

I N S I D E :

The Changing Role Of News On CHR Radio

Programmers discuss news cutbacks and more efficient deployment of capsule 'casts... plus some pungent guest commentary from **Brad Messer**.

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Meeting Your Financial Goals

Bruce Johnson cuts through the statistical clutter to establish an efficient method for dealing with your station's bottom line.

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Successful News/Talk Takes Time

WCKY/Cincinnati's ratings triumph was a long time building, **Brad Woodward** learns.

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WBCN: 15 Years Of AOR History

A special salute to the enduring AOR giant, with an up-to-the-minute look at the 1983 model **WBCN**... and a special look back from early air personality **Peter Wolf**.

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Measuring Birch Quality

Birch's new improved qualitative breakouts are evaluated this week by **Jhan Hiber** — and the verdict is positive.

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People In The News This Week

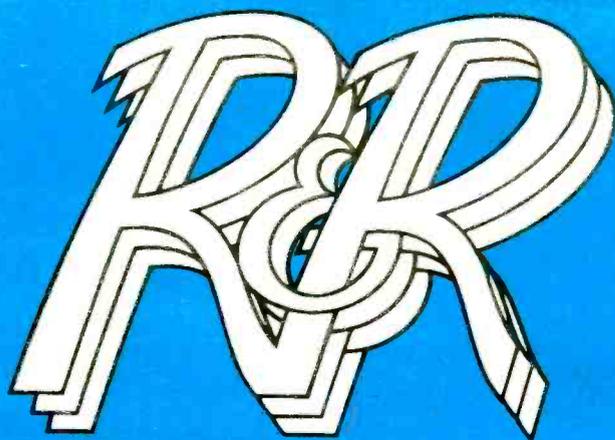
- **Reg Johns** joins Fairwest
- **Sandy Beach** returns to **WKBW**
- **Lane Rogers** to **KMEO**
- **Robert Simmons** to **KDYL & KSFI**
- **Barry Skidelsky** Stn. Mgr. at **WBOS**
- **Tom Reddell** **WQAM's** GM
- **Perry Cooper** VP at **Atlantic**
- **Gary Mercer** PD at **WYST**
- **Chuck Southcott** **KPRZ's** PD
- **Bill Latz** Exec. VP of **WOWO**
- **Tom Collins** PD at **WKZL**

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Canadian Compromise May Be Boon To Daytimers

Extra hours for daytime radio stations may be on the way as the result of a technical breakthrough in U.S.-Canadian radio talks.

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RADIO & RECORDS

Viacom Radio Names Feuer President

Norm Feuer, former principal/GM of **KBZT/San Diego**, has been named to the new position of **Viacom Radio** Division President. **Viacom** Broadcasting President **Paul Hughes** told **R&R**, "We hired **Norm** because he has a track record of

success. He's been able to make it happen in the past in terms of improving ratings and revenues. We look for great things from **Norm**, and he's looking for great things also. We're very excited about his coming aboard."

Holler Becomes PD At WCOZ

Frank Holler has been named PD at **WCOZ/Boston**, filling the gap left by **Andy Beaubien**, who recently joined **KSRR/Houston** as PD (**R&R** 2-4). **Holler** had been PD at **WCMF/Rochester** for a year, following programming stints at **WWWW/Detroit** and **WKLS-FM/Atlanta**.

WCOZ GM **Dick Borel** told **R&R**, "Frank's a very bright

Hughes added that he and **Feuer** would soon be establishing priorities for the new radio group head, but that none were ready to be announced at this time. **Feuer** was unavailable for comment.

Before becoming part-owner/manager of **KBZT**, **Feuer** managed **WLAK/Chicago** and **WLYF/Miami**, and also worked for **CBS**. **Feuer** officially begins his new duties on April 4.

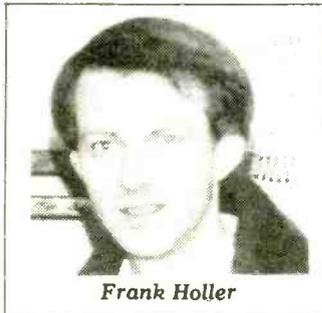
Hardy New VP/GM At KBPI & KNUS

Jim Hardy, VP/GM at **Sandusky's KWFM/Tucson**, has been appointed VP/GM of the chain's **KBPI & KNUS/Denver**. **Hardy** replaces **Toney Brooks**, who in his capacity as President of **Sandusky Radio** relocated corporate offices to **Los Angeles** and relinquished his **KBPI & KNUS** duties (**R&R** 2-25).

Brooks commented, "**Sandusky** is again pleased to fill an important post from within our own ranks. **Jim** has done an excellent job in **Tucson**. He'll be coming home to familiar faces at **KBPI & KNUS**." Before taking over at **KWFM**, **Hardy** was GM at **KBPI**, and was in the market for 12 years.

Hardy told **R&R**, "I'm excited! It's like going home. Obviously there's a challenge there; it's a very competitive market. I leave **KWFM** with a little sadness. This was my first GM job, and we've done well. But the challenge in this business is what keeps us all going. This is an opportunity, and it's time for me to move on."

A replacement for **Hardy** at **KWFM** is expected to be named shortly.



Frank Holler

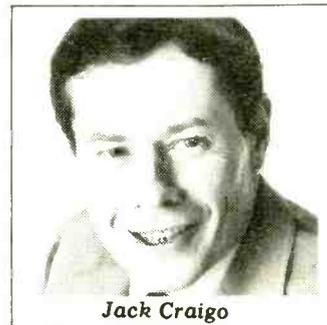
programmer, and I'm convinced we think alike. I'm very happy to have him on board, and look forward to doing some good radio here."

Holler commented, "There's a hell of a challenge there for me. **WBCN** is formidable. I want to bring humanity back to **WCOZ**, and make it fun to listen to again." Discussing his departure from **WCMF**, he said, "My year in **Rochester** was one of quality. Management has been fabulous, the staff is very devoted, and I was blessed to have them to work with."

Holler added that **WCOZ** will no longer employ a consultant; until recently the station had been a **John Sebastian** client. **Holler** joins **WCOZ** April 4, and said he hoped to help in the selection of his replacement at **WCMF** before that date.

Craig Appointed Chrysalis President

Jack Craig, who resigned his **RCA** vice-presidential position less than a month ago (**R&R** 2-25), has been named President of **Chrysalis Records**. **Craig** had been second in command in the **RCA Records** hierarchy with the title of Division VP/**RCA Records USA & Canada**, and was previously Senior VP/GM at **Columbia**.



Jack Craig

Chrysalis Co-Chairman **Terry Ellis** commented, "(Co-Chairman) **Chris Wright** and I are very happy with this appointment, which we believe to be an important step in the continuing growth of **Chrysalis Records**. With the experience that **Jack Craig** has had at **Columbia** and **RCA**, we feel

he'll be a tremendous asset to the development of **Chrysalis** as a worldwide company."

Craig assumes his new duties Monday (3-21) at the label's new headquarters, located at 645 **Madison Avenue** in **New York City**.

REP FIRMS AT ODDS

FCC Upholds McGavren-Guild In Blair Complaint

McGavren-Guild has been cleared by the **FCC** of charges by **Blair Radio** that **McGavren** sold time on two stations in the same market as part of an improper combination buy last year in a campaign for **California** table grapes. **Blair** alleged that the practice violated **FCC** rules that seek to assure that same-market stations are competitors and not sold in combination.

Noting that it's proper for rep firms to represent two stations in a market and to form "unwired networks," the **FCC** ruled, "Such activities do not violate Commission policy so long as... the 'rep' leaves all decisions as to the selling of time, including rates, quantities, and placement of spots, to the individual stations." The Commission said it was satisfied **McGavren-Guild** met those requirements.

Blair Radio President **John Boden**, who believes the ruling breaks new ground, told **R&R**, "The first thing we have to do is protect the clients that we

have. If it means getting another station in the market to protect our franchise, we may be forced to do that. We originally did not want to be put in that kind of posture. But the decision has obviously come down that it seems to be open season on what you can do."

For example, **Boden** noted that under the **FCC's** ruling, the third-ranking station in a particular demographic could lose business to the fourth and fifth stations sold as part of the same unwired network. "So what they're forcing people to do is combine to be competitive," he commented.

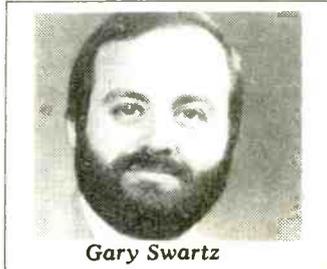
McGavren-Guild President **Ralph Guild** disagreed that the decision is groundbreaking. "It's been a way of life for a good five years," he told **R&R**. "If this means that **Blair's** going to start doing that, I think that's a major step forward for the radio industry."

Guild added, "I hope this decision will make a lot of people..."

FCC/See Page 20

Swartz Promoted To GM At KLBB & KEEY

Gary Swartz has been promoted from Station Manager to General Manager for **Malrite's** two **Minneapolis** stations **KLBB & KEEY**. **Swartz**, who joined the company as an account executive in 1974, told **R&R**, "Malrite usually does promote from within and, in fact, the company has never lost a manager to another firm. I'm very pleased about my promotion... it's always nice to be recognized by the company."



Gary Swartz

Malrite Exec. VP **Gil Rosenwald**, in making the announcement, said, "Gary **Swartz** has contributed greatly to the past success of our **Minneapolis/St. Paul** operations. His broad-

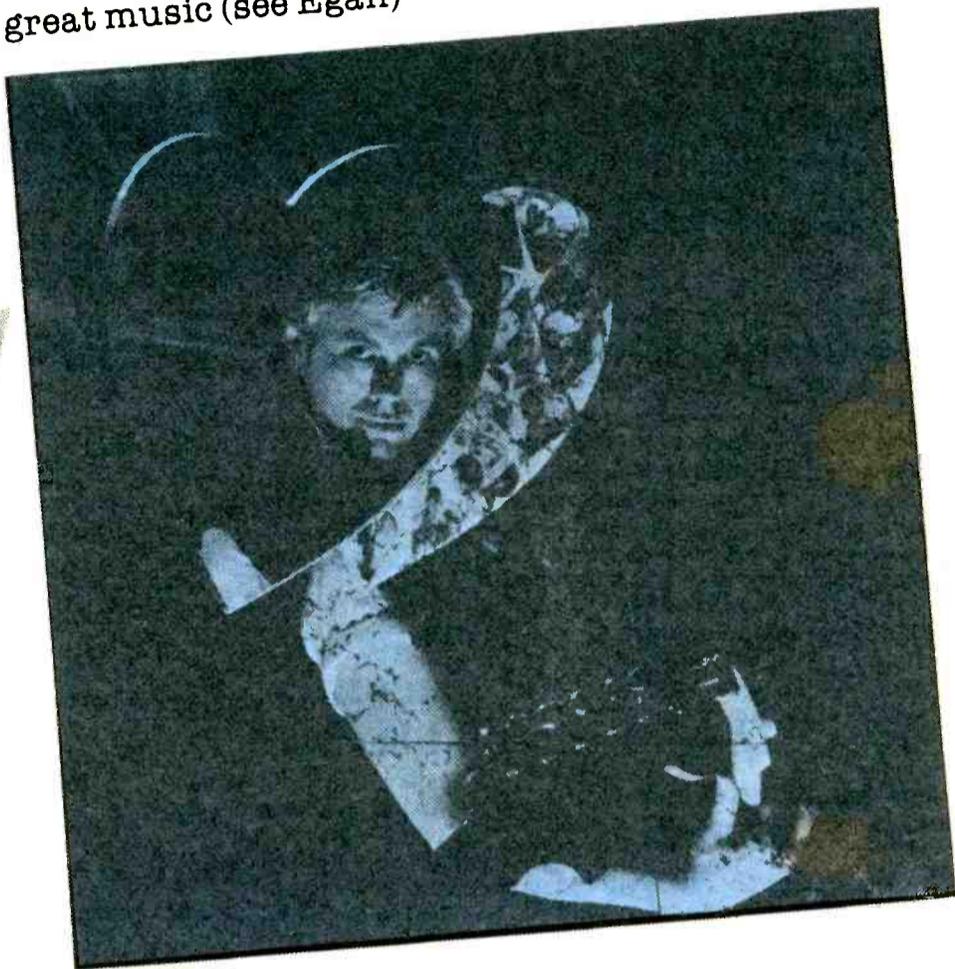
casting knowledge and leadership will assure the continued growth of these **Malrite** properties."

As General Manager, **Swartz** replaces former **KLBB & KEEY** VP/GM **Doug Brown**, who is reportedly being reassigned within **Malrite**.

WILD WE EXHIBITIONS

ex•hib•it (ig-zib-it) v.t. **1:** to hold forth or to expose to view: **2:** to manifest great music (see Egan)

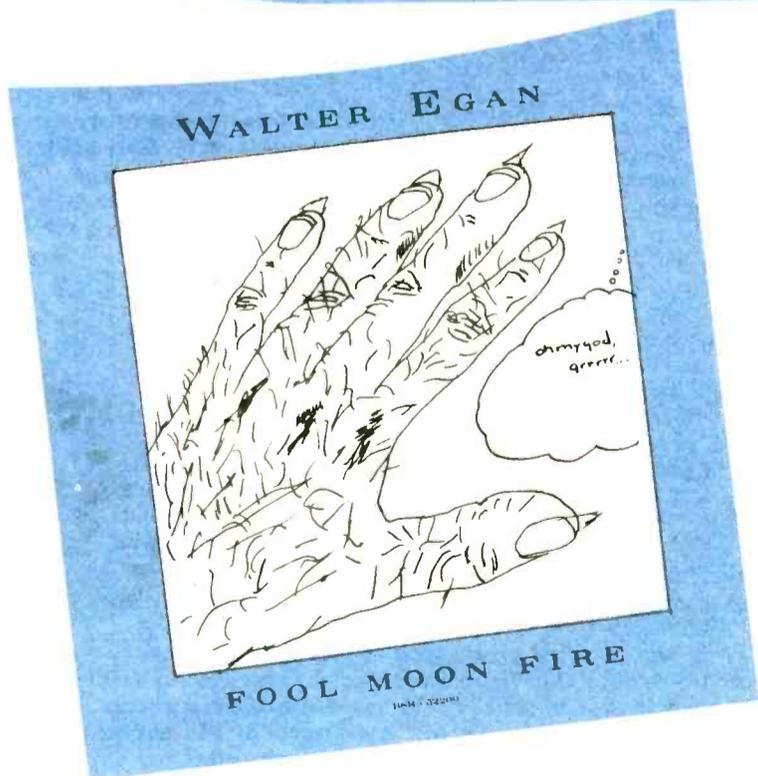
WALTER EGAN



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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.

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Beach Returns As WKBW PD

Capital Cities Communications has transferred WBAP/Ft. Worth PD Sandy Beach to WKBW/Buffalo, marking Beach's return to the station he left three years ago. Beach, who programmed WKBW for six years in the '70s, replaces the exiting Neil McGinley, WKBW's PD for the past two and a half years.

WKBW VP/GM Frank Woodbeck told R&R, "Sandy has a great knowledge of the market because of his many years here. I feel terrific about having Sandy come back. He's a great talent who can motivate the staff to do the things the audience has come to expect from the station. We are looking to keep a bright sound, and I think Sandy will enhance this, plus help to generate an environment where the air staff can exercise their personalities again."

Beach, who spent a total of 13 years at WKBW, told R&R, "This really amounts to me going home again. I've always had a special relationship with the station and the city, both as a jock and a PD. This is the only station I would consider leaving WBAP

for. I don't really have a complete game plan for WKBW yet, but I do know it will be a fun-sounding, personality radio station again, the sort of station that will give the audience a real reason to turn the radio on."

Beach added that no replacement has been selected at WBAP, and announced that Tom Shannon, a former WKBW jock in the '60s, would be rejoining the station in afternoon drive. Shannon was most recently an air personality at CKLW/Detroit. He replaces Joe Gallagher, who joined WGY/Schenectady.

Reddell Returns To Radio As GM At WQAM

Tom Reddell has been named General Manager of Storz's WQAM/Miami, replacing the exiting Ron Beckey. Reddell was most recently with Golden West's pay TV operation, headquartered in Dallas, but previously served as GM at Storz station KOMA/Oklahoma City, and earlier at KYTE/Portland during a 25-year radio career.

Reddell told R&R, "I'm very glad to be back with the Storz organization. This is a terrific facility, not only the oldest in Florida, but the innovator in a lot of different formats. We will be continuing with our Country format, adding some things and making a few changes, mostly internal staff shifts. The station has had some difficulties of late, but we're prepared to meet that head-on and get it back where it needs to be. The signal covers the whole South Florida market and then some, and we're really anxious to get the station up so we're dominant in the market."

Before joining WQAM, Reddell put the finishing touches on a pilot for TV syndication called "Texercise," featuring exercising to country music. Former WQAM GM Beckey has not yet announced future plans.

TRANSACTION:

Sundance Buys WOKY & WMIL From Charter

Sundance Broadcasting has acquired WOKY & WMIL/Milwaukee from Charter Broadcasting for \$4.75 million. Sundance owns KIDO & KIDQ/Boise, in which David Reese and Michael Jorgenson are equal partners. Sundance of Wisconsin represents a new partnership comprising several principals, Reese and Jorgenson among them.

"Music Of Your Life"-formatted WOKY has 5kw days, 1kw nights at 920 kHz. WMIL, a Country station, has 14.8kw at 106.1 mHz with an antenna 950ft. above average terrain. The sale will be completed following FCC approval.

Reg Johns Joins Fairwest

Reg Johns will shift from the PD post at Fairbanks's WVBF/Boston to the newly-created position of National Operations Director for the company's syndication division, Fairwest. In making the announcement, Fairwest VP/GM Jim West indicated that George Johns (Reg's brother) would continue to be the company's primary programming consultant, telling R&R, "George had no more avails. I thought, who could I get that would combine the best elements of philosophy, an understanding of George's methods, and national credibility? It came down to one guy. I'm just thrilled that we were lucky enough to get him."

Johns, who will remain with WVBF until his replacement is selected and trained, commented, "I think the beauty of going to

Skidelsky New WBOS Station Manager

Barry Skidelsky has been named Station Manager at AOR-formatted WBOS/Boston. WBOS President Herbert Hoffman commented, "We're very pleased to have someone of Barry's caliber join us, and look forward to his contribution to an improved market position."

WBOS Vice President Jane Duncklee told R&R, "Barry was hired because of his outstanding background in sales and his legal knowledge, along with his knowledge of the market. We've been adding to our personnel in hopes of building up a more qualified staff, and his appointment is an example of that."

Prior to joining WBOS, Skidelsky was Sales Manager at WCVR/Randolph, VT. His background includes both programming and sales experience with WHAT, WWDB, and WMMR, all in Philadelphia; WRKS/New York; and WCOZ/Boston. Skidelsky is also a member of the New York Bar. His appointment as Station Manager takes effect immediately.

Mercer Named WYST PD

After two years as Operations Manager for Spanish-formatted KALI/Los Angeles, Gary Mercer has been named PD at United Broadcasting's A/C sister station WYST/Baltimore. Mercer fills the vacancy left when former PD Ralph Rhoades resigned in early January to become PD at WEZC/Charlotte (R&R 1-7).

United VP/Operations Bill Parris stated, "Gary represents the kind of broadcaster A/C stations need. WYST's 25-34 target demo is composed of the same people who made up the teen base in CHR's midsixties heyday, and his background as a personality in those days makes him uniquely qualified to direct the music policy of a passive music station. By matter of instinct and background, Gary will also bring to

MERCER/See Page 20

WRNZ Converts To Country Format

WRNZ/Columbus switched to a Country format last week after three years as an Easy Listening station. WRNZ's AM sister station, WMNI, has been Country since the midsixties. WRNZ PD Damon Sheridan will continue to program the station.

WMNI & WRNZ VP/GM Mark Jividen explained to R&R, "Easy Listening has had a few problems, and there had been a bit of reluctance to get into a scrap with another Easy Listening station in town. There are really no other Country FMs in the city. So our problem was how do we develop an FM station that doesn't compete directly with our full-service, information-

WRNZ/See Page 20

Fairwest is to be able to do the programming that I really enjoy, but be involved more on the inspirational, motivational, and innovational level. I've enjoyed working at WVBF for the past three years. It's been great working with (GM) Ken Spitzer, and before him, Jay Williams. I'm still excited about working with Fairbanks under the leadership of (Exec. VP) Jim Hilliard and the direct leadership of Jim West."

Before joining WVBF, Reg Johns programmed CFTR/Toronto and CKGM/Montreal. He will relocate to Fairwest's headquarters in Dallas.

SIMMONS JOINS KDYL & KSFI

Rogers OM At KMEO-AM & FM

W. Lane Rogers has been appointed Operations Manager of KMEO-AM & FM/Phoenix. He moves over from a similar position with KDYL & KSFI/Salt Lake City, where he was succeeded by Robert Simmons. Rogers himself replaces former OM Steve Schy, who recently joined KOAX/Dallas.

Commenting on the appointment, KMEO General Manager Steve Wrath said, "We waited about six months to hire an OM. Our radio station is committed to our Easy Listening format, so I had to search a long time for a guy who was real experienced in this format and committed also. I got one in Lane Rogers."

Rogers told R&R, "I'm absolutely delighted to be in Phoenix. It's a wonderful town and KMEO is a great radio station. We have a very strong competitor in the market and, of course, our desire is to lessen its impact. We think we can do it. There will be no major changes in the staff or format. It's just a matter of fine-tuning."

Simmons has been in radio 25 years and was KSL/Salt Lake City's morning man for ten years. His background also includes stints as a management consultant and professor, holding a PhD in psychology. Regarding his return to radio, he remarked, "I'm absolutely overstimulated. I finally got tired of academia and wanted to get back to the real world. We have the unique ability to capture the total adult audience, either with Beautiful Music (KSFI) or all-News/Information (KDYL). Our goal is market domination."

Southcott Segues To KPRZ As PD

Los Angeles broadcast veteran Chuck Southcott has been named Program Director/Consultant for Gannett's KPRZ/Los Angeles. Station air personality Tom Murphy has been overseeing the day-to-day programming; he will now concentrate on his daily shift.

Wally Clark, President/GM of the "Music Of Your Life"-formatted station, commented, "KPRZ has done exceptionally well since our format change in October 1981. Chuck Southcott's vast experience in the MOR format will be a great help in maintaining the explosive growth of the KPRZ audience."

Southcott was most recently involved in the production/selling of two syndicated formats, "The Entertainers" and "This Is Music." In addition to his new post, Southcott retains his role as host of Watermark's "Musical" series. He told R&R, "I'm delighted, primarily because the talent lineup of this station is the strongest in the city. The goal for KPRZ is to be the strongest personality/adult music station in Los Angeles."



Chuck Southcott

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Washington Report

House Panel Votes Two Extra Months Of Daylight

A House Energy and Commerce subcommittee last week voted to extend Daylight Savings Time (DST) for two months each year. The bill, sponsored by subcommittee chairman Dick Ottinger (D-NY), would have DST begin on the first Sunday in March, rather than the last Sunday of April.

Although Ottinger's goal is to conserve energy, the measure would also permit many daytime-only AMs to stay on the air longer during afternoon drivetime in March and April. A similar bill passed the House on a 243-165 vote last year, but died in the Senate Commerce Committee.

Meanwhile, the Daytime Broadcasters Association (DBA) has submitted reply comments once again urging the FCC to approve a series of steps to aid daytimers (Docket #82-538). Noting the opposition expressed by non-daytimers, DBA told the FCC, "Each fulltime station must surrender some small measure of operational superiority if the daytimer's lot is to be improved at all."

Osburn Loses As 13 Join NAB Radio Board

Winners in mail balloting for 13 of NAB's 31 Radio Board seats are: District #1 - Dick Rakovan, WSNE/Providence; #3 - Edward Giller, WFGB/Altoona, PA; #5 - Walter May, WPKE & WDHR/Pikeville, KY; #7 - Charles Jones Jr., WSRZ/Sarasota; #9 - Clyde Price, WACT/Tuscaloosa, AL; #11 - David Palmer, WATH & WXTQ/Athens, OH; #13 - Kenneth McDonald Sr., WSAM & WKCQ/Saginaw, MI; #15 - Ted Snider, KARN/Little Rock; #17 - William Hansen, WJOL & WLLI/Joliet, IL; #19 - Bev Brown, KGAS/Carthage, TX; #21 - Dean Sorenson, KCCR & KNEY/Pierre, SD; #23 - Thomas Young, KVON & KVYN/Napa, CA; #25 - Gary Capps, Capps Broadcasting, Bend, OR.

The only incumbent who lost was Dick Osburn, President/Osburn/Reynolds Stations, who was beaten by Bev Brown in District #19. This was the first of two elections during which the NAB is phasing out eight at-large districts and expanding its district seats from 17 to 25.

FCC Permits Move Of Disputed Ogden FMs

KDAB/Ogden, UT and KZAN/Ogden had no idea they were initiating a precedent-setting case when they asked the FCC for permission to cure multipath interference problems by moving their antennas to a mountain site 41 miles from Ogden but only 18 miles from Salt Lake City. Two Salt Lake City stations, KLUB and KALL, charged that the Ogden stations were improperly trying to sneak into their market.

The FCC approved the moves, but that was struck down by the U.S. Court of Appeals. As a direct result, the Commission last month threw out entirely its policies that question the true intent of broadcasters.

Now the Commission has written the final chapter in the case by formally throwing out the protests of KLUB and KALL. Since the transmitter moves occurred, the FCC pointed out, both KDAB and KZAN have directed their programming at Ogden, maintained studios there, and provided the city with the required signal strength.

Aiding Pirates Now Cause For License Suspension

The FCC has announced it will start enforcing a 1982 law which gives it the authority, for the first time, to take action against commercial radio operators who advise, equip, or in any other way assist someone to operate an illegal station.

While previously it could do nothing, the Commission says it will now suspend the license of any commercial operator who has "caused, aided, or abetted the violation" of any law or treaty enforced by the FCC.

Other Key Developments:

- The NRBA has announced that CBS newsman Walter Cronkite will receive the 1983 Golden Radio Award during its annual convention October 2-5 in New Orleans.

- U.S. Labor Secretary Ray Donovan will appear on a panel at the NAB Convention in Las Vegas, April 10-13, to discuss how the nation can improve its productivity rate. The convention's theme is "Productivity - Key to Prosperity."

COULD HELP 3000 AMs

Canadian Talks Yield Breakthrough On Daytimers, Class 4's

A major breakthrough has been reported in negotiations with Canada that could pave the way for extended hours for over 2000 daytimers and increased nighttime power for the more than 1000 Class 4 AM stations.

"I think we're awfully close now," said Wally Johnson of engineering firm Moffet, Larson & Johnson. With expenses being picked up by the NAB, Johnson is a member of the U.S. delegation to the talks.

At the most recent negotiating session two weeks ago, Johnson says the Canadians finally agreed to the use of "diurnal curves" for calculating AM interference and protection at sunrise and sunset.

Johnson described the development as a "major breakthrough" and said that, depending on what the FCC decides to do, it could permit daytimers to sign on two hours before sunrise and sign off two hours after sunset. The maximum power allowed during those extended hours would be 500 watts, according to Johnson.

With regard to Class 4's, which now have 1kw of power during the day and 250 watts

at night, Johnson said the Canadians have agreed to nighttime power of 1kw. The new power level applies to both U.S. and Canadian Class 4's.

"We have another meeting coming up with them in May and everyone's anticipating that will be the last one," Johnson told R&R. "I think we're a long way down the path towards having an agreement with them."

The daytimer and Class 4 issues are also being negotiated with Mexico, and Johnson says another bargaining session next month should determine how close the U.S. is to an agreement on its southern border.

Once the negotiations are completed, any agreements will require final approval from the FCC and State Department, and possibly also the U.S. Senate.

\$3.3 MILLION SHORTFALL

NPR Cuts Staff 15% In Funding Crisis

Citing reduced federal funding and unexpectedly low earnings from outside business ventures, National Public Radio (NPR) this week (3-14) announced it will lay off 35 of its 400 employees by May 1. Another 10 positions will be eliminated through attrition and 15 vacancies won't be filled, bringing the total cut to 60 slots, or 15% of NPR's work force.

The drastic steps were taken last week by NPR's Board of Directors, which was faced with a \$3.3 million shortfall in the network's \$26 million budget for this year. However, the board only cut \$2.8 million, hoping to find the additional half million dollars by year's end.

NPR's bid to gain financial independence has been hampered by the recession, which has discouraged major contributions from corporations and foundations. Also, the network's profit-making schemes have been

slow to take off. For instance, an FCC delay in liberalizing rules for FM subcarriers has stymied a plan to use NPR's satellite system plus subcarriers to transmit computer data.

Two major casualties of this week's cutbacks are "The Sunday Show," a five-hour showcase of the arts, classical, and contemporary music; and "Jazz Alive," which broadcasts jazz festivals and other performances. "The Sunday Show" will be drop-

ped entirely May 1, while "Jazz Alive" will rely only on material already gathered.

There will also be cutbacks in "NPR Plus," which debuted in January, providing 24-hour classical music seven days a week and eight hours of jazz six days per week; plus hourly newscasts on weekdays, and an afternoon news program, "NPR Dateline," which focuses on a single topic each day. Decisions on how to cut those programs will be left to affiliate subscribers, who are meeting next month in their annual conference.

Although seven or eight news staffers are being fired, there will be no major changes in NPR's popular magazine shows, "All Things Considered" and "Morning Edition."

28 MILLION SUBSCRIBERS?

Cable Audio's Future Examined In Washington Conference

Although fewer than a million American homes receive a cable audio service today, the number of subscribers will increase dramatically to 9 million by 1986 and 28 million by the end of the decade. That dramatic audience growth was predicted in Washington this week (March 14-15) at a "Pay Radio and Cable Audio" conference hosted by Phillips Publishing and New Radio publisher John Waters.

Radio industry interest in cable audio was evident from the attendance of broadcasters such as RKO President Tom Burchill, Greater Media VP/Programming Julian Breen, Outlet Broadcasting Sr. VP/Radio Dick Rakovan, ABC Enterprises VP/Michael Hauptman, Capital Cities Executive VP/Radio Jim Arcara, and Jefferson Pilot Sr. VP/Radio Cullie Tarleton.

Gail Crofts, NPR Ventures Director/Business Planning, gave a briefing on last year's NPR cable audio study, which forecasts more radio superstations and simulcasts on cable in the next few years,

subscriber-supported programming produced specifically for cable by 1986, and advertiser-supported audio channels by 1990.

Cable Stations In ARBs

In addition to the potential for satellite-delivered national cable audio services, the conference also focused on locally-originated cable "radio stations." There are now about 30 such services, six of which showed up in Arbitron diaries last fall. Getting the most mentions were KWAB/Tulsa and COOL/Ft. Wayne.

Cable radio pioneer Ronald Sorenson, who started cable-only KBLE/Des Moines with a "broad-based AOR" format eight years ago, told the conference, "I think local cable audio is now financially viable at a subsistence level." He said several thousand cable homes in Des Moines pay an extra \$1.50 per month to receive an audio package that includes KBLE and every FM station in the market. KBLE, which charges up to \$10.80 for a 60-second spot, pays the local cable operator a small percentage of its net.

Small businesses that cater to music lovers have been receptive to KBLE, but Sorenson added, "We have a great deal of trouble selling to agency buyers." Sorenson recommended cable radio for music formats not available from over-the-air stations, but stressed, "It's very akin to running any small radio station because it's a lot of hard work."

WHY ARE 50 RECEIVER MAKERS ASKING TO TEST MOTOROLA'S AM STEREO DECODER CHIPS?

Is it because they've seen Delco choose Motorola's system as their standard?

Is it because Motorola has an inexpensive AM stereo chip that includes a pilot tone decoder and requires no manufacturing adjustments?

Is it because Motorola's advanced integrated circuits can activate the decoder when stereo signals are detected while ignoring noise and interference?

In a word, yes. And if you're not sure what it all means to you, here it comes:

To the broadcaster, it means that a ton of AM stereo receivers will be out there very soon. And that makes it important to order Motorola transmitting equipment right now.

To everyone attending the NAB show in Las Vegas starting on April 10, it means go see the Motorola booth, and take a pen with you.

To the makers and shakers of the broadcasting industry, it means call Dick Harasek at 312/576-2879 or Chris Payne at 202/862-1549 before your competition does.

See and hear Motorola's AM Stereo System at Booth #411 at the NAB.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





SPONSORED BY GROUND ZERO

War Games Do Battle On Radio

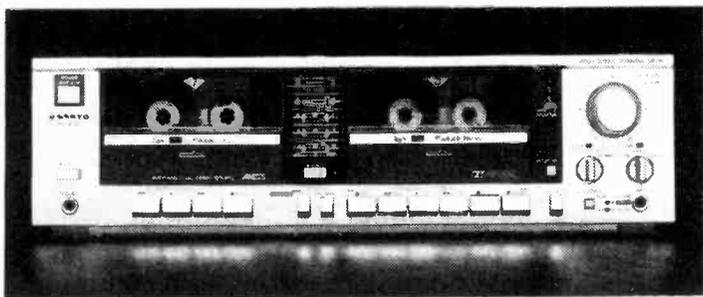
Ground Zero, a non-partisan nuclear war education project, is inviting radio stations to participate in "Firebreaks: A War/Peace Game." Similar to the war games conducted by the Pentagon, the project permits radio listeners to follow the development of a simulated international crisis and play along by giving advice to fictional U.S. and Soviet leaders working to avert a nuclear war. It's slated to run the month of April.

The game emphasizes the concept of seeking "firebreaks" which could interrupt the progression of the crisis that flares up in the Caribbean basin and escalates. Using materials supplied by Ground Zero (with frequent disclaimers to avoid another "War of the Worlds" scare), enlisted stations will set up the scenario on the air, take

listener calls on the provided options, and then reveal what actually happened in Ground Zero's scenario. Stations can play one movement each week, combine them, or run just the final one. It's estimated that each movement will require from one to several hours of airtime.

Each of the four movements is designed to highlight the issues of how to improve relations among nations in "hot spots," the problem of conventional arms sales/nuclear proliferation, and finding effective conflict resolution techniques. Thus far, several thousand community and school groups have signed up to play the war games. Interested stations can obtain kits by writing or calling **Ellis Woodward**, 806 15th St. N.W., Suite 421, Washington, DC 20005; (202) 638-7402.

Deck Cuts Dubbing "Real Time"



Sanyo's new dual-well cassette deck is the RDW310, which radically reduces tape copying time by performing at two and a half times normal speed. For example, a 60-minute cassette can be dubbed in 24 minutes; a 90-minute tape copied in only 36 minutes. One of the RDW310's transports is strictly for playback, with the other able to play and record from the first or outside sources and microphone inputs. Other features include Dolby-B noise reduction, separate tape bias/equalization adjustments for each transport, and LED peak-level meters and indicators plus a three-digit tape counter. Price: \$219.95.

Cuisine Goes Chic To Non-Chic

A and B party lists are a cruel but forthright way of distinguishing the socially hip from the lame. Now the idea is being applied to party food. And since no one truly likes to be out of the in crowd, here's a few gourmet dos and don'ts to keep in mind during this year's social season (courtesy of this month's **Vanity Fair**):

● **IN:** Prunes, kippers, grapefruit, organ meats (excluding liver), pigeon pie, leeks, pigs' feet, macaroons, pickles, straw place mats, and smoking between courses.

■ **OUT:** Strawberries, smoked salmon, citrus fruits (excluding grapefruit), liver, wine with meals, spareribs, salads, sharing spoons, fish forks, napkins, swizzle sticks, crystal, bagels, after dinner mints, mussels, and garlic.

30.3 AMERICA'S AVERAGE AGE

Census Bureau Releases US Profile

According to the U.S. Census Bureau's "Statistical Abstract of the United States, 1982-83," the average American is 30.3 years old, up from a ten-year ago average of 27.9. Despite the cost of higher education, 17.1% have finished college. A decade earlier that figure was only 11%. Washington DC (over 28%) and Colorado (23%) have the highest rate of people completing college. Other significant findings:

● Life expectancy charts at 73 years

● In 1981 a 21-year high was attained — 3.6 million births

● Over 45% of Americans changed addresses at least once during the last five years

● 1981 saw 2.2 million vacationing overseas, more than 28 million going to baseball games, 13.6 million playing 15 or more rounds of golf, 14 million

attending pro football games, 9.6 bowling regularly, and over 25 million swinging their way across tennis courts

● Beer lovers are united to the consumption tune of 226 million beers a day, which equals out to one for every man, woman, and child in the country.

Radio Promo Salutes Secretaries' Week

David Levine & Associates are packaging a "Secretary of the Day" radio promotion geared to build listenership and station word-of-mouth publicity as well as establish/reinforce community public relations. Focusing on National Secretaries Week, April 25-29, the contest calls for employees' bosses to write the name of their secretaries on the back of their business cards, which are then sent in to the participating station.

For five days during the aforementioned week, one name is drawn from the entries. That person is honored as the station's secretary of the day and wins various prizes provided free to the station in return for on-air brand mentions. Tentative sponsors include Gloria Vanderbilt jeans, Hilton Hotels, Hanes Hosiery, and American Airlines. The promotion is offered on a first-come, first serve basis. Deadline date is March 31. For more details contact **David Levine** at (213) 475-7383.

SUCCESSFUL SELF-IMAGE BUILDING

Casing The Proper Business Attache

Clothes make the man, as evidenced by the popularity of the "dress for success" guides. Briefly speaking, though, that also includes carrying the proper case. As author/fashion adviser **William Thourlby** outlines to **Success** magazine, aluminum and wood cases are gauche — people will pay more attention to why you're carrying such a monstrosity rather than to what you have to say. And don't think you can get away with a plastic briefcase until you can afford the luxury of leather.

Thourlby sees leather as a necessity, not a luxury, and that carrying no briefcase is better than buying one not made of good leather. But this doesn't translate into the more expensive, the more appropriate. As a case in point, men should carry a simple black or saddle brown leather case, while women have two more color options, burgundy and navy blue. These cases should also be devoid of tricky locks, fancy stitching, or complex color combinations. Avoid the tacky look — buy solid brass fixtures instead of the brass-plated variety, which tend to wear down to steel in a year. Size naturally depends on the type of work you're in; refrain from the overly large version as you "don't want to look like you're carrying the problems of the world around with you." Case closed.

All-In-One Phone/Clock-Radio Unit Saves Time



Pushing the concept of convenience is **Cobra Communications**, with its Cordless Telephone/Clock-Radio combination, the Model RP-740S. Its major attraction is a cordless telephone that lets you place or receive calls from inside or outside your home within a 100-foot radius of the clock-radio. A "Mute" feature makes it capable for you to converse with someone in the room or nearby without the party on the line hearing you. It saves money, too. There are no monthly rental charges being paid to the phone company. Both rotary and touch-tone phones can be used.

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Since we began in 1962,
our commitment to quality
in broadcasting has given
us a list of select stations
in select markets.



In celebration of our
21st year, we wish to thank
our stations for helping us
keep our standards high...



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Select stations, select markets.

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NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

Networks/Program Suppliers

MUSIC FEATURES

United Stations

Dick Clark's Rock Roll And Remember:

Helen Reddy (April 1-3)

Great Sounds:

Margaret Whiting (April 1-3)

Weekly Country Music Countdown:

Mac Davis (April 1-3)

Watermark

Musical:

Angela Lansbury/Harold Arlen/Carousel (April 2-3)

Soundtrack of the '60s:

Lamont Dozier/Smothers Brothers/Stevie Wonder (April 2-3)

Westwood One

Budweiser Concert Hour:

One Way (April 15-17)
Con Funk Shun (April 29-May 1)

In Concert:

Bertin/U2 (April 15-17)
Golden Earring/Bryan Adams (April 29-May 1)

Off The Record Specials:

Greg Kihn (April 8-10)
Toto (April 15-17)

Pop Concerts:

Olivia Newton-John (April 8-10)

Rock Chronicles:

Back-Up Bands (April 8-10)
Lights, Lasers & Rock 'n' Roll (April 15-17)

Special Edition:

Earth, Wind & Fire/Pt. II (April 8-10)
Gap Band (April 15-17)

Star Trak Profile:

Chicago (April 15-17)

ABC

Contemporary Net/ Spotlight Special (Watermark):

Olivia Newton-John (April 17)

Rock Net/Supergroups (DIR):

Phil Collins (April 16)

Artistic Media

History of Contemporary Christian Music (Easter weekend)

Continuum Broadcasting

On Bleecker Street:

James Brown (April 8-10)
Righteous Brothers (April 15-17)

Creative Factor

Pop Music Specials:

Fleetwood Mac (April 23-24)

London Wavelength

Rock Over London:

Monthly British chart program debuts (April 1-3)

Mutual

"Dick Clark Presents Crosby, Stills and Nash" special (Easter weekend)

Narwood

Country Closeup:

Ricky Skaggs (April 4)

Music Makers:

Tommy Dorsey Tribute (Week of April 4)

RKO Networks

Countdown America (IS, Inc.):

Greg Kihn Band spotlighted (March 19-20)

The Hot Ones (IS, Inc.):

Toto (April 4)

Solid Gold Saturday Night (Dick Bartley):

Sly & the Family Stone (April 9)
Dion & the Belmonts (April 16)

Rolling Stone Magazine Productions

Guest DJ:

ELO's Kelly Groucutt (April 4)
Bryan Adams (April 11)

Syndicate It, Inc.

Music Of Black America:

Duke Ellington/Pt. I (Week of April 4)
Duets I — Super Hookups (Week of April 11)



THE GREAT PRETENDER — Pretenders' drummer Martin Chambers (l) recently discussed the group's new EP and future tour plans on the weekly radio magazine series "Newsweek-FM." Snapped while making an important point is Peter Gordon, President of the program's producer, Thirsty Ear Productions.

NEWS & INFORMATION FEATURES

ABC Information Net:

Junk mail/Buying an auto through CAR/puter on "John Stossel Consumer Lookout" (March 26-27)

AP

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

CBS

Baseball preview (March 28-April 1)
Preview of '83 Masters Golf Tournament (April 2-3)

Mutual

"The USA Today" is a M-F radio series consisting of three 60-second programs produced and distributed by Gannett and Mutual. Taken exclusively from the pages of "USA Today" (programs will air on the same day stories appear in the paper), the series is comprised of "Money," hosted by Dick Purtan; "Entertainment," hosted by Rick Dees; and "Life," with Gary Owens. (Debuts April 4)

Narwood

Outlook:

Male birth control (March 21)
Cost of living (March 22)
Health study (March 24)
Boy Scouts (March 27)

Progressive Radio Network

Laugh Machine:

Robert Klein/George Carlin/Robin Williams (Week of March 21)

News Blimp:

Optional income tax/The draft/Grandparents' rights (Week of March 21)

Sound Advice:

Microphone types/Recording sessions/Good "takes" (Week of March 21)

RKO Radio Networks

RKO Special Reports looks at "The Drugging of America" (Now through March 27)
RKO One's "Money, Money, Money" offers tax tips (Now through April 15)

Strand Broadcast Services

Movie Closeups:

Christopher Reeve interview (March 21)
Jack Lemmon interview (March 23)
Review of "Tender Mercies" (March 25)

Something You Should Know:

Writing business letters/memos (March 21-22)
Speaking with style (March 23)
Making decisions (March 24)
Sleep (March 25)

Thirsty Ear:

Newsweek-FM:

"3 Stooges Scrapbook"/Shere Hite (March 21)
Humorist Garrison Keillor/MTV's Alan Hunter, John Sykes (March 28)

Watermark

TV Tonite:

"Intimate Agony" — ABC (March 21)
"The Other Woman" — CBS (March 22)
"Sheena Easton: Act I" — NBC/"Eddie Rabbitt" Special — CBS (March 24)

Westwood One

Earth News:

John Belushi salute (March 18-20)

Playboy Advisor:

Too pretty/Dirty laundry/Who does the books (April 1-3)

Spaces & Places:

Future of travel (March 25-27)
Dirty movies on TV: moral dilemma (April 1-3)

Tellin' It Like It Was:

Civil War/Black jockeys (March 25-27)



HURRAY FOR HOLLYWOOD — That's what the "This Is Hollywood" cast and crew are singing since the debut of Mutual's Sunday talk/interview show. Reviewing notes before airtime are (l-r) talent coordinator Jean Frost, director Christine Coyle, associate producer Jim Rush, and host Eric Boardman.



DATeline: NPR — As part of its expanded programming service, National Public Radio has launched "Dateline," a half-hour program that highlights a single news story each weekday afternoon. Incorporated in the broadcast are live interviews, debates, on-location reports, phoners, music, and archival tape. Celebrating Dateline's debut are (l-r) NPR VP/News & Information Barbara Cohen, NPR President Frank Mankiewicz, and show host Sanford Ungar.

GRNS Shares Public Radio Satellite System

Meredith Broadcasting, operator of Georgia Radio News Services (GRNS), has contracted with National Public Radio to share excess capacity on NPR's satellite distribution system. Effective May 1, the agreement calls for GRNS to use a 10 dBw, 7.5 kHz satellite channel located on Western Union's Westar IV, transponder 2D. A statewide network serving Georgia and numbering 103 affiliates, GRNS broadcasts a combination of news, sports, weather, and feature reports.



A COOL REPRISE — Once again Drake-Chenault will host its "sweet" hospitality suite during the '83 NAB Convention at the Las Vegas Hilton, inviting visitors to partake of the charms of Swensen's gourmet ice cream. Throwing himself into the sampling process is D-C Promotion Director Doug Flodin.

PEOPLE

● **James Kozlowski** named Director/Corporate Development at **Mutual Broadcasting System**. He joins the network following nine years with Mutual's corporate parent **Amway Corporation**.

● **Jim Conlee**, PD of **KHTZ/Los Angeles**, becomes host of **Westwood One's** "Star Trak Profiles," a nationally syndicated rock music/interview series that runs twice monthly in 60-minute installments.

● **John Chancellor**, veteran **NBC** News correspondent, returns to the network's radio ranks with the weekly "Comment on the News."

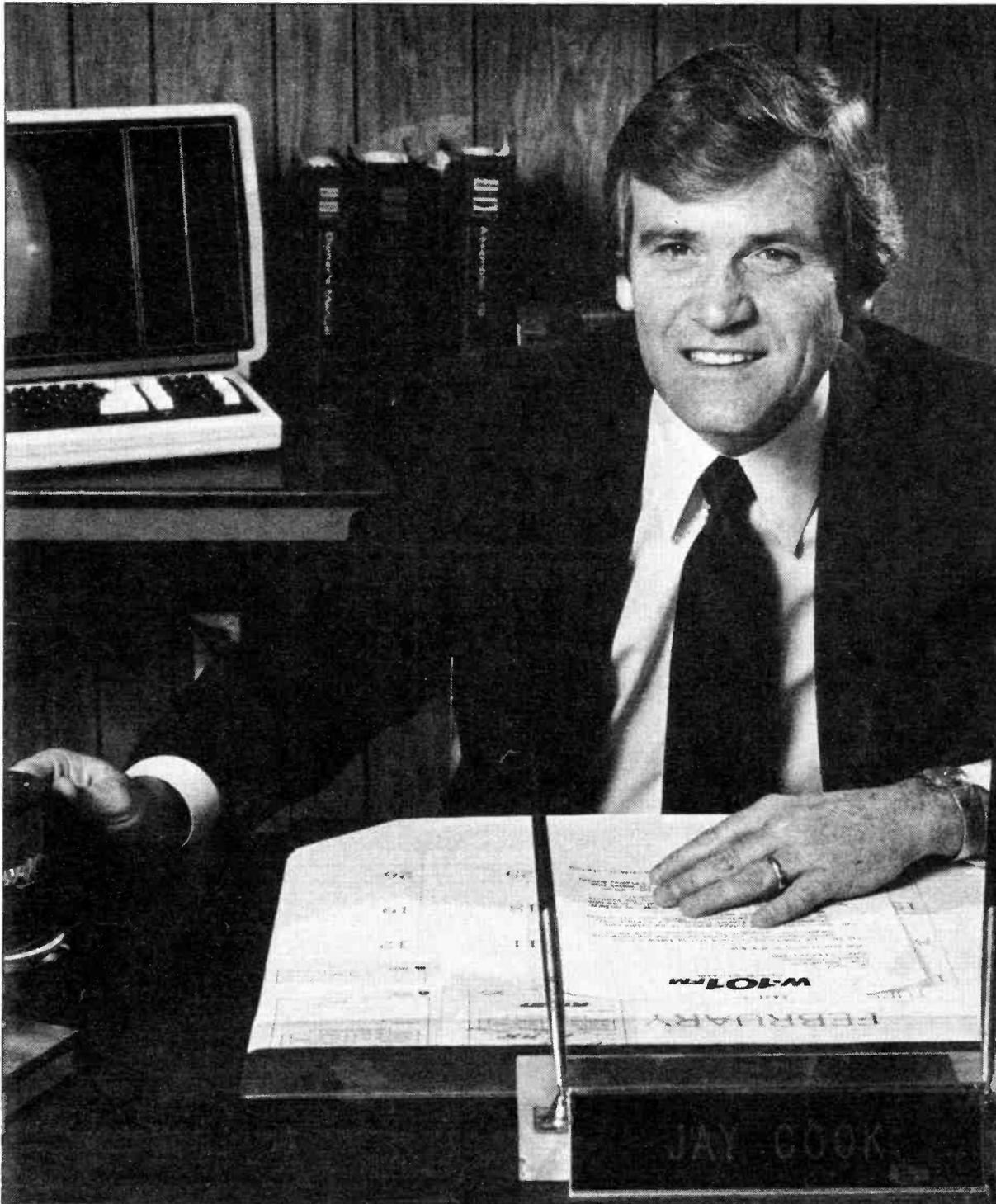
● **UPI** adds six regional Washington reporters to cover stories of special interest to clients in the states they represent. They are: **Pat Remick**, Southwest Division; **Chris Chrystal**, Pacific; **Joey Ledford**, Southern; **George Lobsenz**, Eastern; **Chuck Abbott**, Central; and **Joseph Mianowany**, Northeast.

● **AP** has renewed its consulting agreement with **Klemm Media**. The latter will help AP Radio development satellite programming concepts.



COUNTRY CLOSEUP ON CONLEY — Earl Thomas Conley guested on a recent "Country Closeup" segment taped at KZ100/Nashville. Joining Conley (seated at the console) in a taping break are (l-r) producer Ellen Silver, MD Janet Bozeman, and National PD Don Keith. According to the results of an R.H. Bruskin Associates survey, the Narwood Productions series has a weekly listenership of 16.4 million adults 18+.

Jay Cook gives you 3 good reasons why AutoSelect is the best software choice for scheduling music at the Gannett stations.



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

“It’s affordable. We shopped around for the system that would give us the most for our money. We found that AutoSelect™ from Station Research Systems was the most cost-effective buy. And, because we wanted AutoSelect at most all of the Gannett stations, Station Research Systems gave us a healthy group discount.

It’s flexible. We have different formats at each of our stations, so we wanted software that would accommodate each format. AutoSelect gave us this flexibility — to look at our music differently in each market and fine-tune each

station for each competitive situation.

It’s complete. When we decided to go to computer-assisted scheduling of music, we specified that the system must handle all of the rotations, dayparting and protections we do now. AutoSelect gave us this and more: up to 16 categories with 255 sub-categories in each, 26 characteristics with 8 values in each, and up to 99 format clocks at all times.

But don’t take my word for it. Investigate the area of computer-based music scheduling for yourself. I think you’ll find there *is* a difference.”

AutoSelect

Join the other stations and broadcast groups that have chosen AutoSelect for scheduling music:

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WLAK — Chicago
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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
KQAM/KEYN — Wichita
Affiliated Broadcasting, Inc.
Blair Broadcasting Corp.
Bonneville Broadcasting Systems
Capital Cities Communications
Capital City Radio, Ltd.
Coastal Communications, Ltd.
FairWest/Fairbanks
Gannett Radio
General Electric Broadcasting Corp.
Hearst Broadcasting Group
Jefferson-Pilot Broadcasting
King Broadcasting Company
Kravis Company
Long-Pride Broadcasting Company
Plough Broadcasting Company, Inc.
Pulitzer Broadcast Stations
Toby Arnold and Associates

For more information on AutoSelect, the fastest-growing software for music scheduling, call Station Research Systems at 214-239-5331.

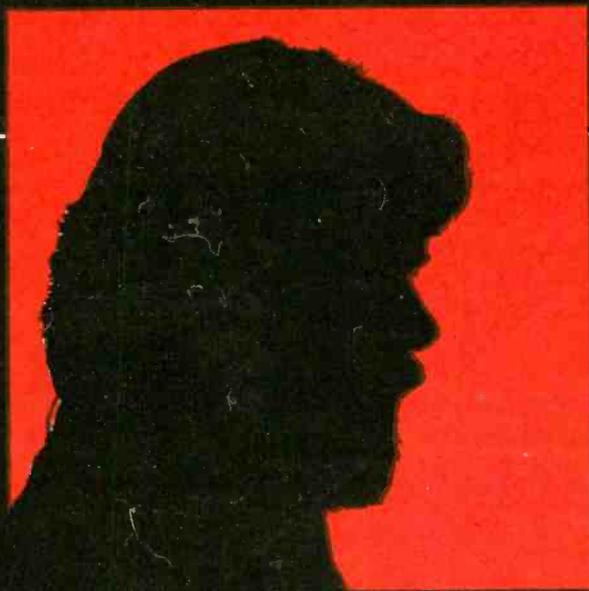
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THE DISTANCE

**BOB SEGER
& THE SILVER BULLET BAND**
ON RECORDS AND HIGH QUALITY CASSETTES

**CHR
BREAKERS**



PRODUCED BY JIMMY IOVINE FOR IOVINE LTD.

Diet Soda Sales Soar

The "thin is in" preoccupation is rubbing off on diet-tagged products, especially sugar-free soft drinks. Sales research conducted by the **National**

Soft Drink Association shows diet pop sales bubbling up 117% from 1977 through 1981, when the sugar-free concoctions made up 15% of all soft-drink sales. And even though the medical community continues to warn against saccharin's possible dangers, indications are that this strong sales trend will continue.

John Blair Posts 25% Earnings Growth

For the year ended December 31, **John Blair & Company** posted a 25% net earnings increase, rising from 1981's \$13.6 million to \$17.1 million. Revenues were close behind with a 21% growth, \$264.7 million to \$321.6 million. Fourth quarter earnings rose slightly (from \$5.7 million to \$5.8 million), while revenues jumped 12% to \$92.4 million. President/CEO **Jack Fritz** said that the firm's owned radio stations and radio rep business performed less well than in 1981.

Eyeing Proper Eyeglass Fit

If you're sitting at your desk and notice pain and stiffness in your muscles, tendons, and joints, it could be the result of poorly-fitting eyeglasses. According to a Los Angeles Cedars-Sinai Medical Center physician, glasses that tilt to one side or constantly slide down the nose can contribute to an unconscious imbalance of the head and neck. To compensate for that, people will call into use their shoulders, hips, and spine to maintain balance, which leads to uncomfortable pain and stiffness.

Grammar Hotline Rights Writer Wrongs

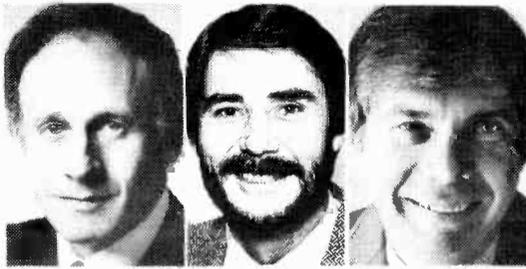
Thanks to the Grammar Hotline founded by York College in Queens, NY, proper English usage is as close as your phone. Initially started to aid students, the call-in hotline (212-R-E-W-R-I-T-E) is buzzing with calls from business people who need help in hurdling usage, grammar, and spelling obstacles. The service operates Monday-Friday afternoons with phone lines manned by various professors. There's even a half-hour radio show on Tuesday nights that airs selected taped calls from the previous week. And the Grammar Hotline is quite serious about its work. Just ask the guy who tried to



pull a fast one by mailing in the description of a class assignment, its due date, and a self-addressed envelope. Hotline tossed the material in its round file.

Pro:Motions

RCA Promotes Three



Barry Gross, Don Wardell, Jack Maher

Following a restructuring of the merchandising activity of its Contemporary Music Center, **RCA Records** has promoted three executives. **Barry Gross** is now Director/Merchandising and Artist Relations, West Coast, moving up from Manager/Merchandising, West Coast. **Don Wardell** and **Jack Maher** are upped to Directors/Merchandising, West Coast and East Coast, respectively. Wardell first joined RCA in 1979 as Manager/Pop Product Management, based in New York and then transferred to Los Angeles in the same capacity. Maher has been with the label since 1969, holding various positions in the Product Management and Merchandising divisions.

WRUN, WKGW Tap Candeloro

Gene Candeloro joins **WRUN & WKGW (KG104)/Utica-Rome** as Station Manager. He comes to the stations following a similar stint with **WOUR & WUTQ/Utica**.

Hasson New KLZ GSM

Rob Hasson has been named General Sales Manager of **KLZ/Denver**. Hasson moves over from the GSM slot at **KMPS-AM & FM/Seattle**, which he held for six years.

Sullivan Segues To YESCO

Foreground music service **YESCO, Inc.** has appointed **G. Paul Sullivan** as General Sales Manager. His background includes 15 years' experience in the radio/music industry.



G. Paul Sullivan

IRTS Appoints Tudryn

Joyce Tudryn has been named Director/Programs and Services for the **International Radio and Television Society (IRTS)**. Prior to accepting this appointment, Tudryn worked with **NAB** in Washington, DC. She fills the vacancy left by **Barbara Kurka**, who resigned to take a post with **Grey Advertising**.

Evans New Muzak VP

Tom Evans has been named VP/Sales for **Muzak**. Prior to this he was VP/GM of the Buffalo office of **Comcast Sound Communications, Inc.**, a Muzak affiliate.

Pasternak Launches Firm

Peter Pasternak, formerly associated with the international departments of **20th Century-Fox** and **Motown Records**, has created his own independent international service. **Pasternak International Phonograph Consultants** will work with domestic labels and foreign companies as well as assisting the development of artists' careers in markets where they're unfamiliar. The firm may be reached at (213) 820-7955.

Southeast Media Research Bows

Southeast Media Research, Inc. is a new company specializing in perceptual research and serving broadcasters in the southern and eastern states. It's headed by **Don Hagen**, a 19-year broadcast veteran who was most recently VP/GM of Dallas-based **Station Research Systems**. He will continue on with SRS in a consulting capacity. Southeast Media will be headquartered at St. Simons Island, GA.



Don Hagen

SRO Bows

SRO Marketing And Promotion is a new Los Angeles-based firm headed by six-year **Capitol Records** promotion/marketing veteran **Scott Martin**. Currently handling independent marketing research, radio promotion, and tour support projects for several groups, including **Missing Persons**, SRO can be reached at (213) 558-1554.

Fey Joins US '83

Barry Fey has been appointed Director/Promotion & Talent Acquisition for the US '83 Festival. Fey, President of **Feyline Presents, Inc.** and head of **Columbia** custom label **Feyline Records**, replaces promoter **Bill Graham**.

Kolesar Upped To PolyGram VP

Michael Kolesar has been promoted to VP/Controller of **PolyGram Records**. He moves in-house from VP/Financial Operations and Reporting for the PolyGram Corporation.



Michael Kolesar

US Tape & Label
Sahit Louis, Missouri

For the Best in Bumper Strips and Window Labels, call Byron Crecelius, person to person, COLLECT 314-423-4411



TREASURE TROVE — In conjunction with 21/PolyGram and the latest Golden Earring album, "Cut," **WDHA/North Jersey** is giving a New Jersey resident the chance for a "cut" of the gold found in a recently-discovered sunken Spanish galleon. A gold bracelet, worth over \$600, is on view at an area mall, where passers-by can register to win the jewelry — but not the piranha that's guarding the bracelet while it's on display.

Ratings & Research



JHAN HIBER

Birch's New Qualitative Breakouts: An Analysis

Last year, when the **Birch Report** (now known as **Birch Radio**) began issuing its first quarterlies, the reports contained 15 categories of qualitative and product usage data. As you may remember I previewed the breakouts, and later took some actual examples from books and showed how "live" data could be worked with to provide sales stories or tips on advertising/promoting to the station's audience. You may also remember that I criticized the way the Birch data was displayed, and suggested that the ratings contender offer at least some indexes to show how stations compared to a market average in qualitative and product usage categories.

I'm pleased to report that the recent fall '82 Birch Radio quarterlies contain more qualitative/product usage data than before, and that it is displayed in a more usable fashion. Birch has made several improvements in capturing and displaying this information. The company has:

- Upped from 15 to 21 the number of categories of data reported in each quarterly, with seven categories probed during each month (actually a two-week period) of a quarterly sweep.
- Inserted indexes, which serve as indicators of whether a station is higher, lower, or right on the norm (an index of 100 = average). The indexes are given both for each individual station as well as for the overall market.
- Provided explanatory information on how to read and use the data. Also, Birch has listed the criteria used to place respondents in various categories — for example, movie attendance was based on how often within a month the person attended movies (low = 0-1, medium = 2-3 times, heavy = 4+). With the category criteria listed, media buyers and station salespeople can more usefully evaluate each station's standing in the respective breakouts.

Examples Displayed

In order to give you a graphic idea of the state of the Birch Radio qualitative/product usage breakouts, I thought you'd appreciate seeing some actual examples of fall '82 qualitative

data. On this page are displayed results from three markets — Atlanta, Milwaukee, and Sacramento. I'll select one station and one category per market to give you an idea of how to read and use the Birch information.

Sacramento:

Looking at the Sacramento material regarding listeners who attend movies, several insights are available. Look at the market box in the lower left hand corner of the page and you'll see that about 73% of the market's listeners fall into the "low" category, with just under 18% in the "medium" bracket and over 9% in the "high" portion of the movie attendees. 78.5% of the folks in the "low" category listen to radio, versus 94% of those who are the "medium" cell.

