Jennings (RCA)	Emmylou Harris (WB)	Alabama (RCA)	John Anderson (WB)	Alabama (RCA)

### EAST

**WYKZ-FM** Hershey, PA  
ROSSANE CASH  
JOHN COOLEE  
SHELLY WEST  
JOE STAMPEY  
JOHN ANDERSON  
ALABAMA  
BELLAMY BROTHERS  
ROGERS & EASTON  
JAMIE FRICKE  
HOTTEST: GARY WOLF  
FOUR GUYS  
RONNIE DUNN  
HOTTEST: ED BRUCE  
PORTER WADNER  
JOHN COOLEE  
CHARLEY PRIDE  
HOTTEST: RICKY SKAGGS  
JOHN ANDERSON  
ROGERS & EASTON  
TANTA TUCKER

**WJAZ-FM** Morgantown, WV  
CHARLEY PRIDE  
TOM JONES  
BILL NELSON  
HOTTEST: RICKY SKAGGS  
ROGERS & EASTON  
JOHN ANDERSON  
ROGERS & EASTON  
TANTA TUCKER

**WJAZ-FM** Morgantown, WV  
CHARLEY PRIDE  
TOM JONES  
BILL NELSON  
HOTTEST: RICKY SKAGGS  
ROGERS & EASTON  
JOHN ANDERSON  
ROGERS & EASTON  
TANTA TUCKER

**WJAZ-FM** Morgantown, WV  
CHARLEY PRIDE  
TOM JONES  
BILL NELSON  
HOTTEST: RICKY SKAGGS  
ROGERS & EASTON  
JOHN ANDERSON  
ROGERS & EASTON  
TANTA TUCKER

### MIDWEST

**WBLR** Akron, OH  
MEL TILLIS  
JOHN COOLEE  
HOTTEST: JOHN ANDERSON  
ROGERS & EASTON  
EARL THOMAS CONLEY  
ALABAMA  
OAK RIDGE BOYS  
HOTTEST: EARL THOMAS CONLEY  
ALABAMA  
OAK RIDGE BOYS

**WJAZ-FM** Washington, DC  
LLOYD DAVID FOSTER  
HANK WILLIAMS JR.  
RALPH MAY  
SAM NEELY  
HOTTEST: ROGERS & EASTON  
JOHN ANDERSON  
ALABAMA  
JAMIE FRICKE  
HOTTEST: ROGERS & EASTON  
JOHN ANDERSON  
ALABAMA  
JAMIE FRICKE

**WJAZ-FM** Washington, DC  
LLOYD DAVID FOSTER  
HANK WILLIAMS JR.  
RALPH MAY  
SAM NEELY  
HOTTEST: ROGERS & EASTON  
JOHN ANDERSON  
ALABAMA  
JAMIE FRICKE  
HOTTEST: ROGERS & EASTON  
JOHN ANDERSON  
ALABAMA  
JAMIE FRICKE

### SOUTH

**WYKZ-FM** Baton Rouge, LA  
GENE WATSON  
WAYLON JENNINGS  
LEON EVERETTE  
DAVID ALLAN COE  
HOTTEST: EMYLOU HARRIS  
LEON EVERETTE  
DAVID ALLAN COE  
HOTTEST: EMYLOU HARRIS  
LEON EVERETTE  
DAVID ALLAN COE

**WYKZ-FM** Baton Rouge, LA  
GENE WATSON  
WAYLON JENNINGS  
LEON EVERETTE  
DAVID ALLAN COE  
HOTTEST: EMYLOU HARRIS  
LEON EVERETTE  
DAVID ALLAN COE

### WEST

**WYKZ-FM** Lynchburg, VA  
JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS  
HOTTEST: JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS

**WYKZ-FM** Lynchburg, VA  
JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS  
HOTTEST: JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS

### EAST

**WYKZ-FM** Hershey, PA  
ROSSANE CASH  
JOHN COOLEE  
SHELLY WEST  
JOE STAMPEY  
JOHN ANDERSON  
ALABAMA  
BELLAMY BROTHERS  
ROGERS & EASTON  
JAMIE FRICKE  
HOTTEST: GARY WOLF  
FOUR GUYS  
RONNIE DUNN  
HOTTEST: ED BRUCE  
PORTER WADNER  
JOHN COOLEE  
CHARLEY PRIDE  
HOTTEST: RICKY SKAGGS  
JOHN ANDERSON  
ROGERS & EASTON  
TANTA TUCKER

### MIDWEST

**WBLR** Akron, OH  
MEL TILLIS  
JOHN COOLEE  
HOTTEST: JOHN ANDERSON  
ROGERS & EASTON  
EARL THOMAS CONLEY  
ALABAMA  
OAK RIDGE BOYS  
HOTTEST: EARL THOMAS CONLEY  
ALABAMA  
OAK RIDGE BOYS

### SOUTH

**WYKZ-FM** Baton Rouge, LA  
GENE WATSON  
WAYLON JENNINGS  
LEON EVERETTE  
DAVID ALLAN COE  
HOTTEST: EMYLOU HARRIS  
LEON EVERETTE  
DAVID ALLAN COE

### WEST

**WYKZ-FM** Lynchburg, VA  
JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS  
HOTTEST: JOHN ANDERSON  
ROGERS & EASTON  
ALABAMA  
OAK RIDGE BOYS

### Hottest Tracks:

**"Poncho And Lefty" (Epic)**  
MERLE HAGGARD & WILLIE NELSON

**BELLAMY BROTHERS - Strong Weakness - (Elektra/Curb)**  
"Long Distance Love Affair" "Almost Jamaica" "I Love Her Mind" "The Night They Killed Country Music" "Strong Weakness" "Number Two"

**CRYSTAL GAYLE - True Love - (Elektra)**  
"Our Love Is On The Faultline" "Deeper In The Fire" "True Love" "Easier Said Than Done"

**MERLE HAGGARD & WILLIE NELSON - Poncho & Lefty - (Epic)**  
"Poncho And Lefty" "Half A Man" "It's My Lazy Day" "All The Soft Places To Fall"

**JOHNNY LEE - Sounds Like Love - (Full Moon/Asylum)**  
"It's Up To You" "Shot Full Of Love"

**OAK RIDGE BOYS - American Made - (MCA)**  
"Love Song" "Heart On The Line (Operator, Operator)" "Any Old Time You Choose" "Amity" "You Made It Beautiful" "You're The One" "American Made" "I'm So Glad I'm Standing Here With You"

**EDDIE RABBITT - Radio Romance - (Elektra)**  
"Bedroom Eyes" "All My Life, All My Love" "You Can't Run From Love"

**KENNY ROGERS - We've Got Tonight - (Liberty)**  
"Scarlet Fever" "You Are So Beautiful" "Farther I Go"

### T.G. SHEPPARD - Perfect Stranger - (WB/Curb)

"A Pretty Diamond Ring" "The Sun's Gonna Shine On Me"

### HANK WILLIAMS JR. - Strong Stuff - (Elektra/Curb)

"Leave Them Boys Alone" "A Whole Lot Of Hank" "The Girl On The Front Row At Fort Worth" "Made In The Shade" "The Homecoming Queen" "La Grange"

### Most Requested:

**JOHN ANDERSON** "Swingin'" (WB)  
**ALABAMA** "Dixieland Delight" (RCA)  
**RICKY SKAGGS** "I Wouldn't Change You..." (Epic)  
**CONWAY TWITTY** "The Rose" (Elektra)  
**OAK RIDGE BOYS** "America Made" (MCA)

### National Airplay/50 ... See Page 58

**144 Current Reports**

The following stations did not report this week:

**WPLO/Atlanta**  
**WHOO/Orlando**

Note: KBMY/Billings is now on satellite and is no longer reporting.

# A/C Regional Adds & Hots

## EAST Parallel One

### WFBT/Baltimore

Andy Szulinski  
LAURA BRANIGAN  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON  
HALL & OATES  
ERIC CLAPTON  
MICHAEL JACKSON

### WVBF/Boston

Reg Johns  
none  
Hottest:  
PATTI AUSTIN  
LIONEL RICHIE  
ROGERS & EASTON  
PARTON & NELSON  
BOB SEGER

### GRSS/Buffalo

Jerry Rao  
TOTO  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON  
NEIL DIAMOND  
STEPHEN BISHOP  
JOE JACKSON

### WYNY/New York

Jay Mazzei  
ERIC CLAPTON  
BARRY MANILOW  
Hottest:  
CHRIS CROSS  
CULTURE CLUB  
MEN AT WORK  
RABBITT & GAYLE  
LIONEL RICHIE

### WTAE/Pittsburgh

Don Berns  
DIONNE WARWICK  
Hottest:  
LIONEL RICHIE  
MICHAEL JACKSON  
CHRIS CROSS  
DAN FOGELBERG

### WPRO/Providence

Tom Cuddy  
none  
Hottest:  
ROGERS & EASTON  
CHRIS CROSS  
JOE JACKSON  
CULTURE CLUB  
NEIL DIAMOND

### WLTT/Washington, D.C.

Baleben/Cummings  
none  
Hottest:  
HALL & OATES  
CHRIS CROSS  
JOE JACKSON  
ROGERS & EASTON  
MICHAEL JACKSON

### WASH/Washington, D.C.

Bob Duckman  
none  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON

## Parallel Two

### WCCB/Bridgeport

Lee Roberts  
TOTO  
AL JARREAU  
LOU RAWLS  
B.J. THOMAS  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
DAN FOGELBERG  
MICHAEL JACKSON  
ERIC CLAPTON

### WBEN/Buffalo

Roger Christian  
DIONNE WARWICK  
AL JARREAU  
KC & SUNSHINE BAN  
LINDA RONSTADT  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
HALL & OATES  
ROGERS & EASTON  
CHRIS CROSS

### WKAZ/Charleston

Bill Hagy  
MAC MCANALLY  
MARTY RALLIN  
TOTO  
AL JARREAU  
ALABAMA  
KENNY LOGGINS  
LAURA BRANIGAN  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON  
CHRIS CROSS  
HALL & OATES

### WNE/Erie

Ted Abbott  
DEXY MIDNIGHT RU  
HARRY MANILOW  
B.J. THOMAS  
TOTO  
Hottest:  
STEPHEN BISHOP  
CHRIS CROSS  
DAN FOGELBERG  
HALL & OATES  
DIANA ROSS

### WSFM/Harrisburg

Bob Paiva  
TOTO  
B.J. THOMAS  
LOU RAWLS  
Hottest:  
HALL & OATES  
CHRIS CROSS  
POCO  
MICHAEL JACKSON  
DONNA SUMMER

### WTHC/Hartford

Ginny Jesionka  
JEFFREY OSBORNE  
AL JARREAU  
B.J. THOMAS  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
STEPHEN BISHOP  
HALL & OATES  
POCO

## WYZZ/Hartford

Glenn Colligan  
ALAN PARSONS  
MAC MCANALLY  
Hottest:  
DONNA SUMMER  
CHRIS CROSS  
JOE JACKSON  
DAN FOGELBERG  
MICHAEL JACKSON

## WWSH/Philadelphia

Acu/Thiler  
JEFFREY OSBORNE  
Hottest:  
HALL & OATES  
ROGERS & EASTON  
LIONEL RICHIE  
STEPHEN BISHOP  
DIONNE WARWICK

## Y97/Pittsburgh

Jay Crestawell  
SUPERTRAMP  
PATTI AUSTIN  
LINDA RONSTADT  
SHEPPARD & BROOKS  
Hottest:  
RABBITT & GAYLE  
ROGERS & EASTON  
HALL & OATES  
LIONEL RICHIE  
CULTURE CLUB

## WWSW/3WS/Pittsburgh

Herb Crowe  
none  
Hottest:  
MEN AT WORK  
LIONEL RICHIE  
BOB SEGER  
BILLY JOEL  
MICHAEL JACKSON

## WVOR/Rochester

Gary Smith  
none  
Hottest:  
BOB SEGER  
HALL & OATES  
LIONEL RICHIE  
ROGERS & EASTON  
CHRIS CROSS

## WQY/Schenectady

Walter Fritz  
TOTO  
LOU RAWLS  
BOB SEGER  
Hottest:  
HALL & OATES  
SUPERTRAMP  
PRETENDERS  
ERIC CLAPTON  
SUPERTRAMP  
BARRY MANILOW

## WCTC/New Brunswick, NJ

Jay Meyers  
none  
Hottest:  
HALL & OATES  
NEIL DIAMOND  
ROGERS & EASTON  
CHRIS CROSS  
STEPHEN BISHOP  
BARRY MANILOW

## WTNY/Watertown, NY

Jay Donovan  
AL JARREAU  
LOU RAWLS  
LINDA RONSTADT  
GARY PORTNOY  
Hottest:  
MICHAEL JACKSON  
STEPHEN BISHOP  
JOE JACKSON  
DAN FOGELBERG  
MELISSA MANCHESTE

## WCPH/Wheeling, WV

Dan McGrath  
TOTO  
LOU RAWLS  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON  
CHRIS CROSS  
DAN FOGELBERG  
MICHAEL JACKSON

## WAYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

## Parallel Three

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

### WYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

## WVNR/Beckley

Gary Mann  
KENNY LOGGINS  
TOTO  
AL JARREAU  
MAC MCANALLY  
Hottest:  
GLEN CAMPBELL  
ERIC CLAPTON  
MICHAEL MURPHEY  
JEFFREY OSBORNE  
DIONNE WARWICK  
BARRY MANILOW

## WKZE-FM/Cape Cod

Joan Orr  
STRAY CATS  
BERTIE HIGGINS  
MICHAEL MURPHEY  
LAURA BRANIGAN  
GARLAND JEFFREYS  
LINDA RONSTADT  
JEFFERSON STARSHI  
Hottest:  
CHRIS CROSS  
ROGERS & EASTON  
ERIC CLAPTON  
JEFFREY OSBORNE

## WEIM/Fitchburg

Raymond/Barron  
TOTO  
PATTI AUSTIN  
LINDA RONSTADT  
BOB SEGER  
Hottest:  
LIONEL RICHIE  
HALL & OATES  
JOE JACKSON  
BARRY MANILOW

## WVOR/Rochester

Gary Smith  
none  
Hottest:  
BOB SEGER  
HALL & OATES  
LIONEL RICHIE  
ROGERS & EASTON  
CHRIS CROSS

## WQY/Schenectady

Walter Fritz  
TOTO  
LOU RAWLS  
BOB SEGER  
Hottest:  
HALL & OATES  
SUPERTRAMP  
PRETENDERS  
ERIC CLAPTON  
SUPERTRAMP  
BARRY MANILOW

## WCTC/New Brunswick, NJ

Jay Meyers  
none  
Hottest:  
HALL & OATES  
NEIL DIAMOND  
ROGERS & EASTON  
CHRIS CROSS  
STEPHEN BISHOP  
BARRY MANILOW

## WTNY/Watertown, NY

Jay Donovan  
AL JARREAU  
LOU RAWLS  
LINDA RONSTADT  
GARY PORTNOY  
Hottest:  
MICHAEL JACKSON  
STEPHEN BISHOP  
JOE JACKSON  
DAN FOGELBERG  
MELISSA MANCHESTE

## WCPH/Wheeling, WV

Dan McGrath  
TOTO  
LOU RAWLS  
Hottest:  
LIONEL RICHIE  
ROGERS & EASTON  
CHRIS CROSS  
DAN FOGELBERG  
MICHAEL JACKSON

## WAYV/Atlantic City

John Barab  
none  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
SHRIFF  
STRAY CATS

## Parallel One

### KNOW/Denver

Leigh Starnes  
TOTO  
ALAN PARSONS  
LOU RAWLS  
MAC MCANALLY  
Hottest:  
CHRIS CROSS  
BOB SEGER  
ROGERS & EASTON  
LIONEL RICHIE  
PHIL COLLINS

### KPPL/Denver

Rick Brady  
DIONNE WARWICK  
ALAN PARSONS  
JEFFREY OSBORNE  
AL JARREAU  
Hottest:  
LIONEL RICHIE  
STEPHEN BISHOP  
JOE JACKSON  
HALL & OATES  
DAN FOGELBERG

### KDY/Phoenix

Marni Pingree  
none  
Hottest:  
HALL & OATES  
B.J. THOMAS  
MAC MCANALLY  
Hottest:  
HALL & OATES  
MICHAEL JACKSON  
ERIC CLAPTON  
STEPHEN BISHOP

### KGW/Portland

Minckler/Dirkx  
B.J. THOMAS  
MAC MCANALLY  
Hottest:  
HALL & OATES  
MICHAEL JACKSON  
ERIC CLAPTON  
STEPHEN BISHOP

### KFMB/San Diego

Mark Larson  
none  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
ROGERS & EASTON  
HALL & OATES  
STEPHEN BISHOP

### KMBR/San Francisco

Larry Finkel  
MELISSA MANCHESTE  
BARRY MANILOW  
TOTO  
Hottest:  
ROGERS & EASTON  
DONNA SUMMER  
ERIC CLAPTON  
STEPHEN BISHOP  
MICHAEL JACKSON

### KEZR/San Jose

Wagner/Weinstein  
ERIC CLAPTON  
Hottest:  
CHRIS CROSS  
MICHAEL JACKSON  
LIONEL RICHIE  
DAN FOGELBERG  
BARRY MANILOW  
DIONNE WARWICK

### Parallel Two

### KBOI/Boise

Mark Wahlgren  
LOU RAWLS  
B.J. THOMAS  
ABC  
HELEN REDDY  
Hottest:  
LIONEL RICHIE  
STEPHEN BISHOP  
JOE JACKSON  
HALL & OATES

### KUGN/Eugene, OR

Paul Thorne  
LINDA RONSTADT  
MAC MCANALLY  
TOM SNOW  
LOU RAWLS  
BARRY MANILOW  
Hottest:  
CHRIS CROSS  
STEPHEN BISHOP  
ALAN PARSONS  
DAN FOGELBERG

### KKUA/Monolulu

Kimo Akane  
SUPERTRAMP  
GARLAND JEFFREYS  
AL JARREAU  
Hottest:  
RABBITT & GAYLE  
JUICE NEWTON  
LIONEL RICHIE  
CHRIS CROSS  
JOE JACKSON

### KUDO/Las Vegas

Randy Hart  
BELLAMY BROTHERS  
PATTI AUSTIN  
Hottest:  
DAN FOGELBERG  
FIREBALL  
STEPHEN BISHOP  
MICHAEL JACKSON  
JESSE C. YOUNG

### KOST/Los Angeles

Jhani Kaye  
MAC MCANALLY  
TOTO  
JEFFREY OSBORNE  
Hottest:  
HALL & OATES  
DAN FOGELBERG  
STEPHEN BISHOP  
BARRY MANILOW  
DIONNE WARWICK

### KKPL/Spokane

Ric Morgan  
SUPERTRAMP  
Hottest:  
CHRIS CROSS  
LIONEL RICHIE  
BOB SEGER  
STEPHEN BISHOP  
SUPERTRAMP

## MIDWEST Parallel One

### WCLR/Chicago

Gary Price  
ROBBIE PATTON  
DIONNE WARWICK  
Hottest:  
MICHAEL BARBARO  
CULTURE CLUB  
HALL & OATES  
LIONEL RICHIE  
ROGERS & EASTON

### WFYR/Chicago

John Wetherbee  
TOTO  
BRYAN ADAMS  
Hottest:  
MICHAEL JACKSON  
LIONEL RICHIE  
CULTURE CLUB  
MOVING PICTURES  
ERIC CLAPTON

### 5SKRC/Cincinnati

Dan Allen  
LINDA RONSTADT  
MICHAEL MURPHEY  
BERTIE HIGGINS  
TOM SNOW  
Hottest:  
none

### KS94/St. Louis

Morgan/Watermann  
JEFFREY OSBORNE  
ROBBIE PATTON  
Hottest:  
DAN FOGELBERG  
HALL & OATES  
LIONEL RICHIE  
CHRIS CROSS  
ROGERS & EASTON

### WARM88/Cincinnati

Walker/Zerhusen  
AL JARREAU  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
STEPHEN BISHOP  
DAN FOGELBERG  
HALL & OATES

### WMJ/Cleveland

McVay/livers  
JEFFREY OSBORNE  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
NEIL DIAMOND  
MICHAEL JACKSON  
LINDA RONSTADT

### WZZP/Cleveland

Bob McKay  
BARRY MANILOW  
DIONNE WARWICK  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
CULTURE CLUB  
ROGERS & EASTON  
HALL & OATES

### WCZY/Detroit

Jim Scollin  
MICHAEL JACKSON  
KC & SUNSHINE BAN  
AL JARREAU  
Hottest:  
LIONEL RICHIE  
MICHAEL JACKSON  
ROGERS & EASTON  
STEPHEN BISHOP  
HALL & OATES

### WOMC/Detroit

Chuck Morgan  
SUPERTRAMP  
ERIC CLAPTON  
BARRY MANILOW  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### 610TVN/Columbus

Denny Nugent  
ERIC CLAPTON  
MICHAEL JACKSON  
Hottest:  
LIONEL RICHIE  
DAN FOGELBERG  
STEPHEN BISHOP  
AMERICA  
ROGERS & EASTON  
CHRIS CROSS

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

### WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WHB/Kansas City

Jeff Roberts  
KENNY LOGGINS  
KC & SUNSHINE BAN  
TOTO  
LINDA RONSTADT  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
ROGERS & EASTON  
HALL & OATES  
ERIC CLAPTON

## WISN/Milwaukee

Debbie Hinkle  
AL JARREAU  
TOTO  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
HALL & OATES  
DAN FOGELBERG  
STEPHEN BISHOP

## WCCO/Minneapolis

Denny Long  
LINDA RONSTADT  
MICHAEL MURPHEY  
BERTIE HIGGINS  
TOM SNOW  
Hottest:  
none

## KS94/St. Louis

Morgan/Watermann  
JEFFREY OSBORNE  
ROBBIE PATTON  
Hottest:  
DAN FOGELBERG  
HALL & OATES  
LIONEL RICHIE  
CHRIS CROSS  
ROGERS & EASTON

## WARM88/Cincinnati

Walker/Zerhusen  
AL JARREAU  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
STEPHEN BISHOP  
DAN FOGELBERG  
HALL & OATES

## WMJ/Cleveland

McVay/livers  
JEFFREY OSBORNE  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
NEIL DIAMOND  
MICHAEL JACKSON  
LINDA RONSTADT

## WZZP/Cleveland

Bob McKay  
BARRY MANILOW  
DIONNE WARWICK  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
CULTURE CLUB  
ROGERS & EASTON  
HALL & OATES

## WCZY/Detroit

Jim Scollin  
MICHAEL JACKSON  
KC & SUNSHINE BAN  
AL JARREAU  
Hottest:  
LIONEL RICHIE  
MICHAEL JACKSON  
ROGERS & EASTON  
STEPHEN BISHOP  
HALL & OATES

## WOMC/Detroit

Chuck Morgan  
SUPERTRAMP  
ERIC CLAPTON  
BARRY MANILOW  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## 610TVN/Columbus

Denny Nugent  
ERIC CLAPTON  
MICHAEL JACKSON  
Hottest:  
LIONEL RICHIE  
DAN FOGELBERG  
STEPHEN BISHOP  
AMERICA  
ROGERS & EASTON  
CHRIS CROSS

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WVBC/Canton

Mike Dorn  
TOTO  
KENNY LOGGINS  
PATTI AUSTIN  
LINDA RONSTADT  
BERTIE HIGGINS  
Hottest:  
none

## WIND/Dayton

Joe Demma  
JEFFREY OSBORNE  
SUPERTRAMP  
Hottest:  
ROGERS & EASTON  
HALL & OATES  
STEPHEN BISHOP  
POCO  
DAN FOGELBERG









# CITY PARADE OF PLAYS

## EAST

**WAVE 74.9** Buffalo  
 PD: Ray St. James  
 MD: P.J. Fox

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 JOURNEY/Separate Ways/Worlds
- H 3 LIONEL RICHIE/You Are
- H 4 DURAN DURAN/Hungry Like The Wolf
- H 5 STYX/M. Roboto
- H 6 CULTURE CLUB/Do You Really Want...
- H 7 HALL & OATES/One On One
- H 8 PRETENDERS/Back On The Chain...
- H 9 CHRIS CROSS/All Right
- H 10 GREG KINN BAND/Jeopardy
- H 11 DEYS MIDNIGHT/RU/Come On Eileen
- H 12 PATI AUSTIN/Baby, Come To Me
- H 13 ROBERT WALKER/Escapator Of Life
- H 14 TOM PETTY/Change Of Heart
- H 15 EMF/Fall In Love With Me
- H 16 AT/Der Kommissar
- H 17 ERIC CLAPTON/I've Got A Rock N' Roll
- H 18 THOMPSON TWINS/Lies
- H 19 FRIDA/I Know There's Somethin'
- H 20 MUSICAL YOUTH/Pass The Dutchie
- H 21 STRAY CATS/Stray Cat Strut
- H 22 DAN FOULBERG/Make Love Stay
- H 23 DAN FOULBERG/Make Love Stay
- H 24 MEN AT WORK/Down Under
- H 25 DONNA SUMNER/The Woman In Me
- H 26 STEEL BREEZE/Dreamin' Is Easy
- H 27 DIXIE/Whirly Girl!
- H 28 ODD/Whirly Girl!

**ckgm** Montreal  
 PD: Rob Braide

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 WEATHER GIRLS/It's Raining Men
- H 3 KODIE & THE GALS/Let's Go Dancin' On
- H 4 PRINCE/It's A New Day
- H 5 CULTURE CLUB/Do You Really Want...
- H 6 BILLY JOEL/Allentown
- H 7 GARY BARBER/You're A Bomb On
- H 8 LOVERDE/Don't Leave This Way
- H 9 LISA/Love Is A Stranger
- H 10 MICHAEL JACKSON/Beat It
- H 11 MUSICAL YOUTH/Pass The Dutchie
- H 12 TOTOTI/Don't Hold Your Back
- H 13 BELAZOU/Talk About It
- H 14 AB/Fall In Love With Me
- H 15 ROBERT WALKER/Escapator Of Life
- H 16 INDEEP/Last Night A.D.J. Sav
- H 17 ROUGH TRADE/Always Something There
- H 18 STRANGE ADVANCE/She Controls Me
- H 19 STRAY CATS/Stray Cat Strut
- H 20 CAROL'S GINGERBREAD
- H 21 BOYS TOWN/Gang Bangers
- H 22 THOMAS DOBBS/She Blinded Me With S
- H 23 PRETENDERS/Back On The Chain...
- H 24 SHERRIFF/When I'm With You
- H 25 BRYAN ADAMS/Cuts Like A Knife
- H 26 PRETENDERS/Back On The Chain...
- H 27 STYX/M. Roboto
- H 28 JOURNEY/Separate Ways/Worlds
- H 29 GREG KINN BAND/Jeopardy
- H 30 DEYS MIDNIGHT/RU/Come On Eileen
- H 31 MARYN GATE/Sexual Healing
- H 32 EMF/Fall In Love With Me

**WKBY** Buffalo  
 MD: Jon Summers

- H 1 LIONEL RICHIE/You Are
- H 2 CHRIS CROSS/All Right
- H 3 ROBERT WALKER/Escapator Of Life
- H 4 MICHAEL JACKSON/Billie Jean
- H 5 CULTURE CLUB/Do You Really Want...
- H 6 DURAN DURAN/Hungry Like The Wolf
- H 7 BOB SEGER/Shame On The Moon
- H 8 JOE JACKSON/Breaking In
- H 9 HALL & OATES/One On One
- H 10 BILLY JOEL/Allentown
- H 11 PRETENDERS/Back On The Chain...
- H 12 JOURNEY/Separate Ways/Worlds
- H 13 STRAY CATS/Stray Cat Strut
- H 14 SUPERTRAMP/Kind Of Lady
- H 15 ERIC CLAPTON/I've Got A Rock N' Roll
- H 16 DONNA SUMNER/The Woman In Me
- H 17 DAN FOULBERG/Make Love Stay
- H 18 DEYS MIDNIGHT/RU/Come On Eileen
- H 19 KENNY LOGGINS/Heart To Heart
- H 20 NEIL DUNHAM/It's Alive
- H 21 STYX/M. Roboto
- H 22 MEN AT WORK/Down Under
- H 23 STEPHEN BISHOP/It Might Be You
- H 24 THOMPSON TWINS/Lies
- H 25 DIANE ROSS/So Close
- H 26 EMF/Fall In Love With Me
- H 27 PHIL COLLINS/Don't Care Anymore
- H 28 BARRY MANILOW/Some Kind Of Funny Love
- H 29 EMF/Fall In Love With Me
- H 30 BARRY MANILOW/Some Kind Of Funny Love
- H 31 EMF/Fall In Love With Me

**Pittsburgh**  
 PD: Steve King  
 MD: Chuck Tyler

- H 1 DURAN DURAN/Hungry Like The Wolf
- H 2 MICHAEL JACKSON/Billie Jean
- H 3 LIONEL RICHIE/You Are
- H 4 HALL & OATES/One On One
- H 5 MUSICAL YOUTH/Pass The Dutchie
- H 6 CULTURE CLUB/Do You Really Want...
- H 7 HALL & OATES/One On One
- H 8 STYX/M. Roboto
- H 9 CHRIS CROSS/All Right
- H 10 PRETENDERS/Back On The Chain...
- H 11 JOURNEY/Separate Ways/Worlds
- H 12 ROBERT WALKER/Escapator Of Life
- H 13 MEN AT WORK/Down Under
- H 14 STRAY CATS/Stray Cat Strut
- H 15 DEYS MIDNIGHT/RU/Come On Eileen
- H 16 MICHAEL JACKSON/Billie Jean
- H 17 ERIC CLAPTON/I've Got A Rock N' Roll
- H 18 MOVING PICTURES/About A Boy
- H 19 EMF/Fall In Love With Me
- H 20 FRIDA/I Know There's Somethin'
- H 21 AT/Der Kommissar
- H 22 STEPHEN BISHOP/It Might Be You
- H 23 GARY BARBER/You're A Bomb On
- H 24 EVELYN KING/Betcha She Don't Love
- H 25 SUPERTRAMP/Kind Of Lady
- H 26 GREG KINN BAND/Jeopardy
- H 27 DONNA SUMNER/The Woman In Me
- H 28 ABC/Polison Arrow
- H 29 DIANE ROSS/So Close
- H 30 PRINCE/Little Red Corvette
- H 31 TOM PETTY/Change Of Heart
- H 32 DEBARGE/Line It

