

I N S I D E:

Latest Ratings Results

Norfolk (ARB): WFOG Edges WCMS-FM
San Antonio (ARB): KQXT Up 4 For First; KXZL Debuts In Second
Nashville (ARB): WKDF Ahead; WSM-FM Doubles
Honolulu (ARB): KQMQ, KPOI-FM, KSSK, KULA Rise, Top Market
Pittsburgh (Birch): WBZZ Up 3½ Shares To 10
Cincinnati (Birch): WKRQ Surges Past WEBN To Lead
 Plus Arbitron results from Albany, Dayton, and Oklahoma City and Birches for Denver, Minneapolis, and Phoenix.

Page 16, 19

Radio's Brand New Ballgame

RAB President **Bill Stakelin** declares his faith in radio as a sales medium, while **Dwight Case** outlines the new players and promising possibilities on the radio scene, as R&R's new sales section debuts.

Page 20

Marketing Research For Radio

WMJI & WBBG owner **Larry Robinson** also runs a 74-store retail chain and has a Ph.D in marketing. His thoughts on adapting marketing research techniques to radio, as told to **Jeff Green**, are well worth noting.

Page 36

People In The News This Week

- **Gerry DeFrancesco** VP at KIIS
- **Eddie Hubbard** WAIT's PD
- **Gary Firth** President of Starstream
- **Jeff Brooks** PD at WPLP
- **Jack FitzGerald** WTVN PD
- **Tom Leykis** PD at WQBK
- **Jack Porteous** GM at WING & WJAI

Page 3, 26

The Secondary Promotion Forum

Joel Denver brings radio face to face with key secondary radio promotion specialists through photos and interviews on the importance of smaller stations.

Page 29

How To Write News For Radio

"There are no second chances in radio news. The nature of the medium demands news written so clearly that the listener understands instantly."

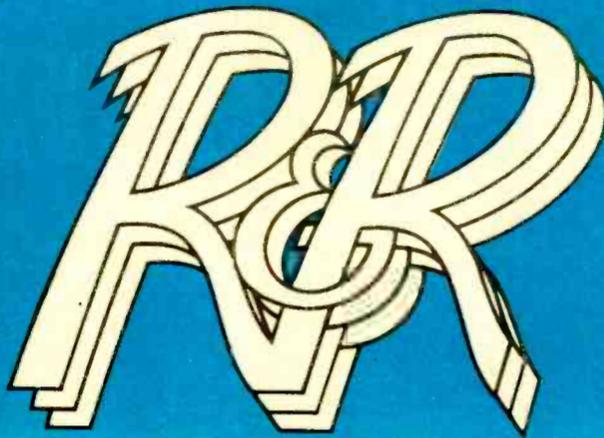
Former CBS newswriter **Ed Bliss** and KGB/San Diego News Director **Jeff Prescott** offer varying views on effective news-writing.

Page 44

What Is Country Radio?

Consultant **John Lund** and Great Empire head **Mike Oatman** present radically different ideas about the essence of Country radio, as **Lon Helton** referees.

Page 40



RADIO & RECORDS

Mills Promoted At WRTH & KEZK

Matt Mills, most recently VP/GM of KEZK/St. Louis, has been promoted to President/GM of KEZK and sister AM outlet WRTH. Former WRTH GM **Merrell Hansen** exited the station in March and has since been named VP/GM of neighboring KSD-AM & FM (R&R 6-3). KEZK & WRTH were recently acquired by **Adams Communications**.



Matt Mills

Mills managed Metroplex's Y100 (WHYI)/Miami before moving to KEZK in April 1982. He told R&R, "I'm just delighted that **Steve Adams**, the new owner of our corporation,

would entrust me with this position. I'm quite thrilled about it. I have some long-range plans as he progresses in the broadcasting market. As far as St. Louis is concerned, we're sticking with the Easy Listening Bonneville sound on the FM and Music Of Your Life on the AM. Our whole theme is the adult combo."

Coinciding with Mills's appointment, WRTH GSM **Bill Weaver** has been upped to National Sales Manager of both stations. And KEZK Local Sales Manager **Hank Poth** has added the same duties for WRTH.