Examining a specific station, let's take one with a high profile among the heaviest moviegoers, namely **KHYL**. By looking at the indexes for the station you can see that 73% of the **KHYL** cume fell into the "low" category, thus earning an index of 100 (equal to the market cume total for the same bracket). Note that the **KHYL** "medium" cume of 13% of its audience was below the market's 17.5%; thus it garnered an index of below 100 (below average, in this case 75, meaning that 13 is 25% less than 17.5, the market average). **KHYL** did well among those who are frequent moviegoers, with over 13% of the station's cume falling into the top cell thus shooting the station's index to an

SACRAMENTO								
	LOW	MEDIUM	HIGH		LOW	MEDIUM	HIGH	
KGNR				KHYL-FM				
INDEX	115	84	10	INDEX	100	75	145	
% CAT	6.6	5.8	0.6	% CAT	5.8	5.1	8.7	
% AQH	87.6	11.2	1.1	% AQH	76.4	9.7	13.9	
% CUME	84.4	14.7	0.9	% CUME	73.6	13.0	13.4	
KPOP-FM				KQAK				
INDEX	107	60	118	INDEX	122	45	27	
% CAT	7.8	5.2	8.9	% CAT	14.9	6.5	3.4	
% AQH	70.7	25.3	4.0	% AQH	93.7	3.8	2.5	
% CUME	78.6	10.5	10.9	% CUME	89.7	7.8	2.5	
MARKET				ESTIMATED POPULATIONS IN HUNDREDS:				
INDEX	97	117	101	LOW	6839			
% CAT	78.5	94.2	81.5	MEDIUM	1360			
% AQH	71.5	18.2	10.3	HIGH	831			
% CUME	73.3	17.5	9.2					

Week In Review

Arbitron Changes TSA Procedures

Arbitron has announced a change in how it will review and alter Total Survey Area (TSA) definitions for radio markets. Rather than being done annually as in the past, the TSA county definitions will now be reviewed every two years, effective with the fall '83 survey.

Arbitron: No New Metros Til '84

Reacting to the new governmental metro definitions which add and delete counties from current metro definitions, Arbitron has stated that it will not update its metros until the fall '84 survey. Birch Radio had already decided to maintain the status quo for the time being.

Atlanta:

Several of the Birch categories explore what a person says he'll purchase in the next six months. Here we see how stations stack up among those listeners who say they intend to buy a VCR in the near future.

Although only 6.5% of the listeners in the market said they plan to buy a VCR in the upcoming months, **WQXI-FM** finds that it has 11.5% of its cume, or 77% above the market norm of 6.5% (thus the station's index of 177)

Milwaukee:

I thought that we'd take a look at how stations in the beer capital did in attracting listeners who consume the brew that made Milwaukee famous.

LISTENING ESTIMATES BY QUALITATIVE CATEGORY

MILWAUKEE								
	LOW	MEDIUM	HIGH		LOW	MEDIUM	HIGH	
WNOV*				WDKY				
INDEX	136			INDEX	103	165	49	
% CAT	1.2			% CAT	19.1	28.0	9.1	
% AQH	99.9			% AQH	74.6	9.2	16.2	
% CUME	99.9			% CUME	76.0	15.7	8.3	
WQFM-FM				WRJN				
INDEX	67	140	222	INDEX	123		58	
% CAT	12.3	23.6	41.0	% CAT	9.4		4.5	
% AQH	30.8	8.1	61.0	% AQH	80.4		19.6	
% CUME	49.3	13.3	37.4	% CUME	90.3		9.7	
MARKET				ESTIMATED POPULATIONS IN HUNDREDS:				
INDEX	101	93	102	LOW	7962			
% CAT	76.7	70.2	76.9	MEDIUM	1121			
% AQH	63.3	12.0	24.7	HIGH	1816			
% CUME	73.7	9.5	16.8					

As you can see just under 17% of the market fell into the "high" bracket. Of the major stations in the market displayed on the data page shown here **WQFM**, an AOR, showed the highest percentage of cume that were heavy beer-drinkers. The station's index of 222, 122% above the norm, came from 37.4% of its cume (compared to that 16.8 figure for the market as a whole). **WQFM** might try to market a "rock beer" to its cume as a promotion.

ready to commit to purchase this item. Advertisers can key in on this, and the information can also give station management an idea of what one ingredient in an upcoming contest prize package should be.

Hope you enjoyed this introduction to the newly-expanded Birch Radio qualitative/product usage displays. It's a shame the firm didn't have its information shown as clearly in earlier quarterlies, but the improvements shown and discussed here — based on industry feedback — are welcome.

LISTENING ESTIMATES BY QUALITATIVE CATEGORY

ATLANTA SMSA								
	PLAN	NO PLN		PLAN	NO PLN		PLAN	NO PLN
WQXI			WQXI-FM					
INDEX		107	INDEX	177	95			
% CAT		1.7	% CAT	39.8	18.1			
% AQH		99.9	% AQH	99.9	99.9			
% CUME		99.9	% CUME	11.5	88.5			
WSB			WSB-FM					
INDEX	104	100	INDEX	59	103			
% CAT	31.8	25.9	% CAT	6.8	10.1			
% AQH	5.7	94.3	% AQH	99.9	99.9			
% CUME	6.8	93.2	% CUME	3.8	96.2			
MARKET			ESTIMATED POPULATIONS IN HUNDREDS:					
INDEX	117	100	PLAN	880				
% CAT	86.4	73.4	NO PLN	14930				
% AQH	5.9	94.1						
% CUME	6.5	93.5						

“Her name is Rio
and she dances on the sand...”



DURAN DURAN

“RIO”



(B-5215)



© 1983 CAPITOL RECORDS, INC.

THE NEW SINGLE FROM THE SMASH ALBUM • ON RECORDS AND HIGH QUALITY XDR CASSETTES

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.

A/C BREAKERS

A/C Chart Debut **25**

CHR NEW & ACTIVE

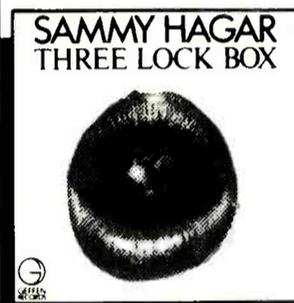
KAFM add
WHYT add
KMJK add
WYCR add
WRQK add
WKFR add
KOFM add 30
K107 add 37

WKDD add
KO93 add 34
KKXX add
K96 add
KIKI add
WACZ add
Z102 add 35

WXLK add
KYTN ad
KKLS add
WBWB add
WAZY-FM add
99KG add
KKAZ add

SAMMY HAGAR

"Never Give Up" 7-29718



From the Geffen LP **THREE LOCK BOX** GHS 2021
Produced by Keith Olsen, for Pogo Logo, Inc.

ADDED THIS WEEK:

WCAU-FM
WLOL-FM
KFI
WKFM
KSET-FM
WABB-FM
WOKI
WSSX

WZZR
WJXQ
WNAM
WZPL
WKDD
KHOP
KBBK
KSKD

CHR SIGNIFICANT ACTION

KQMQ
WKHI
KNOE-FM
KISR
KBIM
KTRS
KCDQ

PLANET P

"Why Me?" 7-29705



From the Geffen LP **PLANET-P** GHS 4000
Produced by Peter Hauke for Rockoko Productions Inc.

KMJK
WTRY

WACZ
WCIR

WZYQ
WHSL

KFMZ

AOR Albums **12**

AOR Tracks **12**

BERLIN

"Sex (I'm a ...)" 7-29747



From the Geffen LP **PLEASURE VICTIM** GHS 2036
Produced by Daniel R. Van Patten for M.A.O. Records

WPHD
WXKS-FM
79Q
Y100
I95
WGCL
KMJK

WKFM
WKRZ-FM
KITE
KZFM
KSET-FM
WWIC
KYYX

KHYT
WHSL
FM99
KVOL
WBWB
99KG
KCBN

CHR SIGNIFICANT ACTION

NEIL YOUNG

"Mr. Soul" 7-29707

From the Geffen LP **TRANS** GHS 2018
Produced by Neil Young, David Briggs and Tim Mulligan

On Your Desk This Week



Manufactured by Warner Bros. Records

RATINGS REPORT

ARBITRON RADIO

Fall '82 Quarterlies

Springfield, MA METRO RANK 63

Share Trends			Persons 12+			Mon-Sun 6AM-Mid		
Fall '81	Spring '82	Fall '82	Fall '81	Spring '82	Fall '82	Fall '81	Spring '82	Fall '82
12.5	1	11.1	1	12.1	1	WHYN-FM (BM)		
7.8	3	10.0	2	9.7	2	WMAS-FM (AC)		
4.9	6	7.4	4	8.5	3	WAQY-FM (AOR)		
7.3	4	6.2	5	8.3	4	WMAS-AM (Easy)		
10.2	2	9.7	3	7.6	5	WHYN-AM (AC)		
2.9	10	3.8	8	4.6	6	WKCH-FM (BM)		
2.5	13	2.5	15	4.0	7	WHMP-AM (AC)		
3.7	7	3.4	10	3.7	8	WTIC-AM (AC)		
3.3	9	3.4	11	3.3	9	WTIC-FM (CHR)		
6.0	5	4.0	7	3.2	10	WCCC-FM (AOR)		

Adults 18-34			Adults 25-54		
Mon-Sun 6AM-Mid	RANK	STATION	Mon-Sun 6AM-Mid	RANK	STATION
1	1	WAQY-FM	1	1	WHYN-FM
2	2	WMAS-FM	2	2	WMAS-FM
3	3	WHYN-FM	3	3	WHYN-AM
4	4	WHYN-AM	4	4	WMAS-AM
5	5	WCCC-FM	5	5	WAQY-FM

Greenville-Spartanburg METRO RANK 64

Share Trends			Persons 12+			Mon-Sun 6AM-Mid		
Fall '81	Spring '82	Fall '82	Fall '81	Spring '82	Fall '82	Fall '81	Spring '82	Fall '82
7.9	5	12.1	2	13.1	1	WHYZ-AM (Blk)		
12.7	1	13.6	1	12.8	2	WESC-FM (Ctry)		
11.3	2	9.7	3	10.2	3	WFBC-FM (AC)		
9.2	3	8.8	5	8.9	4	WSPA-FM (BM)		
4.1	9	3.5	10	8.3	5	WSSL-FM (Ctry)		
8.2	4	9.5	4	7.6	6	WANS-FM (CHR)		
N/A	N/A	N/A	N/A	5.9	7	WCNK-FM (AOR)		
3.5	12	3.7	9	4.4	8	WFBC-AM (AC)		
4.2	8	5.4	6	4.4	9	WASC-AM (Blk)		
5.5	6	3.9	8	3.0	10	WSPA-AM (AC)		

Adults 18-34			Adults 25-54		
Mon-Sun 6AM-Mid	RANK	STATION	Mon-Sun 6AM-Mid	RANK	STATION
1	1	WHYZ-AM	1	1	WESC-FM
2	2	WFBC-FM	2	2	WFBC-FM
3	3	WCNK-FM	3	3	WHYZ-AM
4	4	WANS-FM	4	4	WSSL-FM
5	5	WSSL-FM	5	5	WSPA-FM

The Birch Report

Fall '82
Quarterlies, 12+ Metro Shares

Cincinnati

**WEBN Slips, Holds Top Spot;
WKRQ Hits Double Digits;
WWEZ Rises To Third;
WCKY, WRRM, WUBE-FM Advance**

	Summer '82	Fall '82
WEBN (AOR)	15.7	14.4
WKRQ (CHR)	7.9	10.4
WWEZ (BM)	6.8	8.5
WKRC (AC)	9.0	8.0
WCKY (N/T)	6.5	7.1
WRRM (AC)	5.6	6.1
WUBE-FM (Ctry)	4.6	5.9
WLW (AC)	8.0	5.4
WBLZ (Urbn)	7.8	5.1
WMLX (BBnd)	4.6	4.7
WYYS (AC)	2.5	3.3
WSAI (Ctry)	2.4	2.9
WCIN (Blk)	2.9	2.4
WLYK (BM)	1.3	1.9
WSAI-FM (Ctry)	1.6	1.7
WSKS (AOR)	2.2	1.4

Sacramento

**KZAP Widens Lead; KXOA-FM
Slips; KPOP Surges;
Country Up, BM Down**

	Summer '82	Fall '82
KZAP (AOR)	14.9	16.3
KXOA-FM (AC)	9.6	8.5
KRAK (Ctry)	6.4	6.9
KROY (AOR)	5.9	6.6
KCTC (BM)	6.1	5.8
KAER (Ctry)	4.4	5.7
KXOA (BBnd)	5.8	5.2
KPOP (Urbn)	2.9	5.1
KSFM (CHR)	6.4	5.1
KEWT (BM)	6.4	4.0
KHYL (Gold)	2.6	4.0
KGNR (Talk)	6.2	3.3
KFBK (News)	5.2	3.0
KWOD (AC)	4.7	2.9
KFRC (CHR)	1.2	2.1
KGMS (Misc)	1.7	1.4
KAHI (BBnd)	1.1	1.3
KGO (Talk)	1.4	1.3
KFIA (Rel)	1.1	1.2
KNBR (AC)	.9	1.0

New Orleans

**WEZB Softer; WYLD-FM Adds
Three To Solidify Second; WAJY
Jumps; WNOE-FM, WRNO Grow**

	Summer '82	Fall '82
WEZB (CHR)	14.5	13.3
WYLD-FM (Blk)	8.6	11.7
WNOE-FM (Ctry)	6.5	8.0
WRNO (AOR)	6.9	7.8
WAIL (Urbn)	7.4	7.1
WBYU (BM)	7.4	7.0
WAJY (AC)	3.9	6.0
WQUE (AC)	5.9	5.9
WWL (Talk)	5.9	5.4
WSMB (AC)	5.1	4.8
WTIX (CHR)	5.0	3.9
WBOK (Blk)	2.7	2.9
WGSO (N/T)	3.4	2.1
WNNR (Blk)	1.6	1.9
WNOE (Ctry)	1.9	1.8
WSHO (BBnd)	1.4	1.4
WYLD (Blk)	1.7	1.4
WVOG (Rel)	.7	1.2
WWIW (BBnd)	.9	1.0

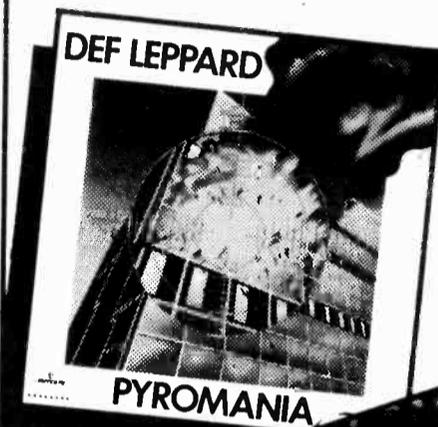
Portland, O.

**KGON Dominates, Drops Five
As KLLB Enters AOR Fray;
CHR Helps KMJK Double;**

	Summer '82	Fall '82
KGON (AOR)	19.5	14.2
KINK (AOR)	7.8	7.0
KCNR (CHR)	9.0	6.5
KEX (AC)	4.7	6.2
KMJK (CHR)	2.8	5.7
KUPL-FM (Easy)	4.7	5.2
KLLB (AOR)	3.4	4.9
KGW (AC)	5.7	4.7
KWJJ (Ctry)	4.4	4.5
KXL-FM (BM)	3.5	4.2
KXL (News)	2.9	4.0
KUPL (BBnd)	5.7	3.6
KYXI (News)	2.5	3.5
KYTE (Ctry)	1.9	3.2
KKEY (Talk)	3.2	2.9
KKSN (Clas)	1.6	2.7
KQFM (AC)	1.8	2.7
KJIB (Ctry)	2.9	2.2
KPDQ (Rel)	.9	1.7

DEF LEPPARD'S "PHOTOGRAPH"

IS DEVELOPING INTO THE
FIRST HIT
FROM THEIR HOT NEW ALBUM
PYROMANIA



DEF LEPPARD
PYROMANIA



104/27

- | | |
|----------------|---------------|
| WBEN-FM 40-27 | KX104 add |
| WPHD 27-22 | WDCG add |
| WNYS on | WCSC add |
| WCAU-FM on | WSSX 25-22 |
| CHUM add | WNOK-FM 30-24 |
| 79Q 26-23 | WNVZ add |
| KAFM add | WRVQ add |
| KEGL deb 36 | WVIC deb 26 |
| I95 on | WJXQ 12-6 |
| WLS-FM add | KEYN-FM add |
| WBBM-FM add 40 | Z104 26-22 |
| WHYT add | 92X add |
| KHTR add | KKXX deb 22 |
| WGCL 26-23 | KKFM add |
| KFI add | KBBK 28-23 |
| KNBQ deb 36 | KLUC add |
| KIMN on | WIKZ add |
| Q103 on | WISE add |
| WRCK 30-20 | WHSL add |
| WKRZ-FM 33-13 | WFLB add |
| KTFM 40-31 | KILE add |
| KZFM 13-10 | KISR add |
| KSET-FM deb 27 | KKRC 21-13 |
| G100 deb 29 | WBWB add |
| WZYP add | 99KG add |
| WDOQ add | KSly add |

As Seen On MTV



Manufactured and Marketed by

PolyGram Records

Management



BRUCE JOHNSON

Meeting Your Financial Goals

The so-called "intangibility factor" attributed to radio is, in my view, often the rationalization for what we would like to term surprises in management. To put it more bluntly — it seems to be the excuse for almost everything that goes wrong.

Years ago when I first began constructing budgets for radio stations, it occurred to me that the only way I could project revenues for the coming year, in a realistic fashion, was to first find out how much I had to sell, and at what price.

During budget sessions I was looked upon as something of a rebel or an oddity, for my peers all used the age-old method of having the salespeople go around to the accounts they serviced and ask how much each advertiser thought they would spend in the next twelve months.

The projections were then added up and, if they didn't equal a 15% increase, a category called "new business" or "business development" was included in the submission. If things didn't work out at the end of the year it could then always be said, "The new business just wasn't out there" or "there is a recession," etc., etc., etc.

I came at the problem from an entirely different angle and I am certain that some of you (I know for a fact not the majority of you) have probably been using the same system for some time. I first determined what I thought the revenue goal ought to be, which was a combination of the profit needs of the station and what I thought we could realistically do.

Do Not Be Constrained By What Others Have Determined

At this point please note that I am not constrained by what others (agencies and advertisers) have determined I should be doing. We sometimes forget we are in the selling business.

Let's say for example that I want to bring 25% to the bottom line before tax this year, having delivered 20% last year, and that I can hold my operating expense to a 7% increase.

I now know that my revenue must increase by \$150,000, or 16.7%, to achieve the goal. Nothing unique or revolutionary about the above computation. Simple arithmetic.

Breaking Down The Boxcar Number

At this point the boxcar number of \$150,000 doesn't mean very much either to those who might think it too high or those who might think it too low. The number is still irrelevant, so let's break it down into its component parts.

First we determine how much spot inventory we have to sell.

1. I use a well-tested formula of number of spot units per hour times 14 hours per day (6am to 8pm) times six days per week times 52 weeks per year.

Obviously you are going to sell in other time periods and on the seventh day, but this formula works with almost every station I have ever looked at. In fact, if you tell me your average unit rate and how many units per hour you are running, I will tell you what you are billing and not be off by over 2 to 3%.

Example:

Units per hour	12
Hours per day	14
Days per week	6
Weeks per year	52
Total	52,416

2. Deduct business already booked for year — Using our mythical station budget we know that we are going to have to bill \$1,050,000 to achieve our target. Assume that we have already booked \$110,000 for the year (mostly longterm accounts) which leaves us with \$940,000 to sell in the next 12 months. Last year we averaged \$75,000 per

- Determine the station's revenue goal.
- Assess how much spot inventory you can sell.
- Deduct business already booked.
- Determine the new unit rate needed to meet your goal.

month — billed. This year we must average \$87,500 per month to meet our objective, and already we have \$9166 per month booked. This obviously leaves us with \$78,333 per month to sell.

3. Determine the unit rate we must have to achieve our goal — Last year we billed \$900,000, and using our formula of 52,416 avails, we averaged \$17.17 per spot unit. Keep in mind that we have already sold \$110,000 in time and probably at a rate slightly higher than what we sold it for last year.

If we merely compared 1982 with 1983 we would see the following:

Year	Revenue	Avg. Unit Rate
1982	900,000	17.17
1983	1,050,000	20.03

In other words we would have to increase our spot rate delivered by \$2.86 or the 16.7% we projected for our revenue increase.

But we have a problem in that we have already sold \$110,000 of our inventory and probably not at the rate we need to meet our objective for 1983. (I know the problem you face trying to get longterm advertisers up significantly every year.) Let's then

"Trades are not free and they should be treated similarly to cash business. You have only one thing to sell — spots between the records, news, talk, sports, etc. You ought to treat those spots as tangible objects."

assume that we averaged \$18.25 per unit for our longterm 1983 business. (Do not send me letters about how you got them up 20%. Heroes like you should not be reading this column — you should be writing it!) Also please remember that some people think we are, or have been, in a recession.

Now — let's find out how many of you are really reading and understanding this column each week. Using the above formulas can you tell me what the forward-selling unit rate has to be for us to achieve the revenue goals of our mythical station?

"War Stories"

To those of you who would rather sit back and hope that everything turns out all right at the end of the year, let me put forth the following caveats in the form of some relevant war stories:

1. Assuming your fiscal year ends in December — you arrive in October with 65% of budget and not enough inventory available to make your revenue target unless:

a. You increase the spot inventory, thereby sending the programming department into a frenzy and perhaps damaging your sound.

b. You try to increase your unit rate on a short-term basis. (Good luck!)

**Keep in mind that cutting your rates at this juncture is not going to help you. In fact it will make the situation worse.

One other out is to put on a full court press to sell non-prime time periods; however, if you have been packaging the spread properly over the year, there should not be

much inventory left in those segments either.

2. You find that you have traded out 7% of your inventory, which is now not available for cash business. Yes, you can bump them, but what happens to you when you try to go back to them next year?

This is where you learn the lesson that trades are not free and that they should be treated similarly to cash business. The fact is that you have only one thing to sell — spots between the records, news, talk, sports, etc. My point is that you ought to treat those spots as tangible objects.

Your Inventory Is Similar To A Seat On An Airplane

There is a similarity between you and the person who manufactures widgets, with the exception that the manufacturer has a distinct advantage. Your inventory is gone the minute the second hand passes the digit on the clock at which your spot was to have finished. By analogy, your inventory is akin to a seat on an airplane. When the door closes as the gate, the revenue for that seat is lost forever. The manufacturer can always sell the widgets at a fire sale and recover something.

At this point we will hear from those who believe that we should anticipate the "disappearing inventory" problem and sell out at whatever we can get — before the spots disappear into the ether.

I have never agreed with this theory, simply because I believe that if we plan properly at the beginning of the year, we will not have the problem of what to do with excess inventory.

"The best way to increase rates is frequently and in small increments rather than one jump per year."

Finally, how do we get that unit rate up to the point that it will support our revenue goals? A grid card is an obvious answer, but even with this device there must be a plan or policy for implementation.

In my view the best way to increase rates is frequently and in small increments rather than one jump per year.

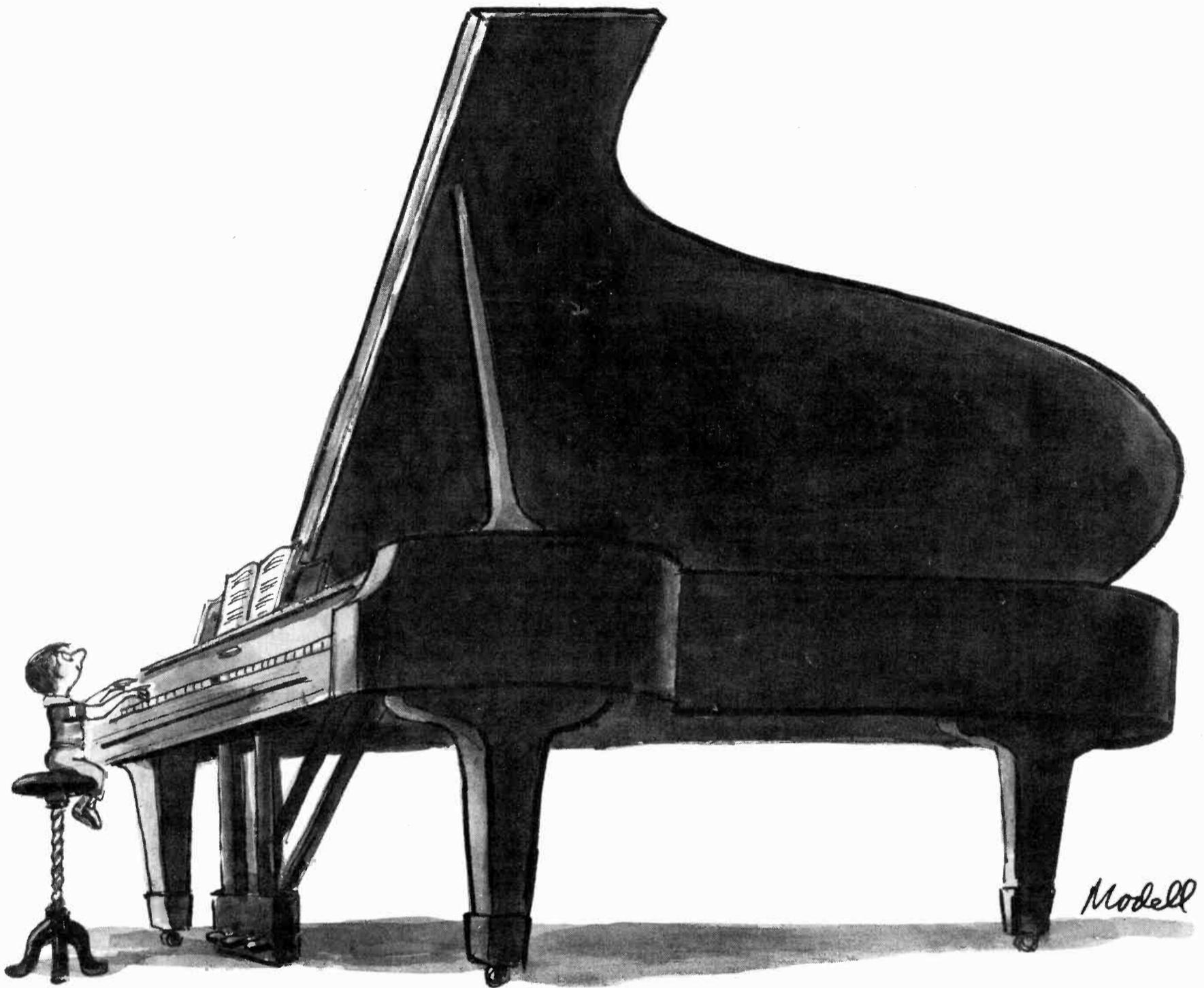
Most advertisers realize that costs will increase and are willing, within limits, to pay for them; however, you must make the increases palatable and reasonable or you are going to give them problems that will come back to haunt you.

In the final analysis, it's the control of your inventory and constant pressure on your unit rates that will allow you to reach whatever revenue goal you have set for your station.

Jonathan Hall's Sales column appears here next week.

	1982	1983	% Variance
Gross Revenues	900,000	1,050,000	+16.7
Direct Expenses (18%)	162,000	189,000	+16.7
Net Revenues	738,000	861,000	+16.7
Oper. Expenses	558,000	598,500	+7.2
Oper. Profit	180,000	262,500	+45.8
% Profit of Gross	20%	25%	

(Direct expenses for purposes of this example are defined as agency, national rep, and local sales commissions, plus license and royalty fees.)



Remember when you didn't need BMI?

It was all pretty simple back then. Music hadn't yet become your business. But when you began to compose and publish your work, things began to change. And that's why today, you do need BMI.

BMI is a non-profit making organization that exists to help you by protecting your public performance interests.

No matter what type of music you write, you're welcome at BMI. Our advanced computerized sampling and comprehensive logging systems ensure accuracy. And our tradition of personal service means that you'll always get the attention you need.

We're proud of the fact that most of the music on last



year's charts was created by BMI affiliates. But we're not surprised. Because that's what we're here for—to make it easier for the most talented collection of writers and composers to create the most popular music. Today and tomorrow.

Wherever there's music, there's BMI.



STREET TALK

TWO ARTISTS WHO RATE IN EVERYBODY'S BOOK

STEPHEN BISHOP

"It Might Be You (Theme From Tootsie)"

CHR BREAKERS

Debut **23**

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



PRINCE

"Little Red Corvette"

CHR BREAKERS

Debut **26**

(Average Move+5)

Produced, Arranged, Composed and Performed by Prince



Manufactured & Distributed  By Warner Bros. Records

The rumors are widespread that Mike Bone will shift from his national promotion position at Arista to a similar post with the New York-based Elektra/Asylum.

We hear Malrite's former KLBB & KEEY/Minneapolis GM Doug Brown will manage the company's KPPL & KLAQ/Denver and take on Western Regional VP duties.

If you were wondering about Bob Knight-Adams's departure from WHDH/Boston, he's been lured into the sunshine by Katz. Bob's now Operations Manager at WDBO/Orlando.

KXA & KYYX/Seattle President Dan O'Day confirmed to Street Talk that the stations have filed for financial reorganization under Chapter 11 of the bankruptcy laws. New loans will keep the stations rolling, and O'Day assured us the two outlets will not "go under."

It looks like Washington, DC may not lose its only free-form station when Outlet acquires WHFS and converts it to News. Following a massive outpouring of community protest, WHFS owner Jake Einstein confirms he's negotiating to buy an AM or FM in Washington to continue the format.

Congratulations to KIQQ/Los Angeles GM George Wilson and PD Paula Matthews (known in Northridge as Mr. & Mrs. Wilson) on the birth of their second child, a daughter, Erin, who arrived last week (3-10).

Walt Reid has resigned as VP/GM of Golden West's KEX & KQFM/Portland to be reassigned within the corporate structure in Los Angeles. Look for a new GM to be named next week.

Our condolences to Jefferson Starship manager Bill Thompson on the loss of his wife Judy. Donations in her memory are being made to the Hospice Of Marin County, 77 Mark Drive, Suite 17, San Rafael, CA 94903.

One of Miami's own returns, as Mark Shands is named MD at I95 by PD Keith Isley. Mark had been PD at WNFY/Daytona Beach until recently, and before that had spent many years over at Y100.

Ross "The Hoss" Brooks has been appointed PD and morning man at WNOX/Knoxville, the station that's gearing up for 50kw soon. In the same market, Bob Ziegler is now acting PD at WRJZ, filling in for Jessica James, the new PD at WDAK/Columbus, GA. Former WRJZ Assistant PD/MD Eddie Beacon has also moved on, to become PD of WBMK/Knoxville.

Say goodbye to a Rick Carroll "Roq Of The '80s" client station, as KMGN/Bakersfield drops its new music format following a disappointing fall book. The station will convert to A/C within the next two weeks.

Ten-year RCA Records vet Wayne Edwards, Manager/Southwest Regional Country Promotion, has decided to leave the company to join his wife Joanna in her independent promotion firm, Big Country Promotions. Besides promotion, the couple intends to branch out into other areas, such as management. But, not to worry, Wayne assures Street Talk that he will continue sending out his weekly "Bullshit" sheet to keep us all up-to-date on the latest bad jokes in the industry.

Consultant Jerry Clifton has signed KGGI/Riverside as a new client station for his New World Communications firm.

WAEB/Allentown welcomes Mike Chapman as its new PD.

Chuck Finney has been tapped to replace the exiting Randy Sanders as PD at KKFM/Colorado Springs. Chuck was most recently PD at WQUA/Quad Cities and WTRX/Flint.

When the RKO Radio Networks opened their newly-constructed Washington News Bureau this week (3-16), Mrs. Nancy Reagan was on hand to cut the ribbon.

Jay Stevens, formerly MD at WZPL/Indianapolis (the old WIKS), is the new PD at WVIC/Lansing. He starts on the 28th.

Is "Heavy Lenny" Bronstein about to take the long-vacant RCA National Album Promotion job?

Allen Gantman, GSM at WVCG & WYOR/Miami, and formerly GM at WAKY & WVEZ/Louisville, will move west for the GSM's post at Metromedia's KLAC/Los Angeles, effective March 21.

KDZA/Pueblo is celebrating its 20th anniversary as a CHR station in June. An on-air tribute is being planned and all KDZA alumni should contact the station as soon as possible. Give MD Rip Avina a call at (303) 544-5646.

Jeff Blake, middays at WSKZ/Chattanooga, has been upped to PD, replacing Adam Cook, who went to 92X/Columbus. Jeff was most recently a jock at B94/Pittsburgh, and had been PD at KSET-FM/El Paso.

Congrats to Z102/Savannah PD Ray Williams, who's tied the knot again (3-16) . . . the new Mrs. Williams is Lori Carswell.

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Looking for a Hit?

Cart-Up These Smash Records

On COLUMBIA's Music Machine

TOTO
"I Won't Hold You Back"
BREAKERS
TOTO
I Won't Hold You Back (Columbia)
 69% of our reporters on it. Moves: Up 45, Debuts 51, Same 28, Down 0.
 Adds 34 including WKQX, KNBQ, Q103, WTRY, 94TYX, WDCG, WEBC, KIDD. See Parallels, debuts at number 29 on the CHR chart.

KENNY LOGGINS
"Welcome To Heartlight"
BREAKERS
KENNY LOGGINS
Welcome To Heartlight (Columbia)
 68% of our reporters on it. Moves: Up 39, Debuts 47, Same 36, Down 0.
 Adds 32 including KEGL, KYUU, WHTT, KXX106, WBCY, KEYN-FM, WMEE, KHOP. See Parallels, debuts at number 30 on the CHR chart.

PSYCHEDELIC FURS

"Love My Way" 71 Stations Total!

WNBC 24 WCAU-FM deb 35 WXKS-FM deb 27
 WPHD on HITS 96 add 32 KEGL 36-34

WHYT on
 WGCL 29-25
 KMJK 39-31
 KNBQ 33-23
 WKEE add

KHFI add
 CK101 add
 WSQV add
 WCIR add
 KYTN add
 KDZA add
 KZFM 28-19
 KSET-FM 16-14
 WZZR 36-28
 WJXQ 14
 WNAM 21-17
 KYYX 1-1
 KFMZ 23-18
 KCBN 33-27



CHR NEW & ACTIVE

Produced by **TODD RUNDGREN**

BILLY JOEL

"Goodnight Saigon"

WBEN-FM deb 39 KNBQ
 WPHD add WSPK add
 WCAU-FM add WKFM
 KFI WHFM deb 39
 WPST deb 29
 WLAN-FM add
 Q106
 WYCR

WKRZ-FM add
 KITY
 KHFI
 KROK add
 WABB-FM
 WIKZ deb 37
 WOKI
 WSEZ deb 35
 WRVQ add
 WJXQ add

KSKD
 KIKI
 WIGY
 WERZ
 WFBG
 WZYP
 WSQV
 WCIR
 WKHI
 WISE
 WFLB
 WPFM add
 WYKS add 30
 KVOL
 KNOE-FM
 WBWB add
 KENI add
 KDZA
 KCDQ



CHR NEW & ACTIVE

CHAMPAIGN

"Try Again"

Z93 add
 KIQQ 30
 KFRC on
 WSPK on
 KITY on
 FM100 add 30
 WSFL 34-32
 KGGI 30
 KQM on
 Z102 39-34
 WSGF 28-24
 WFOX on
 WFLB add
 KISR on

CHR SIGNIFICANT ACTION



SCANDAL

"Love's Got A Line On You"

WPHD add
 WCAU-FM add
 KEGL add
 KMJK add
 KNBQ add
 KZZP add
 WKFM add
 WPST add
 WKRZ-FM on
 WJXQ 34-26
 WNAM add
 KKXX add

WIGY add
 WERZ deb 35
 WOMP-FM deb 31
 WZYQ on

CHR SIGNIFICANT ACTION



Latz Promoted To WOWO Exec. VP

Bill Latz has been promoted from General Manager to Executive VP of WOWO/Ft. Wayne. Latz had been GM at the station for the last six months, previously serving as General Sales Manager at KOAX/Dallas and earlier as GSM at WOWO. He will now direct all aspects of operations at WOWO, including programming, promotion, sales, and engineering.



Bill Latz

Price Communications President Robert Price commented, "In six months as GM of WOWO, Bill Latz had demonstrated his superb ability as a broadcast manager. His overall guidance of the station has helped achieve record sales growth in recent months."

Latz told R&R, "It came as quite a surprise. Price Communications has really put a positive foot forward in Ft. Wayne since the acquisition (from Group W last year), and frankly, things have gone so well I wasn't anticipating the board's direct commitment. I'm very pleased."

WKZL Sets Collins As New PD

Programming veteran Tom Collins has been named Program Director of Nationwide's AOR-formatted WKZL/Winston-Salem, replacing Tom Daniels, who exits the station. Collins, who had been consulting for the past year, told R&R, "I was real impressed with (Nationwide VP/Radio) Steve Berger, who first approached me regarding the job. Then I met (WKZL GM) Rick Fromme, and he is one hell of a guy. I think we'll have a real good association, and Nationwide's a fine company."

Fromme, commenting on the PD change, told R&R, "I felt we needed someone with a non-AOR point of view to give us fresh in-

sights into the competition we face. Tom was a consultant who came to us highly recommended through several sources. We need a scientific marketing approach to the station, which Tom Collins is familiar with."

During the last year, Collins consulted stations in Detroit, Norfolk, and Columbus. Previously, he was Operations Director for Booth Broadcasting's WJLB/Detroit. He also served as National Director of Operations for Globetrotter Communications from 1969 to 1978. Collins's first day at WKZL was Monday (3-14).

WRNZ

Continued from Page 3

oriented so-called traditional Country AM station?

"We came up with the three-in-a-row concept with music targeted a bit younger, and very little talk. Our AM station is targeted 35+ and the FM is targeted 25-44, so they complement each other."

Jividen added that WMNI PD Steve Cantrell is doing mornings for WRNZ, while former WMNI personalities Pam Easterday and Rick Minerd, along with PD Sheridan, are handling the remainder of WRNZ's airshifts, with overnights yet to be filled.

Mercer

Continued from Page 3

WYST the type of relatable morning drive communicator we haven't had in quite awhile. We're very excited."

Mercer, who was an air personality at WFLA/Tampa for a year before joining KALI, told R&R, "I'm excited about helping WYST continue its upward spiral, as it's one of the hottest A/C's in the country. I regret leaving the fine people at KALI, as it was a great experience for me. I look forward to this new challenge." Mercer added he plans no immediate changes.

No new OM at KALI is expected, as Mercer's duties will be absorbed by its present staff.

Cooper Upped To Atlantic VP

Perry Cooper has been promoted to the newly-created position of VP/Artist Relations & Media Development for Atlantic Records. He was previously Senior Director of Artist Relations/Publicity/Television for the label, and continues to supervise those same areas in his new position.

Atlantic President Doug Morris commented, "The combined areas of artist relations, publicity, and television promotion will grow dramatically in significance in the new record business of the '80s, and we are very fortunate to have an executive of Perry's experience and ability in this critical position." Atlantic Exec. VP/GM Dave Glew added, "Since joining Atlantic six years ago, Perry has demonstrated the utmost dedication and professionalism. Most recently, his activity in the burgeoning TV/video areas has made Atlantic a preeminent force in this new avenue of artist exposure."



Perry Cooper

Before coming to Atlantic in 1977, Cooper was National Album Promotion Director for Arista, and he served earlier as PD at WABC-FM (now WPLJ)/New York, along with air positions at other New York stations.

Rockats Launched On RCA



RCA has signed the Rockats, whose six-song mini-LP "Make That Move" is due in March. Pictured (l-r seated) are manager Tommy Mottola, group's Dibbs Preston, Mike Osborne, and Danny B. Harvey, and RCA VP Joe Mansfield; (l-r standing) Champion Entertainment VPs Jeb Brien and Randy Hoffman, group's Barry Ryan, RCA's Ken Baumstein, group's Smutty Smith, and RCA's Nancy Jeffries.

D & D Celebrates Formation



Recently-formed D & D Records celebrated its inauguration with a cocktail reception at L.A.'s Century Plaza hotel. The label, headed by industry veterans Bud Dain and Ed DeJoy, is backed by leading Japanese independent record firm Canyon Records. First release for D & D, scheduled for early April, is an album by L.A. group Dial M. Pictured at the reception are (l-r) Canyon's Harry Kaneko, Canyon President Shigeaki Hazama, Dain, DeJoy, and Canyon Exec. Managing Director Mitsunori Sasa.

MCA's Permian Press Deal



During MCA Distribution's recent meetings in Tucson, a pressing and distributing deal with Permian Records was formally announced. Pictured celebrating are (l-r) MCA Dist. Exec. VP Sam Passamano Sr., MCA Dist. VP John Burns, Permian artist Katy Moffatt, MCA Dist. President Al Bergamo, Permian artist Lynn Anderson, Permian Chairman/President Chuck Robinson, Permian Exec. VPs Gerald Margolis and Joe Petrone, and independent promotion executive Ed Spacek.

Asher's Epic Nashville Visit



CBS Records Division President/CBS Records Group Deputy President Dick Asher met with CBS Nashville executives and Epic artists Charly McClain and Johnny Rodriguez recently. Pictured at the company's Nashville offices are (l-r) Rodriguez and McClain's co-manager John Lentz, CBS/Nashville Sr. VP/GM Rick Blackburn, McClain, Rodriguez, McClain's co-manager Gene Ferguson, Asher, CBS/Nashville VP Joe Casey, and E/P/A's Rich Schwan.

FCC

Continued from Page 1
ple in the rep business start thinking in terms of marketing radio to satisfy advertiser needs, because that's basically what we've been doing and what we were criticized for, as far as I'm concerned. We were listening to the customer."

While Boden voiced worries that combining same-market stations in rep buys will hurt the industry by further depressing spot radio prices, Guild disagreed emphatically. Grouping doesn't automatically mean "you have to sell them for less money," said Guild.

"By dealing only with stations that fit the advertiser's demographic need, you end up getting a higher cost-per-thousand (CPM) for everybody," according to Guild. At the same time that

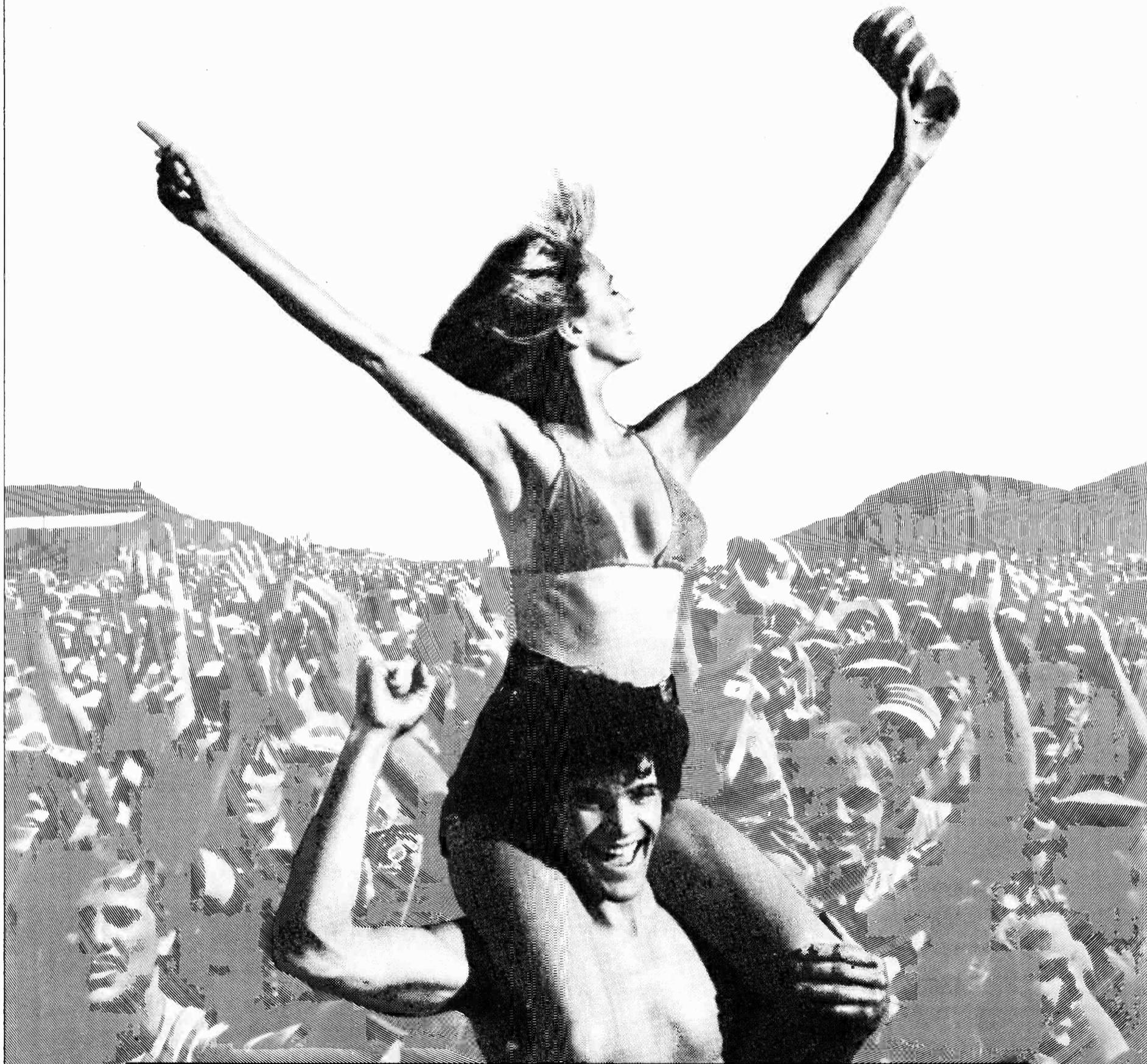
business was "booming" in 1982, Guild contends, "Our average spot rate went up 32%. And in many cases the McGavren-Guild non-wired network rates are higher than the average spot rates that stations are selling for." He claimed to have research showing that the proposal with the lowest CPM rarely gets the buy.

Boden and Guild both stressed there was an honest difference of opinion and no animosity over the issue. But Guild added, "If we had the money that we both had to pay out in legal fees available to invest in hiring salespeople we would probably improve the radio business substantially in 1983. Collectively we probably spent \$75,000 in legal fees."

IN CONCERT

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Ladies and gentlemen...please welcome Columbia Recording artists...MEN AT WORK! Airing this weekend on over 300 of America's finest radio stations. Don't miss the Grammy Award winning Best New Artists...IN CONCERT.

from

WESTWOOD ONE

America's number one producer of nationally sponsored radio programs, concerts and specials.

CALENDAR



BRAD MESSER

Staying Believable Despite Fractured Facts

One of the most disheartening things a newperson can experience is to work all day conscientiously rewriting hourly reports on a wire story, then on the way home turn on a competing station and hear something different about the same item, in the sense the competitor's report has relevant facts that cast quite a different light on the whole item, making what you've been reporting seem incomplete, slanted, or even dead wrong.

Not only can that short out your own self-confidence circuits, but much more lasting and important, it chews away at the audience's trust in what your station's news department says. It is a self-evident truth that credibility is journalism's requisite attribute.

That's the only reason to have two wire services. "United Press reports this, but the Associated Press now says it's actually that. At that point we can't be sure." At single-service stations it's necessary to routinely monitor a station with The Other wire service, not to steal news but to get leads that can be checked out.

At all stations the crucially important policy is to report where the news came from in the first place. Good ol' attribution. If that sounds too obvious to even bring up for consideration, once your mind is attuned to attribution you'll begin noticing that many wire service items come into a newsroom stating "facts" without saying "Who sez?," and on radio stations throughout the land entire newscasts come and go without a single mention of story sources.

Without more than passing notice of the practice itself, we newspeople always consider the source. We balance what's said against who said it, and decide whether to take the "facts" with a grain of salt or swallow 'em whole. Audiences certainly do that too. If a station spouts too many half-truths it sacrifices its most vital asset. Attributing each story to its source takes the credibility load off the back of a news department and rightfully places credit for accuracy or blame for inaccuracy where it belongs: with the story source.

The careful newperson accomplishes several worthwhile things by routinely and clearly identifying the source of each story. The listener is given information enabling him to make his own value judgments. Responsibilities for the various bits of info are properly placed with their sources. The journalist's reputation for craftsmanship in the art of gathering and reporting news is justifiably enhanced along with the overall news reputation of the station.

Attributing news to its source has the added personal advantage of vaporizing the root cause of any self-critical feelings that might arise from reporting a story wrong all day. If the source has been quoted each time, it turns out the message was wrong, not the messenger.

First Full Day Of Spring

MONDAY, MARCH 21 — Robins are one traditional sign of spring. The President of the Bird Friends Society, Robert Sampson, says, "Most birds establish their territory and defend it against other males. Robins do that during the day, but at night the males go off and gather in flocks and have a good time together, while the poor female stays home sitting on the eggs." The average robin has a hundred babies in its ten-year lifetime, but most of them don't survive.

Eighteen years ago Dr. Martin Luther King Jr. and about 3000 civil rights demonstrators began a 54-mile walk from Selma to Montgomery, Alabama, demanding voting rights for black people. At the finish four days later the Selma March had grown to an estimated 25,000 participants.

After being America's most famous maximum-security federal prison for thirty years, Alcatraz closed twenty years ago today.

Eddie Money is 35. Johann Sebastian Bach was a March 21st baby in 1685.

"Airship Of The Future"

TUESDAY, MARCH 22 — Sixty years ago, people believed that today everyone would be flying *not* in airplanes, but in big blimps. Airships were assumed to be the transportation stars of the future. One of the two accidents that killed that idea was the crash of the world's largest dirigible 50 years ago today (1933), when the U.S. Navy's "Akron" went down, killing 72 crewmen. When the "Hindenberg" exploded about four years later, blimps were written off.

William Shatner, whose success began with "Star Trek" 17 years ago, is 52. Marcel Marceau the mime is 60. Karl Malden is 70.

First Standing Ovation?

WEDNESDAY, MARCH 23 — On this date in 1743 a London audience heard the first performance of the Hallelujah Chorus from Handel's "Messiah." King George was so inspired that he jumped to his feet. When the king did it, so did everyone else in the audience. That incident 240 years ago is recorded as the world's first standing ovation.

America's first two-man space launch was 18 years ago today. During that 1965 mission Gus Grissom and John Young became the first astronauts to override the onboard computers and fly a spaceship manually.

Basketball wizard Moses Malone is 29. Politician and attorney Maynard Jackson is 45. The distance runner who broke the four-minute mile barrier in 1954, Dr. Roger Bannister, is 54.

Longest Escape Tunnel

THURSDAY, MARCH 24 — How'd you like to use hand tools to dig a tunnel longer than a football field? Me neither, but we might have a different attitude if the tunnel was our only way out of a prisoner-of-war camp. That was exactly the situation on this date in 1944 when the longest-ever escape tunnel was utilized by 76 American and British POWs to exit a German stalag. But within a day of escaping thru that 320-foot hole, 50 of the escapers were recaptured and summarily executed.

The feature story of 24 years ago was draftee Elvis Presley reporting to the Army and getting a haircut. His quote of the day was "Hair today, gone tomorrow."

People born today have included multimillionaire philanthropist Andrew Mellon (1855), bank robber Clyde Barrow (1909), and actor Steve McQueen (1930).

First Color TV Sets Cost \$1295

FRIDAY, MARCH 25 — RCA put the first commercial television sets on the market 29 years ago today. Those 1954 model sets cost more than a state-of-the-art 25-inch color set does now. Bill Boss, VP of the RCA Consumer Electronics Division, says "the first sets sold for \$1295, but they were subsequently reduced to around \$750, which was a more realistic price. RCA rebated all the customers who had previously bought (at the higher price)." What would an old '54 TV be worth now as an antique? "Surprisingly, they're probably not valuable at all," Boss says.

Reginald Kenneth Dwight, showname Elton John, is 36 today. Aretha Franklin is 41. Anita Bryant hits 43 and Gloria Steinem is 47. Howard William Cohen, better known as Howard Cosell, is 63.

Tomorrow (3-26) Diana Ross will be 39, James Caan 44, Hoyt Axton 45, Leonard Nimoy 52, and General William Westmoreland 69.

Sunday (3-27) Michael York 41, Cale Yarborough 43, and Sarah Vaughan 59.

Top-Level WB Preview



ZZ Top previewed their forthcoming "Eliminator" LP at Warner Brothers' Burbank headquarters. Pictured (l-r) are WB Records President Lenny Waronker, Chairman Mo Ostin, WB artist Rickie Lee Jones, and ZZ Top's Billy Gibbons.

Columbia Corral Cleveland International



Columbia Records will release selected Cleveland International records on a new Cleveland International/Columbia label, complementing Cleveland International's similar setup with Epic. First release under the pact is the recently-issued B.J. Thomas single "Whatever Happened To Old Fashioned Love," with an album to follow. Pictured signing the agreement are (l-r) CBS Records Division President Dick Asher, Cleveland International President Steve Popovich, and Columbia Sr. VP/GM Al Teller.

Historical Grammy For RCA



At RCA's post-Grammy reception, principals in the "Tommy Dorsey/Frank Sinatra Sessions" LP series, which won the Best Historical Album award, gathered to celebrate. Pictured (l-r) are RCA's Don Wardell and Ethel Gabriel plus Alan Dell, Honorary President of the UK Sinatra Music Society, which co-produced the LPs.

ASCAP A-Go-Go



ASCAP presented the Go-Go's with the unusual award of hand-painted shirts displaying platinum hearts, tying in with Valentine's Day. Pictured (l-r) are group's Charlotte Caffey, ASCAP's Mary Jo Mennella, group's Kathy Valentine, ASCAP Western Regional Exec. Director Todd Brabec, band's Belinda Carlisle, and co-manager Ginger Canzoneri.

If this page had grooves, you'd be hearing 7 straight hits.

JARREAU

"Mornin'"

A/C Chart 24-21
Black Chart 25-15

Produced by Jay Graydon

Associate Producer: Tom Canning

WKBW add 30	WHFM add	WJDX add 29	WNAM add	13FEA add	WFLB on
WBEN-FM add	Q106 add	WZYP add	WMEE add	WFBG add	WPFM on
WCAU-FM on	WKEE add	WHHY-FM deb 30	WKDQ deb 30	WKHI on	FM99 add
WXKS-FM on	KITY on	Y103 26-21	WKDD deb 28	Q104 on	KILE on
94Q add	KITE deb 30	WBBQ on	KHOP on	WQLT add	Q101 add
Q105 add 29	KAMZ 30-27	FM100 add 23	KGGI 29-29	WAEV deb 30	WBWB 39-33
KIQQ on	KBFM add	WSFL on	KBBK add	WFOX deb 32	KENI add
WSPK add	WTIX add	WSEZ add	KSKD add	WJAD add	KBIM on
WKFM add	KROK add	WRQK on	KQMQ on	WCGQ add	KDZA add
			WGUY on	WISE add	KCDQ deb 31

ZZ TOP

"Gimme All Your Lovin'"

Produced by Bill Ham

KEGL add	G100 add	WIGY add	Q101 add
KMJK add	WSKZ add	WERZ add	KVOL add
WKFM add	WOKI add	WFBG add	KISR add
KTFM add	WVIC add	WQLT add	99KG add
KITY add	WJXQ add 31	WISE add	KDVV add
KZFM add	WZPL add	WPFM add	KBIM add
WQID add	WJBQ add	KQIZ-FM add	KCDQ add



A Lone Wolf Production

JOHN ANDERSON

"Swingin'"

Average Move + 5

Produced by Frank Jones with John Anderson

PRO-FM add	KX104 12-1	KSLY add	WSEZ 25-22	WFBG 35-34	KFYR deb 19
79Q 4-2	KBCY 25-5	KIQQ on	WRQK on	WKHI add	WRKR 37-33
293 1-1	WIKZ add	WROR deb 31	WCSC 23-18	Q104 2-17	WBWB 34-31
94Q 3-2	WCIR 21-9	KTSA deb 21	WANS-FM on	WSGF 27-17	KWTO-FM 27-22
195 deb 22	WQLT 15-3	WFME 25-21	WNOK-FM add	WJAD 27-24	KDVV 20-16
WHYT deb 19	WAEV 10-3	WQID 24-14	WNVZ deb 26	WISE deb 40	KENI deb 39
XTRA add 22	Z102 17-9	G100 on	WEBC on	WXLK 23-15	KBIM deb 37
WJDX 6-4	WCGQ 6-1	WHHY-FM 4-14	WNAM on	FM99 32-27	KCDQ deb 40
94TYX 5-1	WFLB 17-8	BJ105 27-23	KJRB 25-20	WGLF 22-19	
KXX106 10-5	WSPT 16-6	WNFY 19-9	KKFM on	KILE deb 32	
WDOQ 10-1	WCIL-FM 6-1	WOKI 26-14	WJBQ 39-35	KVOL 35-29	
WBBQ 21-5	99KG add	WSFL 11-10	WACZ 35-30	KKXL-FM deb 32	

YAZ

"Only You"

Produced by E.C. Radcliffe & Yaz

WHYT add	KZZB deb 34	KKXX 15-12	WAEV deb 28	KYTN 33-30
WLOL-FM 3-2	B97 29-25	KYYX 18-17	WSGF deb 36	WBWB add
KBEQ 37-33	KROK on	KJRB 13-11	WPFM 21-19	KENI 32-27
KMJK 9	WABB-FM on	KBBK on	FM99 on	KGHO 26
KNBQ on	WCSC on	KSKD on	KKQV 18	KCBN 30-23
WSPK 29-23	WZZR 22-16	WACZ deb 39	KILE 36-33	KBIM on
WKFM 34	KMGK 30	OK100 32-25	Q101 add	KDZA on
K104 32-26	Z104 deb 28	WFBG on	KVOL add	KCDQ27-23
KITY 18-12	WNAM on	95XIL 38	KNOE-FM on	KOZE 12-9
KSET-FM deb 30	KHOP add	WKHI deb 37		



MUTE RECORDS

PATTI AUSTIN

"Every Home Should Have One"

Produced by Quincy Jones for Quincy Jones Prod.

WCAU-FM	Q103	KSKD	WFLB
CHUM	WSPK	KHYT	KNOE-FM
WLOL-FM	KITY	KQMQ	KBIM
KIQQ	KROK	KIKI	KCDQ
KFRC	WCSC	WJBQ	
KMJK	WZZR	WQLT	



GERARD McMAHON

"Count On Me"

Produced by Gerard McMahon and Michael Ostin

WXKS-FM	WBBQ	WJBQ	WHSL
WKFM	KHYT	WIGY	KVOL
KITY	KIKI	WERZ	



MODERN ENGLISH

"I Melt With You"

Produced and Engineered by Hugh Jones

WXKS-FM	KMJK	WZZR	WHSL
79Q	WKRZ-FM	KMGK	KCBN
KEGL	KSET-FM	Z104	
I95	WCSC	KYYX	



Manufactured & Distributed by Warner Bros. Records



Contemporary Hit Radio



JOEL DENVER

A LOOK AT CAPSULE NEWSCASTS

CHR's New Views On News

The FCC's deregulation process is now well into its second year, and as a result many CHR stations have shed their excess news commitment . . . especially those long news blocks that ran for ten minutes on the all-night show, no doubt the bane of every News Director and PD. While most stations still program some news content, many now admit they've cut back on the amount of news on the air, and they're ready to discuss how they feel the role of news is changing.

Operating and staffing a large news operation is a high-ticket, luxury item for most radio stations. As a result, many have affiliated themselves with networks, and picked up syndicated radio programming that fulfills promises made to the FCC (skimpy as they may be). This has allowed those dollars once earmarked for a large news department to be used elsewhere in the station.

As a result, many PDs are now trying to decide the proper amount of news to run, where to slot it, and what the content should be. I talked to a cross-section of CHR programmers who have cut back or revamped their news presentations, but were willing to share some very up-to-date thinking about news programming on a music-oriented CHR. We'll also get some newsworthy advice from R&R columnist Brad Messer on why lengthy newscasts can be condensed into a "capsule newscast" for CHR without losing any impact.

News At NBC's WKQX

For a major market perspective on the subject, I turned to WKQX/Chicago PD Randy Lane. WKQX is an NBC O&O and naturally the parent company has a vested interest in a strong news commitment from its stations. Randy described his news programming. "News does fit into our game-plan because of the 25-34 age cell which is part of our target. At the moment we run two newscasts an hour from 5:30 to 9am, at :25 & :55. Each cast is two minutes long with traffic and weather included. These are more like 'news capsules' than full-length casts. We also run one two-minute capsule in the 4, 5 and 6pm hours at :55."



Randy Lane

What about running news in afternoon drive? So many stations are making this the place to cut back, second only to the all-night show. "I think that afternoon news is still important whereas a lot of people don't anymore. I believe in having a certain amount of information on the radio station at the times people expect to hear it. In Chicago particularly, this holds true. I don't think it would be as important in a smaller market. The key is to do it concisely.

"Long newscasts, even in morning drive, are really a tuneout on music radio sta-

"If I had a choice of only running news at a certain time, it would be in mornings. This is the one time that everyone wants to know what is going on in the world and in their community while they slept." —Randy Lane

tions." Randy amplified his statement by pointing out, "Most people get the majority of their news diet from the local and national TV news in the evening. "If I had a choice of only running news at a certain time, it would be in mornings. This is the one time that everyone wants to know what is going on in the world and in their community while they slept.

"Chicago is a real news-oriented market, which is another reason we run it in afternoons too. There is a lot going on here. We concentrate on local news first, then a national view, and last and not least we look at sports. We now run no news overnight and are getting ready to cut back our weekend newscasts, which have been running every three hours, to run only Saturday mornings." Randy surprised me when he said, "We use no network news programming. The exception is feature stories with entertainment value. In our news department we only have a morning anchor, afternoon anchor and two part-timers. Not as many as you might think, but then again, we don't run as much news as you might think either."

State Capital News And Information

Billy Manders runs KSFM (FM102)/Sacramento, and despite his being in California's state capital, he's been doing some reevaluation of his news commitment. With the blessing of the station's attorneys, he'll be running even less news. This article was originally prompted by a conversation that Billy and I had on the subject of news on CHR radio.



Billy Manders

Billy began, "The owner and I sat down recently and had a three or four-hour conversation about news, and have decided to

Capsule News Notes Worth Noting

To get an objective viewpoint on where news is going in the CHR format, I called on my colleague Brad Messer, whose news career spans some 21 years. During that time he's been News Director at such legendary stations as KLIF/Dallas, KYA/San Francisco, KGB-FM/San Diego, KMET/Los Angeles and KTSA/San Antonio. His "Calendar" column appears weekly in R&R.

I asked Brad about the need for news in CHR. "I couldn't quote statistics," he began, "but there seems to be a growing trend toward the capsule news concept, and CHR seems to be the perfect format to champion it. There aren't too many newscasts I've heard that couldn't have been boiled down to half or a third of their original length anyway.