**107.7** Washington, D.C.  
 PD: Alan Burns  
 MD: Mary Taten

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 CHRIS CROSS/All Right
- H 3 CULTURE CLUB/Do You Really Want...
- H 4 DURAN DURAN/Hungry Like The Wolf
- H 5 JOE JACKSON/Breaking In
- H 6 JOURNEY/Separate Ways/Worlds
- H 7 FRIDA/I Know There's Somethin'
- H 8 LIONEL RICHIE/You Are
- H 9 HALL & OATES/One On One
- H 10 PRETENDERS/Back On The Chain...
- H 11 KENNY LOGGINS/Heart To Heart
- H 12 DEYS MIDNIGHT/RU/Come On Eileen
- H 13 ROBERT WALKER/Escapator Of Life
- H 14 STEEL BREEZE/Dreamin' Is Easy
- H 15 EVELYN KING/Betcha She Don't Love
- H 16 ERIC CLAPTON/I've Got A Rock N' Roll
- H 17 GREG KINN BAND/Jeopardy
- H 18 AT/Der Kommissar
- H 19 DAN FOULBERG/Make Love Stay
- H 20 DEBARGE/Line It
- H 21 JOE JACKSON/Breaking In
- H 22 MICHAEL JACKSON/Beat It
- H 23 ABC/Polison Arrow

**WBSB** Baltimore  
 PD: Jan Jeffries  
 Music Coord: Amy Kruthal

- H 1 STRAY CATS/Stray Cat Strut
- H 2 MICHAEL JACKSON/Billie Jean
- H 3 CULTURE CLUB/Do You Really Want...
- H 4 DURAN DURAN/Hungry Like The Wolf
- H 5 MUSICAL YOUTH/Pass The Dutchie
- H 6 HALL & OATES/One On One
- H 7 JOURNEY/Separate Ways/Worlds
- H 8 LIONEL RICHIE/You Are
- H 9 CHRIS CROSS/All Right
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 JOE JACKSON/Breaking In
- H 12 ROBERT WALKER/Escapator Of Life
- H 13 PRETENDERS/Back On The Chain...
- H 14 ERIC CLAPTON/I've Got A Rock N' Roll
- H 15 SUPERTRAMP/Kind Of Lady
- H 16 FRIDA/I Know There's Somethin'
- H 17 STYX/M. Roboto
- H 18 GREG KINN BAND/Jeopardy
- H 19 DEBARGE/Line It
- H 20 EMF/Fall In Love With Me
- H 21 MELISSA MANCHESTER/Nice Girls
- H 22 STEPHEN BISHOP/It Might Be You
- H 23 DAN FOULBERG/Make Love Stay
- H 24 AT/Der Kommissar
- H 25 DIANE ROSS/So Close
- H 26 DEYS MIDNIGHT/RU/Come On Eileen
- H 27 MEN AT WORK/Down Under
- H 28 MICHAEL JACKSON/Beat It
- H 29 ODD/Whirly Girl!
- H 30 FIREFALL/Always

**103 WPHD** Buffalo  
 PD: Harv Moore  
 MD: John Piccillo

- H 1 JOURNEY/Separate Ways/Worlds
- H 2 STYX/M. Roboto
- H 3 DEYS MIDNIGHT/RU/Come On Eileen
- H 4 PRETENDERS/Back On The Chain...
- H 5 GREG KINN BAND/Jeopardy
- H 6 FRIDA/I Know There's Somethin'
- H 7 PHIL COLLINS/Don't Care Anymore
- H 8 ERIC CLAPTON/I've Got A Rock N' Roll
- H 9 AT/Der Kommissar
- H 10 DURAN DURAN/Hungry Like The Wolf
- H 11 SUPERTRAMP/Kind Of Lady
- H 12 VAN DER BEEK/Burning Heart
- H 13 GOLDEN EARRING/Twilight Zone
- H 14 R.C. OCASES/Somebody To Watch
- H 15 ABC/Polison Arrow
- H 16 STEEL BREEZE/Dreamin' Is Easy
- H 17 PAT BENATAR/Little Too Late
- H 18 JOE JACKSON/Breaking In
- H 19 THOMPSON TWINS/Lies
- H 20 TOM PETTY/Change Of Heart
- H 21 JEFFERSON STARSHIP/Winds Of Change
- H 22 DON HENEY/Can't Stand Still
- H 23 ODD/Whirly Girl!
- H 24 BILLY JOEL/Allentown
- H 25 STREETHEART/Comin' True
- H 26 CLASH/Should I Stay Or Should I Go
- H 27 DEF LEPPARD/Photograph
- H 28 PRINCE/Little Red Corvette
- H 29 BOB SEGER/Even Now
- H 30 INDEEP/Last Night A.D.J. Sav

**CFTR 680** Toronto  
 PD: Sandy Sanderson  
 MD: Bob Saint

- H 1 MARYN GATE/Sexual Healing
- H 2 PATI AUSTIN/Baby, Come To Me
- H 3 HALL & OATES/One On One
- H 4 CULTURE CLUB/Do You Really Want...
- H 5 TOTOTI/Don't Hold Your Back
- H 6 MUSICAL YOUTH/Pass The Dutchie
- H 7 HUMAN LEAGUE/Mirror Man
- H 8 BARRY MANILOW/Some Kind Of Funny Love
- H 9 MICHAEL JACKSON/Billie Jean
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 DURAN DURAN/Hungry Like The Wolf
- H 12 RAY PARKER JR./Bad Boy
- H 13 BOB SEGER/Even Now
- H 14 BRYAN ADAMS/Cuts Like A Knife
- H 15 SHERIFF/When I'm With You
- H 16 PHIL COLLINS/You Can't Hurry Love
- H 17 DONI SASSI/Inces
- H 18 STYX/M. Roboto
- H 19 LIONEL RICHIE/You Are
- H 20 PRETENDERS/Back On The Chain...
- H 21 EMF/Fall In Love With Me
- H 22 JOURNEY/Separate Ways/Worlds
- H 23 BILLY JOEL/Allentown
- H 24 ROUGH TRADE/Always Something There
- H 25 SUPERTRAMP/Kind Of Lady
- H 26 ERIC CLAPTON/I've Got A Rock N' Roll
- H 27 ADAM ANT/Goody Two Shoes
- H 28 CHRIS CROSS/All Right
- H 29 DEYS MIDNIGHT/RU/Come On Eileen
- H 30 NEIL YOUNG/Everybody's Got A Heart
- H 31 STRAY CATS/Stray Cat Strut
- H 32 DOUG & THE SLUGS/Who Knows How To Make
- H 33 AT/Der Kommissar
- H 34 TENNESSEE/Whisper
- H 35 STEPHEN BISHOP/It Might Be You
- H 36 LARA BRANIGAN/Solitaire
- H 37 JEFFERSON STARSHIP/Winds Of Change
- H 38 DON HENEY/Can't Stand Still
- H 39 FELYNY/The Fanatic
- H 40 MICHAEL JACKSON/Beat It
- H 41 BARRY MANILOW/Some Kind Of Funny Love
- H 42 STEPHEN BISHOP/It Might Be You
- H 43 STEPHEN BISHOP/It Might Be You
- H 44 STEPHEN BISHOP/It Might Be You
- H 45 STEPHEN BISHOP/It Might Be You
- H 46 STEPHEN BISHOP/It Might Be You
- H 47 STEPHEN BISHOP/It Might Be You
- H 48 STEPHEN BISHOP/It Might Be You
- H 49 STEPHEN BISHOP/It Might Be You
- H 50 STEPHEN BISHOP/It Might Be You

**WNBC Radio 66** New York  
 PD: Kevin Metheny  
 Music Coord: Babbette Stirland

- H 1 CULTURE CLUB/Do You Really Want...
- H 2 DURAN DURAN/Hungry Like The Wolf
- H 3 CHRIS CROSS/All Right
- H 4 PRETENDERS/Back On The Chain...
- H 5 JOURNEY/Separate Ways/Worlds
- H 6 FRIDA/I Know There's Somethin'
- H 7 MICHAEL JACKSON/Billie Jean
- H 8 LIONEL RICHIE/You Are
- H 9 DEYS MIDNIGHT/RU/Come On Eileen
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 MEN AT WORK/Down Under
- H 12 NEIL DUNHAM/It's Alive
- H 13 RABBIT I GATE/You Are
- H 14 JOURNEY/Separate Ways/Worlds
- H 15 FRIDA/I Know There's Somethin'
- H 16 PATI AUSTIN/Baby, Come To Me
- H 17 MELISSA MANCHESTER/Nice Girls
- H 18 AT/Der Kommissar
- H 19 DAN FOULBERG/Make Love Stay
- H 20 STEEL BREEZE/Dreamin' Is Easy
- H 21 TO/Der Kommissar
- H 22 BARRY MANILOW/Some Kind Of Funny Love
- H 23 BARRY MANILOW/Some Kind Of Funny Love
- H 24 DONNA SUMNER/The Woman In Me
- H 25 GREG KINN BAND/Jeopardy
- H 26 DEYS MIDNIGHT/RU/Come On Eileen
- H 27 DIANE ROSS/So Close
- H 28 NAKED EYES/Always Something There
- H 29 LRB/The Other Guy
- H 30 DAN FOULBERG/Make Love Stay
- H 31 GOLDEN EARRING/Twilight Zone

**WCAE** Philadelphia  
 PD: Scott Walker  
 MD: Glenn Kalina

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 CULTURE CLUB/Do You Really Want...
- H 3 DEYS MIDNIGHT/RU/Come On Eileen
- H 4 DURAN DURAN/Hungry Like The Wolf
- H 5 GREG KINN BAND/Jeopardy
- H 6 LIONEL RICHIE/You Are
- H 7 HALL & OATES/One On One
- H 8 PRETENDERS/Back On The Chain...
- H 9 STEPHEN BISHOP/It Might Be You
- H 10 WEATHER GIRLS/It's Raining Men
- H 11 ROBERT WALKER/Escapator Of Life
- H 12 ROBERT WALKER/Escapator Of Life
- H 13 THOMAS DOBBS/She Blinded Me With S
- H 14 EMF/Fall In Love With Me
- H 15 ERIC CLAPTON/I've Got A Rock N' Roll
- H 16 JOURNEY/Separate Ways/Worlds
- H 17 AT/Der Kommissar
- H 18 DIANE ROSS/So Close
- H 19 STEEL BREEZE/Dreamin' Is Easy
- H 20 FRIDA/I Know There's Somethin'
- H 21 MEN AT WORK/Down Under
- H 22 PATI AUSTIN/Baby, Come To Me
- H 23 DAN FOULBERG/Make Love Stay
- H 24 STRAY CATS/Stray Cat Strut
- H 25 MICHAEL JACKSON/Beat It
- H 26 TOM PETTY/Change Of Heart
- H 27 ABC/Polison Arrow
- H 28 DIANE ROSS/So Close
- H 29 TOM PETTY/Change Of Heart
- H 30 DIANE ROSS/So Close
- H 31 JEFFERSON STARSHIP/Winds Of Change
- H 32 PAT BENATAR/Little Too Late
- H 33 AT/Der Kommissar
- H 34 GEORGE CLINTON/Atomic Dog
- H 35 STEPHEN BISHOP/It Might Be You
- H 36 MELISSA MANCHESTER/Nice Girls
- H 37 GENTLE PERCUSSION/Please Mr. Postman
- H 38 ADAM ANT/Goody Two Shoes
- H 39 DAN FOULBERG/Make Love Stay
- H 40 FELYNY/The Fanatic
- H 41 MICHAEL JACKSON/Beat It
- H 42 BARRY MANILOW/Some Kind Of Funny Love
- H 43 DIANE ROSS/So Close
- H 44 J. GEILS BAND/Land Of A Thousand Da
- H 45 PRINCE/Little Red Corvette

**WBEN-FM** Buffalo  
 PD: Bob Wood  
 MD: Roger Christian

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 CULTURE CLUB/Do You Really Want...
- H 3 JOURNEY/Separate Ways/Worlds
- H 4 LIONEL RICHIE/You Are
- H 5 PRETENDERS/Back On The Chain...
- H 6 STYX/M. Roboto
- H 7 DURAN DURAN/Hungry Like The Wolf
- H 8 GREG KINN BAND/Jeopardy
- H 9 GREG KINN BAND/Jeopardy
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 TOTOTI/Don't Hold Your Back
- H 12 EMF/Fall In Love With Me
- H 13 AT/Der Kommissar
- H 14 PHIL COLLINS/Don't Care Anymore
- H 15 ERIC CLAPTON/I've Got A Rock N' Roll
- H 16 JEFFERSON STARSHIP/Winds Of Change
- H 17 FRIDA/I Know There's Somethin'
- H 18 ABC/Polison Arrow
- H 19 STEEL BREEZE/Dreamin' Is Easy
- H 20 TOM PETTY/Change Of Heart
- H 21 MICHAEL JACKSON/Beat It
- H 22 DIANE ROSS/So Close
- H 23 FRIDA/I Know There's Somethin'
- H 24 DAN FOULBERG/Make Love Stay
- H 25 DEBARGE/Line It
- H 26 JOE JACKSON/Breaking In
- H 27 MELISSA MANCHESTER/Nice Girls
- H 28 DIANE ROSS/So Close
- H 29 J. GEILS BAND/Land Of A Thousand Da
- H 30 ODD/Whirly Girl!
- H 31 BOB SEGER/Even Now
- H 32 MATRICK SHREVE/So Wrong
- H 33 GAP BAND/Outstanding
- H 34 BRYAN ADAMS/Strait From The Hea
- H 35 LARA BRANIGAN/Solitaire
- H 36 AL JARREAU/Monster
- H 37 ROBERT ELLIS ORSAI/You'll Say No
- H 38 ADAM ANT/Goody Two Shoes
- H 39 KENNY LOGGINS/Heart To Heart
- H 40 STEPHEN BISHOP/It Might Be You
- H 41 STEPHEN BISHOP/It Might Be You
- H 42 STEPHEN BISHOP/It Might Be You
- H 43 STEPHEN BISHOP/It Might Be You
- H 44 STEPHEN BISHOP/It Might Be You
- H 45 STEPHEN BISHOP/It Might Be You
- H 46 STEPHEN BISHOP/It Might Be You
- H 47 STEPHEN BISHOP/It Might Be You
- H 48 STEPHEN BISHOP/It Might Be You
- H 49 STEPHEN BISHOP/It Might Be You
- H 50 STEPHEN BISHOP/It Might Be You

**HIT RADIO 93** Pittsburgh  
 PD: Cary Pall

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 HALL & OATES/One On One
- H 3 DURAN DURAN/Hungry Like The Wolf
- H 4 LIONEL RICHIE/You Are
- H 5 CULTURE CLUB/Do You Really Want...
- H 6 PRETENDERS/Back On The Chain...
- H 7 HALL & OATES/One On One
- H 8 DEYS MIDNIGHT/RU/Come On Eileen
- H 9 DURAN DURAN/Hungry Like The Wolf
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 JOURNEY/Separate Ways/Worlds
- H 12 DEYS MIDNIGHT/RU/Come On Eileen
- H 13 BOB SEGER/Even Now
- H 14 JOE JACKSON/Breaking In
- H 15 EMF/Fall In Love With Me
- H 16 STYX/M. Roboto
- H 17 MICHAEL JACKSON/Beat It
- H 18 TOM PETTY/Change Of Heart
- H 19 DAN FOULBERG/Make Love Stay
- H 20 SUPERTRAMP/Kind Of Lady
- H 21 AT/Der Kommissar
- H 22 JOURNEY/Separate Ways/Worlds
- H 23 ADAM ANT/Goody Two Shoes
- H 24 FRIDA/I Know There's Somethin'
- H 25 ADAM ANT/Goody Two Shoes
- H 26 STEPHEN BISHOP/It Might Be You
- H 27 GOLDEN EARRING/Twilight Zone
- H 28 STEEL BREEZE/Dreamin' Is Easy
- H 29 A. J. BARRYMAN/Some Kind Of Friend
- H 30 BOB SEGER/Even Now
- H 31 DAN FOULBERG/Make Love Stay
- H 32 M.C. MCANALLY/Minimum Love
- H 33 BOB SEGER/Even Now
- H 34 DEF LEPPARD/Photograph
- H 35 BOB SEGER/Even Now
- H 36 PAT BENATAR/Little Too Late

**1050 chum** Toronto  
 PD: Jim Waters  
 MD: Brad Jones

- H 1 DURAN DURAN/Hungry Like The Wolf
- H 2 CULTURE CLUB/Do You Really Want...
- H 3 MICHAEL JACKSON/Billie Jean
- H 4 BARRY MANILOW/Some Kind Of Friend
- H 5 STRAY CATS/Stray Cat Strut
- H 6 STYX/M. Roboto
- H 7 LIONEL RICHIE/You Are
- H 8 DURAN DURAN/Hungry Like The Wolf
- H 9 SHERIFF/When I'm With You
- H 10 MEN AT WORK/Down Under
- H 11 MARYN GATE/Sexual Healing
- H 12 ROBERT WALKER/Escapator Of Life
- H 13 BOB SEGER/Even Now
- H 14 HUMAN LEAGUE/Mirror Man
- H 15 JOURNEY/Separate Ways/Worlds
- H 16 ERIC CLAPTON/I've Got A Rock N' Roll
- H 17 PRETENDERS/Back On The Chain...
- H 18 ADAM ANT/Goody Two Shoes
- H 19 EMF/Fall In Love With Me
- H 20 DEYS MIDNIGHT/RU/Come On Eileen
- H 21 THOMAS DOBBS/She Blinded Me With S
- H 22 BRYAN ADAMS/Cuts Like A Knife
- H 23 BILLY JOEL/Allentown
- H 24 DON HENEY/Can't Stand Still
- H 25 TOTOTI/Don't Hold Your Back
- H 26 MICHAEL JACKSON/Beat It
- H 27 TOM PETTY/Change Of Heart
- H 28 AG/All Of My Heart
- H 29 BILLY JOEL/Allentown
- H 30 RAY PARKER JR./Bad Boy

**WNBC Radio 66** New York  
 PD: Kevin Metheny  
 Music Coord: Babbette Stirland

- H 1 CULTURE CLUB/Do You Really Want...
- H 2 DURAN DURAN/Hungry Like The Wolf
- H 3 CHRIS CROSS/All Right
- H 4 PRETENDERS/Back On The Chain...
- H 5 JOURNEY/Separate Ways/Worlds
- H 6 FRIDA/I Know There's Somethin'
- H 7 MICHAEL JACKSON/Billie Jean
- H 8 LIONEL RICHIE/You Are
- H 9 DEYS MIDNIGHT/RU/Come On Eileen
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 MEN AT WORK/Down Under
- H 12 NEIL DUNHAM/It's Alive
- H 13 RABBIT I GATE/You Are
- H 14 JOURNEY/Separate Ways/Worlds
- H 15 FRIDA/I Know There's Somethin'
- H 16 PATI AUSTIN/Baby, Come To Me
- H 17 MELISSA MANCHESTER/Nice Girls
- H 18 AT/Der Kommissar
- H 19 DAN FOULBERG/Make Love Stay
- H 20 STEEL BREEZE/Dreamin' Is Easy
- H 21 TO/Der Kommissar
- H 22 BARRY MANILOW/Some Kind Of Funny Love
- H 23 BARRY MANILOW/Some Kind Of Funny Love
- H 24 DONNA SUMNER/The Woman In Me
- H 25 GREG KINN BAND/Jeopardy
- H 26 DEYS MIDNIGHT/RU/Come On Eileen
- H 27 DIANE ROSS/So Close
- H 28 NAKED EYES/Always Something There
- H 29 LRB/The Other Guy
- H 30 DAN FOULBERG/Make Love Stay
- H 31 GOLDEN EARRING/Twilight Zone

**92.1** Providence  
 Operations Manager: Tom Cuddy

- H 1 HALL & OATES/One On One
- H 2 LIONEL RICHIE/You Are
- H 3 CHRIS CROSS/All Right
- H 4 ROBERT WALKER/Escapator Of Life
- H 5 CULTURE CLUB/Do You Really Want...
- H 6 DURAN DURAN/Hungry Like The Wolf
- H 7 JOE JACKSON/Breaking In
- H 8 MICHAEL JACKSON/Billie Jean
- H 9 PRETENDERS/Back On The Chain...
- H 10 DEYS MIDNIGHT/RU/Come On Eileen
- H 11 WEATHER GIRLS/It's Raining Men
- H 12 STYX/M. Roboto
- H 13 WEATHER GIRLS/It's Raining Men
- H 14 ERIC CLAPTON/I've Got A Rock N' Roll
- H 15 DAN FOULBERG/Make Love Stay
- H 16 SUPERTRAMP/Kind Of Lady
- H 17 AT/Der Kommissar
- H 18 DIANE ROSS/So Close
- H 19 STEEL BREEZE/Dreamin' Is Easy
- H 20 FRIDA/I Know There's Somethin'
- H 21 MEN AT WORK/Down Under
- H 22 PATI AUSTIN/Baby, Come To Me
- H 23 DAN FOULBERG/Make Love Stay
- H 24 STRAY CATS/Stray Cat Strut
- H 25 MICHAEL JACKSON/Beat It
- H 26 TOM PETTY/Change Of Heart
- H 27 ABC/Polison Arrow
- H 28 DIANE ROSS/So Close
- H 29 TOM PETTY/Change Of Heart
- H 30 DIANE ROSS/So Close
- H 31 JEFFERSON STARSHIP/Winds Of Change
- H 32 PAT BENATAR/Little Too Late
- H 33 AT/Der Kommissar
- H 34 GEORGE CLINTON/Atomic Dog
- H 35 STEPHEN BISHOP/It Might Be You
- H 36 MELISSA MANCHESTER/Nice Girls
- H 37 GENTLE PERCUSSION/Please Mr. Postman
- H 38 ADAM ANT/Goody Two Shoes
- H 39 DAN FOULBERG/Make Love Stay
- H 40 FELYNY/The Fanatic
- H 41 MICHAEL JACKSON/Beat It
- H 42 BARRY MANILOW/Some Kind Of Funny Love
- H 43 DIANE ROSS/So Close
- H 44 J. GEILS BAND/Land Of A Thousand Da
- H 45 PRINCE/Little Red Corvette

**ROCK 102** Buffalo  
 PD: Bob Wood  
 MD: Roger Christian

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 CULTURE CLUB/Do You Really Want...
- H 3 JOURNEY/Separate Ways/Worlds
- H 4 LIONEL RICHIE/You Are
- H 5 PRETENDERS/Back On The Chain...
- H 6 STYX/M. Roboto
- H 7 DURAN DURAN/Hungry Like The Wolf
- H 8 GREG KINN BAND/Jeopardy
- H 9 GREG KINN BAND/Jeopardy
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 TOTOTI/Don't Hold Your Back
- H 12 EMF/Fall In Love With Me
- H 13 AT/Der Kommissar
- H 14 PHIL COLLINS/Don't Care Anymore
- H 15 ERIC CLAPTON/I've Got A Rock N' Roll
- H 16 JEFFERSON STARSHIP/Winds Of Change
- H 17 FRIDA/I Know There's Somethin'
- H 18 ABC/Polison Arrow
- H 19 STEEL BREEZE/Dreamin' Is Easy
- H 20 TOM PETTY/Change Of Heart
- H 21 MICHAEL JACKSON/Beat It
- H 22 DIANE ROSS/So Close
- H 23 FRIDA/I Know There's Somethin'
- H 24 DAN FOULBERG/Make Love Stay
- H 25 DEBARGE/Line It
- H 26 JOE JACKSON/Breaking In
- H 27 MELISSA MANCHESTER/Nice Girls
- H 28 DIANE ROSS/So Close
- H 29 J. GEILS BAND/Land Of A Thousand Da
- H 30 ODD/Whirly Girl!
- H 31 BOB SEGER/Even Now
- H 32 MATRICK SHREVE/So Wrong
- H 33 GAP BAND/Outstanding
- H 34 BRYAN ADAMS/Strait From The Hea
- H 35 LARA BRANIGAN/Solitaire
- H 36 AL JARREAU/Monster
- H 37 ROBERT ELLIS ORSAI/You'll Say No
- H 38 ADAM ANT/Goody Two Shoes
- H 39 KENNY LOGGINS/Heart To Heart
- H 40 STEPHEN BISHOP/It Might Be You
- H 41 STEPHEN BISHOP/It Might Be You
- H 42 STEPHEN BISHOP/It Might Be You
- H 43 STEPHEN BISHOP/It Might Be You
- H 44 STEPHEN BISHOP/It Might Be You
- H 45 STEPHEN BISHOP/It Might Be You

**HIT RADIO 93** Pittsburgh  
 PD: Cary Pall

- H 1 MICHAEL JACKSON/Billie Jean
- H 2 HALL & OATES/One On One
- H 3 DURAN DURAN/Hungry Like The Wolf
- H 4 LIONEL RICHIE/You Are
- H 5 CULTURE CLUB/Do You Really Want...
- H 6 PRETENDERS/Back On The Chain...
- H 7 HALL & OATES/One On One
- H 8 DEYS MIDNIGHT/RU/Come On Eileen
- H 9 DURAN DURAN/Hungry Like The Wolf
- H 10 ROBERT WALKER/Escapator Of Life
- H 11 JOURNEY/Separate Ways/Worlds
- H 12 DEYS MIDNIGHT/RU/Come On Eileen
- H 13 BOB SEGER/Even Now
- H 14 JOE JACKSON/Breaking In
- H 15 EMF/Fall In Love With Me
- H 16 STYX/M. Roboto
- H 17 MICHAEL JACKSON/Beat It
- H 18 TOM PETTY/Change Of Heart
- H 19 DAN FOULBERG/Make Love Stay
- H 20 SUPERTRAMP/Kind Of Lady

**Parallel One Playlist**

**WKQX Chicago**  
 PD: Randy Lane  
 MD: Lorna Ozman

H 2 1 LIONEL RICHIE/You Are  
 2 2 CHRIS CROSS/All Right  
 3 3 HALL & OATES/One On One  
 4 4 DURAN DURAN/Hungry Like The Wolf  
 5 5 JOURNEY/Separate Ways/Worlds  
 6 6 DEE'S MIGHTY/Run/Come On Eileen  
 7 7 CULTURE CLUB/Do You Really Want...  
 8 8 HALL & OATES/One On One  
 9 9 STYX/W...  
 10 10 GREG KINN BAND/Jeopardy  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 AT/der Kommissar  
 13 13 ROGERS & EASTON/We've Got Tonight  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 PRINCE/Little Red Corvette  
 16 16 ABC/Polison Arrow  
 17 17 CHRIS CROSS/All Right  
 18 18 DAN FOGELBERG/Make Love Stay  
 19 19 ADAM ANT/Desperate But Not Serious  
 20 20 PAT BENATAR/Little Too Late  
 21 21 DAN FOGELBERG/Make Love Stay  
 22 22 DAN FOGELBERG/Make Love Stay  
 23 23 STEEL BREEZE/Dreamin' Is Easy  
 24 24 TOM PETTY/Change Of Heart  
 25 25 FELONY/The Fantastic  
 26 26 DEF LEPPARD/Photograph  
 27 27 BRYAN ADAMS/Straight From The Heart  
 28 28 PHIL COLLINS/Don't Care Anymore  
 29 29 PSYCHEDELIC FURS/You Can't Hurry Love  
 30 30 ROBERT HAZARD/Excelsior Of Life

ADDS 26, 30  
 DONNIE IRIS/This Time It Must Be Love  
 GAP BAND/Outstanding  
 TOTO/Don't Hold Your Breath  
 BERLIN/Sax(Im A...)

ON  
 OXO/Whirly Girl  
 DIANNE WARRICK/Take The Short Way Ho  
 J. GELLS BAND/Land Of A Thousand De  
 DIANA ROSS/So Close  
 LOU RANS/Wind Beneath My Wings  
 RIC O'CASEY/Somebody To Watch  
 THOMPSON TWINS/Lies

**KBEQ Kansas City**  
 Ops Manager: Todd Chase

H 2 1 LIONEL RICHIE/You Are  
 2 2 CHRIS CROSS/All Right  
 3 3 HALL & OATES/One On One  
 4 4 DURAN DURAN/Hungry Like The Wolf  
 5 5 JOURNEY/Separate Ways/Worlds  
 6 6 DEE'S MIGHTY/Run/Come On Eileen  
 7 7 CULTURE CLUB/Do You Really Want...  
 8 8 HALL & OATES/One On One  
 9 9 STYX/W...  
 10 10 GREG KINN BAND/Jeopardy  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 AT/der Kommissar  
 13 13 ROGERS & EASTON/We've Got Tonight  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 PRINCE/Little Red Corvette  
 16 16 ABC/Polison Arrow  
 17 17 CHRIS CROSS/All Right  
 18 18 DAN FOGELBERG/Make Love Stay  
 19 19 ADAM ANT/Desperate But Not Serious  
 20 20 PAT BENATAR/Little Too Late  
 21 21 DAN FOGELBERG/Make Love Stay  
 22 22 DAN FOGELBERG/Make Love Stay  
 23 23 STEEL BREEZE/Dreamin' Is Easy  
 24 24 TOM PETTY/Change Of Heart  
 25 25 FELONY/The Fantastic  
 26 26 DEF LEPPARD/Photograph  
 27 27 BRYAN ADAMS/Straight From The Heart  
 28 28 PHIL COLLINS/Don't Care Anymore  
 29 29 PSYCHEDELIC FURS/You Can't Hurry Love  
 30 30 ROBERT HAZARD/Excelsior Of Life

ADDS 37, 38, 39  
 FELONY/The Fantastic

ON  
 MICHAEL JACKSON/Beat It  
 DIANA ROSS/So Close

**Q Cincinnati**  
 PD: Jim Fox  
 MD: Tony Galluzzo

H 3 1 LIONEL RICHIE/You Are  
 2 2 MICHAEL JACKSON/Beat It  
 3 3 PHIL COLLINS/Don't Care Anymore  
 4 4 MICHAEL JACKSON/Beat It  
 5 5 DURAN DURAN/Hungry Like The Wolf  
 6 6 STRAY CATS/Stray Cat Strut  
 7 7 JOURNEY/Separate Ways/Worlds  
 8 8 CULTURE CLUB/Do You Really Want...  
 9 9 CLASH/Rock The Casbah  
 10 10 GOLDEN EARRING/Twilight Zone  
 11 11 TOTO/Africa  
 12 12 PRETENDERS/Back On The Chain...  
 13 13 HALL & OATES/One On One  
 14 14 LEO TAYLOR/In Heaven  
 15 15 GREG KINN BAND/Jeopardy  
 16 16 TIME/The Walk  
 17 17 BILLY JOEL/Allentown  
 18 18 PHIL COLLINS/Don't Care Anymore  
 19 19 TOM PETTY/You Got Lucky  
 20 20 SAMMY HAGAR/Your Love Is Driving  
 21 21 FRIDAY/Know There's Something  
 22 22 STEEL BREEZE/Dreamin' Is Easy  
 23 23 JOE JACKSON/Breaking Us In Two  
 24 24 DEE'S MIGHTY/Run/Come On Eileen  
 25 25 BOB SEGER/Even Now  
 26 26 ERIC CLAPTON/You Got A Rock N' Roll  
 27 27 AT/der Kommissar  
 28 28 RODS & THE GALS/Get On Up  
 29 29 PETER CASAS/You're My Kind Of Girl  
 30 30 PRINCE/Little Red Corvette

ADDS 25, 30  
 MEN AT WORK/Be Good Johnny

ON  
 MEN AT WORK/Be Good Johnny

**WJOL 99.7 FM St. Paul**  
 PD: Tac Hammer  
 MD: Gregg Swedberg

H 1 1 MICHAEL JACKSON/Beat It  
 2 2 LIONEL RICHIE/You Are  
 3 3 YAZ/Only You  
 4 4 DURAN DURAN/Hungry Like The Wolf  
 5 5 CHRIS CROSS/All Right  
 6 6 FRIDAY/Know There's Something  
 7 7 MICHAEL JACKSON/Beat It  
 8 8 HALL & OATES/One On One  
 9 9 JOHN HALL BAND/We've Again  
 10 10 DEE'S MIGHTY/Run/Come On Eileen  
 11 11 JOE JACKSON/Breaking Us In Two  
 12 12 MEN AT WORK/Be Good Johnny  
 13 13 ERIC CLAPTON/You Got A Rock N' Roll  
 14 14 MELISSA MANCHESTE/Nice Girls  
 15 15 STYX/W...  
 16 16 JOURNEY/Separate Ways/Worlds  
 17 17 Q-ELITE/Dancing In Heaven/Id  
 18 18 PRINCE/Little Red Corvette  
 19 19 ANDRE CROMBIE/My Kind Of Girl  
 20 20 GREG KINN BAND/Jeopardy  
 21 21 SUPERTRAMP/My Kind Of Lady  
 22 22 OXO/Whirly Girl  
 23 23 AT/der Kommissar  
 24 24 EMMA/In Love With Me  
 25 25 THOMPSON TWINS/Lies  
 26 26 DONNA SUMMER/The Woman In Me  
 27 27 RIC O'CASEY/Somebody To Watch  
 28 28 STEEL BREEZE/Dreamin' Is Easy  
 29 29 BOB SEGER/Even Now  
 30 30 TOM PETTY/Change Of Heart

ADDS 36, 40  
 BOB SEGER/Even Now  
 PSYCHEDELIC FURS/You Can't Hurry Love  
 TOTO/Don't Hold Your Breath  
 KENNY LOGGINS/Welcome To Heartlight  
 JOHN ANDERSON/Waiting In L.A.  
 KENNY LOGGINS/Welcome To Heartlight  
 J. GELLS BAND/Land Of A Thousand De  
 BARRY MANLOW/Some Kind Of Friend

ON  
 SAGA/On The Loose  
 OXO/Whirly Girl  
 STEEL BREEZE/Dreamin' Is Easy  
 PHIL COLLINS/Don't Care Anymore  
 RIC O'CASEY/Somebody To Watch  
 DIANNE WARRICK/Take The Short Way Ho  
 EMMA/In Love With Me  
 HALL & OATES/One On One  
 BILLY JOEL/Allentown  
 DAN FOGELBERG/Make Love Stay  
 JEFFERSON STARSHIP/Winds Of Change  
 JANEZ JACKSON/You Give Your Love T  
 GAP BAND/Outstanding  
 ADAM ANT/Desperate But Not Ser

(H) indicates one of the five "hottest" records on each Parallel One playlist.