KSDO-FM Goes CHR

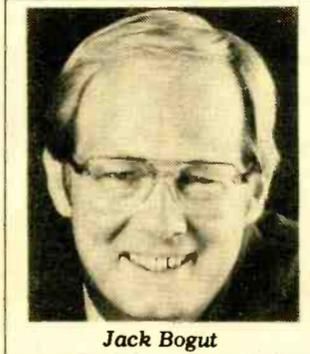
Gannett's KSDO-FM(KS103)/San Diego has switched from an A/C format in favor of a CHR-approach similar to that of sister station KIIS/Los Angeles, according to KS103 Operations Manager **Dave Parks**.

"There are seven A/C stations in San Diego going after the same demographics," noted Parks. "This decision was based on the need for this station to break away from the pack and become a dominant force in the market. We felt we had to take the station in a different direction to achieve this. The opening for our brighter sound has become clear with the recent success of KIIS."

"While we don't anticipate losing any of our upper demos, the format will be designed to pick up the lower end of the 18-49 spectrum as well." Parks added, "Jeff Lucifer will continue as PD and I've got no plans to change any of the staffers."

Atkins told R&R, "A talent like **Jack Bogut** only comes around once in a lifetime, and I wanted him for WTAE. When I heard his negotiations had stalled with (KDKA owner) **Group W**, I immediately went into action. We are thrilled and delighted with the avenues that are opened up to us with O'Brien and Garry's move to WHTX, and what that bodes for the future for our FM station. It's a move that we've anticipated for some time, lacking only a proper replacement for **Larry and John** on WTAE. **Jack Bogut's** availability was the missing piece of the puzzle; he's the only possible person to replace O'Brien and Garry on WTAE. We now have the best of both worlds."

A permanent replacement was not immediately named for **Bogut** at KDKA. Current WHTX morning personality **Bob Savage** will shift to afternoons to make room for O'Brien & Garry.



Jack Bogut

Bogut Show" weekday mornings 10-11am.

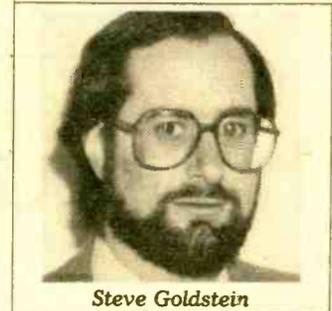
Bogut Exits KDKA For WTAE

In a move that shocked the Pittsburgh broadcasting community last week, WTAE & WHTX VP/GM **Ted Atkins** announced the hiring of 15-year KDKA morning veteran **Jack Bogut**. **Bogut** will take over WTAE's morning show on August 8, at which time WTAE's current morning team of O'Brien & Garry (**Larry O'Brien** and **John Garry**) will shift to the morning slot at WHTX. In addition to his new WTAE duties, **Bogut** will also host WTAE-TV's new "Jack

Goldstein Tapped To Program WHYT

Steve Goldstein, PD at WTIC-FM/Hartford, has resigned to become PD for Cap Cities' WHYT/Detroit. He fills a vacancy created when PD/morn-

Prior to joining WTIC-FM a year and a half ago, **Goldstein** was Assistant PD at WABC/New York, and had been a news anchor with the ABC FM Network. He will begin his new duties on August 8, and a search is underway for his replacement at WTIC-FM.



Steve Goldstein

ing man **Lee Malcolm** resigned recently to pursue career interests outside of broadcasting.

Station Manager **Maureen Hathaway** commented to R&R, "I am delighted to be able to obtain the services of one of the brightest talents in programming today. I'm most excited about **Steve** joining us." When asked about programming changes, she responded, "Steve will have the final say on programming, but we plan on staying true to **Mike Joseph's** Hot Hits format."

"WTIC is really a tough place to leave, both professionally and emotionally," noted **Goldstein**. "(President/GM) **Perry Ury** and (VP/Operations) **Tom Barsanti** have been exceptional folks to work for. But the future looks good and I'm looking forward to working with **Maureen** and everyone at WHYT. Since I won't be an on-air PD, I'll still be looking for a morning killer to round out the airstaff."

King Elevates KINK's Mak, Sets Saito As KGW GM

KYTE & KRCK/Portland GM **Ron Saito** has resigned to rejoin King Broadcasting as GM at KGW/Portland. He replaces **Jim Woodyard**, who is considering other opportunities within the company. At the same time, **Stan Mak**, GM of sister FM KINK, has been promoted to KINK VP/GM.

Commenting on **Mak's** promotion, King VP/Radio **Jim Kime** said it was "in recognition of his outstanding contribution to the company's goals, as well as his personal growth since he began managing KINK." **Mak** told R&R, "King Broadcasting is a great company to work for, and I'm pleased that I'm part of that great organization."