"You can look at the front page of your local newspaper, and then look at the *New York Times*, and see a perfect example of how they take something and boil it down to what would be equivalent to a capsule newscast and not miss any major points. Your local paper probably doesn't do this. All a person wants to know is what's going on. If nothing is going on, then let them know that too."

Avoid Filling With Fluff

Next, Brad tackled the subject of doing five minutes of news just because the log calls for five minutes of news. "I really don't see any place in CHR for long newscasts. Fixed-length casts, no matter what is going on, are a waste of time. Brevity and clarity are important. If the story needed to be communicated to me over the phone in a brief manner, the newscaster could probably do it. This is how it should be on the air too. Tell it to me like you would over the phone." Brad went on to point out that the rest was fluff and window-dressing.

The discussion then turned to afternoon drive newscasts and their elimination, as research at many stations shows the audience doesn't necessarily want news in that daypart. Brad offered his thoughts. "I have always felt that stations using news effectively have provided it fulltime. Unless the left side of the country falls off into the ocean, then there is no hard news at night, but I think it is important that the jock still do the old standby of checking the news wire. Too many stations are guilty of not providing anything in the way of information at all at night. The hardest part is deciding what is important."



Brad Messer

Continued on Page 28

follow the national trend and program a bit less of it now. Where there is no need to do a lot of news, we are cutting it back, and the first area is the all-night show. When the news is on it should mean something and not be a throwaway. It should be placed where it will do the most good.

"As a result, we are going to start our news at 5am and continue through morning drive using a capsule format twice an hour. Three minutes at the top and two at the bottom, up to 9am. As far as afternoons go, we will run one two-minute shot per hour at the bottom of the hour at 4:30pm and 5:30pm."

I asked Billy about his reasons for cutting back the news, particularly in afternoons.

"Where there is no need to do a lot of news, we are cutting it back, and the first area is the all-night show. When the news is on it should mean something and not be a throwaway. It should be placed where it will do the most good." —Billy Manders

"As a result of research we found that afternoon audiences don't want a lot of news, but they will tolerate a capsule version. I think some of the all-News stations around the country will bear out my thinking on this. For example, a story that gets a lot of attention in mornings will get updates in afternoons. If someone is listening to me, I don't want them to tune away to find out what's happening, nor do I want them to tune out because we've gone overboard on telling them what is happening. It's really a fine line to walk." I agreed with him that this was an area that could be easily overdone or overlooked, depending on your perspective.

"From the research we've done, it seems the folks that listen to radio for music don't want to turn to a News station. We are simply going to pinpoint news only where it is needed. Up until now it was the old thinking of 'You've got to do the news, so do it.' Now we want to make decisions of quality

versus quantity. If we find that the public wants even less news, then we'll give them less."

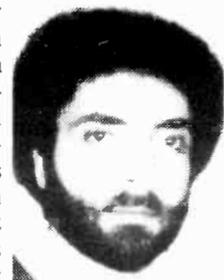
On the subject of networks, Billy voiced some rather strong feelings. "We are not affiliated with a news network at all. I don't find it a problem that we don't have this access, as it helps my news to stay local. That's an enhancement for us. The nets have become too much of a crutch for news departments. Yes, they may be of savings to some stations, but you pay with avails . . . so it costs you one way or the other. The nets never mention Sacramento unless the Queen of England visits. We can cover that just as well as they can. When she was here my people were right there next to her capturing her every golden word."

The Capsule Concept

John Carucci programs WKFM/Syracuse and is a big proponent of using capsule newscasts. "We do a lot of local stuff in the morning. We're not like an AM station or anything, but I would say the concentration is on local headlines. To keep our local tentacles in place I use college interns as extra stringers for local actualities. The bits have to be short, sweet and direct. We call our newscasts, 'The Information Connection.'"

While others may be pulling away from news every hour in mornings and afternoons, John still believes it is important. "We run news almost every hour in drivetimes. The adult CHR listener seems to like it, especially since we do it in a way that doesn't take away from the music. We run considerably less news than we used to. As far as a network goes, we have use of the ABC FM Network. In mornings we do a short local cast, about a minute or so, and then segue into a short network cast.

"Our audience is constantly on the go, and we need to be able to deliver the information in a concise manner that will keep them up to date to fit their lifestyle. On the weekends we run some network capsules,



John Carucci

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WITH JOHN LEADER 

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Q105/TAMPA

KLTE/OKLAHOMA CITY

WAEZ/SAVANNAH

I-95/MIAMI

B-97/NEW ORLEANS

KROK/SHREVEPORT

ZZ-99/KANSAS CITY

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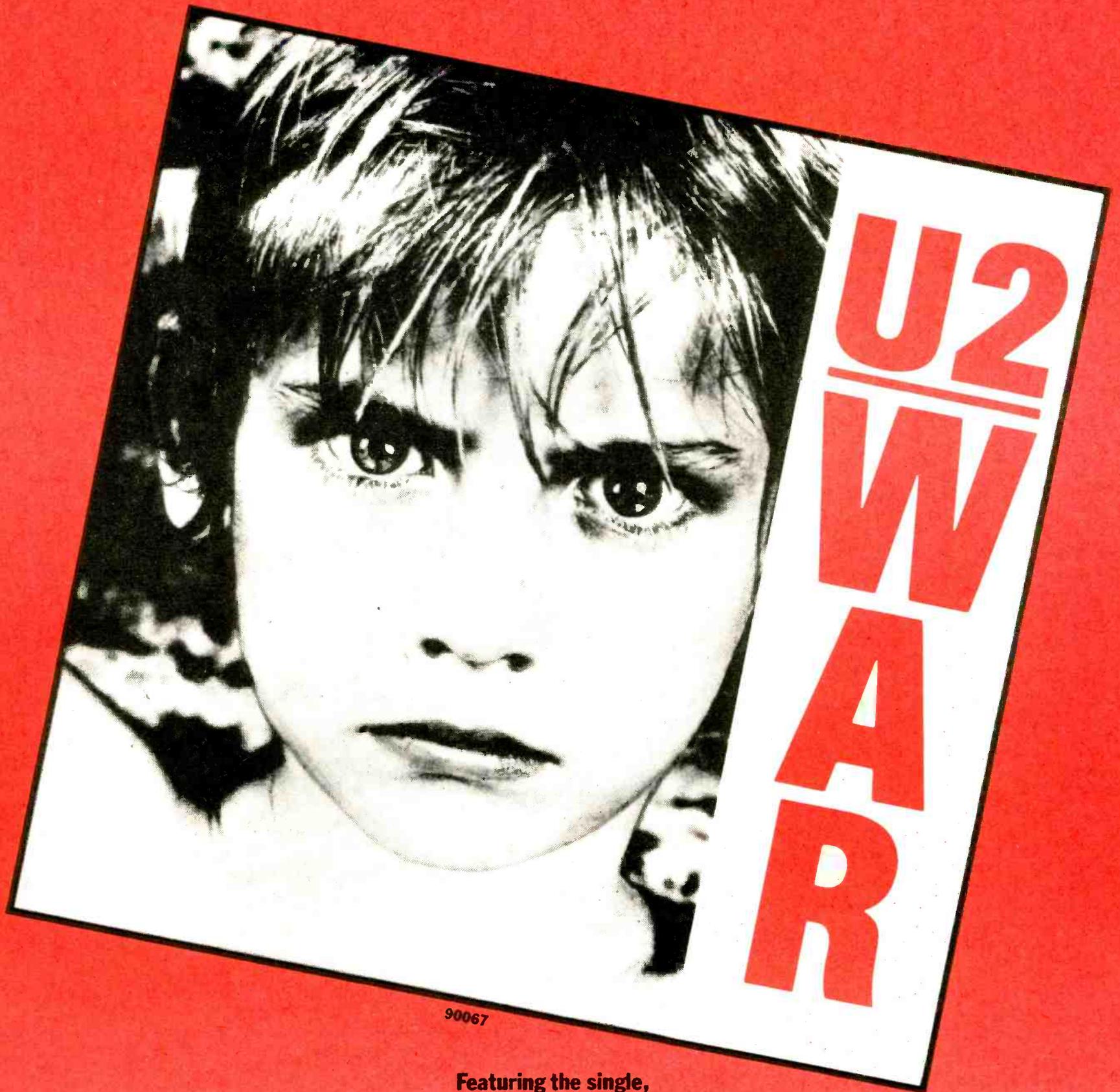
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MEETS THE EYE

Island Records On Cassette. 
Distributed by Aco Records. A Division of Atlantic Recording Corp.



DON'T GET ANY ON YA — KFMZ/Columbia, MO is jumping for Jello, er, uh, joy that is. The station gave away over \$4000 in prizes attracted over 2000 listeners for a Jello Jump held in conjunction with a local stereo outlet. Sixty jumpers each had to make the plunge, one at a time, and then fish around for numbered marbles that correspond to prizes. There were also awards for the best-dressed and the least-dressed jumper. Shown is the winner of the former category, Monte Parks.

Station Profile

KFMW
108
Rock

KFMW/Waterloo, IA
"The New 108"
P.O. Box 1330
Waterloo, IA 50704

Owner: Forward Broadcasting
Rep: Eastman

President/GM: Cliff Thompson
PD/MD: Draw Bentley
Promotion Coord.: Kay Fike

107.9 mHz
100,000 watts
(319) 234-2200

The New 108-KFMW is in the business of entertaining radio. In this day of computer-level broadcasting, we as an industry seem to have lost sight of the fact that radio can be entertaining as well as informative. We stress both elements.

Our signal covers over 35 Eastern Iowa counties. This means we must address listeners in rural areas as well as metropolitan cities. Our personalities communicate with people having varied attitudes and opinions. We have fun with our music, yet always maintain a professional level that assures listeners can stay tuned to us for news information, as well as special **NBC Source** features.

KFMW is set apart from other contemporary stations in our market with 30 minutes of non-stop rock every hour, plus featured cuts from the top albums.

We have also done several "Listener Appreciation Parties." KFMW visits local night spots and throws a big party for everyone with contests, giveaways and great music. Each time, results have been overwhelming and it's gotten the whole area talking about KFMW.

Programming on The New 108-KFMW is creative and solid. Our unique personalities blended with the best music, provide a mix of intimacy and unmatched credibility for our listeners.

Draw Bentley



Draw Bentley

The Music Section

CHR's Most Accurate
Music Information

P1 Playlists... See Page 55
Adds & Hots... See Page 56
Parallels... See Page 59
New & Active... See Page 72

CHR News

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and also on the all-night show we throw some in. On the whole I don't think that news is any more or less important than it used to be. I think it's something that is an important element of a well-rounded, successful operation."

Too Much News In Town

On the other hand, KFMZ/Columbia, MO PD Steve Graziano doesn't key in on news too much at all. Why? Because his community is overflowing with news sources, as he explained. "Even though this is a small college town, it is home for the country's first school of journalism, the University of Missouri. The city is saturated with news outlets. There are two daily papers, and there is an old-line AM station, and several others that do a pretty good job with the news. Add in three TV stations and you've got plenty of places to hear the news.

"After assessing the tremendous amount of news coverage in this town, we decided to put our expenditures into the music programming side of things at KFMZ. Our budget is slim, and we've got to spend it in the areas where we'll get the most results. After all, we can't be everything to everybody."

He went on to tell of Steve Graziano the station's affiliation with the ABC Rock Network. "We use the network in morning



Steve Graziano

"News is still important, but so is the type of news we are broadcasting. It's a lot different from what CHR did 10 or 15 years ago. We don't need the burglaries and bank holdups we dwelled upon years ago to reach today's 18-34 listener. Bring up stories about the environment, the draft, and how the economy really affects them."

—Steve Graziano

drive and it's tape-delayed ten minutes to run at :50. We then supplement the network news with some local stories gathered from the local papers, and the police and fire departments. The local news is then capped with a bizarre story from a written service we subscribe to.

"News is still important, but so is the type of news we are broadcasting. It's a lot different from what CHR did 10 or 15 years ago. We don't need the burglaries and bank holdups we dwelled upon years ago to reach today's 18-34 listener. Bring up stories about the environment, the draft, and how the economy really affects them. I guess what I'm trying to describe is mass appeal news. You can really capture everyone's attention with this stuff. If you don't have news in quantity, you should have quality. Many short features from networks and syndication sources serve this purpose real well," he suggested.

"Brad Messer wrote a piece recently in your paper about the need to fill five minutes even if it's filled with fluff. I agreed with him that using short stories is an excellent way to present news, and it's reflective of the society we live in as a whole. We want instant gratification from everything we do. We want short stories that offer a brief but informative respite from the music, and then without further ado, be surrounded by our favorite music again. That's what people want, so if you're going to do news, give them what they want," concluded Steve, echoing the feelings of Billy Manders.

Capsule News Notes

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Lifestyle-Oriented News

"Depending on the time of day and the available audience, you should give concert news, rock artists news, and more lifestyle information. If I'm primarily a music listener, then I want to know about product reviews of new items on the markets like cars, video tape machines, stereos and such. These are the things that are affecting people. There should be less about **Walter Mondale**, Egypt and Israel. If they want to know about that, they should go to an all-News station, or watch the evening news. After all, what really significant changes take place on these subjects on a daily basis anyway? Not many."

Brad qualified his feelings a bit. "Subjects that don't have to do with the lifestyle of the people or have 'self interest' should be excluded. If there is a major plane crash, it should get mentioned, but unless it happens in your community or your community is affected by it, then it should only get a line or two. Each story in a capsule newscast should have *only a few lines*." He explained that a capsule newscast was anywhere from 60 to 90 seconds in length, and includes the traffic and weather, where applicable. Again, the main emphasis is on brevity in each story.

"I think this capsule format is totally acceptable for morning drive too, as long as quality and journalistic perspectives are not sacrificed." What do you do when you've got a really convoluted story? "Some stories are too complicated to be covered in such a format and you should avoid them if possible," Brad said. "Again, if it won't come back to haunt you for missing the story, then avoid it. I can't say that any topic per se is fluff, but it's how you handle the subject matter. My rule of thumb is 'If something isn't important enough to mention the next day, then don't do it.' Remember, the public has a short attention span."



YOU WILL LIKE THE RECORD, OR ELSE — Nothing like subtle promotion tactics, as (l) Epic Records rep Michael Moore does the "goose step" and hands "Der Kommissar" by After The Fire to KIMN/Denver MD (r) Gloria Avila-Perez.



KOFM KEEPS 'EM SMILIN' — A brand new 1983 Mazda was the grand prize in KOFM/Oklahoma City's recent bumper sticker contest. All winners tried to guess the mileage on the truck's odometer to win. Shown (l-r) is the winner Jackie Steinman receiving the keys from PD John Jenkins.

Bits

- **K104/Erie** recently held its fourth annual "Little Help Contest." Winners are selected at random by mail-in entries to win various prizes that offer "a little help." This year the station paid people's heat/electricity bill for three months, gave away \$250 in groceries to eight families, \$100 worth of food for six families, two families won mortgage payments for three months, and three other families were awarded car payments for a similar period. PD Bill Shannon reported a staggering 211,000 entries for this year's contest, which is only 40,000 lower than the city's population!

- **Y100/Miami** in conjunction with WCKT-TV is putting together a weekly TV show called "Video Music Marathon." It will feature video clips from the most popular songs in the South Florida area, and be interspersed with local shots of the area's top dancers picked each week from the local clubs. PD Robert W. Walker will be responsible for picking the video/music for the show, which will debut in early April.

- **KEYN-FM/Wichita** got a lot of talk stirred up in town and on the other radio stations as well. The station sent a man out in a trench coat who started handing out \$5 bills everywhere he went. He remained anonymous as he went about his duties. The person who could guess who he was and who he worked for won the "Douglas Street Mystery" contest and claimed a 944 Porsche worth \$30,000.

- **WTIC-FM/Hartford** recently involved its jocks with one of the more genteel sports — roller derby. Who was the the object of the station's wrath? The rough and tough Los Angeles Thunderbirds. The "TIC-FM Roller Jocks, lead by morning man Gary Craig, battled the female members of the Thunderbirds before thousands of fans. The final score hasn't been reported yet, but it's rumored there were more WTIC-FM air personality teeth missing than points on the scoreboard when the match mercifully ended.

Motion

WXKS-FM/Boston hires Jo Jo Kincaid to do 9pm-1am... **KSLY/San Luis Obispo** names Tom Walsh as MD, replacing Don Potter who segues across town to **KZOZ**... **WABB-FM/Mobile** welcomes Chris Hall from **WMJJ/Birmingham** to do mornings, and Tim Livingston, formerly with **WKDF/Nashville** and **96 Rock/Atlanta**, is now doing overnights... **KGOT/Anchorage** PD Keny Byus called to say his station has dropped AOR to go CHR, and needs single service for the high-powered FM station... **Jim Cutler** from overnights at **WTIC-FM/Hartford** to noon-3pm replacing the exiting Gil Andrews. As a result Sue O'Neil gets the boost from part time to overnights and **WTIC-FM** is now looking for a 9am-noon jock.

WBBM-FM/Chicago shuffles a few folks around. New to the station is Jeff Hooker from **WIFI/Philadelphia** and **B100/San Diego**. Also, midday man Joe Dawson moves to late nights with MD Dave Robbins moving to middays. As a result Bob Lewis is out and can be reached at (312) 577-5812... **WGRD/Grand Rapids** welcomes Bob Berry from **WVIC/Lansing** to mornings... **WFMF/Baton Rouge** hires Bob Watson to do news from **KVOL/Lafayette**... the lovely and talented Erica P. Lee gives up the MD slot at **WPFM/Panama City, FL** to do late nights at **Y103/Jacksonville**. No replacement for her yet.

KYTN/Grand Forks PD J.J. Bouley exits to become PD at **KQWB-FM/Fargo** and MD Tom Fricke is interim PD... **KTFM/San Antonio** welcomes Bill Thorman from **KFMK/Houston** to do late nights and research... **WMEE/Ft. Wayne** brings in **KROK/Shreveport** MD Keith Greer to do afternoons, replacing Captain Brodie. Replacing Keith as MD is midday man Gary Bennett... **WIKZ/Chambersburg** morning man/MD Jim Williams is promoted to Assistant PD... **FM102/Sacramento** loses Kevin Day to middays at **KIDD/Monterey**... Charlie Van Hall segues across town from **KBDF & KZEL/Eugene** to the Assistant PD slot at **KSND & KASH**.



NBC Radio's Young Adult Network

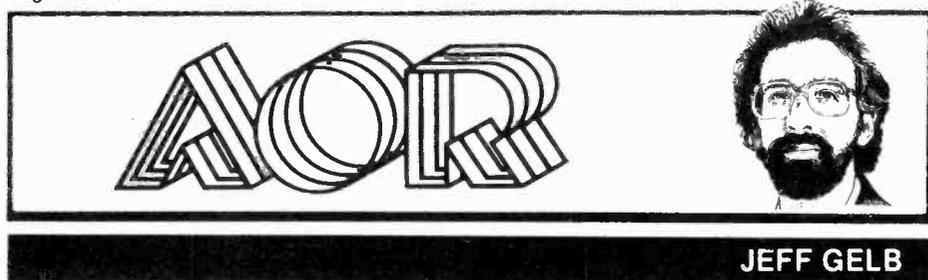
JOURNEY BEHIND THE SCENES



Escape into rock frontiers as members of Journey, past and present, retrace their steps on the road to success. Exclusively on The Source. Journey's evolution is recalled by original members Neal Schon and Ross Valory.

From the beginning, as studio musicians, to their current mega-band status. Relive the dream with "Don't Stop Believin'," "Wheels of Fire," "Just The Same Way," and "Any Way You Want It." Plus "Separate Ways," "Chain

Reaction," and more from their newest album, "Frontiers," on Columbia Records. Produced by Denny Somach Productions. **The weekend of March 25, 26, & 27. Brought to you, in part, by The Air Force Reserve and Budweiser.**



JEFF GELB

WBCN: 15 Years Of Rock

To paraphrase an old saying, "Celebrate the Ides of March." For on March 15, 1968, WBCN/Boston made an historic format change from Classical to Progressive, beginning a 15-year history that has made the station one of AOR's most famous and best-loved outlets. Throughout its colorful history, WBCN has weathered everything from a much-publicized strike to heavy competition from John Sebastian's then-flagship consultation client, WCOZ. In all cases WBCN has emerged triumphant, including today, after besting WCOZ in the fall Arbitron ratings with a 5.6 (also becoming #1 in the market 18-34).

WBCN has always been a radio station of personalities. Among the many to have worked there are such AOR notables as first PD Sam Kopper, J.J. Jackson, Tommy Hedges, Charlie Kendall, Norm Winer, Andy Beau-bein, Peter Wolf, Al Perry, John Brodey, Maxanne Sartori, Tom Gamache, and Danny Schechter.



J.J. Jackson

Radio's Horatio Alger?

And then there's the incredible success story of Tony Berardini, who joined WBCN in 1978 for late-nights, was made MD a few months later, upped to PD after the 1979 station strike, and appointed GM in 1981. Berardini commented, "It's been fascinating to learn how sales and programming interact. Everyone talks about how you can position your programming for the market. Well, you can do the same thing from a sales standpoint, since your market competition from a sales standpoint may not be the same as your programming competitor. If you position yourself correctly from a sales standpoint, you are not as dependent on the ARB ratings. Even when we had down books, we had a very healthy sales situation. We weren't forced to make any kneejerk programming reactions to bad books because we have always sold qualitative numbers, along with our longevity in the market. The local advertiser cares a hell of a lot less about Arbitron numbers than how many warm bodies with cash in

hand that we can put into his store on a Saturday morning."

The station's longevity and reputation for eclectic programming has enabled it to retain aging listeners long past many of the younger-skewing AORs. This has resulted in a very attractive sales package for advertisers who seek upper-demo male buys. "The secret of our success is that we've stayed contemporary," Berardini claimed. "We have the willingness and the flexibility to change with our audiences' tastes. If you saw one of our playlists from 1968, it would look pretty weird by today's standards. But I guarantee it would have been reflective of people's interests for that time. The same concept remains valid today."

Is It AOR?

"We don't call ourselves an AOR station," he noted. "We call ourselves a hits station. Speaking as a GM, in the minds of many advertisers, the term AOR has negative connotations. Right or wrong, in their minds, AOR has the image of skewing to a very young demographic with nothing but very hard rock music. I've had many fights with advertisers about this. "We do still play records like Ozzy Osbourne and Black Sabbath. But we balance them with acts like Modern English, Berlin, Garland Jeffreys, and U2. We also have a number of specialty shows on the week-ends. PD Oedipus does a show called "Nocturnal Emissions," which plays songs that we haven't added yet. I do a Sunday night heavy metal show. So we provide places for the exposure of all sorts of music on WBCN."

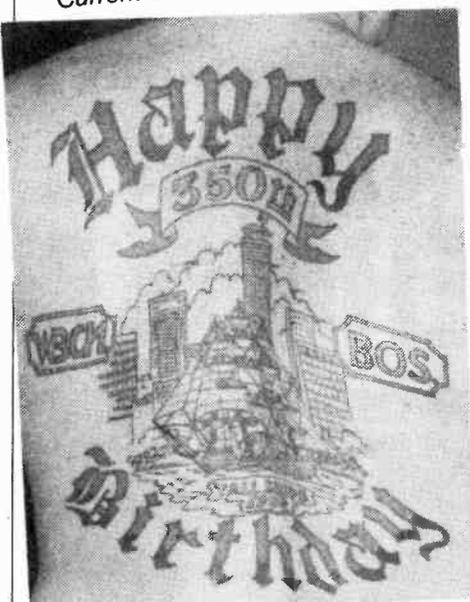
The infamous WBCN music library still exists and is accessible for airplay. At last



1973 Bumpersticker



Current Bumpersticker



WBCN BACKER — When WBCN offered a pound of gold to the listener who offered the most innovative commemoration of Boston's 350th birthday in 1980, they never expected the winner to be a person who tattooed a birthday message on his back!

Material courtesy the David Bieber archives



THOSE WERE THE DAYS — This quintessential staff photo of a progressive rock era radio station shows WBCN's airstaff circa 1972. Pictured (top row, l-r) are Tommy Hedges, Charles Laquidara, and Jim Parry; (middle row) Norm Winer, Danny Schechter, John Brodey and Maxanne Sartori; (seated) Dinah Vaprin.



1968 publicity poster hand-signed by Richie Havens, who said, "To WBCN, a friend forever, with health, peace and love."

count there were over 40,000 albums backing up the WBCN currents that can be pulled for "wild card" choices by each jock.

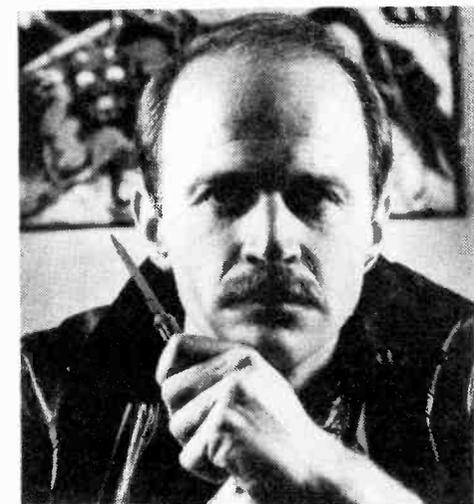
In charge of the WBCN music library is MD Marc Miller, who meets weekly with PD Oedipus and music assistant Dan McCluskey to determine music choices. "We rely on the trades and tipsheets as indicators," Miller mentioned. "We also check sales weekly. But we don't do callout research. One form of research we do use is through an ongoing station promotion, the 'Concert Connection,' which gives away concert tickets to people who fill out coupons at record stores and through local newspapers. On the coupons, we ask people to fill in their three favorite groups or artists, and the last record they bought.

"But the bottom line is gut feeling and the artist's sound. We look for established groups that can still produce the quality of music that made them famous initially, such as Journey or Styx. We also look for image artists such as the Clash, the Pretenders, or Elvis Costello, who have evolved almost the same way we have. Third, we will take chances on artists we feel we can make into our image artists, such as Soft Cell or A Flock Of Seagulls. These groups sound like we want WBCN to sound."

This adventurous music policy has worked well for WBCN, but is certainly the exception when compared to AOR radio in general. Miller commented, "We're lucky to have a core of listeners who have been with us for years and who have placed their trust in us to play music they feel comfortable with. They know that we aim to please." Berardini added, "Our success is also attributable to the people who have worked here, from programmers to MDs to air personalities. They have always understood the essential nature of WBCN and how to keep the station contemporary with what's happening in Boston."

Format? What Format?

This understanding is the cornerstone of WBCN's structure, which Bernardini explained as "giving current music the kind of exposure that will help to make it familiar with the majority of the audience, most of whom are not hardcore musicologists.



GM Tony Berardini

The station still doesn't have a format, in the sense of an Abrams or Sebastian format with rotations. Here, the jocks still have plenty of say in what gets played from what's made available to them. Rotations occur by process of elimination, not by edict. There are 'x' amount of records available for airplay, and the jocks are expected to be aware of what the jocks before them have played, thus avoiding improper repetition.

"WBCN jocks are hired for their common sense and musical knowledge. They're expected not to be self-indulgent. They're ex-

Memories Are Made Of This

Generally given credit as WBCN's first PD is Sam Kopper, current President of Starfleet Blair. He recalled WBCN's beginnings: "Actually, Steven Clean was appointed the first WBCN PD, but if you know Steven, you know he's a man of energy and ideas, but not of organization. So Steven acted as WBCN's 'guru' while I was appointed Program Director. Although, in those days, the term was Program Coordinator, because the whole idea of a 'director' was anathema to the free spirit that WBCN embodied.

"In those days, everybody had input on everything. Each jock listened to every DJ copy of every album that came in, and programmed his show himself. But the shows weren't as self-indulgent as you might expect; the jocks were so good that their shows were definitely commercial. It wasn't necessarily commercial in a ratings sense, but we got an immediate, incredible audience response from all kinds of people. My favorite letter came from the first chair violinist of the Boston Symphony, who raved about a segue I did back then, from a B.B. King track to a segment of a



First PD Sam Kopper

Peter Wolf

Continued on Page 33

Continued on Page 33

ROBERT HAZARD



A COMBINATION OF AOR & CHR PLAY IS NOW BREAKING
"ESCALATOR OF LIFE"
KEY BREAKOUT MARKETS: Pittsburgh, Boston, New York, Denver, Los Angeles, Atlanta, Buffalo, and Milwaukee!

AOR CHART #38
AOR TRACKS #42
CHR NEW & ACTIVE

CONGRATULATIONS
TO
WBCN
ON
15 GREAT YEARS!



SIGNIFICANT ACTION

LE ROUX



THE FOLLOW-UP
TO LAST YEAR'S TOP 10 AOR ALBUM
FEATURING A NEW LEAD SINGER AND LEAD GUITARIST
... AND A TOUGHER STRAIGHT-AHEAD SOUND
"CARRIE'S GONE" AND **"LIFELINE"**
INITIAL PLAY AT KLOS, KMET, WZXR, KZOK, AND MANY OTHERS!



SIGNIFICANT ACTION

CHR
SIGNIFICANT ACTION

ROBERT ORRALL



THE MINI LP THAT'S BREAKING ROBERT COAST TO COAST
FEATURES THE FAST-BREAKING AOR & CHR SMASH
"SPECIAL PAIN"
"I COULDN'T SAY NO"
PLAY IT 'TIL IT HURTS!

AOR CHART
(25+) #17

CHR
SIGNIFICANT ACTION

WHEN THE GOING GETS TOUGH ...
ONE OF ENGLAND'S MOST INNOVATIVE & EXCITING BANDS
PREPARES FOR THEIR BIG U.S. BREAKTHROUGH!
"DO YOU WANNA HOLD ME?"
THE NEW ALBUM FEATURES
KEY INITIAL PLAY:
WMMR, WYDD, WYSP, WXRT, KROQ, WMMS & KBPI
... THE TOUGH GET GOING
BOW WOW WOW

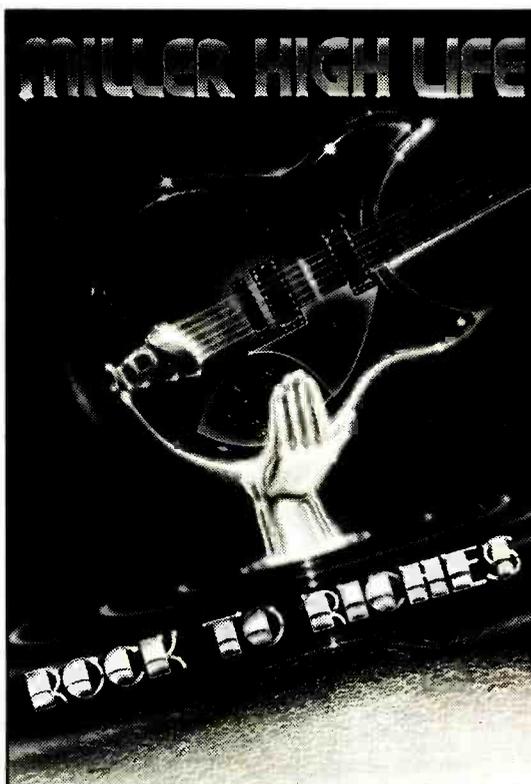
THE TRIUMPH **"WORLD OF FANTASY"** IS A **TOP 5 AOR TRACK** NOW **CROSSING CHR**. KILLING 'EM ON TOUR - **SELLOUTS** IN SEATTLE, FRESNO, CINCINNATI (**HOUSE RECORD**), CHICAGO, AND LANSING. BE SURE AND CHECK OUT **"WHEN THE LIGHTS GO DOWN,"** NOW EMERGING OFF THE ALBUM!

Thanks

MILLER HIGH LIFE

and Starstream thank these stations and programmers who made the Miller High Life "Rock to Riches" Talent Search 1982's biggest rock promotion

WAPP / New York, Joe Krause
KLOS / Los Angeles, Steve Gaspar
WBOS / Boston, Jane Duncklee
WLLZ / Detroit, Joe Urbiel
WAVA / Washington, DC, John Larsen
WDMT / Cleveland, Bobby Magic
KTXQ / Dallas, Bernie Lucas
WDVE / Pittsburgh, Howie Castle
KLOL / Houston, Chris Miller
KWK / St. Louis, Beau Raines
KZOK / Seattle, Kathy Keller
WRBQ / Tampa, Scott Shannon
WPLR / Hartford, Chris Kampmeier
KPKE / Denver, Mark Bolke
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WLRS / Louisville, Dori Jenkins
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WRKK / Birmingham, Dan Brennan
WIOT / Toledo, Terry Sullivan
WOKI / Knoxville, Gary Adkins
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KDUK / Honolulu, Bill Mims
WFYV / Jacksonville, Brad Hoffman
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KEZO / Omaha, Greg Gillespie
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WIZD / West Palm Beach, Garrett Clancy
KLPX / Tucson, Allan Browning
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WQUT / Bristol, Jay Christian
WQLS / Chattanooga, Jim Pirkle

KRKN / Anchorage, Jay Noble
WXP / Quad Cities, Gabe Baptiste
KSJO / San Jose, Bob Jenkins
KKRC / Sioux Falls, Dan Kiley
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WJDQ / Meridian, Larry O'Neal
WHKC / Evansville, Dave Lyons
WZAT / Savannah, Jim Lewis
KFMZ / Columbia, Steve Graziano
WTKX / Pensacola, Mark Dagwell
KKCI / Kansas City, Dave Popovich
WSFL / Greenville, NC, Ed Seeger
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KRIO / Harlingen, T.K. Benford
WCMF / Rochester, Frank Holler
WLSQ / Montgomery, Randy Culpupper
KZFM / Corpus Christi, Ken Burgess
WYFE / Rockford, Brent Alberts
KKRQ / Cedar Rapids, Rolf Pepple
WXKE / Ft. Wayne, Rick West
KSMB / Lafayette, Scott Seagraves
WZLD / Columbia, SC, Frank Baker
KZEL / Eugene, Rob Skinner
WSQV / Williamsport, Frank Bell
KIDQ / Boise, Brian Ongaro
WCCK / Erie, Bill Shannon
WISE / Asheville, John Mobley
KZOQ / Missoula, Vern Argo
WZZO / Bethlehem, Bruce Bond
WBIZ / Eau Claire, Brian Ketz
WXR / Crystal Lake, Dean Phelps
WPDH / Poughkeepsie, Pete Clark
KDCK / Dodge City, Bill Knight

OVER 40,000 ENTRIES WERE RECEIVED FROM LOCAL BANDS VYING FOR \$80,000 IN **RAMSA** PRIZES AND AN  RECORDS RELEASE

The 1983 Talent Search is beginning soon, with national advertising support and increased 4-color point-of-sale customized with station call letters.

Contact Starstream Communication Group (713-781-0781) today for details on how your station can become part of this exciting national promotion.



We're looking for the best in Rock n' Roll in the Miller High Life Rock to Riches Talent Search!

WBCN: 15 Years

Continued from Page 30

pected to move around all the new material available to them."

He continued, "Some of our personalities have been here a long time: Charles Laquidara for 11 years, Marc Parenteau for five, and in the business for a long time. Ken Shelton has been in radio for a long time. And there's a whole group of other people who have mainly come out of college radio; that's mainly where we've found the people we need. They're still interested in the music and listen to it; then it's just a matter of giving them the correct direction, helping them to develop their own sense of discipline, so they can take that knowledge and enthusiasm and translate it into a format that's acceptable to a mass audience."

"It would probably be easier to program all the music for them, a la Rick Carroll, but I don't think that would be beneficial to the musical personality or overall image of WBCN. This is a personality radio station; the jocks are not given cards to read. But at the same time, when the jocks open their mouths, they'd better have something important to say, and it had better be concise, or they'll be shut up. They have as much freedom as they can handle. Of course, Oedipus works with the jocks a lot; he has meetings with all the jocks all the time."

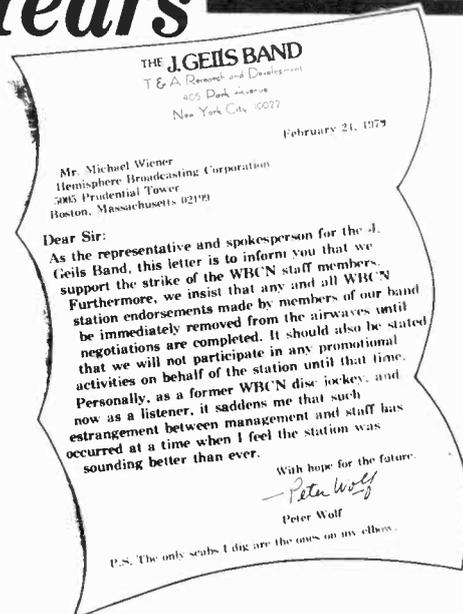
Who Da Guy Oedipus?

Oedipus is another WBCN success story. Appointed PD by Berardini in 1981, he came to the position from an airshift, with no previous PD (or MD) experience. Berardini recalled, "What I told Oedipus when he took over as PD was, 'You're not expected to know how to do this job. You're just expected to ask questions and listen and learn.' When looking for a PD, I've found it's more important to find someone who's smart and who can learn quickly than to find someone with experience. A lot of times, with experience you get old habits. I hired Oedipus specifically because he didn't have old habits and tired concepts. The job he's done is nothing less than amazing."

Promotions? Music And More

Oedipus's job is made easier by a support staff that includes Creative Services Director David Bieber and his three-person staff. Currently this group is working up several anniversary-related promotions. Bieber described the first one, already in motion: "As a birthday present for our listeners, we're doing a free lunch concert series at local clubs. We're giving away beer and hot dogs to people while they watch local and hopefully some national bands."

On an annual basis, WBCN really pulls



This letter from former WBCN jock Peter Wolf of the J. Geils Band saw print in several Boston newspapers and magazines during the station's 1979 strike.

out the promotional stops for two special events. One is a blood drive for Red Cross that has raised as much as 400 pints of blood in a single day. The promotion, held at the local museum of science, offers donors free admission to the museum along with other incentives. The other annual event, the WBCN Rock & Roll Rumble, is an ultimate battle of the bands scenario, with 24 acts competing at several local clubs over nine nights. A winning act receives everything from a cash prize to music equipment.

Not all of WBCN's promotions are music-related. Bieber commented, "We like street-related activities, things that give people extensions of the station in the sense of entertainment. Aside from the very successful Concert Connection (now going into its third year), we do everything from movie screenings to listener parties. Lately, we've been doing a lot of 'client service' promotions. We've established WBCN Rock Shops of station paraphernalia at 14 locations of an area department store. We've tied in with these stores for a series of listeners' parties and live remotes."

Bieber explained another promotion which was directly tied in with listeners' outside interests: "There's some statistical evidence that one reason people go to certain supermarkets is not for the food prices but because of the potential for meeting people. So we co-sponsored a singles night at Stop 'N' Shop, with a live remote and giveaways. At the end of the evening, we held a 104-second food run. It tripled their business for the evening, and was a great

chance for WBCN listeners to meet each other."

WBCN attempts to reinforce listener identification with the station through related media as well. The Boston Phoenix, a weekly newspaper, runs WBCN ads and segments of the station's popular Street Sheet (which is issued weekly at local retail outlets). WBCN's TV spot, developed by Bieber, not only runs on the local TV outlets but also at promotional film screenings. Billboards are sprinkled throughout town.

Jocks play an important role in making WBCN visible throughout Boston, making personal appearances and often appearing at clubs to spin records. Also in constant use is a station van.

What's Next?

Promotions, personalities, and a unique musical sound - WBCN's winning combination was enough to win over competing WCOZ in the recent ratings book. Tony Berardini commented, "I've thought for a long time that theirs was a quick-burn format. It caters to an extremely young demographic, which traditionally is the most fickle. When they got tired of one thing, they moved on to another; now they're listening to WXKS. I'm sure WCOZ won't roll over and play dead, but I don't think you'll see any more 12s or 13s. I don't know that getting a 12 or 13 is necessarily good, when, to achieve it, you have to strive for unwanted demographics."

"We're not going out to be number one. We're going out to grab the kind of demographics that will put the station in a very healthy sales position. When we sell well, we make money. When we make money, we get to keep doing what we enjoy doing here at WBCN."

Memories

Continued from Page 30

classical piece by Franz Schubert. We played everything."

Wolf Howls!

One of the jocks who played everything, and the second jock voice heard on WBCN's first night of broadcast, was Peter Wolf, who was already singing for the J. Geils Band (the act was yet to be signed). Wolf did overnights at WBCN for a year, often playing early evening gigs with the band and then rushing to the station for his airshifts. "I hadn't done any radio before WBCN," Wolf reminisced, "but the owner and I were drinking buddies. He knew I had all these records at home, and he asked me to play some of them on the air at WBCN. I used to work seven days a week, from midnight to seven. It was a great cure for insomnia."

"Things were so different back then; it was a big thrill to play songs by people like Muddy Waters, Little Walter, Jimmy Reed, and the bizarre rock and roll cuts you didn't usually hear on the radio. I loved the freedom of it, plus the opportunity it gave me to have friends stop by for interviews: people like Van Morrison, the early Jeff Beck group, Albert King, and Carla Thomas."

Wolf honed his unique vocal rap style on his WBCN airshift, though he admits he didn't create that style, but borrowed from some of his favorite jocks, including Alan Freed, Jocko Henderson, The Magnificent Montague, and Symphony Syd. His admiration for these radio pioneers grew to embrace the entire disc jockey community after his WBCN experience, and his meetings with jocks as a member of the Geils band. He explained, "The life of a DJ is probably one of the toughest in the music industry. The guy is never sure of his gig and where he's going to live. He's like a gypsy. A jock's life is just as difficult as many of the musicians he plays."

Rock and roll gypsy Peter Wolf will be returning to his old haunts for a guest shift during the 15th anniversary celebration at WBCN. By the way, Wolf has his own definition of those call letters: "It really means Wolf's Boss Concert Network!"

EVOLUTION

KMOK/Lewiston, Idaho is a new 100,000 watt AOR. GM/MD is Steve MacKelvie, and PD is Steve Conrad. . . KZOZ/San Luis Obispo opts to remain an AOR, while switching its focus to 25+ listeners. Harlan Winslow retains his MD title while Don Potter joins for nights. . . Walter Myschowski joins WPLJ/New York as Research Director. . . Larry Moffitt returns to KGGO/Des Moines as PD while Tim Grier exits that post. . . Mike Evans joins KDUK/Honolulu for mornings from KOME/San Jose. . . Thom Robinson joins WAMX/Ashland for mornings. . . WDEK/DeKalb appoints Matt Bell News Director. . . Craig Sea and Rick Shaw join the weekend line-up of KNX-FM/Los Angeles from KEZY/Anaheim. . . KMTN/Jackson Hole hires Jonathan Schechter as Public Affairs Director. . . Rich Sutton exits WRKI/Danbury mornings. New to that shift are Tim Scott and Buzz Knight.

The Music Section

AOR's Most Accurate
Music Information

Station Listings . . . See Page 51
Hot Tracks & 25+ Chart . . . See Page 67

COMING NEXT WEEK: One of the most popular AOR columns of 1981 was the prognostications of John Parikhal, Canadian researcher of Joint Communications, Inc., a company that does work for the B/A/M/D Superstars client stations, along with several other radio formats and record companies. Next week, the man who predicted troubles for commercial-free AORs, and the misuse of research, takes a stab at such topics as the dangers in overreacting to MTV and new music, and the reasons why consultants may have burned out many of AOR radio's staple oldies for good.

UPDATE

WAPL to the rescue: When the Appleton city council voted to cancel Ozzy Osbourne's local concert appearance, WAPL started a petition drive to reschedule his concert. 10,000 signatures later, the council decided to allow the rocker to play. Speaking of Ozzy, Y95 is celebrating his Rockford appearance by giving away ten dozen bats - Louisville Sluggers, that is. . . KUPD/Phoenix's "M*A*S*H Bash" raised \$4500 for the MDA. . . WQDR/Raleigh raised funds in support of the North Carolina Vietnam Veterans Memorial Fund at the station's booth at the North Carolina State Fair. . . New hometown talent albums came in this week from KZOQ/Missoula and KZEL/Eugene, which debuted "Oregon's Best Rock" at the station's recent Rockworld lifestyle fair, in front of 10,000 listeners. . . Congratulations to WMET/Chicago PD Trip Reeb and wife Maureen Flaherty on the birth of their baby Whitney. . . What a logical combination: when the Stray Cats came to Oklahoma City for a concert, KATT tied in with the show to give a winning listener backstage passes and a black leather KATT/Cats jacket. The station made up extra jackets to give to the band members as well. . . WAAL/Binghamton, in conjunction with Backstreet/MCA and Tom Petty's "You Got Lucky" track, asked listeners to write in how they got lucky. Entries were read over the air with winners awarded colored vinyl 45s of the single, Petty album catalogs, and backstage passes to the local Petty show. . . KZOZ/San Luis Obispo is starting a weekly jazz show, and seeks jazz product from all labels. Contact PD Joe Collins at (805) 544-5093.

FOR RADIO • 1 HOUR • WEEKLY

BANANARAMA SPANDAU BALLET THE BEAT
ORANGE JUICE BIG COUNTRY ROBERT GORL
STYLE COUNCIL PEACH BOYS NEW ORDER

NEW MUSIC NEWS

PRIDE TALKING HEADS THE GIST 52ND ST.

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WATERMARK • (213) 980-9490 •

Adult/ Contemporary



JEFF GREEN

WINNER'S CIRCLE SERIES, PART SIX

WOOD, WSFM Stage Comeback Victories

Helping a station rebound from a weak ratings position to the top in its target demos must be one of the most satisfying accomplishments for any PD. This week we feature comeback victories by AM legend WOOD/Grand Rapids and rapidly-growing FM outlet WSFM/Harrisburg. These recovery performances demanded serious local research and promotion, and the techniques used by their PDs are well worth looking over.

Grand Rapids Adults Knock On WOOD

5kw AM Overcomes 320kw FM

Less than two years ago, 5kw full-service A/C WOOD was losing 25-49 to syndicated live-assist FM competitor WJFM. WJFM's massive 320kw signal and full music approach seemed insurmountable. However, the fall '82 Arbitron sweep showed WOOD had reversed its two-share deficit to defeat WJFM 25-49 by over nine shares! WOOD PD Skip Essick, who helped WOOD widen its lead during the past two books, talked with R&R about his station's comeback.

"Our improvement was due to a combination of promotion, marketing, research, and music.

"First of all, we did a lot of strategic market research to find out the available audience and to learn their likes and dislikes about WOOD. This involved callouts and attitudinal studies. From this we realized that one can't be all things to all people and that we should concentrate on our strengths. We recognized that WOOD, above everything else, serves this market as a source of information.

"The next step was to develop a positioning statement, which was 'The Station You Can Depend On.' To establish this position, we developed a huge direct mail campaign

WOOD RADIO 1300

that went to every household in the metro — some 250,000 pieces! The campaign was a recycling promotion build around our 25-year morning man Bruce Grant, and it offered a lot of prizes: eight trips to London, thousands in cash, and other big gifts. I don't know whether or not to try something like it again — not because of the considerable expense, but because I don't want to overdo a good thing.

"It was this marketing and promotion that attracted listeners, and our programming got them to stay. Specifically, we cleaned up the music by purging the gold library of a tremendous number of songs that didn't belong on the station. Usually I stick close to the research, but I keep in mind that a PD is also an artist, one who takes general information and then determines what's correct for his station's direction and mood. The answers aren't always on paper, and for this reason, I admit I'm still uncomfortable about our music.

"Without all these efforts, we would have failed to beat our competition. But even

with this success, there's no reason why we should settle for where we are now, and I'm not going to. Other leading A/C's have 20 shares — why don't we? Stations like WCCO/Minneapolis and WTIC/Hartford really give their listeners what they want. That's what I have to do here."

WSFM Romps In Harrisburg

PD Credits

"Model Listener" Concept

Facing two oldies-oriented AM A/C competitors, WSFM targeted its own "model listener" and moved up from a distant third place to overtake its 25-49 rivals in less than two years.

Explaining the model listener concept, WSFM PD Bob Paiva said, "Unlike selecting a demographic or psychographic to target, the idea was to simply form a target person, a model listener to go after.

"Here are the questions to ask yourself when developing a model listener:

1. *How Old Are The People In Your Market?* This helps determine the largest available audience. Unless you're in a college town or retirement community, it's very possible that the baby-boom 35-year-olds make up the majority of your potential listeners.

2. *What Do People Do For A Living?* Pull out the manufacturing extracts from your local department of labor to determine the nature of industry activity in your market. In Harrisburg, for example, there are a lot of blue-collar government workers, but few white-collar corporate employees and no college students. If we had a university here, our programming would change drastically.

3. *What Are The Predominant Ethnic And Religious Backgrounds?*

4. *Does Your Signal Cover These Various Population Groups?*

"After studying these questions, you may begin to draw assumptions about the needs and lifestyles of the adults in your market, and you can start constructing a model listener. We described our target as a 35-year-old working married woman with two children and a husband in a blue-collar job. The challenge then became to satisfy the needs of this model person; i.e., her musical tastes, promotional and informational needs and desires, etc.



Bob Paiva

MD PLAYED IN STATION'S ORIGINAL ORCHESTRA

DeVincent Retires From WOWO After 38 Years

"Sam's a true genius in every sense. He's done his job so well people don't even realize it."

—Chris Witting/Program Manager, WOWO/Ft. Wayne

After working at full-service A/C WOWO/Ft. Wayne for 38 years, Sam DeVincent has retired. Sam started in radio 51 years ago when WIND/Chicago was located in Gary, Indiana. In 1945, he joined WOWO as a musician when the station still programmed live music. Sam was the musical arranger for his wife's group Nancy Lee & the Hilltoppers, and when WOWO finally switched to recorded music, Sam stayed on as the station's first overnight personality. Three years later he was named Music Librarian. Today, Sam still performs with the Hilltoppers every Sunday on WOWO's "Little Red Barn" show, the station's only remaining live music program. "LRB" is the highest-rated show of the entire Sunday log.

As recently as last winter, Sam was composing and performing special songs for WOWO promotions when not busy filing the station's huge record collection. An avid musician, Sam is as familiar with Men At Work as he is with Glenn Miller. Particularly noteworthy is Sam's nationally-known sheet music collection, estimated at over 100,000 titles.

Although Sam has officially retired from fulltime duty, he will assist WOWO occasionally in promotional areas, in addition to the Sunday live broadcasts.

"We're really going to miss Sam," commented Witting. "There's simply no way to replace somebody like him. He's one of the greatest people I've had the chance to work with. I almost wish Sam could just stay on forever."

"It hasn't dawned on me yet," Sam said. "I'll miss the excitement of being part of a great team, but at the same time, I'll enjoy working more on my sheet music. I'll adjust all right, because I still get to come back once a week."

When asked what advice his 51 years of experience could offer, Sam replied, "The right attitude and patience — those qualities are what's lacking today. Every-

"This is how we applied our 'model listener' thinking to daily programming:

PSAs: We first ask ourselves, 'Does this relate to an activity a member of our model family would participate in?' For example, we might run a PSA for a ballet performance — not because of the ballet itself, but because it's highly possible the mother listening to WSFM has a young daughter enrolled in ballet class.

Promotions: We first consider 'Is this prize one that the model family would aspire to win?' For example, we recently gave away a trip for two to Bermuda — a prize designed to get the mother and father away from the kids for a weekend.

Music: Is the song's lyric and melody line and/or artist image one that a 35-year-old woman relates to? I don't believe the notion that just because one grew up in the '60s one appreciates rock and roll. It's my view that the songs have to be hummable, with a relevant lyric, and sung in a pleasant voice. When we sculpt our music flow, we design it with this appeal in mind. Why? Because it relates to the model person! It's more involved than speculating the woman will like it just because it happened to be a hit when she was in high school.

"Now, suppose one or more of your competitors is seeking a model similar to yours. If so, consider the notion that these listeners may be being served inadequately. Some stations attempting to fill a void do it badly — in which case, one can do the same thing and beat 'em at it.

"In conclusion, if you can envision model listeners, and truly satisfy those people's needs, at least within the scope of your signal you should be able to win."



LEADERS OF THE BAND — Retiring WOWO/Ft. Wayne MD Sam DeVincent (second from left) poses with his wife's combo Nancy Lee & the Hilltoppers, who've been performing together since 1945. Sam has arranged the music for over 10,000 broadcasts and personal appearances with the group.

body wants to make money too fast, but it didn't happen that way with me. As a matter of fact, I never really got rich financially, but I became wealthy in other ways. When I started in this business 50 years ago, I had to work for nothing in order to get the experience. Who would do that today? But I stuck with it and stayed patient. Work with an optimistic attitude. Remember that when you bring on your own gloom, you bring on your own doom."

Station Profile

kmbz radio

KMBZ "Z-98"/Kansas City
Box 98, Kansas City, MO 64141
(913) 236-9800

OWNER: Bonneville
PRESIDENT/GM: Walt Lochman
PD/MD: Steve Bell
CONSULTANT: Frank Magid
REP: Torbet
980 kHz
5kw

"What we strive to be at KMBZ is a part of the community and a reflection of the community — Kansas City. That's why our current image slogan is 'Kansas City's Brand of Radio.' We believe in being a full-service radio station, but that doesn't mean we allow ourselves to take things too seriously or become stuffy.

"Personalities are a major element of the KMBZ sound. Our lineup is: mornings Ray Dunaway; middays Johnny Dolan; afternoons Curt 'Mother' Merz; evenings Wes Cunningham; weekends Scott Henderson and Steve Bell.

"KMBZ has a four-member news staff, headed by Neil Poindexter, plus a Sunday night talk host, two traffic reporters, and noon-hour psychologist Dr. Marshall Saper. KMBZ carries Royals baseball and Missouri University football and basketball.

"Our music is carefully dayparted A/C. KMBZ programs lots of contests, including the hourly 'Jackpot Jingle' cash call, with \$1000+ prizes. All efforts are supported by heavy TV and outdoor advertising, plus lots of remotes and public appearances at important local events.

"Does KMBZ live up to its dream of touching the community? We recently raised over \$25,000 for the Salvation Army in one day! Our talented airstaff wrote, played, and sang their own Christmas song, 'Kansas City Christmas.' It was the most requested song on the station. We also turned out over 2000 people to watch an amateur football game in 10-degree weather on New Year's morning. I'd say we're relating!"

—Steve Bell

**WSFM
99**

A/C Picture Page



KEEPING WARM ON THE ROAD — Looking well-prepared for those nippy northern California nights, Warner Bros. artist Nicolette Larson is congratulated after her show by KSXO/Redding, CA PD Johnny Logan and WB's Gary Briggs. Her appearance was part of the final leg of a national tour.



ROLLING FOR GOOD HEALTH — At a recent celebrity bar dice tournament to raise money for Cystic Fibrosis, WEMP/Milwaukee air personalities Tim Marley (left) and Dick Alpert (right) join Milwaukee Brewers pitcher Mike Caldwell (center) in a battle for the highest score.



BATON ROUGE KIND OF FRIENDS — Arista artist Barry Manilow enjoys a glass of wine with WAFB/Baton Rouge PD Michael Adams (left) and MD Rick Daniels (right) following his recent appearance in town.



VP BUSH VISITS WMAL — Vice President George Bush made a special appearance on WMAL/Washington's "McCaffrey At Large" program, hosted by WMAL political correspondent Joseph McCaffrey (right). Topics discussed during the one-hour live broadcast included defense spending, unemployment, and the economy.



TRADE IN THAT STUDIO TAN — WPXY/Rochester PD Tom Mitchell (center) presents the winners of its vacation drawing with a balmy week for two in the Bahamas. WPXY matched its frequency by tossing in an extra \$98 in spending money.



ROUGH DAY AT THE OFFICE — Always willing to help with radio's dirty work, KPPL/Denver personality Chuck Buell agreed to assist in selecting the "Pure Gold" cheerleading team for the new USFL Denver Gold football club. Shown here with five of the 20 winners, Chuck's managed to muster a smile, even though he was anxious to get back to his favorite job of bulking carts.



SALUTING THE STEREO SWITCH — Anchorage mayor Tony Knowles had the honor of pushing the button which turned KFQD/Anchorage into the state's first stereo station. Posing for the occasion are (l-r) personality Marcus In The Morning, GM Roy Robinson, Chief Engineer Gale Allred, Mayor Knowles, afternoon man Ed Riley, and PD Jim Scott.



HERE COME THE BRIDES — Supported by 45 area businesses, WKZE-FM/Cape Cod hosted a giant bridal show for 2000 listeners and 350 brides, complete with an eight-piece orchestra. Among other prizes, the station gave away a honeymoon in Acapulco. From left, Business Manager Anita Robinson, VP/GM Al Makkay; his daughter, Executive Sales Rep Maureen Makkay; MD Joan Orr; friend; office coordinator Charleen Goudreault; News Director Dan Corkery; Traffic/Continuity Director Gretchen O'Rell; and evening personality Rick Harris.



"HOLE-IER" THAN THOU — In a monthlong promotion against pothole profusion, WELI/New Haven received hundreds of calls detailing the exact locations of the "worst pothole you know." Selected entrants received a free front end alignment, while two winners received sets of snow tires. Shown here demonstrating their "hands-on" ability are traffic reporter Mac McCarthy and morning man Ron Rohmer.

Legend
The
Larry
Legend
Milk Chocolate with Roasted Peanuts
OUTRAGEOUSLY
NET WT. 2oz (56.7g)

HE'S A NUT, BUT HE'S SWEET — In the latest adventure of WZUU/Milwaukee personality Larry "The Legend" Johnson, Larry arranged for his own candy bar to be manufactured, with all proceeds going to charity. Particularly noteworthy is that 100,000 of 'em were sold in the first seven days! Now the candy bar is being carried in 257 stores in Milwaukee and the midwest. At two ounces apiece, they're a real sweet deal.

Country Pictures



REBA NOT ALONE AT LONE STAR — Reba McEntire's two sets at New York's Lone Star Cafe were SRO, which was good news not only for Reba but also for WHN/New York, which broadcast her second set live with Lee Arnold hosting. Pictured backstage prior to the broadcast are (l-r, standing) Arnold, PolyGram's Frank Leffel, WKHK/New York's Tim Byrd, United Stations' Ed Salamon, WHN's Dan Taylor, and PolyGram President Guenter Hensler; (kneeling, l-r) PolyGram's Randy Roberts, United Stations' Susan Storms, Reba, and WHN MD Pam Green.



GLASER GOES SOLO — Jim Glaser, who debuted his first single as a solo artist on newly-formed Noble Vision Records, visited WPLO/Atlanta and proved once and for all that station MD Johnny Gray actually does exist! All smiles over Glaser's first effort are (l-r) Noble Vision VP Hal Oven, label President Don Tolle, Glaser, Gray, and independent promoter Wade Pepper.



RIISING TO THE OCCASION — KONE/Reno PM drive DJ Bob Ramsey decided a little fresh air might be a nice change of pace, so he took his show to the air recently, broadcasting live in the sky for an hour and a half in an eight-story ballroom, pictured here. We all know DJs have a lot of hot air, but this is ridiculous!



MEL MAKES MUSIC AT VALLEY FORGE — WFIL/Philadelphia air personality Sara Louise Levin joined Mel Tillis backstage during his performance at nearby Valley Forge Music Fair to record some "liners" for the station (which, in Mel's case, probably turned into 60-second promos!).



WHO IS THAT MASKED MAN? — The first annual CJAX/Edmonton, "Rockin' Country Masquerade" was a rousing success, due in part to the ingenious costumes that partygoers concocted, which included one man dressed as a car engine complete with an air filter chapeau (far right); "Balding, Fat, No Taste Tourists" (man and woman in center); and Batman and Robin (far left), who arrived in a gold Bricklin car! "The Count" holding the microphone is station afternoon man Mike Sobel.



WMAQ PLAYS BALL — With spring almost here, can baseball be far behind? Obviously not from the looks of WMAQ/Chicago VP/GM Dave Martin's office, as he discusses the upcoming season with Chicago White Sox mascot "Ribbie."



OAKS CONCERT IN K100 COUNTRY — K100/Moorhead, MN recently brought the Oak Ridge Boys to town and packed the house. Backstage was packed too as station personnel gathered round to greet their guests. Pictured standing (l-r) are K100 PD Ken Donovan, Lauren Michaels, William Golden, Brandy Lee, Joe Bonsall, Duane Allen, Kyrie Sandum, Richard Sterban, and Allen Kelly; (kneeling, l-r) Scott Winston and Joe Warren.



THE KING SINGS ON — Do you think you sound like Elvis, huh? Well Jim Duran sounded enough like him to win the KLAC/Los Angeles and Delta Airlines-sponsored "Elvis Soundalike" contest held at the Palomino Club. 30 contestants vied for the grand prize of an all-expenses paid trip for two to Memphis. Shown on stage at the Palomino are (l-r) Delta Airlines' Fred Kirksey, Palomino owner Tommy Thomas, winner Duran, Delta's Michael Pulli, RCA's Carson Schreiber, and KLAC PD Charlie Cook.



A REAL CLASS ACT — Classic Country 1190 (KPLX/Dallas) afternoon personality Mike McBride (left) and evening personality Jason Walker (right) welcome Lynn Anderson to the studios during her recent stopover in Dallas.



PLEASE DON'T SQUEEZE THE ARTIST! — When Barbara Mandrell appeared at the National Cattle Congress in Waterloo, IA, she got to meet the real Mr. Whipple, KWMT/Ft. Dodge evening jock and music assistant Kevin Whipple. Kevin (far left) is pictured trying not to squeeze the diminutive singer and two KWMT listeners who won tickets to the show.



DIAMONDS ARE ANYONE'S BEST FRIEND — WGNG/Providence, in conjunction with the Van Scoy Diamond Mines, awarded a \$500 gift certificate to two lucky listeners, Dennis and Stella Neri and, best of all, the prize came on Christmas Eve! Pictured passing along the good fortune to the Neris are Van Scoy Diamond Mines rep Carol Nason (left) and WGNG General Sales Manager Dick Poholek (right).

Nashville This Week



SHARON ALLEN

The Nashville Songwriters Association International's songwriting awards hold special meaning to those honored. They are not awards from the music business nor are they fan-voted. They represent "a feather in one's cap" because they are voted by the 2000 members of the NSAI (from songwriter to songwriter).