**WGCL 98 Cleveland**  
 PD: Bob Travis  
 MD: Tom Jeffries

H 0 1 MICHAEL JACKSON/Beat It  
 2 2 GOLDEN EARRING/Twilight Zone  
 3 3 ROGERS & EASTON/We've Got Tonight  
 4 4 DURAN DURAN/Hungry Like The Wolf  
 5 5 JOURNEY/Separate Ways/Worlds  
 6 6 DEE'S MIGHTY/Run/Come On Eileen  
 7 7 CULTURE CLUB/Do You Really Want...  
 8 8 HALL & OATES/One On One  
 9 9 STYX/W...  
 10 10 GREG KINN BAND/Jeopardy  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 AT/der Kommissar  
 13 13 ROGERS & EASTON/We've Got Tonight  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 PRINCE/Little Red Corvette  
 16 16 ABC/Polison Arrow  
 17 17 CHRIS CROSS/All Right  
 18 18 DAN FOGELBERG/Make Love Stay  
 19 19 ADAM ANT/Desperate But Not Serious  
 20 20 PAT BENATAR/Little Too Late  
 21 21 DAN FOGELBERG/Make Love Stay  
 22 22 DAN FOGELBERG/Make Love Stay  
 23 23 STEEL BREEZE/Dreamin' Is Easy  
 24 24 TOM PETTY/Change Of Heart  
 25 25 FELONY/The Fantastic  
 26 26 DEF LEPPARD/Photograph  
 27 27 BRYAN ADAMS/Straight From The Heart  
 28 28 PHIL COLLINS/Don't Care Anymore  
 29 29 PSYCHEDELIC FURS/You Can't Hurry Love  
 30 30 ROBERT HAZARD/Excelsior Of Life

ADDS 26, 30  
 DONNIE IRIS/This Time It Must Be Love  
 GAP BAND/Outstanding  
 TOTO/Don't Hold Your Breath  
 BERLIN/Sax(Im A...)

ON  
 OXO/Whirly Girl  
 DIANNE WARRICK/Take The Short Way Ho  
 J. GELLS BAND/Land Of A Thousand De  
 DIANA ROSS/So Close  
 LOU RANS/Wind Beneath My Wings  
 RIC O'CASEY/Somebody To Watch  
 THOMPSON TWINS/Lies

**WLS Chicago**  
 PD: Richard Lippincott  
 MD: Steve Perun

H 1 1 STYX/W...  
 2 2 DURAN DURAN/Hungry Like The Wolf  
 3 3 CULTURE CLUB/Do You Really Want...  
 4 4 DEE'S MIGHTY/Run/Come On Eileen  
 5 5 JOURNEY/Separate Ways/Worlds  
 6 6 MOVING PICTURES/About A Boy  
 7 7 MEN AT WORK/Down Under  
 8 8 DEE'S MIGHTY/Run/Come On Eileen  
 9 9 DEE'S MIGHTY/Run/Come On Eileen  
 10 10 DEE'S MIGHTY/Run/Come On Eileen  
 11 11 STRAY CATS/Stray Cat Strut  
 12 12 JOE JACKSON/Breaking Us In Two  
 13 13 TOTO/Africa  
 14 14 BILLY JOEL/Allentown  
 15 15 KENNY LOGGINS/Welcome To Heartlight  
 16 16 CLASH/Rock The Casbah  
 17 17 JOURNEY/Separate Ways/Worlds  
 18 18 MICHAEL JACKSON/Beat It  
 19 19 PRETENDERS/Back On The Chain...  
 20 20 PATTI AUSTIN/Baby, Come To Me  
 21 21 DURAN DURAN/Hungry Like The Wolf  
 22 22 DEE'S MIGHTY/Run/Come On Eileen  
 23 23 STRAY CATS/Stray Cat Strut  
 24 24 AT/der Kommissar  
 25 25 STRAY CATS/Stray Cat Strut  
 26 26 PHIL COLLINS/You Can't Hurry Love  
 27 27 MEN AT WORK/Down Under  
 28 28 BOB SEGER/Even Now  
 29 29 TOM PETTY/Change Of Heart

ADDS 15, 18, 27  
 BOB SEGER/Even Now  
 TOM PETTY/Change Of Heart

ON  
 OXO/Whirly Girl  
 DIANNE WARRICK/Take The Short Way Ho  
 J. GELLS BAND/Land Of A Thousand De  
 DIANA ROSS/So Close  
 LOU RANS/Wind Beneath My Wings  
 RIC O'CASEY/Somebody To Watch  
 THOMPSON TWINS/Lies

**Hot Hits! WHYY 96.7 FM Detroit**  
 PD: Lee Malcolm  
 MD: Bob Ransom

H 1 1 MICHAEL JACKSON/Beat It  
 2 2 STRAY CATS/Stray Cat Strut  
 3 3 MICHAEL JACKSON/Beat It  
 4 4 LIONEL RICHIE/You Are  
 5 5 DURAN DURAN/Hungry Like The Wolf  
 6 6 CULTURE CLUB/Do You Really Want...  
 7 7 BOB SEGER/Even Now  
 8 8 GOLDEN EARRING/Twilight Zone  
 9 9 ROGERS & EASTON/We've Got Tonight  
 10 10 MEN AT WORK/Down Under  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 HALL & OATES/One On One  
 13 13 MEDICAL YOUTH/Pass The Dutchie  
 14 14 JOURNEY/Separate Ways/Worlds  
 15 15 PRINCE/Little Red Corvette  
 16 16 MICHAEL JACKSON/Beat It  
 17 17 JOURNEY/Separate Ways/Worlds  
 18 18 THOMAS DOLBY/She Blinded Me With S  
 19 19 JOE JACKSON/Breaking Us In Two  
 20 20 AT/der Kommissar  
 21 21 STYX/W...  
 22 22 ADAM ANT/Desperate But Not Ser  
 23 23 WEATHER GIRLS/It's Raining Men  
 24 24 SUPERTRAMP/My Kind Of Lady  
 25 25 CLASH/Rock The Casbah  
 26 26 GREG KINN BAND/Jeopardy  
 27 27 CHRIS CROSS/All Right  
 28 28 THOMPSON TWINS/Lies  
 29 29 TOM PETTY/Change Of Heart  
 30 30 FELONY/The Fantastic

ADDS 36, 40  
 BOB SEGER/Even Now  
 PSYCHEDELIC FURS/You Can't Hurry Love  
 TOTO/Don't Hold Your Breath  
 KENNY LOGGINS/Welcome To Heartlight  
 JOHN ANDERSON/Waiting In L.A.  
 KENNY LOGGINS/Welcome To Heartlight  
 J. GELLS BAND/Land Of A Thousand De  
 BARRY MANLOW/Some Kind Of Friend

ON  
 SAGA/On The Loose  
 OXO/Whirly Girl  
 STEEL BREEZE/Dreamin' Is Easy  
 PHIL COLLINS/Don't Care Anymore  
 RIC O'CASEY/Somebody To Watch  
 DIANNE WARRICK/Take The Short Way Ho  
 EMMA/In Love With Me  
 HALL & OATES/One On One  
 BILLY JOEL/Allentown  
 DAN FOGELBERG/Make Love Stay  
 JEFFERSON STARSHIP/Winds Of Change  
 JANEZ JACKSON/You Give Your Love T  
 GAP BAND/Outstanding  
 ADAM ANT/Desperate But Not Ser

**WLS Chicago**  
 PD: Richard Lippincott  
 MD: Steve Perun

H 1 1 STYX/W...  
 2 2 MICHAEL JACKSON/Beat It  
 3 3 DURAN DURAN/Hungry Like The Wolf  
 4 4 CULTURE CLUB/Do You Really Want...  
 5 5 DEE'S MIGHTY/Run/Come On Eileen  
 6 6 PATTI AUSTIN/Baby, Come To Me  
 7 7 JOURNEY/Separate Ways/Worlds  
 8 8 LIONEL RICHIE/You Are  
 9 9 ROGERS & EASTON/We've Got Tonight  
 10 10 MOVING PICTURES/About A Boy  
 11 11 MEN AT WORK/Down Under  
 12 12 CHRIS CROSS/All Right  
 13 13 DEE'S MIGHTY/Run/Come On Eileen  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 TOTO/Africa  
 16 16 BILLY JOEL/Allentown  
 17 17 KENNY LOGGINS/Welcome To Heartlight  
 18 18 CLASH/Rock The Casbah  
 19 19 JOURNEY/Separate Ways/Worlds  
 20 20 MICHAEL JACKSON/Beat It  
 21 21 PRETENDERS/Back On The Chain...  
 22 22 PATTI AUSTIN/Baby, Come To Me  
 23 23 DURAN DURAN/Hungry Like The Wolf  
 24 24 DEE'S MIGHTY/Run/Come On Eileen  
 25 25 STRAY CATS/Stray Cat Strut  
 26 26 AT/der Kommissar  
 27 27 STRAY CATS/Stray Cat Strut  
 28 28 PHIL COLLINS/You Can't Hurry Love  
 29 29 MEN AT WORK/Down Under  
 30 30 BOB SEGER/Even Now

ADDS 36, 40  
 BOB SEGER/Even Now  
 PSYCHEDELIC FURS/You Can't Hurry Love  
 TOTO/Don't Hold Your Breath  
 KENNY LOGGINS/Welcome To Heartlight  
 JOHN ANDERSON/Waiting In L.A.  
 KENNY LOGGINS/Welcome To Heartlight  
 J. GELLS BAND/Land Of A Thousand De  
 BARRY MANLOW/Some Kind Of Friend

ON  
 SAGA/On The Loose  
 OXO/Whirly Girl  
 STEEL BREEZE/Dreamin' Is Easy  
 PHIL COLLINS/Don't Care Anymore  
 RIC O'CASEY/Somebody To Watch  
 DIANNE WARRICK/Take The Short Way Ho  
 EMMA/In Love With Me  
 HALL & OATES/One On One  
 BILLY JOEL/Allentown  
 DAN FOGELBERG/Make Love Stay  
 JEFFERSON STARSHIP/Winds Of Change  
 JANEZ JACKSON/You Give Your Love T  
 GAP BAND/Outstanding  
 ADAM ANT/Desperate But Not Ser

**94.1 FM WKTI Milwaukee**  
 PD: Dallas Cole  
 MD: Danny Clayton

H 1 1 LIONEL RICHIE/You Are  
 2 2 DURAN DURAN/Hungry Like The Wolf  
 3 3 PRETENDERS/Back On The Chain...  
 4 4 MICHAEL JACKSON/Beat It  
 5 5 CHRIS CROSS/All Right  
 6 6 JOURNEY/Separate Ways/Worlds  
 7 7 CULTURE CLUB/Do You Really Want...  
 8 8 HALL & OATES/One On One  
 9 9 STYX/W...  
 10 10 GREG KINN BAND/Jeopardy  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 AT/der Kommissar  
 13 13 ROGERS & EASTON/We've Got Tonight  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 PRINCE/Little Red Corvette  
 16 16 ABC/Polison Arrow  
 17 17 CHRIS CROSS/All Right  
 18 18 DAN FOGELBERG/Make Love Stay  
 19 19 ADAM ANT/Desperate But Not Serious  
 20 20 PAT BENATAR/Little Too Late  
 21 21 DAN FOGELBERG/Make Love Stay  
 22 22 DAN FOGELBERG/Make Love Stay  
 23 23 STEEL BREEZE/Dreamin' Is Easy  
 24 24 TOM PETTY/Change Of Heart  
 25 25 FELONY/The Fantastic  
 26 26 DEF LEPPARD/Photograph  
 27 27 BRYAN ADAMS/Straight From The Heart  
 28 28 PHIL COLLINS/Don't Care Anymore  
 29 29 PSYCHEDELIC FURS/You Can't Hurry Love  
 30 30 ROBERT HAZARD/Excelsior Of Life

ADDS 26, 30  
 DONNIE IRIS/This Time It Must Be Love  
 GAP BAND/Outstanding  
 TOTO/Don't Hold Your Breath  
 BERLIN/Sax(Im A...)

ON  
 OXO/Whirly Girl  
 DIANNE WARRICK/Take The Short Way Ho  
 J. GELLS BAND/Land Of A Thousand De  
 DIANA ROSS/So Close  
 LOU RANS/Wind Beneath My Wings  
 RIC O'CASEY/Somebody To Watch  
 THOMPSON TWINS/Lies

**WLS Chicago**  
 PD: Richard Lippincott  
 MD: Steve Perun

H 1 1 STYX/W...  
 2 2 DURAN DURAN/Hungry Like The Wolf  
 3 3 CULTURE CLUB/Do You Really Want...  
 4 4 DEE'S MIGHTY/Run/Come On Eileen  
 5 5 JOURNEY/Separate Ways/Worlds  
 6 6 MOVING PICTURES/About A Boy  
 7 7 MEN AT WORK/Down Under  
 8 8 DEE'S MIGHTY/Run/Come On Eileen  
 9 9 DEE'S MIGHTY/Run/Come On Eileen  
 10 10 DEE'S MIGHTY/Run/Come On Eileen  
 11 11 STRAY CATS/Stray Cat Strut  
 12 12 JOE JACKSON/Breaking Us In Two  
 13 13 TOTO/Africa  
 14 14 BILLY JOEL/Allentown  
 15 15 KENNY LOGGINS/Welcome To Heartlight  
 16 16 CLASH/Rock The Casbah  
 17 17 JOURNEY/Separate Ways/Worlds  
 18 18 MICHAEL JACKSON/Beat It  
 19 19 PRETENDERS/Back On The Chain...  
 20 20 PATTI AUSTIN/Baby, Come To Me  
 21 21 DURAN DURAN/Hungry Like The Wolf  
 22 22 DEE'S MIGHTY/Run/Come On Eileen  
 23 23 STRAY CATS/Stray Cat Strut  
 24 24 AT/der Kommissar  
 25 25 STRAY CATS/Stray Cat Strut  
 26 26 PHIL COLLINS/You Can't Hurry Love  
 27 27 MEN AT WORK/Down Under  
 28 28 BOB SEGER/Even Now  
 29 29 TOM PETTY/Change Of Heart

ADDS 15, 18, 27  
 BOB SEGER/Even Now  
 TOM PETTY/Change Of Heart

ON  
 OXO/Whirly Girl  
 DIANNE WARRICK/Take The Short Way Ho  
 J. GELLS BAND/Land Of A Thousand De  
 DIANA ROSS/So Close  
 LOU RANS/Wind Beneath My Wings  
 RIC O'CASEY/Somebody To Watch  
 THOMPSON TWINS/Lies

**WEST KYUU 99.7 FM San Francisco**  
 PD: Mike Novak  
 MD: Steve Behm

H 1 1 LIONEL RICHIE/You Are  
 2 2 CHRIS CROSS/All Right  
 3 3 DURAN DURAN/Hungry Like The Wolf  
 4 4 CULTURE CLUB/Do You Really Want...  
 5 5 HALL & OATES/One On One  
 6 6 MOVING PICTURES/About A Boy  
 7 7 ROGERS & EASTON/We've Got Tonight  
 8 8 JOE JACKSON/Breaking Us In Two  
 9 9 ERIC CLAPTON/You Got A Rock N' Roll  
 10 10 DEE'S MIGHTY/Run/Come On Eileen  
 11 11 DAN FOGELBERG/Make Love Stay  
 12 12 DAN FOGELBERG/Make Love Stay  
 13 13 GREG KINN BAND/Jeopardy  
 14 14 MICHAEL JACKSON/Beat It  
 15 15 PRETENDERS/Back On The Chain...  
 16 16 CLASH/Rock The Casbah  
 17 17 JOURNEY/Separate Ways/Worlds  
 18 18 MICHAEL JACKSON/Beat It  
 19 19 PRETENDERS/Back On The Chain...  
 20 20 PATTI AUSTIN/Baby, Come To Me  
 21 21 DURAN DURAN/Hungry Like The Wolf  
 22 22 DEE'S MIGHTY/Run/Come On Eileen  
 23 23 STRAY CATS/Stray Cat Strut  
 24 24 AT/der Kommissar  
 25 25 STRAY CATS/Stray Cat Strut  
 26 26 PHIL COLLINS/You Can't Hurry Love  
 27 27 MEN AT WORK/Down Under  
 28 28 BOB SEGER/Even Now  
 29 29 TOM PETTY/Change Of Heart

ADDS 37, 38, 39  
 FELONY/The Fantastic

ON  
 MICHAEL JACKSON/Beat It  
 DIANA ROSS/So Close

**WLS Chicago**  
 PD: Richard Lippincott  
 MD: Steve Perun

H 1 1 STYX/W...  
 2 2 MICHAEL JACKSON/Beat It  
 3 3 DURAN DURAN/Hungry Like The Wolf  
 4 4 CULTURE CLUB/Do You Really Want...  
 5 5 DEE'S MIGHTY/Run/Come On Eileen  
 6 6 PATTI AUSTIN/Baby, Come To Me  
 7 7 JOURNEY/Separate Ways/Worlds  
 8 8 LIONEL RICHIE/You Are  
 9 9 ROGERS & EASTON/We've Got Tonight  
 10 10 MOVING PICTURES/About A Boy  
 11 11 MEN AT WORK/Down Under  
 12 12 CHRIS CROSS/All Right  
 13 13 DEE'S MIGHTY/Run/Come On Eileen  
 14 14 JOE JACKSON/Breaking Us In Two  
 15 15 TOTO/Africa  
 16 16 BILLY JOEL/Allentown  
 17 17 KENNY LOGGINS/Welcome To Heartlight  
 18 18 CLASH/Rock The Casbah  
 19 19 JOURNEY/Separate Ways/Worlds  
 20 20 MICHAEL JACKSON/Beat It  
 21 21 PRETENDERS/Back On The Chain...  
 22 22 PATTI AUSTIN/Baby, Come To Me  
 23 23 DURAN DURAN/Hungry Like The Wolf  
 24 24 DEE'S MIGHTY/Run/Come On Eileen  
 25 25 STRAY CATS/Stray Cat Strut  
 26 26 AT/der Kommissar  
 27 27 STRAY CATS/Stray Cat Strut  
 28 28 PHIL COLLINS/You Can't Hurry Love  
 29 29 MEN AT WORK/Down Under  
 30 30 BOB SEGER/Even Now

ADDS 36, 40  
 BOB SEGER/Even Now  
 PSYCHEDELIC FURS/You Can't Hurry Love  
 TOTO/Don't Hold Your Breath  
 KENNY LOGGINS/Welcome To Heartlight  
 JOHN ANDERSON/Waiting In L.A.  
 KENNY LOGGINS/Welcome To Heartlight  
 J. GELLS BAND/Land Of A Thousand De  
 BARRY MANLOW/Some Kind Of Friend

ON  
 SAGA/On The Loose  
 OXO/Whirly Girl  
 STEEL BREEZE/Dreamin' Is Easy  
 PHIL COLLINS/Don't Care Anymore  
 RIC O'CASEY/Somebody To Watch  
 DIANNE WARRICK/Take The Short Way Ho  
 EMMA/In Love With Me  
 HALL & OATES/One On One  
 BILLY JOEL/Allentown  
 DAN FOGELBERG/Make Love Stay  
 JEFFERSON STARSHIP/Winds Of Change  
 JANEZ JACKSON/You Give Your Love T  
 GAP BAND/Outstanding  
 ADAM ANT/Desperate But Not Ser

**hit radio Tacoma**  
 PD/MD: Gary Bryan

H 1 1 PRETENDERS/Back On The Chain...  
 2 2 MICHAEL JACKSON/Beat It  
 3 3 JOE JACKSON/Breaking Us In Two  
 4 4 JOURNEY/Separate Ways/Worlds  
 5 5 CHRIS CROSS/All Right  
 6 6 HALL & OATES/One On One  
 7 7 SUPERTRAMP/My Kind Of Lady  
 8 8 STYX/W...  
 9 9 ERIC CLAPTON/You Got A Rock N' Roll  
 10 10 DEE'S MIGHTY/Run/Come On Eileen  
 11 11 CULTURE CLUB/Do You Really Want...  
 12 12 FRIDAY/Know There's Something  
 13 13 DURAN DURAN/Hungry Like The Wolf  
 14 14 GOLDEN EARRING/Twilight Zone  
 15 15 PAT BENATAR/Little Too Late  
 16 16 JEFFERSON STARSHIP/Winds Of Change  
 17 17 DAN FOGELBERG/Make Love Stay  
 18 18 STEEL BREEZE/Dreamin' Is Easy  
 19 19 STEEL BREEZE/Dreamin' Is Easy  
 20 20 STRAY CATS/Stray Cat Strut  
 21 21 DAN FOGELBERG/Make Love Stay  
 22 22 MEN AT WORK/Down Under  
 23 23 THOMPSON TWINS/Lies  
 24 24 MICHAEL JACKSON/Beat It  
 25 25 EMMA/In Love With Me  
 26 26 PHIL COLLINS/Don't Care Anymore  
 27 27 GREG KINN BAND/Jeopardy  
 28 28 BOB SEGER/Even Now  
 29 29 DAN FOGELBERG/Make Love Stay  
 30 30 OXO/Whirly Girl

ADDS 37, 38, 39  
 FELONY/The Fantastic

ON  
 MICHAEL JACKSON/Beat It  
 DIANA ROSS/So Close

**64 KFI Los Angeles**  
 PD: Tom Bigby  
 MD: Steve LaBeau

H 2 1 MICHAEL JACKSON/Beat It  
 2 2 LIONEL RICHIE/You Are  
 3 3 CHRIS CROSS/All Right  
 4 4 HALL & OATES/One On One  
 5 5 CULTURE CLUB/Do You Really Want...  
 6 6 ROGERS & EASTON/We've Got Tonight  
 7 7 DEE'S MIGHTY/Run/Come On Eileen  
 8 8 ABC/Polison Arrow  
 9 9 BOB SEGER/Even Now  
 10 10 JOURNEY/Separate Ways/Worlds  
 11 11 DURAN DURAN/Hungry Like The Wolf  
 12 12 EMMA/In Love With Me  
 13 13 DEE'S MIGHTY/Run/Come On Eileen  
 14 14 ERIC CLAPTON/You Got A Rock N' Roll  
 15 15 STRAY CATS/Stray Cat Strut  
 16 16 DAN FOGELBERG/Make Love Stay  
 17 17 DEBARGE/It's A Shame  
 18 18 GREG KINN BAND/Jeopardy  
 19 19 MICHAEL JACKSON/Beat It  
 20 20 PRETENDERS/Back On The Chain...  
 21 21 STYX/W...  
 22 22 TOTO/Africa  
 23 23 PHIL COLLINS/Don't Care Anymore  
 24 24 DIANA ROSS/So Close  
 25 25 BOB SEGER/Even Now  
 26 26 DAN FOGELBERG/Make Love Stay  
 27 27 DIANNE WARRICK/Take The Short Way Ho  
 28 28 PRETENDERS/Back On The Chain...  
 29 29 AT/der Kommissar  
 30 30 PRINCE/Little Red Corvette

ADDS 37, 38, 39  
 FELONY/The Fantastic

ON  
 MICHAEL JACKSON/Beat It  
 DIANA ROSS/So Close

**KCNR 97.1 FM Portland**  
 PD: Richard Harker  
 MD: Trevlyn Holdridge

H 2 1 CHRIS CROSS/All Right  
 2 2 LIONEL RICHIE/You Are  
 3 3 ROGERS & EASTON/We've Got Tonight  
 4 4 BOB SEGER/Even Now  
 5 5 STRAY CATS/Stray Cat Strut  
 6 6 JOE JACKSON/Breaking Us In Two  
 7 7 HALL & OATES/One On One  
 8 8 DURAN DURAN/Hungry Like The Wolf  
 9 9 MICHAEL JACKSON/Beat It  
 10 10 PRETENDERS/Back On The Chain...  
 11 11 JOURNEY/Separate Ways/Worlds  
 12 12 ERIC CLAPTON/You Got A Rock N' Roll  
 13 13 GREG KINN BAND/Jeopardy  
 14 14 SUPERTRAMP/My Kind Of Lady  
 15 15 POCO/Shot For The Moon  
 16 16 ERIC CLAPTON/You Got A Rock N' Roll  
 17 17 JEFFERSON STARSHIP/Winds Of Change  
 18 18 BOB SEGER/Even Now  
 19 19 DAN FOGELBERG/Make Love Stay  
 20 20 DEE'S MIGHTY/Run/Come On Eileen  
 21 21 AT/der Kommissar  
 22 22 EMMA/In Love With Me  
 23 23 HALL & OATES/One On One  
 24 24 MICHAEL JACKSON/Beat It  
 25 25 JEFFERSON STARSHIP/Winds Of Change  
 26 26 DAN FOGELBERG/Make Love Stay  
 27 27 DIANA ROSS/So Close  
 28 28 OXO/Whirly Girl  
 29 29 DEE'S MIGHTY/Run/Come On Eileen  
 30 30 TOTO/Don't Hold Your Breath

ADDS 37, 38, 39  
 FELONY/The Fantastic

ON  
 MICHAEL JACKSON/Beat It  
 DIANA ROSS/So Close

**Q103 FM KOAQ Denver**  
 PD: Jack Regan  
 MD: Alan Sledge

H 1 1 CHRIS CROSS/All Right  
 2 2 HALL & OATES/One On One  
 3 3 MICHAEL JACKSON/Beat It  
 4 4 STRAY CATS/Stray Cat Strut  
 5 5 PRETENDERS/Back On The Chain...  
 6 6 JOURNEY/Separate Ways/Worlds  
 7 7 DURAN DURAN/Hungry Like The Wolf  
 8 8 DEE'S MIGHTY/Run/Come On Eileen  
 9 9 BOB SEGER/Even Now  
 10 10 ERIC CLAPTON/You Got A Rock N' Roll  
 11 11 PRETENDERS/Back On The Chain...  
 12 12 ROGERS & EASTON/We've Got Tonight  
 13 13 MICHAEL JACKSON/Beat It  
 14 14 FRIDAY/Know There's Something  
 15 15 DAN FOGELBERG/Make Love Stay  
 16 16 ERIC CLAPTON/You Got A Rock N' Roll  
 17 17 SUPERTRAMP/My Kind Of Lady  
 18 18 STYX/W...  
 19 19 DAN FOGELBERG/Make Love Stay  
 20 20 DAN FOGELBERG/Make Love Stay  
 21 21 GREG KINN BAND/Jeopardy  
 22 22 TOM PETTY/Change Of Heart  
 23

**EAST**  
Most Added Hottest

Bob Seger  
Bryan Adams  
Laura Branigan  
Michael Jackson  
Styx  
Dexys Midnight...