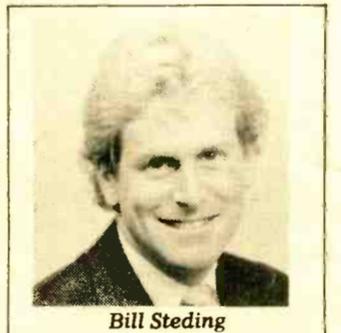
Saito originally came to King in 1969, serving nine years in the business and finance departments for KGW and KINK. In 1978, he became GM at KINK, and after three and a half years moved crosstown as GM for KYTE & KRCK. **Saito** told R&R, "It's kind of like coming home. I certainly have regrets about leaving KYTE & KRCK. I went over there with a specific

challenge in mind, and feel pleased with the great success we've had with KRCK. But the people at King are great broadcasters. I have always respected them, and I'm glad to be back."

BECOMES VP/GM & CEO

Steding Upped At KAAM & KAFM

KAAM & KAFM/Dallas GM **Bill Steding** has been promoted to VP/GM and CEO of the two Bonneville International Corporation outlets. In making the announcement, Bonneville Sr. VP **Ken Hatch** told R&R, "I think that **Bill Steding** has had unusual success in the Dallas market, considering the short time he's been in there. He has revamped the formats of both stations and has brought them to a level of being serious contenders in less than a year. It's his ability as an executive which has brought a great staff together. **Bill** is a remarkable young man."



Bill Steding

"This promotion is not just an indication of the success we've had in this market with these two stations. In reality, it's an endorsement by Bonneville of the entire management team."

STEDING/See Page 26

WE'D LIKE TO HELP YOU WIN

Those of us at The Research Group would like very much to join with your station team to help you develop better strategies for improved success...higher ratings and higher profits. Because of prior exclusive commitments, however, we are not always available. If you would like to learn about our availability — on a confidential basis — please just call or write to request an availability report for each of The Research Group services in your particular market. We'd be happy to provide it.

The Research Group

Radio's Strategic Research Team

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206) 328-2993



Fifteen Years For CHUM-FM

Jeff Gelb spotlights the history and future of Canada's first AOR, and looks back with jock-turned-comedian Rick Moranis.

Page 34



Washington Report	4	Country: Lon Helton	40
What's New	6	Nashville: Sharon Allen	42
Networks/Suppliers	11	News/Talk: Brad Woodward	44
Ratings & Research: Jhan Hiber	14	Marketplace	45
Ratings Results	16	Opportunities	45
Sales	20	National Music Formats	48
Street Talk	22	Jazz Chart	49
On The Records: Ken Barnes	24	Black Chart	62
CHR: Joel Denver	29	Country Chart	64
Calendar: Brad Messer	32	AOR Charts	72
AOR: Jeff Gelb	34	A/C Chart	72
A/C: Jeff Green	36	CHR Chart	72
Black Radio: Walt Love	39		

AOR OR CHR?

WPLJ In Transition

Within the last two weeks ABC's AOR-formatted WPLJ/New York has added some decidedly non-AOR product to its playlist, leading many industry observers to claim the station had shifted formats to CHR. However, in the July 8 issue of R&R WPLJ PD Larry Berger stated, "We haven't changed formats."

This week, with WPLJ playing the latest releases by Sergio Mendes and the Hollies, R&R contacted Berger again for his comments. "There's been a tremendous amount of confusion with record people, wondering how to categorize us," he said. "From the perspective of the record industry, it would probably make more sense if we were considered a CHR station."

He went on to clarify. "You do hear a lot of CHR music on WPLJ, but a lot of it is not there. There's no Kenny Rogers or Olivia Newton-John on the station. And the jocks aren't yelling and screaming. There are no jingles on the air, and we're still running

'King Biscuit,' 'Rockline,' and the 'Continuous History of Rock & Roll.'

"I have to live by other people's definitions of format," Berger continued. "Otherwise, record guys will be bringing up all sorts of records that we'll never play, which will prove frustrating. From an industry point of view, we probably appear closer to CHR than AOR, so it'd be easier to deal with if we were considered accordingly."

No on-air staff changes have been made at the station, and Berger indicated that he would remain as PD.