For the second consecutive year Rhonda Kye Fleming and Dennis Morgan ("Nobody") walked away with the Songwriters of the Year award at the association's banquet Saturday night (3-5). "Always On My Mind" by Johnny Christopher, Wayne Carson Thompson and Mark James merited Song of the Year honors. Other songwriters honored at the NSAI banquet were: Carl Chambers for "Close Enough To Perfect"; Carl Butler, Louise Certain, Gladys Stacey, and Marijohn Wilkin for "Crying My Heart Out Over You"; Harlan Howard and Bobby Braddock for "I Don't Remember Loving You"; Dewayne Blackwell for "I'm Gonna Hire A Wino To Decorate Our Home"; Shawna Harrington, Mark Gray, and Les Taylor for "It Ain't Easy Bein' Easy"; Don Goodman, Pam Rose, and Mary Ann Kennedy for "Ring On Her Finger, Time On Her Hands"; Tim DuBois for "She Got The Goldmine (I Got The Shaft)"; Thom Schuyler for "Sixteenth Avenue"; Michael Clark and John Bettis for "Slow Hand"; Eddy Raven for "Thank God For Kids"; Rafe VanHoy for "What's Forever For"; Bobby Braddock for "Would You Catch A Falling Star"; and Wayland Holyfield and Randy Hatch for "You're The Best Break This Ole Heart Ever Had."

The NSAI banquet concluded a weekend filled with songwriter seminars and a showcase videotaped by Top Of The Line for television.

Now is the time to start digging through the hall closet for your tennis racquet! The tenth annual Music City Tennis Invitational, a benefit for the Children's Hospital of Vanderbilt University, is scheduled for April 29 - May 1 at Maryland Farms Racquet and Country Club. Nashville's music industry presents, plans and coordinates the tournament. Proceeds from the annual event rotate among various charities. Industry leaders who helped found the tournament ten years ago have been named honorary chairpersons: Helen Farmer of the Country Music Association, Wesley Rose of Acuff-Rose Publishing, and Frances Preston of Broadcast Music, Inc. BMI's Joe Moscheo chairs the 1983 event, with Bill Wade of Third National Bank and Mick Lloyd of Little Giant Productions serving as tournament coordinators. For more information call Joe Moscheo at (615) 259-3625.



Practicing their form for the upcoming Music City Tennis Invitational are (l-r) Wesley Rose, CMA's Helen Farmer, Children's Hospital Board Chairman Bill Denny, BMI VP Frances Preston, and BMI's Joe Moscheo (chairman of the event).

Charley Pride performs a benefit concert to help NSAI in their campaign to "Save America's Music." The show hosted by the American Society of Composers, Authors and Publishers (ASCAP) takes place at Billy Bob's Texas in Ft. Worth, on Wednesday, March 30, 1983. Tickets are \$10 for reserved seats and available nationally through Ticketron.

BITS & PIECES: Hank Williams Jr. has a knack for revealing his own personal lifestyle in his songs. "Gonna Go Huntin' Tonight" is relevant to this theory because he has an African safari lined up for this summer. However, the game he'll be looking for may differ slightly from that mentioned in his current single... During a performance in West Palm Beach, FL recently, Leon Everett's voice started giving out. So-o-o, to keep the audience entertained he climbed a 100-foot scaffold and did some acrobatics. Wonder what he could do for an encore??? Jack & Bill Music acquired the Angel Wing catalog, owned by Buzz Cason, which includes some 500 songs by Steve Gibb (among them "She Believes In Me"). In addition, Gibb has signed to Jack & Bill as a long term exclusive writer... Mercury/PolyGram Records has signed Ray Stevens to a recording contract. Other signings to their country roster this year include Tari Hensley and Steve Clark... Epic artist Slim Whitman recently performed at the Smithsonian's Baird Auditorium in Washington DC... File this



RCA Records gets a leg up on the competition by presenting Gus Hardin's debut single to KNIX/Phoenix. Pictured behind their Foster Grants are (l-r) RCA's National Director of Country Promotion Bob Heatherly, RCA West Coast Country Promotion Manager Carson Schreiber, Gus Hardin, and KNIX MD Doug Brannan.

in your "did you know" folder: Gus Hardin's real name is Carolyn Ann! When asked, she is likely to say, "Yeah, Gus is short for Carolyn in Oklahoma!" Through the years she has been tagged with several nicknames - Priss Cat, Cookie, Red, and Mickey, and others she declined to mention, indicating they might not be fit for print - Gus, however, is the one that stuck. George Jones married his long-time companion Nancy Sepulveda on Friday, March 4. The ceremony took place in the home of Jones's sister, Helen Scroggins, in Woodville, TX. George and Nancy purchased property in Texas with plans to settle down and perhaps open a country music park there (tentatively titled "Jones Country")



Jerry Reed, Sylvia, and Waylon Jennings were caught "Talkin' Country" prior to going on the air with the show's host Charlie Cook at the Country Radio Seminar.

... Compleat Records signed country rocker Rusty Wier to the country roster. Wier's first single is scheduled for release in April... Promotional music videos among the finalists for the 1st annual American Video Awards include "Are The Good Times Really Over For Good" by Merle Haggard and Rosanne Cash's "I Wonder." Both video works were selected from a qualifying field of 30 country music videos by a panel of 10 judges who represent the areas of film, television and recording. Casey Kasem will host the awards presentation on April 6, at Los Angeles's Beverly Theatre, which will be taped by Scotti Syd Vinnedge Television for national syndication April 15 - May 1... In case you were wondering about Waylon Jennings's latest single "Lucille," it is not a remake of the Kenny Rogers's 1976 release, but rather a resurrection of Little Richard's standard rocker from 1957... Cable viewers will have the opportunity to see Willie Nelson perform in late April or early May when HBO presents "Willie Nelson & Friends In Concert." The program was videotaped at Nelson's Austin Opry House. In the meantime, Willie is on tour in the Northeast. While in that neck of the woods, Willie stopped in at the 1983 Awards Dinner of the Songwriters Hall of Fame in New York on March 7, where he received a "Lifetime Achievement Award" (The Songwriters Hall of Fame is a division of the National Academy of Popular Music).

The San Diego area code recently changed from 714 to 619. Please make note of this in your phone books, as both of our reporters in that market would like to keep in touch!

The Music Section

Country's Most Accurate Music Information

Adds & Hots... See Page 49
New & Active... See Page 64

Station Profile

WSIX-FM/Nashville
441 Murfreesboro Road
Nashville, TN 37210
(615) 259-2200

GM: Cecil Thomas
PD: Gerry House
MD: Beau Kent

Owner: General Electric Broadcasting
Rep: Katz

97.9 mHz
100,000 watts ERP

The station was a Beautiful Music station before it switched over about 10-12 years ago to beautiful country music. It was a slow transition over a period of time as we got deeper and deeper into country music, but it has really caught on; and the station has always done well in the ratings.

As country music continues to change, we change right along with it. However, we won't play a song just because it happens to be #1 nationally if it doesn't fit our sound, which makes a lot of the major labels mad at us! Consistency is the key to our success because people know they can hear a good sophisticated kind of country music on WSIX-FM. That's why we call ourselves "Metropolitan Country." Also, our announcers are very professional and don't talk down to the audience. They realize that country music listeners have changed over the years just like the music has and that a lot of professional people listen to us.

We're fairly low-key promotionwise unless we can have an exclusive on a concert or something. However, when we do a giveaway, it's done first class. For instance, when Kenny Rogers came to town we provided limousine service to and from the concert for our winners, and a lot of times we'll treat listeners to dinner at one of our better restaurants in town. We approach people as adults.

We're heavy on ballads but then again we don't want to put people to sleep. We don't think of ourselves as just a background station, because we provide a lot of information services and we're unique in that when we do talk we're able to project our own personalities on the air without having to talk after each record or be real hyper. We just try to relate to the audience in a very friendly, personal way.

Beau Kent, MD



KHJ AWARDED NEWS HONORS - KHJ & KRTH/Los Angeles VP/GM Allan D. Chlowitz is flanked by his award-winning newsteam following the presentation of quadruple Valley Press Club awards. Pictured (l-r) are reporters Suzanne Whatley and Zeta Graham, Chlowitz, ND/midday anchor Lori Lerner and afternoon anchor Diane Thompson.



Country News
Proudly Welcomes New Affiliates
WKSJ-FM/Mobile
WXBQ-FM/Johnson City
Call Pete Howard or John Peterson (213) 392-8743
228 Main St., Suite R Venice, CA. 90291

News/Talk



BRAD WOODWARD

WCKY Climbs Back In Cincinnati

WCKY/Cincinnati's impressive gain (4.5-7.2) in the latest Arbitron could be interpreted as a victory for the gradual method of phasing in News/Talk, as opposed to what might be called the "total immersion" or overnight approach.

After seeing its former A/C format erode precipitously (11.1-6.4 in a single year), WCKY began its changeover to N/T early in 1981 by first adding morning and afternoon news blocks. "We saw the marketplace beginning to change," PD Jim Glass explains. "People started becoming more aware of their world. The Iranian hostage incident, I think, accomplished this more than anything."

Six months later "generic" daytime talk was added, single-subject night talk programming followed, and the conversion was completed, 18 months after it began, when all weekend music was replaced by talk in July of 1982.

Holding The Core Audience

I asked Glass, who moved up from Assistant PD during the transition, why a phased-in approach was used. He identified three prime concerns: "To reduce and control the shock factor of the format change, to maintain our core audience, and to maintain profitability during the transition. This city has never before been exposed to all-News/Talk. We felt there was an education process necessary to maintain our core audience while we brought new people to the radio station."



Jim is satisfied his approach worked by preventing wholesale defections of listeners loyal to WCKY's longtime, strong news image. "I submit that had we changed to this format in one grand move — one Mon-

day morning signed on all News/Talk — every daypart would have gone immediately from an 8.7 to a 4.1, or from 11.9 to a 5," Jim told me. "What we did was have an increase for one book, maintain an erosion pattern for two books, and in the fourth book turned everything back around. But we turned it around from a larger base. We didn't slip so far that we were down to practically nothing. And we survived while we were doing it."

Jim points out that the latest book is the first to reflect the station's total changeover. The previous sweep also occurred after WCKY's daytime talk had been in place only a few months. By last fall, the audience for that daypart had more than doubled (to nearly double figures). In fact, while WCKY is ranked sixth in the market overall, its morning news block and middays are second in their dayparts.

"You're not dealing with 700 callers to seven lines; you might be dealing with 700,000 callers to 27 lines."

Deep-Sixing Music Weekends

Jim is convinced that getting rid of music on weekends last summer played a major role in WCKY's surge. "There has been a lot of research written saying there are, of course, more potential talk listeners available to you on the weekend. We were turning our back on those people. And until we brought them into the format we were hurting ourselves a little bit. We were trying to say to this city that we are Talk and News Monday through Friday, but on Saturday and Sunday we're not. If you need anything, it's absolute clarity as to who and what you are."

I asked Jim if he regrets not making the move to weekend Talk sooner. "Yes. But



I'll tell you why I didn't: because we had not found the right people to do the job. Quite honestly, I had targeted the weekend to be done completely before the end of the spring book in '81. But trying to find weekend talent of top quality part-time is very difficult. We could have done two things: we could have just opted to get the format at the cost of having the right talent, or hold and find the right talent to accomplish the format. Talk has to be played like a record. If you had bad talk on the air, it's just like running a bad piece of music."

"Everything We Say Is News"

Heavy outside promotion for the first time also aided WCKY's resurgence, Jim believes. "We did not begin heavily marketing the radio station on the outside until fall 1982, because we did not feel that we had the product on hand that we wanted to sell yet. We did not want to say heavily to the community of Cincinnati that 'this is WCKY' when the station was still changing. Once that was completed, we went heavily into newspaper, television, billboards and on-air promotion." Glass saw immediate results from the campaign, which mainly stressed the morning news show. "You could see the groundswell in the Birch book all through the fall. We did not fear the Arbitron book at all."

Asked how WCKY built its promotional campaign, Jim explained, "We subscribe to the theory that you first find out what the people think of you, and then tell them that's exactly what you are. So we have been involved in focus study groups to try to determine how we are perceived in the

61% Winners In N/T's Fall Book

A survey of nearly 70 News and News/Talk stations in major and medium markets shows ratings winners outnumbering losers nearly two-to-one. Fully 61% had ratings increases in the recently released fall '82 Arbitrons. That compares to 38% with ratings declines and 1% remaining steady.

Among those showing significant advances of one share point or more were KGO/San Francisco (7.2-8.4), KCBS/San Francisco (4.6-6.7), WRKO/Boston (2.4-4.4), WXYZ/Detroit (4.0-5.6), WFAA/Dallas (3.0-4.1), KMOX/St. Louis (21.1-23.4), WBSM/New Bedford, MA (2.9-4.1), WEAN/Providence (4.6-5.9), KSTP/Minneapolis (3.1-4.1), WPLP/Tampa (2.2-3.7), KTAR/Phoenix (8.8-10.1), KOA/Denver (5.6-6.6), KNUS/Denver (.9-2.6), KXL/Portland (2.7-4.8), WLAC/Nashville (5.7-6.8), KTOK/Oklahoma City (10.6-12.3), and KGU/Honolulu (1.7-4.7).

marketplace. As a result of these, we elected to utilize the slogan this past fall, 'Everything We Say Is News.' That's very clearly stating that everything on this station has a foundation in news and information, including the talk shows."

Stressing Local Involvement

Another key to WCKY's success is its local emphasis. The only exceptions are Mutual's Larry King overnight, Ed Busch's taped talk on Saturday evenings, and some syndicated religious public affairs. "The one thing we protect above all else is that we are in Cincinnati, Ohio," says Jim. "We try to maintain everything locally."

He explained, "I think network talk is potentially good for listenership but I'm not so sure it's conducive to participation. The quality of network radio is fantastic. The guests available are fantastic. Where it hurts a little bit is that you're not dealing with 700 callers to seven lines; you might be dealing with 700,000 callers to 27 lines. And that, for daytime in Cincinnati, OH, is not attractive to us." Undoubtedly, the lack of any fulltime News or Talk competition has aided WCKY, but Glass says he wouldn't

"When we went into the format we looked at it as a five-year project. We figured 12 to 18 months to get it turned around and it ended up taking us a little bit longer than that."

fear, for instance, the entrance of ABC Talkradio into the market. "I think we're offering something — and I'm not maligning the ABC product — that they cannot, and that is local Cincinnati involvement. In local talk, what is happening right here, right now is the only relevant thing."

Service Oriented Weekends

WCKY's local emphasis includes a heavy commitment to service-oriented, "how-to" programming, especially on the weekends and evenings. After a three-hour news block the station's Saturday morning lineup offers gardening and plants (9-10), consumer affairs (10-11), and car repair (11-noon). For three hours Sunday morning there's a "tradio" or swap shop show that Glass claims draws a "just phenomenal" number of calls and letters. There's also non-denominational Bible talk Sunday evenings. Future weekend offerings may include legal and home repair programs.

Unlike many stations, which have midday psychology talk shows, WCKY slots its psychologist weeknights from 6-8pm. "We felt we wanted to hit the populace when they were most available to the telephone, because this is a show where, if you have a problem and you need some help, you need to call and explain your difficulty," Jim

"We're interested in getting the job done and getting it done right."

reasons. "That's sometimes difficult in a work environment." Weeknights are rounded out with sports talk (8-10), car care (10-11), religious public affairs (11-midnight), and Larry King.

Lengthy Turnaround Demands Ownership Commitment

Finally, Glass stresses that a successful conversion to News/Talk requires patience and total dedication from the top. "I can't emphasize enough how important it is to have that commitment from ownership," Jim said. "The pressures against this format are immense. In the first year alone just the cost of equipment was phenomenal. If the expenses outweigh the income, at what point does the commitment of ownership say 'that's enough?' A News/Talk format is not a one or two-year turnaround. It could be a two to five-year turnaround, in our estimation." Clearly, as PD, Glass feels he has the necessary backing from WCKY's owner, Truth Publishing, which bought the station in late 1975 from Post-Newsweek.

"When we went into the format we looked at it as a five-year project. We figured 12 to 18 months to get it turned around and it ended up taking us a little bit longer than that. I would rather err on the side of being conservative and being correct, than reacting with a knee-jerk and suffering for it later. We approach everything we do possibly slower than other stations might. We're interested in getting the job done and getting it done right."

On The Move

Now doing eight daily business reports on WOR/New York is Peter Rutledge, formerly of the computer and high tech trade magazine Retail Technology... Joining WBBM/Chicago as anchor reporters are David Roe of KNUS/Denver and Craig Dellimore of AP Radio in Washington... KSDO/San Diego has named former TV talk host Paul Bloom to handle its midday talk show, originating from Harbor House Restaurant in Seaport Village. Taking on evening sports talk duties for KSDO is Ed "Superfan" Bieler... KCNN/San Diego has hired Ted Tillotson as morning news anchor... Meanwhile, WGBS/Miami continues rounding the staff after its recent format switch. David Gold is morning talk host, coming from WPLP/Tampa. Afternoons are being handled by Barry Young, ex-WFAA/Dallas host. Moving into the evening talk slot (9-midnight) is Bev Smith of KDKA/Pittsburgh. Steve Konrad has left WIP/Philadelphia to become Business Editor at WGBS.

Black Radio



WALT LOVE

The 1983 Expanded Record Promotion Checklist

This week, as a service to all our readers, we present the updated and expanded 1983 edition of our Record Promotion Checklist. Last year when we printed a similar list it was well received by all. Since the record community has continued to go through many changes in the last year, I felt the updated list might be of use early in the year this time. The following list is composed of companies that handle black music and jazz product.

This year's collection is an update and expansion of last year's, and we've tried to include almost everyone. You'll find the name of the company, address, phone number, and the name of the contact person in charge of promotion or their representative. I hope all of you program directors and music directors find it useful again this year. You might want to clip it out and save it!

A&M/Jheryl Busby
1416 N. La Brea Ave., Hollywood, CA 90028
(213) 469-2411

Arista (East) Inc. GRP/Buddah/Jive
Richard Smith
6 West 57th Street/New York, NY 10019
(212) 489-7400

Arista (West)/Vaughn Thomas
8370 Wilshire Boulevard/Beverly Hills, CA 90211
(213) 655-9222

Atlantic (East) Inc. Atco/Cotillion/Mirage/Modern/RFC/Swan Song/Island/etc.
Everett Smith
75 Rockefeller Plaza/New York, NY 10019
(212) 484-8145

Atlantic (West)/Marty Mack
9229 Sunset Blvd. #710/Los Angeles, CA 90069
(213) 278-9230

BC/Ben Celic
207 Dahill/Brooklyn, NY 11218
(212) 851-8338

Becket Inc. Sutra/Sunnyview/Dash/Sound Of New York
Dan Joseph
1790 Broadway/New York, NY 10019
(212) 757-9880

Boardwalk/Ruben Rodriguez
888 7th Ave. Rm 413/New York, NY 10106
(212) 765-5103

Capitol Inc. EMI America/Liberty
Rusty Moody/Ronnie Jones
1750 N. Vine Street/Hollywood, CA 90028
(213) 462-6252

Chrysalis/Jack Forsythe
9255 Sunset Blvd./Los Angeles, CA 90069
(213) 550-0171

Columbia (East)/Vernon Slaughter
51 West 52nd Street/New York, NY 10019
(212) 976-4692

Columbia (West)/Doug Wilkins
1901 Century Park West/Los Angeles, CA 90067
(213) 556-4934

Destiny/Ron Altbach VP
113 N. Robertson Blvd./Los Angeles, CA 90048
(213) 274-9300

Elektra/Asylum (East) inc. Solar/Musician
Greg Peck
665 5th Ave./New York, NY 10022
(212) 355-7610

Elektra/Asylum (West)
Greg Peck/Joe Morrow
962 N. La Cienega Blvd./Los Angeles, CA 90069
(213) 655-8280

Epic (East) Portrait/T-Neck/Tabu/Pavillion/Coast To Coast/Believe In A Dream/CIM/ & other Assoc. Labels
T.C. Thompkins
51 West 52nd Street/New York, NY 10019
(212) 975-8066

Epic (West)/Maurice Warfield
1901 Century Park West/Los Angeles, CA 90067
(213) 556-4778

Fantasy Inc. Milestone/Prestige/Stax/Riverside/Galaxy
Phil Jones
2600 10th & Parker/Berkeley, CA 94710
(415) 549-2500

Fountain/Sara Melendez
63 E. Adams #504/Chicago, IL 60603
(312) 987-0994

Geffen/Johnny Barbis
9126 Sunset Blvd./Los Angeles, CA 90069
(213) 278-9010

HCRC/Anne Leasear
7600 West Tidwell/Houston, TX 77040
(713) 462-4142

HighRise/William Sheppard
6363 Sunset Blvd., Ste. 711/Hollywood, CA 90028
(213) 461-0121

STATION PROFILE



MAGIC WMGI
"Magic 1390 AM"

4908 NW 34th Street, Suite 17
Gainesville, FL 32605
(904) 375-2200

Owner: Sunshine Wireless Company
GM: Dick Drury
PD/MD: Albert A. Jiles
National Sales Rep: Jack Masia & Co.

1390 kHz
5000w

"Magic Music is contemporary, vibrant, and universal. Modern popular music from Quincy Jones, Dionne Warwick, Steely Dan and George Benson; adult-appeal jazz fusion from Al Jarreau, Grover Washington Jr., Spyro Gyra, and Herb Alpert; and rhythm hits from Donna Summer, Aretha Franklin, Stevie Wonder, and Earth, Wind & Fire are all carefully blended and balanced to radiate a positive and unique sound.

"WMGI-AM also has special programming. Magic broadcasts 'The Sunday Morning Jazz Alternative' (the highest-rated single radio program in the Gainesville area) every weekend from 7am until noon and live jazz concerts featuring local and imported musicians and bands. Magic utilizes a 'commercial highlight' presentation, which is accomplished by grouping uninterrupted musical segments from 12 to 16 minutes in length. Proper framing and integration of commercial messages reduce clutter, allowing the advertiser's message to come through.

"Magic is an adult-appeal station, designed to reach the 18-49 age group with strongest emphasis among 25-34 year-old females. Our research indicates a significant interest from men 25 years of age and older."

—Albert A. Jiles

Importe/12
Mike Wilkinson
600 3rd Ave./New York, NY 10016
(212) 687-2318

Island Inc. Mango/Antilles (Jazz)
Walter Combs
444 Madison Ave./New York, NY 10022
(212) 355-6550

Kelli-Arts/Gus Redmond
8 E. Chestnut St./Chicago, IL 60611
(312) 943-0305

LARC/Bill Craig
6255 Sunset Blvd. #1126/Los Angeles, CA 90028
(213) 460-6325

MCA/Elmer Hill
70 Universal City/Universal City, CA 91608
(213) 508-4010

Mirage/Bob Greenberg
9229 Sunset Blvd. #707/Los Angeles, CA 90069
(213) 278-6350

Motown Inc. Tamla/Gordy
Don Carter
6255 Sunset Blvd./Los Angeles, CA 90028
(213) 468-3610

New York International/Danny Lewitts
1334 Gun Hill Road/Bronx, NY 10469
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Prelude/Joey Bonner
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(212) 974-0360

Prism/D. Joseph
636 11th Ave./New York, NY 10036
(212) 586-3375

Profile/Manny Bella
250 W. 57th St./New York, NY 10107
(212) 582-3555

Quality Records/Bert Coleman
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RCA (East) Inc. Millennium/Planet/Salsoul etc.
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Sugarhill/Diane Morre
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Total Experience/Jan Mitchell
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Los Angeles, CA 90028 / (213) 462-6585

Twenty-One/Dick Kilne
161 W. 54th Street, Ste. 401/New York, NY 10019
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Vanguard/Tom Gray
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(212) 255-7732

Venture/Al Edmondson Jr.
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Greenbelt, MD 20770 / (301) 441-3900

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Cortez Thompson
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CTI/Duke DuBois
Old Chelsea Station
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Discovery/Patricia Nickerson
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(213) 938-5482

First American Inc. Jazz Man/Music Is Medicine
Kimberly Longacre
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Gramavision/Patricia Kiel
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(212) 245-7033

Headfirst/Bill Traut
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Jam/Richard Spring
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Muse/Joe Fields
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This Week In Music History

DAN FORMENTO

John & Yoko Bed-For-Peace

MONDAY, MARCH 21 — It's not unusual for newlyweds to spend the honeymoon in bed. It is, however, when the press is invited to attend. Such was the case on March 21, 1969, when John Lennon and Yoko Ono kicked off the first of several "Bed-Ins For Peace" at the Amsterdam Hilton Hotel the day after their marriage. "Yoko and I are willing to be the world's clowns," John said, "if by doing so it will do some good. For reasons known only to themselves, people do print what I say. And I'm saying peace." The Amsterdam Bed-In was principally a dress rehearsal for the Montreal Bed-In two months later.

EXTRA FACTS: Beatles' first Cavern Club appearance, 1961 . . . Happy birthday Eddie Money, 1949.

A&M Signs The Police

TUESDAY, MARCH 22 — It took little prodding by Manager Miles Copeland to get the executives at A&M in England to listen to a tape of his new group the Police. Especially now, since Miles had just inked a deal with A&M for Squeeze, to the delight of all concerned. So when Copeland played a recording of "Roxanne" to A&M's Mike Noble on March 22, 1978, Noble agreed to release the song as a single. "That was the turning point for the Police," singer Sting confessed. "I'd never had a record contract or even been near a record company. It was a milestone for me."

The S.N.A.C.K. Concert

WEDNESDAY, MARCH 23 — Rock concert emperor Bill Graham staged yet another daylong music extravaganza on March 23, 1975 . . . the SNACK benefit. SNACK, an acronym standing for Students Need Activities, Culture, and Kicks, was held at Kezar Stadium in San Francisco, and starred Bob Dylan, the Jefferson Starship, Santana, the Grateful Dead, and Neil Young. Marlon Brando also made an appearance to remind the crowd of its debt to the culture of the American Indian.

EXTRA FACTS: John Lennon's first book published, 1964 . . . and Lennon ordered to be deported from U.S., 1973.

Private Presley Reports

THURSDAY, MARCH 24 — Following a two-month deferment to complete the filming of "King Creole," Elvis Presley reported to the Memphis draft board on March 24, 1958, to be sworn into the U.S. Army and become Private US 53310761. Speculation that Elvis would spend his two years entertaining the troops in the Army's Special Services Branch were quelled by manager Colonel Tom Parker. The Colonel certainly didn't want his million-dollar star singing for free, and made it clear that Elvis wanted no "special" treatment. It reportedly cost America \$500,000 a year in lost income taxes during Presley's hitch.

The Who's U.S. Debut

FRIDAY, MARCH 25 — It was the last of Murray the K's famous rock marathons, an Easter Show held at the RKO Cinema in Manhattan on March 25, 1967, and topping the bill were Mitch Ryder and Wilson Pickett. But looking back reveals that it was the opening acts that day that made rock history. First, Cream took the stage, performing two songs ("I Feel Free" and "Spoonful") and exited to a spattering of applause. The second opener was the Who, making their first American appearance. Commanding the stage, the Who's set was explosive, complete with smoke bombs and smashed instruments at the finale . . . lasting trademarks of rock legends.

Music On TV

ABC, Patti Austin & James Ingram, Culture Club, DeBarge, Sheena Easton, the Flirts, Journey, John Schneider, and Bobby Vinton are on "Solid Gold" the week of March 18 . . . Jefferson Starship make their first "American Bandstand" appearance March 19, along with Lanier & Co.

. . . Dexys Midnight Runners are featured in concert on MTV March 19 . . . Billy Joel is the subject of an MTV special March 20 . . . Billy Squier headlines the first edition of the syndicated "Rock 'n' Roll Tonite" show, with guests Jeff Beck, Jack Mack & the Heart Attack, Les Paul, and Scandal. The show debuts the week of March 21 (actual date varying according to marketplace) . . . Kenny Rogers stars in a rerun of "Coward Of The County" March 21 on NBC, while he will be working on a two-part four-hour sequel to his other TV movie "The Gambler" for 1983-84 season airing over CBS . . . Laura Branigan visits "Merv Griffin" March 22 . . . Sheena Easton guests on the "Tonight Show" March 23, a night before her first special, "Act One," also on NBC . . . Mick Jagger will star as the emperor of Cathay (China in ancient times) in the fifth edition of Shelly Duvall's "Faerie Tale Theatre," a program entitled "The Nightingale," based on a Hans Christian Anderson story. The show will air in May over Showtime cable.



- **RUSS WITBERGER NAMED DOWNE BROADCASTING PRESIDENT**
- **DANNY DAVIS BECOMES MOTOWN VP**
- **BOBBY HURT APPOINTED VP/PROMOTION FOR ARIOLA**
- **NUMBER ONE FIVE YEARS AGO: "Night Fever" — Bee Gees (RSO) (2nd week)**
- **NUMBER ONE A/C: "Can't Smile Without You" — Barry Manilow (Arista)**
- **NUMBER ONE COUNTRY: "Mamas Don't Let Your Babies Grow Up To Be Cowboys" — Waylon & Willie (RCA) (4th week)**
- **NUMBER ONE LP: "Running On Empty" — Jackson Browne (Asylum) (10th week)**



MTV THIS WEEK:

REPORTED
HERE FIRST

ADDS

A FLOCK OF SEAGULLS "Wishing (I Had A Photograph Of You)"
BILLY JOEL "Goodbye Saigon"
BERLIN "Metro"
KAJAGOOGOO "Too Shy"
EDDY GRANT "Electric Avenue"
BANANARAMA "Shy Boy"
PSYCHEDELIC FURS "Run And Run"
GOLDEN EARRING "The Devil Made Me Do It"
LITTLE STEVEN & THE DISCIPLES OF SOUL "Under The Gun"
PATRICK SIMMONS "So Wrong"

HEAVY (3-4 plays a day)

PRETENDERS "Back On The Chain Gang"
GOLDEN EARRING "Twilight Zone"
RIC OCASEK "Something To Grab For"
DURAN DURAN "Rio"
DEF LEPPARD "Photograph"
TRIUMPH "A World Of Fantasy"
PAT BENATAR "Anxiety"
DEXYS MIDNIGHT RUNNERS "Come On Eileen"
JOURNEY "Separate Ways"
GREG KIHN BAND "Jeopardy"
AFTER THE FIRE "Der Kommissar"
FALCO "Der Kommissar"
PAT BENATAR "Little Too Late"
MEN AT WORK "Be Good Johnny"
BRYAN ADAMS "Cuts Like A Knife"

MEDIUM (2-3 plays)

STYX "Heavy Metal Poisoning"
J. GEILS BAND "Land Of 1000 Dances"
MODERN ENGLISH "I Melt With You"
RED RIDER "Light In The Tunnel"/"Human Race"
MICHAEL JACKSON "Billie Jean"
CULTURE CLUB "Do You Really Want To Hurt Me"
U2 "New Year's Day"
JOE JACKSON "Breaking Us In Two"
FIXX "Red Skies"
STYX "Mr. Roboto"
MEMBERS "Working Girl"
ULTRAVOX "Reap The Wild Wind"
HEAVEN 17 "Let Me Go"
NAKED EYES "Always Something There To Remind Me"
THOMAS DOLBY "She Blinded Me With Science"
ABC "Poison Arrow"
BILLY SQUIER "She's A Runner"
CALL "The Walls Came Down"
CHRIS DEBURGH "Don't Pay The Ferryman"
PRINCE "Little Red Corvette"
INXS "The One Thing"
JEFFERSON STARSHIP "Winds Of Change"

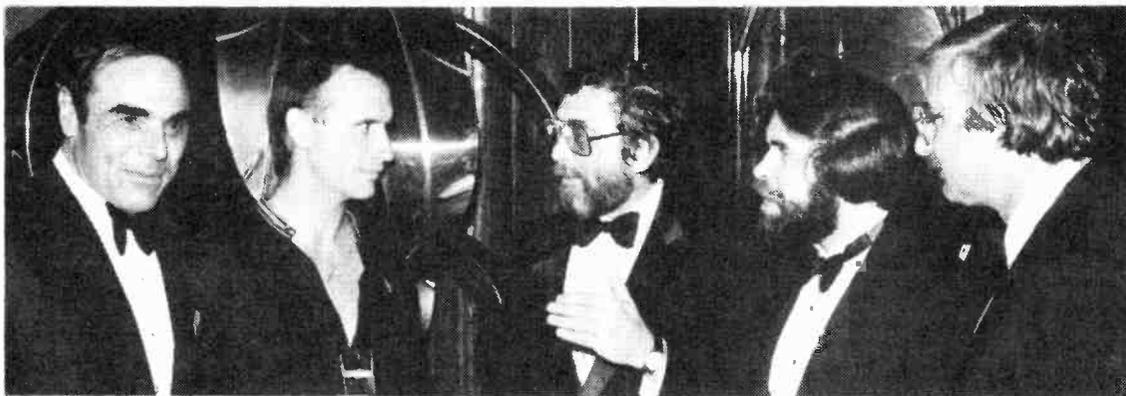
LIGHT (1-2 plays)

RANDY NEWMAN "I Love L.A."
LE ROUX "Carrie's Gone"
DEVO "That's Good"
TODD RUNDGREN "Hideaway"
RODWAY "I Am Electric"
DIVINYLS "Boys In Town"
JOHN HALL BAND "Love Me Again"
MALCOLM McLAREN "Buffalo Gals"
VANDENBERG "Love In Vain"
SUPERTRAMP "My Kind Of Lady"
MOLLY HATCHET "What's It Gonna Take"
GEORGE HATCHER BAND "Movin' On Down The Road"
SCANDAL "Love's Got A Line On You"
STRANGE ADVANCE "She Controls Me"
KENNY LOGGINS "Welcome To Heartlight"
SIMPLE MINDS "Promised You A Miracle"
LOZ NETTO "Fade Away"
DIRE STRAITS "Twisting By The Pool"
GARY MOORE "Always Gonna Love You"
CHUCK FRANCOUR "Under The Boulevard Lights"
NEIL YOUNG "Sample And Hold"
TOONS "Video Games"
TRIO "Anna"
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.

THE PICTURE PAGE

CBS Congratulates Man At Work



Men At Work singer Colin Hay was surrounded by top CBS executives at a reception following the Grammy Awards, at which Men At Work won Best New Artist. Pictured (l-r) are CBS Records Pres. Dick Asher, Hay, CBS Records Group Pres. Walter Yetnikoff, Columbia Sr. VP/GM Al Teller, and CBS West Coast Sr. VP/GM Myron Roth.

RCA Fetes Grammy Nominees



Following the Grammy Awards telecast, RCA held a party for its nominees. Pictured (l-r) are winner Leontyne Price, who performed on the show; nominee Rick Springfield; and RCA Records President Bob Summer.

Rissa-Chrissa Signs Cubie



Newly-formed Rissa-Chrissa Records has signed former Five Stairsteps singer Cubie Burke, with a single due shortly. Pictured (l-r) are manager Clarence Burke Sr., Rissa-Chrissa Exec. VP Paris Eley, Cubie Burke (front), label co-founder Fred Meyers, and company President Al Harrison.

Capaldi Joins Atlantic



Former Traffic drummer Jim Capaldi has signed with Atlantic, with an album co-produced by ex-Traffic partner Steve Winwood set for late March. Pictured (l-r) are Atlantic President Doug Morris, Capaldi, and WEA International's Ruby Merjan.

B'zz Land On Epic



Epic Records recently celebrated the formal signing of the B'zz, following the January release of their album. Pictured prior to the group's Trax/New York appearance are (l-r front) E/P/A Sr. VP/GM Don Dempsey, group's Steve Riley, Michael Tafoya, Tom Holland, and Tony Halinkovitch, and Epic's Dick Wingate; (l-r rear) management's Bob Brigham and Dan Davis, group's David Angel, and E/P/A VP Ron McCarrell.

Wilson Walks Off With MCA Sales Awards



At MCA Records Group's recent Tucson meetings, sales rep Walt Wilson won awards for both Sales Representative of the Year and Promotion of the Year. Wilson (left) is pictured with MCA Distributing VP John Burns.

Capricorn Cops Attitudes



Capricorn Records, recently reactivated, has signed five-piece Jacksonville rock band the Attitudes. Pictured (l-r) are Capricorn President Phil Walden, group's Frank Phillips, Judd Shirley, Danny Esposito, and Kent Mitchell, manager Darryl Brown, group's Mike Gossett, and Capricorn Exec. VP Frank Fenter.

Entertainment Co., Landers Renew Ties



The Entertainment Company and Jay Landers Music have renewed their joint venture in song co-publishing and development of new songwriters and production projects. Pictured (l-r) are Entertainment Company President Charles Koppelman, EC VP Linda Gerrity, and Landers Music President Jay Landers.

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894-FM/WBZZ, Pittsburgh's legendary Contemporary FM is now accepting applications for evening entertainer. T&R: Steve Kingston, 1715 Grandview Ave., Pittsburgh, PA 15211. EOE M/F (3-18)

Openings

Promotion Co-ordinator at WJLK in Central NJ. Radio & TV promotion experience a must. Send resume: Steve Rice, WJLK, Press Plaza, Ashbury, NJ 07712. EOE M/F (3-18)

Rock 'N' Roll Personalities

Major Northeast market rock 'n' roll radio station looking for talented personalities. If you fit the bill send your tape and resume to Radio & Records, 1930 Century Park West, #462, Los Angeles, CA 90067.

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 to Neil McGinely, PD, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. (3-18)

Openings

Hartford's 50,000 watt AOR searching for two talented "drivetime entertaining personalities. T&R only: Bill Nosal, WCCC, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (3-18)

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.

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

Openings

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)

East Coast CHR looking for night air talent. If you have creativity and discipline, I have the format and freedom. No beginners please. T&R to Radio & Records, 1930 Century Park #460, Los Angeles, CA 90067.

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)

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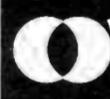
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PROGRAMMING SERVICE
Box 103 Indian Orchard,
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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.
Just call **PAM** at (213) 553-4330 for more information.

Opportunities

Openings

SOUTH

- WQSM-FM** seeks air personality with strong production skills. 5 yrs. minimum experience. T&R: Terry Jordan, Q-98/Fayetteville, NC 28303. (3-18)
- WNOE/New Orleans** now accepting T&R for future news opening. Eric Anderson, WNOE, 529 Bienville St., New Orleans, LA 70130. No calls please. EOE M/F (3-18)
- WEZS/Richmond, EZ104**, seeks hungry A/C jock. No calls please. T&R: Sam Church, 121 WYCK St., Richmond, VA 23225. EOE M/F (3-18)
- 93Z/El Paso** is searching for DJs for future openings. T&R: Bob West, 93Z, 4150 Pinnacle., Suite 120, El Paso, TX 79902. EOE M/F (3-18)
- WQXM-98ROCK/Tampa** the fastest market in FL has fulltime and part-time openings. T&R: George Harris, Box 4809, Clearwater, FL 33518. EOE M/F (3-18)
- 93Z/El Paso** is looking for newperson. T&R: Bob West, 93Z, 4150 Pinnacle St., Suite 120, El Paso, TX 79902. EOE M/F (3-18)
- #1 A/C station, medium market looking for witty morning drive with good production. T&R: Everett Watson, KYTL, Box 6367, Tyler, TX 75711. EOE M/F (3-18)
- WBOP/Pensacola, FL** has opening for Sales Manager. Wayne Coleman, (904) 438-7543. Black format. Prefer 2 yrs. experience. EOE M/F (3-18)

Openings

- KEUN/Eunice** needs Country evening personality. Good position for a trainable ambitious beginner. T&R: KEUN, Jim Cargille, PO Box 1049, Eunice, LA 70535. EOE M/F (3-4)
- Daytime air talent needed for market leading A/C. Medium market FM is looking for mature, stable people with production experience. Powerhouse station in a great city. Send a recent aircheck, and resume with references, we'll be in touch. T&R to Radio & Records, 1930 Century Park West, #459, Los Angeles, CA 90067.
- Experienced, motivated radio sales people** wanted for WRNL-WRXL/Richmond, VA. AM is Country, FM is AOR. A Capitol Broadcasting Company, Inc. property. Write or call Claire Shaffner, WRNL/WRXL Radio, 7100 Bethlehem Road, Richmond, VA 23228. (804) 282-9731. (3-18)
- 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)

Openings

- 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)
- 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)
- Sports announcer** moves to major market. WHBY sports/PBP opening. T&R: Don Weir, Box 1519, Appleton, WI 54913. EOE M/F (3-18)
- KKXL-FM/Grand Forks** has immediate opening for newperson. Strong writing a must. T&R: Don Nordine, PO Box 997, Grand Forks, ND 58206. EOE M/F (3-18)
- Good bucks, outstanding company** has openings for two unique individuals. Midday air personality and Talk Show Host. Experience required. Mick Kjer, WDAY/Fargo, ND (701) 237-6500. (3-18)
- ND needed for top-rated A/C CHR**. J.P. DeSantis, Box 96, Saginaw, MI 48606. No calls please. EOE M/F (3-18)

MIDWEST

Openings

- Looking for talented, mature air personality with good track record. T&R: Air Personality, 2700 Pine View Lane, Minneapolis, MN 55441. EOE M/F (3-18)
- 292/Omaha's premiere AOR**, has rare opening for 7-12pm. T&R: Greg Gillispie, 11128 John Galt Blvd., Omaha, NE 68137. EOE (3-18)
- IMMEDIATE OPENING: Production** with organizational skills/copywriting. liaison between jocks & sales staff. Production samples & resume: David Brewer, KATT-FM, Box 25787, Oklahoma City, OK 73125. EOE M/F (3-18)
- Competitive Nebraska FM with state-of-the-art equipment seeks production pro. Experience with multi-trak equipment and automation helpful. Previous on-air experience required, although no live shift is involved with the position. Send production samples on cassette, resume and salary requirements to Radio & Records, 1930 Century Park West, #461, Los Angeles, CA 90067. EOE M/F
- Country **WJEZ-FM/Chicago** needs T&Rs for possible weekend and vacation relief. T&Rs: John Charleston, WJEZ-FM, 180 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-18)
- WRMZ/Columbus** looking for communicators for its three in a row Country format. No calls. T&R: PD, WRMZ, 310 S. High St., Columbus, OH 43215. EOE M/F (3-18)

The Music Section

Bay Area Musicians At Bammies

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

LOU RAWLS "Wind Beneath My Wings"
KENNY LOGGINS "Welcome To Heartlight"

Country Coast-To-Coast

WAYLON JENNINGS "Lucille..."
RONNIE MILSAP "Stranger In My House"
ROSANNE CASH "It Hasn't Happened Yet"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

LAURA BRANIGAN "Solitaire"
MEN AT WORK "Be Good Johnny"
PATRICK SIMMONS "So Wrong"
BILLY JOEL "Goodnight Saigon"

TM A/C

No Adds

TM Country

CONWAY TWITTY "We Had It All"
PHIL EVERLY "Who's Gonna Keep Me Warm"
MEL TILLIS "In the Middle Of The Night"
GAIL DAVIES "Singing The Blues"
RONNIE MILSAP "Stranger In My House"

Radio Arts

John Benedict (213) 841-0225

Country's Best

DAVID ALLAN COE "The Ride"
EMMYLOU HARRIS "I'm Movin' On"
LEON EVERETTE "My Lady Loves Me..."
WAYLON JENNINGS "Lucille..."
BOBBY BARE & LACY J. DALTON
"It's A Dirty Job"

The Entertainers

PETER ALLEN
"You Haven't Heard The Last Of Me"

Sound 10

BOB SEGER "Even Now"

BPI

John Iles (800) 426-9082

Adult Contemporary

JARREAU "Mornin' "
B.J. THOMAS "What Ever Happened To..."
ABBA "One Of Us"
ALAN PARSONS PROJECT "Old And Wise"

Country Living

DAVID WILLS "Those Nights, These Days"
LEON EVERETTE "My Lady Loves Me..."
MICHAEL MURPHEY "Love Affairs"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

BOB SEGER "Even Now"
LAURA BRANIGAN "Solitaire"
FLEETWOOD MAC "Oh Diane"
PLANET P "Why Me"

Transtar

Chick Watkins (303) 578-0700

SUPERTRAMP "My Kind Of Lady"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

MAC McANALLY "Minimum Love"
BRYAN ADAMS "Straight From The Heart"
LAURA BRANIGAN "Solitaire"
BOB SEGER "Even Now"
PATRICK SIMMONS "So Wrong"

Contempo 300

JARREAU "Mornin' "
LAURA BRANIGAN "Solitaire"

Great American Country

ROSANNE CASH "It Hasn't Happened Yet"
WAYLON JENNINGS "Lucille..."
JOHNNY RODRIGUEZ "Foolin' "

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

TOTO "I Won't Hold You Back"
LOU RAWLS "Wind Beneath My Wings"
LINDA RONSTADT "Easy For You To Say"

Tanner Country

WAYLON JENNINGS "Lucille..."
WILLIE NELSON "Little Old Fashioned Karma"
LLOYD DAVID FOSTER "Unfinished Business"

Red Satin Rock

BARRY MANILOW "Some Kind Of Friend"
KENNY LOGGINS "Welcome To Heartlight"
BOB SEGER "Even Now"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PATRICK SIMMONS "So Wrong"
DEF LEPPARD "Photograph"
BOB SEGER "Even Now"
LAURA BRANIGAN "Solitaire"
JARREAU "Mornin' "
BRYAN ADAMS "Straight From The Heart"

The A/C Format

LINDA RONSTADT "Easy For You To Say"
LOU RAWLS "Wind Beneath My Wings"
BERTIE HIGGINS "Tokyo Joe"

Super-Country

LEON EVERETTE "My Lady Loves Me..."
GENE WATSON "You're Out Doing..."
RONNIE MILSAP "Stranger In My House"

Peters Productions, Inc.

Debbie Welsh (714) 565-8511

Country Lovin'

WILLIE NELSON "Little Old Fashioned Karma"
KAREN BROOKS
"If That's What You're Thinking"
MERLE HAGGARD "You Take Me For Granted"
EMMYLOU HARRIS "I'm Movin' On"
RONNIE McDOWELL "Personally"
DAVID FRIZZELL & SHELLY WEST
"Cajun Invitation"

The Great Ones

TOTO "I Won't Hold You Back"
LINDA RONSTADT "Easy For You To Say"



BAM Magazine's sixth annual Bay Area Music Awards (Bammies) ceremonies were staged in San Francisco recently. Pictured backstage are (l-r front) cohost Eddie Money, Grateful Dead's Jerry Garcia, cohost Bobby McFerrin, and presenter Marty Balin; (l-r rear) presenter Boz Scaggs, Grateful Dead's Bob Weir, and cohost Patrick Simmons.

Higgins Teams With Orbison



Kat Family artist Bertie Higgins decided to record Roy Orbison's 1962 hit "Leah" on his forthcoming "Pirates And Poets" LP, and invited Orbison to sing on the session. Pictured (l-r seated) are Orbison and Higgins; (l-r standing) producers Sonny Limbo and Scott MacLellan and Kat Family VP/GM Mike Sullivan.

EMI Music Honors Execs



A number of awards for long service were presented at EMI Music's London offices recently. Director/Distribution Resources Gordon Collins received a silver disc for 25 years' service, Director/Manufacturing & Distribution Operations/Europe Tad Anderson was given a gold disc upon his departure to Capitol's L.A. office, and EMI Music Europe & International President Ken East was presented a silver disc and globe on his 25th anniversary with the company. Pictured (l-r) are Anderson, EMI Music Chairman Bhaskar Menon, RAK Records founder Mickie Most, East, and Collins.

Caldwell Collects Gold From Japan



Polydor/PolyGram artist Bobby Caldwell earned a Japanese gold LP for his "Carry On" album. Pictured at the presentation are (l-r) PolyGram President Guenter Hensler, co-manager Susan Josephs, PolyGram's Jenny Myers, Caldwell, manager Henry Marx, and PolyGram International VP Dan Young.

Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXYV/Baltimore
Tim Watts

PHILIPPE WYNNE
MICHAEL JACKSON
AL JARREAU
CHANGE
FATBACK
CHI-LITES
IMAGINATION
GRACE JONES
TYRONE BRUNSON
C.O.D.
HOTTEST:
HALL & OATES
DEBARGE
CULTURE CLUB
LIONEL RICHIE
TROUBLE FUNK

WLD/Boston
Erroy R.C. Smith

SHAKATAK
SPYDER-D
MELBA MOORE
RODNEY FRANKLIN
LEE RITFLOUR
ROCKET
HOTTEST:
LIONEL RICHIE
ANGELA BOFILL
EW&F
DEBARGE
GEORGE CLINTON

WKND/Hartford
Jordan McLean

ALICIA MYERS
GEORGE DUKE
PATRICK SIMMONS
BOONE BROS.
RICHARD JON SMITH
HOTTEST:
LIONEL RICHIE
ANGELA BOFILL
DEBARGE
KASHIF
STEVE ARRINGTON'S

WNNH/New Haven
James Jordan

GEORGE HOWARD
NILE RODGERS
ELLI HOPE
PATTI AUSTIN
BLUE MAGIC
MCB
BAR-KAYS
DIONNE WARWICK
HONEY BROWN
GAP BAND
MICHAEL JACKSON
SYSTEM
CULTURE CLUB
DEBARGE

WRKS/New York
Maya Quartrone

GLENN JONES
ELLIE HOPE
STEVE SHELTO
CHERI
HOTTEST:
MICHAEL JACKSON
LIONEL RICHIE
C-BANK
MEN AT WORK
SYSTEM

WDAE/Philadelphia

Joe Tamburro

NARADA M. WALDEN
JONZUN CREW
YARBROUGH/PEOPLES
CHI-LITES
DAVID JOSEPH
PATRICK SIMMONS
CHAKA KHAN
PEABO BRYSON
SALSOL ORCHESTRA
HOTTEST:
ANGELA BOFILL
GEORGE CLINTON
DEBARGE
SYSTEM
WAMO/Pittsburgh
John Anthony

none
HOTTEST:
MICHAEL JACKSON
RODNEY FRANKLIN
ANGELA BOFILL
LIONEL RICHIE
DEBARGE

WKYS/Washington
Donnie Simpson

ATF
HIGH INERGY
O'BRYAN
GRACE JONES
LOU RAWLS
HOTTEST:
MUSICAL YOUTH
LIONEL RICHIE
DEBARGE

WRDW/Augusta
Teddy Black

BAR-KAYS
TYRONE BRUNSON
CLASH ACTION
GEORGE DUKE
KIDDO
POINTER SISTERS
CHAKA KHAN
MICHAEL JACKSON
TRAMPS
DIONNE WARWICK
HOTTEST:
MICHAEL JACKSON
GEORGE CLINTON
DAZZ BAND
INSTANT FUNK

WVVE/Atlanta
Sooty Andrews

STEVE ARRINGTON'S
AMUZEHEM PARK
GEORGE DUKE
T-CONNECTION
MELBA MOORE
STEVE SHELTO
HOTTEST:
CHAMPAIGN
ANGELA BOFILL
DAZZ BAND
GEORGE CLINTON

WVTV/Birmingham
Ron January

MTUME
FONZI THORNTON
EVELYN KING
CHANGE
PATRICK SIMMONS
LOU RAWLS
L.V. JOHNSON
LAKESIDE
CHAKA KHAN
CARL ANDERSON
HOTTEST:
GEORGE CLINTON
EW&F
LIONEL RICHIE
MICHAEL JACKSON
DEBARGE

WENN/Birmingham
Gene Wise

PATRICK SIMMONS
RAY PARKER JR.
FREEDOM EXPRESS
TEMPTATIONS
LAKESIDE
7TH WONDER
BAR-KAYS
HOTTEST:
LIONEL RICHIE
MICHAEL JACKSON
GEORGE CLINTON
MTUME
WILLIAM BELL

WDMT/Cleveland
Magic James

MICHAEL JACKSON
DIONNE WARWICK
RAY PARKER JR.
MTUME
THOMAS DOLBY
ARETHA FRANKLIN
HOTTEST:
DAZZ BAND
ONE WAY
HALL & OATES
SYSTEM
CULTURE CLUB

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

SOUTH

WAOX/Atlanta
Larry Tineley

RODNEY FRANKLIN
TEMPTATIONS
ROBERT WINTERS
DREAMGIRLS
STEVE SHELTO
MELBA
EVELYN KING
MICHAEL JACKSON
LAKESIDE
HOTTEST:
MICHAEL JACKSON
EW&F
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TAVARES
JANET JACKSON

WVTV/Birmingham
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Steve Fox

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PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

KNOW/Austin

Seiby Edwards

RAY PARKER JR.
CHAKA KHAN
MELBA MOORE
MARCUS MILLER
TYRONE BRUNSON
HOTTEST:
HALL & OATES
CHI-LITES
MICHAEL JACKSON
DEBARGE
GEORGE CLINTON
EW&F
LIONEL RICHIE
ANGELA BOFILL
ZAPP
ELLIS HALL JR

WQIV/Charlotte
Hal Herrell

IMAGINATION
BAR-KAYS
BOBBY NUNN
GEORGE DUKE
DYMASTY
CITISPEAK
HARRY RAY
22 HILL
PEABO BRYSON
HOTTEST:
MICHAEL JACKSON
GEORGE CLINTON
DEBARGE
EW&F
CHAMPAIGN

WNOO/Charlottesville
Smokin' Sam Ervin

CHAKA KHAN
BAR-KAYS
TYRONE BRUNSON
ZAPP
TEMPTATIONS
PHILIPPE WYNNE
JACKIE MOORE
VISUAL
MARY JANE GIRLS
MELBA MOORE
HOTTEST:
EW&F
GEORGE CLINTON
LIONEL RICHIE
DEBARGE
SOUL SONIC FORCE

WDRQ/Detroit
Brian White

EVELYN KING
LAKESIDE
CHI-LITES
MELBA MOORE
TYRONE BRUNSON
TONY WILSON
HOTTEST:
MICHAEL JACKSON
GEORGE CLINTON
BAR-KAYS
GAP BAND
DEBARGE

WLNH/Gary
Dana Huskisson

FATBACK
POINTER SISTERS
KOOL & THE GANG
BOBBY NUNN
STATE OF GRACE
HOTTEST:
MICHAEL JACKSON
LIONEL RICHIE
HALL & OATES
ANGELA BOFILL
JANET JACKSON

WTLN/Indianapolis
Jay Johnson

OZONE
SALSOL ORCHESTRA
MELBA
NEW EDITION
NARADA M. WALDEN
CECIL PARKER
LAKESIDE
DREAMGIRLS
RODNEY FRANKLIN
CHI-LITES
DIONNE WARWICK
FATBACK
JONZUN CREW
HOTTEST:
DEBARGE
EW&F
O'BRYAN
LIONEL RICHIE
JANET JACKSON

WJLB/Detroit
James Alexander

RAY PARKER JR.
CON FUNK SHUN
NEW EDITION
HOTTEST:
GEORGE CLINTON
ANGELA BOFILL
MICHAEL JACKSON
DEBARGE

WQIC/Columbia, SC

Mickey Arnold

BAR-KAYS
BOBBY BLAND
LOU RAWLS
BETH WHITE
RAY PARKER JR.
IMAGINATION
EBONIZE WEBB
WILLIAM BELL
CHAKA KHAN
PHILIPPE WYNNE
TYRONE DAVIS
FELIX & JARVIS
HOTTEST:
GEORGE CLINTON
TAVARES
FOUR TOPS
ANGELA BOFILL
BOHANNON

K104-FM/Dallas
Terri Avery

GEORGE HOWARD
GEORGE DUKE
EBONIZE WEBB
ARETHA FRANKLIN
PEABO BRYSON
RAY PARKER JR.
DAVID JOSEPH
TERRY BURRUS
LAKESIDE
PRINCE
YARBROUGH/PEOPLES
HOTTEST:
GEORGE CLINTON
ANGELA BOFILL
SOB BAND
TRAMPS
MELBA
HOTTEST:
LIONEL RICHIE
LUTHER VANDROSS
CON FUNK SHUN
CHAMPAIGN
LITTLE MILTON

WPKX/Jackson
Tommy Marshall

CHANGE
PEABO BRYSON
SOB BAND
CHOCOLATE MILK
TRAMPS
MELBA
HOTTEST:
LIONEL RICHIE
LUTHER VANDROSS
MICHAEL JACKSON
CHI-LITES
CHARLES EARLAND
CHAKA KHAN
GEORGE DUKE
HOTTEST:
MICHAEL JACKSON
GEORGE CLINTON
PEABO BRYSON
EW&F
ANGELA BOFILL

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

KMLQ/Houston

Greg Mack

RAY PARKER JR.
EVELYN KING
GRACE JONES
LAKESIDE
HARRY RAY
YARBROUGH/PEOPLES
HOTTEST:
MICHAEL JACKSON
TYRONE BRUNSON
KASHIF
EW&F

WJMU/Jackson
Carl Haynes

TYRONE BRUNSON
CHERI
BETTY WRIGHT
GEORGE DUKE
WHISPERS
HOTTEST:
MICHAEL JACKSON
EW&F
JEFFREY OSBORNE
CHAMPAIGN
KASHIF

WLOU/Louisville
Neal O'Rea

T-CONNECTION
SOUL SONIC FORCE
GLENN JONES
L.V. JOHNSON
RODNEY FRANKLIN
NARADA M. WALDEN
NEW EDITION
PURE ENERGY
CHILL FACTOR
HOTTEST:
MELLE & DUKE
SOUL SONIC FORCE
EW&F
DONNA SUMMER
QUADRANT SIX

WJLS/Lynchburg, VA
Lad Gains

CHOCOLATE MILK
BAR-KAYS
EVELYN KING
LAKESIDE
CHI-LITES
BLUE MAGIC
AL JARREAU
GEORGE DUKE
KIDDO
HOTTEST:
MICHAEL JACKSON
LAKESIDE
LIONEL RICHIE
ONE WAY
DIONNE WARWICK
EW&F
GEORGE CLINTON

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

KJCB/Lafayette

Beatrice Evans

MTUME
GEORGE DUKE
PEABO BRYSON
BOHANNON
BLUE MAGIC
HOTTEST:
GEORGE CLINTON
MICHAEL JACKSON
TYRONE BRUNSON
KASHIF
EW&F

KOKY/Little Rock
Todd Young

GEORGE DUKE
PRIVATE EYE
TOTO
PRINCE
BOBBY BLAND
MELLE & DUKE
HOTTEST:
MICHAEL JACKSON
EW&F
JEFFREY OSBORNE
CHAMPAIGN
KASHIF

WLOU/Louisville
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EW&F
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EW&F
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Steve Fox

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PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

WDAI/Memphis

Bill Adkins

JANET JACKSON
LANIER & CO
HIGH INERGY
CHOCOLATE MILK
PRINCE
ATTITUDE
JEFFREY OSBORNE
HOTTEST:
MICHAEL JACKSON
O'BRYAN
GEORGE CLINTON
CHAMPAIGN
FOUR TOPS

WHRK (97.7)/Memphis
Jimmy Smith

NEW EDITION
LAKESIDE
NARADA M. WALDEN
PATRICK SIMMONS
HOTTEST:
PRINCE
AL JARREAU
MICHAEL JACKSON
CHAMPAIGN
GREG KINN BAND

WEDR/Miami
Leo Jackson

LITTLE MILTON
SALSOL ORCHESTRA
ROUNDTREE
CECIL PARKER
L.V. JOHNSON
RODNEY FRANKLIN
NARADA M. WALDEN
NEW EDITION
PURE ENERGY
CHILL FACTOR
HOTTEST:
MELLE & DUKE
SOUL SONIC FORCE
EW&F
DONNA SUMMER
QUADRANT SIX

WBLX/Mobile
Michael J. Alexander

DIANA ROSS
TEMPTATIONS
EVELYN KING
PRINCE
RAY PARKER JR.
SPINNERS
ARETHA FRANKLIN
BILL SUMMERS
MTUME
HOTTEST:
MICHAEL JACKSON
EW&F
ZAPP
MICHAEL JACKSON

WVQL/Nashville
Fred Harvey

LOU RAWLS
FATBACK
LAKESIDE
HIGH INERGY
JOHN HENRY MILLER
JACKIE MOORE
WHISPERS
HOTTEST:
MICHAEL JACKSON
INDEEP
MELLE & DUKE
MELBA MOORE
PRINCE

WYLD-FM/New Orleans

Brute Bailey

DIANE RICHARDS
SECRET WEAPON
KLEER
PEABO BRYSON
VEE ALLEN
LAKESIDE
HOTTEST:
MICHAEL JACKSON
EW&F
GAP BAND
ANGELA BOFILL
GEORGE CLINTON

WAIL-FM/New Orleans
Barry Richards

DIONNE WARWICK
NARADA M. WALDEN
ARETHA FRANKLIN
CUDY & BINK BAND
MARVIN GAYE
HOTTEST:
PRINCE
AL JARREAU
MICHAEL JACKSON
CHAMPAIGN
GREG KINN BAND

WPLZ/Petersburg
Hardy Jay

LUTHER VANDROSS
ATTITUDE
CAIN/RED PARROT
MICHAEL JACKSON
HOTTEST:
MICHAEL JACKSON
ANGELA BOFILL
DEBARGE
CHAMPAIGN
HALL & OATES

WANT/Richmond
Kirby Carmichael

AL JARREAU
BROTHERS JOHNSON
HOTTEST:
MICHAEL JACKSON
DEBARGE
GEORGE CLINTON
MICHAEL JACKSON

WTOY/Roanoke
Francieca Stewart

AL JARREAU
FATBACK
CULTURE CLUB
TEMPTATIONS
MELBA MOORE
TINE
DIONNE WARWICK
HOTTEST:
MICHAEL JACKSON
DEBARGE
GEORGE CLINTON
O'BRYAN

WVDM/Sumpter

MARGIE JOSEPH
AL JARREAU
TEMPTATIONS
CHI-LITES
LAKESIDE
MAXINE SINGLETON
SWEET RVENGE
PRIVATE EYE
HOTTEST:
MICHAEL JACKSON
GEORGE CLINTON
DONNA SUMMER
DIANA ROSS

WEST

KPOP-FM/Sacramento
Bill Jaffries

KIDDO
PATRICK SIMMONS
BILLY JOEL
BOB SEGER
GEORGE DUKE
CHANGE
HOTTEST:
MICHAEL JACKSON
ANGELA BOFILL
22 HILL
INDEEP
KASHIF

KDAY/Los Angeles
Jack Patterson

INSTANT FUNK
PIPE DREAM
IMAGINATION
CHI-LITES
CHARLES EARLAND
SEQUENCE
YARBROUGH/PEOPLES
BROTHERS JOHNSON
MARGOYAN
LANIER & CO
MAN PARRISH
BAR-KAYS
MANDRILL
EDDY GRANT
HOTTEST:
DAZZ BAND
HIGH INERGY
ANGELA BOFILL
CULTURE CLUB

KXRM/San Diego
Duff Lindsey

TEMPTATIONS
BAR-KAYS
MELBA MOORE
TERRY BURRUS
CHI-LITES
NONA HENDRYX
WILLIAM BELL
MARY JANE GIRLS
IMAGINATION
HOTTEST:
GEORGE CLINTON
EW&F
STEVE ARRINGTON'S
MICHAEL JACKSON
CHAMPAIGN

K3OL/San Mateo, CA
Bernie Moody

AL JARREAU
DAWSON & DIGGS
TEMPTATIONS
CHANGE
SOUL SONIC FORCE
GEORGE DUKE
NUMCIS
HOTTEST:
MICHAEL JACKSON
DEBARGE
LIONEL RICHIE
JANET JACKSON
KASHIF

KUKQ/Phoenix
Steve Smith

MELBA MOORE
CHI-LITES
THELMA HOUSTON
BLUE MAGIC
MCFADDEN & WHITE
WINDHAMMER
PATRICK SIMMONS
KLEER
HOTTEST:
ANGELA BOFILL
SYSTEM
DAZZ BAND
CHAMPAIGN
KASHIF

WANM/Tallahassee
Joe Bullard

HIGH INERGY
BLUE MAGIC
NARADA M. WALDEN
MASS PRODUCTION
SPINNERS
THELMA HOUSTON
NILE RODGERS
BAR-KAYS
HOTTEST:
MICHAEL JACKSON
INDEEP
GEORGE CLINTON
DONNA SUMMER
DIANA ROSS

WTMP/Tampa
Jim Rhinehart

none
HOTTEST:
GOODIE
OSE
DEBARGE
BAR-KAYS
JANET JACKSON
HOTTEST:
MICHAEL JACKSON
ANGELA BOFILL
MUSICAL YOUTH
KASHIF
MICHAEL JACKSON
EW&F

MIDWEST

WJPC/Chicago
Bebe D'Banana

CON FUNK SHUN
NILE RODGERS
CULTURE CLUB
GREG KINN BAND
FORREST
BOBBY M/JEAN CARN
EVELYN KING
TOTO
OMI
ATTITUDE
ANITA BAKER
LAKESIDE
HOTTEST:
DEBARGE
MICHAEL JACKSON
GLENN JONES
HALL & OATES
KASHIF

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

WJLS/Lynchburg, VA
Lad Gains

CHOCOLATE MILK
BAR-KAYS
EVELYN KING
LAKESIDE
CHI-LITES
BLUE MAGIC
AL JARREAU
GEORGE DUKE
KIDDO
HOTTEST:
MICHAEL JACKSON
LAKESIDE
LIONEL RICHIE
ONE WAY
DIONNE WARWICK
EW&F
GEORGE CLINTON

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

WBMX/Chicago

Lee Michaels

LANIER & CO
DREAMGIRLS
SYLVESTER
TERRY BURRUS
CHI-LITES
MAXINE SINGLETON
SALSOL ORCHESTRA
SOUL SONIC FORCE
HOTTEST:
NYC PESH BOYS
KASHIF
JANET JACKSON
WHISPERS
STEVE ARRINGTON'S

WBLZ/Cincinnati
Brian Castle

LUTHER VANDROSS
AL JARREAU
TAVARES
ONE WAY
LAKESIDE
PEABO BRYSON
HOTTEST:
MICHAEL JACKSON
EW&F
DAZZ BAND
SMOKEY ROBINSON

WCNC/Cincinnati
Frank Bailey

ONE WAY
MELBA
NARADA M. WALDEN
LAKESIDE
RAY PARKER JR.
VISUAL
MTUME
HOTTEST:
CHAMPAIGN
LANIER & CO
DAZZ BAND
GEORGE CLINTON
TAVARES

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

WDAO/Dayton

Lankford Stephens

MELBA MOORE
GEORGE DUKE
EVELYN KING
PEABO BRYSON
TEMPTATIONS
BLUE MAGIC
BAR-KAYS
BROTHERS JOHNSON
KLEER
CHAMPAIGN
DIANE RICHARDS
ATTITUDE
SUGAR HILL GANG
PHILIPPE WYNNE
SOUL SONIC FORCE
JACKIE MOORE
SECRET WEAPON
SPYDER-D
EDDY GRANT
SONNY & MEL
JACKIE BOY
C-BRAND
IMAGINATION
MAURICE NESSIAH
RICHARD JON SMITH
RAMSEY 20 30
TREACHEROUS THREE
CECIL PARKER
FORREST
MARY JANE GIRLS
CHILL FACTOR
ARLANA
STATE OF GRACE
JOHN HENRY MILLER
VISUAL
LE GENTS
HOTTEST:
GEORGE CLINTON
DEBARGE
MICHAEL JACKSON
MUSICAL YOUTH
O'BRYAN

WQPR/Detroit
Joe Spencer

FELIX & JARVIS
PEABO BRYSON
MTUME
SLAVE
BOBBY NUNN
TRAMPS
BAR-KAYS
CHI-LITES
NEW EDITION
GEORGE DUKE
MASARATI
GENE SCOTT
HOTTEST:
GEORGE CLINTON
O'BRYAN
LIONEL RICHIE
INDEEP
KASHIF

WJLB/Detroit
James Alexander

RAY PARKER JR.
CON FUNK SHUN
NEW EDITION
HOTTEST:
GEORGE CLINTON
ANGELA BOFILL
MICHAEL JACKSON
DEBARGE

WJAX/95X/Jacksonville

Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

WJLS/Lynchburg, VA
Lad Gains

CHOCOLATE MILK
BAR-KAYS
EVELYN KING
LAKESIDE
CHI-LITES
BLUE MAGIC
AL JARREAU
GEORGE DUKE
KIDDO
HOTTEST:
MICHAEL JACKSON
LAKESIDE
LIONEL RICHIE
ONE WAY
DIONNE WARWICK
EW&F
GEORGE CLINTON

WJAX/95X/Jacksonville
Steve Fox

THOMAS DOLBY
FATBACK
GREG KINN BAND
PEABO BRYSON
DIONNE WARWICK
HOTTEST:
ANGELA BOFILL
WALCOLM MCLAREN
TAVARES
EW&F
DAZZ BAND

(J) indicates Black reporters also contributing to Jazz Chart.