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH**  
Most Added Hottest

Bob Seger  
Toto  
Bryan Adams  
Patrick Simmons  
Michael Jackson  
Journey  
Lionel Richie

**EAST**

**PARALLEL TWO**

**K104/Erie, PA**

Bill Shannon

SAMMY HAGAR  
BRYAN ADAMS  
LAURA BRANIGAN  
HALL & OATES  
PATRICK SIMMONS  
GARLAND JEFFREYS  
INXS  
HOTTEST:  
RUSH 7-1  
STYX 5-2  
PAT BENATAR 9-5  
DONNIE IRIS 13-7  
BOB SEGER 14-9

**KC101/New Haven, CT**

Danny Lyons

THOMAS DOLBY  
PRINCE  
KENNY LOGGINS  
LAURA BRANIGAN  
PAT BENATAR (dp)  
DEBARGE  
HOTTEST:  
MICHAEL JACKSON 3-1  
HALL & OATES 10-7  
ERIC CLAPTON 13-10  
DEXYS MIDNIGHT RU 17-11  
GREG KINN BAND 24-19

**Q106/York, PA**

Dan Steele

GREG KINN BAND  
TOTO  
MAC MCANALLY  
BILLY JOEL  
DEBARGE  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 3-2  
DURAN DURAN 4-3  
HALL & OATES 11-6  
DEXYS MIDNIGHT RU 23-15

**WBLI/Long Island, NY**

Bill Terry

GOLDEN EARRING  
ABC  
DAN FOGELBERG  
HOTTEST:  
MICHAEL JACKSON 5-1  
CULTURE CLUB 6-3  
DURAN DURAN 9-4  
LIONEL RICHIE 10-7  
PRETENDERS 16-10

**WFHM/Rochester, NY**

Kelly McCann

MELISSA MANCHESTE  
BILLY JOEL  
MISSING PERSONS (dp)  
ADAM ANT (dp)  
THOMAS DOLBY (dp)  
MICHAEL JACKSON  
HOTTEST:  
LIONEL RICHIE 2-1  
MICHAEL JACKSON 14-3  
STYX 12-6  
DEXYS MIDNIGHT RU 19-14  
ABC 27-18

**WKEE/Huntington, WV**

Gary Miller

TOTO  
KENNY LOGGINS  
BRYAN ADAMS (dp)  
DEF LEPPARD (dp)  
BOB SEGER  
PATRICK SIMMONS  
LAURA BRANIGAN  
HOTTEST:  
MICHAEL JACKSON 1-1  
HALL & OATES 5-2  
JOURNEY 8-3  
ERIC CLAPTON 12-5  
STYX 13-11

**WKFM/Syracuse, NY**

John Carucci

PATRICK SIMMONS  
TOTO  
BILLY JOEL  
NAKED EYES  
MISSING PERSONS  
O-FEEL  
ROBERT ELLIS ORRA  
GERARD MCMAHON  
HOTTEST:  
CULTURE CLUB 1-1  
DEXYS MIDNIGHT RU 13-7  
STYX 14-9  
ATF 28-15  
PHIL COLLINS 34-24

**WKRZ-FM/Wilkes Barre**

Jim Rising

ROBERT ELLIS ORRA  
PATRICK SIMMONS  
SCANDAL  
PETER GODWIN  
PHIL GARLAND  
BOB SEGER  
TOTO  
INDEEP  
HOTTEST:  
JOURNEY 4-1  
ATF 16-15  
OXO 33-17  
BARRY MANILOW 28-21  
DAN FOGELBERG D-22

**WLAN-FM/Lancaster, PA**

Nicole

MAC MCANALLY  
PSYCHEDELIC FURS  
MISSING PERSONS  
KENNY LOGGINS  
DEF LEPPARD  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 2-2  
JOURNEY 12-6  
DEXYS MIDNIGHT RU 16-12  
STYX 15-13

**WPST/Trenton, NJ**

Tom Taylor

LAURA BRANIGAN  
DEF LEPPARD  
BILLY JOEL  
ROBERT ELLIS ORRA  
BOB SEGER  
PATRICK SIMMONS  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 10-4  
DEXYS MIDNIGHT RU 9-7  
ERIC CLAPTON 14-11  
THOMAS DOLBY 30-26

**WRCK/Utica, NY**

Jim Reitz

SAMMY HAGAR  
MISSING PERSONS  
PATRICK SIMMONS  
INXS  
TONY CAREY  
HOTTEST:  
STYX 2-1  
DEXYS MIDNIGHT RU 8-5  
GREG KINN BAND 14-10  
MEN AT WORK 16-12  
MICHAEL JACKSON D-25

**WSPK/Poughkeepsie, NY**

Chris Leide

LOU RAWLS  
TOM PETTY  
PATTI AUSTIN  
KENNY LOGGINS  
PSYCHEDELIC FURS  
BOB SEGER  
BILLY JOEL  
HOTTEST:  
HALL & OATES 3-1  
DEXYS MIDNIGHT RU 15-7  
THOMPSON TWINS 14-8  
MICHAEL JACKSON 26-19  
MAC MCANALLY 28-21

**WTIC-FM/Hartford, CT**

Mike West

STEPHEN BISHOP  
OXO  
BOB SEGER  
LAURA BRANIGAN  
HOTTEST:  
MICHAEL JACKSON 1-1  
DURAN DURAN 12-5  
MICHAEL JACKSON 21-11  
GREG KINN BAND 23-16

**WTRY/Albany, NY**

Bill Cahill

KENNY LOGGINS  
PRINCE  
HOTTEST:  
MEN AT WORK 11-6  
DEXYS MIDNIGHT RU 14-7  
PRETENDERS 19-12  
GREG KINN BAND 22-17  
MICHAEL JACKSON 28-20

**WYCR/Hanover-York, PA**

J.J. Randolph

BRYAN ADAMS  
BILLY JOEL  
PATRICK SIMMONS  
BARRY MANILOW  
LAURA BRANIGAN  
ROBERT HAZARD  
HOTTEST:  
MICHAEL JACKSON 5-1  
LIONEL RICHIE 1-2  
DURAN DURAN 4-3  
JOURNEY 6-5  
HALL & OATES 7-6

**WROR/Boston, MA**

Gary Berkowitz

INDEEP  
GREG KINN BAND  
OXO  
JOHN ANDERSON  
DAN FOGELBERG  
BOB SEGER  
HOTTEST:  
MICHAEL JACKSON 4-1  
LIONEL RICHIE 2-2  
CHRIS CROSS 5-3  
JOE JACKSON 6-4  
WEATHER GIRLS 8-5

**WFLY/Albany, NY**

Jack Lawrence

BOB SEGER  
DEBARGE  
TOTO  
BRYAN ADAMS  
HOTTEST:  
MICHAEL JACKSON 1-1  
LIONEL RICHIE 5-5  
HALL & OATES 6-6  
WEATHER GIRLS 14-14  
FRIDA 16-16

**WHIT/Boston, MA**

Rick Peters

TOTO  
BOB SEGER  
WALL OF VOODOO  
INDEEP  
HOTTEST:  
PHIL COLLINS  
PRETENDERS 1-1  
MICHAEL JACKSON 2-2  
DEXYS MIDNIGHT RU 8-4  
GREG KINN BAND 14-7  
MICHAEL JACKSON 28-22

**PARALLEL THREE**

**96XIL/Parkersburg, WV**

Paul DeMille

SAMMY HAGAR  
LAURA BRANIGAN  
PATRICK SIMMONS  
FRIDA  
GARLAND JEFFREYS  
HOTTEST:  
HALL & OATES 1-1  
JOURNEY 2-2  
MEN AT WORK 17-5  
PHIL COLLINS 19-9  
STEEL BREEZE 20-11

**OK100/Ithaca, NY**

Denny Alexander

KC & SUNSHINE BAN  
DEBARGE  
SAMMY HAGAR  
HALL & OATES  
BRYAN ADAMS  
LAURA BRANIGAN  
FRIDA  
HOTTEST:  
LIONEL RICHIE 1-1  
SAGA 5-2  
STYX 10-4  
BOB SEGER 19-15  
DONNIE IRIS 25-17

**WACZ/Bangor, ME**

Michael O'Hara

BOB SEGER  
ABC  
PSYCHEDELIC FURS  
KENNY LOGGINS  
DEF LEPPARD  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 2-2  
JOURNEY 12-6  
DEXYS MIDNIGHT RU 16-12  
STYX 15-13

**WCR/Beckley, WV**

Jim Martin

JOHN ANDERSON  
PLANET P (dp)  
BRYAN ADAMS  
BILLY JOEL  
KENNY LOGGINS  
DIONNE WARWICK  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 10-4  
DEXYS MIDNIGHT RU 9-7  
ERIC CLAPTON 14-11  
THOMAS DOLBY 30-26

**WRCK/Utica, NY**

Jim Reitz

MISSING PERSONS  
PATRICK SIMMONS  
INXS  
TONY CAREY  
HOTTEST:  
STYX 2-1  
DEXYS MIDNIGHT RU 8-5  
GREG KINN BAND 14-10  
MEN AT WORK 16-12  
MICHAEL JACKSON D-25

**WERZ/Exeter, NH**

Scott MacKey

BOB SEGER  
GERARD MCMAHON  
WALL OF VOODOO  
BRYAN ADAMS  
SCANDAL  
PHIL GARLAND  
BILLY JOEL  
HOTTEST:  
LIONEL RICHIE 1-1  
STYX 10-8  
GREG KINN BAND 19-14  
ATF 21-15  
JOE JACKSON 21-18  
FRIDA 22-17

**WFBG/Altoona, PA**

Tony Booth

MICHAEL JACKSON  
TOTO  
BOB SEGER  
PATRICK SIMMONS  
O-FEEL  
BILLY JOEL  
LOU RAWLS  
HOTTEST:  
LIONEL RICHIE 1-1  
DURAN DURAN 4-3  
DEXYS MIDNIGHT RU 12-5  
JOURNEY 11-7  
ERIC CLAPTON 15-12

**WGUI/Bangor, ME**

Jim Randall

BOB SEGER  
AL JARREAU  
LAURA BRANIGAN  
POINTER SISTERS  
HOTTEST:  
MICHAEL JACKSON 1-1  
GREG KINN BAND 10-5  
EMILY 11-6  
DEXYS MIDNIGHT RU 12-7  
JOURNEY 16-13

**WHEB/Portsmouth, NH**

Rick Bean

MICHAEL JACKSON  
TOM PETTY  
BARRY MANILOW  
ATF  
HOTTEST:  
MICHAEL JACKSON 1-1  
JOE JACKSON 4-4  
HALL & OATES 7-5  
ERIC CLAPTON 10-6  
DEXYS MIDNIGHT RU 11-8

**WIGY/Bath, ME**

Scott Robbins

BOB SEGER  
BRYAN ADAMS  
BILLY JOEL  
PHIL COLLINS  
GERARD MCMAHON  
HOTTEST:  
MICHAEL JACKSON 1-1  
PRETENDERS 4-3  
GOLDEN EARRING 9-7  
STYX 14-11  
GREG KINN BAND 20-15

**WIKZ/Chambersburg, PA**

William Scott

BILLY JOEL  
BOB SEGER  
BRYAN ADAMS  
MAC MCANALLY  
ROBERT HAZARD  
LAURA BRANIGAN  
HOTTEST:  
MICHAEL JACKSON 1-1  
LIONEL RICHIE 5-5  
HALL & OATES 6-6  
WEATHER GIRLS 14-14  
FRIDA 16-16

**WJBO/Portland, ME**

John Willis

MICHAEL JACKSON  
BOB SEGER  
JOHN ANDERSON  
DIONNE WARWICK  
BARRY MANILOW  
GERARD MCMAHON  
FELONY (RA)  
HOTTEST:  
MICHAEL JACKSON 1-1  
PRETENDERS 4-2  
HALL & OATES 6-4  
ROGERS & EASTON 12-9  
ERIC CLAPTON 16-14

**WKHI/Ocean City, MD**

Jack Gillen

KENNY LOGGINS  
PATRICK SIMMONS  
MELISSA MANCHESTE  
BILLY JOEL  
LAURA BRANIGAN  
BRYAN ADAMS  
HOTTEST:  
LIONEL RICHIE 1-1  
ERIC CLAPTON 8-5  
JOURNEY 11-9  
DEXYS MIDNIGHT RU 15-10  
STYX 17-11

**WOMP-FM/Bellaire, OH**

McKenzie

J. GELLS BAND  
TOTO  
BRYAN ADAMS  
DEF LEPPARD  
PATRICK SIMMONS  
SCANDAL  
HOTTEST:  
ROGERS & EASTON 5-1  
ATF 14-12  
FIREBALL 18-13  
DEXYS MIDNIGHT RU 29-17  
PAT BENATAR 25-18

**WSQV/Williamsport, PA**

Frank Bell

PATRICK SIMMONS  
ROBERT ELLIS ORRA  
DIRE STRAITS  
BILLY JOEL  
INXS  
HOTTEST:  
HALL & OATES 3-1  
ERIC CLAPTON 6-4  
STYX 9-6  
MICHAEL JACKSON 15-9  
GREG KINN BAND 17-13

**13FEA/Manchester, NH**

Rick Ryder

HOTTEST:  
MICHAEL JACKSON 1-1  
DURAN DURAN 4-4  
PRETENDERS 5-5  
LIONEL RICHIE 7-7  
CHRIS CROSS 8-8

**WPST/Trenton, NJ**

Tom Taylor

MISSING PERSONS  
PATRICK SIMMONS  
INXS  
TONY CAREY  
HOTTEST:  
STYX 2-1  
DEXYS MIDNIGHT RU 8-5  
GREG KINN BAND 14-10  
MEN AT WORK 16-12  
MICHAEL JACKSON D-25

**WZYQ/Frederick, MD**

Kemosabi Joe

LAURA BRANIGAN  
BOB SEGER  
GARY PORTNOY  
DIRE STRAITS  
SAMMY HAGAR  
CHEAP TRICK  
PATRICK SIMMONS  
SCANDAL  
INXS  
HOTTEST:  
JOURNEY 1-1  
STYX 11-5  
FRIDA 24-16  
JOE JACKSON 21-18  
GREG KINN BAND 26-23

**13FEA/Manchester, NH**

Rich Ryder

FRIDA  
PHIL COLLINS  
BOB SEGER  
PATRICK SIMMONS  
O-FEEL  
BILLY JOEL  
LOU RAWLS  
HOTTEST:  
LIONEL RICHIE 1-1  
DURAN DURAN 4-3  
DEXYS MIDNIGHT RU 12-5  
JOURNEY 11-7  
ERIC CLAPTON 15-12

**WGUI/Bangor, ME**

Jim Randall

BOB SEGER  
AL JARREAU  
LAURA BRANIGAN  
POINTER SISTERS  
HOTTEST:  
MICHAEL JACKSON 1-1  
GREG KINN BAND 10-5  
EMILY 11-6  
DEXYS MIDNIGHT RU 12-7  
JOURNEY 16-13

**WHEB/Portsmouth, NH**

Rick Bean

MICHAEL JACKSON  
TOM PETTY  
BARRY MANILOW  
ATF  
HOTTEST:  
MICHAEL JACKSON 1-1  
JOE JACKSON 4-4  
HALL & OATES 7-5  
ERIC CLAPTON 10-6  
DEXYS MIDNIGHT RU 11-8

**WIGY/Bath, ME**

Scott Robbins

BOB SEGER  
BRYAN ADAMS  
BILLY JOEL  
PHIL COLLINS  
GERARD MCMAHON  
HOTTEST:  
MICHAEL JACKSON 1-1  
PRETENDERS 4-3  
GOLDEN EARRING 9-7  
STYX 14-11  
GREG KINN BAND 20-15

**WIKZ/Chambersburg, PA**

William Scott

BILLY JOEL  
BOB SEGER  
BRYAN ADAMS  
MAC MCANALLY  
ROBERT HAZARD  
LAURA BRANIGAN  
HOTTEST:  
MICHAEL JACKSON 1-1  
LIONEL RICHIE 5-5  
HALL & OATES 6-6  
WEATHER GIRLS 14-14  
FRIDA 16-16

**WJBO/Portland, ME**

John Willis

MICHAEL JACKSON  
BOB SEGER  
JOHN ANDERSON  
DIONNE WARWICK  
BARRY MANILOW  
GERARD MCMAHON  
FELONY (RA)  
HOTTEST:  
MICHAEL JACKSON 1-1  
PRETENDERS 4-2  
HALL & OATES 6-4  
ROGERS & EASTON 12-9  
ERIC CLAPTON 16-14

**WKHI/Ocean City, MD**

Jack Gillen

KENNY LOGGINS  
PATRICK SIMMONS  
MELISSA MANCHESTE  
BILLY JOEL  
LAURA BRANIGAN  
BRYAN ADAMS  
HOTTEST:  
LIONEL RICHIE 1-1  
ERIC CLAPTON 8-5  
JOURNEY 11-9  
DEXYS MIDNIGHT RU 15-10  
STYX 17-11

**WOMP-FM/Bellaire, OH**

McKenzie

J. GELLS BAND  
TOTO  
BRYAN ADAMS  
DEF LEPPARD  
PATRICK SIMMONS  
SCANDAL  
HOTTEST:  
ROGERS & EASTON 5-1  
ATF 14-12  
FIREBALL 18-13  
DEXYS MIDNIGHT RU 29-17  
PAT BENATAR 25-18

**WSQV/Williamsport, PA**

Frank Bell

PATRICK SIMMONS  
ROBERT ELLIS ORRA  
DIRE STRAITS  
BILLY JOEL  
INXS  
HOTTEST:  
HALL & OATES 3-1  
ERIC CLAPTON 6-4  
STYX 9-6  
MICHAEL JACKSON 15-9  
GREG KINN BAND 17-13

**13FEA/Manchester, NH**

Rick Ryder

HOTTEST:  
MICHAEL JACKSON 1-1  
DURAN DURAN 4-4  
PRETENDERS 5-5  
LIONEL RICHIE 7-7  
CHRIS CROSS 8-8

**WPST/Trenton, NJ**

Tom Taylor

MISSING PERSONS  
PATRICK SIMMONS  
INXS  
TONY CAREY  
HOTTEST:  
STYX 2-1  
DEXYS MIDNIGHT RU 8-5  
GREG KINN BAND 14-10  
MEN AT WORK 16-12  
MICHAEL JACKSON D-25

**KROK/Shreveport, LA**

Gary Bennett

TOTO  
HOTTEST:  
LIONEL RICHIE 4-1  
SUPERTRAMP 7-4  
CULTURE CLUB 1-5  
HALL & OATES 8-6  
MICHAEL JACKSON 9-7

**KSET-FM/El Paso, TX**

Cat Simon

O-FEEL  
LE ROUX  
BRYAN ADAMS  
J. GELLS BAND  
YAZ  
HOTTEST:  
FRIDA 1-1  
GREG KINN BAND 13-9  
JOURNEY 12-10  
DEXYS MIDNIGHT RU 20-19  
ATF 23-23

**KTFM/San Antonio, TX**

Joe Nasty

ABC  
STEPHEN BISHOP  
BARRY MANILOW  
TEMPTATIONS  
ATF 10-1  
STYX 8-5  
MICHAEL JACKSON 18-8  
JOHN ANDERSON 20-10  
FRIDA 16-13

**WFMF/Baton Rouge, LA**

Rice/Watkins

ATF  
STEPHEN BISHOP  
TOTO  
HOTTEST:  
MICHAEL JACKSON 1-1  
MICHAEL JACKSON 17-9  
FRIDA 23-17  
JOHN ANDERSON D-25

**WHHY-FM/Montgomery**

Mark St. John

BOB SEGER  
KENNY LOGGINS  
NAKED EYES  
DEBARGE  
PATRICK SIMMONS  
HOTTEST:  
MICHAEL JACKSON 1-1  
STYX 12-7  
ALABAMA 14-10  
FRIDA 17-12  
DEXYS MIDNIGHT RU 19-13

**WJDX/Jackson, MS**

Bill Crews

TOTO  
KENNY LOGGINS  
PSYCHEDELIC FURS  
STEPHEN BISHOP  
JERFSON STARSHI  
MEN AT WORK  
BRYAN ADAMS  
HOTTEST:  
LIONEL RICHIE 1-1  
MICHAEL JACKSON 2-2  
HALL & OATES 5-3  
JOHN ANDERSON 17-9

**WVOK-FM/Columbia, SC**

Hunter Herring

TOTO  
BRYAN ADAMS  
BOB SEGER  
ADAM ANT  
STEPHANIE WINSLOW  
PATRICK SIMMONS  
DAN FOGELBERG  
HOTTEST:  
MICHAEL JACKSON 15-1  
STYX 10-4  
JOURNEY 16-10  
DEXYS MIDNIGHT RU 21-14  
DIONNE WARWICK 33-27

**WOKI/Knoxville, TN**

Gary Adkins

BOB SEGER  
BILLY JOEL  
PATRICK SIMMONS  
BARRY MANILOW  
MISSING PERSONS  
TOTO  
LAURA BRANIGAN  
TOTO  
MICHAEL JACKSON 2-1  
JOE JACKSON 8-7  
ERIC CLAPTON 13-12  
DEXYS MIDNIGHT RU 15-14  
JOHN ANDERSON 38-26

**WQID/Biloxi, MS**

Kirk Clatt

BARRY MANILOW  
PATRICK SIMMONS  
TOTO  
DEXYS MIDNIGHT RU 22-11  
MICHAEL JACKSON 26-16

</

**MIDWEST**  
**Most Added Hottest**  
 Kenny Loggins Michael Jackson  
 Bob Seger Journey  
 Toto Styx

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**WEST**  
**Most Added Hottest**  
 Bob Seger Michael Jackson  
 Toto Journey  
 Barry Manilow Lionel Richie

**MIDWEST**  
**PARALLEL TWO**

**92X/Columbus, OH**  
 Teri Nutter  
 Hottest:  
 BOB SEGER 1-1  
 CULTURE CLUB 4-4  
 LIONEL RICHIE 6-6  
 DURAN DURAN 10-10  
 MICHAEL JACKSON 15-15

**KEYN-FM/Wichita, KN**

**Taylor/Pearman**  
 DIONNE WARWICK  
 MAC MCANALLY  
 Hottest:  
 LIONEL RICHIE 1-1  
 HALL & OATES 7-3  
 PRETENDERS 11-8  
 ERIC CLAPTON 20-14  
 FRIDA 23-15

**KIJK/Davenport, IA**

**Jim O'Hara**  
 KENNY LOGGINS  
 OXO  
 MAC MCANALLY  
 TOTO  
 JEFFREY OSBORNE  
 NAKED EYES  
 Hottest:  
 LIONEL RICHIE 1-1  
 HALL & OATES 6-3  
 DIONNE WARWICK 20-16  
 KC & SUNSHINE BAN 25-21  
 ABC 29-25

**KMGK/Des Moines, IA**

**Jim Roberts**  
 DIANA ROSS  
 DAN FOGELBERG  
 STEPHEN BISHOP  
 ATF  
 DIONNE WARWICK  
 PRINCE  
 PHIL COLLINS  
 BARRY MANILOW  
 MAC MCANALLY  
 KENNY LOGGINS  
 TOTO  
 Hottest:  
 MICHAEL JACKSON 4-1  
 STYX 14-5  
 ERIC CLAPTON 9-8  
 JOURNEY 11-9  
 HALL & OATES 19-12

**KOFM/Oklahoma City, OK**

**Dave Duquesne**  
 Hottest:  
 LIONEL RICHIE 1-1  
 NEIL DIAMOND 2-2  
 ROGERS & EASTON 5-5  
 ERIC CLAPTON 9-9  
 DAN FOGELBERG 10-10

**KQKQ/Omaha, NB**

**Taylor/Evans**  
 KENNY LOGGINS  
 DIONNE WARWICK  
 Hottest:  
 MICHAEL JACKSON 3-1  
 JOURNEY 6-4  
 STYX 10-6  
 DEXYS MIDNIGHT RU 12-7  
 PRETENDERS 8-8

**KRAV/Tulsa, OK**

**Gary Reynolds**  
 FRIDA  
 MAC MCANALLY  
 DIONNE WARWICK  
 Hottest:  
 ROGERS & EASTON 1-1  
 CULTURE CLUB 2-2  
 LIONEL RICHIE 3-3  
 STEPHEN BISHOP 12-7  
 HALL & OATES 11-9

**KZ93/Peoria, IL**

**Mark Maloney**  
 MICHAEL JACKSON  
 ATF  
 Hottest:  
 FRIDA 2-1  
 JOURNEY 3-2  
 PAT BENATAR 16-4  
 NIGHT RANGER 11-6  
 HALL & OATES 20-7

**U93/South Bend, IN**

**J.K. Dearing**  
 JOE JACKSON  
 Hottest:  
 MICHAEL JACKSON 6-1  
 LIONEL RICHIE 8-4  
 BOB SEGER 7-6  
 ROGERS & EASTON 15-9  
 SAMMY HAGAR 14-10

**WEBC/Duluth, MN**

**Dick Johnson**  
 BARRY MANILOW  
 MICHAEL JACKSON  
 KENNY LOGGINS  
 JOHN ANDERSON  
 Hottest:  
 CHRIS CROSS 2-1  
 LIONEL RICHIE 3-2  
 HALL & OATES 4-3  
 MICHAEL JACKSON 9-5  
 ERIC CLAPTON 12-7

**WGRD/Grand Rapids, MI**

**J.J. Duling**  
 LIONEL RICHIE  
 DEXYS MIDNIGHT RU  
 Hottest:  
 DURAN DURAN 7-1  
 LIONEL RICHIE A-3  
 PRETENDERS 13-6  
 MICHAEL JACKSON 14-12  
 HALL & OATES 17-13

**WHOT/Youngstown, OH**

**Dick Thompson**  
 BARRY MANILOW  
 MAC MCANALLY  
 RIC OCASEK  
 Hottest:  
 MICHAEL JACKSON 1-1  
 CHRIS CROSS 10-8  
 JOE JACKSON 11-9  
 PRETENDERS 12-10  
 ERIC CLAPTON 19-14

**WJXQ/Jackson, MI**

**Ryan/Cheeks**  
 BOB SEGER  
 SAGA  
 SCANDAL  
 SCHON & HAMMER  
 PETER GODWIN (dp)  
 PHIL GARLAND (dp)  
 ROBERT ELLIS ORRA (dp)  
 Hottest:  
 JOURNEY 1-1  
 TRIUMPH 10-6  
 GREG KIHN BAND 15-9  
 DEF LEPPARD 24-12  
 PHIL COLLINS 22-13

**WKAU/Appleton-Oshkosh**

**Ross/Allen**  
 DIANA ROSS  
 KENNY LOGGINS  
 BOB SEGER  
 DEF LEPPARD (dp)  
 RIC OCASEK (dp)  
 Hottest:  
 JOURNEY 3-1  
 PRETENDERS 4-3  
 STYX 10-7  
 FRIDA 25-18  
 ATF 28-19

**WKDD/Akron, OH**

**Matt Patrick**  
 KENNY LOGGINS  
 SCHON & HAMMER  
 LAURA BRANIGAN  
 PATRICK SIMMONS  
 DEF LEPPARD  
 SAGA  
 Hottest:  
 MICHAEL JACKSON 2-1  
 DON HENLEY 7-2  
 JOURNEY 6-4  
 VANDENBERG 13-9  
 GREG KIHN BAND 14-12

**WKDQ/Evansville, IN**

**Hobbs/Payne**  
 DEXYS MIDNIGHT RU  
 AL JARREAU  
 TOTO  
 KENNY LOGGINS  
 Hottest:  
 LIONEL RICHIE 2-1  
 CHRIS CROSS 4-3  
 STEPHEN BISHOP 5-4  
 MICHAEL JACKSON 13-9  
 ERIC CLAPTON 15-10

**WKFR/Kalamazoo, MI**

**Swart/Chapman**  
 BARRY MANILOW  
 BOB SEGER (dp)  
 OXO (dp)  
 KENNY LOGGINS  
 Hottest:  
 MICHAEL JACKSON 1-1  
 LIONEL RICHIE 4-2  
 HALL & OATES 6-4  
 JOURNEY 8-6  
 STYX 15-12

**WMEE/Fort Wayne, IN**

**Tony Richards**  
 JEFFREY OSBORNE  
 GOLDEN EARRING (RA)  
 BARRY MANILOW  
 BRYAN ADAMS  
 Hottest:  
 DURAN DURAN 3-1  
 JOURNEY 10-6  
 STYX 14-10  
 DEXYS MIDNIGHT RU 16-11  
 ATF 19-12

**WNAM/Appleton-Oshkosh**

**Chris Caine**  
 PATRICK SIMMONS  
 DEF LEPPARD (dp)  
 TOTO  
 MICHAEL JACKSON  
 BOB SEGER  
 OAK RIDGE BOYS  
 Hottest:  
 LIONEL RICHIE 1-1  
 DEXYS MIDNIGHT RU 8-5  
 ABC 17-13  
 GREG KIHN BAND 20-15  
 OXO 23-18

**WNAP/Indianapolis, IN**

**Larry Mago**  
 STEEL BREEZE  
 DEXYS MIDNIGHT RU  
 Hottest:  
 BOB SEGER 1-1  
 LIONEL RICHIE 3-3  
 CHRIS CROSS 4-4  
 CULTURE CLUB 6-6

**WVIC/East Lansing, MI**

**Mike Hayes**  
 DEF LEPPARD  
 ROBERT ELLIS ORRA  
 WALL OF VOODOO  
 SAGA  
 Hottest:  
 PAT BENATAR 2-1  
 JOE JACKSON 3-2  
 PHIL COLLINS 8-4  
 GOLDEN EARRING 5-5  
 DURAN DURAN 6-8

**WYFM/Youngstown, OH**

**Jeff Tobin**  
 LIONEL RICHIE  
 STYX  
 PRETENDERS  
 Hottest:  
 DURAN DURAN 2-1  
 MUSICAL YOUTH 7-2  
 MICHAEL JACKSON 9-3  
 JOURNEY 6-4  
 CULTURE CLUB 11-9

**WZOK/Rockford, IL**

**Tim Fox**  
 MICHAEL JACKSON  
 SAGA  
 PHIL COLLINS  
 Hottest:  
 CHRIS CROSS 1-1  
 JOURNEY 3-3  
 LIONEL RICHIE 4-4  
 MICHAEL JACKSON 5-5  
 STYX 8-7

**WZZR/Grand Rapids, MI**

**Don Schueller**  
 DEF LEPPARD  
 ROBERT ELLIS ORRA  
 ULTRAVOX  
 BOB SEGER  
 PRINCE  
 PATTI AUSTIN  
 Hottest:  
 SAGA 1-1  
 DURAN DURAN 2-2  
 MICHAEL JACKSON 3-3  
 DEXYS MIDNIGHT RU 14-10  
 STYX 17-13

**Z104/Madison, WI**

**Jonathan Little**  
 PATRICK SIMMONS  
 BRYAN ADAMS  
 PSYCHEDELIC FURS (dp)  
 Hottest:  
 STYX 4-1  
 MICHAEL JACKSON 5-2  
 JOURNEY 6-3  
 MEN AT WORK 13-7  
 HALL & OATES 16-9

**K107/Tulsa, OK**

**Phil Williams**  
 KENNY LOGGINS  
 MICHAEL JACKSON (dp)  
 DEXYS MIDNIGHT RU  
 ATF (dp)  
 DIONNE WARWICK  
 TOTO  
 PRINCE  
 BARRY MANILOW  
 Hottest:  
 MICHAEL JACKSON 4-1  
 JOURNEY 6-3  
 EW&F 13-9  
 SUPERTRAMP 17-11  
 ERIC CLAPTON 18-12

**WZPL/Indianapolis, IN**

**Jay Stevens**  
 PATRICK SIMMONS  
 TRIUMPH  
 DAN FOGELBERG  
 RIC OCASEK  
 ROBERT HAZARD  
 DIANA ROSS  
 Hottest:  
 DURAN DURAN 3-1  
 CULTURE CLUB 8-3  
 JOURNEY 9-6  
 JOE JACKSON 12-8  
 GREG KIHN BAND 18-11

**PARALLEL THREE**

**99KG/Salina, KS**

**Denny Collier**  
 STEPHEN BISHOP  
 LAURA BRANIGAN  
 WALL OF VOODOO (dp)  
 Hottest:  
 LIONEL RICHIE 1-1  
 MICHAEL JACKSON 4-3  
 JOURNEY 13-8  
 ERIC CLAPTON 16-11  
 STYX 25-18

**D93/Dubuque, IA**

**Steve Sesterhenn**  
 KENNY LOGGINS  
 LAURA BRANIGAN  
 NAKED EYES  
 PATRICK SIMMONS  
 PRINCE  
 Hottest:  
 CHRIS CROSS 2-1  
 ROGERS & EASTON 6-4  
 SUPERTRAMP 13-9  
 ERIC CLAPTON 14-11  
 MICHAEL JACKSON 17-13