WTVN Ups FitzGerald

WTVN/Columbus PD Jack FitzGerald has been promoted to Operations Manager. He retains his programming duties. FitzGerald became PD at WTVN a year ago, having previously worked for the Transtar Network. His background includes programming WQXI-AM & FM/Atlanta and drive-time personality stints at WZZP/Cleveland, WOKY/Milwaukee, and WLEE/Richmond.

FitzGerald told R&R, "WTVN is a major full-service station. We have the largest news staff in town, and own the large radio networks for Ohio State football and basketball. The operations can get complicated, and now with department heads reporting to me, we can cut through some red tape and work out problems without involving management." He added, "It's always nice to be appreciated, and it's really great working for a team like this. I'm proud of my folks here... I really am."



Jack FitzGerald

Inner City's Oliver Sutton Succumbs

Oliver Sutton, Group Chairman/co-founder of Inner City Broadcasting Corp. and brother of company Chairman Percy Sutton, died suddenly July 15 at the age of 66. A former New York State Supreme Court justice, Sutton resigned that position in 1981 to oversee the operation and development of Inner City facilities outside New York City. These included KRE & KBLX/Berkeley, KGFJ & KUTE/Los Angeles, and WLBS/Detroit. Sutton is survived by his wife and three children. Funeral services were held July 19.

DeFrancesco Promoted To KIIS VP/Programming

On the heels of a dramatic increase in the spring Arbitron, KIIS/Los Angeles President/GM Wally Clark has promoted PD Gerry DeFrancesco to VP/Programming for the CHR outlet.

Clark, who announced the promotion and presented an award to DeFrancesco at a station gathering (7-14), remarked, "Gerry has done a magnificent job for us here in Los Angeles, and also performed splendidly in St. Louis at KS94 (KSD-FM), where he served as MD and then PD of the station from 1980-82. He's been a key factor in the tremendous success of KIIS-FM. No FM CHR station has ever delivered these kinds of numbers."

"This is the shining hour of my career," DeFrancesco commented. "To be recognized

JAMES NEW PD

WBOS Converts To Country

WBOS/Boston switched to a Country format last week, making it the city's only Country FM outlet. The move came three months after Maxanne Sartori joined the station as PD (R&R 4-22), bringing with her a "color-blind" AOR/CHR hybrid format. WDLW/Waltham, MA Asst. PD/morning man Dean James is WBOS's new PD, replacing Sartori; he will also take over the morning shift.

WBOS VP/GM Jane Duncklee explained to R&R, "The reason for the switch is a very simple one - Boston does not have an

WPLP Boosts Brooks To PD

Afternoon talk host Jeff Brooks has been upped to Program Director at News/Talk WPLP/Tampa. Brooks replaces Richard Shanks, who remains as morning host but gives up the PD job to devote more time to outside business interests. Brooks, who will continue his airshift, also takes over the duties of Operations Manager Joy Katzen, who resigned last week to concentrate on other activities, including the start-up of a new audio production company.

Brooks told R&R, "It's something I've wanted to do for quite some time. I did quite a bit of programming at WNSI, which was the other News/Talk station here in the market. This is a challenge that I look forward to." GM Dan Johnson commented, "Jeff has shown himself to be a management-oriented person whose initiative is being rewarded with this position."

Brooks started in radio four years ago as a

BROOKS/See Page 26

Firth Elevated To Starstream President

Gary Firth has been promoted from Exec. VP to President of Starstream Communications Group, Inc., the Houston-based radio program and promotion supplier. Starstream's CEO Kenneth Kramer said, "The greatest day in Starstream's history was finding Gary. The company has grown fourfold over the past three years, laying down a strong foundation for future growth. There is no doubt Gary has earned his new position, and the Board of Directors was very happy to give him total operational responsibility."

Before joining Starstream, Firth programmed several radio stations, including KAUM/Houston (now KSRR), WDRQ/Detroit, and KRIZ/Phoenix.



Gary Firth



Gerry DeFrancesco Wally Clark

ed by Wally Clark, (Gannett Radio Division President) Joe Dorton, (President/Broadcast Division) Jeff Davidson, and (National VP/Programming) Jay Cook is really an honor. I'm really overwhelmed by their confidence. We've made a lot of progress in the past year and a half with their help and a wonderful staff. I look forward to more growth for KIIS-FM."