JAZZ RADIO

NATIONAL AIRPLAY/30

March 18, 1983

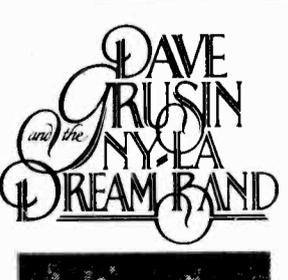
Last Week	Chart Position	Artist/Track
1	1	DAVE GRUSIN/The NY/LA Dream Band (GRP)
2	2	GEORGE HOWARD/Asphalt Gardens (Palo Alto)
3	3	EARL KLUGH & BOB JAMES/Two Of A Kind (Capitol)
4	4	GROVER WASHINGTON JR./The Best Is Yet To Come (Elektra)
5	5	RODNEY FRANKLIN/Learning To Love (Columbia)
6	6	TANIA MARIA/Come With Me (Concord)
7	7	KILIMANJARO/Two (Philo)
8	8	AZYMUTH/Cascades (Milestone)
9	9	SPYRO GYRA/Incognito (MCA)
10	10	PATRICK WILLIAMS/Dreams And Themes (PCM)
11	11	JIMMY McGRUFF/The Groover (JAM)
12	12	CHICK COREA/Again And Again (Musician/Elektra)
13	13	STANLEY TURRENTINE/Home Again (Elektra)
14	14	CASINO LIGHTS/Live At Montreux, Switzerland (WB)
15	15	PHIL UPCHURCH/Revelations (JAM)
16	16	JOHN KLEMMER/Finesse (Musician/Elektra)
17	17	HERBIE HANCOCK/Quartet (Columbia)
18	18	RON CARTER/Etudes (Musician/Elektra)
19	19	DAVE TOFANI/Manhattan Carnival (Telestar Cassettes)
DEBUT	20	JOE SAMPLE/The Hunter (MCA)
21	21	BLUE WISP BING BAND/Butterfly (Mopros)
22	22	MARK MURPHY/The Artistry Of (Muse)
23	23	SCHEER MUSIC/Rappin' It Up (Palo Alto)
16	24	BILL EVANS/The Paris Concert (Musician/Elektra)
14	25	KEVIN EUBANKS/Guitarist (Musician/Elektra)
DEBUT	26	ALLEN VIZZUTTI/Red Metal (Bainbridge)
DEBUT	27	RARE SILK/New Weave (Polydor/PolyGram)
DEBUT	28	JON HENDRICKS/Cloudburst (Enja/PG Classics)
DEBUT	29	ANGELA BOFILL/Too Tough (Arista)
30	30	BOY KATINDIG/Midnight Lady (Pausa)

JAZZ REPORTING STATIONS: WYBC/New Haven, Mark Jordan; KSAX/Dallas-Ft. Worth, Bob Stewart; WDBS/Durham, Rob Gringie; WMGI/Gainesville, FL, Albert Jiles; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, John Hill; KTWN/Minneapolis, Tom Pelissero; WXFM/Chicago, Jim Walsh; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Jeff Hanley.

Digital Brilliance!

#1 This Week R&R

Jazz National Airplay - -



DAVE GRUSIN
and the NY/LA DREAM BAND

Watch for the 12" Version of "COUNTDOWN" This Week!

On his brilliant new digital album, Dave Grusin, star keyboardist, composer, arranger, producer heads up his NY/LA DREAM BAND featuring Eric Gale, Lee Ritenour, Steve Gadd, Anthony Jackson and the hottest 40 piece orchestra on record, tape or compact disc

DIGITAL MASTER



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Each column lists station names and artist names.

Main grid of regional adds and hots for various stations across the country, including WAAA, WAAA-FM, WAAA-TV, etc.

WEST section containing station and artist information for the western United States, including KRBT-FM, KRBT-TV, etc.

145 Current Reports
The following station did not report this week:
WQIK-FM/Jacksonville
NOTE: Q102/Winchester is now being listed as WVSQ.

Hottest Tracks:
"Scarlet Fever" (Liberty) KENNY ROGERS
"Poncho And Lefty" (Epic) MERLE HAGGARD & WILLIE NELSON
EMMYLOU HARRIS - Last Date - (WB) "So Sad (To Watch Good Love Go Bad)"
WILLIE NELSON - Tougher Than Leather - (Columbia) "Tougher Than Leather" "Summer Of Roses" "The Convict And The Rose" "Changing Skies" "I Am The Forest"

OAK RIDGE BOYS - American Made - (MCA) "Love Song" "Heart On The Line (Operator, Operator)" "Amity" "She's Not Just Another Pretty Face"
CHARLEY PRIDE - Country Classics - (RCA) "Tennessee Saturday Night" "Radio Heroes" "That's How Much I Love You" "Filipino Baby" "Wandering"
EDDIE RABBITT - Radio Romance - (Elektra) "You Got Me Now" "Years After You" "All My Life, All My Love"
KENNY ROGERS - We've Got Tonight - (Liberty) "Scarlet Fever" "Father I Go" "You Are So Beautiful" "Bad Enough" "What I Learned From Loving You"

RICKY SKAGGS - Highways & Heartaches - (Epic) "Highway 40 Blues" "One Way Rider"
T.G. SHEPPARD - Perfect Stranger - (WB/Curb) "A Pretty Diamond Ring"
HANK WILLIAMS JR. - Strong Stuff - (Elektra/Curb) "Leave Them Boys Alone" "A Whole Lot Of Hank" "The Homecoming Queen" "Made In The Shade" "Twodot Montana" "Blue Jean Blues"

Most Requested:
JOHN ANDERSON "Swingin'" (WB)
ALABAMA "Dixieland Delight" (RCA)
SHELLY WEST "Jose Cuervo" (WB/Iva)
OAK RIDGE BOYS "American Made" (MCA)

National Airplay/50... See Page 64

A/C Regional Ads & Hots

EAST Parallel One

WFBZ/Baltimore
Andy Szulinski

DIONNE WARWICK
LOU RAWLS
BOB SEGER
PHIL EVERLY
RONNIE MILSAP
Hottest:
HALL & OATES
STRAY CATS
DAN FOGELBERG
BARRY MANILOW
MICHAEL JACKSON

WVBF/Boston
Johna Nelson

DAN FOGELBERG
FIREBALL
Hottest:
PATTI AUSTIN
ROGERS & EASTON
STEPHEN BISHOP
RABBITT & GAYLE
LIONEL RICHIE

GR55/Bufalo
Jerry Rao

BARRY MANILOW
Hottest:
LIONEL RICHIE
ROGERS & EASTON
STEPHEN BISHOP
JOE JACKSON
DAN FOGELBERG

WYNY/New York
Jeff Mazza

GARY PORTNOY
Hottest:
CULTURE CLUB
RABBITT & GAYLE
ERIC CLAPTON
JOE JACKSON
LIONEL RICHIE

WTAE/Pittsburgh
Don Berns

EW&F
Hottest:
MAC MCANALLY
TOTO
JEFFREY OSBORNE
Hottest:
LIONEL RICHIE
ROGERS & EASTON
CULTURE CLUB
MICHAEL JACKSON
HALL & OATES

WPRO/Providence
Tom Cuddy

none
Hottest:
CHRIS CROSS
JOE JACKSON
ROGERS & EASTON
CULTURE CLUB
HALL & OATES

WLTT/Washington, D.C.
Baleani/Cummings

ALAN PARSONS
LINDA RONSTADT
TOTO
PATTI AUSTIN
Hottest:
LIONEL RICHIE
ROGERS & EASTON
MICHAEL JACKSON
DAN FOGELBERG

WASH/Washington, D.C.
Bob Duckman

none
Hottest:
LIONEL RICHIE
ROGERS & EASTON

Parallel Two

WAEB/Allentown
Chapman/Ward

PETER ALLEN
TOTO
MAC MCANALLY
Hottest:
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DEXY'S MIDNIGHT RU
DIONNE WARWICK

WICC/Bridgeport
Lee Roberts

KENNY LOGGINS
ALAN PARSONS
LINDA RONSTADT
Hottest:
ROGERS & EASTON
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DIONNE WARWICK

WBN/Bufalo
Roger Christian

RONNIE MILSAP
Hottest:
LIONEL RICHIE
HALL & OATES
ROGERS & EASTON
AL JARREAU
DIANA ROSS

V100/Charleston, WV
Spence/Jarvis

LINDA RONSTADT
MAC MCANALLY
AL JARREAU
Hottest:
MICHAEL JACKSON
DAN FOGELBERG
DIONNE WARWICK
STEPHEN BISHOP

WNE/Erie
Ted Abbott

TOTO
EDDIE RABBITT
Hottest:
STEPHEN BISHOP
DAN FOGELBERG
HALL & OATES
BARRY MANILOW
LIONEL RICHIE

WSEF/Harrisburg
Bob Paive

RONNIE MILSAP
YAZ
Hottest:
HALL & OATES
DAN FOGELBERG
MICHAEL JACKSON
DIONNE WARWICK
AL JARREAU

WTC/Hartford
Ginny Jassonka

TOTO
LOU RAWLS
Hottest:
LIONEL RICHIE
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

WVYZ/Norfolk

Glenn Colligan

JARREAU
e.J. THOMAS
ROGERS & EASTON
CHRIS CROSS
JOE JACKSON
DAN FOGELBERG
MICHAEL JACKSON
ERIC CLAPTON

WPIX/New York
Alan Anderson

AL JARREAU
TEMPTATIONS
Hottest:
HALL & OATES
DIONNE WARWICK
JOE JACKSON

WWSM/Philadelphia
Acuff/Triller

none
Hottest:
HALL & OATES
ROGERS & EASTON
LIONEL RICHIE

Y97/Pittsburgh
Jay Crosswell

KENNY LOGGINS
PRETENDERS
NAKED EYES
GREG KINN BAND
Hottest:
HALL & OATES
ROGERS & EASTON
MICHAEL JACKSON
LIONEL RICHIE

WWSW (3WS)/Pittsburgh
Herb Crowe

SUPERTRAMP
DIONNE WARWICK
Hottest:
KENNY LOGGINS
BOB SEGER
ROGERS & EASTON
MICHAEL JACKSON

WVOR/Rochester
Gary Smith

DIONNE WARWICK
Hottest:
ROGERS & EASTON
BOB SEGER
HALL & OATES
LIONEL RICHIE

WQY/Schenectady
Waller Fritz

LINDA RONSTADT
LAURA BRANIGAN
Hottest:
CHRIS CROSS
STEPHEN BISHOP
BARRY MANILOW
DIONNE WARWICK
JEFFREY OSBORNE
BOB SEGER

WHEN/Syracuse
Karen Gallagher

KENNY LOGGINS
FRIDA
Hottest:
CHRIS CROSS
JOE JACKSON
HALL & OATES
MICHAEL JACKSON
DAN FOGELBERG

WCPJ/Wheeling, WV
Dan McGrath

MAC MCANALLY
LINDA RONSTADT
Hottest:
LIONEL RICHIE
CHRIS CROSS
DAN FOGELBERG
MICHAEL JACKSON
ERIC CLAPTON

WMB/Allentown
Chapman/Ward

PETER ALLEN
TOTO
MAC MCANALLY
Hottest:
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DEXY'S MIDNIGHT RU
DIONNE WARWICK

WICC/Bridgeport
Lee Roberts

KENNY LOGGINS
ALAN PARSONS
LINDA RONSTADT
Hottest:
ROGERS & EASTON
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DIONNE WARWICK

WBN/Bufalo
Roger Christian

RONNIE MILSAP
Hottest:
LIONEL RICHIE
HALL & OATES
ROGERS & EASTON
AL JARREAU
DIANA ROSS

V100/Charleston, WV
Spence/Jarvis

LINDA RONSTADT
MAC MCANALLY
AL JARREAU
Hottest:
MICHAEL JACKSON
DAN FOGELBERG
DIONNE WARWICK
STEPHEN BISHOP

WNE/Erie
Ted Abbott

TOTO
EDDIE RABBITT
Hottest:
STEPHEN BISHOP
DAN FOGELBERG
HALL & OATES
BARRY MANILOW
LIONEL RICHIE

WSEF/Harrisburg
Bob Paive

RONNIE MILSAP
YAZ
Hottest:
HALL & OATES
DAN FOGELBERG
MICHAEL JACKSON
DIONNE WARWICK
AL JARREAU

WTC/Hartford
Ginny Jassonka

TOTO
LOU RAWLS
Hottest:
LIONEL RICHIE
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

WNE/Erie
Ted Abbott

TOTO
EDDIE RABBITT
Hottest:
STEPHEN BISHOP
DAN FOGELBERG
HALL & OATES
BARRY MANILOW
LIONEL RICHIE

WSEF/Harrisburg
Bob Paive

RONNIE MILSAP
YAZ
Hottest:
HALL & OATES
DAN FOGELBERG
MICHAEL JACKSON
DIONNE WARWICK
AL JARREAU

WTC/Hartford
Ginny Jassonka

TOTO
LOU RAWLS
Hottest:
LIONEL RICHIE
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

Parallel Three

WVYV/Atlantic City
John Barab

BILLY JOEL
RONNIE MILSAP
PETER ALLEN
MICHAEL FOSTER
MEN AT WORK
MICHAEL JACKSON
Hottest:
MICHAEL JACKSON
SHERIFF
DURAN DURAN
LIONEL RICHIE
ROGERS & EASTON

WNNR/Beckley
Gary Mann

PATTI AUSTIN
LINDA RONSTADT
Hottest:
DIONNE WARWICK
BARRY MANILOW
CARLAND JEFFREYS
AL JARREAU

WKZE-FM/Cape Cod
Joan Orr

LINDA RONSTADT
BILL MEDLEY
PRETENDERS
MAUREEN MCDONALD
Hottest:
JOE JACKSON
ERIC CLAPTON
DIONNE WARWICK
CHRIS CROSS
MICHAEL JACKSON

WEIM/Fitchburg
Raymond/Barron

MICHAEL MURPHY
BILLY JOEL
ERIC CLAPTON
BERTIE HIGGINS
ROBERT ELLIS ORRA
PETER ALLEN
Hottest:
LIONEL RICHIE
CHRIS CROSS
HALL & OATES
MICHAEL JACKSON

WVOR/Rochester
Gary Smith

DIONNE WARWICK
Hottest:
ROGERS & EASTON
BOB SEGER
HALL & OATES
LIONEL RICHIE

WQY/Schenectady
Waller Fritz

LINDA RONSTADT
LAURA BRANIGAN
Hottest:
CHRIS CROSS
STEPHEN BISHOP
BARRY MANILOW
DIONNE WARWICK
JEFFREY OSBORNE
BOB SEGER

WHEN/Syracuse
Karen Gallagher

KENNY LOGGINS
FRIDA
Hottest:
CHRIS CROSS
JOE JACKSON
HALL & OATES
MICHAEL JACKSON
DAN FOGELBERG

WCPJ/Wheeling, WV
Dan McGrath

MAC MCANALLY
LINDA RONSTADT
Hottest:
LIONEL RICHIE
CHRIS CROSS
DAN FOGELBERG
MICHAEL JACKSON
ERIC CLAPTON

WMB/Allentown
Chapman/Ward

PETER ALLEN
TOTO
MAC MCANALLY
Hottest:
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DEXY'S MIDNIGHT RU
DIONNE WARWICK

WICC/Bridgeport
Lee Roberts

KENNY LOGGINS
ALAN PARSONS
LINDA RONSTADT
Hottest:
ROGERS & EASTON
LIONEL RICHIE
HALL & OATES
DAN FOGELBERG
DIONNE WARWICK

WBN/Bufalo
Roger Christian

RONNIE MILSAP
Hottest:
LIONEL RICHIE
HALL & OATES
ROGERS & EASTON
AL JARREAU
DIANA ROSS

V100/Charleston, WV
Spence/Jarvis

LINDA RONSTADT
MAC MCANALLY
AL JARREAU
Hottest:
MICHAEL JACKSON
DAN FOGELBERG
DIONNE WARWICK
STEPHEN BISHOP

WNE/Erie
Ted Abbott

TOTO
EDDIE RABBITT
Hottest:
STEPHEN BISHOP
DAN FOGELBERG
HALL & OATES
BARRY MANILOW
LIONEL RICHIE

WSEF/Harrisburg
Bob Paive

RONNIE MILSAP
YAZ
Hottest:
HALL & OATES
DAN FOGELBERG
MICHAEL JACKSON
DIONNE WARWICK
AL JARREAU

WTC/Hartford
Ginny Jassonka

TOTO
LOU RAWLS
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HALL & OATES
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JOE JACKSON

WNE/Erie
Ted Abbott

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HALL & OATES
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Bob Paive

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LOU RAWLS
Hottest:
LIONEL RICHIE
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
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CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

MIDWEST Parallel One

WCLR/Chicago
Gary Price

TOTO
Hottest:
MICHAEL JACKSON
CULTURE CLUB
ERIC CLAPTON
HALL & OATES
LIONEL RICHIE

WYFR/Chicago
John Wetherbee

none
Hottest:
MICHAEL JACKSON
LIONEL RICHIE
CULTURE CLUB
MOVING PICTURES
ERIC CLAPTON

5SKRC/Cincinnati
Dan Ailan

STEPHEN BISHOP
JOHN ANDERSON
Hottest:
CHRIS CROSS
DAN FOGELBERG
BOB SEGER
ROGERS & EASTON
LIONEL RICHIE

WARM98/Cincinnati
Walker/Zerhusen

none
Hottest:
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG
HALL & OATES
JOE JACKSON

WVOR/Rochester
Gary Smith

DIONNE WARWICK
Hottest:
ROGERS & EASTON
BOB SEGER
HALL & OATES
LIONEL RICHIE

WQY/Schenectady
Waller Fritz

LINDA RONSTADT
LAURA BRANIGAN
Hottest:
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STEPHEN BISHOP
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Karen Gallagher

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WSEF/Harrisburg
Bob Paive

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JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
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HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

WISN/Milwaukee

Debbie Hinkle

none
Hottest:
LIONEL RICHIE
CHRIS CROSS
HALL & OATES
DAN FOGELBERG
STEPHEN BISHOP

WCCO/Minneapolis
Denny Long

DREAMGIRLS
OAK RIDGE BOYS
PETER ALLEN
Hottest:
none

KS94/Si. Louis
Morgen/Watermann

TOTO
KENNY LOGGINS
AL JARREAU
Hottest:
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG
CHRIS CROSS
HALL & OATES

WARM98/Cincinnati
Walker/Zerhusen

none
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HALL & OATES
JOE JACKSON

WVOR/Rochester
Gary Smith

DIONNE WARWICK
Hottest:
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BOB SEGER
HALL & OATES
LIONEL RICHIE

WQY/Schenectady
Waller Fritz

LINDA RONSTADT
LAURA BRANIGAN
Hottest:
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JEFFREY OSBORNE
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WHEN/Syracuse
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Roger Christian

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WNE/Erie
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WSEF/Harrisburg
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HALL & OATES
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McCarney/Knight

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CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

B100/San Diego
McCarney/Knight

ALAN PARSONS
YAZ
Hottest:
HALL & OATES
CHRIS CROSS
DAN FOGELBERG
JOE JACKSON

WOWO/Ft. Wayne

TBA

BARRY MANILOW
GREG KINN BAND
OZO
LABOV & BEYOND
STYX
Hottest:
CULTURE CLUB
MICHAEL JACKSON
CHRIS CROSS
LIONEL RICHIE
HALL & OATES

WCCO/Minneapolis
Denny Long

DREAMGIRLS
OAK RIDGE BOYS
PETER ALLEN
Hottest:
none

KS94/Si. Louis
Morgen/Watermann

TOTO
KENNY LOGGINS
AL JARREAU
Hottest:
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STEPHEN BISHOP
DAN FOGELBERG
CHRIS CROSS
HALL & OATES

WARM98/Cincinnati
Walker/Zerhusen

none
Hottest:
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STEPHEN BISHOP
DAN FOGELBERG
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JOE JACKSON

WVOR/Rochester
Gary Smith

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HALL & OATES
LIONEL RICHIE

WQY/Schenectady
Waller Fritz

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BARRY MANILOW
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BOB SEGER

WHEN/Syracuse
Karen Gallagher

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MICHAEL JACKSON
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WCPJ/Wheeling, WV
Dan McGrath

MAC MCANALLY
LINDA RONSTADT
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CHRIS CROSS
DAN FOGELBERG
MICHAEL JACKSON
ERIC CLAPTON

REGIONAL AIR ACTIVITY

EXPANDED & UP TO DATE

EAST

MOST ADDED

- David Bowie "Dance" (22)
- Tubes "Beauty" (21)
- David Bowie "Cat" (13)
- ZZ Top "Gimme" (13)

HOTTEST

- Journey (42)
- Def Leppard (36)
- Greg Kihn Band (33)
- Styx (26)
- Bob Seger (26)

Parallel One

WZLW/Buffalo
(716) 773-0098

PD: BOB MATELA

WJHY/Providence
(401) 438-6110

PD: JEFF RIGLIO

WVDE/Pittsburgh
(412) 562-5900

PD: PAUL CASTLE
MR: RALPH NEMMI

WBAB/Long Island
(516) 587-1023

PD: BOB BULMANN
MR: RALPH TORREDA

WBCN/Boston
(617) 266-1111

PD: JEFFREY
MR: MARY WHEELER

WJZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WJXI/New York
(212) 887-7777

PD: LARRY BERGER
MR: LISA TORALDI

WYDD/Pittsburgh
(412) 362-2144

PD: DAN KELLEY
MR: GEORGE ANTHONY

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WYSP/Philadelphia
(215) 688-9460

PD: MICHAEL PICOZZI
MR: STEVE FEINSTEIN

Q107/Toronto
(416) 967-3445

PD: JAMES SLAUGHTER
MR: SAMANTHA TAYLOR

WCOZ/Boston
(617) 287-0090

MR: PAUL LEMIEUX
(FRIZZINI)

WKLX/West Virginia
(304) 722-3308

PD: NEIL LASSER

WVAW/Washington
(703) 534-0320

MR: JERRY LARSON
MR: GARY CHASE

WUWJ/Buffalo
(716) 827-7000

PD: JIM DANIELL
MR: GARY STARR

DC101/Washington
(202) 828-9932

PD: DON DAVIS
MR: LARRY BROWN

WAPP/New York
(212) 357-8000

PD: JIM ANASTAS
MR: LIMP HUBERT

CHUM-FM/Toronto
(416) 925-6868

PD: ROSS JAVIES
MR: WAYNE WEBSTER

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

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WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WNEW-FM/New York
(212) 988-7000

PD: RICHARD NEHR
MR: JIM HONOHAN

WQX/Syracuse
(315) 882-9538

PD: ED LEVINE
MR: ANNE DANHMAN

WAF/Worcester
(617) 752-5611

MR: BOB BARNETT
MR: BOB LIPSITZ

WYX/Albany
(518) 875-9800

PD: TED UZZI
MR: BOB KELCH

WGRD/Buffalo
(716) 881-4550

PD: PAUL HEINE
MR: BRYAN WESTON

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WYZZ/Charlotte
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WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WCCO/Hartford
(203) 233-4426

PD: BILL NISAL

WTPA/Harrisburg
(717) 238-1402

MR: JEFF KAUFMAN

WPLR/New Haven
(203) 777-6617

MR: RICK ALLISON
MR: MIKE KIRVEN

WPDH/Poughkeepsie
(914) 471-1500

PD: PETER CLARK
MR: STEVE SCHWARTZ

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
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WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WJQ/Rochester
(716) 232-7550

ASST: PD: MICHAEL ISABELLA

WYZZ/Charlotte
(704) 333-2425

PD: BOB BRADSHAW
MR: BENJAMIN DORFMAN

WYZZ/Charlotte
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MR: BENJAMIN DORFMAN

An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.



THOMPSON TWINS
GREG KIHN BAND
DEF LEPPARD
MICHAEL BOLTON
THOMAS DOBLY
PSYCHEDELIC FURS
NIGHT RANGER
ART IN AMERICA
MARTY BALIN

SINGLE BULLET THEO
AGGRO
NAKED EYES
TUBES
ULTRAVOX
MARTIN BRILEY
ZZ TOP
CALL RANOMES

• PETE TONGHEND
• GARY MOORE
• BOB SEGER
• PATRICK SIMMONS
• BANANARAMA
• GARY BARBER
• FRIDA
• TOM PETTY & H.B.S.
• PAT BENATAR
• MEN AT WORK
• PHIL COLLINS
• MISSING PERSONS
• JOURNEY
• MICHAEL BOLTON
• NICK LOBE
• RAY MUSIC
• ZZ TOP
• DAVID BOWIE
• TUBES

• KQWB/Minneapolis
(812) 739-4000
PD: DAVE HAMILTON
ASST. PD: LORRIN PALAGI

• WQFM/Milwaukee
(414) 754-8228
PD: NANCY SHAYNE
MO: NANCY QUALTER

• WQFM/Milwaukee
(414) 276-2040
PD: LEE ANKAD
ASST. PD: MIKE WOLF

• KQRS/Minneapolis
(612) 545-5801
PD: DOUG SURENSEN
MO: LYNN HELLS

• KSKC/Kansas City
(816) 531-3400
PD: DAVE POPOVICH
MO: MIKE WHITE

• KSHE/St. Louis
(314) 842-1111
PD: RICK BALIS
MO: JANK SILVER

• WXRT/Chicago
(312) 777-1700
PD: JOHN RINLA
MO: JOHN MIVOS

• WMET/Chicago
(312) 828-9191
PD: TRIP REB
MO: SUSAN BAX

• KWKI/St. Louis
(314) 844-1380
MO: JOHN MCCRAE

• WRIF/Detroit
(313) 444-1010
PD: FRED JACBUS
MO: MICHAEL WATER

• WMMJ/Cleveland
(216) 781-9667
PD: JOHN GORHAM
MO: KID LEO

• WEBN/Cincinnati
(513) 871-8500
PD: GLENN HARR
MO: GERT GAWY

• WLPX/Milwaukee
(414) 342-1111
PD: RICK HARRIS
MO: SUSIE AUSTIN

• WLSL/Lansing
(517) 393-1320
PD: LEE GOS
MO: DOUG BLATON

• WYER/Mt. Carmel
(513) 282-5111
PD: ALLEN/DEFORD

• KMOJ/Portland
(503) 758-5600
PD: RICH WELER
ASST. PD: BRUCE WHEELER

• KZDY/Anahem
(714) 776-3888
PD: DAVE FORBAM
MO: LARRY REISMAN

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MO: LARRY REISMAN

• KZDY/Anahem
(714) 776-3888
PD: DAVE FORBAM
MO: LARRY REISMAN

• WLLZ/Detroit
(313) 863-1800
PD: JOE WOLF
MO: DOUG ROSELL

• WJLA/Charlotte
(704) 274-5450
PD: DAVE ERVIN

• WJLA/Charlotte
(704) 274-5450
PD: DAVE

CLEAR CHANNEL PLAYS

EAST

WNYE 44.104 Buffalo

PD: Ray St. James
MD: P.J. Fox

- 1 MICHAEL JACKSON/Billie Jean
- 2 JOURNEY/Separate Ways/Worlds
- 3 LONEL RICHIE/You Are
- 4 STYX/Roboto
- 5 HALL & OATES/One On One
- 6 DURAN DURAN/Hungry Like The Wolf
- 7 DEYS MIDNIGHT R/Come On Eileen
- 8 PRETENDERS/Back On The Chain...
- 9 GREG KINN BAND/Jeopardy
- 10 ROGERS & EASTON/We've Got Tonight
- 11 CULTURE CLUB/Do You Really Want...
- 12 TOM PETTY/Change Of Heart
- 13 DEBARGE/It Like It
- 14 STEEL BREZE/Dreamin' Is Easy
- 15 JOURNEY/Separate Ways/Worlds
- 16 JOURNEY/Separate Ways/Worlds
- 17 JOURNEY/Separate Ways/Worlds
- 18 JOURNEY/Separate Ways/Worlds
- 19 JOURNEY/Separate Ways/Worlds
- 20 JOURNEY/Separate Ways/Worlds
- 21 JOURNEY/Separate Ways/Worlds
- 22 JOURNEY/Separate Ways/Worlds
- 23 JOURNEY/Separate Ways/Worlds
- 24 JOURNEY/Separate Ways/Worlds

ADDS: MEN AT WORK/Good Johnny

ON: TOTOTI/Don't Hold You Back

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

103.7 WBSB Baltimore

PD: Jan Jeffries
Music Coord: Amy Kronthal

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 CULTURE CLUB/Do You Really Want...
- 4 STRAY CATS/Stray Cat Strut
- 5 HALL & OATES/One On One
- 6 JOURNEY/Separate Ways/Worlds
- 7 PRETENDERS/Back On The Chain...
- 8 MICK & THE CROWES/Don't You Forget About Me
- 9 LONEL RICHIE/You Are
- 10 JOURNEY/Separate Ways/Worlds
- 11 JOURNEY/Separate Ways/Worlds
- 12 JOURNEY/Separate Ways/Worlds
- 13 JOURNEY/Separate Ways/Worlds
- 14 JOURNEY/Separate Ways/Worlds
- 15 JOURNEY/Separate Ways/Worlds
- 16 JOURNEY/Separate Ways/Worlds
- 17 JOURNEY/Separate Ways/Worlds
- 18 JOURNEY/Separate Ways/Worlds
- 19 JOURNEY/Separate Ways/Worlds
- 20 JOURNEY/Separate Ways/Worlds

ON: MAC McANALLY/Minimum Love

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

107.7 FM MUSCRADIO

Washington, D.C.
PD: Alan Burns
MD: Mary Taten

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 CULTURE CLUB/Do You Really Want...
- 4 DEYS MIDNIGHT R/Come On Eileen
- 5 JOURNEY/Separate Ways/Worlds
- 6 JOURNEY/Separate Ways/Worlds
- 7 JOURNEY/Separate Ways/Worlds
- 8 JOURNEY/Separate Ways/Worlds
- 9 JOURNEY/Separate Ways/Worlds
- 10 JOURNEY/Separate Ways/Worlds
- 11 JOURNEY/Separate Ways/Worlds
- 12 JOURNEY/Separate Ways/Worlds
- 13 JOURNEY/Separate Ways/Worlds
- 14 JOURNEY/Separate Ways/Worlds
- 15 JOURNEY/Separate Ways/Worlds
- 16 JOURNEY/Separate Ways/Worlds
- 17 JOURNEY/Separate Ways/Worlds
- 18 JOURNEY/Separate Ways/Worlds
- 19 JOURNEY/Separate Ways/Worlds
- 20 JOURNEY/Separate Ways/Worlds

ADDS: SCANDAL/Goodbye To You

ON: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

107.7 FM MUSCRADIO

Philadelphia
PD: Scott Walker
MD: Glenn Kalina

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 CULTURE CLUB/Do You Really Want...
- 4 DEYS MIDNIGHT R/Come On Eileen
- 5 JOURNEY/Separate Ways/Worlds
- 6 JOURNEY/Separate Ways/Worlds
- 7 JOURNEY/Separate Ways/Worlds
- 8 JOURNEY/Separate Ways/Worlds
- 9 JOURNEY/Separate Ways/Worlds
- 10 JOURNEY/Separate Ways/Worlds
- 11 JOURNEY/Separate Ways/Worlds
- 12 JOURNEY/Separate Ways/Worlds
- 13 JOURNEY/Separate Ways/Worlds
- 14 JOURNEY/Separate Ways/Worlds
- 15 JOURNEY/Separate Ways/Worlds
- 16 JOURNEY/Separate Ways/Worlds
- 17 JOURNEY/Separate Ways/Worlds
- 18 JOURNEY/Separate Ways/Worlds
- 19 JOURNEY/Separate Ways/Worlds
- 20 JOURNEY/Separate Ways/Worlds

ADDS: SCANDAL/Goodbye To You

ON: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

TRUMP/A World Of Fantasy

AL JARREAU/Monin'

ROBERT ELLIS ORBRIEN/Don't Say No

ADDS: DAN FOULBERG/Make Love Stay

DEF: LEPPARD/Photograph

92.1 WPRO-FM Providence

Operations Manager: Tom Cuddy

- 1 HALL & OATES/One On One
- 2 LONEL RICHIE/You Are
- 3 CHRIS CROSS/Right
- 4 PRETENDERS/Back On The Chain...
- 5 DEYS MIDNIGHT R/Come On Eileen
- 6 DURAN DURAN/Hungry Like The Wolf
- 7 WEATHER GIRLS/It's Raining Men
- 8 MICHAEL JACKSON/Billie Jean
- 9 AT/Over Kommissar
- 10 ROGERS & EASTON/We've Got Tonight
- 11 JOURNEY/Separate Ways/Worlds
- 12 STYX/Roboto
- 13 CULTURE CLUB/Do You Really Want...
- 14 ERIC CLAPTON/You Got A Rock N' Roll
- 15 DAN FOULBERG/Make Love Stay
- 16 JOE JACKSON/Breaking Us In Two
- 17 DIANE VAMSI/You're The Best
- 18 FRIDAY/ Know There's Something
- 19 SUPERTRAMP/Kind Of Lady
- 20 MICHAEL JACKSON/Beat It
- 21 TOM PETTY/Change Of Heart
- 22 BOB SEGER/Even Now
- 23 RICK OCEAN/Somebody's Watching Me
- 24 CLASH/Should I Stay Or Should I Go
- 25 JEFFERSON STARSHIP/Wings Of Change
- 26 GEORGE CLINTON/Somebody's Getting Ready
- 27 MELISSA MANCHESTE/In The City
- 28 DAN FOULBERG/Make Love Stay
- 29 PRINCE/Little Red Corvette
- 30 ODD/Myriky Girl
- 31 JAC JACKSON/Don't Stop Believin'
- 32 DIANE VAMSI/You're The Best
- 33 J. GEILS BAND/Land Of A Thousand Dances
- 34 ADAM ANT/Stranger In The Land
- 35 PSYCHEDELIC FURS/Love My Way
- 36 KENNY LOGGINS/Welcome To Heartlight
- 37 MISSING PERSONS/Kind Of Lady
- 38 SYSTEM/You Are In My Heart
- 39 MISSING PERSONS/Kind Of Lady
- 40 PATTY AUDIN/Every Home Should Have A

ADDS: DAVID BOWIE/Let's Dance

ON: DAN FOULBERG/Make Love Stay

CR
Parallel One Playlists

WKQX Chicago
PD: Randy Lane
MD: Lorna Ozon

1 LIONEL RICHIE/You Are
2 CHRIS CROSS/Right
3 HALL & OATES/One On One
4 MOVING PICTURES/About Me
5 JOURNEY/Separate Ways/Worlds
6 MICHAEL JACKSON/Beat It
7 DURAN DURAN/Hungry Like The Wolf
8 DEE'S MIDNIGHT/Ru/Come On Ellen
9 GOLDEN EARRING/Twilight Zone
10 STEVIE NICK/Roboto
11 PRETENDERS/Back On The Chain...
12 JOURNEY/Separate Ways/Worlds
13 GREG KINN BAND/Jeopardy
14 JOE JACKSON/Bringing Us In Two
15 PRINCE/Little Red Corvette
16 ABC/Polison Arrow
17 BRIAN ADAMS/Straight From The Heart
18 TOM PETTY/Change Of Heart
19 DAN FOULBERG/Make Love Stay
20 KENNY LOGGINS/Welcome To Heartlight
21 FRIDAY/Know There's Something
22 DOMA SUMNER/The Woman In Me
23 DAN FOULBERG/Make Love Stay
24 BOB SEGER/Even Now
25 KENNY LOGGINS/Welcome To Heartlight
26 DIANNE WARWICK/Take The Short Way Home
27 TOM PETTY/Change Of Heart
28 KENNY LOGGINS/Welcome To Heartlight
29 PATRICK SIMMONS/So Wrong
30 ROBERT HAZARD/Excelsior Of Life

ADDS: BOB SEGER/Even Now
DURAN DURAN/Rio
DAVID BOWIE/Let's Dance
MEN AT WORK/Good Johnny
PATRICK SIMMONS/So Wrong

ON: DONNIE IRIS/This Time It Must Be
J. GEILS BAND/Land Of A Thousand Da
LUBI/Building Beneath My Wings
RIC OCASER/Something To Gro For

ADDS: 23
TOTO/Don't Hold You Back

WGCL 98 Cleveland
PD: Bob Travis
MD: Tom Jeffries

1 MICHAEL JACKSON/Beat It
2 GOLDEN EARRING/Twilight Zone
3 DURAN DURAN/Hungry Like The Wolf
4 DEE'S MIDNIGHT/Ru/Come On Ellen
5 JOURNEY/Separate Ways/Worlds
6 STEVIE NICK/Roboto
7 CULTURE CLUB/Do You Really Want...
8 LIONEL RICHIE/You Are
9 JOURNEY/Separate Ways/Worlds
10 GREG KINN BAND/Jeopardy
11 PRETENDERS/Back On The Chain...
12 JOE JACKSON/Bringing Us In Two
13 PRINCE/Little Red Corvette
14 ABC/Polison Arrow
15 BRIAN ADAMS/Straight From The Heart
16 TOM PETTY/Change Of Heart
17 DAN FOULBERG/Make Love Stay
18 KENNY LOGGINS/Welcome To Heartlight
19 FRIDAY/Know There's Something
20 DOMA SUMNER/The Woman In Me
21 DAN FOULBERG/Make Love Stay
22 BOB SEGER/Even Now
23 KENNY LOGGINS/Welcome To Heartlight
24 DIANNE WARWICK/Take The Short Way Home
25 TOM PETTY/Change Of Heart
26 KENNY LOGGINS/Welcome To Heartlight
27 PATRICK SIMMONS/So Wrong
28 ROBERT HAZARD/Excelsior Of Life

ADDS: BOB SEGER/Even Now
DURAN DURAN/Rio
DAVID BOWIE/Let's Dance
MEN AT WORK/Good Johnny
PATRICK SIMMONS/So Wrong

ON: DONNIE IRIS/This Time It Must Be
J. GEILS BAND/Land Of A Thousand Da
LUBI/Building Beneath My Wings
RIC OCASER/Something To Gro For

4 KTI Milwaukee
PD: Dallas Cole
MD: Danny Clayton

1 MICHAEL JACKSON/Beat It
2 GOLDEN EARRING/Twilight Zone
3 DURAN DURAN/Hungry Like The Wolf
4 DEE'S MIDNIGHT/Ru/Come On Ellen
5 JOURNEY/Separate Ways/Worlds
6 STEVIE NICK/Roboto
7 CULTURE CLUB/Do You Really Want...
8 LIONEL RICHIE/You Are
9 JOURNEY/Separate Ways/Worlds
10 GREG KINN BAND/Jeopardy
11 PRETENDERS/Back On The Chain...
12 JOE JACKSON/Bringing Us In Two
13 PRINCE/Little Red Corvette
14 ABC/Polison Arrow
15 BRIAN ADAMS/Straight From The Heart
16 TOM PETTY/Change Of Heart
17 DAN FOULBERG/Make Love Stay
18 KENNY LOGGINS/Welcome To Heartlight
19 FRIDAY/Know There's Something
20 DOMA SUMNER/The Woman In Me
21 DAN FOULBERG/Make Love Stay
22 BOB SEGER/Even Now
23 KENNY LOGGINS/Welcome To Heartlight
24 DIANNE WARWICK/Take The Short Way Home
25 TOM PETTY/Change Of Heart
26 KENNY LOGGINS/Welcome To Heartlight
27 PATRICK SIMMONS/So Wrong
28 ROBERT HAZARD/Excelsior Of Life

ADDS: BOB SEGER/Even Now
DURAN DURAN/Rio
DAVID BOWIE/Let's Dance
MEN AT WORK/Good Johnny
PATRICK SIMMONS/So Wrong

ON: DONNIE IRIS/This Time It Must Be
J. GEILS BAND/Land Of A Thousand Da
LUBI/Building Beneath My Wings
RIC OCASER/Something To Gro For

FM 92.3 but radio Tacoma-Seattle
PD/MD: Gary Bryan

1 PRETENDERS/Back On The Chain...
2 MICHAEL JACKSON/Beat It
3 JOURNEY/Separate Ways/Worlds
4 HALL & OATES/One On One
5 STEVIE NICK/Roboto
6 DEE'S MIDNIGHT/Ru/Come On Ellen
7 FRIDAY/Know There's Something
8 CHRIS CROSS/Right
9 SUPERTRAMP/Kind Of Lady
10 ABC/Polison Arrow
11 JEFFERSON STARSHIP/Winds Of Change
12 CULTURE CLUB/Do You Really Want...
13 PAT BENATAR/Little Top Late
14 DAN FOULBERG/Make Love Stay
15 MEN AT WORK/Good Johnny
16 GOLDEN EARRING/Twilight Zone
17 THOMPSON TWINS/Lies
18 MICHAEL JACKSON/Beat It
19 STEVIE NICK/Roboto
20 BOB SEGER/Even Now
21 KENNY LOGGINS/Welcome To Heartlight
22 PRINCE/Little Red Corvette
23 SUPERTRAMP/Kind Of Lady
24 JEFFERSON STARSHIP/Winds Of Change
25 CULTURE CLUB/Do You Really Want...
26 PAT BENATAR/Little Top Late
27 DAN FOULBERG/Make Love Stay
28 MEN AT WORK/Good Johnny
29 MICHAEL JACKSON/Beat It
30 STEVIE NICK/Roboto
31 BOB SEGER/Even Now
32 KENNY LOGGINS/Welcome To Heartlight
33 PRINCE/Little Red Corvette
34 SUPERTRAMP/Kind Of Lady
35 JEFFERSON STARSHIP/Winds Of Change
36 CULTURE CLUB/Do You Really Want...
37 PAT BENATAR/Little Top Late
38 DAN FOULBERG/Make Love Stay
39 MEN AT WORK/Good Johnny
40 MICHAEL JACKSON/Beat It
41 STEVIE NICK/Roboto
42 BOB SEGER/Even Now
43 KENNY LOGGINS/Welcome To Heartlight
44 PRINCE/Little Red Corvette
45 SUPERTRAMP/Kind Of Lady
46 JEFFERSON STARSHIP/Winds Of Change
47 CULTURE CLUB/Do You Really Want...
48 PAT BENATAR/Little Top Late
49 DAN FOULBERG/Make Love Stay
50 MEN AT WORK/Good Johnny

ADDS: BOB SEGER/Even Now
PRINCE/Little Red Corvette

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

KUBE 93FM Seattle
PD: Charlie Brown
MD: Tom Huttyler

1 MICHAEL JACKSON/Beat It
2 LIONEL RICHIE/You Are
3 STRAY CATS/Stray Cat Strut
4 HALL & OATES/One On One
5 JOURNEY/Separate Ways/Worlds
6 ROBERT HAZARD/Excelsior Of Life
7 STEVIE NICK/Roboto
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 DEE'S MIDNIGHT/Ru/Come On Ellen
11 GREG KINN BAND/Jeopardy
12 JOURNEY/Separate Ways/Worlds
13 FRIDAY/Know There's Something
14 DAN FOULBERG/Make Love Stay
15 MEN AT WORK/Good Johnny
16 GOLDEN EARRING/Twilight Zone
17 THOMPSON TWINS/Lies
18 MICHAEL JACKSON/Beat It
19 STEVIE NICK/Roboto
20 BOB SEGER/Even Now
21 KENNY LOGGINS/Welcome To Heartlight
22 PRINCE/Little Red Corvette
23 SUPERTRAMP/Kind Of Lady
24 JEFFERSON STARSHIP/Winds Of Change
25 CULTURE CLUB/Do You Really Want...
26 PAT BENATAR/Little Top Late
27 DAN FOULBERG/Make Love Stay
28 MEN AT WORK/Good Johnny
29 MICHAEL JACKSON/Beat It
30 STEVIE NICK/Roboto
31 BOB SEGER/Even Now
32 KENNY LOGGINS/Welcome To Heartlight
33 PRINCE/Little Red Corvette
34 SUPERTRAMP/Kind Of Lady
35 JEFFERSON STARSHIP/Winds Of Change
36 CULTURE CLUB/Do You Really Want...
37 PAT BENATAR/Little Top Late
38 DAN FOULBERG/Make Love Stay
39 MEN AT WORK/Good Johnny
40 MICHAEL JACKSON/Beat It
41 STEVIE NICK/Roboto
42 BOB SEGER/Even Now
43 KENNY LOGGINS/Welcome To Heartlight
44 PRINCE/Little Red Corvette
45 SUPERTRAMP/Kind Of Lady
46 JEFFERSON STARSHIP/Winds Of Change
47 CULTURE CLUB/Do You Really Want...
48 PAT BENATAR/Little Top Late
49 DAN FOULBERG/Make Love Stay
50 MEN AT WORK/Good Johnny

ADDS: BOB SEGER/Even Now
PRINCE/Little Red Corvette

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

Radio 100FM Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

1 MICHAEL JACKSON/Beat It
2 DURAN DURAN/Hungry Like The Wolf
3 ROBERT HAZARD/Excelsior Of Life
4 LIONEL RICHIE/You Are
5 THOMPSON TWINS/Lies
6 JOURNEY/Separate Ways/Worlds
7 DEE'S MIDNIGHT/Ru/Come On Ellen
8 HALL & OATES/One On One
9 EASY/Easy
10 STEVIE NICK/Roboto
11 DEBARGE/Like It
12 SUPERTRAMP/Kind Of Lady
13 MICHAEL JACKSON/Beat It
14 GREG KINN BAND/Jeopardy
15 EVELYN KING/Betcha She Don't Love
16 BERLIN/So Close
17 PAT BENATAR/Little Top Late
18 FELONY/The Fanatic
19 GREG KINN BAND/Jeopardy
20 MISSING PERSONS/Waiting In L.A.
21 MICHAEL JACKSON/Beat It
22 PRINCE/Little Red Corvette
23 BOB SEGER/Even Now
24 KENNY LOGGINS/Welcome To Heartlight
25 THOMPSON TWINS/Lies
26 DAN FOULBERG/Make Love Stay
27 TOM PETTY/Change Of Heart
28 KENNY LOGGINS/Welcome To Heartlight
29 PATRICK SIMMONS/So Wrong
30 ROBERT HAZARD/Excelsior Of Life
31 BARRY MANILOW/Some Kind Of Friend
32 PATRICK SIMMONS/So Wrong
33 JERROLD GREENE/Now Should We
34 PATRICK SIMMONS/So Wrong

ADDS: LAURA BRANIGAN/Solitaire
PATRICK SIMMONS/So Wrong
DAVID BOWIE/Let's Dance
SYSTEM/You Are In My System
LUBI/Building Beneath My Wings
GAP BAND/Outstanding
RONNIE MILSAP/Stranger In My House

ON: STEPHEN BISHOP/It Might Be You/Theme
EDDIE MONEY/Take A Little Bit
DARYL HAYES/Everybody Knows
DAN FOULBERG/Make Love Stay
JOHN ANDERSON/Solitaire
MICK MCAGHALL/Minimum Love
TOTO/Don't Hold You Back
EMERITUS/Love On My Mind Tonight
MAREE EYES/Always Something Ther
BOB SEGER/Even Now
BRYAN ADAMS/Straight From The Heart
AL JARVIS/Man In A Suitcase
ROBERT HAZARD/Excelsior Of Life

KBEQ Kansas City
Ops Manager: Todd Chase

1 MICHAEL JACKSON/Beat It
2 DURAN DURAN/Hungry Like The Wolf
3 JOURNEY/Separate Ways/Worlds
4 PRETENDERS/Back On The Chain...
5 DEE'S MIDNIGHT/Ru/Come On Ellen
6 STEVIE NICK/Roboto
7 FRIDAY/Know There's Something
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 ROGERS & EASTON/We've Got Tonight
11 DURAN DURAN/Hungry Like The Wolf
12 GOLDEN EARRING/Twilight Zone
13 ABC/Polison Arrow
14 GREG KINN BAND/Jeopardy
15 LIONEL RICHIE/You Are
16 STEVIE NICK/Roboto
17 SAG/On The Loose
18 THOMPSON TWINS/Lies
19 DIANNE WARWICK/Take The Short Way Home
20 AT/Over Kommissar
21 GOLDEN EARRING/Twilight Zone
22 DON HEALEY/Can't Stand Still
23 ERIC CLAPTON/We Got A Rock N' Roll
24 PAT BENATAR/Little Top Late
25 STRAY CATS/Stray Cat Strut
26 SUPERTRAMP/Kind Of Lady
27 TOM PETTY/Change Of Heart
28 THOMAS DOBIE/She Blinded Me With S
29 KENNY LOGGINS/Welcome To Heartlight
30 CLASH/Should I Stay Or Should I
31 MELISSA MANCHESTE/Nice Girls
32 PHIL COLLINS/Don't Care Anymore
33 YAZ/Only You
34 RIC OCASER/Something To Gro For
35 LAURA BRANIGAN/Solitaire
36 BOB SEGER/Even Now
37 GREG KINN BAND/Jeopardy
38 MAREE EYES/Always Something Ther
39 BARRY MANILOW/Some Kind Of Friend
40 PATRICK SIMMONS/So Wrong

ADDS: 37, 38, 39, 40

ON: FELONY/The Fanatic
MICHAEL JACKSON/Beat It
DIANNE WARWICK/Take The Short Way Home

B96 WBBM Chicago
PD: Buddy Scott
MD: Dave Robbins

1 STEVIE NICK/Roboto
2 MICHAEL JACKSON/Beat It
3 DURAN DURAN/Hungry Like The Wolf
4 DEE'S MIDNIGHT/Ru/Come On Ellen
5 CULTURE CLUB/Do You Really Want...
6 PRETENDERS/Back On The Chain...
7 GOLDEN EARRING/Twilight Zone
8 NIGHT RANGER/Don't Tell Me You're
9 MOVING PICTURES/About Me
10 MEN AT WORK/Down Under
11 ERIC CLAPTON/We Got A Rock N' Roll
12 JOE JACKSON/Bringing Us In Two
13 STRAY CATS/Stray Cat Strut
14 GOLDEN EARRING/Twilight Zone
15 DAN FOULBERG/Make Love Stay
16 BOB SEGER/Even Now
17 FRIDAY/Know There's Something
18 DOMA SUMNER/The Woman In Me
19 DAN FOULBERG/Make Love Stay
20 KENNY LOGGINS/Welcome To Heartlight
21 TOM PETTY/Change Of Heart
22 PATRICK SIMMONS/So Wrong
23 ROBERT HAZARD/Excelsior Of Life
24 BARRY MANILOW/Some Kind Of Friend
25 PATRICK SIMMONS/So Wrong
26 DAN FOULBERG/Make Love Stay
27 TOM PETTY/Change Of Heart
28 KENNY LOGGINS/Welcome To Heartlight
29 PATRICK SIMMONS/So Wrong
30 ROBERT HAZARD/Excelsior Of Life
31 BARRY MANILOW/Some Kind Of Friend
32 PATRICK SIMMONS/So Wrong
33 JERROLD GREENE/Now Should We
34 PATRICK SIMMONS/So Wrong

ADDS: BOB SEGER/Even Now

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

WLS Chicago
PD: Richard Lippincott
MD: Steve Perun

1 STEVIE NICK/Roboto
2 MICHAEL JACKSON/Beat It
3 DURAN DURAN/Hungry Like The Wolf
4 DEE'S MIDNIGHT/Ru/Come On Ellen
5 CULTURE CLUB/Do You Really Want...
6 PRETENDERS/Back On The Chain...
7 GOLDEN EARRING/Twilight Zone
8 NIGHT RANGER/Don't Tell Me You're
9 MOVING PICTURES/About Me
10 MEN AT WORK/Down Under
11 ERIC CLAPTON/We Got A Rock N' Roll
12 JOE JACKSON/Bringing Us In Two
13 STRAY CATS/Stray Cat Strut
14 GOLDEN EARRING/Twilight Zone
15 DAN FOULBERG/Make Love Stay
16 BOB SEGER/Even Now
17 FRIDAY/Know There's Something
18 DOMA SUMNER/The Woman In Me
19 DAN FOULBERG/Make Love Stay
20 KENNY LOGGINS/Welcome To Heartlight
21 TOM PETTY/Change Of Heart
22 PATRICK SIMMONS/So Wrong
23 ROBERT HAZARD/Excelsior Of Life
24 BARRY MANILOW/Some Kind Of Friend
25 PATRICK SIMMONS/So Wrong
26 DAN FOULBERG/Make Love Stay
27 TOM PETTY/Change Of Heart
28 KENNY LOGGINS/Welcome To Heartlight
29 PATRICK SIMMONS/So Wrong
30 ROBERT HAZARD/Excelsior Of Life
31 BARRY MANILOW/Some Kind Of Friend
32 PATRICK SIMMONS/So Wrong
33 JERROLD GREENE/Now Should We
34 PATRICK SIMMONS/So Wrong

ADDS: BOB SEGER/Even Now

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

64 KFI Los Angeles
PD: Tom Biggy
MD: Steve LaBeau

1 MICHAEL JACKSON/Beat It
2 LIONEL RICHIE/You Are
3 STRAY CATS/Stray Cat Strut
4 HALL & OATES/One On One
5 JOURNEY/Separate Ways/Worlds
6 ROBERT HAZARD/Excelsior Of Life
7 STEVIE NICK/Roboto
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 DEE'S MIDNIGHT/Ru/Come On Ellen
11 GREG KINN BAND/Jeopardy
12 JOURNEY/Separate Ways/Worlds
13 FRIDAY/Know There's Something
14 DAN FOULBERG/Make Love Stay
15 MEN AT WORK/Good Johnny
16 GOLDEN EARRING/Twilight Zone
17 THOMPSON TWINS/Lies
18 MICHAEL JACKSON/Beat It
19 STEVIE NICK/Roboto
20 BOB SEGER/Even Now
21 KENNY LOGGINS/Welcome To Heartlight
22 PRINCE/Little Red Corvette
23 SUPERTRAMP/Kind Of Lady
24 JEFFERSON STARSHIP/Winds Of Change
25 CULTURE CLUB/Do You Really Want...
26 PAT BENATAR/Little Top Late
27 DAN FOULBERG/Make Love Stay
28 MEN AT WORK/Good Johnny
29 MICHAEL JACKSON/Beat It
30 STEVIE NICK/Roboto
31 BOB SEGER/Even Now
32 KENNY LOGGINS/Welcome To Heartlight
33 PRINCE/Little Red Corvette
34 SUPERTRAMP/Kind Of Lady
35 JEFFERSON STARSHIP/Winds Of Change
36 CULTURE CLUB/Do You Really Want...
37 PAT BENATAR/Little Top Late
38 DAN FOULBERG/Make Love Stay
39 MEN AT WORK/Good Johnny
40 MICHAEL JACKSON/Beat It
41 STEVIE NICK/Roboto
42 BOB SEGER/Even Now
43 KENNY LOGGINS/Welcome To Heartlight
44 PRINCE/Little Red Corvette
45 SUPERTRAMP/Kind Of Lady
46 JEFFERSON STARSHIP/Winds Of Change
47 CULTURE CLUB/Do You Really Want...
48 PAT BENATAR/Little Top Late
49 DAN FOULBERG/Make Love Stay
50 MEN AT WORK/Good Johnny

ADDS: BOB SEGER/Even Now
PRINCE/Little Red Corvette

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

KISW 102.7 Los Angeles
PD: Gerry De Francesco
MD: Mike Schaefer

1 MICHAEL JACKSON/Beat It
2 LIONEL RICHIE/You Are
3 STRAY CATS/Stray Cat Strut
4 HALL & OATES/One On One
5 JOURNEY/Separate Ways/Worlds
6 ROBERT HAZARD/Excelsior Of Life
7 STEVIE NICK/Roboto
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 DEE'S MIDNIGHT/Ru/Come On Ellen
11 GREG KINN BAND/Jeopardy
12 JOURNEY/Separate Ways/Worlds
13 FRIDAY/Know There's Something
14 DAN FOULBERG/Make Love Stay
15 MEN AT WORK/Good Johnny
16 GOLDEN EARRING/Twilight Zone
17 THOMPSON TWINS/Lies
18 MICHAEL JACKSON/Beat It
19 STEVIE NICK/Roboto
20 BOB SEGER/Even Now
21 KENNY LOGGINS/Welcome To Heartlight
22 PRINCE/Little Red Corvette
23 SUPERTRAMP/Kind Of Lady
24 JEFFERSON STARSHIP/Winds Of Change
25 CULTURE CLUB/Do You Really Want...
26 PAT BENATAR/Little Top Late
27 DAN FOULBERG/Make Love Stay
28 MEN AT WORK/Good Johnny
29 MICHAEL JACKSON/Beat It
30 STEVIE NICK/Roboto
31 BOB SEGER/Even Now
32 KENNY LOGGINS/Welcome To Heartlight
33 PRINCE/Little Red Corvette
34 SUPERTRAMP/Kind Of Lady
35 JEFFERSON STARSHIP/Winds Of Change
36 CULTURE CLUB/Do You Really Want...
37 PAT BENATAR/Little Top Late
38 DAN FOULBERG/Make Love Stay
39 MEN AT WORK/Good Johnny
40 MICHAEL JACKSON/Beat It
41 STEVIE NICK/Roboto
42 BOB SEGER/Even Now
43 KENNY LOGGINS/Welcome To Heartlight
44 PRINCE/Little Red Corvette
45 SUPERTRAMP/Kind Of Lady
46 JEFFERSON STARSHIP/Winds Of Change
47 CULTURE CLUB/Do You Really Want...
48 PAT BENATAR/Little Top Late
49 DAN FOULBERG/Make Love Stay
50 MEN AT WORK/Good Johnny

ADDS: BOB SEGER/Even Now
PRINCE/Little Red Corvette

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

104 Phoenix
PD: Randy Stewart
MD: Steve Goddard

1 DURAN DURAN/Hungry Like The Wolf
2 MICHAEL JACKSON/Beat It
3 JOURNEY/Separate Ways/Worlds
4 PRETENDERS/Back On The Chain...
5 DEE'S MIDNIGHT/Ru/Come On Ellen
6 STEVIE NICK/Roboto
7 FRIDAY/Know There's Something
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 ROGERS & EASTON/We've Got Tonight
11 DURAN DURAN/Hungry Like The Wolf
12 GOLDEN EARRING/Twilight Zone
13 ABC/Polison Arrow
14 GREG KINN BAND/Jeopardy
15 LIONEL RICHIE/You Are
16 STEVIE NICK/Roboto
17 SAG/On The Loose
18 THOMPSON TWINS/Lies
19 DIANNE WARWICK/Take The Short Way Home
20 AT/Over Kommissar
21 GOLDEN EARRING/Twilight Zone
22 DON HEALEY/Can't Stand Still
23 ERIC CLAPTON/We Got A Rock N' Roll
24 PAT BENATAR/Little Top Late
25 STRAY CATS/Stray Cat Strut
26 SUPERTRAMP/Kind Of Lady
27 TOM PETTY/Change Of Heart
28 THOMAS DOBIE/She Blinded Me With S
29 KENNY LOGGINS/Welcome To Heartlight
30 CLASH/Should I Stay Or Should I
31 MELISSA MANCHESTE/Nice Girls
32 PHIL COLLINS/Don't Care Anymore
33 YAZ/Only You
34 RIC OCASER/Something To Gro For
35 LAURA BRANIGAN/Solitaire
36 BOB SEGER/Even Now
37 GREG KINN BAND/Jeopardy
38 MAREE EYES/Always Something Ther
39 BARRY MANILOW/Some Kind Of Friend
40 PATRICK SIMMONS/So Wrong

ADDS: 37, 38, 39, 40

ON: FELONY/The Fanatic
MICHAEL JACKSON/Beat It
DIANNE WARWICK/Take The Short Way Home

Q102 Cincinnati
PD: Jim Fox
MD: Tony Galluzzo

1 LIONEL RICHIE/You Are
2 MICHAEL JACKSON/Beat It
3 DURAN DURAN/Hungry Like The Wolf
4 JOURNEY/Separate Ways/Worlds
5 MICHAEL JACKSON/Beat It
6 PHIL COLLINS/Don't Care Anymore
7 CULTURE CLUB/Do You Really Want...
8 GOLDEN EARRING/Twilight Zone
9 HALL & OATES/One On One
10 GREG KINN BAND/Jeopardy
11 PRETENDERS/Back On The Chain...
12 STRAY CATS/Stray Cat Strut
13 LINE/The Walk
14 FRIDAY/Know There's Something
15 FRIDAY/Know There's Something
16 DAN FOULBERG/Make Love Stay
17 PHIL COLLINS/Don't Care Anymore
18 TOTO/Africa
19 BOB SEGER/Even Now
20 DEE'S MIDNIGHT/Ru/Come On Ellen
21 ERIC CLAPTON/We Got A Rock N' Roll
22 LUBI/Building Beneath My Wings
23 AT/Over Kommissar
24 BILLY JOEL/Antennas
25 PRINCE/Little Red Corvette
26 TOM PETTY/Change Of Heart
27 STEEL BREEZE/Don't Stop Believin'
28 SAMMY HAGAR/Your Love Is Driving
29 DAN FOULBERG/Make Love Stay
30 PRETENDERS/Back On The Chain...