**KDVV/Topeka, KN**

**Tony Stewart**  
 MICHAEL JACKSON  
 MAC MCANALLY  
 TOTO  
 Hottest:  
 JOURNEY 3-1  
 MICHAEL JACKSON 5-4  
 STYX 8-5  
 PRETENDERS 11-9  
 EW&F 14-12

**KFMZ/Columbia, MO**

**Steve Graziano**  
 KENNY LOGGINS  
 PSYCHEDELIC FURS  
 CLASH  
 Hottest:  
 JOE JACKSON 4-1  
 MEN AT WORK 8-2  
 DEXYS MIDNIGHT RU 12-3  
 ATF 20-10  
 OXO 22-15

**KFYR/Bismarck, ND**

**Dan Brannan**  
 GREG KIHN BAND  
 Hottest:  
 CHRIS CROSS 2-1  
 STYX 8-5  
 JOURNEY 13-8  
 DAN FOGELBERG 12-9  
 DURAN DURAN 17-12

**KKLS/Rapid City, SD**

**Sherwin/Piper**  
 JEFFERSON STARSHI  
 DIONNE WARWICK  
 TOM PETTY  
 DIRE STRAITS  
 Hottest:  
 CHRIS CROSS 1-1  
 LIONEL RICHIE 2-2  
 PRETENDERS 13-7  
 STYX 16-9  
 JOURNEY 17-10

**KKXL-FM/Grand Forks, ND**

**Don Nordine**  
 TOTO  
 MEN AT WORK  
 JOHN ANDERSON  
 Hottest:  
 DURAN DURAN 4-1  
 MICHAEL JACKSON 7-3  
 STYX 12-5  
 JOURNEY 11-7  
 MICHAEL JACKSON 35-26

**KQWB/Fargo, ND**

**Craig Roberts**  
 DAN FOGELBERG  
 STYX  
 Hottest:  
 LIONEL RICHIE 2-1  
 MICHAEL JACKSON 6-2  
 ERIC CLAPTON 11-7  
 FRIDA 22-12  
 JEFFERSON STARSHI 27-22

**KRNA/Iowa City, IA**

**Bart Goynsor**  
 PATRICK SIMMONS  
 BOB SEGER  
 KENNY LOGGINS  
 PSYCHEDELIC FURS (dp)  
 DURAN DURAN (dp)  
 DEF LEPPARD (dp)  
 ROBERT HAZARD (dp)  
 WALL OF VOODOO (dp)  
 Hottest:  
 MICHAEL JACKSON 1-1  
 CULTURE CLUB 2-2  
 JOURNEY 7-3  
 HALL & OATES 8-6  
 DEXYS MIDNIGHT RU 11-7

**KWTO-FM/Springfield, MO**

**Alexander/Hammond**  
 KENNY LOGGINS  
 TOTO  
 MAC MCANALLY  
 Hottest:  
 LIONEL RICHIE 1-1  
 MICHAEL JACKSON 4-2  
 CHRIS CROSS 3-3  
 HALL & OATES 7-4  
 JOE JACKSON 6-5

**KYTN/Grand Forks, ND**

**Tom Fricke**  
 DEF LEPPARD  
 TOM PETTY  
 ABC  
 PATRICK SIMMONS  
 LAURA BRANIGAN  
 DIRE STRAITS  
 Hottest:  
 DURAN DURAN 1-1  
 JOURNEY 12-2  
 STYX 30-8  
 MICHAEL JACKSON 28-16  
 MELISSA MANCHESTE 32-23

**WAZY-FM/Lafayette, IN**

**Jim Stacy**  
 BRYAN ADAMS  
 DIONNE WARWICK  
 TONY CAREY (dp)  
 Hottest:  
 MICHAEL JACKSON D-1  
 DURAN DURAN 2-2  
 DAN FOGELBERG 21-13  
 ATF 26-14  
 ABC 28-21

**WBWB/Bloomington, IN**

**John Heimann**  
 BOB SEGER  
 THOMAS DOLBY  
 WALL OF VOODOO (dp)  
 AL JARREAU  
 THOMPSON TWINS (dp)  
 DEF LEPPARD (dp)  
 Hottest:  
 ERIC CLAPTON 6-1  
 PRETENDERS 11-5  
 MELISSA MANCHESTE 15-10  
 DAN FOGELBERG 23-14  
 DEXYS MIDNIGHT RU 26-16

**WCIL-FM/Carbondale, IL**

**Tony Waitkus**  
 BOB SEGER  
 DAN FOGELBERG (dp)  
 ABC  
 O-FEEL (dp)  
 INXS (dp)  
 Hottest:  
 STYX 5-1  
 GOLDEN EARRING 10-4  
 JOHN ANDERSON D-6  
 MICHAEL JACKSON D-11  
 DEXYS MIDNIGHT RU 14-13

**WRKR/Racine, WI**

**Steve Warren**  
 DIONNE WARWICK  
 ABC  
 BARRY MANILOW  
 LENE LOVICH  
 POINTER SISTERS  
 Hottest:  
 BOB SEGER 1-1  
 ROGERS & EASTON 5-3  
 MICHAEL JACKSON 6-5  
 DEXYS MIDNIGHT RU 11-8  
 PRETENDERS 16-11

**WSPT/Stevens Point, WI**

**Fuhr/Tracy**  
 BARRY MANILOW  
 KENNY LOGGINS  
 DEF LEPPARD (dp)  
 TRIUMPH (dp)  
 BRYAN ADAMS (dp)  
 TONY CAREY (dp)  
 Hottest:  
 DEXYS MIDNIGHT RU 3-1  
 STYX 5-2  
 JOURNEY 6-5  
 MICHAEL JACKSON 8-6  
 JOHN ANDERSON 26-16

**KFMW/Waterloo, IA**

**Draw Bentley**  
 MICHAEL JACKSON  
 LAURA BRANIGAN  
 Hottest:  
 DURAN DURAN 2-1  
 JOURNEY 10-3  
 STYX 12-7  
 CHRIS CROSS 14-9  
 DEXYS MIDNIGHT RU 20-11

**KKRC/Sioux Falls, SD**

**Greg Fisher**  
 ATF  
 TOM PETTY  
 OXO (RA)  
 PATRICK SIMMONS  
 Hottest:  
 DURAN DURAN 3-1  
 MICHAEL JACKSON 7-2  
 JOURNEY 11-3  
 STYX 19-4  
 MEN AT WORK 25-6

**WEST**

**PARALLEL TWO**

**FM102/Sacramento, CA**  
**Manders/Preston**  
 TOTO  
 Hottest:  
 MICHAEL JACKSON 3-1  
 DEBARGE 17-10  
 JOURNEY 15-11  
 POCO 22-18  
 DAN FOGELBERG 25-20

**K96/Provo, UT**

**Gentry/McCoy**  
 Hottest:  
 LIONEL RICHIE 1-1  
 MICHAEL JACKSON 2-2  
 PRETENDERS 8-8  
 ERIC CLAPTON 13-13  
 JOURNEY 15-15

**KBBK/Boise, ID**

**Bob Lee**  
 SINGLE BULLET THE  
 OAK RIDGE BOYS  
 BRYAN ADAMS  
 PATTI AUSTIN  
 FIXX  
 Q-FEEL  
 PATRICK SIMMONS  
 Hottest:  
 ROGERS & EASTON 2-1  
 JOURNEY 7-2  
 SUPERTRAMP 10-8  
 DEXYS MIDNIGHT RU 11-9  
 PRETENDERS 14-10

**KGGI/Riverside S. Bern**

**Steve O'Neil**  
 Hottest:  
 MICHAEL JACKSON 1-1  
 DURAN DURAN 5-5  
 ROGERS & EASTON 7-7  
 STEPHEN BISHOP 18-18  
 DEBARGE 23-23

**KHOP/Modesto Stockton**

**David Kraham**  
 TOTO  
 PATRICK SIMMONS (dp)  
 AL JARREAU  
 THOMPSON TWINS (dp)  
 DEF LEPPARD (dp)  
 Hottest:  
 ERIC CLAPTON 6-1  
 PRETENDERS 11-5  
 MELISSA MANCHESTE 15-10  
 DAN FOGELBERG 23-14  
 DEXYS MIDNIGHT RU 26-16

**KIKI/Honolulu, HI**

**Kong/Shishido**  
 CHAKA KHAN  
 BETTIE HIGGINS  
 GEORGE DUKE  
 BILLY JOEL  
 LAURA BRANIGAN  
 ENCHANTMENT  
 KENNY LOGGINS  
 GARY PORTNOY  
 JOURNEY  
 Hottest:  
 MICHAEL JACKSON 1-1  
 RABBITT & GAYLE 2-2  
 LIONEL RICHIE 7-4  
 CHRIS CROSS 15-10  
 STYX 18-11

**KSND/Salem, OR**

**Len E. Mitchell**  
 PATTI AUSTIN  
 NAKED EYES (dp)  
 PSYCHEDELIC FURS (dp)  
 BILLY JOEL (dp)  
 PATRICK SIMMONS (dp)  
 Hottest:  
 DURAN DURAN 1-1  
 DEXYS MIDNIGHT RU 13-6  
 MICHAEL JACKSON 16-8  
 GREG KIHN BAND 27-21  
 MICHAEL JACKSON D-24

**KIDD/Monterey, CA**

**Brown/Carr**  
 TOM PETTY  
 DIONNE WARWICK  
 MISSING PERSONS  
 Hottest:  
 DURAN DURAN 2-1  
 EVELYN KING 3-2  
 MICHAEL JACKSON 6-3  
 GREG KIHN BAND 10-6  
 DEXYS MIDNIGHT RU 13-9

**KJRB/Spokane, WA**

**Suds Coleman**  
 DEBARGE  
 BRYAN ADAMS  
 MAC MCANALLY  
 TEMPTATIONS  
 KENNY LOGGINS  
 Hottest:  
 MICHAEL JACKSON 1-1  
 PRETENDERS 11-6  
 ABC 19-15  
 OXO 24-22  
 JOHN ANDERSON 29-25

**KKFM/Colorado Springs, CO**

**Dave Ryan**  
 JOHN ANDERSON  
 PAT BENATAR  
 PRINCE  
 DAN FOGELBERG  
 OXO  
 BOB SEGER  
 Hottest:  
 MICHAEL JACKSON 2-1  
 JOURNEY 3-3  
 GOLDEN EARRING 15-11  
 FRIDA 20-12  
 BOB SEGER A-25

**KKXX/Bakersfield, CA**

**Squires/Marcus**  
 PRINCE  
 DEF LEPPARD  
 ELDIE MONEY  
 Hottest:  
 JOURNEY 2-1  
 STYX 5-2  
 MICHAEL JACKSON 15-10  
 GREG KIHN BAND 20-11  
 YAZ 26-15

**KLUC/Las Vegas, NV**

**Randy Lunquist**  
 KENNY LOGGINS  
 TOTO  
 PATRICK SIMMONS  
 Hottest:  
 JOURNEY 3-1  
 DURAN DURAN 10-7  
 PRETENDERS 15-8  
 STYX 14-11  
 GREG KIHN BAND 21-15

**K093/Modesto, CA**

**Ausham/Main**  
 GREG KIHN BAND  
 BARRY MANILOW  
 ROBERT ELLIS ORRA  
 BRYAN ADAMS  
 Hottest:  
 MICHAEL JACKSON 5-1  
 DURAN DURAN 6-5  
 FIREFALL 22-16  
 MELISSA MANCHESTE 26-18  
 FRIDA 34-23

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

228 Reports

**JOHN DOE**  
*"Hit Song" (Anylabel)*  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E 33%			Up 51
M 21%			Debuts 20
S 56%			Down 0
W 19%			Adds 25

### EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds

44% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region.

National Summary  
Up 31 — Number of stations moving it up on the charts  
Debuts 20 — Number of stations debuting the song this week  
Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)  
Down 0 — Number of stations moving it down on their charts.  
Adds 25 — Total number of stations adding it this week

**ABC**  
*Poison Arrow (Mercury/PG)*  
LP: Lexicon Of Love

Regional Reach	166/8	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**PI**

Regional Reach	8/11	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**ABC**  
*Poison Arrow (Mercury/PG)*  
LP: Lexicon Of Love

Regional Reach	166/8	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**PI**

Regional Reach	8/11	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**ABC**  
*Poison Arrow (Mercury/PG)*  
LP: Lexicon Of Love

Regional Reach	166/8	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**PI**

Regional Reach	8/11	73%	National Summary
E 8%			Up 15
M 5%			Debuts 25
S 18%			Down 2
W 7%			Adds 8

**BRYAN ADAMS**  
*Straight From The... (A&M)*  
LP: Cuts Like A Knife

Regional Reach	80/48	35%	National Summary
E 4%			Up 7
M 4%			Debuts 7
S 18%			Down 1
W 3%			Adds 48

**PI**

Regional Reach	80/48	35%	National Summary
E 4%			Up 7
M 4%			Debuts 7
S 18%			Down 1
W 3%			Adds 48

**PI**

Regional Reach	80/48	35%	National Summary
E 4%			Up 7
M 4%			Debuts 7
S 18%			Down 1
W 3%			Adds 48

**AFTER THE FIRE**  
*Dar Kommissar (Epic)*  
LP: After The Fire

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**PI**

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**PI**

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**PI**

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**PI**

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**PI**

Regional Reach	181/11	79%	National Summary
E 18%			Up 123
M 1%			Debuts 25
S 11%			Down 1
W 7%			Adds 11

**JOHN ANDERSON**  
*Swingin' (WB)*  
LP: Wild And Blue

Regional Reach	66/11	29%	National Summary
E 1%			Up 24
M 1%			Debuts 17
S 1%			Down 0
W 1%			Adds 11

**PI**

Regional Reach	66/11	29%	National Summary
E 1%			Up 24
M 1%			Debuts 17
S 1%			Down 0
W 1%			Adds 11

**PI**

Regional Reach	66/11	29%	National Summary
E 1%			Up 24
M 1%			Debuts 17
S 1%			Down 0
W 1%			Adds 11

**PI**

Regional Reach	66/11	29%	National Summary
E 1%			Up 24
M 1%			Debuts 17
S 1%			Down 0
W 1%			Adds 11

**PAT BENATAR**  
*Little Too Late (Chrysalis)*  
LP: Get Nervous

Regional Reach	119/6	52%	National Summary
E 5%			Up 77
M 5%			Debuts 25
S 5%			Down 5
W 5%			Adds 6

**PI**

Regional Reach	119/6	52%	National Summary
E 5%			Up 77
M 5%			Debuts 25
S 5%			Down 5
W 5%			Adds 6

**PI**

Regional Reach	119/6	52%	National Summary
E 5%			Up 77
M 5%			Debuts 25
S 5%			Down 5
W 5%			Adds 6

**CLASH**  
*Should I Stay... (Epic)*  
LP: Combat Rock

Regional Reach	54/4	24%	National Summary
E 34%			Up 25
M 1%			Debuts 19
S 1%			Down 0
W 2%			Adds 4

**PI**

Regional Reach	54/4	24%	National Summary
E 34%			Up 25
M 1%			Debuts 19
S 1%			Down 0
W 2%			Adds 4

**STEPHEN BISHOP**  
*It Might Be You... (WB)*  
LP: Soundtrack "Tootsie"

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**PI**

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**PI**

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**PI**

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**PI**

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**PI**

Regional Reach	133/14	58%	National Summary
E 56%			Up 18
M 2%			Debuts 19
S 6%			Down 1
W 1%			Adds 14

**ERIC CLAPTON**  
*I've Got A Rock 'N' Roll... (WB)*  
LP: Money And Cigarettes

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**PI**

Regional Reach	198/3	87%	National Summary
E 88%			Up 161
M 8%			Debuts 5
S 8%			Down 3
W 1%			Adds 3

**CLASH**  
*Should I Stay... (Epic)*  
LP: Combat Rock

Regional Reach	54/4	24%	National Summary
E 34%			Up 25
M 1%			Debuts 19
S 1%			Down 0
W 2%			Adds 4

**PI**

Regional Reach	54/4	24%	National Summary
E 34%			Up 25
M 1%			Debuts 19
S 1%			Down 0
W 2%			Adds 4

**PHIL COLLINS**  
*I Don't Care... (Atlantic)*  
LP: Hello, I Must Be Going

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**PI**

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**PI**

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**PI**

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**PI**

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**PI**

Regional Reach	100/0	44%	National Summary
E 44%			Up 43
M 1%			Debuts 9
S 1%			Down 2
W 3%			Adds 10

**CHRISTOPHER CROSS**  
*All Right (WB)*  
LP: Another Page

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**PI**

Regional Reach	207/0	91%	National Summary
E 84%			Up 177
M 1%			Debuts 0
S 1%			Down 0
W 1%			Adds 0

**CULTURE CLUB</**





# Black Radio

## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### JARREAU Mornin' (WB)

77% of our reporting stations on it. Rotations: Heavy 7/2, Medium 19/5, Light 27/13, Extra Adds 4, Total Adds 24 including WILD, WAIL-FM, WJPC, WZAK, WJLB, XHRM, WNHC, KJCB, WLOU, KUKQ. A Most Added Record. Debuts at number 25 on the Black Radio Chart.

### TYRONE BRUNSON

#### Sticky Situation (Believe In A Dream/CBS)

61% of our reporting stations on it. Rotations: Heavy: 8/0, Medium 21/4, Light 15/4, Extra Adds 1, Total Adds 9, WAMO, WVEE, KMJQ, WDA, WPDQ, WPLZ, WANT, WDAO, KDIA. Debuts at number 27 on the Black Radio Chart.

### KIDDO

#### Try My Loving (Gimme Just Enough) (A&M)

61% of our reporting stations on it. Rotations: Heavy 1/0, Medium 24/1, Light 19/2, Extra Adds 1, Total Adds 4, WCIN, WJAX, WJJS, WANT. Heavy: XHRM. Moves 30-29 on the Black Radio Chart.

### CHANGE

#### This Is Your Time (RFC/Atlantic)

59% of our reporting stations on it. Rotations: Heavy 5/0, Medium 16/1, Light 20/5, Extra Adds 3, Total Adds 9, WAIL-FM, WBMX, WCIN, WJMO, WGPR, XHRM, KNOW, WPDQ, WANT. Debuts at number 30 on the Black Radio Chart.

## NEW & ACTIVE

### DYNASTY "Check It Out" (Solar/Elektra) 40/2

Rotations: Heavy 3/0, Medium 25/0, Light 11/1, Extra Adds 1, Total Adds 2, WPEG, WKWM. Heavy: WZEN-FM, WRDW, WLOU. Medium: WDAS, WAOK, WEDR, WBMX, WCIN, KSOL, WNHC, WPDQ, WTMP, KUKQ.

### EBONEE WEBB "Too Hot To Be Cool" (Capitol) 40/1

Rotations: Heavy 8/0, Medium 17/1, Light 15/0, Extra Adds 0, Total Adds 1, WANT. Heavy: WAOK, KRNB, WGPR, WATV, WENN, WKXI, WTLC, WWWW. Medium: WHUR, WCIN, XHRM, WRDW, WAAA, WDAO. Holds 26-26 on the Black Radio Chart.

### FATBACK "The Girl Is Fine (So Fine)" (Spring/PolyGram) 38/15

Rotations: Heavy 2/0, Medium 14/2, Light 20/11, Extra Adds 2, Total Adds 15 including WAMO, WAOK, WZEN-FM, XHRM, KNOW, WANT, WWWW. Heavy: WHRK, WANM. Medium: WHUR, KMJQ, KRNB, WGCI, WAAA.

### ONE WAY "Can I" (MCA) 38/2

Rotations: Heavy 12/0, Medium 15/1, Light 10/0, Extra Adds 1, Total Adds 2, WVEE, WPLZ. Heavy: KRNB, WEDR, WDMT, WZAK, XHRM, WATV, WKXI, WLTH. Medium: WAMO, WHRK, WGPR, KOKY, WWDW. Debuts at number 28 on the Black Radio Chart.

### TEMPTATIONS "Love On My Mind Tonight" (Gordy/Motown) 37/16

Rotations: Heavy 4/2, Medium 13/4, Light 20/10, Extra Adds 0, Total Adds 16 including WAMO, WAOK, WZEN-FM, XHRM, KNOW, WATV, WANT, KUKQ. Heavy: WHRK, WJPC. Medium: WKYS, KRNB, KACE, WLTH, KPOP-FM.

### DIONNE WARWICK "Take The Short Way Home" (Arista) 37/9

Rotations: Heavy 3/0, Medium 15/1, Light 17/6, Extra Adds 2, Total Adds 9, WAMO, WYLD-FM, WBLZ, KSOL, WATV, WOIC, WKXI, WTMP, KMJM. Heavy: WJPC, WJMO, KPOP-FM. Medium: WOOK, WVOL, WLTH, WVOI.

### MELBA MOORE "Underlove" (EMI America) 34/11

Rotations: Heavy 2/1, Medium 8/1, Light 22/7, Extra Adds 2, Total Adds 11, WOOK, WGCI, WJPC, WBLZ, WGIV, WKXI, WJAX, KJCB, WPLZ, WWDW, WKWM. Heavy: WAOK. Medium: WHUR, WJMO, WRDW, WJMI.

### MARCUS MILLER "Lovin' You" (WB) 31/4

Rotations: Heavy 1/0, Medium 10/0, Light 18/2, Extra Adds 2, Total Adds 4, KMJQ, XHRM, WATV, WPLZ. Heavy: WWWW. Medium: WHUR, K104-FM, KRNB, WHRK, WJLB, WRDW, KJCB, WWDW, WAAA, WLTH.

### PRINCE "Little Red Corvette" (WB) 30/5

Rotations: Heavy 6/0, Medium 15/2, Light 9/3, Extra Adds 0, Total Adds 5, WVEE, KSOL, WATV, WJMI, KDIA. Heavy: WHRK, WZAK, XHRM, WJAX, KJCB, WANM. Medium: WAIL-FM, WNHC, WWWW, KPOP-FM.

### CHERI "Working Girl" (21/PolyGram) 29/1

Rotations: Heavy 5/0, Medium 9/0, Light 15/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WAOK, WHRK, WBMX, WZAK, WZEN-FM. Medium: WJMO, XHRM, WENN, WGIV, WPDQ, WVOL, WWDW, WLTH.

### STEPHANIE MILLS "You Can't Run From My Love" (Casablanca/PolyGram) 29/2

Rotations: Heavy 9/0, Medium 8/1, Light 11/0, Extra Adds 1, Total Adds 2, WGIV, WPLZ. Heavy: WAOK, WEDR, WZEN-FM, WATV, WENN, WPDQ, WANM, WAAA, KUKQ. Medium: WAMO, XHRM, WRDW, WPEG, WLTH, WTLC.

### CULTURE CLUB "Do You Really Want To Hurt Me" (Virgin/Epic) 29/1

Rotations: Heavy 12/0, Medium 9/0, Light 8/1, Extra Adds 0, Total Adds 1, WTMP. Heavy: WDAS, WOOK, WAIL-FM, WGCI, WBLZ, KDAY, WNHC, WPDQ, KOKY. Medium: WAOK, KSOL, WENN, WVOL, WKWM.

### RUFUS "Take It To The Top" (WB) 29/0

Rotations: Heavy 5/0, Medium 14/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WVEE, WGIV, WNOO, WKXI, WTLC. Medium: WXYV, WOOK, KRNB, WZEN-FM, XHRM, KNOW, WVOL, WAAA, WLTH.

### ATTITUDE "We Got The Juice" (RFC/Atlantic) 28/4

Rotations: Heavy 5/0, Medium 15/1, Light 8/3, Extra Adds 4, WGCI, WJMO, KSOL, KOKY. Heavy: WAIL-FM, WYLD-FM, KACE, WPEG, WJAX. Medium: WEDR, WGPR, XHRM, WNHC, WWDW, WTLC.

### PHILIPPE WYNNE "You Ain't Going Anywhere But Gone" (Sugar Hill) 25/5

Rotations: Heavy 2/0, Medium 8/1, Light 13/3, Extra Adds 1, Total Adds 5, WILD, KACE, WNHC, WPDQ, WLTH. Heavy: KRNB, WAAA, KPOP-FM. Medium: WDAS, WHRK, XHRM, WNOO, WJMI, WKXI, KUKQ.

## SIGNIFICANT ACTION

### SOUL SONIC FORCE "Looking For The Perfect Beat" (Tommy Boy) 24/3

Rotations: Heavy 8/0, Medium 9/2, Light 7/1, Extra Adds 0, Total Adds 3, WVEE, WJPC, XHRM. Heavy: WRKS, WEDR, WENN, WNOO, WPDQ, WVOL, WPLZ, WKWM. Medium: WDAS, WAIL-FM, WJMO, WDRQ, WKXI, WWWW, KPOP-FM.

### IMAGINATION "Changes" (MCA) 23/8

Rotations: Heavy 0/0, Medium 8/2, Light 13/4, Extra Adds 2, Total Adds 8, WDAS, WHUR, KMJQ, KACE, KSOL, WPEG, KOKY, WLOU. Medium: WAOK, KRNB, WRDW, WVOL, WWDW, WTLC.

### JERRY KNIGHT "She's Got To Be (A Dancer)" (A&M) 23/1

Rotations: Heavy 4/0, Medium 14/0, Light 4/0, Extra Adds 1, Total Adds 1, WCIN. Heavy: WILD, WGPR, WNOO, WKXI. Medium: WAOK, WVEE, KRNB, KACE, WRDW, WPEG, WJAX, WPDQ, WLOU, WWDW, WAAA, WDAO, WKWM, WWWW.

### JUICY "Love's A Merry-Go-Round" (Arista) 23/0

Rotations: Heavy 5/0, Medium 11/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WBMX, WGCI, XHRM, WATV, WLTH. Medium: WHUR, WEDR, WZAK, KACE, WRDW, WENN, WGIV, WPLZ, WWWW, WVOI, KUKQ.

### MICHAEL JACKSON "Beat It" (Epic) 22/6

Rotations: Heavy 6/1, Medium 8/3, Light 8/2, Extra Adds 0, Total Adds 6, KRNB, WGCI, WJPC, WJLB, KMJM, KNOW. Heavy: K104-FM, WHRK, WBLZ, WVOL, WVKO. Medium: WILD, KMJQ, WDA, WJMI, KPOP-FM.

### POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 22/5

Rotations: Heavy 2/0, Medium 8/2, Light 12/3, Extra Adds 0, Total Adds 5, WVEE, WGPR, KSOL, WJAX, WWWW. Heavy: WAOK, WJPC. Medium: WILD, WGIV, KOKY, WVOL, WLUM, KPOP-FM.

### GRACE JONES "Cry Now, Laugh Later" (Island/Atco) 22/2

Rotations: Heavy 5/0, Medium 7/0, Light 10/2, Extra Adds 0, Total Adds 2, WATV, WJAX. Heavy: WAOK, KMJM, WZEN-FM, KACE, WAAA. Medium: WVEE, WDA, WHRK, WGPR, WOIC, WJMI, KOKY.



## NATIONAL AIRPLAY/30

March 11, 1983

Three Weeks	Two Weeks	Last Week	
1	1	1	1 MICHAEL JACKSON/Billie Jean (Epic)
5	5	3	2 ANGELA BOFILL/Too Tough (Arista)
2	2	2	3 EARTH, WIND & FIRE/Fall In Love With Me (Columbia)
6	6	4	4 GEORGE CLINTON/Atomic Dog (Capitol)
7	7	7	5 DAZZ BAND/On The One For Fun (Motown)
20	11	9	6 KASHIF/I Just Gotta Have You... (Arista)
3	3	6	7 LIONEL RICHIE/You Are (Motown)
4	4	5	8 SMOKEY ROBINSON/I've Made Love To You... (Tamla/Motown)
-	16	14	9 WHISPERS/Tonight (Solar/Elektra)
18	14	11	10 O'BRYAN/I'm Freaky (Capitol)
19	10	10	11 DARYL HALL & JOHN OATES/One On One (RCA)
25	15	15	12 SYSTEM/You Are In My System (Mirage/Atco)
17	13	13	13 JANET JACKSON/Come Give Your Love To Me (A&M)
-	-	22	14 INSTANT FUNK/No Stoppin' That Rockin' (Salsoul/RCA)
-	25	20	15 CHAMPAIGN/Try Again (Columbia)
27	22	16	16 TAVARES/Got To Find My Way Back To You (RCA)
-	-	17	17 STEVE ARRINGTON'S HALL OF FAME/Nobody Can Be You (Atlantic)
30	21	18	18 BETTY WRIGHT/She's Older Now (Epic)
29	20	19	19 CON FUNK SHUN/Ms. Got-The-Body (Mercury/PolyGram)
8	8	8	20 DeBARGE/I Like It (Gordy/Motown)
10	9	12	21 INDEEP/Last Night A DJ Saved My Life (Sound Of New York)
-	-	25	22 CLIFF DAWSON & RENEE DIGGS/Never Say I Do... (Boardwalk)
-	-	23	23 MARVIN GAYE/'Til Tomorrow (Columbia)
-	30	24	24 GLENN JONES/I Am Somebody (RCA)
DEBUT	25		25 JARREAU/Mornin' (WB)
-	-	26	26 EBONEE WEBB/Too Hot To Be Cool (Capitol)
DEBUT	27		27 TYRONE BRUNSON/Sticky Situation (Believe In A Dream/CBS)
DEBUT	28		28 ONE WAY/Can I (MCA)
-	-	30	29 KIDDO/Try My Loving (Gimme Just Enough) (A&M)
DEBUT	30		30 CHANGE/This Is Your Time (RFC/Atlantic)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

### MOST ADDED

- JARREAU (24)
- TEMPTATIONS (16)
- FATBACK (15)
- BAR-KAYS (12)
- RAY PARKER (11)
- MELBA MOORE (11)

### HOTTEST

- MICHAEL JACKSON (55)
- GEORGE CLINTON (38)
- EARTH, WIND & FIRE (30)
- DeBARGE (29)
- LIONEL RICHIE (27)

### TRAMMPS "Up On The Hill" (Venture) 22/0

Rotations: Heavy 4/0, Medium 7/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WHUR, WYLD-FM, WENN, WANM. Medium: WAOK, WEDR, WAIL-FM, WZEN-FM, KACE, XHRM, WLTH.

### RANDY CRAWFORD "Imagine" (WB) 22/0

Rotations: Heavy 5/0, Medium 11/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WATV, WENN, WGIV, WPDQ, KJCB. Medium: WDA, WEDR, WYLD-FM, WJMO, WZAK, WZEN-FM, XHRM, WNOO, WLUM, KDIA, KUKQ.

### WILLIAM BELL "Bad Time To Break Up" (Kat Family/CBS) 21/0

Rotations: Heavy 3/0, Medium 11/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WBMX, WLUM. Medium: WAOK, WDA, WGCI, WJPC, WJMO, KMJM, WJMI, WKXI, WLTH, KUKQ, KPOP-FM.