FM Country station. We have 50,000 watts and get into Southern New Hampshire and Rhode Island, so we'll be covering three New England states with country music. We will be a very contemporary Country format. It will be geared to the people who live in Boston and the surrounding areas... which is a very cosmopolitan area. We will be a full-service as well as a Country radio station."

Commenting on James, Duncklee said, "I've known Dean for many years now; we've worked together in the past. He's an extremely versatile young man coming to us from another very well-programmed Country station. He's already done an incredible job in that we put this whole thing together in the past three weeks."

James told R&R, "I really believe that Country has a good shot in Boston. With the type of sound we're putting together, we can be a major factor in Boston." James added he is currently looking for air personalities and hopes to have a full staff in place by August 15.

Hubbard New PD At WAIT

Eddie Hubbard has been promoted to PD of Big Band-formatted WAIT/Chicago. In addition to his new post, Hubbard retains his morning host duties. He succeeds Steve Sands, who moved crosstown to program rival WJJD (R&R 7-15).

Prior to joining WAIT a month ago, Hubbard also worked at WJJD, handling afternoon drive. Commenting on his promotion, Hubbard said, "It's a big challenge. We have another station (in the market) with the same music policy, and it'll be a challenge to see who emerges the winner. We feel that we will."

TRANSACTIONS

WSPD, Inc. Buys WLQR From Susquehanna

WSPD, Inc., owner of WSPD/Toledo, has agreed to purchase crosstown FM WLQR from the Susquehanna Broadcasting Group. The sale price was not disclosed, but is believed to be slightly over \$3 million.

The agreement was reached on June 23, with an October 1 takeover date scheduled, pending FCC approval. WLQR programs an Easy Listening format, operating with 16kw on 101.5 MHz at an antenna height of 810 feet. No call letter, format, or personnel changes are expected. Ted Hepburn served as broker.

The sale permitted Susquehanna to apply to purchase KFOG/San Francisco, maintaining the chain's full complement of seven FM facilities. Susquehanna also owns WSBA-AM & FM/York, WARM/Scranton, WRRM/Cincinnati, WRMM/Atlanta, WQBA-AM & FM/Miami, KLIF & KPLX/Dallas, WFMS/Indianapolis, WHLO/Akron, and WKIS/Orlando.

STAFF

Publisher: BOB WILSON
 President: DWIGHT CASE
 Vice President, Sales & Marketing: DICK KRIZMAN
 Executive Editors: KEN BARNES, JOHN LEADER
 Art Director: RICHARD ZUMWALT
 News Editor: GAIL MITCHELL
 Ratings & Research Editor: JHAN HIBER
 Format Editors: JOEL DENVER (CHR), JEFF GELB (AOR), JEFF GREEN (A/C), LON HELTON (Country), WALT LOVE (Black Radio), GAIL MITCHELL (Easy Listening), BRAD WOODWARD (News/Talk)
 Senior Associate Editors: KRISANN ALIO, ELLEN BARNES
 Associate Editors: JUDI LUCARELLI, NINA ROSSMAN, SYLVIA SALAZAR, CAROL TAYLOR
 Editorial Assistant: BARBARA BARNES
 Computer Services Director: DAN COLE
 Traffic Director: ADRIENNE RIDDLE
 Circulation: MARCELLA LOPER
 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20006, (202) 466-4960
 Vice President: JONATHAN HALL
 National Sales Director: BARRY O'BRIEN
 Washington Editor: BRAD WOODWARD
 Sales Representative: VIVIAN FUNN
 Office Manager: CHERYL SOMERS
 Legal Counsel: JASON SHRINSKY
 Nashville Bureau: Box 171116, Nashville, TN 37217, (615) 793-6571, 793-6391
 Bureau Chief: SHARON ALLEN
 Production Director: RICHARD AGATA
 Associate Art Director: MARILYN FRANDSEN
 Photography: ROGER ZUMWALT
 Typography: KENT THOMAS, LUCIE MORRIS, SANDRA GUTIERREZ
 Graphics: L.T. PEARL, GARY VAN DER STEUR
 Creative Consultant: MARK SHIPPER
 Creative Services Director: MIKE ATKINSON
 Marketplace Coordinator: PAM BELLAMY
 Office Manager: NANCY HOFF
 Administrative Assistant: PAULA PONCE
 Controller: MARGARET BECKWITH

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$215 per year or \$60 per quarter. International subscription rate \$400 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Page, Breakers, Most Added, National Airplay/30, Parades, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1983 Radio & Records, Inc.