ADDS: 29, 30
DURAN DURAN/Rio

ON: FELONY/The Fanatic
MICHAEL JACKSON/Beat It
DIANNE WARWICK/Take The Short Way Home

Hot 97.1 WHYT Detroit
PD: Lee Malcolm
MD: Bob Ransom

1 MICHAEL JACKSON/Beat It
2 DURAN DURAN/Hungry Like The Wolf
3 JOURNEY/Separate Ways/Worlds
4 LIONEL RICHIE/You Are
5 GOLDEN EARRING/Twilight Zone
6 CULTURE CLUB/Do You Really Want...
7 NIGHT RANGER/Don't Tell Me You're
8 MOVING PICTURES/About Me
9 MEN AT WORK/Down Under
10 ERIC CLAPTON/We Got A Rock N' Roll
11 JOE JACKSON/Bringing Us In Two
12 STRAY CATS/Stray Cat Strut
13 GOLDEN EARRING/Twilight Zone
14 DAN FOULBERG/Make Love Stay
15 BOB SEGER/Even Now
16 FRIDAY/Know There's Something
17 DOMA SUMNER/The Woman In Me
18 DAN FOULBERG/Make Love Stay
19 KENNY LOGGINS/Welcome To Heartlight
20 TOM PETTY/Change Of Heart
21 PATRICK SIMMONS/So Wrong
22 ROBERT HAZARD/Excelsior Of Life
23 BARRY MANILOW/Some Kind Of Friend
24 PATRICK SIMMONS/So Wrong
25 DAN FOULBERG/Make Love Stay
26 TOM PETTY/Change Of Heart
27 KENNY LOGGINS/Welcome To Heartlight
28 PATRICK SIMMONS/So Wrong
29 ROBERT HAZARD/Excelsior Of Life
30 BARRY MANILOW/Some Kind Of Friend
31 PATRICK SIMMONS/So Wrong
32 JERROLD GREENE/Now Should We
33 PATRICK SIMMONS/So Wrong

ADDS: BOB SEGER/Even Now

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

KYUU San Francisco
PD: Mike Novak
MD: Steve Behm

1 LIONEL RICHIE/You Are
2 HALL & OATES/One On One
3 JOURNEY/Separate Ways/Worlds
4 CHRIS CROSS/Right
5 DEE'S MIDNIGHT/Ru/Come On Ellen
6 CULTURE CLUB/Do You Really Want...
7 FRIDAY/Know There's Something
8 DAN FOULBERG/Make Love Stay
9 DURAN DURAN/Hungry Like The Wolf
10 GOLDEN EARRING/Twilight Zone
11 JOE JACKSON/Bringing Us In Two
12 DEBARGE/Like It
13 DIANNE WARWICK/Take The Short Way Home
14 STEPHEN BISHOP/It Might Be You/Theme
15 MICK MCAGHALL/Minimum Love
16 DAN FOULBERG/Make Love Stay
17 MICHAEL JACKSON/Beat It
18 BOB SEGER/Even Now
19 SHAWN STEVENS/It'll Be Satisfied
20 MICHAEL JACKSON/Beat It
21 DIANNE WARWICK/Take The Short Way Home
22 TOTO/Don't Hold You Back
23 BARRY MANILOW/Some Kind Of Friend
24 BOB SEGER/Even Now
25 FRIDAY/Know There's Something
26 DOMA SUMNER/The Woman In Me
27 JEFFERSON STARSHIP/Winds Of Change
28 PATRICK SIMMONS/So Wrong
29 KENNY LOGGINS/Welcome To Heartlight
30 MEN AT WORK/Good Johnny

ADDS: 29
BRYAN ADAMS/Straight From The Heart
KENNY LOGGINS/Welcome To Heartlight

ON: GUNSHIP/It's A Party
AT/Over Kommissar
THOMPSON TWINS/Lies

KCNR FM 97.1 Portland
PD: Richard Harker
MD: Trevlyn Holdridge

1 LIONEL RICHIE/You Are
2 HALL & OATES/One On One
3 JOURNEY/Separate Ways/Worlds
4 CHRIS CROSS/Right
5 DEE'S MIDNIGHT/Ru/Come On Ellen
6 CULTURE CLUB/Do You Really Want...
7 FRIDAY/Know There's Something
8 DAN FOULBERG/Make Love Stay
9 DURAN DURAN/Hungry Like The Wolf
10 GOLDEN EARRING/Twilight Zone
11 JOE JACKSON/Bringing Us In Two
12 DEBARGE/Like It
13 DIANNE WARWICK/Take The Short Way Home
14 STEPHEN BISHOP/It Might Be You/Theme
15 MICK MCAGHALL/Minimum Love
16 DAN FOULBERG/Make Love Stay
17 MICHAEL JACKSON/Beat It
18 BOB SEGER/Even Now
19 SHAWN STEVENS/It'll Be Satisfied
20 MICHAEL JACKSON/Beat It
21 DIANNE WARWICK/Take The Short Way Home
22 TOTO/Don't Hold You Back
23 BARRY MANILOW/Some Kind Of Friend
24 BOB SEGER/Even Now
25 FRIDAY/Know There's Something
26 DOMA SUMNER/The Woman In Me
27 JEFFERSON STARSHIP/Winds Of Change
28 PATRICK SIMMONS/So Wrong
29 KENNY LOGGINS/Welcome To Heartlight
30 MEN AT WORK/Good Johnny

ADDS: 29
BRYAN ADAMS/Straight From The Heart
KENNY LOGGINS/Welcome To Heartlight

ON: GUNSHIP/It's A Party
AT/Over Kommissar
THOMPSON TWINS/Lies

69 XTRA San Diego
PD: Jim Richards

1 MICHAEL JACKSON/Beat It
2 LIONEL RICHIE/You Are
3 STRAY CATS/Stray Cat Strut
4 HALL & OATES/One On One
5 JOURNEY/Separate Ways/Worlds
6 ROBERT HAZARD/Excelsior Of Life
7 STEVIE NICK/Roboto
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 DEE'S MIDNIGHT/Ru/Come On Ellen
11 GREG KINN BAND/Jeopardy
12 JOURNEY/Separate Ways/Worlds
13 FRIDAY/Know There's Something
14 DAN FOULBERG/Make Love Stay
15 MEN AT WORK/Good Johnny
16 GOLDEN EARRING/Twilight Zone
17 THOMPSON TWINS/Lies
18 MICHAEL JACKSON/Beat It
19 STEVIE NICK/Roboto
20 BOB SEGER/Even Now
21 KENNY LOGGINS/Welcome To Heartlight
22 PRINCE/Little Red Corvette
23 SUPERTRAMP/Kind Of Lady
24 JEFFERSON STARSHIP/Winds Of Change
25 CULTURE CLUB/Do You Really Want...
26 PAT BENATAR/Little Top Late
27 DAN FOULBERG/Make Love Stay
28 MEN AT WORK/Good Johnny
29 MICHAEL JACKSON/Beat It
30 STEVIE NICK/Roboto
31 BOB SEGER/Even Now
32 KENNY LOGGINS/Welcome To Heartlight
33 PRINCE/Little Red Corvette
34 SUPERTRAMP/Kind Of Lady
35 JEFFERSON STARSHIP/Winds Of Change
36 CULTURE CLUB/Do You Really Want...
37 PAT BENATAR/Little Top Late
38 DAN FOULBERG/Make Love Stay
39 MEN AT WORK/Good Johnny
40 MICHAEL JACKSON/Beat It
41 STEVIE NICK/Roboto
42 BOB SEGER/Even Now
43 KENNY LOGGINS/Welcome To Heartlight
44 PRINCE/Little Red Corvette
45 SUPERTRAMP/Kind Of Lady
46 JEFFERSON STARSHIP/Winds Of Change
47 CULTURE CLUB/Do You Really Want...
48 PAT BENATAR/Little Top Late
49 DAN FOULBERG/Make Love Stay
50 MEN AT WORK/Good Johnny

ADDS: BOB SEGER/Even Now
PRINCE/Little Red Corvette

ON: J. GEILS BAND/Land Of A Thousand Da
SCANDAL/Love's A Little Bit
DAVID BOWIE/Let's Dance
STEPHEN BISHOP/It Might Be You/Theme

101 FM Denver
PD: Doug Erikson
MD: Gloria Avila

1 MICHAEL JACKSON/Beat It
2 DURAN DURAN/Hungry Like The Wolf
3 JOURNEY/Separate Ways/Worlds
4 PRETENDERS/Back On The Chain...
5 DEE'S MIDNIGHT/Ru/Come On Ellen
6 STEVIE NICK/Roboto
7 FRIDAY/Know There's Something
8 CHRIS CROSS/Right
9 DURAN DURAN/Hungry Like The Wolf
10 ROGERS & EASTON/We've Got Tonight
11 DURAN DURAN/Hungry Like The Wolf
12 GOLDEN EARRING/Twilight Zone
13 ABC/Polison Arrow
14 GREG KINN BAND/Jeopardy
15 LIONEL RICHIE/You Are
16 STEVIE NICK/Roboto
17 SAG/On The Loose
18 THOMPSON TWINS/Lies
19 DIANNE WARWICK/Take The Short Way Home
20 AT/Over Kommissar
21 GOLDEN EARRING/Twilight Zone
22 DON HEALEY/Can't Stand Still
23 ERIC CLAPTON/We Got A Rock N' Roll
24 PAT BENATAR/Little Top Late
25 STRAY CATS/Stray Cat Strut
26 SUPERTRAMP/Kind Of Lady
27 TOM PETTY/Change Of Heart
28 THOMAS DOBIE/She Blinded Me With S
29 KENNY LOGGINS/Welcome To Heartlight
30 CLASH/Should I Stay Or Should I
31 MELISSA MANCHESTE/Nice Girls
32 PHIL COLLINS/Don't Care Anymore
33 YAZ/Only You
34 RIC OCASER/Something To Gro For
35 LAURA BRANIGAN/Solitaire
36 BOB SEGER/Even Now
37 GREG KINN BAND/Jeopardy
38 MAREE EYES/Always Something Ther
39 BARRY MANILOW/Some Kind Of Friend
40 PATRICK SIMMONS/So Wrong

ADDS: 37, 38, 39, 40

ON: FELONY/The Fanatic
MICHAEL JACKSON/Beat It
DIANNE WARWICK/Take The Short Way Home

WJOL 99.1FM St. Paul
PD: Tac Hammer
MD: Gregg Swedberg

1 LIONEL RICHIE/You Are
2 MICHAEL JACKSON/Beat It
3 DURAN DURAN/Hungry Like The Wolf
4 JOURNEY/Separate Ways/Worlds
5 MICHAEL JACKSON/Beat It
6 PHIL COLLINS/Don't Care Anymore
7 CULTURE CLUB/Do You Really Want...
8 GOLDEN EARRING/Twilight Zone
9 HALL & OATES/One On One
10 GREG KINN BAND/Jeopardy
11 PRETENDERS/Back On The Chain...
12 STRAY CATS/Stray Cat Strut
13 LINE/The Walk
14 FRIDAY/Know There's Something
15 FRIDAY/Know There's Something
16 DAN FOULBERG/Make Love Stay
17 PHIL COLLINS/Don't Care Anymore
18 TOTO/Africa
19 BOB SEGER/Even Now
20 DEE'S MIDNIGHT/Ru/Come On Ellen
21 ERIC CLAPTON/We Got A Rock N' Roll
22 LUBI/Building Beneath My Wings
23 AT/Over Kommissar
24 BILLY JOEL/Antennas
25 PRINCE/Little Red Corvette
26 TOM PETTY/Change Of Heart
27 STEEL BREEZE/Don't Stop Believin'
28 SAMMY HAGAR/Your Love Is Driving
29 DAN FOULBERG/Make Love Stay
30 PRETENDERS/Back On The Chain...

ADDS: 29, 30
DURAN DURAN/Rio

ON: FELONY/The Fanatic
MICHAEL JACKSON/Beat It
DIANNE WARWICK/Take The Short Way Home

MEG 92.1 KMKJ Portland
PD/MD: Jon Barry

1 MICHAEL JACKSON/Beat It
2 DURAN DURAN/Hungry Like The Wolf
3 JOURNEY/Separate Ways/Worlds
4 LIONEL RICHIE/You Are
5 GOLDEN EARRING/Twilight Zone
6 CULTURE CLUB/Do You Really Want...
7 NIGHT RANGER/Don't Tell Me You're
8 MOVING PICTURES/About Me
9 MEN AT WORK/Down Under
10 ERIC CLAPTON/We Got A Rock N' Roll
11 JOE JACKSON/Bringing Us In Two
12 STRAY CATS/Stray Cat Strut
13 GOLDEN EARRING/Twilight Zone
14 DAN FOULBERG/Make Love Stay
15 BOB SEGER/Even Now
16 FRIDAY/Know There's Something
17 DOMA SUMNER/The Woman In Me
18 DAN FOULBERG/Make Love Stay
19 KENNY LOGGINS/Welcome To Heartlight
20 TOM PETTY/Change Of Heart
21 PATRICK SIMMONS/So Wrong
22 ROBERT HAZARD/Excelsior Of Life
23 BARRY MANILOW/Some Kind Of Friend
24 PATRICK SIMMONS/So Wrong
25 DAN FOULBERG/

EAST
Most Added Hottest

David Bowie M. Jackson "Billie"
Laura Branigan Styx
Patrick Simmons Greg Kihn Band

CHRADD'S & 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

David Bowie M. Jackson "Billie"
Laura Branigan Styx
Patrick Simmons Michael Jackson

EAST

PARALLEL TWO

K104/Erie, PA

Bill Shannon

GARY PORTNOY
ROBERT ELLIS ORRA
U2
DAVID BOWIE
DURAN DURAN
LINDA RONSTADT
STYX 15-10
PRETENDERS 18-11
Hottest:
STYX 2-1
JOURNEY 3-2
PAT BENATAR 5-3
DONNIE IRIS 7-4
BOB SEGER 9-6

KC101/New Haven, CT

Danny Lyons

BOB SEGER
DAVID BOWIE
PATRICK SIMMONS
ROBERT ELLIS ORRA
Hottest:
MICHAEL JACKSON 1-1
DEXYS MIDNIGHT RU 11-7
STYX 14-10
GREG KIHNS BAND 19-12
ATF 21-16

Q106/York, PA

Dan Steele

BOB SEGER
BRYAN ADAMS
PATRICK SIMMONS
AL JARREAU
LAURA BRANIGAN
DAVID BOWIE
Hottest:
LIONEL RICHIE 1-1
HALL & OATES 6-3
PRETENDERS 11-7
DEXYS MIDNIGHT RU 15-9
STYX 20-15

WBLI/Long Island, NY

Bill Terry

MICHAEL JACKSON
DIONNE WARWICK
GREG KIHNS BAND
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 3-2
DURAN DURAN 4-3
PRETENDERS 11-7
ROGERS & EASTON 11-8

WHFM/Rochester, NY

Kelly McCann

DAVID BOWIE (dp)
PHIL COLLINS (dp)
LAURA BRANIGAN
AL JARREAU
POINTNER SISTERS
PRETENDERS
BOB SEGER
Hottest:
MICHAEL JACKSON 3-1
STYX 6-2
DEXYS MIDNIGHT RU 14-6
OKO 26-17
GREG KIHNS BAND 31-20

WKEE/Huntington, WV

Gary Miller

DAVID BOWIE (dp)
SYSTEM
AL JARREAU
RONNIE MILSAP
NAKED EYES
PSYCHEDELIC FURS (dp)
Hottest:
HALL & OATES 2-1
JOURNEY 3-2
ERIC CLAPTON 5-4
STYX 11-5
GREG KIHNS BAND 12-6

WKFM/Syracuse, NY

John Carucci

DAVID BOWIE
SCANDAL
ZZ TOP
U2
SAMMY HAGAR
AL JARREAU
RONNIE MILSAP
WALL OF VOODOO
LAURA BRANIGAN
Hottest:
MICHAEL JACKSON 2-1
JOURNEY 4-2
ATF 15-9
MICHAEL JACKSON 29-19

WKRZ-FM/Wilkes-Barre

Jim Rising

DAVID BOWIE
LAURA BRANIGAN
ULTRAVOX
TOTAL COELO
BILLY JOEL
MODERN ENGLISH
Hottest:
JOURNEY 1-1
DEXYS MIDNIGHT RU 10-5
DEF LEPPARD 33-13
PRINCE D-17

WLAN-FM/Lancaster, PA

Nicole

PATRICK SIMMONS
DAVID BOWIE
BRYAN ADAMS
BOB SEGER
ROBERT ELLIS ORRA
BILLY JOEL
MELISSA MANCHESTE (RA)
Hottest:
MICHAEL JACKSON 2-1
STYX 13-7
DEXYS MIDNIGHT RU 12-8
GREG KIHNS BAND 17-13
ATF 26-19

WPST/Trenton, NJ

Tom Taylor

STEPHEN BISHOP
DAVID BOWIE
BARRY MANILOW
NAKED EYES
SCANDAL
TOTO
Hottest:
MICHAEL JACKSON 4-1
DEXYS MIDNIGHT RU 7-3
HALL & OATES 6-4
GREG KIHNS BAND 14-8
BILLY JOEL D-29

WREK/Utica, NY

Jim Reitz

NIGHT RANGER
U2
DAVID BOWIE
ROBERT ELLIS ORRA
Hottest:
STYX 1-1
GREG KIHNS BAND 10-6
MEN AT WORK 12-8
MICHAEL JACKSON 25-17
DEF LEPPARD 30-20

WSPK/Poughkeepsie, NY

Scott MacKay

BILLY JOEL
DAVID BOWIE
PATRICK SIMMONS
ADAM ANT
LINDA RONSTADT
AL JARREAU
Hottest:
HALL & OATES 1-1
JOURNEY 10-3
FRIDA 13-9
STYX 15-10
PRETENDERS 18-11

WTIC-FM/Hartford, CT

Mike West

DIONNE WARWICK
PATRICK SIMMONS
BRYAN ADAMS
Hottest:
DEXYS MIDNIGHT RU 5-3
MICHAEL JACKSON 11-4
GREG KIHNS BAND 16-10
STYX 21-15
PRINCE 22-16

WTRV/Ithaca, NY

BH Cahill

PLANET P
WALL OF VOODOO
PATRICK SIMMONS
TOTO
DAVID BOWIE
Hottest:
PHIL COLLINS
ANGELA BOFILL
MISSING PERSONS
Hottest:
MICHAEL JACKSON 1-1
GREG KIHNS BAND 17-13
FRIDA 16-14
ERIC CLAPTON 19-17

WYCR/Hanover, York, PA

J.J. Randolph

KIX (dp)
DAVID BOWIE
TRIUMPH (dp)
MAC MCANALLY
CLASH (dp)
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 5-2
HALL & OATES 6-3
GREG KIHNS BAND 8-4
STYX 12-7

WRO/Boston, MA

Gary Berkowitz

DAVID BOWIE
THOMAS DOLBY
ANGELA BOFILL
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 5-2
HALL & OATES 6-3
GREG KIHNS BAND 8-4
STYX 12-7

WHTT/Boston, MA

Peters/Dana

KENNY LOGGINS
DAVID BOWIE
ROBERT ELLIS ORRA
LAURA BRANIGAN
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
PRETENDERS 3-3
WEATHER GIRLS 14-10
DEXYS MIDNIGHT RU 23-17

WJBO/Portland, ME

John Willis

DAVID BOWIE
NAKED EYES
GAP BAND
MISSING PERSONS
WALL OF VOODOO
ZZ TOP
ROBERT ELLIS ORRA
Hottest:
MICHAEL JACKSON 1-1
WEATHER GIRLS 15-5
ABC 10-9
MICHAEL JACKSON 24-10
GREG KIHNS BAND 17-13

WKHI/Ocean City, MD

Jack Gilen

ROBERT HAZARD
DAVID BOWIE
ROBBIE PATTON
SAMMY HAGAR
JOHN ANDERSON
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 9-6
STYX 11-9
GREG KIHNS BAND 14-10
MICHAEL JACKSON 23-13

WOMP-FM/Baltimore, OH

McKenzie

LAURA BRANIGAN
BOB SEGER
RONNIE MILSAP
JOURNEY 2-1
DEXYS MIDNIGHT RU 17-10
WALL OF VOODOO 28-11
TONY CAREY 20-16
TOTO D-22

OK100/Ithaca, NY

Denny Alexander

GARY PORTNOY
ROBERT ELLIS ORRA
DAVID BOWIE
TONY CAREY
JOURNEY 1-1
CHRIS DEBURGH
PATRICK SIMMONS
INXS
ROBBIE PATTON (RA)
SAGA 2-1
PAT BENATAR 10-5
BOB SEGER 15-8
DONNIE IRIS 17-12
DAN FOGELBERG 23-14

WACZ/Bangor, ME

Michael O'Hara

LAURA BRANIGAN
ULTRAVOX
BRYAN ADAMS
TENANTS
PLANET P
MAC MCANALLY
TOTAL COELO
WALL OF VOODOO
Hottest:
STYX 9-6
DEXYS MIDNIGHT RU 17-12
MEN AT WORK 16-13
GREG KIHNS BAND 18-15
ATF 23-16

WCFR/Beckley, WV

Jim Martin

DAVID BOWIE (dp)
BOB SEGER
LAURA BRANIGAN
PHIL COLLINS
THOMAS DOLBY (dp)
RONNIE MILSAP
PSYCHEDELIC FURS (dp)
PATRICK SIMMONS
Hottest:
MICHAEL JACKSON 1-1
MICHAEL JACKSON 3-2
STYX 5-3
GREG KIHNS BAND 4-4
JOHN ANDERSON 21-9

WERZ/Exeter, NH

Scott MacKay

NAKED EYES
MISSING PERSONS
SAGA
PATRICK SIMMONS
ZZ TOP (dp)
Hottest:
ERIC CLAPTON 9-8
DEXYS MIDNIGHT RU 11-9
GREG KIHNS BAND 14-12
MEN AT WORK 30-21
PSYCHEDELIC FURS 31-26

WFBG/Altoona, PA

Tony Booth

RONNIE MILSAP
LAURA BRANIGAN
DEBARGE
NIGHT RANGER
ZZ TOP
AL JARREAU (dp)
DAVID BOWIE
Hottest:
MICHAEL JACKSON 2-1
DURAN DURAN 3-3
JOURNEY 7-7
ERIC CLAPTON 12-8
PRETENDERS 16-12

WQUV/Bangor, ME

Jim Randall

OXO
PATRICK SIMMONS
INXS
PHIL COLLINS
ANGELA BOFILL
MISSING PERSONS
Hottest:
MICHAEL JACKSON 1-1
GREG KIHNS BAND 16-10
MEN AT WORK 34-22

WHEB/Portsmouth, NH

Rick Bean

LAURA BRANIGAN
TOTO
Hottest:
MICHAEL JACKSON 1-1
ERIC CLAPTON 6-3
DEXYS MIDNIGHT RU 8-4
GREG KIHNS BAND 15-10
STEPHEN BISHOP 21-13

WRO/Bath, ME

Scott Robbins

LAURA BRANIGAN
PATRICK SIMMONS
NAKED EYES
SCANDAL
ZZ TOP
JOHN ANDERSON (dp)
Hottest:
MICHAEL JACKSON 1-1
GOLDEN EARRING 7-4
JOURNEY 10-6
GREG KIHNS BAND 15-12
MICHAEL JACKSON 22-14

WKZC/Chambersburg, PA

John Carucci

JOHN ANDERSON (dp)
KENNY LOGGINS
LAURA BRANIGAN
PATRICK SIMMONS
DIONNE WARWICK
DAVID BOWIE
DEF LEPPARD
Hottest:
LIONEL RICHIE 3-1
DEXYS MIDNIGHT RU 11-7
ROGERS & EASTON 12-8
STYX 14-11
GREG KIHNS BAND 17-13

WJBO/Portland, ME

John Willis

DAVID BOWIE
NAKED EYES
GAP BAND
MISSING PERSONS
WALL OF VOODOO
ZZ TOP
ROBERT ELLIS ORRA
Hottest:
MICHAEL JACKSON 1-1
WEATHER GIRLS 15-5
ABC 10-9
MICHAEL JACKSON 24-10
GREG KIHNS BAND 17-13

WKHI/Ocean City, MD

Jack Gilen

ROBERT HAZARD
DAVID BOWIE
ROBBIE PATTON
SAMMY HAGAR
JOHN ANDERSON
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 9-6
STYX 11-9
GREG KIHNS BAND 14-10
MICHAEL JACKSON 23-13

WOMP-FM/Baltimore, OH

McKenzie

LAURA BRANIGAN
BOB SEGER
RONNIE MILSAP
JOURNEY 2-1
DEXYS MIDNIGHT RU 17-10
WALL OF VOODOO 28-11
TONY CAREY 20-16
TOTO D-22

OK100/Ithaca, NY

Denny Alexander

GARY PORTNOY
ROBERT ELLIS ORRA
DAVID BOWIE
TONY CAREY
JOURNEY 1-1
CHRIS DEBURGH
PATRICK SIMMONS
INXS
ROBBIE PATTON (RA)
SAGA 2-1
PAT BENATAR 10-5
BOB SEGER 15-8
DONNIE IRIS 17-12
DAN FOGELBERG 23-14

WACZ/Bangor, ME

Michael O'Hara

LAURA BRANIGAN
ULTRAVOX
BRYAN ADAMS
TENANTS
PLANET P
MAC MCANALLY
TOTAL COELO
WALL OF VOODOO
Hottest:
STYX 9-6
DEXYS MIDNIGHT RU 17-12
MEN AT WORK 16-13
GREG KIHNS BAND 18-15
ATF 23-16

WCFR/Beckley, WV

Jim Martin

DAVID BOWIE (dp)
BOB SEGER
LAURA BRANIGAN
PHIL COLLINS
THOMAS DOLBY (dp)
RONNIE MILSAP
PSYCHEDELIC FURS (dp)
PATRICK SIMMONS
Hottest:
MICHAEL JACKSON 1-1
MICHAEL JACKSON 3-2
STYX 5-3
GREG KIHNS BAND 4-4
JOHN ANDERSON 21-9

WZYQ/Fredrick, MD

Kamosabi Joe

FIXX
DAVID BOWIE
FLEETWOOD MAC
U2
BARRY MANILOW
PLANET P
KENNY LOGGINS
FELONY (dp)
RONNIE MILSAP (dp)
Hottest:
MICHAEL JACKSON 2-1
HALL & OATES 10-4
CHRIS CROSS 14-11
FRIDA 16-13
TOM PETTY 29-26

WZYQ/Fredrick, MD

Kamosabi Joe

DAVID BOWIE
JOHN ANDERSON 5-1
MICHAEL JACKSON 10-2
DEBARGE 14-9
GREG KIHNS BAND 16-10
MEN AT WORK 34-22

B97/New Orleans, LA

Bazoo/Lousteau

LAURA BRANIGAN
GREG KIHNS BAND 5-3
HALL & OATES 11-4
STYX 18-9
MICHAEL JACKSON 21-11

WHEB/Portsmouth, NH

Rick Bean

LAURA BRANIGAN
TOTO
Hottest:
MICHAEL JACKSON 1-1
ERIC CLAPTON 6-3
DEXYS MIDNIGHT RU 8-4
GREG KIHNS BAND 15-10
STEPHEN BISHOP 21-13

WRO/Bath, ME

Scott Robbins

LAURA BRANIGAN
PATRICK SIMMONS
NAKED EYES
SCANDAL
ZZ TOP
JOHN ANDERSON (dp)
Hottest:
MICHAEL JACKSON 1-1
GOLDEN EARRING 7-4
JOURNEY 10-6
GREG KIHNS BAND 15-12
MICHAEL JACKSON 22-14

WKZC/Chambersburg, PA

John Carucci

JOHN ANDERSON (dp)
KENNY LOGGINS
LAURA BRANIGAN
PATRICK SIMMONS
DIONNE WARWICK
DAVID BOWIE
DEF LEPPARD
Hottest:
LIONEL RICHIE 3-1
DEXYS MIDNIGHT RU 11-7
ROGERS & EASTON 12-8
STYX 14-11
GREG KIHNS BAND 17-13

WJBO/Portland, ME

John Willis

DAVID BOWIE
NAKED EYES
GAP BAND
MISSING PERSONS
WALL OF VOODOO
ZZ TOP
ROBERT ELLIS ORRA
Hottest:
MICHAEL JACKSON 1-1
WEATHER GIRLS 15-5
ABC 10-9
MICHAEL JACKSON 24-10
GREG KIHNS BAND 17-13

WKHI/Ocean City, MD

Jack Gilen

ROBERT HAZARD
DAVID BOWIE
ROBBIE PATTON
SAMMY HAGAR
JOHN ANDERSON
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 9-6
STYX 11-9
GREG KIHNS BAND 14-10
MICHAEL JACKSON 23-13

WOMP-FM/Baltimore, OH

McKenzie

LAURA BRANIGAN
BOB SEGER
RONNIE MILSAP
JOURNEY 2-1
DEXYS MIDNIGHT RU 17-10
WALL OF VOODOO 28-11
TONY CAREY 20-16
TOTO D-22

OK100/Ithaca, NY

Denny Alexander

GARY PORTNOY
ROBERT ELLIS ORRA
DAVID BOWIE
TONY CAREY
JOURNEY 1-1
CHRIS DEBURGH
PATRICK SIMMONS
INXS
ROBBIE PATTON (RA)
SAGA 2-1
PAT BENATAR 10-5
BOB SEGER 15-8
DONNIE IRIS 17-12
DAN FOGELBERG 23-14

WACZ/Bangor, ME

Michael O'Hara

LAURA BRANIGAN
ULTRAVOX
BRYAN ADAMS
TENANTS
PLANET P
MAC MCANALLY
TOTAL COELO
WALL OF VOODOO
Hottest:
STYX 9-6
DEXYS MIDNIGHT RU 17-12
MEN AT WORK 16-13
GREG KIHNS BAND 18-15
ATF 23-16

WCFR/Beckley, WV

Jim Martin

DAVID BOWIE (dp)
BOB SEGER
LAURA BRANIGAN
PHIL COLLINS
THOMAS DOLBY (dp)
RONNIE MILSAP
PSYCHEDELIC FURS (dp)
PATRICK SIMMONS
Hottest:
MICHAEL JACKSON 1-1
MICHAEL JACKSON 3-2
STYX 5-3
GREG KIHNS BAND 4-4
JOHN ANDERSON 21-9

KYK/Little Rock, AR

David Allen Ross

DAN FOGELBERG
HOTTEST:
MICHAEL JACKSON 1-1
CULTURE CLUB 4-2
ERIC CLAPTON 5-4
LIONEL RICHIE 11-9
CHRIS CROSS 13-10

KSET-FM/El Paso, TX

Cat Simon

PATRICK SIMMONS
ADAM ANT
DAVID BOWIE
SAMMY HAGAR
OXO
ROBERT ELLIS ORRA
HOTTEST:
CULTURE CLUB 5-1
ABC 15-7
MICHAEL JACKSON 20-9
DEXYS MIDNIGHT RU 19-10
ATF 23-17

KTFM/San Antonio, TX

Joe Nasty

THOMPSON TWINS (RA)
ANGELA BOFILL
DAVID BOWIE
BETTY HIGGINS
GARY PORTNOY
ZZ TOP
U2
STYX
Hottest:
CULTURE CLUB 2-1
FRIDA 12-9
GEORGE CLINTON 21-19
PRINCE 29-25
DEF LEPPARD 40-31

KTSA/San Antonio, TX

Frank Walsh

PRETENDERS
DAN FOGELBERG
GREG KIHNS BAND
HOTTEST:
MICHAEL JACKSON 2-1
ROGERS & EASTON 3-3
HALL & OATES 16-7
DEBARGE 13-11
MICHAEL JACKSON 21-16

KX104/Nashville, TN

Bryan Sargent

DAVID BOWIE
BOB SEGER
TOTO
DIONNE WARWICK
DEF LEPPARD (dp)
Hottest:
JOHN ANDERSON 12-1
DEXYS MIDNIGHT RU 14-11
GREG KIHNS BAND 18-12
MEN AT WORK 20-14
MICHAEL JACKSON 26-17

KXX106/Birmingham, AL

Steve Davis

BARRY MANILOW
KENNY LOGGINS
RONNIE MILSAP
Hottest:
MICHAEL JACKSON 2-1
JOHN ANDERSON 10-5
HALL & OATES 3-2
DAN FOGELBERG 18-14
FIREBALL 20-15

KZFM/Corpus Christi, TX

Jackie Robbins

SAGA
ZZ TOP (dp)
DAVID BOWIE
PATRICK SIMMONS
U2
Hottest:
STYX 4-1
DURAN DURAN 1-2
PRETENDERS 7-5
CULTURE CLUB 5-3
DEF LEPPARD 13-10

FM100/Memphis, TN

Gerry Wall

AL JARREAU
PRINCE
CHAMPAGNE
RONNIE MILSAP
LAURA BRANIGAN
BRYAN ADAMS
Hottest:
LIONEL RICHIE 1-1
GREG KIHNS BAND 10-5
JOURNEY 12-8
EW4F 15-10
STYX 14-12

Q100/Mobile, AL

Scott Griffith

BOB SEGER
BARRY MANILOW
KENNY LOGGINS
LAURA BRANIGAN
DAVID BOWIE
ZZ TOP (dp)
Hottest:
MICHAEL JACKSON 1-1
STYX 7-4
FRIDA 16-12
MICHAEL JACKSON 22-13
DEF LEPPARD D-29

KBFM/McAllen-Brownsville

Bob Mitchell

MIDWEST Most Added Hottest

Bob Seger M. Jackson "Billie" Bryan Adams Styx David Bowie Journey

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

David Bowie M. Jackson "Billie" Patrick Simmons Styx Bob Seger Journey Greg Kihn Band

MIDWEST PARALLEL TWO

92X/Columbus, OH

Teri Nutter TOM PETTY BOB SEGER DEF LEPPARD MICHAEL JACKSON 15-1 JOURNEY 25-5 STYX D-8 MICHAEL JACKSON D-14 GREG KIHN BAND D-15

KEYN-FM/Wichita, KS

Taylor/Pearman TOTO BRYAN ADAMS RONNIE MILSAP KENNY LOGGINS DEF LEPPARD (dp) DAVID BOWIE Hottest: LIONEL RICHIE 1-1 PRETENDERS 8-4 JOURNEY 10-6 DEXYS MIDNIGHT RU 18-8 GREG KIHN BAND 16-9

KHKK/Davenport, IA

Jim O'Hara GREG KIHN BAND BOB SEGER RONNIE MILSAP ROBERT ELLIS ORRA Hottest: CHRIS CROSS 2-1 DEXYS MIDNIGHT RU 24-17 KENNY LOGGINS 27-21 TOTO 31-23 J. GEILS BAND 30-28

KMGK/Des Moines, IA

Jim Roberts Hottest: MICHAEL JACKSON 1-1 STYX 5-5 ERIC CLAPTON 8-8 JOURNEY 9-9 HALL & OATES 12-12

KOVM/Oklahoma City, OK

Dave Duquesne DIONNE WARWICK JEFFREY OSBORNE MAC MCANALLY Hottest: LIONEL RICHIE 1-1 CHRIS CROSS 4-3 DAN FOGELBERG 10-7 STEPHEN BISHOP 12-9 MICHAEL JACKSON 17-11

KQKQ/Omaha, NB

Taylor/Evans TOTO BOB SEGER BRYAN ADAMS DEBARGE Hottest: MICHAEL JACKSON 1-1 STYX 6-2 JOURNEY 4-4 MICHAEL JACKSON 18-9 PRINCE 19-10

KRAV/Tulsa, OK

Gary Reynolds KENNY LOGGINS PATRICK SIMMONS TOTO Hottest: MICHAEL JACKSON 5-1 LIONEL RICHIE 3-3 STEPHEN BISHOP 7-5 HALL & OATES 9-7 BARRY MANILOW 20-16

KZ93/Peoria, IL

Mark Meloney TOTO PATRICK SIMMONS BRYAN ADAMS BOB SEGER DAVID BOWIE Hottest: JOURNEY 2-1 PAT BENATAR 4-3 HALL & OATES 7-4 NIGHT RANGER 6-5 STYX 13-7

US3/South Bend, IN

J.K. Dearing MICHAEL JACKSON (dp) Hottest: CULTURE CLUB 5-1 PATTI AUSTIN 2-2 JOURNEY 14-6 ROGERS & EASTON 9-8 PRETENDERS 17-10

WEBC/Duluth, MN

Dick Johnson TOTO OXO Hottest: HALL & OATES 3-1 MICHAEL JACKSON 5-3 ERIC CLAPTON 7-5 DEXYS MIDNIGHT RU 10-8 FRIDA 15-11

WHOT/Youngstown, OH

Dick Thompson HALL & OATES Hottest: MUSICAL YOUTH 2-1 MICHAEL JACKSON 3-3 LIONEL RICHIE 13-8 STYX 16-9 PRETENDERS 17-12

WGRD/Grand Rapids, MI

J.J. Duling SUPERTRAMP ERIC CLAPTON GREG KIHN BAND DAN FOGELBERG FRIDA KENNY LOGGINS BOB SEGER MICHAEL JACKSON TOM PETTY ABC JEFFERSON STARSHI OXO MEN AT WORK GOLDEN EARRING (dp) Hottest: LIONEL RICHIE 3-1 PRETENDERS 6-4 MICHAEL JACKSON 12-6 STYX 15-8 DEXYS MIDNIGHT RU 19-9

WHOT/Youngstown, OH

Dick Thompson DIONNE WARWICK ROBERT ELLIS ORRA FELONY MISSING PERSONS DAVID BOWIE Hottest: MICHAEL JACKSON 1-1 DEXYS MIDNIGHT RU 12-6 GREG KIHN BAND 16-13 STYX 17-14 ATF 21-16

WJXQ/Jackson, MI

Ryan/Cheeks SAMMY HAGAR U2 Hottest: CHRIS CROSS 2-1 DEXYS MIDNIGHT RU 24-17 KENNY LOGGINS 27-21 TOTO 31-23 J. GEILS BAND 30-28

WKAU/Appleton-Oshkosh

Ross/Allen PATRICK SIMMONS BRYAN ADAMS LAURA BRANIGAN MICHAEL JACKSON Hottest: JOURNEY 1-1 STYX 7-2 MICHAEL JACKSON 9-4 DEXYS MIDNIGHT RU 11-7 ATF 19-12

WKDD/Akron, OH

Leppard/Matt Patrick RONNIE MILSAP SAMMY HAGAR MAC MCANALLY Hottest: MICHAEL JACKSON 1-1 DON HENLEY 2-2 GREG KIHN BAND 12-9 GOLDEN EARRING 16-13 TOTO 21-17

WKDQ/Evansville, IN

Hobbs/Payne BOB SEGER BRYAN ADAMS RONNIE MILSAP ROBBIE PATTON Hottest: LIONEL RICHIE 1-1 STEPHEN BISHOP 4-3 MICHAEL JACKSON 9-4 JOE JACKSON 8-6 ERIC CLAPTON 10-8

WKFR/Kalamazoo, MI

Swart/Chapman PRINCE (dp) ART IN AMERICA MAC MCANALLY MEN AT WORK (dp) THOMAS DOLBY (dp) Hottest: MICHAEL JACKSON 1-1 HALL & OATES 4-2 JOURNEY 6-5 STYX 12-6 DEXYS MIDNIGHT RU 13-9

WMEE/Fort Wayne, IN

J.K. Richards AL JARREAU PATRICK SIMMONS DAVID BOWIE PRINCE BOB SEGER KENNY LOGGINS Hottest: DURAN DURAN 1-1 STYX 10-6 DEXYS MIDNIGHT RU 11-7 ERIC CLAPTON 16-14 FRIDA 23-17

WNAM/Appleton-Oshkosh

Chris Caine CLASH (dp) SCANDAL DAVID BOWIE TRIUMPH AL JARREAU SAMMY HAGAR Hottest: MICHAEL JACKSON 3-1 DEXYS MIDNIGHT RU 5-2 HALL & OATES 6-3 GREG KIHN BAND 15-10 PSYCHEDELIC FURS 21-17

WNAM/Appleton-Oshkosh

Chris Caine CLASH (dp) SCANDAL DAVID BOWIE TRIUMPH AL JARREAU SAMMY HAGAR Hottest: MICHAEL JACKSON 3-1 DEXYS MIDNIGHT RU 5-2 HALL & OATES 6-3 GREG KIHN BAND 15-10 PSYCHEDELIC FURS 21-17

WNAP/Indianapolis, IN

Larry Mego GREG KIHN BAND DIONNE WARWICK TOTO STEPHEN BISHOP KENNY LOGGINS MELISSA MANCHESTE Hottest: MICHAEL JACKSON 11-1 PRETENDERS 14-3 HALL & OATES 8-5 JOE JACKSON 17-6 ERIC CLAPTON 15-7

WVIC/East Lansing, MI

Mike Hayes U2 ZZ TOP ADAM ANT INXS Hottest: PAT BENATAR 1-1 GOLDEN EARRING 5-5 DURAN DURAN 8-10 DEXYS MIDNIGHT RU 18-15 GREG KIHN BAND 24-23

WZOK/Rockford, IL

Tim Fox KENNY LOGGINS MAC MCANALLY MICHAEL JACKSON 5-1 STYX 7-3 PRETENDERS 9-5 JOE JACKSON 8-8 DEXYS MIDNIGHT RU 15-12

WZZR/Grand Rapids, MI

Don Schuller CLASH MISSING PERSONS ART IN AMERICA SAMMY HAGAR DAVID BOWIE Hottest: MICHAEL JACKSON 3-1 DEXYS MIDNIGHT RU 10-9 JOURNEY 16-13 YAZ 22-16 SHERIFF 29-22

Z104/Madison, WI

Jonathan Little MODERN ENGLISH INXS (dp) DAVID BOWIE SAGA Hottest: MICHAEL JACKSON 2-2 JOURNEY 3-3 CULTURE CLUB 4-4 JOURNEY 16-8 GREG KIHN BAND 20-17

K107/Tulsa, OK

Phil Williams BOB SEGER MAC MCANALLY BRYAN ADAMS DAVID BOWIE PATRICK SIMMONS Hottest: MICHAEL JACKSON 1-1 ERIC CLAPTON 12-4 JEFFERSON STARSHI 19-13 GREG KIHN BAND 27-15 MICHAEL JACKSON 36-31

WZPL/Indianapolis, IN

Jay Stevens ZZ TOP SAMMY HAGAR KENNY LOGGINS FIXX DAVID BOWIE Hottest: CULTURE CLUB 3-1 JOURNEY 6-2 JOE JACKSON 8-4 GREG KIHN BAND 11-7 HALL & OATES 13-10

PARALLEL THREE

99KG/Salina, KS

Denny Collier PATRICK SIMMONS ZZ TOP (dp) DEF LEPPARD (dp) TOTO MAC MCANALLY JOHN ANDERSON NIGHT RANGER (dp) Hottest: MICHAEL JACKSON 3-1 JOURNEY 8-4 STYX 18-12 GREG KIHN BAND 25-19 FRIDA 27-20

DS3/Dubuque, IA

Steve Sesterhenn OXO BOB SEGER PHIL COLLINS BRYAN ADAMS Hottest: LIONEL RICHIE 2-1 ROGERS & EASTON 4-3 JOE JACKSON 7-5 HALL & OATES 8-6 SUPERTRAMP 9-7

KTYR/Bismarck, ND

Dan Brannen LAURA BRANIGAN DIONNE WARWICK ATF BOB SEGER EDDIE RABBITT FLEETWOOD MAC Hottest: CHRIS CROSS 1-1 DURAN DURAN 12-10 DEXYS MIDNIGHT RU 13-11 MICHAEL JACKSON 20-13 FRIDA 19-14

KDVV/Topeka, KN

Tony Stewart BRYAN ADAMS WALL OF VOODOO (dp) STEPHEN BISHOP (dp) ZZ TOP BOB SEGER Hottest: JOURNEY 1-1 MICHAEL JACKSON 4-2 STYX 5-3 ERIC CLAPTON 10-7 EW&F 12-10

KFMZ/Columbia, MO

Steve Graziano INXS BOB SEGER PLANET P U2 Hottest: DEXYS MIDNIGHT RU 3-1 PHIL COLLINS 7-4 RED RIDER 18-14 KENNY LOGGINS 22-16 PSYCHEDELIC FURS 23-18

KKLS/Rapid City, SD

Sherwin/Piper RONNIE MILSAP LAURA BRANIGAN MAC MCANALLY Hottest: LIONEL RICHIE 2-1 HALL & OATES 4-2 ERIC CLAPTON 6-3 STYX 9-7 GREG KIHN BAND 19-15

KKXL/FM/Grand Forks, ND

Don Nordine BOB SEGER KENNY LOGGINS LAURA BRANIGAN BRYAN ADAMS Hottest: MICHAEL JACKSON 3-1 STYX 5-2 DURAN DURAN 1-5 MICHAEL JACKSON 26-10 GREG KIHN BAND 20-15

KQWB/Fargo, ND

Wayne Hiller OXO TOTO MELISSA MANCHESTE MEN AT WORK Hottest: MICHAEL JACKSON 2-1 HALL & OATES 6-3 DEXYS MIDNIGHT RU 11-7 JOURNEY 16-8 GREG KIHN BAND 20-17

KRNA/Iowa City, IA

Bart Goynshor DAVID BOWIE (dp) Hottest: MICHAEL JACKSON 1-1 JOURNEY 3-2 STYX 10-3 GREG KIHN BAND 11-7 MICHAEL JACKSON 20-11

KWTO-FM/Springfield, MO

Alexander/Hammond BOB SEGER DAVID BOWIE LAURA BRANIGAN Hottest: MICHAEL JACKSON 2-1 HALL & OATES 4-2 PRETENDERS 6-4 JOURNEY 7-5 STYX 13-9

KYTN/Grand Forks, ND

Tom Fricke NIGHT RANGER BOB SEGER TRIUMPH KENNY LOGGINS MAC MCANALLY PSYCHEDELIC FURS ROBERT HAZARD Hottest: JOURNEY 2-1 MICHAEL JACKSON 16-5 TOTO 31-24 DEF LEPPARD 35-26 NIGHT RANGER A-34

WAZY-FM/Lafayette, IN

Jim Stacy BOB SEGER TOTO PRINCE MAC MCANALLY (dp) Hottest: MICHAEL JACKSON 1-1 STYX 8-2 JOURNEY 7-4 FRIDA 18-13 MICHAEL JACKSON 28-21

WBWB/Bloomington, IN

John Heimann YAZ DIRE STRAITS MAC MCANALLY LOU RAWLS BILLY JOEL BRYAN ADAMS DEF LEPPARD (dp) NAKED EYES SYSTEM TRIUMPH Hottest: MICHAEL JACKSON 2-1 DURAN DURAN 1-2 JOURNEY 4-3 HALL & OATES 6-4 STYX 23-16

WCIL-FM/Carbondale, IL

Tony Waitokus THOMPSON TWINS (dp) KENNY LOGGINS SINGLE BULLET THE TOTAL COELO (dp) Hottest: JOHN ANDERSON 6-1 STYX 1-2 MICHAEL JACKSON 2-3 PRETENDERS 14-6 CHRIS CROSS 20-7

WRRK/Racine, WI

Steve Warren TOTO Hottest: LIONEL RICHIE 4-1 MICHAEL JACKSON 5-4 STYX 12-8 PRETENDERS 11-9 MICHAEL JACKSON 25-18

WSPT/Stevens Point, WI

Fuhr/Tracy TOTO STEPHEN BISHOP PATRICK SIMMONS FIXX (dp) INXS (dp) Hottest: DEXYS MIDNIGHT RU 1-1 STYX 2-2 MICHAEL JACKSON 6-3 JOHN ANDERSON 16-6 MICHAEL JACKSON 21-11

KFMW/Waterloo, IA

Draw Bentley PRINCE TRIUMPH WALL OF VOODOO PATRICK SIMMONS INXS Hottest: JOURNEY 3-1 STYX 7-3 DEXYS MIDNIGHT RU 11-5 ERIC CLAPTON 20-10 ABC 28-19

KKRC/Sioux Falls, SD

Greg Fisher BOB SEGER TOTO KENNY LOGGINS DIONNE WARWICK BRYAN ADAMS Hottest: MICHAEL JACKSON 2-1 MEN AT WORK 6-4 THOMPSON TWINS 18-8 MICHAEL JACKSON 19-12 OXO 29-18

WEST PARALLEL TWO

FM102/Sacramento, CA

Manders/Preston Hottest: MICHAEL JACKSON 1-1 DEBARGE 10-10 JOURNEY 11-11 POCO 18-18 DAN FOGELBERG 20-20

K96/Provo, UT

Gentry/McCoy THOMPSON TWINS TOTO MAC MCANALLY BARRY MANILOW Hottest: MICHAEL JACKSON 2-1 JOURNEY 15-9 STYX 16-11 MEN AT WORK 25-21 ATF 26-22

KBBK/Boise, ID

Bob Lee NAKED EYES AL JARREAU NIGHT RANGER WALL OF VOODOO SAMMY HAGAR DAVID BOWIE Hottest: JOURNEY 2-1 DEXYS MIDNIGHT RU 9-2 PRETENDERS 10-4 ATF 16-8 STYX 13-12

KGGI/Riverside S. Bern.

Steve O'Neil GAP BAND Hottest: MICHAEL JACKSON 1-1 PRETENDERS 2-2 STRAY CATS 3-3 CHRIS CROSS 4-4 DURAN DURAN 5-5

KIKI/Honolulu, HI

Kong/Shihido JULIO IGLESIAS BRYAN ADAMS GERARD MCMAHON KASUALS NAKED EYES SPINNERS MAC MCANALLY PRINCE (dp) PATTI AUSTIN FLEETWOOD MAC WOLF ROBBIE PATTON WEATHER GIRLS Hottest: RABBITT & GAYLE 2-1 MICHAEL JACKSON 1-2 STYX 11-3 HALL & OATES 3-4 ATF 18-11

KHOP/Modesto-Stockton

David Kraham KENNY LOGGINS DAVID BOWIE BOB SEGER (dp) SAMMY HAGAR (dp) BRYAN ADAMS YAZ Hottest: LIONEL RICHIE 2-1 GREG KIHN BAND 9-3 STYX 12-5 JEFFERSON STARSHI 15-9 MICHAEL JACKSON 27-16

KIDD/Monterey, CA

Brown/Carr PATRICK SIMMONS BOB SEGER KENNY LOGGINS TOTO Hottest: DURAN DURAN 1-1 EVELYN KING 2-2 MICHAEL JACKSON 3-3 GREG KIHN BAND 6-4 MEN AT WORK 14-10

KJRB/Spokane, WA

Suds Coleman PATRICK SIMMONS BOB SEGER STYX Hottest: MICHAEL JACKSON 1-1 PRETENDERS 6-3 YAZ 13-11 ABC 15-13 JOHN ANDERSON 25-20

KKFM/Colorado Springs, CO

Dave Ryan ATF DEF LEPPARD Hottest: JOURNEY 3-1 STYX 7-3 FRIDA 12-10 DEXYS MIDNIGHT RU 17-14 BOB SEGER 25-15 PRINCE D-22

KKXX/Bakersfield, CA

Squires/Marcus FLIRTS TOTO PATRICK SIMMONS MAC MCANALLY DAN FOGELBERG EDDIE RABBITT SCANDAL GARY PORTNOY LAURA BRANIGAN Hottest: STYX 2-1 GREG KIHN BAND 11-3 ATF 16-6 OXO 19-16 DEF LEPPARD D-22

KLUC/Las Vegas, NV

Randy Lunquist BOB SEGER BRYAN ADAMS DEF LEPPARD (dp) Hottest: JOURNEY 1-1 PRETENDERS 8-4 DURAN DURAN 7-5 STYX 11-9 GREG KIHN BAND 15-10

KO93/Modesto, CA

Ausham/Main MICHAEL JACKSON BOB SEGER RONNIE MILSAP MAC MCANALLY Hottest: MICHAEL JACKSON 1-1 MELISSA MANCHESTE 18-10 FRIDA 23-16 PHIL COLLINS 26-20

KQMQ/Honolulu, HI

Kimo Akane BRYAN ADAMS TRIUMPH OXO SAMMY HAGAR O-FEEL ANGELA BOFILL ROBERT HAZARD FRIDA Hottest: MICHAEL JACKSON 1-1 HALL & OATES 3-2 RABBITT & GAYLE 4-3 CHRIS CROSS 6-4 STYX 10-6

KSKD/Salem, OR

Len E. Mitchell BOB SEGER SAMMY HAGAR DAVID BOWIE MISSING PERSONS (dp) AL JARREAU (dp) NIGHT RANGER (dp) LOU RAWLS (dp) DEBARGE (dp) ADAM ANT (dp) Hottest: STYX 2-1 ATF 17-10 MICHAEL JACKSON 24-12 DEF LEPPARD 37-30 PRINCE D-33

KYNO-FM/Fresno, CA

John Lee Walker KENNY LOGGINS FRIDA Hottest: MICHAEL JACKSON 1-1 STRAY CATS 2-2 VANITY 6 3-3 GAP BAND 9-4 CULTURE CLUB 20-10

KRC/Tucson, AZ

Zapoleon/Norris STEPHEN BISHOP Hottest: HALL & OATES 5-1 LIONEL RICHIE 9-3 MICHAEL JACKSON 13-7 MICHAEL JACKSON 24-12 ERIC CLAPTON 27-18

KRSP/Salt Lake City, UT

Carlson/Moll LAURA BRANIGAN BRYAN ADAMS PRINCE DAVID BOWIE Hottest: MICHAEL JACKSON 1-1 STYX 9-6 MICHAEL JACKSON 13-8 MEN AT WORK 12-9 DEXYS MIDNIGHT RU 17-13

KYYX/Seattle, WA

Elvin Ichiyama DAVID BOWIE FLIRTS EDDY GRANT TOTAL COELO PETE SHELLEY ROUGH TRADE Hottest: PSYCHEDELIC FURS 1-1 GREG KIHN BAND 2-2 DEXYS MIDNIGHT RU 4-4 MICHAEL JACKSON 5-5 ATF 14-10

KHYT/Tucson, AZ

Sherman Cohen PATTI AUSTIN TOTAL COELO DAVID BOWIE GERARD MCMAHON NAKED EYES Hottest: MICHAEL JACKSON 1-1 STYX 6-3 GREG KIHN BAND 8-6 HALL & OATES 12-7 BERLIN 24-16

PARALLEL THREE

KBIM/Roswell, NM

Harry Dierks BOB SEGER DAVID BOWIE PATRICK SIMMONS KENNY LOGGINS LAURA BRANIGAN ZZ TOP LE ROUX SAMMY HAGAR Hottest: MICHAEL JACKSON 2-1 GREG KIHN BAND 5-3 ABC 14-8 DIONNE WARWICK 32-23 TOTO D-30

KCBN/Reno, NV

Jim O'Neal DAVID BOWIE MODERN ENGLISH BRYAN ADAMS ULTRAVOX FIXX ALEX CALL Hottest: GREG KIHN BAND 2-1 DEXYS MIDNIGHT RU 8-4 BILLY IDOL 10-6 ATF 14-8 MEN AT WORK 17-10

KCDQ/Bozeman, MT

Williams/St. John SAMMY HAGAR SAGA LOU RAWLS ZZ TOP DAVID BOWIE FLEETWOOD MAC RONNIE MILSAP Hottest: JOURNEY 4-1 LIONEL RICHIE 2-3 ERIC CLAPTON 9-7 MEN AT WORK 13-8 STYX 15-10

KGHO/Hoquiam, WA

Steve Larson Hottest: HALL & OATES 1-1 JOURNEY 2-2 MICHAEL JACKSON 5-5 STYX 7-7 MEN AT WORK 16-16

KDZA/Pueblo, CO

Rip Avina PATRICK SIMMONS PSYCHEDELIC FURS AL JARREAU ROBERT HAZARD Hottest: LIONEL RICHIE 1-1 MICHAEL JACKSON 2-2 HALL & OATES 8-4 JOURNEY 10-5 ERIC CLAPTON 11-9

KENI/Anchorage, AK

Vaughn/Kimberly LOU RAWLS AL JARREAU BILLY JOEL ROBERT ELLIS ORRA KC & SUNSHINE BAN PRINCE DAVID BOWIE Hottest: MICHAEL JACKSON 1-1 LIONEL RICHIE 9-2 STYX 12-6 JOE JACKSON 10-9 DEXYS MIDNIGHT RU 25-18

KIST/Santa Barbara, CA

Scotty Johnson KENNY LOGGINS ROBERT ELLIS ORRA LOU RAWLS THOMAS DOLBY BRYAN ADAMS Hottest: HALL & OATES 3-1 MELISSA MANCHESTE 5-2 GREG KIHN BAND 9-8 DAN FOGELBERG 15-10 DONALD FAGEN 16-11

KKAZ/Chesapeake, WY

John Ramsay PATRICK SIMMONS THOMPSON TWINS MAC MCANALLY BOB SEGER OAK RIDGE BOYS Hottest: MICHAEL JACKSON 4-3 HALL & OATES 6-4 DURAN DURAN 7-6 JOURNEY 8-7 DEXYS MIDNIGHT RU 15-9

KOZE/Lewiston, ID

Jay McCall PATRICK SIMMONS BARRY MANILOW FLEETWOOD MAC NIGHT RANGER DAVID BOWIE FIXX (dp) Hottest: HALL & OATES 1-1 MEN AT WORK 17-7 GREG KIHN BAND 16-8 FRIDA 21-12 OXO 23-17

KSly/San Luis Obispo, CA

J. Michaels LAURA BRANIGAN DEF LEPPARD (dp) JOHN ANDERSON BOB SEGER BRYAN ADAMS O-FEEL MISSING PERSONS (dp) DAVID BOWIE Hottest: THOMAS DOLBY 22-11 STEPHEN BISHOP 24-14 GREG KIHN BAND 26-15 NIGHT RANGER 30-24

KTRS/Casper, WY

Sears/Donovan TOM PETTY SAMMY HAGAR DAVID BOWIE BOB SEGER Hottest: MICHAEL JACKSON 1-1 JOURNEY 9-3 STYX 11-8 DEXYS MIDNIGHT RU 13-10 FRIDA 17-13

KYYA/Billings, MT

Charlie Fox STEPHEN BISHOP TOTO Hottest: MICHAEL JACKSON 3-1 STYX 13-7 PRETENDERS 15-8 GREG KIHN BAND 20-15 FRIDA 23-16

223 Current Reports

The following stations did not report this week and therefore their playlists were frozen:

KMGK/Des Moines KGHO/Hoquiam

The following stations reported frozen playlists this week:

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

(Bryan Adams continued)

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	48		UP 51
S	33		DEBITS 20
M	21		DOWN 0
S	56		ADDS 25
W	19		

EXAMPLE

100/25 — 100 CHR reporting stations on 1 this week including 25 new adds

44% — Percentage of these 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

A

ABC
Pison Arrow (Mercury/PG)
LP: Lexicon Of Love

Regional Reach	165/1	72%	National Summary
E	54		UP 24
S	34		DEBITS 14
M	24		DOWN 1
S	54		ADDS 24
W	14		

19

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

23

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

16

AFTER THE FIRE
Der Kommissar (Epic)
LP: After The Fire

Regional Reach	184/3	81%	National Summary
E	84		UP 17
S	84		DEBITS 17
M	75		DOWN 1
S	84		ADDS 3
W	84		

6

DEXYS MIDNIGHT RUNNERS
Come On Eileen (Mercury/PG)
LP: Too-Rye-Ay

Regional Reach	203/2	89%	National Summary
E	96		UP 17
S	96		DEBITS 3
M	96		DOWN 7
S	96		ADDS 2
W	87		

15

JOHN ANDERSON
Swingin' (WB)
LP: Wild And Blue

Regional Reach	68/7	30%	National Summary
E	16		UP 12
S	16		DEBITS 12
M	16		DOWN 6
S	16		ADDS 7
W	21		

18

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

15

DAVID BOWIE
Let's Dance (EMI America)
LP: Let's Dance

Regional Reach	111/110	49%	National Summary
E	54		UP 28
S	56		DEBITS 12
M	21		DOWN 7
S	56		ADDS 110
W	4		

Continued on Next Column

PAT BENATAR
Little Too Late (Chrysalis)
LP: Get Nervous

Regional Reach	101/1	44%	National Summary
E	42		UP 2
S	48		DEBITS 17
M	29		DOWN 3
S	48		ADDS 34
W	21		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional Reach	141/3	62%	National Summary
E	58		UP 47
S	58		DEBITS 11
M	58		DOWN 4
S	58		ADDS 9
W	76		

Laura Branigan
Solitaire (Atlantic)
LP: Branigan 2

Regional Reach	100/7	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

PHIL COLLINS
I Don't Care... (Atlantic)
LP: Hello, I Must Be Going

Regional Reach	100/8	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

Laura Branigan
Solitaire (Atlantic)
LP: Branigan 2

Regional Reach	100/7	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

PHIL COLLINS
I Don't Care... (Atlantic)
LP: Hello, I Must Be Going

Regional Reach	100/8	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

Laura Branigan
Solitaire (Atlantic)
LP: Branigan 2

Regional Reach	100/7	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

PHIL COLLINS
I Don't Care... (Atlantic)
LP: Hello, I Must Be Going

Regional Reach	100/8	44%	National Summary
E	48		UP 2
S	51		DEBITS 17
M	29		DOWN 0
S	51		ADDS 57
W	21		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

DeBARGE
I Like It (Motown)
LP: All This Love

Regional Reach	85/5	37%	National Summary
E	48		UP 4
S	48		DEBITS 8
M	9		DOWN 5
S	48		ADDS 5
W	42		

Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

TEMPTATIONS

Love On My Mind Tonight (Gordy/Motown)

69% of our reporting stations on it. Rotations: Heavy 6/0, Medium 19/3, Light 25/9, Extra Adds 1, Total Adds 13, WOOK, WAOK, WJMO, XHRM, KSOL, WENN, WNOO, WBLX, WTOY, WWDM, WVKO, WDAO, KDIA. A Most Added Record. Debuts at number 27 on the Black Radio Chart.