### BAR-KAYS "She Talks To Me With Her Body" (Mercury/PolyGram) 20/12

Rotations: Heavy 5/1, Medium 5/1, Light 6/6, Extra Adds 4, Total Adds 12, WILD, WDAS, WAOK, WVEE, WAIL-FM, WGCI, WDRQ, KSOL, WPEG, WPLZ, WTLC, KUKQ. Heavy: WDA, WHRK, KACE, WTMP. Medium: KMJM, WANT, WWDW.

### RAY PARKER JR. "The People Next Door" (Arista) 20/11

Rotations: Heavy 2/0, Medium 5/1, Light 10/7, Extra Adds 3, Total Adds 11, KRLY, WAIL-FM, WBLZ, WGPR, XHRM, WATV, WVOL, WTMP, WDAO, WTLC, WVOI. Heavy: KRNB, WANM. Medium: WHUR, WZAK, WJMI, KPOP-FM.

### SECRET WEAPON "DJ Man" (Prelude) 20/2

Rotations: Heavy 1/0, Medium 9/1, Light 9/0, Extra Adds 1, Total Adds 2, WVEE, WPLZ. Heavy: WAAA. Medium: KRNB, WJMO, KNOW, WNOO, WJAX, WWDW, WLTH, WWWW.

### RICHARD "DIMPLES" FIELDS "Don't Ever Stop Chasing Your Dreams" (Boardwalk) 20/1

Rotations: Heavy 2/0, Medium 12/0, Light 6/1, Extra Adds 0, Total Adds 1, WWDW. Heavy: WJMO, WJMI. Medium: WXYV, WILD, WAOK, KRNB, WEDR, XHRM, WENN, WGIV, WPEG, WNOO, WPLZ, WLUM.

### TIME "Gigolos Get Lonely Too" (WB) 20/1

Rotations: Heavy 4/0, Medium 10/0, Light 6/1, Extra Adds 0, Total Adds 1, KJCB. Heavy: WILD, WYLD-FM, KNOW, WAAA. Medium: WXYV, WAIL-FM, WZAK, WKND, WNHC, WRDW, WPEG, WBLX, WANM, KUKQ.

### BOHANNON "Make Your Body Move" (Compleat/PolyGram) 20/0

Rotations: Heavy 7/0, Medium 7/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, KRNB, WATV, WPEG, KOKY, WLOU, WLUM. Medium: WOOK, WENN, WOIC, WWDW, WTMP, WAAA, WDAO.

### HIGH INERGY "He's A Pretender" (Gordy/Motown) 19/5

Rotations: Heavy 6/0, Medium 5/1, Light 6/2, Extra Adds 2, Total Adds 5, WAOK, WAIL-FM, WBMX, WGCI, KSOL. Heavy: WYLD-FM, KACE, KDAY, XHRM, WATV, WENN. Medium: WDAO, WLTH, WWWW, KDIA.

### KOOL & THE GANG "Street Kids" (De-Lite/PolyGram) 19/3

Rotations: Heavy 2/0, Medium 7/0, Light 9/2, Extra Adds 1, Total Adds 3, WJMO, WDRQ, WVOI. Heavy: WJPC, KPOP-FM. Medium: WRDW, WNOO, WOIC, WJMI, WKXI, WWDW, WANM.

### GREG KIHN BAND "Jeopardy" (Berserkeley/Elektra-Asylum) 18/4

Rotations: Heavy 4/0, Medium 4/1, Light 10/3, Extra Adds 0, Total Adds 4, WILD, WJAX, WANM, WTMP. Heavy: WVEE, WHRK, WZAK, KPOP-FM. Medium: WBLZ, WPDQ, WTLC.

### ERIC MERCURY & ROBERTA FLACK "Our Love Will Stop The World" (Atlantic) 18/0

Rotations: Heavy 4/0, Medium 7/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WOOK, WJMO, WLUM. Medium: WEDR, XHRM, KSOL, WGIV, KOKY, WVOL, WLTH.

### LOU RAWLS "Wind Beneath My Wings" (Epic) 17/7

Rotations: Heavy 0/0, Medium 6/1, Light 10/5, Extra Adds 1, Total Adds 7, WOOK, KRLY, WJPC, WZEN-FM, WVOL, WLUM, WWWW. Medium: WHUR, WHRK, WGPR, KOKY, KPOP-FM.

### DIANA ROSS "So Close" (RCA) 17/2

Rotations: Heavy 4/0, Medium 4/1, Light 8/0, Extra Adds 1, Total Adds 2, WPLZ, WANT. Heavy: WVEE, WANM, WAAA, KPOP-FM. Medium: WATV, WVOL, WWDW.

### ELLIS HALL JR. "Every Little Bit Hurts" (HCRC) 17/1

Rotations: Heavy 4/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, WTMP. Heavy: WEDR, WYLD-FM, KNOW, WKWM. Medium: WHUR, KMJQ, WCIN, WGPR, KMJM, WWWW.

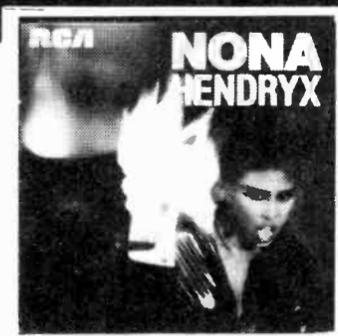
### NONA HENDRYX "Keep It Confidential" (RCA) 16/5

Rotations: Heavy 0/0, Medium 5/1, Light 11/4, Extra Adds 0, Total Adds 5, WILD, WRKS, WJMO, WKND, KUKQ. Medium: WHUR, KDAY, WWDW, WAAA.

### ARETHA FRANKLIN "This Is For Real" (Arista) 16/4

Rotations: Heavy 0/0, Medium 8/0, Light 8/4, Extra Adds 0, Total Adds 4, WJLB, WNHC, WLOU, WDAO. Medium: WDA, WZAK, WGIV, WNOO, WPLZ, WANM, WLTH, WTLC.

# HITS TOO HOT TO KEEP CONFIDENTIAL!



## **NONA HENDRYX** **"KEEP IT CONFIDENTIAL"**

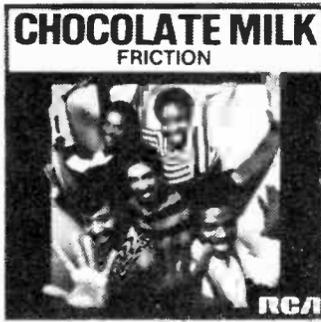
7 in. PB-13437 12 in. PD-13438

AFL1-4565

## **FONZI THORNTON** **"BEVERLY"**

7 in. PB-13454 12 in. PD-13455

AFL1-4433



## **CHOCOLATE MILK** **"WHO'S GETTING IT NOW"**

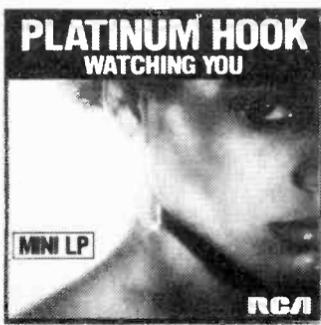
7 in. PB-13477 12 in. PD-13448

AFL1-4412

## **EVELYN KING** **"GET LOOSE"**

7 in. PB-13461

AFL1-4337



## **PLATINUM HOOK** **"I DON'T WANNA LIVE WITHOUT YOU"**

7 in. PB-13444

MFL1-8506

**RCA**  
Records and Cassettes



NATIONAL AIRPLAY/50

March 11, 1983

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

CHARLEY PRIDE More And More (RCA)

On 72% of reporting stations. National Summary: Up 41, Same 20, Down 0, Debuts 26, Adds 17. Moves 48-40 on the Country Chart.

ROSANNE CASH It Hasn't Happened Yet (Columbia)

On 65% of reporting stations. National Summary: Up 21, Same 21, Down 0, Debuts 14, Adds 37. A Most Added Record. Debuts at number 41 on the Country Chart.

MOE BANDY I Still Love You In The Same Ol' Way (Columbia)

On 65% of reporting stations. National Summary: Up 31, Same 26, Down 0, Debuts 21, Adds 15. Debuts at number 42 on the Country Chart.

JOHNNY RODRIGUEZ Foolin' (Epic)

On 63% of reporting stations. National Summary: Up 41, Same 23, Down 0, Debuts 19, Adds 8. Moves 49-43 on the Country Chart.

MOST ADDED

- WAYLON JENNINGS (69) Lucille (RCA)
EMMYLOU HARRIS (60) I'm Movin' On (WB)
LEON EVERETTE (51) My Lady Loves Me (Just As I Am) (RCA)
GENE WATSON (50) You're Out Doing What I'm Here... (MCA)
ROSANNE CASH (37) It Hasn't Happened Yet (Columbia)
MEL TILLIS (36) In The Middle Of The Night (MCA)
BOBBY BARE & LACY J. DALTON (33) It's A Dirty Job (Columbia)

HOTTEST

- JOHN ANDERSON (89) Swingin' (WB)
ALABAMA (68) Dixieland Delight (RCA)
KENNY ROGERS & SHEENA EASTON (46) We've Got Tonight (Liberty)
BELLAMY BROTHERS (39) When I'm Away From You (Elektra/Curb)
RICKY SKAGGS (37) I Wouldn't Change You If I Could (Epic)
OAK RIDGE BOYS (34) American Made (MCA)
GEORGE JONES (33) Shine On (Shine All Your Sweet Love) (Epic)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.) moved it down on their charts, or Added it this week. Indicated one of this week's most added new songs.

- MERLE HAGGARD "You Take Me For Granted" (Epic) 84/28
WAYLON JENNINGS "Lucille" (RCA) 82/69
MEL TILLIS "In The Middle Of The Night" (MCA) 80/36
WILLIE NELSON "Little Old Fashioned Karma" (Columbia) 71/26
VERN GOSDIN "If You're Gonna Do Me Wrong Do It Right" (Compeat/PolyGram) 71/12
JAMES GALWAY & SYLVIA "Wayward Wind" (RCA) 68/2
BIG AL DOWNING "It Takes Love" (Team Entertainment) 66/3
EMMYLOU HARRIS "I'm Movin' On" (WB) 65/60
BOBBY BARE & LACY J. DALTON "It's A Dirty Job" (Columbia) 63/33
LLOYD DAVID FOSTER "Unfinished Business" (MCA) 63/10
PORTER WAGONER "This Cowboy's Hat" (WB/Viva) 58/9
YOUNGER BROTHERS "Somewhere Down The Line" (MCA) 55/14
LEON EVERETTE "My Lady Loves Me (Just As I Am)" (RCA) 54/51
GENE WATSON "You're Out Doing What I'm Here..." (MCA) 53/50
PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 52/5
RICH LANDERS "Take It All" (AMI/NSD) 52/1
DAVID WILLS "Those Nights, These Days" (RCA) 49/21
KAREN TAYLOR-GOOD "Tenderness Place" (Mesa) 45/7

Adds & Hits... See Page 43

Three Two Last Weeks Week Week

- 1 JOHN ANDERSON/Swingin' (WB)
2 RICKY SKAGGS/I Wouldn't Change You If I Could (Epic)
3 BELLAMY BROTHERS/When I'm Away From You (Elektra/Curb)
4 GEORGE JONES/Shine On (Shine All Your Sweet Love) (Epic)
5 JANIE FRICKE/You Don't Know Love (Columbia)
6 WHITES/Hangin' Around (Elektra/Curb)
7 KENNY ROGERS & SHEENA EASTON/We've Got Tonight (Liberty)
8 EARL THOMAS CONLEY/I Have Loved You, Girl (RCA)
9 ALABAMA/Dixieland Delight (RCA)
10 MERLE HAGGARD & WILLIE NELSON/Reasons To Quit (Epic)
11 CONWAY TWITTY/The Rose (Elektra)
12 ED BRUCE/My First Taste Of Texas (MCA)
13 HANK WILLIAMS JR./Gonna Go Huntin' (Elektra/Curb)
14 JOHNNY LEE/Sounds Like Love (Full Moon/Asylum)
15 JERRY REED/Down On The Corner (RCA)
16 TANYA TUCKER/Feel Right (Arista)
17 OAK RIDGE BOYS/American Made (MCA)
18 BOB SEGER/Shame On The Moon (Capitol)
19 REBA McENTIRE/You're The First Time I've Thought... (Mercury/Pg)
20 LARRY GATLIN/Almost Called Her Baby By Mistake (Columbia)
21 GEORGE STRAIT/Amarillo By Morning (MCA)
22 DON WILLIAMS/If Hollywood Don't Need You (MCA)
23 GLEN CAMPBELL/I Love How You Love Me (Atlantic America)
24 RONNIE McDOWELL/Personally (Epic)
25 LEE GREENWOOD/Ain't No Trick (It Takes Magic) (MCA)
26 B.J. THOMAS/Whatever Happened To Old Fashioned Love (Cleve. Int./Col.)
27 DOLLY PARTON & WILLIE NELSON/Everything's... (Monument)
28 WILLIE NELSON/Last Thing I Needed First Thing This Morning (Columbia)
29 SHELLY WEST/Jose Cuervo (WB/Viva)
30 KAREN BROOKS/If That's What You're Thinking (WB)
31 LOUISE MANDRELL/Save Me (RCA)
32 RAY CHARLES/Born To Love Me (Columbia)
33 MARTY ROBBINS/Honkytonk Man (WB/Viva)
34 JOHN CONLEE/Common Man (MCA)
35 GUS HARDIN/After The Last Goodbye (RCA)
36 JOE STAMPLEY/Finding You (Epic)
37 LORETTA LYNN/Breakin' It (MCA)
38 TOM JONES/Touch Me (I'll Be Your Fool Once More) (Mercury/PolyGram)
39 T.G. SHEPPARD & KAREN BROOKS/Faking Love (WB/Curb)
40 CHARLEY PRIDE/More And More (RCA)
41 ROSANNE CASH/It Hasn't Happened Yet (Columbia)
42 MOE BANDY/I Still Love You In The Same Ol' Way (Columbia)
43 JOHNNY RODRIGUEZ/Foolin' (Epic)
44 CHARLEY PRIDE/Why Baby Why (RCA)
45 JIM GLASER/When You're Not A Lady (Noble Vision)
46 GARY MORRIS/Velvet Chains (WB)
47 CRYSTAL GAYLE/Til I Gain Control Again (Elektra)
48 MERLE HAGGARD/You Take Me For Granted (Epic)
49 WAYLON JENNINGS/Lucille (RCA)
50 MEL TILLIS/In The Middle Of The Night (MCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

SIGNIFICANT ACTION

- CONNIE FRANCIS "There's Still A Few Good Love Songs Left In Me" (Polydor/PolyGram) 39/5
GARY WOLF "Livin' On Memories" (Columbia) 37/6
CHANTILLY "Storm Of Love" (F&L) 32/1
DAVID ALLAN COE "The Ride" (Columbia) 29/28
RALPH MAY "Angels Get Lonely Too" (Primer) 26/7
SAM NEELEY "The Party's Over (Everybody's...)" (MCA) 25/11
COULTERS "Caroline's Still In Georgia" (Dolphin) 24/3
JERRY LEE LEWIS "Come As You Were" (MCA) 23/10
RONNIE DUNN "It's Written All Over Your Face" (Churchill) 22/6
MICKEY CLARK "She's Gone To L.A. Again" (Monument) 21/8
DAVID ROGERS "Hold Me" (Music Masters) 18/4
EDDY ARNOLD "The Blues Don't Care Who..." (RCA) 17/8
McGUFFEY LANE "Doing It Right" (Atco) 17/7
BILL ANDERSON "Thank You Darling" (Southern Tracks) 17/6
DARLENE AUSTIN "I'm On The Outside Looking In" (Myrtle) 16/5
PUMP BOYS & DINETTES "The Night Dolly Parton Was..." (Columbia) 15/5
ZELLA LEHR "Haven't We Loved Somewhere..." (Columbia) 14/1

# Adult/Contemporary

Continued from Back Page

## BREAKERS

### JARREAU Mornin' (WB)

59% of our reporters on it. Rotations: Heavy 3/1, Medium 46/10, Light 27/13, Extra Adds 1, Total Adds 25 including WSB, WARM98, WCZY, WISN, KPPL, WBEN, WKAZ, WTIC, WAAY, WRVR, KRNT, WENS, KUDL, WISM-FM, KKUA, and 10 more. Debuts at number 24 on the A/C chart.

### TOTO I Won't Hold You Back (Columbia)

54% of our reporters on it. Rotations: Heavy 0/0, Medium 33/15, Light 35/25, Extra Adds 2, Total Adds 42 including GR55, WLTA, WSB-FM, WFYR, WHB, WISN, KHOW, KNBR, WRIE, WGY, WSLI, WHBC, WTRX, KOST, KWAV, and 27 more. Debuts at number 26 on the A/C chart.

### ALAN PARSONS PROJECT Old & Wise (Arista)

51% of our reporters on it. Rotations: Heavy 2/0, Medium 39/3, Light 24/7, Extra Adds 1, Total Adds 11, WSB-FM, KHOW, KPPL, WWYZ, WBT, KOIL, KKRD, KS103, KCEE, WROV, KWEB. Debuts at number 29 on the A/C chart.

## NEW & ACTIVE

**MAC McANALLY "Minimum Love" (Geffen) 59/22**  
Rotations: Heavy 1/0, Medium 28/5, Light 27/14, Extra Adds 3, Total Adds 22, WSB, KHOW, KGW, WKAZ, WWYZ, WQUE, WHBY, KMBZ, WZUU, KUGN, KOST, KWAV, KEX, WNNR, WKBR, WROV, WVBS, KCRG, KQDI, KRNO, KRKK, KSRO. Heavy: KFOR. Medium: WFBR, WSB-FM, WARM98, WCCO, WRVR, KBOI, KKUA.

**B.J. THOMAS "What Ever Happened To Old Fashioned Love" (Cleve. Int./Columbia) 54/12**  
Rotations: Heavy 8/0, Medium 27/4, Light 19/8, Extra Adds 0, Total Adds 12, KGW, WICC, WRIE, WFSM, WTIC, WBT, WSRZ, KKRD, KBOI, KRRC, KRNO, KSRO. Heavy: WCCO, WHBY, KUDO, KSL, WEIM, KFSB, KFOR, WJON. Medium: WLTA, WSB, WKAZ, WSLI, WRVR, WHHY, WRVA, WHBC, KRNT, KMBZ.

**LOU RAWLS "Wind Beneath My Wings" (Epic) 43/20**  
Rotations: Heavy 0/0, Medium 16/6, Light 26/13, Extra Adds 1, Total Adds 20, KHOW, WICC, WFSM, WGY, WAFB, WBT, WAIV, WHHY, KOIL, KBOI, KUGN, KEX, WTNV, WCPI, WLVA, WVBS, WJBC, KFOR, KRNO, KSRO. Medium: WLTA, WCCO, WBEN, WHBC, KSL, WKZE-FM, WEIM, WDEF, KFSB, WJON.

**KENNY LOGGINS "Welcome To Heartlight" (Columbia) 38/22**  
Rotations: Heavy 1/0, Medium 9/2, Light 27/19, Extra Adds 1, Total Adds 22, WHB, KPLZ, WKAZ, WSLI, WHHY, WHBC, WTRX, WENS, WFMK, KKRD, KWAV, KS103, WNNR, WKBR, WCHV, WVBS, KFSB, KWEB, WJON, KRRC, KRNO, KSRO. Heavy: KYKY. Medium: WBEN, KUDO, WAYV, WKZE-FM, WEIM, WTNV, KRKK.

**YAZ "Only You" (Sire/WB) 35/7**  
Rotations: Heavy 3/0, Medium 13/3, Light 18/3, Extra Adds 1, Total Adds 7, WSB, KRNT, KMBZ, WISM-FM, WVBS, KCRG, WJON. Heavy: KPLZ, WFMK, KUDO. Medium: WCCO, WKAZ, WMHE, KBOI, WNNR, WKZE-FM, WEIM, WTNV, KWEB, KTWO, KRRC.

**ROBBIE PATTON "Smiling Islands" (Atlantic) 33/7**  
Rotations: Heavy 2/0, Medium 14/4, Light 17/3, Extra Adds 0, Total Adds 7, WCLR, KS94, KWAV, KSL, KFSB, KFOR, KRKK. Heavy: WISM-FM, KRRC. Medium: WCCO, WSLI, WRVR, WMHE, WKZE-FM, WEIM, WTNV, WSKY, KWEB, WJON.

**MICHEL BERGER "Innocent Eyes" (Atlantic) 33/1**  
Rotations: Heavy 5/0, Medium 17/0, Light 11/1, Extra Adds 0, Total Adds 1, KVOX. Heavy: WLTA, WSB, WCCO, KSL, KRRC. Medium: WARM98, KFMB, WKAZ, WSLI, WVLK, WMAZ, WHBY, WHBC, KMBZ, KEX, WNNR, WCHV, WLVA, KCRG, KFOR, KWEB, KRKK.

**DONALD FAGEN "New Frontier" (WB) 33/0**  
Rotations: Heavy 5/0, Medium 21/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WCCO, WNNR, WEIM, WCHV, KFSB. Medium: WARM98, KGW, KEZR, WKAZ, WHEN, WSRZ, WISM-FM, KOIL, KKUA, KWAV, KCEE, WKZE-FM, WTNV, WSKY, WLVA, WORG, KCRG, KFQD, KRRC, KRKK, KSRO.

## SIGNIFICANT ACTION

**PRETENDERS "Back On The Chain Gang" (Sire/WB) 26/2**  
Rotations: Heavy 8/0, Medium 12/1, Light 6/1, Extra Adds 2, WICC, WZUU. Heavy: WGY, WFMK, KOIL, KYKY, WKBR, WSKY, KCMQ, KRKK. Medium: WTAE, WMJI, KGW, WHEN, KEY103, Y106, WTRX, WISM-FM, WTNV, WROV, KPAT.

**LINDA RONSTADT "Easy For You To Say" (Asylum) 25/17**  
Rotations: Heavy 0/0, Medium 7/4, Light 18/13, Extra Adds 0, Total Adds 17, WLTA, WSB-FM, WHB, WCCO, WBEN, Y97, WSRZ, WHBC, KMBZ, WQUA, KKRD, KUGN, WEIM, WTNV, WCHV, KRRC, KSRO. Medium: WHBY, KUDO, KVSF.

**LEE RITENOUR BAND with ERIC TAGG "Keep It Alive" (Elektra) 25/0**  
Rotations: Heavy 0/0, Medium 12/0, Light 13/0, Extra Adds 0, Total Adds 0. Medium: WARM98, WGY, WISM-FM, WMHE, KUGN, KUDO, KWAV, KSL, WNNR, WEIM, WTNV, KFOR.

**GEORGE FISCHOFF "Carnival Island" (Moss Music Group) 22/2**  
Rotations: Heavy 0/0, Medium 6/0, Light 16/2, Extra Adds 0, Total Adds 2, WSRZ, WFMK. Medium: WSLI, KRNT, KUGN, KSL, WNNR, WDEF.

**MICHAEL McDONALD "Playin' By The Rules" (WB) 21/1**  
Rotations: Heavy 0/0, Medium 9/0, Light 12/1, Extra Adds 0, Total Adds 1, KSRO. Medium: WHBC, WFMK, WISM-FM, KUGN, WSKY, KVOX, KFSB, WJON, KRKK.

**PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 20/10**  
Rotations: Heavy 0/0, Medium 3/2, Light 14/5, Extra Adds 3, Total Adds 10, Y97, WHBY, WHBC, WQUA, KUDO, WEIM, KFOR, KPAT, WJON, KQDI. Medium: KUGN.

**HELEN REDDY "Don't Tell Me Tonight" (MCA) 19/3**  
Rotations: Heavy 0/0, Medium 6/0, Light 13/3, Extra Adds 0, Total Adds 3, WQUA, KKRD, KBOI. Medium: WNNR, KFSB, KFOR, KVSF, KSRO, KSL.

**ABBA "One Of Us" (Atlantic) 19/0**  
Rotations: Heavy 4/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WFBR, WSB, KSL, WJON. Medium: WLTT, WLTA, KHOW, WHBY, WHBC, WKZE-FM, WEIM.

**ALABAMA "Dixieland Delight" (RCA) 18/2**  
Rotations: Heavy 5/0, Medium 4/0, Light 9/2, Extra Adds 0, Total Adds 2, WKAZ, WVLK. Heavy: WSB, WBT, WAAY, WHHY, KRRC. Medium: WCCO, WSGN, WMAZ, WVBS.

A/C Adds & Hits . . . See Page 44

## MOST ADDED

**TOTO (42)**  
I Won't Hold You Back (Columbia)  
**JARREAU (25)**  
Mornin' (WB)  
**KENNY LOGGINS (22)**  
Welcome To Heartlight (Columbia)  
**MAC McANALLY (22)**  
Minimum Love (Geffen)  
**LOU RAWLS (20)**  
Wind Beneath My Wings (Epic)  
**LINDA RONSTADT (17)**  
Easy For You To Say (Asylum)

## HOTTEST

**LIONEL RICHIE (76)**  
You Are (Motown)  
**CHRISTOPHER CROSS (71)**  
All Right (WB)  
**DARYL HALL & JOHN OATES (65)**  
One On One (RCA)  
**KENNY ROGERS & SHEENA EASTON (62)**  
We've Got Tonight (Liberty)  
**STEPHEN BISHOP (47)**  
It Might Be You... (WB)  
**DAN FOGELBERG (43)**  
Make Love Stay (Full Moon/Epic)

**STRAY CATS "Stray Cat Strut" (EMI America) 17/1**  
Rotations: Heavy 4/0, Medium 6/1, Light 7/0, Extra Adds 0, Total Adds 1, WKZE-FM. Heavy: WGY, Y106, KKRD, WAYV. Medium: WFBR, WQUE, WTRX, WOWO, WKBR.

**DEXYS MIDNIGHT RUNNERS "Come On Eileen" (Mercury/PolyGram) 16/1**  
Rotations: Heavy 1/0, Medium 8/1, Light 7/0, Extra Adds 0, Total Adds 1, WRIE. Heavy: KCMQ. Medium: WQUE, KRNT, WFMK, KOIL, WTNV, KPAT, KRKK.

**GLEN CAMPBELL "I Love How You Love Me" (Atlantic America) 15/4**  
Rotations: Heavy 3/0, Medium 3/0, Light 9/4, Extra Adds 0, Total Adds 4, KMBZ, KCEE, WNNR, WVBS. Heavy: WLTA, KSL, WDEF. Medium: WCCO, WMAZ, KKPL.

**EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 15/1**  
Rotations: Heavy 2/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, KCMQ. Heavy: WFMK, WEIM. Medium: WASH, WAYV, KFSB, KFQD.

**BERTIE HIGGINS "Tokyo Joe" (Kat Family/CBS) 13/11**  
Rotations: Heavy 0/0, Medium 2/1, Light 10/9, Extra Adds 1, Total Adds 11, WCCO, WSRZ, WHBY, WHBC, WTRX, WISM-FM, WKZE-FM, KFSB, KTWO, KRNO, KRKK. Medium: WLTA.

**GARY PORTNOY "Where Everybody Knows Your Name" (Applause) 12/5**  
Rotations: Heavy 2/0, Medium 5/2, Light 5/3, Extra Adds 0, Total Adds 5, WLTA, WTNV, WLVA, KVOX, KFOR. Heavy: KPLZ, WFMK. Medium: KGW, WMHE, KRRC.

**TOM SNOW "Soon" (Arista) 10/4**  
Rotations: Heavy 0/0, Medium 0/0, Light 10/4, Extra Adds 0, Total Adds 4, WCCO, KUGN, WCHV, WDEF.

**CHAMPAIGN "Try Again" (Columbia) 10/2**  
Rotations: Heavy 0/0, Medium 5/1, Light 5/1, Extra Adds 0, Total Adds 2, KKUA, KVSF. Medium: WLTA, WCCO, WISM-FM, KFQD.

**ABC "Poison Arrow" (Mercury/PolyGram) 10/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Extra Adds 0, Total Adds 1, KBOI. Heavy: WAYV. Medium: KUDO, WKBR, KCMQ.

**OAK RIDGE BOYS "American Made" (MCA) 10/1**  
Rotations: Heavy 0/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, WSLI. Medium: WSB, KSL, WEIM, WJBC, KFSB.

**JOHN ANDERSON "Swingin' " (WB) 9/4**  
Rotations: Heavy 0/0, Medium 3/0, Light 5/3, Extra Adds 1, Total Adds 4, WAAY, WVLK, KPAT, KRRC. Medium: WSGN, WBT, WAYV.

**JANIE FRICKE "You Don't Know Love" (Columbia) 9/3**  
Rotations: Heavy 4/0, Medium 1/1, Light 4/2, Extra Adds 0, Total Adds 3, KFOR, KWEB, KPAT. Heavy: WSB, WCCO, KSL, WDEF.

**FRIDA "I Know There's Something Going On" (Atlantic) 9/0**  
Rotations: Heavy 2/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KYKY. KCMQ. Medium: KPLZ, WFMK, WKBR, WTNV.

**MICHAEL MURPHEY "Love Affairs" (Liberty) 8/7**  
Rotations: Heavy 0/0, Medium 3/2, Light 4/4, Extra Adds 1, Total Adds 7, WCCO, WQUA, WKZE-FM, KCRG, KFOR, WJON, KTWO. Medium: WLTA.

**GARLAND JEFFREYS "What Does It Take (To Win Your Love)" (Epic) 8/3**  
Rotations: Heavy 1/0, Medium 4/0, Light 3/3, Extra Adds 0, Total Adds 3, KPLZ, KKUA, WKZE-FM. Heavy: WFMK. Medium: WAYV, WNNR, KRRC, KVSF.

**GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 8/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1, WZUU. Heavy: KCMQ. Medium: KYKY, KPAT, KRKK.

**DURAN DURAN "Hungry Like The Wolf" (Capitol) 8/0**  
Rotations: Heavy 4/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: Y106, WAYV, KCMQ, KPAT. Medium: WTNV, KRKK.

**LAURA BRANIGAN "Solitaire" (Atlantic) 7/7**  
Rotations: Heavy 1/1, Medium 1/1, Light 5/5, Extra Adds 0, Total Adds 7, WFBR, WKAZ, WISM-FM, WZUU, WKZE-FM, KFSB, KRKK.

**BRYAN ADAMS "Straight From The Heart" (A&M) 7/5**  
Rotations: Heavy 0/0, Medium 1/1, Light 6/4, Extra Adds 0, Total Adds 5, WFYR, WHHY, WTRX, WISM-FM, KFSB.

**BELLAMY BROTHERS "When I'm Away From You" (Elektra/Curb) 7/2**  
Rotations: Heavy 0/0, Medium 2/1, Light 5/1, Extra Adds 0, Total Adds 2, KUDO, KSL. Medium: KRNT.

**PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 7/1**  
Rotations: Heavy 0/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, WCHV. Medium: WHBY, KRNT, WLVA, KRRC.

**ROB HEGEL "Just As I Am" (Mercury/PolyGram) 6/0**  
Rotations: Heavy 0/0, Medium 1/0, Light 5/0, Extra Adds 0, Total Adds 0. Medium: WHBY.

**MICHAEL JACKSON "Beat It" (Epic) 5/2**  
Rotations: Heavy 0/0, Medium 1/1, Light 4/1, Extra Adds 0, Total Adds 2, WKBR, KCMQ.

**RANDY VANWARMER "The Things That You Dream" (Bearsville/WB) 5/2**  
Rotations: Heavy 0/0, Medium 3/0, Light 1/1, Extra Adds 1, Total Adds 2, KTWO, KQDI. Medium: WHBC, KUDO, KVOX.

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# AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
1	1	1	1	<b>JOURNEY</b> /Separate Ways (Columbia)	156-	150-	6-	0=	1+
2	2	2	2	<b>DEF LEPPARD</b> /Photograph (Mercury/PolyGram)	153+	131+	21-	1-	1-
10	4	3	3	<b>GREG KIHN BAND</b> /Jeopardy (Beserkley/Elektra-Asylum)	134-	108+	26-	0-	3=
15	8	7	4	<b>TONY CAREY</b> /I Won't Be Home Tonight (Rocshire)	124+	63+	59-	2+	4+
9	6	5	5	<b>TRIUMPH</b> /World Of Fantasy (RCA)	116-	74-	42=	0=	0-
6	5	4	6	<b>STYX</b> /Mr. Roboto (A&M)	104-	94-	10-	0=	0-
20	17	8	7	<b>RED RIDER</b> /Human Race (Capitol)	118=	50+	67-	1+	1=
41	24	17	8	<b>U2</b> /New Year's Day (Island/Atco)	128+	44+	79+	5-	14-
18	15	11	9	<b>BRYAN ADAMS</b> /Take Me Back (A&M)	113+	55+	56-	2+	2+
27	19	12	10	<b>DEXYS MIDNIGHT RUNNERS</b> /Come On... (Mercury/PG)	106-	74+	32-	0-	0-
21	20	18	11	<b>FIXX</b> /Red Skies (MCA)	109+	37+	71+	1+	3+
30	21	15	12	<b>JOURNEY</b> /After The Fall (Columbia)	98=	62-	36+	0=	0-
3	7	9	13	<b>BOB SEGER</b> .../Even Now (Capitol)	92-	74-	18+	0=	0-
17	18	16	14	<b>DURAN DURAN</b> /Rio (Capitol)	98-	51+	47-	0=	1-
40	35	21	15	<b>AFTER THE FIRE</b> /Der Kommissar (Epic)	103+	64+	36-	3-	4-
4	3	6	16	<b>RIC OCASEK</b> /Something To Grab For (Geffen)	99-	50-	49-	0=	0=
-	50	28	17	<b>INXS</b> /The One Thing (Atco)	121+	15+	93+	11-	24-
14	12	13	18	<b>SCANDAL</b> /Goodbye To You (Columbia)	93-	48-	45-	0-	1-
12	11	10	19	<b>FRIDA</b> /I Know There's Something Going On (Atlantic)	89-	58-	31-	0=	0=
43	38	30	20	<b>MODERN ENGLISH</b> /I Melt With You (Sire/WB)	115+	14+	95+	5-	26-
5	9	14	21	<b>GOLDEN EARRING</b> /Twilight Zone (21/PolyGram)	80-	53-	27-	0=	0-
-	47	29	22	<b>STYX</b> /Cold War (A&M)	89+	52+	37+	0-	2-
33	28	24	23	<b>TOM PETTY</b> .../Change Of Heart (Backstreet/MCA)	87+	56+	30=	1+	1=
22	23	25	24	<b>TRIUMPH</b> /Never Surrender (RCA)	80+	44=	36+	0=	0-
13	14	19	25	<b>PRETENDERS</b> /My City Was Gone (Sire/WB)	87-	49-	38=	0=	0=
34	26	20	26	<b>BOB SEGER</b> .../Roll Me Away (Capitol)	85=	40-	45+	0=	1=
49	43	32	27	<b>THOMAS DOLBY</b> /She Blinded Me With Science (Capitol)	85+	41+	42+	2+	6+
-	54	37	28	<b>ULTRAVOX</b> /Reap The Wild Wind (Chrysalis)	94+	19+	66+	7-	10-
<b>DEBUT</b>			29	<b>PLANET P</b> /Why Me? (Geffen)	102+	12+	59+	28+	54+
-	56	39	30	<b>CALL</b> /The Walls Came Down (Mercury/PolyGram)	91+	16+	63+	12+	19+
8	10	22	31	<b>MEN AT WORK</b> /Be Good Johnny (Columbia)	72-	52-	19-	1+	1=
7	13	23	32	<b>DURAN DURAN</b> /Hungry Like The Wolf (Capitol)	68-	41-	27+	0=	0=
38	32	33	33	<b>MEN AT WORK</b> /Underground (Columbia)	72+	31+	40-	1+	2+
19	22	27	34	<b>VANDENBERG</b> /Burning Heart (Atco)	71-	17-	54-	0=	0=
-	-	49	35	<b>MICHAEL BOLTON</b> /Fools' Game (Columbia)	81+	6+	64+	10-	15-
45	36	36	36	<b>BERLIN</b> /Sex (I'm A...) (Geffen)	67+	27+	39-	1=	4+
46	37	40	37	<b>DEF LEPPARD</b> /Rock! Rock! (Till You Drop) (Mercury/PG)	61+	36+	25-	0=	1=
58	46	45	38	<b>THOMAS DOLBY</b> /One Of Our Submarines... (Capitol)	62+	40+	22-	0=	2+
-	-	47	39	<b>JON BUTCHER AXIS</b> /Life Takes A Life (Polydor/PolyGram)	76+	10+	62+	4=	8-
11	16	28	40	<b>PRETENDERS</b> /Back On The Chain Gang (Sire/WB)	60-	34-	26=	0=	0=
32	33	31	41	<b>ERIC CLAPTON</b> /I've Got A Rock N' Roll Heart (WB)	65-	39-	26-	0=	0-
26	27	38	42	<b>N. SCHON/J. HAMMER</b> /No More Lies (Columbia)	59-	20+	38-	1+	1+
-	-	58	43	<b>CHRIS DeBURGH</b> /Don't Pay The Ferryman (A&M)	67+	11+	53+	3-	15+
57	39	43	44	<b>ROBERT HAZARD</b> /Escalator Of Life (RCA)	66-	11-	54+	1-	2-
28	29	34	45	<b>PSYCHEDELIC FURS</b> /Love My Way (Columbia)	65-	15-	50-	0=	0=
47	49	42	46	<b>ART IN AMERICA</b> /Art In America (Pavillion/CBS)	66-	9=	57-	0-	1-
42	44	46	47	<b>WALL OF VODOO</b> /Mexican Radio (IRS/A&M)	61-	19=	38-	4+	5+
-	57	52	48	<b>BLANKET OF SECRECY</b> /Say You Will (WB)	67+	9+	53+	4=	7-
-	-	57	49	<b>BRYAN ADAMS</b> /Cuts Like A Knife (A&M)	46+	27+	19+	0=	0=
60	51	54	50	<b>BRYAN ADAMS</b> /I'm Ready (A&M)	48+	30+	18=	0=	1+
-	-	51	51	<b>ERIC CLAPTON</b> /Ain't Goin' Down (WB)	53-	18=	35-	0-	0-
16	30	41	52	<b>NIGHT RANGER</b> /Don't Tell Me You Love Me (Boardwalk)	49-	21-	28-	0=	0=
-	-	56	53	<b>STYX</b> /Double Life (A&M)	44+	20=	23+	1=	2-
31	40	53	54	<b>RED RIDER</b> /Power (Capitol)	45-	23+	22-	0=	1+
<b>DEBUT</b>			55	<b>MOLLY HATCHET</b> /Fall Of The Peacemakers (Epic)	58+	8+	42+	6+	9-
-	-	59	56	<b>NIGHT RANGER</b> /Sing Me Away (Boardwalk)	47+	24+	22=	1=	1-
-	-	50	57	<b>STYX</b> /Heavy Metal Poisoning (A&M)	41-	28-	12-	1=	1-
24	25	35	58	<b>PAT BENATAR</b> /Little Too Late (Chrysalis)	42-	23-	19-	0=	0=
35	45	-	59	<b>SAGA</b> /Wind Him Up (Portrait/CBS)	39-	17+	22-	0-	0-
25	31	44	60	<b>SAMMY HAGAR</b> /Remember The Heroes (Geffen)	36-	24-	12-	0=	0=

# AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	Rank	Artist/Track (Label)	Total
1	1	<b>ERIC CLAPTON</b> Money & Cigarettes (WB)	156-
4	2	<b>GREG KIHN BAND</b> Kihnspiracy (Bersekley/E-A)	134-
2	3	<b>BOB SEGER</b> The Distance (Capitol)	116-
3	4	<b>TOM PETTY</b> Long After Dark (Backstreet/MCA)	124+
6	5	<b>PHIL COLLINS</b> Hello, I Must Be Going! (Atlantic)	118=
5	6	<b>NEIL YOUNG</b> Trans (Geffen)	128+
7	7	<b>JOURNEY</b> Frontiers (Columbia)	109+
<b>DEBUT</b>	8	<b>PETE TOWNSHEND</b> Scoop (Atco)	98=
9	9	<b>RIC OCASEK</b> Beatitude (Geffen)	92-
8	10	<b>MEN AT WORK</b> Business As Usual (Columbia)	98-
14	11	<b>THOMAS DOLBY</b> Blinded By Science (Capitol)	103+
11	12	<b>DEXYS</b> Too-Rye-Ay (Mercury/PolyGram)	99-
12	13	<b>DIRE STRAITS</b> Twisting By The Pool (WB)	121+
10	14	<b>HALL &amp; OATES</b> H <sub>2</sub> O (RCA)	93-
<b>DEBUT</b>	15	<b>ROBERT ELLIS ORRALL</b> Special Pain (RCA)	89-
<b>DEBUT</b>	16	<b>U2</b> War (Island/Atco)	87-
<b>DEBUT</b>	17	<b>NICK LOWE</b> The Abominable Snowman (Columbia)	85=
13	18	<b>CULTURE CLUB</b> Kissing To Be Clever (Virgin/Epic)	85+
<b>DEBUT</b>	19	<b>ULTRAVOX</b> Quartet (Chrysalis)	94+
<b>DEBUT</b>	20	<b>CHRIS DeBURGH</b> The Getaway (A&M)	102+

Chart Participants: WNEW-FM/New York, KLBJ/Austin, WECM/Clermont, WPLR/New Haven, WERI/Westley, WXRT/Chicago, WCPZ/Sandusky, KUFO/Odessa, KEZY/Anaheim, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KNX-FM/Los Angeles, KINK/Portland, KFOG/San Francisco, KTIM/San Rafael, KTMS/San Rafael, KZAM/Seattle.

**AOR ALBUMS** — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

**AOR / ALBUMS 25+** — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BOLDED**. Records showing significant airplay growth are bulleted.

**AOR BREAKERS** — Those newer charting records that have reached 50% penetration of the week's reporting stations.

**HOT TRACKS** — Compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

**MOST ADDED, HOTTEST** — National and regional listings by number of station reports (12-24's and 25+ combined). Includes songs in all configurations.

**NEW & ACTIVE, SIGNIFICANT ACTION** — Albums coming closest to charting on the Airplay/40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses), including total reports, reports in each rotation, and adds in each rotation.

**PARALLELS** — Stations listed by market size and ratings success.

**PLAYLISTS** — Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An (A) or (M) after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation. An asterisk (\*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

## SIGNIFICANT ACTION

**GARY MOORE**/Corridor Of Power (Atco) "Don't Take Me For A Loser"  
Total Reports: 29(0)/Total Adds: 28(0); Hots: 1(0)/Hot Adds: 0(0); Mediums: 10(0)/Medium Adds: 10(0); Extra Adds: 18(0).

**RAMONES**/Subterranean Jungle (Sire/WB) "Little Bit O' Soul"  
Total Reports: 28(10)/Total Adds: 18(10); Hots: 2(0)/Hot Adds: 1(0); Mediums: 14(3)/Medium Adds: 6(3); Extra Adds: 11(7).

**FELONY**/The Fanatic (Rock & Roll/CBS) "The Fanatic"  
Total Reports: 28(29)/Total Adds: 5(3); Hots: 7(6)/Hot Adds: 0(0); Mediums: 16(21)/Medium Adds: 0(1); Extra Adds: 5(2).

**ROBERT ELLIS ORRALL**/Special Pain (RCA) "I Couldn't Say No"  
Total Reports: 26(25)/Total Adds: 5(4); Hots: 3(2)/Hot Adds: 0(0); Mediums: 17(20)/Medium Adds: 1(2); Extra Adds: 4(2).

**DUKE JUPITER**/You Make It Look Easy (Coast-Coast/CBS) "I'm Available"  
Total Reports: 25(18)/Total Adds: 10(13); Hots: 1(1)/Hot Adds: 0(0); Mediums: 19(7)/Medium Adds: 6(4); Extra Adds: 4(9).

**DURAN DURAN**/Duran Duran (Capitol) "Girls On Film"  
Total Reports: 25(19)/Total Adds: 3(11); Hots: 4(4)/Hot Adds: 0(1); Mediums: 18(12)/Medium Adds: 1(7); Extra Adds: 2(3).

**MICHAEL SCHENKER GROUP**/Assault Attack (Chrysalis) "Dancer"  
Total Reports: 21(19)/Total Adds: 2(9); 1(1)/Hot Adds: 0(0); Mediums: 18(12)/Medium Adds: 0(4); Extra Adds: 2(5).

**BILLY IDOL**/Billy Idol (Chrysalis) "White Wedding"  
Total Reports: 19(12)/Total Adds: 7(2); Hots: 3(3)/Hot Adds: 1(0); Mediums: 14(9)/Medium Adds: 4(2); Extra Adds: 2(0).

**BOW WOW WOW**/When The Going Gets Tough... (RCA) "Do You Wanna Hold Me?"  
Total Reports: 18(12)/Total Adds: 8(11); Hots: 3(1)/Hot Adds: 0(0); Mediums: 7(2)/Medium Adds: 1(2); Extra Adds: 7(9).

**SINGLE BULLET THEORY**/Single Bullet Theory (Nemperor/CBS) "Keep It Tight"  
Total Reports: 16(15)/Total Adds: 2(2); Hots: 0(0)/Hot Adds: 0(0); Mediums: 15(13)/Medium Adds: 1(0); Extra Adds: 1(2).

**PRINCE/1999 (WB)** "Little Red Corvette"  
Total Reports: 15(9)/Total Adds: 7(2); Hots: 3(3)/Hot Adds: 0(0); Mediums: 9(4)/Medium Adds: 5(0); Extra Adds: 2(2).

**AUTOMATIXS**/Night Ranger (MCA) "Just Keep Turnin' Me On"  
Total Reports: 14(1)/Total Adds: 12(11); Hots: 0(0)/Hot Adds: 0(0); Mediums: 4(1)/Medium Adds: 2(1); Extra Adds: 10(0).

**QUIET RIOT**/Metal Health (Pasha/CBS) "Cum On Feel The Noise"  
Total Reports: 13(4)/Total Adds: 7(3); Hots: 4(1)/Hot Adds: 1(0); Mediums: 4(0)/Medium Adds: 3(0); Extra Adds: 3(3).

**MARTY BALIN**/Lucky (EMI America) "What Love Is"  
Total Reports: 12(15)/Total Adds: 3(3); Hots: 0(0)/Hot Adds: 0(0); Mediums: 11(13)/Medium Adds: 2(1); Extra Adds: 1(2).

Station Listings . . . See Page 45

# AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week		171 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Adds Rotation	Total Adds All Rotations	
1	1	1	1	<b>JOURNEY</b> /Frontiers (Columbia)	"Separate" (156)	164+	160+	4-	0=	0=
4	2	2	2	<b>DEF LEPPARD</b> /Pyromania (Mercury/PolyGram)	"Photograph" (153)	156+	133+	22-	1-	1-
-	8	4	3	<b>STYX</b> /Kilroy Was Here (A&M)	"Mr. Roboto" (104)	154=	114+	39-	1-	3-
11	9	5	4	<b>GREG KIHN BAND</b> /Kihnspiracy (Beserkley/Elektra-Asylum)	"Jeopardy" (134)	156-	112+	44-	0-	3=
8	6	7	5	<b>BRYAN ADAMS</b> /Cuts Like A Knife (A&M)	"Take" (113)	153+	78+	74-	1+	2+
5	5	6	6	<b>TRIUMPH</b> /Never Surrender (RCA)	"World" (116)	145-	90-	55+	0=	0-
2	3	3	7	<b>BOB SEGER</b> .../The Distance (Capitol)	"Now" (92)	147-	102-	45+	0=	0=
13	11	9	8	<b>RED RIDER</b> /Neruda (Capitol)	"Race" (118)	146+	59+	86-	1+	3+
3	4	8	9	<b>DURAN DURAN</b> /Rio (Capitol)	"Rio" (98)	130-	69-	61+	0=	1-
18	15	12	10	<b>TONY CAREY</b> /Tony Carey (Rocshire)	"Won't" (124)	126+	63+	61-	2+	4+
-	-	20	11	<b>U2</b> /War (Island/Atco)	"Day" (128)	132+	46+	81+	5-	15-
7	10	11	12	<b>MEN AT WORK</b> /Business As Usual (Columbia)	"Underground" (72)	116-	71-	44+	1+	2+
15	12	13	13	<b>TOM PETTY</b> .../Long After Dark (Backstreet/MCA)	"Change" (87)	109-	67-	41-	1+	1=
22	20	14	14	<b>ERIC CLAPTON</b> /Money & Cigarettes (WB)	"Heart" (65)	118-	56+	62-	0-	1-
17	16	16	15	<b>SCANDAL</b> /Love's Got A Line On You (Columbia)	"Goodbye" (93)	110-	51-	57+	1-	5-
21	21	18	16	<b>FIXX</b> /Shattered Room (MCA)	"Red Skies" (109)	113-	40+	72-	1+	3+
26	22	17	17	<b>DEXYS MIDNIGHT RUNNERS</b> /Too-Rye-Ay (Mercury/PG)	"Come On Eileen" (106)	107-	74+	33-	0-	0-
6	7	10	18	<b>RIC OCASEK</b> /Beatitude (Geffen)	"Something" (99)	107-	54-	53-	0=	0=
28	27	24	19	<b>THOMAS DOLBY</b> /Blinded By Science (Capitol)	"Blinded" (85)	105+	56+	47-	2+	5+
31	31	25	20	<b>AFTER THE FIRE</b> /After The Fire (Epic)	"Der Kommissar" (103)	103+	64+	36-	3-	4-
-	-	27	21	<b>INXS</b> /Shabooh Shoobah (Atco)	"The One Thing" (121)	121+	15+	93+	11-	24-
16	18	15	22	<b>FRIDA</b> /Something's Going On (Atlantic)	"Something Going On" (89)	90-	59-	31-	0=	0=
12	13	19	23	<b>GOLDEN EARRING</b> /Cut (21/PolyGram)	"Twilight Zone" (80)	82-	55-	27-	0=	0-
-	-	31	24	<b>MODERN ENGLISH</b> /After The Snow (Sire/WB)	"Melt With You" (115)	116+	14+	95+	6-	27-
9	17	22	25	<b>PHIL COLLINS</b> /Hello, I Must Be Going! (Atlantic)	"Like China" (38)	89-	42-	47+	0-	1-
14	19	21	26	<b>SAMMY HAGAR</b> /Three Lock Box (Geffen)	"Heroes" (36)	79-	49-	29-	1+	3+
<b>DEBUT</b>			27	<b>PLANET P</b> /Planet P (Geffen)	"Why Me?" (102)	114+	13+	63+	33+	61+
20	24	26	28	<b>NIGHT RANGER</b> /Dawn Patrol (Boardwalk)	"Don't" (49)	84-	39-	44-	1=	1-
30	28	29	29	<b>BERLIN</b> /Pleasure Victim (Geffen)	"Sex" (67)	87+	30+	55=	2=	6+
-	39	35	30	<b>ULTRAVOX</b> /Quartet (Chrysalis)	"Reap The Wild Wind" (94)	97+	19+	69+	7-	10-
-	-	39	31	<b>CALL</b> /Modern Romans (Mercury/PolyGram)	"Walls Came Down" (91)	91+	16+	63+	12+	19+
-	40	34	32	<b>JON BUTCHER AXIS</b> /Jon Butcher Axis (Polydor/PolyGram)	"Life" (76)	92+	10+	78+	4=	9-
10	14	23	33	<b>PAT BENATAR</b> /Get Nervous (Chrysalis)	"Little" (42)	67-	33-	34-	0=	0=
<b>DEBUT</b>			34	<b>MICHAEL BOLTON</b> /Michael Bolton (Columbia)	"Fools' Game" (81)	83+	8+	64+	10-	15-
24	25	28	35	<b>VANDENBERG</b> /Vandenberg (Atco)	"Burning Heart" (71)	74-	17-	57-	0=	0=
<b>DEBUT</b>			36	<b>MOLLY HATCHET</b> /No Guts . . . No Glory (Epic)	"Peacemakers" (58)	81+	10+	62+	7-	11-
33	34	38	37	<b>ART IN AMERICA</b> /Art In America (Pavillion/CBS)	"Art In America" (66)	73-	12=	61-	0-	1-
39	33	36	38	<b>ROBERT HAZARD</b> /Robert Hazard (RCA)	"Escalator" (66)	73-	11-	60+	1-	2-
25	29	37	39	<b>N. SCHON/J. HAMMER</b> /Here To Stay (Columbia)	"Lies" (59)	62-	20+	41-	1+	1+
23	26	30	40	<b>MISSING PERSONS</b> /Spring Session M (Capitol)	"L.A." (28)	53-	27-	26-	0=	0-

## BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

**PLANET P**  
Planet P (Geffen)  
"Why Me?" "Static." 67% of our reporters on it. Total reports: 114. Hot 13, Medium 63, Extra Adds 33, Total Adds 61. Debuts at number 27 on the AOR chart.

**ULTRAVOX**  
Quartet (Chrysalis)  
"Reap The Wild Wind." 57% of our reporters on it. Total reports: 97. Hot 19, Medium 69, Extra Adds 7, Total Adds 10. Moves 35-30 on the AOR chart.

**JON BUTCHER AXIS**  
Jon Butcher Axis (Polydor/PolyGram)  
"Life." 54% of our reporters on it. Total reports: 92. Hot 10, Medium 78, Extra Adds 4, Total Adds 9. Moves 34-32 on the AOR chart.

**THE CALL**  
Modern Romans (Mercury/PolyGram)  
"The Walls Came Down." 53% of our reporters on it. Total reports: 91. Hot 16, Medium 63, Extra Adds 12, Total Adds 19. Moves 39-31 on the AOR chart.

## NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

**PETE TOWNSHEND**/Scoop (Atco) "Bargain"  
Total Reports: 83(0)/Total Adds: 78(0); Hots: 14(0)/Hot Adds: 12(0); Mediums: 25(0)/Medium Adds: 22(0); Extra Adds: 44(0).

**CHRIS DeBURGH**/The Getaway (A&M) "Don't Pay The Ferryman"  
Total Reports: 69(52)/Total Adds: 15(7); Hots: 12(10)/Hot Adds: 2(0); Mediums: 54(38)/Medium Adds: 10(3); Extra Adds: 3(4).

**BLANKET OF SECRECY**/Ears Have Walls (WB) "Say You Will"  
Total Reports: 67(61)/Total Adds: 7(9); Hots: 9(8)/Hot Adds: 0(1); Mediums: 53(49)/Medium Adds: 3(4); Extra Adds: 4(4).

**PSYCHEDELIC FURS**/Forever Now (Columbia) "Love My Way"  
Total Reports: 66(80)/Total Adds: 0(0); Hots: 15(18)/Hot Adds: 0(0); Mediums: 51(62)/Medium Adds: 0(0); Extra Adds: 0(0).

**WALL OF VOODOO**/Call Of The West (IRS/A&M) "Mexican Radio"  
Total Reports: 61(65)/Total Adds: 5(3); Hots: 19(19)/Hot Adds: 0(0); Mediums: 38(44)/Medium Adds: 1(1); Extra Adds: 4(2).

More AOR Music Information See Page 60

### MOST ADDED

All Stations

Pete Townshend	(91)
Planet P	(68)
Patrick Simmons	(49)
Nick Lowe	(37)
Modern English	(30)

### HOTTEST

All Stations

Journey	(170)
Def Leppard	(135)
Greg Kihn Band	(126)
Styx	(119)
Bob Seger	(114)

### New & Active Continued

**THOMPSON TWINS**/Side Kicks (Arista) "Lies"  
Total Reports: 53(55)/Total Adds: 3(8); Hots: 12(11)/Hot Adds: 0(0); Mediums: 40(37)/Medium Adds: 3(1); Extra Adds: 0(7).

**NEIL YOUNG**/Trans (Geffen) "Mr. Soul"  
Total Reports: 48(71)/Total Adds: 0(0); Hots: 18(28)/Hot Adds: 0(0); Mediums: 30(43)/Medium Adds: 0(0); Extra Adds: 0(0).

**MEMBERS**/Uprhythm, Downbeat (Arista) "Working Girl"  
Total Reports: 47(49)/Total Adds: 3(4); Hots: 7(6)/Hot Adds: 0(0); Mediums: 39(42)/Medium Adds: 2(4); Extra Adds: 1(0).

**B'ZZ**/Get Up (Epic) "Get Up, Get Angry"  
Total Reports: 44(58)/Total Adds: 1(3); Hots: 10(12)/Hot Adds: 0(0); Mediums: 34(45)/Medium Adds: 1(2); Extra Adds: 0(1).

**STRANGE ADVANCE**/Worlds Away (Capitol) "She Controls Me"  
Total Reports: 43(36)/Total Adds: 12(13); Hots: 6(4)/Hot Adds: 1(1); Mediums: 29(25)/Medium Adds: 3(5); Extra Adds: 8(7).

**DIVINYLS**/Desperate (Chrysalis) "Boys In Town"  
Total Reports: 42(31)/Total Adds: 10(15); Hots: 4(3)/Hot Adds: 0(1); Mediums: 30(20)/Medium Adds: 3(7); Extra Adds: 7(7).

**HEAVEN 17**/Heaven 17 (Arista) "Let Me Go"  
Total Reports: 40(32)/Total Adds: 3(4); Hots: 10(8)/Hot Adds: 0(1); Mediums: 29(22)/Medium Adds: 2(1); Extra Adds: 1(2).

**NICK LOWE**/The Abominable Showman (Columbia) "Raging Eyes"  
Total Reports: 35(17)/Total Adds: 27(14); Hots: 4(2)/Hot Adds: 3(1); Mediums: 13(4)/Medium Adds: 6(2); Extra Adds: 18(11).

**ALEX CALL**/Alex Call (Arista) "Just Another Saturday Night"  
Total Reports: 31(10)/Total Adds: 22(10); Hots: 0(0)/Hot Adds: 0(0); Mediums: 15(4)/Medium Adds: 7(4); Extra Adds: 15(6).

**DIRE STRAITS**/Twisting By The Pool (WB) "Twisting By The Pool"  
Total Reports: 31(29)/Total Adds: 3(0); Hots: 13(13)/Hot Adds: 1(0); Mediums: 17(16)/Medium Adds: 1(0); Extra Adds: 1(0).

**SIMPLE MINDS**/New Gold Dream (A&M) "Promised You A Miracle"  
Total Reports: 31(35)/Total Adds: 1(8); Hots: 5(6)/Hot Adds: 0(0); Mediums: 25(21)/Medium Adds: 0(1); Extra Adds: 1(7).

**MICHAEL JACKSON**/Thriller (Epic) "Beat It"  
Total Reports: 30(28)/Total Adds: 6(3); Hots: 14(14)/Hot Adds: 2(0); Mediums: 14(12)/Medium Adds: 2(1); Extra Adds: 2(2).

# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### DIONNE WARWICK

#### Take The Short Way Home (Arista)

66% of our reporters on it. Moves: Up 66, Debuts 30, Same 28, Down 0, Adds 27 including WKBW, HITS96, Q107, CFTR, Y100, KUBE, KZZP, KRGV, B97, KMGK, KQKQ, WJBQ, KKLS, WRKR, KYA. See Parallels, debuts at number 28 on the CHR chart.

## NEW & ACTIVE

### STEPHEN BISHOP "It Might Be You (Theme From 'Tootsie')" (WB) 133/14

Moves: Up 80, Debuts 18, Same 19, Down 2, Adds 14, WKBW, KAFM, KMJK, KUBE, WTIC-FM, KTFM, WFMF, WJDX, 94TYX, WANS-FM, KMGK, KYNO-FM, KKQV, 99KG, HITS96 33-28.

### THOMPSON TWINS "Lies" (Arista) 132/6

Moves: Up 78, Debuts 8, Same 35, Down 5, Adds 6, WKBW, KITE, G100, KX104, KHOP, KHYT, WPHD 25-19, WNYS 24-18, WCAU-FM 10-7, KAFM 34-26, KBEQ 30-21, KEARTH 7-3, WSPK 14-8, KHFI 12-10, WZZR 24-19.

### PRINCE "Little Red Corvette" (WB) 127/23

Moves: Up 43, Debuts 25, Same 36, Down 0, Adds 23 including HITS96, B94, B104, Q107, Q102, WKTI, KIIS-FM, WTRY, B97, WRVQ, WZZR, KXXX, WQLT, KCBN.

### TOTO "I Won't Hold You Back" (Columbia) 124/63

Moves: Up 6, Debuts 28, Same 26, Down 0, Adds 63 including WPHD, WNYS, B94, B104, CHUM, Z93, 94Q, WBBM-FM, WHYT, WGCL, KIIS-FM, KYUU, KIMN, WHTT, K107.

### BARRY MANILOW "Some Kind Of Friend" (Arista) 124/37

Moves: Up 34, Debuts 21, Same 32, Down 0, Adds 37 including WKBW, Q105, WKQX, WHYT, KIIS-FM, KYUU, KCNR, KNBO, KZZP, WQID, WSFL, WKRC, KRSP, WJBO, WRKR.

### KENNY LOGGINS "Welcome To Heartlight" (Columbia) 120/50

Moves: Up 10, Debuts 25, Same 35, Down 0, Adds 50 including CFTR, Z93, Y100, WLS, WKQX, WHYT, WKTI, KIIS-FM, XTRA, KMJK, WLAN-FM, WHHY-FM, WKAU, KIKI, WHSL.

### PAT BENATAR "Little Too Late" (Chrysalis) 119/6

Moves: Up 77, Debuts 7, Same 24, Down 5, Adds 6, PRO-FM, KZZP, KC101, KHFI, WNVZ, KKFM, WCAU-FM 34-28, KAFM 32-27, KHTR 27-20, KMJK 29-22, WRCK 18-14, K104 9-5, KITY 28-19, WVIC 2-1, K107 40-29.