FATBACK

The Girl Is Fine (So Fine) (Spring/PolyGram)

65% of our reporting stations on it. Rotations: Heavy 5/0, Medium 24/2, Light 16/4, Extra Adds 3, Total Adds 9, WXYV, WOOK, WJMO, WJAX, WPDQ, WVOL, WTOY, WLTH, WTLC. Debuts at number 30 on the Black Radio Chart.

DIONNE WARWICK

Take The Short Way Home (Arista)

62% of our reporting stations on it. Rotations: Heavy 2/0, Medium 20/1, Light 20/3, Extra Adds 4, Total Adds 8, WAIL-FM, WDMT, WNHC, WRDW, WJAX, WPDQ, WTOY, WTLC. Will debut next week on the Black Radio Chart.

NEW & ACTIVE

ONE WAY "Can I" (MCA) 42/5

Rotations: Heavy 10/0, Medium 19/1, Light 11/2, Extra Adds 2, Total Adds 5, WOOK, WBLZ, WCIN, WVOL, WKWM. Heavy: WAOK, WZAK, XHRM, WATV, WKXI. Medium: WDIA, WGIV, KOKY, WWDM, WLTH. Holds at number 28 on the Black Radio Chart.

MELBA MOORE "Underlove" (EMI America) 39/9

Rotations: Heavy 4/0, Medium 14/2, Light 21/7, Extra Adds 0, Total Adds 9, WILD, WVEE, WDRQ, XHRM, KNOW, WNOO, WTOY, WDAO, KUKQ. Heavy: WAOK, WJMO, WNHC, WOIC. Medium: WGCI, WGIV, KJCB, WVOL.

BAR-KAYS "She Talks To Me With Her Body" (Mercury/PolyGram) 36/14

Rotations: Heavy 10/2, Medium 13/3, Light 12/8, Extra Adds 1, Total Adds 14 including KRNB, WGPR, XHRM, WNHC, WRDW, WNOO, WJJS, WKWM. Heavy: WHRK, WZEN-FM, KACE, WTMP. Medium: WILD, KMJQ, WWDM, KUKQ.

PRINCE "Little Red Corvette" (WB) 36/4

Rotations: Heavy 8/0, Medium 17/0, Light 10/3, Extra Adds 1, Total Adds 4, K104-FM, WDIA, KOKY, WBLX. Heavy: WHRK, WAIL-FM, WDMT, XHRM, WJAX, WVOL, WANM. Medium: WAMO, WVEE, WBLZ, WWWW, KPOP-FM.

DYNASTY "Check It Out" (Solar/Elektra) 35/2

Rotations: Heavy 5/0, Medium 18/1, Light 12/1, Extra Adds 0, Total Adds 2, WOOK, WGIV. Heavy: WEDR, WZEN-FM, KSOL, WRDW, WLOU. Medium: WAOK, WBMX, KDAY, WENN, WOIC, WTMP, WLTH, KUKQ.

CHERI "Working Girl" (21/PolyGram) 33/3

Rotations: Heavy 5/0, Medium 11/0, Light 16/2, Extra Adds 1, Total Adds 3, WRKS, WGCI, WJMI. Heavy: WAOK, WHRK, WBMX, KMJM, WZEN-FM. Medium: WJMO, XHRM, WRDW, WENN, WGIV, WVOL, WLTH.

ATTITUDE "We Got The Juice" (RFC/Atlantic) 31/4

Rotations: Heavy 9/0, Medium 12/0, Light 9/3, Extra Adds 1, Total Adds 4, WDIA, WJPC, WPLZ, WDAO. Heavy: WEDR, WAIL-FM, WYLD-FM, KACE, WNHC, WPEG, WJAX, WWDM, WLTH. Medium: WHUR, KDAY, KOKY, WTLC.

MARCUS MILLER "Lovin' You" (WB) 31/3

Rotations: Heavy 2/0, Medium 15/2, Light 14/1, Extra Adds 0, Total Adds 3, WOOK, WJMO, KNOW. Heavy: WHUR, WWWW. Medium: WAMO, WVEE, K104-FM, KRNB, WJLB, XHRM, WRDW, WENN, KJCB, WWDM, WAAA.

MICHAEL JACKSON "Beat It" (Epic) 30/7

Rotations: Heavy 12/1, Medium 10/1, Light 5/2, Extra Adds 3, Total Adds 7, WXYV, WOOK, WAOK, WDMT, WZAK, WPLZ, WPDQ. Heavy: KMJQ, WHRK, KJMJ, WVOL, KPOP-FM. Medium: WILD, WVEE, WGCI, KNOW, WKWM.

RAY PARKER JR. "The People Next Door" (Arista) 29/11

Rotations: Heavy 3/0, Medium 7/3, Light 16/5, Extra Adds 3, Total Adds 11, K104-FM, KMJQ, WCIN, WDMT, WJMO, WJLB, KNOW, WENN, WOIC, WBLX, WKWM. Heavy: KRNB, WANM, KPOP-FM. Medium: WBLZ, XHRM, WJMI, WDAO.

SOUL SONIC FORCE "Looking For The Perfect Beat" (Tommy Boy) 29/4

Rotations: Heavy 10/1, Medium 10/1, Light 8/1, Extra Adds 1, Total Adds 4, WBMX, KSOL, WLOU, WDAO. Heavy: WRKS, WEDR, WNOO, WPLZ, WKWM, KPOP-FM. Medium: WDAS, WVEE, WJMO, WKXI, WWWW.

CULTURE CLUB "Do You Really Want To Hurt Me" (Virgin/Epic) 27/3

Rotations: Heavy 13/0, Medium 8/2, Light 6/1, Extra Adds 0, Total Adds 3, WJPC, WZAK, WTOY. Heavy: WKYS, WAIL-FM, WDMT, KSOL, WNHC, WPDQ. Medium: WHUR, WCIN, XHRM, WENN, WKWM.

CHI-LITES "Bottom's Up" (Larc) 26/19

Rotations: Heavy 2/1, Medium 6/2, Light 14/12, Extra Adds 4, Total Adds 19 including WOOK, WHUR, KRNB, WJMO, XHRM, WPEG, WLOU, WANM, WTLC, KUKQ. Heavy: WAOK. Medium: WHRK, WGCI, KOKY, WVOL.

PHILIPPE WYNNE "You Ain't Going Anywhere But Gone" (Sugar Hill) 26/4

Rotations: Heavy 3/0, Medium 8/1, Light 13/1, Extra Adds 2, Total Adds 4, WXYV, WNOO, WOIC, WDAO. Heavy: KRNB, WAAA, KPOP-FM. Medium: WILD, WOOK, XHRM, WKXI, WANM, WLTH, KUKQ.

LAKESIDE "Raid" (Solar/Elektra) 24/22

Rotations: Heavy 0/0, Medium 3/2, Light 15/14, Extra Adds 6, Total Adds 22 including WAOK, K104-FM, KMJQ, KRNB, WHRK, WJPC, WCIN, WDRQ, WATV, WPEG, WVOL, WWDM, WTLC, WLUM, WVOL.

GRACE JONES "Cry Now, Laugh Later" (Island/Atco) 24/4

Rotations: Heavy 7/0, Medium 9/1, Light 13/1, Extra Adds 2, Total Adds 4, WRDW, WJAX, WLOU, WLTH. Heavy: WAOK, WZEN-FM, KACE, WOIC, WANN, WAAA. Medium: WHUR, KRNB, WGPR, WPDQ.

STEPHANIE MILLS "You Can't Run From My Love" (Casablanca/PolyGram) 24/0

Rotations: Heavy 8/0, Medium 7/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, XHRM, WATV, WENN, WPDQ, WANM, WAAA, KUKQ. Medium: WAMO, WOOK, KRLY, WZEN-FM, WGIV, KOKY, WLTH.

SIGNIFICANT ACTION

IMAGINATION "Changes" (MCA) 23/7

Rotations: Heavy 0/0, Medium 12/1, Light 10/5, Extra Adds 1, Total Adds 7, WXYV, KDAY, XHRM, WGIV, WOIC, WDAO, WVOL. Medium: WAOK, KRNB, WJMO, KACE, KSOL, WKXI, KOKY, WVOL, WWDM, WANM, WTLC, WJMO.

ARETHA FRANKLIN "This Is For Real" (Arista) 23/6

Rotations: Heavy 2/0, Medium 10/1, Light 9/3, Extra Adds 2, Total Adds 6, K104-FM, WAIL-FM, WGCI, WDMT, WBLX, WVOL. Heavy: WDIA, WZEN-FM. Medium: WZAK, WDRQ, WJLB, WGIV, WNOO, WPLZ, WANM, WDAO, WLTH.

POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 23/4

Rotations: Heavy 2/1, Medium 13/0, Light 7/2, Extra Adds 1, Total Adds 4, WRDW, WJAX, WLOU, WLTH. Heavy: WAOK. Medium: WILD, WVEE, WEDR, WJPC, KSOL, WNHC, WGIV, WPDQ, KOKY, WVOL, WANM, WLUM, KPOP-FM.

GEORGE DUKE "Reach Out (Part 1)" (Epic) 21/16

Rotations: Heavy 2/1, Medium 3/2, Light 14/11, Extra Adds 2, Total Adds 16, WVEE, K104-FM, KRLY, WZAK, WGPR, KSOL, WKND, WRDW, WGIV, WJMI, KJCB, KOKY, WJJS, WDAO, WLUM, KPOP-FM. Heavy: KUKQ. Medium: WHRK.

HIGH INERGY "He's A Pretender" (Gordy/Motown) 21/5

Rotations: Heavy 5/0, Medium 8/2, Light 8/3, Extra Adds 0, Total Adds 5, WKYS, WDIA, WVOL, WANM, WLUM. Heavy: WYLD-FM, KACE, KDAY, WATV, WENN. Medium: WAOK, KSOL, KJCB, WLTH, WWWW, KDIA.



NATIONAL AIRPLAY/30

March 18, 1983

Three Weeks
Two Weeks
Last Week

5	3	2	1	ANGELA BOFILL/Too Tough (Arista)
11	9	6	2	KASHIF/I Just Gotta Have You... (Arista)
6	4	4	3	GEORGE CLINTON/Atomic Dog (Capitol)
16	14	9	4	WHISPERS/Tonight (Solar/Elektra)
2	2	3	5	EARTH, WIND & FIRE/Fall In Love With Me (Columbia)
7	7	5	6	DAZZ BAND/On The One For Fun (Motown)
1	1	1	7	MICHAEL JACKSON/Billie Jean (Epic)
14	11	10	8	O'BRYAN/I'm Freaky (Capitol)
3	6	7	9	LIONEL RICHIE/You Are (Motown)
25	20	15	10	CHAMPAIGN/Try Again (Columbia)
-	17	17	11	SMOKEY ROBINSON/I've Made Love To You... (Tamla/Motown)
4	5	8	12	DARYL HALL & JOHN OATES/One On One (RCA)
10	10	11	13	INSTANT FUNK/No Stoppin' That Rockin' (Salsoul/RCA)
-	22	14	14	JARREAU/Mornin' (WB)
-	-	25	15	BETTY WRIGHT/She's Older Now (Epic)
21	18	18	16	GLENN JONES/I Am Somebody (RCA)
30	24	24	17	CON FUNK SHUN/Ms. Got-The Body (Mercury/PolyGram)
20	19	19	18	SYSTEM/You Are In My System (Mirage/Atco)
15	15	12	19	JANET JACKSON/Come Give Your Love To Me (A&M)
13	13	13	20	DeBARGE/I Like It (Gordy/Motown)
8	8	20	21	CLIFF DAWSON & RENEE DIGGS/Never Say I Do... (Boardwalk)
-	25	22	22	TYRONE BRUNSON/Sticky Situation (Believe In A Dream/CBS)
-	-	27	23	TAVARES/Got To Find My Way Back To You (RCA)
22	16	16	24	KIDDO/Try My Loving (Gimme Just Enough) (A&M)
-	30	29	25	MARVIN GAYE/Til Tomorrow (Columbia)
-	23	23	26	TEMPTATIONS/Love On My Mind Tonight (Gordy/Motown)
DEBUT	27	27	27	ONE WAY/Can I (MCA)
-	-	28	28	CHANGE/This Is Your Time (RFC/Atlantic)
-	-	30	29	FATBACK/The Girl Is Fine (So Fine) (Spring/PolyGram)
DEBUT	30	30	30	

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

- LAKESIDE (22)
- CHI-LITES (19)
- GEORGE DUKE (16)
- BAR-KAYS (14)
- TEMPTATIONS (13)
- PEABO BRYSON (12)

HOTTEST

- GEORGE CLINTON (43)
- MICHAEL JACKSON (43)
- DeBARGE (30)
- EARTH, WIND & FIRE (26)
- ANGELA BOFILL (22)
- LIONEL RICHIE (21)

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 21/3

Rotations: Heavy 5/0, Medium 7/1, Light 8/1, Extra Adds 1, Total Adds 3, WJPC, WJMO, WJAX. Heavy: WILD, WVEE, WHRK, WZAK, KPOP-FM. Medium: WXYV, WBLZ, XHRM, WPDQ, WANM, WDMT.

SECRET WEAPON "DJ Man" (Prelude) 21/3

Rotations: Heavy 2/0, Medium 8/0, Light 11/3, Extra Adds 0, Total Adds 3, WYLD-FM, WZAK, WDAO. Heavy: WNOO, WAAA. Medium: WJMO, KNOW, WJAX, KJCB, WLOU, WWDM, WLTH, WWWW.

DIANA ROSS "So Close" (RCA) 21/1

Rotations: Heavy 3/0, Medium 8/1, Light 10/0, Extra Adds 0, Total Adds 1, WBLX. Heavy: WANM, WAAA, KPOP-FM. Medium: WOOK, WAOK, WVEE, WATV, WVOL, WANT, WWDM.

RUFUS "Take It To The Top" (WB) 21/0

Rotations: Heavy 5/0, Medium 11/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WVEE, WATV, WGIV, WNOO, KUKQ. Medium: WOOK, WZEN-FM, KACE, XHRM, KNOW, WENN, KJCB, WVOL, WTMP, WAAA, WWWW.

PEABO BRYSON "Remember When (So Much In Love)" (Capitol) 20/12

Rotations: Heavy 0/0, Medium 4/0, Light 13/9, Extra Adds 3, Total Adds 12, WDAS, K104-FM, WYLD-FM, WBLZ, WGPR, WGIV, WKXI, WJAX, KJCB, WDAO, WLUM, WWWW. Medium: WAMO, WOIC, KOKY, KPOP-FM.

TRAMMPS "Up On The Hill" (Venture) 20/4

Rotations: Heavy 3/0, Medium 6/0, Light 9/4, Extra Adds 0, Total Adds 4, WGPR, WRDW, WKXI, WLOU. Heavy: WHUR, WAIL-FM, WYLD-FM, WENN, WANM. Medium: WDAS, WAOK, WZEN-FM, XHRM, WNOO, WLTH.

LOU RAWLS "Wind Beneath My Wings" (Epic) 20/4

Rotations: Heavy 5/0, Medium 9/1, Light 11/3, Extra Adds 0, Total Adds 4, WKYS, WATV, WOIC, WVOL. Medium: WHUR, WHRK, WGPR, WJLB, WKXI, KOKY, WLUM, KPOP-FM.

WILLIAM BELL "Bad Time To Break Up" (Kat Family/CBS) 20/3

Rotations: Heavy 3/0, Medium 10/0, Light 6/2, Extra Adds 1, Total Adds 3, XHRM, WOIC, WPDQ. Heavy: KRNB, WKXI, WLUM. Medium: WAOK, WVEE, WBMX, WGCI, WJMO, WKND, WENN, WJMI, WBLX, WLTH.

KOOL & THE GANG "Street Kids" (De-Lite/PolyGram) 19/2

Rotations: Heavy 4/0, Medium 7/0, Light 8/2, Extra Adds 0, Total Adds 2, WZAK, WLTH. Heavy: WJPC, WOIC, WANM, KPOP-FM. Medium: WJMQ, WRDW, WJMI, WKXI, WWDM, WDAO, WVOL.

BOHANNON "Make Your Body Move" (Compeat/PolyGram) 19/1

Rotations: Heavy 9/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, KJCB. Heavy: WAOK, KRNB, WATV, WENN, WPEG, WOIC, KOKY, WLOU, WLUM. Medium: WOOK, WWDM, WTMP, WAAA, WWWW.

MTUME "Juicy Fruit" (Epic) 18/6

Rotations: Heavy 3/1, Medium 6/2, Light 8/2, Extra Adds 1, Total Adds 6, WCIN, WDMT, WGPR, WATV, KJCB, WBLX. Heavy: WZAK, WLUM. Medium: WHUR, WENN, WVOL, WKWM.

BROTHERS JOHNSON "I'm Giving You All Of My Love" (A&M) 18/4

Rotations: Heavy 4/0, Medium 4/0, Light 10/4, Extra Adds 0, Total Adds 4, WZAK, KDAY, WANT, WDAO. Medium: WXYV, WYLD-FM, WGCI, WGPR, WJMI, WLUM, KUKQ, KPOP-FM.

CHOCOLATE MILK "Who's Getting It Now" (RCA) 18/3

Rotations: Heavy 2/0, Medium 7/0, Light 9/3, Extra Adds 0, Total Adds 3, WDIA, WKXI, WJJS. Heavy: WATV, KJCB. Medium: WHUR, WZEN-FM, XHRM, WRDW, WNOO, WJAX, KUKQ.

NONA HENDRYX "Keep It Confidential" (RCA) 18/3

Rotations: Heavy 0/0, Medium 7/0, Light 11/3, Extra Adds 0, Total Adds 3, WZEN-FM, XHRM, WPDQ. Medium: WDAS, WHUR, KDAY, WNHC, WWDM, WAAA, KUKQ.

EVERLYN KING "Get Loose" (RCA) 17/10

Rotations: Heavy 0/0, Medium 6/3, Light 10/6, Extra Adds 1, Total Adds 10, WAOK, KMJQ, WJPC, WDRQ, WATV, WJJS, WBLX, WDAO, WWWW, WVOL. Medium: WNHC, WOIC, KJCB.

S.O.S. BAND "Have It Your Way" (Tabu/CBS) 17/1

Rotations: Heavy 3/0, Medium 7/0, Light 4/1, Extra Adds 0, Total Adds 1, WKXI. Heavy: K104-FM, WCIN, KUKQ. Medium: WILD, WOOK, WAOK, WGIV, WDAO, WLTH, XHRM.

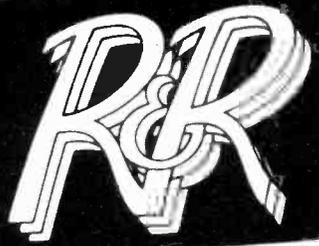
TIME "Gigolos Get Lonely Too" (WB) 17/1

Rotations: Heavy 5/0, Medium 8/0, Light 4/1, Extra Adds 0, Total Adds 1, WTOY. Heavy: WILD, WYLD-FM, WKND, KNOW, WAAA. Medium: WXYV, WAIL-FM, WNHC, WPEG, WBLX, WANM, KUKQ, WZAK.

Adds & Hots . . . See Page 48

HOW HOT CAN YOU GET?

R&R/Friday, March 18, 1983



Black Radio NATIONAL AIRPLAY/30

Three Weeks
5

Two Weeks
3

Last Week
2

11

9

6

1 ANGELA BOFILL/TOO TOUGH AS 1031

2 KASHIF/I JUST GOTTA HAVE YOU... AS 1042

CHR / Black Radio

DOUBLE BREAKER!

DIONNE WARWICK
Take The Short Way Home AS 1040

Late
Flash!

CHR

BREAKER!

BARRY MANILOW
Some Kind Of Friend AS 1046

CHR

BREAKER!

THOMPSON TWINS
Lies AS 1024

ARISTA
HAS THE AIRWAVES
SIZZLING!



BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

WAYLON JENNINGS Lucille (RCA)

On 81% of reporting stations. National Summary: Up 24, Same 31, Down 0, Debuts 31, Adds 32. A Most Added Record. Moves 49-40 on the Country Chart.

MERLE HAGGARD You Take Me For Granted (Epic)

On 76% of reporting stations. National Summary: Up 43, Same 16, Down 0, Debuts 26, Adds 24. A Most Added Record. Moves 48-41 on the Country Chart.

WILLIE NELSON Little Old Fashioned Karma (Columbia)

On 68% of reporting stations. National Summary: Up 34, Same 26, Down 0, Debuts 18, Adds 21. Debuts at number 42 on the Country Chart.

MEL TILLIS In The Middle Of The Night (MCA)

On 68% of reporting stations. National Summary: Up 29, Same 27, Down 0, Debuts 24, Adds 19. Moves 50-43 on the Country Chart.

EMMYLOU HARRIS I'm Movin' On (WB)

On 68% of reporting stations. National Summary: Up 16, Same 30, Down 0, Debuts 23, Adds 29. A Most Added Record. Debuts at number 44 on the Country Chart.

BOBBY BARE & LACY J. DALTON It's A Dirty Job (Columbia)

On 61% of reporting stations. National Summary: Up 17, Same 29, Down 0, Debuts 20, Adds 22. A Most Added Record. Debuts at number 45 on the Country Chart.

MOST ADDED

- GAIL DAVIES (57)
Singing The Blues (WB)
- MICHAEL MURPHEY (44)
Love Affairs (Liberty)
- WAYLON JENNINGS (32)
Lucille (RCA)
- EMMYLOU HARRIS (29)
I'm Movin' On (WB)
- GENE WATSON (29)
You're Out Doing What I'm Here... (MCA)
- DAVID FRIZZELL & SHELLY WEST (29)
Cajun Invitation (WB/Viva)
- DAVID ALLEN COE (28)
The Ride (Columbia)

HOTTEST

- JOHN ANDERSON (87)
Swingin' (WB)
- ALABAMA (77)
Dixieland Delight (RCA)
- OAK RIDGE BOYS (52)
American Made (MCA)
- KENNY ROGERS & SHEENA EASTON (49)
We've Got Tonight (Liberty)
- BELLAMY BROTHERS (35)
When I'm Away From You (Elektra/Curb)
- GEORGE JONES (34)
Shine On (Shine All Your Sweet Love) (Epic)

NEW & ACTIVE

VERN GOSDIN "If You're Gonna Do Me Wrong Do It Right" (Compleat/PolyGram) 86/13
National Summary: Up 49, Same 13, Down 0, Debuts 11, Adds 13, WIXL-FM, WYGY, WYVA, WILQ, WXBQ-FM, WHOO, WTQR-FM, WMNI, WFMS-FM, KGEM/KJOT, KLAC, KEEN, KBBQ, WSIX-FM 23-15, KVOO 21-17. Debuts at number 48 on the Country Chart.

GENE WATSON "You're Out Doing What I'm Here Doing Without" (MCA) 81/29
National Summary: Up 10, Same 31, Down 0, Debuts 11, Adds 29 including WYRK, WNYR, KHEY-AM, KIKK-FM, WWOD/WKZZ, WHOO, WSLR, WMNI, KVOO, KFH, KKCS, KUGN-FM, KVEG, KRAK, KBBQ. Debuts at number 49 on the Country Chart.

LEON EVERETTE "My Lady Loves Me (Just As I Am)" (RCA) 75/19
National Summary: Up 10, Same 28, Down 0, Debuts 18, Adds 19 including WOKQ, WAJR, WPOR-FM, WSOC-FM, WQYK-FM, WSLR, WMNI, KYNN-AM-FM, WIL-AM-FM, KVOO, KRST-FM, KUUY, KLZ, KUGN-FM, KEIN.

PORTER WAGONER "This Cowboy's Hat" (WB/Viva) 73/12
National Summary: Up 34, Same 16, Down 0, Debuts 11, Adds 12, WXBQ-FM, WSOC-FM, WWOD/WKZZ, WOKK, WCXI-AM-FM, WFMS-FM, WDAF, WHBF, KUZZ, KVEG, KNIX-FM, KMPS-AM-FM, WGNA-FM 28-20, WYVA 25-19, WXCL 41-31.

LLOYD DAVID FOSTER "Unfinished Business" (MCA) 72/8
National Summary: Up 37, Same 18, Down 0, Debuts 9, Adds 8, WGNA-FM, WXXW, WRJZ, KYXX, WDAF, WDGW, KRWO-FM, KMPS-AM-FM, WYNN-FM 44-36, WSIX-FM d-28, WSM 31-25, KRMD-AM-FM 29-24, KTTS-AM-FM 41-35, KVOO 32-22, KUZZ 34-28.

BIG AL DOWNING "It Takes Love" (Team Entertainment) 71/6
National Summary: Up 43, Same 17, Down 1, Debuts 4, Adds 6, WNYR, WNOE-AM, WIRE, KVOC, KUUY, KRWO-FM, WSEN-AM-FM 32-27, WYNN-FM 45-38, WSM 33-27, WIRK-FM 19-15, KBMR 35-29, WCXI-AM-FM 21-18, KYNN-AM-FM 21-18, KVEG 37-30, KEEN 34-28.

DAVID WILLS "Those Nights, These Days" (RCA) 66/16
National Summary: Up 11, Same 29, Down 0, Debuts 10, Adds 16, WXXW, WNYR, WFNC, KLLL, WSIX-FM, WHOO, WITL-FM, WTSO, KFDD-FM, KRST-FM, KYAK, KKAL, KGEM/KJOT, KUGN-FM, KWJJ, KRAK.

YOUNGER BROTHERS "Somewhere Down The Line" (MCA) 65/10
National Summary: Up 19, Same 25, Down 0, Debuts 11, Adds 10, WGNA-FM, WPOR-FM, WSOC-FM, Q102, WSLR, WITL-FM, KRST-FM, KVOC, KEIN, KCUB, WXXW 41-31, WVAM 31-25, KHEY-AM 42-35, WCMF-FM 49-39, KYAK d-25.

GAIL DAVIES "Singing The Blues" (WB) 61/57
National Summary: Up 2, Same 1, Down 0, Debuts 1, Adds 57 including WXXW, WOKQ, WPOR-FM, WSEN-AM-FM, WPLO, WESC-AM-FM, WCMF-FM, WYVA, WTSO, KYNN-AM-FM, KRST-FM, KMAK, KNIX-FM, KGA, KCUB, KBBQ.

PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 61/8
National Summary: Up 26, Same 21, Down 0, Debuts 7, Adds 8, WKIX, WIRK-FM, WTQR-FM, WHK, KUZZ, KGA, KBBQ, WNYR 26-21, WSEN-AM-FM 34-28, WEZL-FM 28-19, WQYK-FM 35-29, WYVA 23-18, WIRE d-29, WXCL 20-16, KTTS-AM-FM 48-41.

DAVID ALLAN COE "The Ride" (Columbia) 59/28
National Summary: Up 3, Same 17, Down 0, Debuts 11, Adds 28 including WCAW, WSEN-AM-FM, WSOC-FM, WKSJ-FM, WHOO, WTQR-FM, WCXI-AM-FM, WKMF, KYNN-AM-FM, WIL-AM-FM, KVOO, KUZZ, KUUY, KMAK, KWJJ.

KAREN TAYLOR-GOOD "Tenderness Place" (Mesa) 54/7
National Summary: Up 18, Same 24, Down 0, Debuts 5, Adds 7, WPOR-FM, KSSN, WHOO, WRNL, KTTS-AM-FM, KIK-FM, KUGN-FM, WVAM 35-29, KHEY-AM 37-31, WQYK-FM 38-34, KSO 32-29, WKQK-AM-FM 36-29, KFGO 36-32, KVOO 37-33, KEEN 40-34.

MICHAEL MURPHEY "Love Affairs" (Liberty) 48/44
National Summary: Up 1, Same 0, Down 0, Debuts 3, Adds 44 including WXXW, WYRK, WPOR-FM, WNYR, WSEN-AM-FM, KRRV, WPLO, WSIX-FM, WMAQ, WYVA, WGEE, KTTS-AM-FM, KIK-FM, KMAK, KNIX-FM, KSOP-FM.

SIGNIFICANT ACTION

JERRY LEE LEWIS "Come As You Were" (MCA) 33/9
National Summary: Up 4, Same 11, Down 0, Debuts 9, Adds 9, WSEN-AM-FM, WYVA, WSOC-FM, WYVA, WHOO, KFGO, KUZZ, KKCS, KMAK, WSIX-FM d-25.

CONNIE FRANCIS "There's Still A Few Good Love Songs Left In Me" (Polydor/PolyGram) 32/1
National Summary: Up 7, Same 21, Down 0, Debuts 3, Adds 1, KVOC, WBGW-FM 49-46, WIXL-FM 40-35, WSEN-AM-FM 38-33, KHEY-AM 35-30, WYVA 38-32, WCUZ-AM-FM 25-23, WGEE on, KTPK-FM d-27, KEEN on.

Adds & Hits . . . See Page 49



NATIONAL AIRPLAY/50

March 18, 1983

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Chart
4	3	1	1 JOHN ANDERSON/Swingin' (WB)
7	4	3	2 BELLAMY BROTHERS/When I'm Away From You (Elektra/Curb)
8	5	4	3 GEORGE JONES/Shine On (Shine All Your Sweet Love) (Epic)
17	11	9	4 ALABAMA/Dixieland Delight (RCA)
10	7	5	5 JANIE FRICKE/You Don't Know Love (Columbia)
12	9	7	6 KENNY ROGERS & SHEENA EASTON/We've Got Tonight (Liberty)
13	10	8	7 EARL THOMAS CONLEY/I Have Loved You, Girl (RCA)
16	12	10	8 MERLE HAGGARD & WILLIE NELSON/Reasons To Quit (Epic)
19	14	12	9 ED BRUCE/My First Taste Of Texas (MCA)
3	2	2	10 RICKY SKAGGS/I Wouldn't Change You If I Could (Epic)
20	16	13	11 HANK WILLIAMS JR./Gonna Go Huntin' (Elektra/Curb)
23	17	14	12 JOHNNY LEE/Sounds Like Love (Full Moon/Asylum)
36	25	17	13 OAK RIDGE BOYS/American Made (MCA)
22	18	15	14 JERRY REED/Down On The Corner (RCA)
29	24	19	15 REBA McENTIRE/You're The First Time I've... (Mercury/PolyGram)
9	6	6	16 WHITES/Hangin' Around (Elektra/Curb)
27	22	20	17 LARRY GATLIN/Almost Called Her Baby By Mistake (Columbia)
35	26	21	18 GEORGE STRAIT/Amarillo By Morning (MCA)
33	27	23	19 GLEN CAMPBELL/I Love How You Love Me (Atlantic America)
37	28	24	20 RONNIE McDOWELL/Personally (Epic)
25	21	18	21 BOB SEGER/Shame On The Moon (Capitol)
39	32	26	22 B.J. THOMAS/Whatever Happened To Old Fashioned... (Cleve. Int./Col.)
1	1	11	23 CONWAY TWITTY/The Rose (Elektra)
40	33	29	24 SHELLY WEST/Jose Cuervo (WB/Viva)
43	36	31	25 LOUISE MANDRELL/Save Me (RCA)
42	34	30	26 KAREN BROOKS/If That's What You're Thinking (WB)
-	43	34	27 JOHN CONLEE/Common Man (MCA)
14	13	16	28 TANYA TUCKER/Feel Right (Arista)
-	46	36	29 JOE STAMPLEY/Finding You (Epic)
48	42	35	30 GUS HARDIN/After The Last Goodbye (RCA)
-	48	40	31 CHARLEY PRIDE/More And More (RCA)
-	45	38	32 TOM JONES/Touch Me (I'll Be Your Fool Once More) (Mercury/PolyGram)
2	8	22	33 DON WILLIAMS/If Hollywood Don't Need You (MCA)
-	49	43	34 JOHNNY RODRIGUEZ/Foolin' (Epic)
-	-	41	35 ROSANNE CASH/It Hasn't Happened Yet (Columbia)
-	-	42	36 MOE BANDY/I Still Love You In The Same Ol' Way (Columbia)
15	15	25	37 LEE GREENWOOD/Ain't No Trick (It Takes Magic) (MCA)
6	20	27	38 DOLLY PARTON & WILLIE NELSON/Everything's... (Monument)
5	19	28	39 WILLIE NELSON/Last Thing I Needed First Thing This Morning (Columbia)
-	-	49	40 WAYLON JENNINGS/Lucille (RCA)
-	-	48	41 MERLE HAGGARD/You Take Me For Granted (Epic)
DEBUT	DEBUT	DEBUT	42 WILLIE NELSON/Little Old Fashioned Karma (Columbia)
-	-	50	43 MEL TILLIS/In The Middle Of The Night (MCA)
DEBUT	DEBUT	DEBUT	44 EMMYLOU HARRIS/I'm Movin' On (WB)
DEBUT	DEBUT	DEBUT	45 BOBBY BARE & LACY J. DALTON/It's A Dirty Job (Columbia)
34	31	32	46 RAY CHARLES/Born To Love Me (Columbia)
11	23	33	47 MARTY ROBBINS/Honkytonk Man (WB/Viva)
DEBUT	DEBUT	DEBUT	48 VERN GOSDIN/If You're Gonna Do Me Wrong Do It Right (Compleat/PG)
DEBUT	DEBUT	DEBUT	49 GENE WATSON/You're Out Doing What I'm Here Doing Without (MCA)
41	35	37	50 LORETTA LYNN/Breakin' It (MCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

DAVID FRIZZELL & SHELLY WEST "Cajun Invitation" (WB/Viva) 31/29
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 29 including WVAM, WMC-AM, WNOE-AM, KRMD-AM-FM, KBMR, KTTS-AM-FM, KGEM/KJOT, KSOP-FM, KGA, KCUB.

MARTY ROBBINS "Change Of Heart" (Columbia) 31/21
National Summary: Up 2, Same 5, Down 0, Debuts 3, Adds 21 including WVAM, WNYR, WHOO, KBMR, WONE, KSO, KUZZ, KWJJ, KMPS-AM-FM, KGA.

RALPH MAY "Angels Get Lonely Too" (Primer) 27/5
National Summary: Up 10, Same 11, Down 0, Debuts 1, Adds 5, WEZL-FM, WESC-AM-FM, KWMT, KTPK-FM, KMAK, KHEY-AM 36-32, WCMF-FM 50-44, KYNN-AM-FM 28-24, KVOO 36-29, KGA 40-35.

RONNIE DUNN "It's Written All Over Your Face" (Churchill) 27/5
National Summary: Up 7, Same 14, Down 0, Debuts 1, Adds 5, WESC-AM-FM, KLLL, KTTS-AM-FM, KMAK, KWJJ, KHEY-AM 49-44, WLWI-FM 38-35, WTSO 35-33, KFDD-FM 40-34, KUZZ 39-34.

CONWAY TWITTY "We Had It All" (MCA) 26/26
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 26 including WVAM, WMZO-FM, WPLO, WLWI-FM, WSM, WCMF-FM, KEBC-FM, KTTS-AM-FM, KNIX-FM, KCUB.

PUMP BOYS & DINETTES "The Night Dolly Was..." (CBS) 26/8
National Summary: Up 3, Same 12, Down 0, Debuts 3, Adds 8, WYNN-FM, WEZL-FM, KHEY-AM, KFGO, KMAK, KWJJ, KGA, KBBQ, WHOO 38-32, KEEN 35-29.

BILL ANDERSON "Thank You Darling" (Southern Tracks) 26/6
National Summary: Up 10, Same 8, Down 0, Debuts 2, Adds 6, WILQ, WYII, WFNC, WQYK-FM, KWMT, KUGN-FM, WVAM 44-36, WLWI-FM 22-19, WSIX-FM 29-24, WIRK-FM 45-36.

MICKEY CLARK "She's Gone To L.A. Again" (Monument) 26/6
National Summary: Up 5, Same 13, Down 0, Debuts 2, Adds 6, WSEN-AM-FM, WCMF-FM, WAXX, KCJB, KVEG, KBBQ, WAMZ-FM 17-15, WCII 23-20, WHOO 39-33, KFDD-FM 49-45.

EDDY ARNOLD "The Blues Don't Care Who..." (RCA) 24/3
National Summary: Up 1, Same 14, Down 0, Debuts 6, Adds 3, KEBC-FM, KFDD-FM, KVEG, WVAM on, WIXY on, KVOO on, KUZZ 49-43, KLZ on, KSOP-FM on, KGA on.

McGUFFEY LANE "Doing It Right" (Atco) 23/8
National Summary: Up 1, Same 13, Down 0, Debuts 1, Adds 8, WESC-AM-FM, WTQR-FM, WMNI, WKMF, KEBC-FM, KYAK, KVEG, KRSY, WAJR on, WONE 36-34.

SAM NEELY "The Party's Over..." (MCA) 22/4
National Summary: Up 5, Same 11, Down 0, Debuts 2, Adds 4, WYNN-FM, WYVA, KUGN-FM, KVEG, WVAM 49-41, WPLO 34-31, KHEY-AM 50-41, WNOE-AM on, KRMD-AM-FM 44-35, KFDD-FM 37-35.

ZELLA LEHR "Haven't We Loved Somewhere..." (Columbia) 20/7
National Summary: Up 8, Same 4, Down 0, Debuts 1, Adds 7, WGNA-FM, WSEN-AM-FM, KRRV, KHEY-AM, WIRK-FM, KTPK-FM, KRWO-FM, KRMD-AM-FM 40-32, KTTS-AM-FM 45-38, KSOP-FM 41-37.

DARLENE AUSTIN "I'm On The Outside Looking In" (Myrtle) 18/3
National Summary: Up 2, Same 10, Down 0, Debuts 3, Adds 3, WNYR, WESC-AM-FM, KVEG, WSEN-AM-FM on, WSIX-FM 22-16, KBMR on, KYNN-AM-FM on, KRWO-FM 12, KEEN on, KGA on.

RONNIE MILSAP "Stranger In My House" (RCA) 16/15
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15 including WPOC-FM, WOKQ, KLLL, WMC-AM, WSM, WNOE-AM, WYVA, KSO, KOMA, KCKC.

DAVID ROGERS "Hold Me" (Music Master) 16/1
National Summary: Up 6, Same 7, Down 0, Debuts 2, Adds 1, WHBF, WGNA-FM 35-32, KHEY-AM on, WOKK 39-36, WQYK-FM on, WIRK-FM 25-20, KYNN-AM-FM 37-33, KTTS-AM-FM 32-29, KVEG on, KSOP-FM 29-26.

CRYSTAL GAYLE "Our Love Is On The Faultline" (Elektra) 15/15
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15, WBGW-FM, WIXL-FM, WWOD/WKZZ, WMC-AM, WCMF-FM, WHK, WCUZ-AM-FM, KUGR, KCCY-FM.

MARTY ROBBINS "Life" (MCA) 14/14
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14 including WSNO, WKYG, KRRV, WPLO, WFNC, KTTS-AM-FM, KNIX-FM, KGA, KIGO, KCUB.

Adult/Contemporary

Continued from Back Page

BREAKERS

MAC McANALLY

Minimum Love (Geffen)

57% of our reporters on it. Rotations: Heavy 4/0, Medium 45/7, Light 26/8, Extra Adds 2, Total Adds 17, WTAE, KPPL, KFMB, KNBR, WAEB, V100, WBT, WRKA, Y106, WSRZ, KUDL, KUDO, WTNV, WCPI, WJBC, KVSF. Debuts at number 25 on the A/C chart.

LOU RAWLS

Wind Beneath My Wings (Epic)

49% of our reporters on it. Rotations: Heavy 0/0, Medium 30/11, Light 35/10, Extra Adds 1, Total Adds 22 including WFBR, WSB, WSB-FM, WCZY, WHB, KOY, KFMB, KPLZ, WTIC, WVLK, WFMK, WISM-FM, KKUA, KUDO, KWAU, and 7 more. Debuts at number 27 on the A/C chart.

NEW & ACTIVE

KENNY LOGGINS "Welcome To Heartlight" (Columbia) 60/22

Rotations: Heavy 2/1, Medium 28/7, Light 29/13, Extra Adds 1, Total Adds 22, KS94, KPPL, KOY, KNBR, KEZR, WICC, Y97, WHEN, WSGN, KMGC, WAAV, WRVR, Y106, WISM-FM, KOIL, WMHE, K108, WLVA, WORG, WROV, KCMQ, KFQD. Heavy: KUDO. Medium: WHB, WBN, WSLI, WHHY, WQUE, WHBC, KYKY.

B.J. THOMAS "What Ever Happened To Old Fashioned Love" (Cleve. Int./Columbia) 59/4

Rotations: Heavy 9/0, Medium 28/1, Light 22/3, Extra Adds 0, Total Adds 4, WYVZ, KKUA, WSKY, WLVA. Heavy: WSB, WCCO, WRIE, WHBY, KSL, WEIM, KFSB, KFOR, WJON. Medium: WLTA, WHB, KGW, WTIC, WGY, WBT, WSLI, WHHY, WRVA, WHBC, KRNT, KMBZ, KUDL, KUDO, KRNO, KSRO.

LINDA RONSTADT "Easy For You To Say" (Asylum) 51/25

Rotations: Heavy 1/0, Medium 18/7, Light 31/17, Extra Adds 1, Total Adds 25, WLTT, KHOW, KOY, KPLZ, WICC, V100, WGY, WVLK, WRVR, WHHY, WTRX, KOST, KWAV, WNNR, WKZE-FM, WCTC, WCPI, KSEL, WLVA, WORG, KCMQ, KVOX, KPAT, KRNO, KRKK. Heavy: WCCO. Medium: WSB-FM, WBN, WHBY, KUDO.

ROBBIE PATTON "Smiling Islands" (Atlantic) 40/8

Rotations: Heavy 4/0, Medium 13/2, Light 23/6, Extra Adds 0, Total Adds 8, KFMB, KNBR, KEZR, WVLK, WSRZ, KMBZ, WQUA, KSRO. Heavy: WISM-FM, WGSV, WJON, KRLLC. Medium: WCLR, WCCO, WRVR, WMHE, KSL, WEIM, WTNV, WSKY, KFSB, KFOR, KWEB.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 38/18

Rotations: Heavy 1/0, Medium 13/4, Light 24/14, Extra Adds 0, Total Adds 18, KKUA, KWAV, KEX, WNNR, WKBR, WTNV, WSKY, WGSV, WLVA, WORG, WROV, KFSB, KWEB, KFQD, KRLLC, KRNO, KISN, KSRO. Heavy: KPLZ. Medium: WFMK, WISM-FM, KUGN, KUDO, WEIM, KFOR, KPAT, WJON, KRKK.

YAZ "Only You" (Sire/WB) 38/5

Rotations: Heavy 2/0, Medium 15/1, Light 21/4, Extra Adds 0, Total Adds 5, B100, WFSM, WHBC, WCHV, KRNO. Heavy: KPLZ, WFMK. Medium: WSB, KRNT, WMHE, KBOI, KUDO, KWAV, WNNR, WEIM, WTNV, WSKY, KWEB, KPAT, KRLLC.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 35/6

Rotations: Heavy 1/0, Medium 15/1, Light 9/5, Extra Adds 0, Total Adds 6, Y97, WRVR, WSRZ, WKZE-FM, KCRG, KVOX. Heavy: B100, WGY, KFIM, Y106, KOIL, KYKY, WKBR, WSKY, KCMQ, KPAT, KRKK. Medium: WTAE, WMJI, KGW, V100, WHEN, KEY103, WTRX, WOWO, WFMK, WISM-FM, WZUU, WAYV, WTNV, WROV.

MICHEL BERGER "Innocent Eyes" (Atlantic) 35/2

Rotations: Heavy 7/0, Medium 17/0, Light 11/2, Extra Adds 0, Total Adds 2, WVBS, KFQD. Heavy: WLTA, WSB, WCCO, KSL, WGSV, KCRG, KRLLC. Medium: WARM98, KFMB, WYVZ, WPIX, WVLK, WMAZ, WHBY, WHBC, KMBZ, KEX, WNNR, WSKY, WCHV, WLVA, KFOR, KWEB, KRKK.

SIGNIFICANT ACTION

PETER ALLEN "You Haven't Heard The Last Of Me" (Arista) 29/29

Rotations: Heavy 1/1, Medium 5/5, Light 19/19, Extra Adds 4, Total Adds 29, WLTA, WCCO, WAEB, WSLI, WHHY, WHBY, WHBC, KKUA, KUDO, WAYV, WKZE-FM, WEIM, WCTC, WSKY, WCHV, WDEF, WGSV, KSEL, WLVA, KFSB, KFOR, KPAT, WJON, KFQD, KTWO, KQDI, KRNO, KRKK, KVSF.

DEXYS MIDNIGHT RUNNERS "Come On Eileen" (Mercury/PolyGram) 25/4

Rotations: Heavy 5/0, Medium 14/1, Light 6/3, Extra Adds 0, Total Adds 4, WTAE, WTRX, KYKY, KRNO. Heavy: WAEB, WRIE, KFIM, KCMQ, KPAT. Medium: WICC, V100, WHHY, WQUE, Y106, KRNT, WOWO, WFMK, KOIL, WKBR, WTNV, KRKK.

GARY PORTNOY "Where Everybody Knows Your Name" (Applause) 22/9

Rotations: Heavy 2/0, Medium 8/2, Light 10/5, Extra Adds 2, Total Adds 9, WYNY, WHBC, KKPL, WCHV, WJBC, KWEB, KTWO, KQDI, KRKK. Heavy: KPLZ, WFMK. Medium: KGW, WMHE, WTNV, WLVA, KFOR, KRLLC.

GEORGE FISCHOFF "Carnival Island" (Moss Music Group) 22/1

Rotations: Heavy 0/0, Medium 6/0, Light 16/1, Extra Adds 0, Total Adds 1, WVBS. Medium: KRNT, KUGN, KSL, WNNR, KPAT, WJON.

LEE RITENOUR BAND with ERIC TAGG "Keep It Alive" (Elektra) 21/1

Rotations: Heavy 0/0, Medium 14/0, Light 7/1, Extra Adds 0, Total Adds 1, WHNN. Medium: WARM98, KPLZ, WGY, WFMK, WISM-FM, WMHE, KUGN, KUDO, KWAV, KSL, WNNR, WEIM, WTNV, KFOR.

MICHAEL McDONALD "Playin' By The Rules" (WB) 20/0

Rotations: Heavy 1/0, Medium 9/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WFMK. Medium: WHBC, WISM-FM, KUGN, WSKY, KVOX, KFSB, WJON, KFQD, KRKK.

BERTIE HIGGINS "Tokyo Joe" (Kat Family/CBS) 19/5

Rotations: Heavy 0/0, Medium 7/2, Light 11/2, Extra Adds 1, Total Adds 5, WMAZ, KUDO, WEIM, WJON, KSRO. Medium: WLTA, WHBY, WISM-FM, KRNO, KRKK.

ABBA "One Of Us" (Atlantic) 18/1

Rotations: Heavy 4/0, Medium 8/0, Light 6/1, Extra Adds 0, Total Adds 1, KRLLC. Heavy: WSB, WCCO, KSL, WJON. Medium: WFBR, WTAE, WLTT, WLTA, KHOW, WHBY, WHBC, KFQD.

ALABAMA "Dixieland Delight" (RCA) 17/0

Rotations: Heavy 5/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WSB, WBT, WAAV, WHHY, KRLLC. Medium: WFBR, WCCO, WSGN, WMAZ, WGSV, WVBS, KWEB.

MICHAEL MURPHEY "Love Affairs" (Liberty) 16/7

Rotations: Heavy 0/0, Medium 7/2, Light 8/4, Extra Adds 1, Total Adds 7, WHBY, WHBC, KMBZ, WEIM, KVOX, KVSF, KSRO. Medium: WLTA, WCCO, WGSV, KCRG, KFOR.

EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 15/4

Rotations: Heavy 1/0, Medium 7/1, Light 6/2, Extra Adds 1, Total Adds 4, WTAE, WLTT, Y106, WTRX. Heavy: WFMK. Medium: WASH, B100, WAYV, KCMQ, KPAT, KFQD.

EDDIE RABBITT "You Can't Run From Love" (WB) 14/14

Rotations: Heavy 0/0, Medium 8/8, Light 5/5, Extra Adds 1, Total Adds 14, KOY, KGW, WSLI, WHHY, WHBY, KMBZ, WFMK, WISM-FM, KEX, KSL, WCHV, WGSV, KCRG, KRLLC.

A/C Adds & Hits ... See Page 44

MOST ADDED

TOTO (32)
I Won't Hold You Back (Columbia)
PETER ALLEN (29)
You Haven't Heard The Last... (Arista)
LINDA RONSTADT (25)
Easy For You To Say (Asylum)
KENNY LOGGINS (22)
Welcome To Heartlight (Columbia)
LOU RAWLS (22)
Wind Beneath My Wings (Epic)
PATTI AUSTIN (18)
Every Home Should Have One (Qwest/WB)

HOTTEST

DARYL HALL & JOHN OATES (80)
One On One (RCA)
LIONEL RICHIE (67)
You Are (Motown)
STEPHEN BISHOP (60)
It Might Be You... (WB)
DAN FOGELBERG (59)
Make Love Stay (Full Moon/Epic)
CHRISTOPHER CROSS (54)
All Right (WB)
MICHAEL JACKSON (52)
Billie Jean (Epic)

LAURA BRANIGAN "Solitaire" (Atlantic) 14/7

Rotations: Heavy 1/0, Medium 3/2, Light 10/5, Extra Adds 0, Total Adds 7, WLTA, KPLZ, WGY, WQUE, WEIM, WTNV, KISN. Heavy: WFBR. Medium: WISM-FM.

JOHN ANDERSON "Swingin' " (WB) 14/3

Rotations: Heavy 1/0, Medium 5/0, Light 7/2, Extra Adds 1, Total Adds 3, 55KRC, WVBS, KTWO. Heavy: WSGN. Medium: V100, WBT, WAAV, WAYV, KRLLC.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra/Asylum) 13/3

Rotations: Heavy 2/0, Medium 7/1, Light 4/2, Extra Adds 0, Total Adds 3, Y97, Y106, WOWO. Heavy: KFIM, KCMQ. Medium: WZUU, KYKY, WAYV, WKBR, KPAT, KRKK.

OAK RIDGE BOYS "American Made" (MCA) 13/2

Rotations: Heavy 2/0, Medium 4/0, Light 7/2, Extra Adds 0, Total Adds 2, WCCO, WVBS. Heavy: KFSB, KRLLC. Medium: WSB, KSL, WEIM, WJBC.

FRIDA "I Know There's Something Going On" (Atlantic) 13/1

Rotations: Heavy 2/0, Medium 8/1, Light 3/0, Extra Adds 0, Total Adds 1, WHEN. Heavy: KYKY, KCMQ. Medium: KPLZ, KFIM, Y106, WFMK, WKBR, WTNV, KPAT.

HELEN REDDY "Don't Tell Me Tonight" (MCA) 13/0

Rotations: Heavy 0/0, Medium 4/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: KSL, KFOR, KVSF, KSRO.

STRAY CATS "Stray Cat Strut" (EMI America) 13/0

Rotations: Heavy 3/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WFBR, KRNO, WKZE-FM. Medium: WGY, KFIM, WQUE, Y106, WTRX, WAYV.

GLEN CAMPBELL "I Love How You Love Me" (Atlantic America) 12/0

Rotations: Heavy 3/0, Medium 3/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WLTA, KSL, WDEF. Medium: WCCO, WMAZ, WGSV.

MAUREEN McDONALD "Twice Upon A Time" (Full Moon/WB) 11/9

Rotations: Heavy 0/0, Medium 1/0, Light 8/7, Extra Adds 2, Total Adds 9, WLTA, WQUA, WKZE-FM, WSKY, WCHV, KFSB, KPAT, WJON, KQDI. Medium: WISM-FM.

CHAMPAIGN "Try Again" (Columbia) 11/2

Rotations: Heavy 1/0, Medium 5/0, Light 5/2, Extra Adds 0, Total Adds 2, WSLI, KRKK. Heavy: WFMK. Medium: WLTA, WCCO, WISM-FM, KFQD, KVSF.

RONNIE MILSAP "Stranger In My House" (RCA) 10/10

Rotations: Heavy 0/0, Medium 5/5, Light 5/5, Extra Adds 0, Total Adds 10, WFBR, WLTA, KPLZ, WBN, WFSM, WRVR, WFMK, WAYV, WDEF, KFSB.

PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 10/2

Rotations: Heavy 0/0, Medium 5/0, Light 5/2, Extra Adds 0, Total Adds 2, WFBR, KUDO. Medium: WHBY, KRNT, WGSV, WLVA, KRLLC.

GARLAND JEFFREYS "What Does It Take (To Win Your Love)" (Epic) 10/2

Rotations: Heavy 1/0, Medium 5/0, Light 4/2, Extra Adds 0, Total Adds 2, KWAV, KRKK. Heavy: WFMK. Medium: KKUA, WAYV, WNNR, KRLLC, KVSF.

ABC "Poison Arrow" (Mercury/PolyGram) 10/0

Rotations: Heavy 1/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WAYV. Medium: KUDO, WKBR, KCMQ, KPAT.

JANIE FRICKE "You Don't Know Love" (Columbia) 10/0

Rotations: Heavy 4/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WSB, WCCO, WDEF, KSL. Medium: WSLI, KFOR.

OXO "Whirly Girl" (Geffen) 9/1

Rotations: Heavy 1/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WOWO. Heavy: WFMK. Medium: WFBR, WAYV, KPAT.

BRYAN ADAMS "Straight From The Heart" (A&M) 8/1

Rotations: Heavy 0/0, Medium 1/0, Light 7/1, Extra Adds 0, Total Adds 1, KPLZ. Medium: WISM-FM.

FLEETWOOD MAC "Oh Diane" (WB) 7/7

Rotations: Heavy 0/0, Medium 1/1, Light 3/3, Extra Adds 3, Total Adds 7, WLTA, WHBY, WSKY, KPAT, WJON, KQDI, KRLLC.

DeBARGE "I Like It" (Gordy/Motown) 7/1

Rotations: Heavy 1/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, 97AIA. Heavy: WAYV. Medium: WASH, WMJI, B100, Y97.

MICHAEL JACKSON "Beat It" (Epic) 7/0

Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: KFIM, KCMQ, KPAT.

BOB SEGER & THE SILVER BULLET BAND "Even Now" (Capitol) 6/3

Rotations: Heavy 1/0, Medium 3/1, Light 2/2, Extra Adds 0, Total Adds 3, WFBR, WKBR, KCMQ. Heavy: WGY. Medium: KYKY, WEIM.

AFTER THE FIRE "Der Kommissar" (Epic) 6/2

Rotations: Heavy 0/0, Medium 1/0, Light 5/2, Extra Adds 0, Total Adds 2, WKBR, KPAT. Medium: KCMQ.

JEFFERSON STARSHIP "Winds Of Change" (RCA/Grunt) 6/1

Rotations: Heavy 0/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, KPAT. Medium: KCMQ, KRKK.

BELLAMY BROTHERS "When I'm Away From You" (Elektra/Curb) 6/0

Rotations: Heavy 1/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KSL. Medium: KRNT, KUDO, KWEB.

DREAMGIRLS "When I First Saw You" (Geffen) 5/5

Rotations: Heavy 0/0, Medium 2/2, Light 2/2, Extra Adds 1, Total Adds 5, WCCO, WHBC, WDEF, KFSB, KFOR.

STYX "Mr. Roboto" (A&M) 5/1

Rotations: Heavy 2/0, Medium 0/0, Light 3/1, Extra Adds 0, Total Adds 1, WOWO. Heavy: KCMQ, KPAT.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. indicates one of this week's most added new releases.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

TOMORROW'S AOR LEADERS ARE PLAYING TODAY'S AOR MUSIC!

CONGRATULATIONS TO WBCN
FOR 15 ROCKIN' YEARS!



MOLLY HATCHET "No Guts...No Glory"

AOR BREAKERS

MOLLY HATCHET

No Guts — No Glory (Epic)

"Fall" "Take." 51% of our reporters on it. Total reports: 88. Hot 11, Medium 75, Extra Adds 1, Total Adds 8. Moves 36-32 on the AOR chart.

Featuring "FALL OF THE PEACEMAKER"

AOR Tracks 40



AFTER THE FIRE "Der Kommissar"

AOR Albums 20

AOR Tracks #16



DUKE JUPITER "You Make It Look Easy"

AOR NEW & ACTIVE

DUKE JUPITER/You Make It Look Easy (Coast-Coast/CBS) "I'm Available"

Total Reports: 31(25)/Total Adds: 10(10); Hots: 5(1)/Hot Adds: 1(0); Mediums: 20(19)/Medium Adds: 3(6); Extra Adds: 6(4).

Featuring "I'M AVAILABLE"

Coast to Coast



QUIET RIOT "Metal Health"

CHUM-FM K97 KRQR KLAQ KSMB
Q107 KLOS WPDH WAPL WYER
WLPX KMET KZOM WILS
KSHE KGB WOVE WOAY

Featuring "CUM ON FEEL THE NOIZE"

AOR SIGNIFICANT ACTION



ON YOUR DESK
THIS WEEK!