### MEN AT WORK "Be Good Johnny" (Columbia) 117/11

Moves: Up 66, Debuts 10, Same 27, Down 3, Adds 11, PRO-FM, KFRC, KYUU, KTSa, WJDX, WNVZ, WZOK, KXXL-FM, KSLY, KIST, KKAZ, B94 18-13, KAFM 4-3, Y100 15-10, WNOK-FM 24-19.

### BOB SEGER & THE SILVER BULLET BAND "Even Now" (Capitol) 109/88

Moves: Up 6, Debuts 5, Same 10, Down 0, Adds 88 including WPHD, WCAU-FM, HITS96, WXXS-FM, PRO-FM, CHUM, KAFM, KEGL, 94Q, WLS, WLS-FM, KHTR, KIQQ, KMJK, KZZP.

### MELISSA MANCHESTER "Nice Girls" (Arista) 108/3

Moves: Up 69, Debuts 14, Same 22, Down 0, Adds 3, CFTR, WHFM, WKHI, WBEN-FM 32-29, KBEQ 39-35, KNBO 37-31, Q106 30-26, WJDX 22-19, WNVZ 38-30, KMGK 35-21, K107 36-26, K093 26-18, KHOP 15-10, WIGY 21-18, KYTN 32-23, KGHO 37-33.

### MAC McANALLY "Minimum Love" (Geffen) 105/29

Moves: Up 16, Debuts 24, Same 36, Down 0, Adds 29 including HITS96, Z93, KCNR, KIMN, Q103, KZZP, WLAN-FM, KZFM, WBBQ, KMGK, WHOT, KJRB, WIKZ, KDVV, KSLY.

### EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 102/1

Moves: Up 50, Debuts 3, Same 34, Down 14, Adds 1, CKGM, WXXS-FM 5-4, KAFM 24-18, WKQX 27-22, WPST 34-31, KAMZ 12-10, CK101 15-10, K107 13-9, KHOP 20-17, KHYT 13-10, WJBO 10-8, WCR1 17-12, WSGF 8-6, WPFM 8-4, WBWB 25-20.

### PHIL COLLINS "I Don't Care Anymore" (Atlantic) 100/10

Moves: Up 43, Debuts 9, Same 36, Down 2, Adds 10, KUBE, WHTT, KZFM, 94TYX, G100, WRVQ, KMGK, WZOK, WIGY, 13FEA, WBEN-FM 26-14, WPHD 15-7, WLS-FM 29-24, WKQX 28-25, WJXQ 22-13.

### RIC OCASEK "Something To Grab For" (Geffen) 98/7

Moves: Up 45, Debuts 12, Same 33, Down 1, Adds 7, WNYS, KBEQ, WKAU, WZPL, WHOT, KHYT, WGLF, WBEN-FM 37-34, WHTT 40-36, WZZR 28-23, WJXQ 18-15, KBBK 35-30, WGUU 28-19, WYKS 27-22, WBWB 36-32.

### DIANA ROSS "So Close" (RCA) 97/6

Moves: Up 50, Debuts 3, Same 37, Down 1, Adds 6, WKBW, WDCG, KMGK, WKAU, WZPL, KKAZ, WCAU-FM 30-26, 94Q 26-22, Q103 26-23, WKFM 30-28, WHFM 28-25, K093 21-14, WAEV 13-9, D93 21-15, KOZA 37-34.

### THOMAS DOLBY "She Blinded Me With Science" (Capitol) 89/8

Moves: Up 35, Debuts 12, Same 34, Down 0, Adds 8, KIQQ, XTRA, KNBO, WHFM, KC101, KITE, KQIZ-FM, WBWB, WCAU-FM 28-15, WXXS-FM 27-17, KEGL 3-2, KMJK 14-11, WDOQ 24-15, WSEZ 34-27, KIDD 23-19.

### DeBARGE "I Like It" (Gordy/Motown) 86/12

Moves: Up 33, Debuts 12, Same 27, Down 2, Adds 12, WNYS, HITS96, PRO-FM, WFLY, KC101, Q106, KRGV, WHHY-FM, KJRB, OK100, Q104, WBWB, WCAU-FM 15-10, Z93 24-19, KITE 10-7.

### BRYAN ADAMS "Straight From The Heart" (A&M) 80/48

Moves: Up 2, Debuts 7, Same 23, Down 0, Adds 48 including WBEN-FM, WCAU-FM, Z93, WBBM-FM, KIQQ, Q103, WYCR, WABB-FM, WNOK-FM, WMEE, KJRB, WERZ, WYKS, WAZY-FM, KBIM.

### DEF LEPPARD "Photograph" (Mercury/PolyGram) 76/32

Moves: Up 7, Debuts 19, Same 18, Down 0, Adds 32 including WBEN-FM, WNYS, KEGL, WGCL, KIMN, Q103, WKEE, WQID, G100, WVIC, WKDD, KXXX, WOMP-FM, WGLF, WSPK.

### J. GEILS BAND "Land Of A Thousand Dances" (EMI America) 69/6

Moves: Up 18, Debuts 10, Same 35, Down 0, Adds 6, Y100, WHYT, KSET-FM, WOMP-FM, Q101, KSLY, WROR 29-22, K104 34-28, KITY 36-26, WTX 35-32, KMGK 37-29, OK100 30-26, WQLT 37-32, KFMW 30-26.

### GOLDEN EARRING "Twilight Zone" (21/PolyGram) 67/5

Moves: Up 32, Debuts 2, Same 16, Down 12, Adds 5, CFTR, CKGM, WLS-FM, WBLI, WMEE, 79Q 16-8, KEGL 26-12, KBEQ 19-14, Q102 13-10, KFRC 28-18, KHFI 10-7, WSSX 11-8, KMGK 28-25, KKFM 15-11, WCIL-FM 10-4.

### PSYCHEDELIC FURS "Love My Way" (Columbia) 66/14

Moves: Up 14, Debuts 9, Same 29, Down 0, Adds 14, WHYT, WSPK, WLAN-FM, KITE, WJDX, Z104, KSKD, WACZ, WSGF, WJAD, KILE, WBWB, KRNA, KFMZ, KYYX 2-1.

### JOHN ANDERSON "Swingin'" (WB) 66/11

Moves: Up 24, Debuts 14, Same 17, Down 0, Adds 11, WHYT, WROR, KTSa, G100, WANS-FM, WECB, KKFM, WJBQ, WCIR, KVOL, KKX-FM, 79Q 11-4, Z93 4-1, 94Q 9-3, KXX106 17-10.

### PATRICK SIMMONS "So Wrong" (Elektra) 54/54

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 54 including WCAU-FM, KEGL, KEARTH, KFI, KFRC, KMJK, WYCR, KTFM, WBBQ, WKDD, KYYX, WKHI, WSGF, WBWB, KGHO.

### CLASH "Should I Stay Or Should I Go?" (Epic) 54/4

Moves: Up 25, Debuts 6, Same 19, Down 0, Adds 4, KZFM, WNVZ, KFMZ, KCDD, WPHD 30-26, WCAU-FM 24-21, KEGL 22-11, KHTR 20-13, KBEQ 37-33, XTRA 16-8, WKFM 31-26, WRCK 20-15, KBBK 31-27, KQMG 33-30, KYTN 20-12.

## SIGNIFICANT ACTION

### ROBERT HAZARD "Escalator Of Life" (RCA) 49/8

Moves: Up 5, Debuts 6, Same 30, Down 0, Adds 8, WGCL, WYCR, WZPL, KHYT, WIKZ, WGLF, KILE, KRNA, WCAU-FM 29-19, XTRA on, WPST 19-16, KITY 35-27, KSET-FM d-28, WVIC 26-21, KYYX 34-30.

### YAZ "Only You" (Sire/WB) 46/2

Moves: Up 17, Debuts 5, Same 22, Down 0, Adds 2, KBEQ, KSET-FM, WLOL-FM 7-3, KMJK 10-9, K104 36-32, KITY 25-18, WZZR 29-22, KXXX 26-15, KYYX 22-18, OK100 36-32, KKQV 27-18, KENI 37-32, KCBN 36-30.

### NAKED EYES "Always Something There To Remind Me" (EMI America) 45/10

Moves: Up 4, Debuts 8, Same 23, Down 0, Adds 10, B94, Q105, WLOL-FM, WKFM, WHHY-FM, KX104, KIKI, KSKD, WHSL, D93, WNBC 30-28, B104 on, KEGL 39-27, KIQQ on, WSPK 30-26.

### LAURA BRANIGAN "Solitaire" (Atlantic) 44/42

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 42 including WBEN-FM, WXXS-FM, 79Q, Y100, KHTR, KBEQ, KMJK, WTIC-FM, KC101, WDOQ, WNVZ, WKDD, KRSP, KIKI, WFOX.

### FIREFALL "Always" (Atlantic) 38/5

Moves: Up 20, Debuts 4, Same 9, Down 0, Adds 5, 94Q, KX104, KENI, KDZA, KCDD, B104 d-30, KFI on, KXX106 24-20, WSFL 35-31, KIKI 22-20, K093 22-16, OK100 40-35, WOMP-FM 18-13, Z102 10-7.

### FELONY "The Fanatic" (Rock & Roll/CBS) 34/5

Moves: Up 8, Debuts 3, Same 17, Down 1, Adds 5, KBEQ, KHFI, WJBQ, WGUU, 13FEA, WCAU-FM d-36, KEGL 19-18, WGCL 26-25, KIQQ 20-19, KFI 4-38, KSET-FM 29-25, WJXQ 33-30.

### BILLY JOEL "Goodnight Saigon" (Columbia) 30/29

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 29 including WBEN-FM, KFI, KNBO, WKFM, WHFM, WPST, Q106, QYCR, KITY, KHFI, WABB-FM, WZYP, WOKI, WSEZ, WRVQ, KSKD, KIKI.

More CHR Music Information See Page 49

## MOST ADDED

### BOB SEGER... (88)

Even Now (Capitol)

### TOTO (63)

I Won't Hold You Back (Columbia)

### PATRICK SIMMONS (54)

So Wrong (Elektra)

### KENNY LOGGINS (50)

Welcome To Heartlight (Columbia)

### BRYAN ADAMS (48)

Straight From The Heart (A&M)

### LAURA BRANIGAN (42)

Solitaire (Atlantic)

## HOTTEST

### MICHAEL JACKSON (150)

Billie Jean (Epic)

### JOURNEY (91)

Separate Ways (Worlds Apart) (Columbia)

### LIONEL RICHIE (86)

You Are (Motown)

### STYX (82)

Mr. Roboto (A&M)

### DEXYS MIDNIGHT RUNNERS (69)

Come On Eileen (Mercury/PolyGram)

### DARYL HALL & JOHN OATES (67)

One On One (RCA)

### ADAM ANT "Desperate But Not Serious" (Epic) 30/4

Moves: Up 6, Debuts 4, Same 16, Down 0, Adds 4, WHYT, WHFM, WSSX, WNOK-FM, WCAU-FM on, KEGL 35-31, WGCL 27-19, KMJK on-dp, WTRY d-25, WJXQ 34-32, KYYX 39-33, WIGY 40-37, WFBG 33-30, WOMP-FM d-34.

### TRIUMPH "A World Of Fantasy" (RCA) 28/5

Moves: Up 10, Debuts 1, Same 12, Down 0, Adds 5, WNYS, WCAU-FM, KEGL, WZPL, WSPT, WBEN-FM 28-25, K104 27-19, KITY 32-22, KZFM 25-22, WSSX 23-11, WVIC 24-23, WJXQ 10-6, OK100 33-25, KFMZ 17-12.

### MISSING PERSONS "Walking In L.A." (Capitol) 28/9

Moves: Up 3, Debuts 5, Same 11, Down 0, Adds 9, WPHD, WKFM, WHFM, WRCK, WLAN-FM, WOKI, KIDD, WFLB, FM99, KEARTH 25-22, KIQQ d-28, WDOQ d-30, KYYX 31-26, KHYT 29-26, KISR d-35.

### JARREAU "Mornin'" (WB) 27/18

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 18 including WCAU-FM, KIQQ, KITY, KAMZ, Y103, WBBQ, WSFL, WRQK, WKDD, KHOP, WGUU, WAEV, WFOX, WPFM, KBIM.

### HEAVEN 17 "Let Me Go" (Arista) 27/1

Moves: Up 5, Debuts 4, Same 17, Down 0, Adds 1, WZYP, WXXS-FM d-30, WLOL-FM 40-36, KFI d-39, KMJK 35-33, WRCK d-29, KITY 33-24, KYYX 23-15, WGUU d-27, KCBN 29-25.

### ROBBIE PATTON "Smiling Islands" (Atlantic) 27/1

Moves: Up 10, Debuts 4, Same 12, Down 0, Adds 1, WTX, KMJK d-31, K104 d-26, Y103 22-19, KIKI 28-26, WOMP-FM 32-26, WAEV 17-15, KKQV 30-25, KISR 9-5, D93 26-23, KOZE 24-20.

### JEFFREY OSBORNE "Eanie Meenie" (A&M) 26/5

Moves: Up 7, Debuts 2, Same 12, Down 0, Adds 5, WTX, KIKI, WMEE, WQLT, KSLY, WJDX 28-23, Y103 21-18, WKDD 25-23, KJRB 30-28, KIKI 24-22, KILE 34-27, KIST 26-20.

### LE ROUX "Carrie's Gone" (RCA) 25/6

Moves: Up 2, Debuts 3, Same 14, Down 0, Adds 6, WPHD, KIQQ, KNBO, KSET-FM, KZZB, WTX, KITY d-36, WFMF 25-20, WPFM 34-27, KNOE-FM d-30, KISR d-33.

### BERLIN "Sex (I'm A...)" (Geffen) 24/5

Moves: Up 6, Debuts 2, Same 11, Down 0, Adds 5, CHUM, Y100, WGCL, KHYT, FM99, KMJK 21-16, WKFM 38-35, KITY 27-17, WVIC d-22, KYYX 11-10, KCBN 23-15.

### DARYL HALL & JOHN OATES "Family Man" (RCA) 23/3

Moves: Up 7, Debuts 0, Same 11, Down 2, Adds 3, K104, OK100, KGHO, 79Q 21-16, KAFM 6-4, WZZR 9-7, KRQ 18-5, WERZ 31-28, WXLK 28-18.

### POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 22/11

Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 11, XTRA, KITY, WDOQ, WNVZ, KYNO-FM, WGUU, WQLT, WISE, KQIZ-FM, KVOL, WRKR, KFRC on, WTX 39-35, KQMG 32-27, KIKI 29-26.

### WALL OF VOODOO "Mexican Radio" (IRS/A&M) 22/9

Moves: Up 3, Debuts 6, Same 6, Down 0, Adds 9, B94, WHTT, WBBQ, WVIC, WERZ, WISE, WBWB, KRNA, 99KG, WKRF-FM 26-24, KZFM 23-21, KCBN 34-29.

### SYSTEM "You Are In My System" (Mirage/Atco) 22/7

Moves: Up 4, Debuts 1, Same 10, Down 0, Adds 7, WNYS, KFI, KFRC, KITE, WTX, CK101, KILE, WXXS-FM d-28, KMJK 38-37, KITY d-31, WGUU 29-24.

### GAP BAND "Outstanding" (Total Experience/PGM) 22/6

Moves: Up 5, Debuts 2, Same 9, Down 0, Adds 6, WCAU-FM, WHYT, WGCL, KFI, KITE, WZYP, KFRC 21-20, KTFM 40-37, WTX 33-28, WNFY 25-20, KYNO-FM 12-9.

### Q-FEEL "Dancing In Heaven (Orbital Be-Bop)" (Jive/Arista) 21/9

Moves: Up 3, Debuts 0, Same 8, Down 1, Adds 9, WPHD, WKFM, KSET-FM, KBBK, KHYT, WFBG, WBWB, WCIL-FM, KCDD, WZZR 37-26, KFMW 29-25, KCBN 40-35.

### TONY CAREY "I Won't Be Home Tonight" (Rocshire) 21/6

Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 6, KMJK, KNBO, WRCK, WCSS, WSPK, WAZY-FM, KEGL 20-17, WPST d-37, WSSX 22-20, WOMP-FM 23-20, KFMZ d-20.

### MARTY BALIN "What Love Is" (EMI America) 21/0

Moves: Up 7, Debuts 2, Same 11, Down 1, Adds 0, WHYT on, WLOL-FM 34-31, KNBO on, WSPK 22-20, WKDD 22-17, K093 29-27, WSOV 23-21, WAEV 27-25, WYKS 26-25.

### JANET JACKSON "Come Give Your Love To Me" (A&M) 20/0

Moves: Up 7, Debuts 2, Same 9, Down 2, Adds 0, WCAU-FM d-37, Y100 d-28, KIQQ 23-21, KFI on, KFRC 19-13, KAMZ 21-17, 94TYX 25-23, KYNO-FM 22-21, KHYT 17-16, WIGY 18-17.

### PETER GODWIN "Images Of Heaven" (Polydor/PolyGram) 18/7

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 7, WKRF-FM, WSSX, WJXQ, WACZ, WERZ, 13FEA, KVOL, WXXS-FM on, WJDX on, 94TYX on, WOKI on, WGUU on, WCGO on, WFLB on, Q101 on.

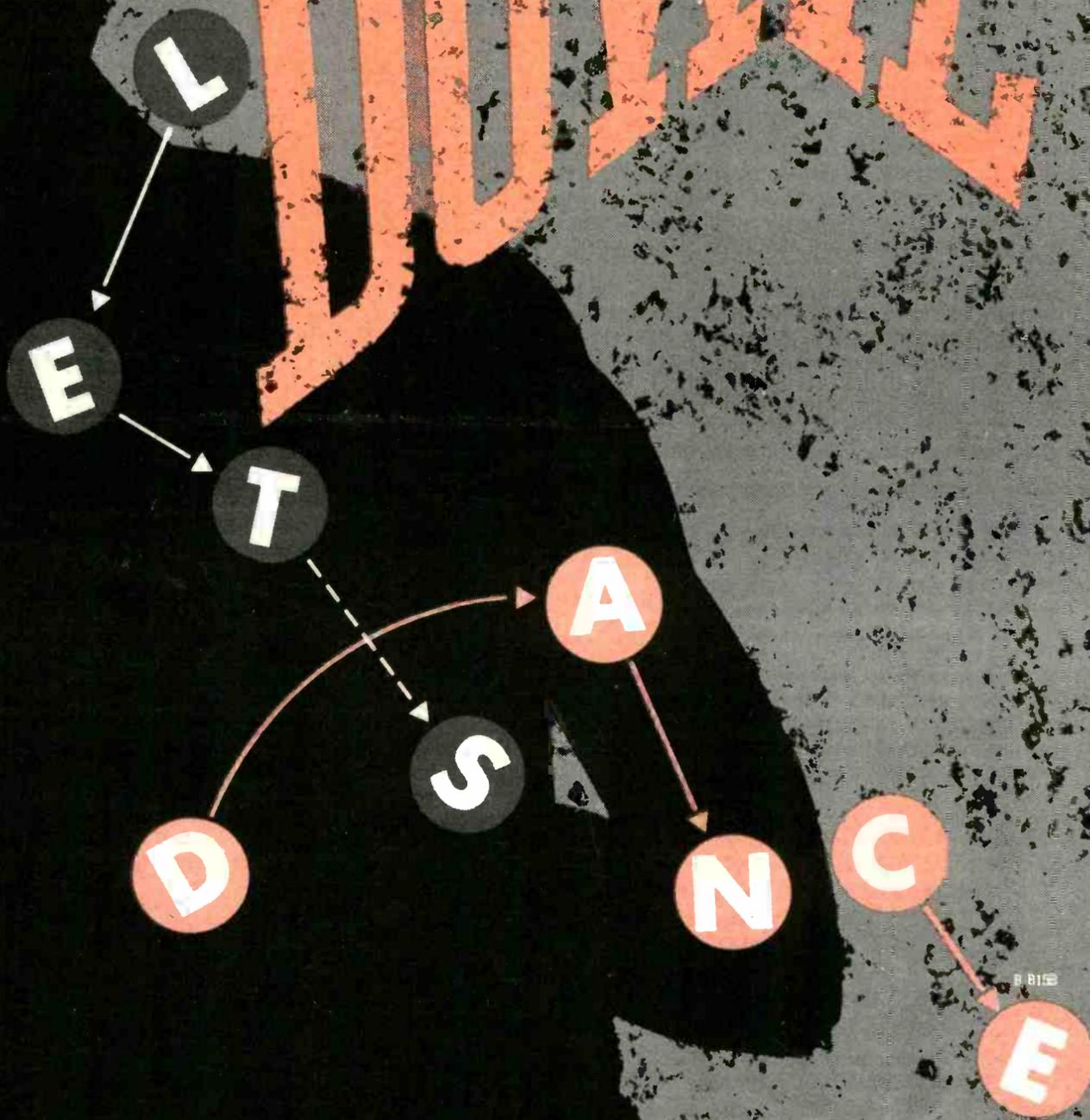
### EVELYN KING "Betcha She Don't Love You" (RCA) 18/1

Moves: Up 6, Debuts 2, Same 4

THE MOST EXCITING SINGLE EVENT OF THE YEAR...

DAVID

BOWIE



THE FIRST SINGLE FROM THE FORTHCOMING ALBUM, LET'S DANCE,<sup>50 17093</sup> RELEASE DATE APR. 14<sup>TH</sup>

PRODUCED BY DAVID BOWIE & NILE RODGERS. AVAILABLE ON EMI AMERICA RECORDS AND HIGH-QUALITY XDR CASSETTES.

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# NATIONAL AIRPLAY

March 11, 1983



# AOR / HOT TRACKS

## Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
7	4	2	1 MICHAEL JACKSON/Billie Jean (Epic)
3	2	1	2 LIONEL RICHIE/You Are (Motown)
9	7	6	3 DARYL HALL & JOHN OATES/One On One (RCA)
14	12	7	4 JOURNEY/Separate Ways (Worlds Apart) (Columbia)
4	3	3	5 CHRISTOPHER CROSS/All Right (WB)
5	5	5	6 DURAN DURAN/Hungry Like The Wolf (Capitol)
1	1	4	7 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
12	10	9	8 PRETENDERS/Back On The Chain Gang (Sire/WB)
23	16	14	9 STYX/Mr. Roboto (A&M)
24	18	13	10 DEXYS MIDNIGHT RUNNERS/Come On Eileen (Mercury/PG)
18	13	11	11 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
10	8	8	12 JOE JACKSON/Breaking Us In Two (A&M)
11	11	10	13 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
29	23	18	14 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
26	21	17	15 FRIDA/I Know There's Something Going On (Atlantic)
19	15	15	16 SUPERTRAMP/My Kind Of Lady (A&M)
30	24	19	17 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
-	-	26	18 MICHAEL JACKSON/Beat It (Epic)
-	30	25	19 AFTER THE FIRE/Der Kommissar (Epic)
-	29	22	20 ABC/Poison Arrow (Mercury/PolyGram)
2	6	12	21 BOB SEGER.../Shame On The Moon (Capitol)
6	9	16	22 STRAY CATS/Stray Cat Strut (EMI America)
8	14	20	23 MEN AT WORK/Down Under (Columbia)
27	26	24	24 STEEL BREEZE/Dreamin' Is Easy (RCA)
-	-	29	25 TOM PETTY.../Change Of Heart (Backstreet/MCA)
-	-	30	26 OXO/Whirly Girl (Geffen)
-	-	28	27 JEFFERSON STARSHIP/Winds Of Change (RCA/Grunt)
13	17	23	<b>BREAKER</b> 28 DIONNE WARWICK/Take The Short Way Home (Arista)
16	19	21	29 BILLY JOEL/Allentown (Columbia)
			30 MUSICAL YOUTH/Pass The Dutchie (MCA)

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## Adult / Contemporary

1	1	1	1 LIONEL RICHIE/You Are (Motown)
3	3	2	2 CHRISTOPHER CROSS/All Right (WB)
2	2	3	3 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
7	7	4	4 DARYL HALL & JOHN OATES/One On One (RCA)
11	9	5	5 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
10	8	6	6 STEPHEN BISHOP/It Might Be You... (WB)
12	10	8	7 JOE JACKSON/Breaking Us In Two (A&M)
18	14	11	8 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
5	5	7	9 NEIL DIAMOND/I'm Alive (Columbia)
4	4	9	10 BOB SEGER.../Shame On The Moon (Capitol)
29	24	16	11 DIONNE WARWICK/Take The Short Way Home (Arista)
21	16	13	12 MICHAEL JACKSON/Billie Jean (Epic)
6	6	10	13 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
20	18	15	14 SUPERTRAMP/My Kind Of Lady (A&M)
28	26	18	15 BARRY MANILOW/Some Kind Of Friend (Arista)
16	15	14	16 DONNA SUMMER/The Woman In Me (Geffen)
13	13	12	17 POCO/Shoot For The Moon (Atlantic)
30	28	21	18 KC & THE SUNSHINE BAND.../Don't Run... (Epic)
26	22	20	19 DIANA ROSS/So Close (RCA)
27	25	22	20 MELISSA MANCHESTER/Nice Girls (Arista)
-	30	25	21 JEFFREY OSBORNE/Eenie Meenie (A&M)
8	11	19	22 JUICE NEWTON/Heart Of The Night (Capitol)
9	12	17	23 KENNY LOGGINS/Heart To Heart (Columbia)
<b>BREAKER</b>	24	23	24 JARREAU/Mornin' (WB)
24	23	23	25 FIREFALL/Always (Atlantic)
<b>BREAKER</b>	26	23	26 TOTO/I Won't Hold You Back (Columbia)
14	19	24	27 P. AUSTIN with J. INGRAM/Baby, Come To Me (Qwest/WB)
17	17	26	28 MEN AT WORK/Down Under (Columbia)
<b>BREAKER</b>	29	27	29 ALAN PARSONS PROJECT/Old & Wise (Arista)
15	20	27	30 LITTLE RIVER BAND/The Other Guy (Capitol)

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Three Weeks	Two Weeks	Last Week	
1	1	1	1 JOURNEY/Separate Ways (Columbia)
2	2	2	2 DEF LEPPARD/Photograph (Mercury/PolyGram)
10	4	3	3 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
15	8	7	4 TONY CAREY/I Won't Be Home Tonight (Rocshire)
9	6	5	5 TRIUMPH/World Of Fantasy (RCA)
6	5	4	6 STYX/Mr. Roboto (A&M)
20	17	8	7 RED RIDER/Human Race (Capitol)
41	24	17	8 U2/New Year's Day (Island/Atco)
18	15	11	9 BRYAN ADAMS/Take Me Back (A&M)
27	19	12	10 DEXYS MIDNIGHT RUNNERS/Come On... (Mercury/PG)
21	20	18	11 FIXX/Red Skies (MCA)
30	21	15	12 JOURNEY/After The Fall (Columbia)
3	7	9	13 BOB SEGER.../Even Now (Capitol)
17	18	16	14 DURAN DURAN/Rio (Capitol)
40	35	21	15 AFTER THE FIRE/Der Kommissar (Epic)
4	3	6	16 RIC OCASEK/Something To Grab For (Geffen)
-	50	26	17 INXS/The One Thing (Atco)
14	12	13	18 SCANDAL/Goodbye To You (Columbia)
12	11	10	19 FRIDA/I Know There's Something Going On (Atlantic)
43	38	30	20 MODERN ENGLISH/I Melt With You (Sire/WB)
5	9	14	21 GOLDEN EARRING/Twilight Zone (21/PolyGram)
-	47	29	22 STYX/Cold War (A&M)
33	28	24	23 TOM PETTY.../Change Of Heart (Backstreet/MCA)
22	23	25	24 TRIUMPH/Never Surrender (RCA)
13	14	19	25 PRETENDERS/My City Was Gone (Sire/WB)
34	26	20	26 BOB SEGER.../Roll Me Away (Capitol)
49	43	32	27 THOMAS DOLBY/She Blinded Me With Science (Capitol)
-	54	37	28 ULTRAVOX/Reap The Wild Wind (Chrysalis)
<b>DEBUT</b>	29		29 PLANET P/Why Me? (Geffen)
-	56	39	30 CALL/The Walls Came Down (Mercury/PolyGram)

## AOR / ALBUMS

1	1	1	1 JOURNEY/Frontiers (Columbia)
4	2	2	2 DEF LEPPARD/Pyromania (Mercury/PolyGram)
-	8	4	3 STYX/Kilroy Was Here (A&M)
11	9	5	4 GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)
8	6	7	5 BRYAN ADAMS/Cuts Like A Knife (A&M)
5	5	6	6 TRIUMPH/Never Surrender (RCA)
2	3	3	7 BOB SEGER.../The Distance (Capitol)
13	11	9	8 RED RIDER/Neruda (Capitol)
3	4	8	9 DURAN DURAN/Rio (Capitol)
18	15	12	10 TONY CAREY/Tony Carey (Rocshire)
-	-	20	11 U2/War (Island/Atco)
7	10	11	12 MEN AT WORK/Business As Usual (Columbia)
15	12	13	13 TOM PETTY.../Long After Dark (Backstreet/MCA)
22	20	14	14 ERIC CLAPTON/Money & Cigarettes (WB)
17	16	16	15 SCANDAL/Love's Got A Line On You (Columbia)
21	21	18	16 FIXX/Shattered Room (MCA)
26	22	17	17 DEXYS MIDNIGHT RUNNERS/Too-Rye-Ay (Mercury/PG)
6	7	10	18 RIC OCASEK/Beatitude (Geffen)
28	27	24	19 THOMAS DOLBY/Blinded By Science (Capitol)
31	31	25	20 AFTER THE FIRE/After The Fire (Epic)
-	-	27	21 INXS/Shabooh Shoobah (Atco)
16	18	15	22 FRIDA/Something's Going On (Atlantic)
12	13	19	23 GOLDEN EARRING/Cut (21/PolyGram)
-	-	31	24 MODERN ENGLISH/After The Snow (Sire/WB)
9	17	22	25 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)
14	19	21	26 SAMMY HAGAR/Three Lock Box (Geffen)
<b>BREAKER</b>	27		27 PLANET P/Planet P (Geffen)
20	24	26	28 NIGHT RANGER/Dawn Patrol (Boardwalk)
30	28	29	29 BERLIN/Pleasure Victim (Geffen)
<b>BREAKER</b>	30		30 ULTRAVOX/Quartet (Chrysalis)
<b>BREAKER</b>	31		31 CALL/Modern Romans (Mercury/PolyGram)
<b>BREAKER</b>	32		32 JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)
10	14	23	33 PAT BENATAR/Get Nervous (Chrysalis)
-	-	-	34 MICHAEL BOLTON/Michael Bolton (Columbia)
24	25	28	35 VANDENBERG/Vandenberg (Atco)
-	-	-	36 MOLLY HATCHET/No Guts . . . No Glory (Epic)
33	34	38	37 ART IN AMERICA/Art In America (Pavillion/CBS)
39	33	36	38 ROBERT HAZARD/Robert Hazard (RCA)
25	29	37	39 N. SCHON/J. HAMMER/Here To Stay (Columbia)
23	26	30	40 MISSING PERSONS/Spring Session M (Capitol)

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