OMD ORCHESTRAL MANOEUVRES IN THE DARK

Their New Album "DAZZLE SHIPS"



AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week		Total	Heavy	Medium	Add	Total Adds
2	2	2	1 DEF LEPPARD/Photograph (Mercury/PolyGram)	155+	133+	22+	0-	0-
1	1	1	2 JOURNEY/Separate Ways (Columbia)	149-	142-	7+	0=	0-
4	3	3	3 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)	131-	112+	19-	0=	1-
24	17	8	4 U2/New Year's Day (Island/Atco)	136+	67+	65-	3-	7-
6	5	5	5 TRIUMPH/A World Of Fantasy (RCA)	118+	66-	52+	0=	0=
8	7	4	6 TONY CAREY/I Won't Be Home Tonight (Rocshire)	111-	66+	45-	0-	0-
17	8	7	7 RED RIDER/Human Race (Capitol)	114-	54+	60-	0-	0-
50	26	17	8 INXS/The One Thing (Atco)	134+	27+	101+	4-	8-
15	11	9	9 BRYAN ADAMS/Take Me Back (A&M)	106-	61+	45-	0-	0-
5	4	6	10 STYX/Mr. Roboto (A&M)	97-	83-	14+	0=	0=
20	18	11	11 FIXX/Red Skies (MCA)	112+	39+	72+	1=	3=
-	-	29	12 PLANET P/Why Me? (Geffen)	120+	26+	90+	3-	15-
21	15	12	13 JOURNEY/After The Fall (Columbia)	99+	64+	35-	0=	0=
38	30	20	14 MODERN ENGLISH/I Melt With You (Sire/WB)	124+	22+	97+	5=	11-
19	12	10	15 DEXYS MIDNIGHT RUNNERS/Come On... (Mercury/PolyGram)	102-	73-	28-	1+	1+
35	21	15	16 AFTER THE FIRE/Der Kommissar (Epic)	99-	69+	29-	1-	3-
18	16	14	17 DURAN DURAN/Rio (Capitol)	96-	54+	42-	0=	0-
47	29	22	18 STYX/Cold War (A&M)	91+	55+	36-	0=	1-
43	32	27	19 THOMAS DOLBY/She Blinded Me With Science (Capitol)	93+	49+	44+	0-	3-
7	9	13	20 BOB SEGER.../Even Now (Capitol)	79-	60-	19+	0=	0=
54	37	28	21 ULTRAVOX/Reap The Wild Wind (Chrysalis)	103+	22+	78+	2-	4-
56	39	30	22 CALL/The Walls Came Down (Mercury/PolyGram)	102+	15-	82+	5-	11-
28	24	23	23 TOM PETTY.../Change Of Heart (Backstreet/MCA)	84-	54-	30=	0-	3+
3	6	16	24 RIC OCASEK/Something To Grab For (Geffen)	80-	40-	40-	0=	0=
23	25	24	25 TRIUMPH/Never Surrender (RCA)	76-	39-	37+	0=	0=
-	49	35	26 MICHAEL BOLTON/Fools' Game (Columbia)	94+	14+	73+	6-	13-
9	14	21	27 GOLDEN EARRING/Twilight Zone (21/PolyGram)	73-	39-	34+	0=	0=
12	13	18	28 SCANDAL/Goodbye To You (Columbia)	78-	31-	47+	0=	0-
11	10	19	29 FRIDA/I Know There's Something Going On (Atlantic)	72-	43-	29-	0=	1+
-	47	39	30 JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGram)	91+	9-	78+	4=	10+
26	20	26	31 BOB SEGER.../Roll Me Away (Capitol)	77-	34-	43-	0=	0-
14	19	25	32 PRETENDERS/My City Was Gone (Sire/WB)	69-	37-	32-	0=	0=
46	45	38	33 THOMAS DOLBY/One Of Our Submarines... (Capitol)	67+	44+	23+	0=	0-
37	40	37	34 DEF LEPPARD/Rock! Rock! (Till You Drop) (Mercury/PolyGram)	66+	37+	29+	0=	0-
-	58	43	35 CHRIS DeBURGH/Don't Pay The Ferryman (A&M)	80+	14+	63+	2-	12-
-	57	49	36 BRYAN ADAMS/Cuts Like A Knife (A&M)	56+	36+	20+	0=	2+
DEBUT			37 TUBES/She's A Beauty (Capitol)	93+	9+	44+	40+	89+
36	36	36	38 BERLIN/Sex (I'm A...) (Geffen)	64-	30+	33-	1=	2-
DEBUT			39 ZZ TOP/Gimme All Your Lovin' (WB)	85+	10+	36+	39+	81+
-	-	55	40 MOLLY HATCHET/Fall Of The Peacemakers (Epic)	71+	8=	62+	0-	7-
32	33	33	41 MEN AT WORK/Underground (Columbia)	59-	26-	33-	0-	0-
39	43	44	42 ROBERT HAZARD/Escalator Of Life (RCA)	63-	10-	50-	3+	5+
33	31	41	43 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)	58-	38-	20-	0=	3+
-	51	51	44 ERIC CLAPTON/Ain't Goin' Down (WB)	57+	25+	32-	0=	0=
13	23	32	45 DURAN DURAN/Hungry Like The Wolf (Capitol)	48-	26-	22-	0=	0=
16	28	40	46 PRETENDERS/Back On The Chain Gang (Sire/WB)	47-	24-	22-	1+	1+
51	54	50	47 BRYAN ADAMS/I'm Ready (A&M)	45-	28-	17-	0=	1=
DEBUT			48 DAVID BOWIE/Let's Dance (EMI America)	69+	16+	26+	27+	67+
49	42	46	49 ART IN AMERICA/Art In America (Pavillion/CBS)	60-	9=	51-	0=	1=
-	50	57	50 STYX/Heavy Metal Poisoning (A&M)	44+	30+	14+	0-	0-
57	52	48	51 BLANKET OF SECRECY/Say You Will (WB)	59-	7-	50-	2-	2-
10	22	31	52 MEN AT WORK/Be Good Johnny (Columbia)	54-	29-	24+	0-	0-
-	59	56	53 NIGHT RANGER/Sing Me Away (Boardwalk)	48+	22-	26+	0-	5+
22	27	34	54 VANDENBERG/Burning Heart (Atco)	49-	12-	36-	1+	2+
44	46	47	55 WALL OF VOODOO/Mexican Radio (IRS/A&M)	48-	14-	34-	0-	0-
40	53	54	56 RED RIDER/Power (Capitol)	41-	22-	19-	0=	0-
-	56	53	57 STYX/Double Life (A&M)	41-	18-	22-	1=	1-
27	38	42	58 N. SCHON/J. HAMMER/No More Lies (Columbia)	43-	13-	30-	0-	0-
25	35	58	59 PAT BENATAR/Little Too Late (Chrysalis)	38-	20-	18-	0=	0=
29	34	45	60 PSYCHEDELIC FURS/Love My Way (Columbia)	45-	13-	32-	0=	0=

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week		Total	Heavy	Medium	Add	Total Adds
1	1 ERIC CLAPTON Money & Cigarettes (WB)	155+	133+	22+	0-	0-
2	2 GREG KIHN BAND Kihnspiracy (Beserkley/E-A)	131-	112+	19-	0=	1-
3	3 BOB SEGER The Distance (Capitol)	136+	67+	65-	3-	7-
8	4 PETE TOWNSHEND Scoop (Atco)	118+	66-	52+	0=	0=
4	5 TOM PETTY Long After Dark (Backstreet)	111-	66+	45-	0-	0-
7	6 JOURNEY Frontiers (Columbia)	114-	54+	60-	0-	0-
9	7 RIC OCASEK Beatitude (Geffen)	134+	27+	101+	4-	8-
5	8 PHIL COLLINS Hello, I Must Be Going! (Atlantic)	106-	61+	45-	0-	0-
10	9 MEN AT WORK Business As Usual (Columbia)	97-	83-	14+	0=	0=
12	10 DEXYS Too-Rye-Ay (Mercury/PolyGram)	112+	39+	72+	1=	3=
11	11 THOMAS DOLBY Blinded By Science (Capitol)	120+	26+	90+	3-	15-
13	12 DIRE STRAITS Twisting By The Pool (WB)	99+	64+	35-	0=	0=
6	13 NEIL YOUNG Trans (Geffen)	124+	22+	97+	5=	11-
14	14 HALL & OATES H ₂ O (RCA)	102-	73-	28-	1+	1+
17	15 NICK LOWE The Abominable Showman (Columbia)	99-	69+	29-	1-	3-
19	16 ULTRAVOX Quartet (Chrysalis)	96-	54+	42-	0=	0-
15	17 ROBERT ELLIS ORRALL Special Pain (RCA)	78-	31-	47+	0=	0-
▶	18 DURAN DURAN Rio (Capitol)	72-	43-	29-	0=	1+
16	19 U2 War (Island/Atco)	91+	9-	78+	4=	10+
▶	20 RED RIDER Neruda (Capitol)	77-	34-	43-	0=	0-

CHART PARTICIPANTS: WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, KUFQ/Odesa, KEZY/Anaheim, KSPN/Aspen, KBKO/Boulder, KTCL/Ft. Collins, KNX-FM/Los Angeles, KINK/Portland, KFOG/San Francisco, KZOZ/San Luis Obispo, KTIM/San Rafael, KTMS/Santa Barbara, 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.

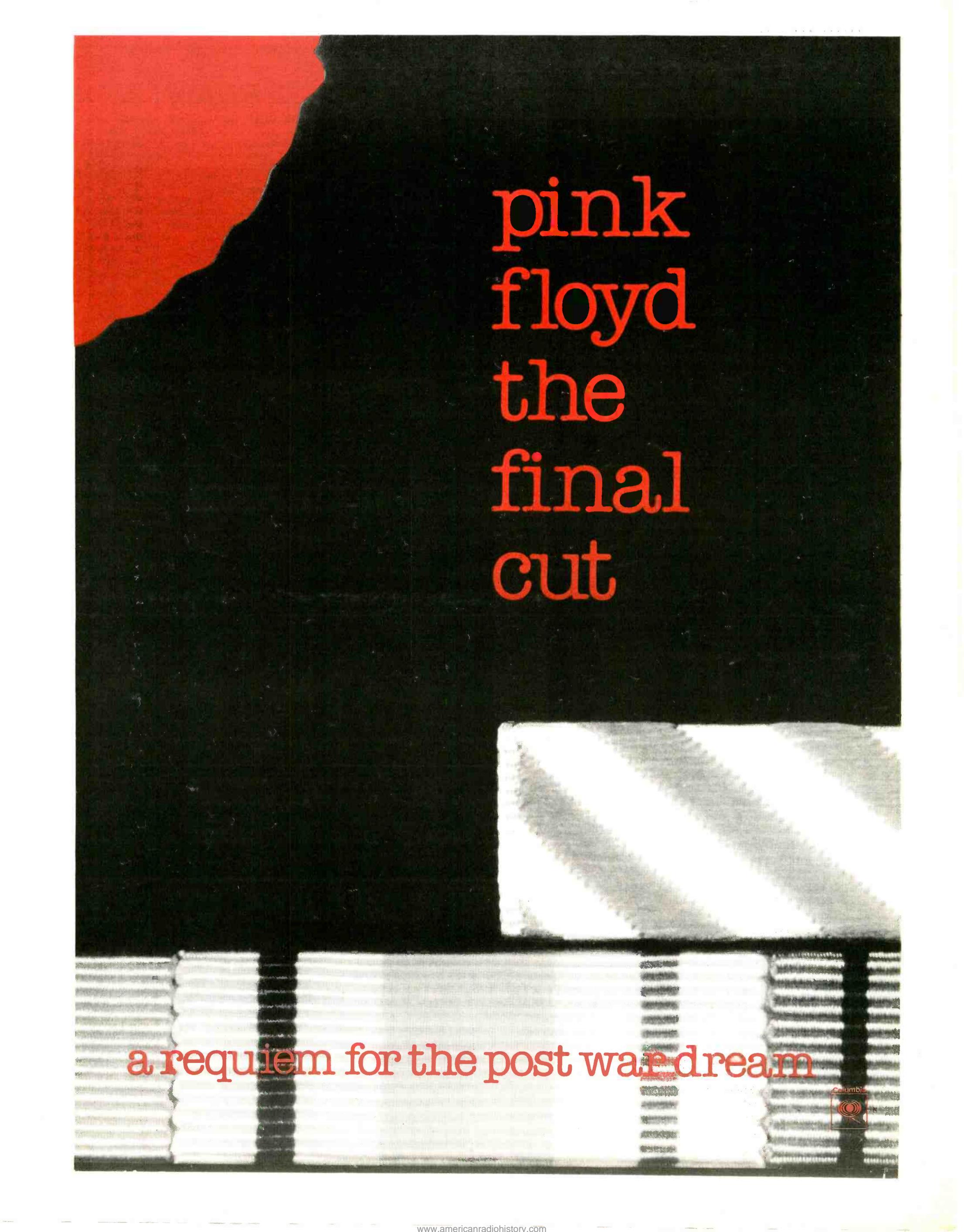
PARALLELS — Stations listed by market size and ratings success.

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

- MARTIN BRILEY/One Night W/A Stranger (Mercury/PolyGram) "The Salt In My Tears"**
Total Reports: 29(7)/Total Adds: 24(7); Hots: 2(0)/Hot Adds: 0(0); Mediums: 15(4)/Medium Adds: 12(4); Extra Adds: 12(3).
- DIRE STRAITS/Twisting By The Pool (WB) "Twisting By The Pool"**
Total Reports: 29(31)/Total Adds: 13(6); Hots: 11(13)/Hot Adds: 0(1); Mediums: 18(17)/Medium Adds: 1(1); Extra Adds: 0(1).
- LE ROUX/So Fired Up (RCA) "Carrie's Gone"**
Total Reports: 25(16)/Total Adds: 13(6); Hots: 2(1)/Hot Adds: 0(0); Mediums: 16(12)/Medium Adds: 6(3); Extra Adds: 7(3).
- AUTOMATIX/Night Rider (MCA) "Just Keep Turnin' Me On"**
Total Reports: 23(14)/Total Adds: 13(12); Hots: 2(0)/Hot Adds: 2(0); Mediums: 11(4)/Medium Adds: 2(2); Extra Adds: 9(10).
- FELONY/The Fanatic (Rock & Roll/CBS) "The Fanatic"**
Total Reports: 23(28)/Total Adds: 3(5); Hots: 5(7)/Hot Adds: 0(0); Mediums: 14(16)/Medium Adds: 0(0); Extra Adds: 3(5).
- ROBERT ELLIS ORRALL/Special Pain (RCA) "I Couldn't Say No"**
Total Reports: 23(26)/Total Adds: 3(5); Hots: 1(3)/Hot Adds: 0(0); Mediums: 20(17)/Medium Adds: 1(1); Extra Adds: 2(4).
- PRINCE/1999 (WB) "Little Red Corvette"**
Total Reports: 22(15)/Total Adds: 6(7); Hots: 3(3)/Hot Adds: 2(0); Mediums: 14(9)/Medium Adds: 0(5); Extra Adds: 4(2).
- QUIET RIOT/Metal Health (Pasha/CBS) "Metal Health"**
Total Reports: 18(13)/Total Adds: 7(7); Hots: 3(4)/Hot Adds: 1(1); Mediums: 11(4)/Medium Adds: 2(3); Extra Adds: 4(3).
- BOW WOW WOW/When The Going Gets Tough... (RCA) "Do You Wanna Hold Me"**
Total Reports: 17(18)/Total Adds: 4(8); Hots: 2(3)/Hot Adds: 0(0); Mediums: 13(7)/Medium Adds: 3(1); Extra Adds: 1(7).
- MICHAEL SCHENKER GROUP/Assault Attack (Chrysalis) "Dancer"**
Total Reports: 17(21)/Total Adds: 2(2); Hots: 2(1)/Hot Adds: 0(0); Mediums: 13(18)/Medium Adds: 0(0); Extra Adds: 2(2).
- FRANK ZAPPA/The Man From Utopia (Barking Pumpkin/CBS) "Cocaine"**
Total Reports: 16(2)/Total Adds: 14(2); Hots: 0(0)/Hot Adds: 0(0); Mediums: 6(1)/Medium Adds: 4(1); Extra Adds: 10(11).
- ROXY MUSIC/High Road (WB) "Like A Hurricane"**
Total Reports: 13(0)/Total Adds: 12(0); Hots: 6(0)/Hot Adds: 5(0); Mediums: 1(0)/Medium Adds: 1(0); Extra Adds: 6(0).
- MARTY BALIN/Lucky (EMI America) "What Love Is"**
Total Reports: 12(12)/Total Adds: 1(3); Hots: 0(0)/Hot Adds: 0(0); Mediums: 12(11)/Medium Adds: 1(2); Extra Adds: 0(1).
- KING OF COMEDY/Various Artists (WB) "Steal The Night"**
Total Reports: 9(8)/Total Adds: 4(7); Hots: 6(1)/Hot Adds: 3(0); Mediums: 2(1)/Medium Adds: 0(1); Extra Adds: 1(6).

Station Listings . . . See Page 51

The image shows the album cover for Pink Floyd's 'The Final Cut'. The top half is a solid black field with a jagged, torn-paper-like edge on the left side that reveals a bright red background. The text 'pink floyd the final cut' is printed in a red, lowercase, serif font, centered in the black area. The bottom half of the cover features a black and white halftone pattern of a landscape, showing a horizon line and a large, bright, rectangular object in the sky. The text 'a requiem for the post war dream' is printed in a red, lowercase, serif font across the bottom of the halftone pattern. A small Columbia Records logo is visible in the bottom right corner.

pink
floyd
the
final
cut

a requiem for the post war dream



AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

			March 18, 1983		171 Reporters		Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations		
Three Weeks	Two Weeks	Last Week											
1	1	1	1	JOURNEY/Frontiers (Columbia)	"Separate" (149)	"Fall" (99)	"Send" (45)	164	=	155	-	9	+ 0 = 0
2	2	2	2	DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Photograph" (155)	"(Drop)" (66)	"Rock" (35)	158	+	136	+	22	= 0 - 0
8	4	3	3	STYX/Kilroy Was Here (A&M)	"Mr. Roboto" (97)	"War" (91)	"Heavy" (44)	152	-	109	-	43	+ 0 - 0
9	5	4	4	GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)	"Jeopardy" (131)	"Fascination" (37)	"Tear" (14)	152	-	117	+	35	- 0 = 2
6	7	5	5	BRYAN ADAMS/Cuts Like A Knife (A&M)	"Take" (106)	"Cuts" (56)	"Ready" (45)	154	+	91	+	63	- 0 - 1
5	6	6	6	TRIUMPH/Never Surrender (RCA)	"World" (118)	"Surrender" (76)		146	+	81	-	65	+ 0 = 0
11	9	8	7	RED RIDER/Neruda (Capitol)	"Human Race" (114)	"Power" (41)	"Light" (32)	145	-	60	+	85	- 0 - 1
3	3	7	8	BOB SEGER.../The Distance (Capitol)	"Even Now" (79)	"Roll" (77)	"Boomtown" (21)	130	-	80	-	50	+ 0 = 0
-	20	11	9	U2/War (Island/Atco)	"New Year's Day" (136)	"Sunday" (26)		140	+	70	+	65	- 4 - 8
4	8	9	10	DURAN DURAN/Rio (Capitol)	"Rio" (96)	"Hungry" (48)		119	-	67	+	52	- 0 = 1
15	12	10	11	TONY CAREY/Tony Carey (Rocshire)	"Won't Be Home" (111)			114	-	67	+	47	- 0 - 0
-	-	27	12	PLANET P/Planet P (Geffen)	"Why Me?" (120)	"Static" (13)		129	+	28	+	95	+ 3 - 15
21	18	16	13	FIXX/Shattered Room (MCA)	"Red Skies" (112)	"Stand Or Fall" (20)		117	+	44	+	72	= 1 = 3
-	27	21	14	INXS/Shaboo Shoobah (Atco)	"The One Thing" (134)			135	+	27	+	101	+ 5 - 9
27	24	19	15	THOMAS DOLBY/Blinded By Science (Capitol)	"Blinded" (93)	"Submarines" (67)		108	+	67	+	41	- 0 - 1
12	13	13	16	TOM PETTY.../Long After Dark (Backstreet/MCA)	"Change" (84)	"Lucky" (13)		104	-	63	-	41	= 0 - 4
20	14	14	17	ERIC CLAPTON/Money & Cigarettes (WB)	"Heart" (58)	"Down" (57)	"Shape" (21)	109	-	57	+	52	- 0 = 2
22	17	17	18	DEXYS MIDNIGHT RUNNERS/Too-Rye-Ay (Mercury/PG)	"Come On Eileen" (102)			103	-	73	-	29	- 1 + 1
-	31	24	19	MODERN ENGLISH/After The Snow (Sire/WB)	"Melt With You" (124)			124	+	22	+	97	+ 5 - 11
31	25	20	20	AFTER THE FIRE/After The Fire (Epic)	"Der Kommissar" (99)			99	-	69	+	29	- 1 - 3
16	16	15	21	SCANDAL/Love's Got A Line On You (Columbia)	"Goodbye" (78)	"Line" (26)		95	-	35	-	60	+ 0 - 0
7	10	18	22	RIC OCASEK/Beatitude (Geffen)	"Something" (80)			86	-	43	-	43	- 0 = 0
39	35	30	23	ULTRAVOX/Quartet (Chrysalis)	"Reap The Wild Wind" (103)			105	+	23	+	79	+ 2 - 4
10	11	12	24	MEN AT WORK/Business As Usual (Columbia)	"Underground" (59)	"Johnny" (54)	"Down" (15)	92	-	44	-	47	+ 0 - 0
-	39	31	25	CALL/Modern Romans (Mercury/PolyGram)	"The Walls Came Down" (102)			102	+	15	-	82	+ 5 - 11
-	-	34	26	MICHAEL BOLTON/Michael Bolton (Columbia)	"Fools' Game" (94)			98	+	15	+	75	+ 7 - 15
40	34	32	27	JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)	"Life" (91)	"Words" (15)		103	+	9	-	90	+ 4 = 10
13	19	23	28	GOLDEN EARRING/Cut (21/PolyGram)	"Twilight Zone" (73)			74	-	40	-	34	+ 0 = 0
19	21	26	29	SAMMY HAGAR/Three Lock Box (Geffen)	"Heroes" (28)	"Need" (23)	"Never" (22)	71	-	44	-	27	- 0 - 2
28	29	29	30	BERLIN/Pleasure Victim (Geffen)	"Sex" (64)	"Masquerade" (20)	"Metro" (14)	84	-	31	+	52	- 1 - 5
18	15	22	31	FRIDA/Something's Going On (Atlantic)	"Something" (72)			72	-	43	-	29	- 0 = 1
-	-	36	32	MOLLY HATCHET/No Guts . . . No Glory (Epic)	"Peacemakers" (71)	"Take?" (13)		88	+	11	+	75	+ 1 - 8
24	26	28	33	NIGHT RANGER/Dawn Patrol (Boardwalk)	"Sing" (48)	"Tell" (36)		74	-	33	-	41	- 0 - 5
17	22	25	34	PHIL COLLINS/Hello, I Must Be Going! (Atlantic)	"Like China" (30)	"Matter" (22)	"Care" (20)	72	-	35	-	37	- 0 = 0
DEBUT	DEBUT	DEBUT	35	PETE TOWNSHEND/Scoop (Atco)	"Bargain" (37)	"Eyes" (36)	"Reign" (26)	90	+	14	=	55	+ 16 - 31
14	23	33	36	CHRIS DeBURGH/The Getaway (A&M)	"Don't Pay The Ferryman" (80)			82	+	15	+	64	+ 2 - 12
33	36	38	37	PAT BENATAR/Get Nervous (Chrysalis)	"Little Too Late" (38)	"Looking" (25)	"Tell" (13)	58	-	28	-	30	- 0 = 0
34	38	37	38	ROBERT HAZARD/Robert Hazard (RCA)	"Escalator Of Life" (63)			70	-	10	-	57	- 3 + 5
DEBUT	DEBUT	DEBUT	39	ART IN AMERICA/Art In America (Pavillion/CBS)	"Art In America" (60)			65	-	11	-	54	- 0 = 1
DEBUT	DEBUT	DEBUT	40	BLANKET OF SECRECY/Ears Have Walls (WB)	"Say You Will" (59)			59	-	7	-	50	- 2 - 2

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

MICHAEL BOLTON
Michael Bolton (Columbia)

"Fools" "Same" "Hero." 57% of our reporters on it. Total reports: 98. Hot 15, Medium 75, Extra Adds 7, Total Adds 15. Moves 34-26 on the AOR chart.

PETE TOWNSHEND
Scoop (Atco)

"Bargain" "Eyes" "Reign." 53% of our reporters on it. Total reports: 90. Hot 14, Medium 55, Extra Adds 16, Total Adds 31. Debuts at number 35 on the AOR chart.

MOLLY HATCHET
No Guts - No Glory (Epic)

"Fall" "Take." 51% of our reporters on it. Total reports: 88. Hot 11, Medium 75, Extra Adds 1, Total Adds 8. Moves 36-32 on the AOR chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

THOMPSON TWINS/Side Kicks (Arista) "Lies"
Total Reports: 51(53)/Total Adds: 3(3); Hots: 14(12)/Hot Adds: 2(0); Mediums: 37(40)/Medium Adds: 1(3); Extra Adds: 0(0).

VANDENBERG/Vandenberg (Atco) "Burning Heart"
Total Reports: 51(74)/Total Adds: 2(0); Hots: 12(17)/Hot Adds: 0(0); Mediums: 38(57)/Medium Adds: 1(0); Extra Adds: 1(0).

STRANGE ADVANCE/Worlds Away (Capitol) "She Controls Me"
Total Reports: 46(43)/Total Adds: 8(12); Hots: 5(6)/Hot Adds: 0(1); Mediums: 37(29)/Medium Adds: 4(3); Extra Adds: 4(8).

N. SCHON/J. HAMMER/Here To Stay (Columbia) "No More Lies"
Total Reports: 46(62)/Total Adds: 0(1); Hots: 15(20)/Hot Adds: 0(0); Mediums: 31(41)/Medium Adds: 0(0); Extra Adds: 0(1).

GARY MOORE/Corridors Of Power (Mirage/Atco) "Don't Take Me For A Loser"
Total Reports: 45(29)/Total Adds: 24(28); Hots: 5(1)/Hot Adds: 0(0); Mediums: 25(10)/Medium Adds: 11(10); Extra Adds: 13(18).

More AOR Music Information See Page 67

MOST ADDED

All Stations

Tubes	(95)
ZZ Top "Gimme"	(82)
David Bowie "Dance"	(75)
ZZ Top "Pressure"	(38)
David Bowie "Cat"	(35)

HOTTEST

All Stations

Journey	(165)
Def Leppard	(139)
Greg Kihn	(132)
Styx	(114)
Bryan Adams	(96)

New & Active Continued

BILLY IDOL/Billy Idol (Chrysalis) "White Wedding"
Total Reports: 45(19)/Total Adds: 22(7); Hots: 8(3)/Hot Adds: 1(1); Mediums: 28(14)/Medium Adds: 12(4); Extra Adds: 9(2).

DIVINYLS/Desperate (Chrysalis) "Boys In Town"
Total Reports: 44(42)/Total Adds: 5(10); Hots: 5(4)/Hot Adds: 0(0); Mediums: 38(30)/Medium Adds: 4(3); Extra Adds: 1(7).

NICK LOWE/The Abominable Showman (Columbia) "Raging Eyes"
Total Reports: 40(35)/Total Adds: 15(27); Hots: 4(4)/Hot Adds: 0(3); Mediums: 26(13)/Medium Adds: 7(6); Extra Adds: 8(18).

HEAVEN 17/Heaven 17 (Arista) "Let Me Go"
Total Reports: 39(40)/Total Adds: 5(3); Hots: 12(10)/Hot Adds: 0(0); Mediums: 23(29)/Medium Adds: 1(2); Extra Adds: 4(1).

MISSING PERSONS/Spring Session M (Capitol) "Walking In L.A."
Total Reports: 37(53)/Total Adds: 0(0); Hots: 14(27)/Hot Adds: 0(0); Mediums: 23(26)/Medium Adds: 0(0); Extra Adds: 0(0).

MICHAEL JACKSON/Thriller (Epic) "Beat It"
Total Reports: 35(30)/Total Adds: 6(6); Hots: 19(14)/Hot Adds: 2(2); Mediums: 14(14)/Medium Adds: 2(2); Extra Adds: 2(2).

SIMPLE MINDS/New Gold Dream (A&M) "Promised You A Miracle"
Total Reports: 35(31)/Total Adds: 4(1); Hots: 3(5)/Hot Adds: 0(0); Mediums: 30(25)/Medium Adds: 2(0); Extra Adds: 2(1).

DURAN DURAN/Duran Duran (Capitol) "Girls On Film"
Total Reports: 34(25)/Total Adds: 7(3); Hots: 7(4)/Hot Adds: 0(0); Mediums: 24(18)/Medium Adds: 4(1); Extra Adds: 3(2).

RAMONES/Subterranean Jungle (Sire/WB) "Little Bit O' Soul"
Total Reports: 32(28)/Total Adds: 7(18); Hots: 2(2)/Hot Adds: 0(1); Mediums: 24(14)/Medium Adds: 2(6); Extra Adds: 5(11).

ALEX CALL/Alex Call (Arista) "Just Another Saturday Night"
Total Reports: 31(31)/Total Adds: 10(22); Hots: 3(0)/Hot Adds: 1(0); Mediums: 20(15)/Medium Adds: 1(7); Extra Adds: 8(15).

DUKE JUPITER/You Make It Look Easy (Coast-Coast/CBS) "I'm Available"
Total Reports: 31(25)/Total Adds: 10(10); Hots: 5(1)/Hot Adds: 1(0); Mediums: 20(19)/Medium Adds: 3(6); Extra Adds: 6(4).

Contemporary Hit Radio

Continued from Back Page

BREAKERS

BOB SEGER & THE SILVER BULLET BAND Even Now (Capitol)

75% of our reporters on it. Moves: Up 31, Debuts 55, Same 25, Down 0, Adds 61 including B94, B104, Z93, Q105, WGCL, KIIS-FM, KUBE, KIMN. See Parallels, debuts at number 28 on the CHR chart.

TOTO

I Won't Hold You Back (Columbia)

69% of our reporters on it. Moves: Up 45, Debuts 51, Same 28, Down 0, Adds 34 including WKQX, KNBQ, Q103, WTRY, 94TYX, WDCG, WEBC, KIDD. See Parallels, debuts at number 29 on the CHR chart.

KENNY LOGGINS

Welcome To Heartlight (Columbia)

68% of our reporters on it. Moves: Up 39, Debuts 47, Same 36, Down 0, Adds 32 including KEGL, KYUU, WHTT, KXX106, WBCY, KEYN-FM, WMEE, KHOP. See Parallels, debuts at number 30 on the CHR chart.

PRINCE

Little Red Corvette (WB)

64% of our reporters on it. Moves: Up 74, Debuts 33, Same 22, Down 2, Adds 14 including KHTR, KUBE, Q103, WHTT, WMEE, KRSP, KIKI, Q104, KFMW. See Parallels, debuts at number 26 on the CHR chart.

STEPHEN BISHOP

It Might Be You (Theme From "Tootsie") (WB)

62% of our reporters on it. Moves: Up 97, Debuts 11, Same 20, Down 4, Adds 9, KNBQ, WPST, WQID, WSSX, WNAP, KRQ, WSPT, KDVV, KYAA. See Parallels, debuts at number 23 on the CHR chart.

BARRY MANILOW

Some Kind Of Friend (Arista)

61% of our reporters on it. Moves: Up 61, Debuts 31, Same 32, Down 0, Adds 16 including B104, CFTR, KAFM, 94Q, KBEQ, WPST, KBFM, G100, K96. See Parallels, will debut next week on the CHR chart.

THOMPSON TWINS

Lies (Arista)

60% of our reporters on it. Moves: Up 72, Debuts 6, Same 43, Down 8, Adds 7, KTFM, KRGV, K96, 13FEA, WCGQ, WCIL-FM, WXKS-FM 13-8, KAFM 26-18. See Parallels, debuts at number 25 on the CHR chart.

NEW & ACTIVE

BRYAN ADAMS "Straight From The Heart" (A&M) 128/47
Moves: Up 12, Debuts 30, Same 39, Down 0, Adds 47 including KAFM, 94Q, WLOL-FM, KHTR, WKTI, KFI, KYUU, WTIC-FM, Q106, 94TYX, WSFL, KZ93, KQKQ, KQMQ.

MAC McANALLY "Minimum Love" (Geffen) 127/22
Moves: Up 39, Debuts 27, Same 39, Down 0, Adds 22 including KAFM, WHYT, KMJK, WYCR, WRQK, WKFM, WKDD, KO93, KIKI, WACZ, Z102, WXLK, KKLK, 99KG, KKAZ.

MEN AT WORK "Be Good Johnny" (Columbia) 125/7
Moves: Up 73, Debuts 8, Same 33, Down 4, Adds 7, WBEN-FM, WNYS, WGCL, WFMF, WGRD, WKFM, KQWB, B94 13-10, KAFM 3-2, KISS-FM 22-17, KZZP 3-2, KZZB 30-20, B97 17-11, KX104 20-14, WKAU 13-9.

PATRICK SIMMONS "So Wrong" (Elektra) 118/64
Moves: Up 1, Debuts 26, Same 27, Down 0, Adds 64 including WBEN-FM, WXKS-FM, Z93, 94Q, KBEQ, WKTI, KIIS-FM, KIQQ, KYUU, XTRA, KNBQ, KIMN, KZZP, WZYP, KJRB.

DAVID BOWIE "Let's Dance" (EMI America) 111/110
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 110 including WBEN-FM, WPHD, WCAU-FM, PRO-FM, Z93, Q105, WBBM-FM, KEARTH, KIQQ, KNBQ, WYCR, KZZB, WJBO, WISE, KSLY.

DEF LEPPARD "Photograph" (Mercury/PolyGram) 104/27
Moves: Up 27, Debuts 14, Same 36, Down 0, Adds 27 including CHUM, KAFM, WLS-FM, WBBM-FM, WHYT, KHTR, KFI, WNVZ, WRVQ, 92X, KKF, WIKZ, WHSL, KISR, WBWB.

MELISSA MANCHESTER "Nice Girls" (Arista) 101/4
Moves: Up 68, Debuts 6, Same 20, Down 3, Adds 4, HITS96, WLAN-FM, WNAP, KQWB, WCAU-FM 32-27, Z93 23-18, WLOL-FM 14-11, WSPK 9-7, WTIC-FM 17-13, WKEE 25-19, KO93 18-10, Q104 18-12.

PAT BENATAR "Little Too Late" (Chrysalis) 101/1
Moves: Up 58, Debuts 4, Same 34, Down 4, Adds 1, KBFM, WCAU-FM 28-21, KEGL 23-13, 94Q 27-24, KHTR 20-14, KBEQ 29-24, WRCK 14-11, K104 5-3, KITY 19-13, WDOQ 28-18, WOKI 18-15, WVIC 1-1, WKFR 24-20, KZ93 4-3, WQLT 37-32.

LAURA BRANIGAN "Solitaire" (Atlantic) 100/57
Moves: Up 2, Debuts 17, Same 24, Down 0, Adds 57 including WNBC, B104, CHUM, Z93, WHYT, WLOL-FM, KIIS-FM, KIQQ, KIMN, WFLY, WKZR-FM, KZZB, WQUT, KRSP, KBIM.

PHIL COLLINS "I Don't Care Anymore" (Atlantic) 100/8
Moves: Up 34, Debuts 17, Same 38, Down 3, Adds 8, WNYS, 894, XTRA, WHFM, WGUY, WCIR, WFOX, D93, KBEQ 36-32, WOKI 25-22, K107 24-19, KO93 26-20, WJBO 30-27, 95XIL 9-7, WAZY-FM 30-27.

THOMAS DOLBY "She Blinded Me With Science" (Capitol) 96/7
Moves: Up 42, Debuts 12, Same 34, Down 1, Adds 7, PRO-FM, KHTR, KFRC, WROR, WKFR, WCIR, KIST, WCAU-FM 15-7, WXKS-FM 17-12, KAFM 32-25, WLOL-FM 32-27, KBEQ 32-28, CK101 30-21, KIDD 19-14, WJBO 33-26.

DeBARGE "I Like It" (Gordy/Motown) 85/5
Moves: Up 41, Debuts 8, Same 26, Down 5, Adds 5, KHFI, KQKQ, KSKD, WFBG, 95XIL, HITS96 31-26, B104 198-13, Z93 19-12, KEARTH 13-10, WROR 19-16, KITE 7-5, 94TYX 14-9, WSGF 11-8.

NAKED EYES "Always Something There To Remind Me" (EMI America) 75/28
Moves: Up 13, Debuts 8, Same 26, Down 0, Adds 28 including WCAU-FM, KFI, Q103, KZZP, WPST, WKEE, KZZB, WRQK, WRVQ, KHYY, KIKI, WJBO, WTSN, WPFM, WBWB.

PSYCHEDELIC FURS "Love My Way" (Columbia) 71/8
Moves: Up 22, Debuts 7, Same 34, Down 0, Adds 8, HITS96, WKEE, KHFI, CK101, WSQV, WCIR, KYTN, KDZA, WXKS-FM d-27, WGCL 29-25, KMJK 39-31, KNBQ 33-23, WNAM 21-17, KYXX 1-1.

JOHN ANDERSON "Swingin'" (WB) 68/7
Moves: Up 39, Debuts 12, Same 8, Down 2, Adds 7, PRO-FM, XTRA, WNOK-FM, WIKZ, WKHI, 99KG, KSLY, 79Q 4-2, Z93 1-1, 94Q 3-2, WJDX 6-4, 94TYX 5-1, WQID, 24-14, KXX106 10-5, KX104 12-1.

GOLDEN EARRING "Twilight Zone" (21/PolyGram) 60/3
Moves: Up 25, Debuts 4, Same 20, Down 8, Adds 3, WBBM-FM, WNVZ, WGRD, KEGL 12-6, WLS-FM 18-14, WHYT 8-5, WGCL 2-2, Q102 10-8, KFRC 18-14, XTRA 28-21, WBLQ 28-23, WKEE 33-26, WDCG 31-21, WIGY 7-4, WSPT 8-5.

ROBERT HAZARD "Escalator Of Life" (RCA) 59/9
Moves: Up 11, Debuts 4, Same 35, Down 0, Adds 9, 79Q, I95, WHYT, Q103, KQMQ, WKHI, WYKS, KYTN, KDZA, WCAU-FM 19-16, WLAN-FM 30-24, K104 37-32, KITY 27-19, KSET-FM 28-21, OK100 39-31.

JARREAU "Mornin'" (WB) 57/30
Moves: Up 3, Debuts 7, Same 17, Down 0, Adds 30 including WKBW, WBEN-FM, 94Q, Q105, WKFM, WKEE, KBFM, KROK, WSEZ, WMEE, KBBK, KSKD, 13FEA, WISE, KDZA.

CLASH "Should I Stay Or Should I Go?" (Epic) 57/5
Moves: Up 28, Debuts 3, Same 20, Down 1, Adds 5, WYCR, WQID, CK101, WZZR, WNAM, KEGL 11-5, KHTR, 13-8, KBEQ 33-30, KFI 31-27, WRCK 15-12, WNVZ 37-31, WJXQ 27-24, KIDD 30-25.

MOST ADDED

DAVID BOWIE (110)
Let's Dance (EMI America)
PATRICK SIMMONS (64)
So Wrong (Elektra)
BOB SEGER (61)
Even Now (Capitol)
LAURA BRANIGAN (57)
Solitaire (Atlantic)
BRYAN ADAMS (47)
Straight From The Heart (A&M)
RONNIE MILSAP (35)
Stranger In My House (RCA)

HOTTEST

MICHAEL JACKSON (138)
Billie Jean (Epic)
STYX (109)
Mr. Roboto (A&M)
JOURNEY (88)
Separate Ways (Worlds Apart) (Columbia)
DEXYS MIDNIGHT RUNNERS (85)
Come On Eileen (Mercury/PolyGram)
GREG KIHN BAND (78)
Jeopardy (Beserkley/Elektra-Asylum)
DARYL HALL & JOHN OATES (73)
One On One (RCA)

SIGNIFICANT ACTION

YAZ "Only You" (Sire/WB) 48/5
Moves: Up 18, Debuts 7, Same 18, Down 0, Adds 5, WHYT, KHOP, Q101, KVOL, WBWB, WLOL-FM 3-2, KBEQ 37-33, WSPK 29-23, K104 32-26, KITY 18-12, B97 29-25, WZZR 22-16, OK100 32-25, KILE 36-33, KENI 32-27.

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 42/25
Moves: Up 1, Debuts 5, Same 11, Down 0, Adds 25 including KHTR, KMJK, WFLY, KC101, KITY, WCSC, WNOK-FM, KLIK, WHOT, WJBO, WJAD, WHSL, KVOL, KNOE-FM, KIST.

BILLY JOEL "Goodnight Saigon" (Columbia) 41/12
Moves: Up 0, Debuts 5, Same 24, Down 0, Adds 12, WPHD, WCAU-FM, WSPK, WLAN-FM, WKZR-FM, KROK, WRVQ, WJXQ, WPFM, WYKS, WBWB, KENI, WBEN-FM d-39, KNBQ on.

FELONY "The Fanatic" (Rock & Roll/CBS) 41/6
Moves: Up 10, Debuts 3, Same 21, Down 1, Adds 6, KHTR, KIMN, WQID, WHOT, WZYQ, KVOL, WPHD on, WCAU-FM 36-29, WXKS-FM d-30, KEGL 18-15, Y100 on, WHYT 30-27, WOKI 37-34.

SAMMY HAGAR "Never Give Up" (Geffen) 37/23
Moves: Up 0, Debuts 2, Same 12, Down 0, Adds 23 including WCAU-FM, WLOL-FM, KFI, WKFM, WSSX, WZZR, WNAM, WKDD, KHOP, KBBK, KQMQ, WKHI, KNOE-FM, KISR, KTRS.

MISSING PERSONS "Walking In L.A." (Capitol) 37/10
Moves: Up 8, Debuts 5, Same 14, Down 0, Adds 10, WXKS-FM, WZZR, WHOT, KSKD, WJBO, WGUY, WERZ, KILE, KSLY, KEARTH 22-16, KFI 33-28, WDOQ 30-26, KYXX 26-22, KHYY 26-21.

FIREFALL "Always" (Atlantic) 36/0
Moves: Up 23, Debuts 1, Same 12, Down 0, Adds 0, B104 30-28, K104 21-11, KXX106 20-15, Y103 9-8, FM100 24-21, WOKI 36-31, WQUT 7-5, WSFL 31-28, KO93 16-14, OK100 35-24, WQLT 34-29, WAEV 22-19, Z102 7-7, WHSL 28-20, D93 31-29.

RONNIE MILSAP "Stranger In My House" (RCA) 35/35
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 35 including WNBC, Z93, 94Q, KEARTH, KIQQ, WKEE, KXX106, WBBQ, KLIK, WKDD, KO93, 95XIL, WSGF, KVOL, KCDD.

WALL OF VOODOO "Mexican Radio" (IRS/A&M) 35/12
Moves: Up 7, Debuts 5, Same 11, Down 0, Adds 12, WHYT, WKFM, WTRY, WJDX, WQID, WJXQ, KBBK, WJBO, WACZ, WFLB, KFMW, KDVV, WXKS-FM 16-10, KITY 32-23, KSKD 40-36.

ADAM ANT "Desperate But Not Serious" (Epic) 33/5
Moves: Up 8, Debuts 5, Same 15, Down 0, Adds 5, XTRA, WSPK, KSET-FM, WVIC, KSKD, WCAU-FM d-34, KEGL 31-22, WTRY 25-22, WSSX d-28, KYXX 33-30, WIGY 37-31, WERZ 34-29, WOMP-FM 34-28, WKHI d-39, WRKR 38-34.

TRIUMPH "A World Of Fantasy" (RCA) 32/7
Moves: Up 7, Debuts 0, Same 18, Down 0, Adds 7, WYCR, WABB-FM, WNAM, KQMQ, KYTN, WBWB, KFMW, WPHD on, WNYS on, KEGL on, WRCK 27-25, K104 19-15, WJXQ 6-5, OK100 25-17, WSQV 26-22.

POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 31/9
Moves: Up 4, Debuts 7, Same 11, Down 0, Adds 9, WCAU-FM, Y100, KFI, WHFM, KITE, CK101, WNOK-FM, WSGF, WFLB, WXKS-FM d-20, WTIX 35-33, KYNO-FM 28-19, KQMQ 27-24, WGUY d-27, KNOE-FM d-27.

ROBBIE PATTON "Smiling Islands" (Atlantic) 30/5
Moves: Up 13, Debuts 7, Same 5, Down 0, Adds 5, KX104, WKDD, KIKI, OK100, WKHI, KMJK 31-26, K104 26-16, Y103 19-16, KLIK 26-22, KJRB 27-24, WOMP-FM 26-23, WAEV 15-12, KISR 5-2, D93 23-20, KOZE 20-15.

ZZ TOP "Gimme All Your Lovin'" (WB) 28/28
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 28 including KEGL, KMJK, WKFM, KTFM, KZFM WSKZ, WOKI, WVIC, WZPL, WJBO, WFBG, WQLT, KQIZ-FM, KVOL, KDVV, KCDD.

LOU RAWLS "Wind Beneath My Wings" (Epic) 28/12
Moves: Up 2, Debuts 1, Same 13, Down 0, Adds 12, WCAU-FM, KIQQ, KFI, KRGV, Y103, KSKD, WPFM, WGLF, WBWB, KENI, KIST, KCDD, WGCL on, KTFM d-36, KAMZ 27-25.

SYSTEM "You Are In My System" (Mirage/Atco) 28/7
Moves: Up 5, Debuts 7, Same 9, Down 0, Adds 7, CKGM, KIQQ, WKEE, KAMZ, WSEZ, WSGF, WBWB, WNYS d-26, WCAU-FM d-38, WXKS-FM 28-19, KFRC d-37, KTFM 34-28, KITY 31-22, KITY d-24, WGUY 24-19.

TONY CAREY "I Won't Be Home Tonight" (Rocshire) 27/5
Moves: Up 5, Debuts 1, Same 16, Down 0, Adds 5, WNBC, K104, WSKZ, OK100, 95XIL, KEGL 17-14, KNBQ on, WRCK on, WPST 37-34, KSET-FM on, CK101 on, WSSX 20-16, WOMP-FM 20-16, WHSL 27-21, KISR d-34.

GAP BAND "Outstanding" (Total Experience/PGM) 26/6
Moves: Up 8, Debuts 3, Same 9, Down 0, Adds 6, KEARTH, KIQQ, KRGV, KBFM, KGGI, WJBO, WXKS-FM d-22, WHYT 39-28, WGCL d-26, KTFM 37-30, KITY 33-25, KITE 30-28, KAMZ 18-15, KYNO-FM 9-4, KVOL 40-37.

JEFFREY OSBORNE "Eenie Meenie" (A&M) 26/3
Moves: Up 10, Debuts 7, Same 6, Down 0, Adds 3, KAMZ, WSEZ, KOFM, KROK d-29, WJDX 23-19, KXX106 25-22, KLIK 32-24, WMEE on, WKDQ 23-20, KQMQ on, KIKI 22-17, WJBO d-40, 13FEA d-29, KILE 27-22, KIST 20-17.

DARYL HALL & JOHN OATES "Family Man" (RCA) 25/2
Moves: Up 6, Debuts 4, Same 12, Down 1, Adds 2, WNFY, 95XIL, I95 d-17, KMJK on, WFLY on, K104 d-38, CK101 on, WNVZ d-33, WZZR 7-6, KO93 on, KRQ 5-1, WERZ 28-24, WHSL on, WXLK 18-10, KKQV on.

LE ROUX "Carrie's Gone" (RCA) 25/1
Moves: Up 5, Debuts 4, Same 15, Down 0, Adds 1, KBIM, WPHD on, KIQQ on, KNBQ on, WRCK on, KITY 36-27, B97 d-26, WFMF 20-16, WABB-FM on, WOKI on, WZZR on, WVIC on, Q104 d-31, WPFM 27-25, KNOE-FM 30-26, KISR 33-24.

INXS "The One Thing" (Atco) 23/11
Moves: Up 2, Debuts 3, Same 7, Down 0, Adds 11, KHTR, WVIC, Z104, WKDD, WGUY, OK100, WOMP-FM, 95XIL, WSPT, KFMW, KFMZ, WPHD 30-28, KEGL d-37, KMJK 35-27, KYXX d-40.

Q-FEEL "Dancing In Heaven (Orbital Be-Bop)" (Jive/Arista) 23/3
Moves: Up 2, Debuts 3, Same 14, Down 1, Adds 3, KQMQ, Q101, KSLY, WPHD on, WKFM on, KTFM on, KITY d-38, KSET-FM d-29, WZZR 28-23, Z104 d-26, KBBK on, KHYY on, KYTN on, 99KG on, KCBN 35-30.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 22/6
Moves: Up 3, Debuts 3, Same 10, Down 0, Adds 6, CHUM, KROK, KHYY, KIKI, WQLT, WFLB, WCAU-FM d-40, WLOL-FM 39-34, Q103 on, WSPK d-29, KITY on, WZZR on, KSKD d-40, KQMQ on, KBIM on, KCDD on.

BERLIN "Sex (I'm A...)" (Geffen) 21/1
Moves: Up 5, Debuts 4, Same 10, Down 0, Adds 1, KITE, WXKS-FM on, 79Q d-28, Y100 on, I95 d-24, WGCL d-20, WKZR-FM on, KZFM d-24, KSET-FM 30-25, KYXX 10-9, KHYY 24-16, FM99 on, KVOL on.

HEAVEN 17 "Let Me Go" (Arista) 20/0
Moves: Up 9, Debuts 0, Same 11, Down 0, Adds 0, WXKS-FM 30-24, WLOL-FM 36-32, KFI 39-35, WRCK 29-26, KITY 24-16, KSET-FM on, WABB-FM on, WZYP on, WGUY 27-25, WBWB on, KCBN 25-18.

FIXX "Red Skies" (MCA) 18/6
Moves: Up 3, Debuts 1, Same 7, Down 1, Adds 6, WZPL, WSQV, WZYQ, WSPT, KCBN, KOZE, WKFM on, WRCK on, KYXX 22-20, WGUY on.

KC & THE SUNSHINE BAND (with TERI DeSARIO) "Don't Run (Come Back To Me)" (Epic) 18/4
Moves: Up 6, Debuts 3, Same 5, Down 0, Adds 4, Y100, WJDX, WCSC, KENI, KTFM 39-27, Y103 25-22, KIKI 21-18, KOFM 28-22, KFRC 30-25, D93 33-25.

PETER GODWIN "Images Of Heaven" (Polydor/PolyGram) 18/1
Moves: Up 0, Debuts 3, Same 14, Down 0, Adds 1, WAEV, WXKS-FM d-29, WKZR-FM on, WJDX on, WJXQ on-dp, WCGQ d-30, WFLB on, WGLF on, Q101 on, KVOL on.

U2 "New Year's Day" (Island/Atco) 17/12
Moves: Up 3, Debuts 0, Same 2, Down 0, Adds 12, WPHD, WKFM, WRCK, K104, KTFM, KZFM, WVIC, WJXQ, WSQV, 95XIL, WZYQ, KFMZ, KEGL 32-29, KYXX 32-29.

SCANDAL "Love's Got A Line On You" (Columbia) 16/11
Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 11, WPHD, WCAU-FM, KEGL, KMJK, KNBQ, KZZP, WKFM, WPST, WNAM, KXXX, WIGY, WJXQ 34-26.

ULTRAVOX "Reap The Wild Wind" (Chrysalis) 15/9
Moves: Up 2, Debuts 1, Same 3, Down 0, Adds 9, WXKS-FM, KEGL, WKZR-FM, WACZ, WISE, WHSL, WYKS, Q101, KCBN, WLOL-FM d-40, KMJK 28-25, KYXX 21-19.

SAGA "Wind Him Up" (Portrait/CBS) 15/8
Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 8, WPHD, WCAU-FM, KMJK, KZFM, WOKI, Z104, WERZ, KCDD, WVIC d-27, WJXQ 33-25.

MODERN ENGLISH "I Melt With You" (Sire/WB) 14/5
Moves: Up 3, Debuts 1, Same 3, Down 2, Adds 5, 79Q, I95, WKZR-FM, Z104, KCBN, WXKS-FM d-23, KMJK 21-18, KSET-FM 26-22, WZZR 39-34.

CHAMPAIGN "Try Again" (Columbia) 14/3
Moves: Up 4, Debuts 0, Same 7, Down 0, Adds 3, Z93, FM100, WFLB, KIQQ 31-30, KFRC on, WSPK on, WSFL 34-32, Z102 39-34, WSGF 28-24.

ENGLISH BEAT "I Confess" (IRS/A&M) 14/1
Moves: Up 4, Debuts 1, Same 8, Down 0, Adds 1, KITY, WPHD on, KMJK 34-33, KZFM 27-25, WZZR d-37, WVIC on-dp, KMGK on, KYXX 40-38, WBWB 37-34.

DIRE STRAITS "Twisting By The Pool" (WB) 14/1
Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 1, WBWB, CHUM d-28, CKGM on, KMJK 36-34, WCSC on, Z104 29-23, WZYQ on, WHSL on, KYTN d-36, KKLK on.

More CHR Music Information See Page 49

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E + P + A = MASS APPEAL



FELONY "The Fanatic"

WCAU-FM 36-29	KITY deb 33	WOMP-FM deb 34	WDCG	13FEA
WXKS-FM deb 30	WQID add	KBIM 32	WCSC	WKHI
KEGL 18-15	WHOT add	WPHD	WANS-FM	WYKS
WHYT 30-27	KYYX 6-11	Y100	WNOK-FM	KISR
KHTR add	WZYQ add	KBEQ	WRVQ	KSLY
WGCL 24	KVOL add	KNBQ	WZZR	
KIQQ 18	KSET-FM 24	WKRZ-FM	WJXQ	
KFI 37	WOKI 37-34	KTFM	WJBQ	
KIMN add	WERZ 34	KHFI	WGUY	



CHR
SIGNIFICANT ACTION



LOU RAWLS "Wind Beneath My Wings"

WCAU-FM add	KRGB add	KTFM deb 36	KITY	WFOX
KIQQ add	WGLF add	KAMZ 25	KROK	WFLB
KFI add	WBWB add	WTIX 36	WJBQ	WKFM
Y103 add 25	KENI add	Y100	WERZ	
KSKD add	KIST add	WGCL	WFBG	
WPFM add	KCDQ add	WSPK	WQLT	A/C Chart 27



A/C BREAKERS



SAGA "Wind Him Up"

FIRST WEEK ACTION

WPHD add	WOKI add	WSSX 22-20	KITY
WCAU-FM add	Z104 add	WVIC deb 27	WKDD
KMJK add	WERZ add	WJXQ 33-25	WXLK
KZFM add	KCDQ add	KEGL	



CHR
SIGNIFICANT ACTION

NATIONAL AIRPLAY

March 18, 1983



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
4	2	1	1 MICHAEL JACKSON/Billie Jean (Epic)
7	6	3	2 DARYL HALL & JOHN OATES/One On One (RCA)
12	7	4	3 JOURNEY/Separate Ways (Worlds Apart) (Columbia)
2	1	2	4 LIONEL RICHIE/You Are (Motown)
16	14	9	5 STYX/Mr. Roboto (A&M)
18	13	10	6 DEXYS MIDNIGHT RUNNERS/Come On Eileen (Mercury/PG)
5	5	6	7 DURAN DURAN/Hungry Like The Wolf (Capitol)
3	3	5	8 CHRISTOPHER CROSS/All Right (WB)
10	9	8	9 PRETENDERS/Back On The Chain Gang (Sire/WB)
23	18	14	10 GREG KIHN BAND/Jeopardy (Beserkley/Elektra/Asylum)
13	11	11	11 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
1	4	7	12 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
21	17	15	13 FRIDA/I Know There's Something Going On (Atlantic)
-	26	18	14 MICHAEL JACKSON/Beat It (Epic)
24	19	17	15 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
30	25	19	16 AFTER THE FIRE/Der Kommissar (Epic)
11	10	13	17 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
8	8	12	18 JOE JACKSON/Breaking Us In Two (A&M)
29	22	20	19 ABC/Poison Arrow (Mercury/PolyGram)
-	29	25	20 TOM PETTY.../Change Of Heart (Backstreet)
15	15	16	21 SUPERTRAMP/My Kind Of Lady (A&M)
-	30	26	22 OXO/Whirly Girl (Geffen)
-	-	28	23 STEPHEN BISHOP/It Might Be You... (WB)
-	-	28	24 DIONNE WARWICK/Take The Short Way Home (Arista)
-	-	28	25 THOMPSON TWINS/Lies (Arista)
-	-	28	26 PRINCE/Little Red Corvette (WB)
-	-	28	27 JEFFERSON STARSHIP/Winds Of Change (RCA/Grunt)
-	-	28	28 BOB SEGER.../Even Now (Capitol)
-	-	29	29 TOTO/I Won't Hold You Back (Columbia)
-	-	30	30 KENNY LOGGINS/Welcome To Heartlight (Columbia)

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Adult / Contemporary

1	1	1	1 LIONEL RICHIE/You Are (Motown)
7	4	4	2 DARYL HALL & JOHN OATES/One On One (RCA)
9	5	5	3 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
3	2	2	4 CHRISTOPHER CROSS/All Right (WB)
8	6	6	5 STEPHEN BISHOP/It Might Be You... (WB)
14	11	8	6 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
10	8	7	7 JOE JACKSON/Breaking Us In Two (A&M)
2	3	3	8 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
24	16	11	9 DIONNE WARWICK/Take The Short Way Home (Arista)
26	18	15	10 BARRY MANILOW/Some Kind Of Friend (Arista)
16	13	12	11 MICHAEL JACKSON/Billie Jean (Epic)
18	15	14	12 SUPERTRAMP/My Kind Of Lady (A&M)
5	7	9	13 NEIL DIAMOND/I'm Alive (Columbia)
4	9	10	14 BOB SEGER.../Shame On The Moon (Capitol)
28	21	18	15 KC & THE SUNSHINE BAND... /Don't Run... (Epic)
6	10	13	16 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
-	-	26	17 TOTO/I Won't Hold You Back (Columbia)
22	20	19	18 DIANA ROSS/So Close (RCA)
25	22	20	19 MELISSA MANCHESTER/Nice Girls (Arista)
30	25	21	20 JEFFREY OSBORNE/Eenie Meenie (A&M)
-	-	24	21 JARREAU/Mornin' (WB)
15	14	16	22 DONNA SUMMER/The Woman In Me (Geffen)
13	12	17	23 POCO/Shoot For The Moon (Atlantic)
-	-	29	24 ALAN PARSONS PROJECT/Old & Wise (Arista)
-	-	29	25 MAC McANALLY/Minimum Love (Geffen)
23	23	25	26 FIREFALL/Always (Atlantic)
-	-	29	27 LOU RAWLS/Wind Beneath My Wings (Epic)
12	17	23	28 KENNY LOGGINS/Heart To Heart (Columbia)
11	19	22	29 JUICE NEWTON/Heart Of The Night (Capitol)
17	26	28	30 MEN AT WORK/Down Under (Columbia)

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AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	
2	2	2	1 DEF LEPPARD/Photograph (Mercury/PolyGram)
1	1	1	2 JOURNEY/Separate Ways (Columbia)
4	3	3	3 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
24	17	8	4 U2/New Year's Day (Island/Atco)
6	5	5	5 TRIUMPH/A World Of Fantasy (RCA)
8	7	4	6 TONY CAREY/I Won't Be Home Tonight (Rocshire)
17	8	7	7 RED RIDER/Human Race (Capitol)
50	26	17	8 INXS/The One Thing (Atco)
15	11	9	9 BRYAN ADAMS/Take Me Back (A&M)
5	4	6	10 STYX/Mr. Roboto (A&M)
20	18	11	11 FIXX/Red Skies (MCA)
-	-	29	12 PLANET P/Why Me? (Geffen)
21	15	12	13 JOURNEY/After The Fall (Columbia)
38	30	20	14 MODERN ENGLISH/I Melt With You (Sire/WB)
19	12	10	15 DEXYS MIDNIGHT RUNNERS/Come On... (Mercury/PG)
35	21	15	16 AFTER THE FIRE/Der Kommissar (Epic)
18	16	14	17 DURAN DURAN/Rio (Capitol)
47	29	22	18 STYX/Cold War (A&M)
43	32	27	19 THOMAS DOLBY/She Blinded Me With Science (Capitol)
7	9	13	20 BOB SEGER.../Even Now (Capitol)
54	37	28	21 ULTRAVOX/Reap The Wild Wind (Chrysalis)
56	39	30	22 CALL/The Walls Came Down (Mercury/PolyGram)
28	24	23	23 TOM PETTY.../Change Of Heart (Backstreet/MCA)
3	6	16	24 RIC OCASEK/Something To Grab For (Geffen)
23	25	24	25 TRIUMPH/Never Surrender (RCA)
-	49	35	26 MICHAEL BOLTON/Fools' Game (Columbia)
9	14	21	27 GOLDEN EARRING/Twilight Zone (21/PolyGram)
12	13	18	28 SCANDAL/Goodbye To You (Columbia)
11	10	19	29 FRIDA/I Know There's Something Going On (Atlantic)
-	47	39	30 JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGram)

AOR / ALBUMS

1	1	1	1 JOURNEY/Frontiers (Columbia)
2	2	2	2 DEF LEPPARD/Pyromania (Mercury/PolyGram)
8	4	3	3 STYX/Kilroy Was Here (A&M)
9	5	4	4 GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)
6	7	5	5 BRYAN ADAMS/Cuts Like A Knife (A&M)
5	6	6	6 TRIUMPH/Never Surrender (RCA)
11	9	8	7 RED RIDER/Neruda (Capitol)
3	3	7	8 BOB SEGER.../The Distance (Capitol)
-	20	11	9 U2/War (Island/Atco)
4	8	9	10 DURAN DURAN/Rio (Capitol)
15	12	10	11 TONY CAREY/Tony Carey (Rocshire)
-	-	27	12 PLANET P/Planet P (Geffen)
21	18	16	13 FIXX/Shattered Room (MCA)
-	27	21	14 INXS/Shabooh Shoobah (Atco)
27	24	19	15 THOMAS DOLBY/Blinded By Science (Capitol)
12	13	13	16 TOM PETTY.../Long After Dark (Backstreet/MCA)
20	14	14	17 ERIC CLAPTON/Money & Cigarettes (WB)
22	17	17	18 DEXYS MIDNIGHT RUNNERS/Too-Rye-Ay (Mercury/PG)
-	31	24	19 MODERN ENGLISH/After The Snow (Sire/WB)
31	25	20	20 AFTER THE FIRE/After The Fire (Epic)
16	16	15	21 SCANDAL/Love's Got A Line On You (Columbia)
7	10	18	22 RIC OCASEK/Beatitude (Geffen)
39	35	30	23 ULTRAVOX/Quartet (Chrysalis)
10	11	12	24 MEN AT WORK/Business As Usual (Columbia)
-	39	31	25 CALL/Modern Romans (Mercury/PolyGram)
-	-	-	BREAKER 26 MICHAEL BOLTON/Michael Bolton (Columbia)
40	34	32	27 JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)
13	19	23	28 GOLDEN EARRING/Cut (21/PolyGram)
19	21	26	29 SAMMY HAGAR/Three Lock Box (Geffen)
28	29	29	30 BERLIN/Pleasure Victim (Geffen)
18	15	22	31 FRIDA/Something's Going On (Atlantic)
-	-	-	BREAKER 32 MOLLY HATCHET/No Guts . . . No Glory (Epic)
24	26	28	33 NIGHT RANGER/Dawn Patrol (Boardwalk)
17	22	25	34 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)
-	-	-	BREAKER 35 PETE TOWNSHEND/Scoop (Atco)
-	-	-	DEBUT 36 CHRIS DeBURGH/The Getaway (A&M)
14	23	33	37 PAT BENATAR/Get Nervous (Chrysalis)
33	36	38	38 ROBERT HAZARD/Robert Hazard (RCA)
34	38	37	39 ART IN AMERICA/Art In America (Pavillion/CBS)
-	-	-	DEBUT 40 BLANKET OF SECRECY/Ears Have Walls (WB)

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