A Division of Harte-Hanks Communications

Washington Report

KDWN/Las Vegas Wins Cut In Ad Fine

The FCC last week agreed to reduce a \$1000 fine against KDWN/Las Vegas to \$250. A year ago the station ran a series of ads for Clark County Airport revenue bonds without identifying the sponsor as the brokerage firm of Smith Barney, Harris Upham & Co.

FCC rules require that the sponsor of a paid ad must be identified. But KDWN argued it mistakenly but sincerely believed Clark County Airport was the sponsor. The Commission ruled that the violations occurred beyond any doubt, but reduced the fine because of "the confusing nature of the circumstances surrounding this matter."

Identical \$1000 fines were issued against Las Vegas stations KRAM, KXTZ, and KVEG & KFMS for running the same ad series. Unlike KDWN, however, those stations have not challenged the levies, according to an FCC spokesman.

Loan Holdup Again Pushes NPR To Brink

Talk of payless paydays and even bankruptcy surfaced again at NPR last week as the Corporation for Public Broadcasting (CPB) held up a crucial loan that would rescue the network from a projected \$9 million deficit. The sticking point appears to be what degree of control over NPR will be assumed by CPB, including ownership of the NPR satellite system. Negotiations are continuing, with further action expected when the CPB Board meets again July 28.

Also, NPR was expected to announce an agreement this week to sell its share in National Information Utilities Corp. (NIUC), one of its slow-starting profit-making co-ventures. The private partners in NIUC have offered \$5 million to buy out NPR, but would still use its satellite system for nationwide distribution of digital data.

NPR has announced it will conduct a national on-air fundraiser — "NPR's Drive

To Survive" — on "All Things Considered" and "Morning Edition" on August 1, 2, and 3.

Mutual Pushes First Amendment Rights In Print Ads

In a speech to the New York State Broadcasters Association, Mutual President/CEO Marty Rubenstein announced his network will buy national magazine ads to "draw attention to the harms of government content regulation" of radio and TV. Rubenstein chairs NAB's First Amendment Committee.

"We're prepared to put our money where our mouth is and we encourage like-minded broadcasters to join us in using print or electronic media to spread the word," he challenged. Calling for unity among broadcasters and trade groups, Rubenstein declared, "Congress cannot hear our demands above the din of our own infighting. Even our allies on the Hill are saying that it's time for us to unify our approach and create a master plan. I am pleading with you for a semblance of unity."

NAB Slot To Stay Vacant After Bolger Walkout

In a messy meeting that left everyone unhappy, the NAB Executive Committee last week decided to leave open its seat reserved for the immediate past chairman. The two most recent Chairmen, Bill Stakelin and Eddie Fritts, can't serve because they're now presidents of RAB and NAB, respectively. Next in line is Forward Communications President Tom Bolger, who was Chairman before Fritts. But Radio Board Chairman Marty Beck objected, pointing out that the seat belongs to a radio person. Obviously hurt, Bolger walked out of the meeting and went home.

One new board member told R&R the incident was "petty and stupid." He said Bolger deserved the seat for his excellent work at NAB. Another member, WPKE/Pikeville, KY President Walter May, said the real issue was procedure.

Wirth Programming Survey Goes To 1200 Radio Stations

NRBA Seeks Radio-Only Bill; Wirth Blasts Fritts Mailgram; Trade Groups Stress Surveys Not Mandatory

Between 1000 and 1200 randomly selected radio stations are being mailed a controversial programming survey this week by the House Telecommunications Subcommittee. Chairman Tim Wirth (D-CO) wants hard data on nonentertainment programming to lay the groundwork for a deregulation bill that might be tied to a "quantification" of the public interest standard through percentage requirements for programming in certain categories.

The surveys, scheduled for mailing Friday (7-22), were to ask for data from the composite 1982 weeks beginning July 7, August 20, September 23, October 26, and December 18, plus the 1983 weeks of March 15 and April 17.

NAB and NRBA both oppose quantification for radio, but neither is urging outright that stations refuse to return the surveys. "We're just going to remind them they're not obligated to respond," NRBA Executive VP Abe Voron said. "The choice is purely theirs."

"Bewildered" Wirth Criticizes Fritts

Until they'd actually seen the survey, NAB officials were unsure what they'd advise members. However, when Wirth sent a

similar questionnaire to all television stations last week, NAB sent a mailgram to each station stressing that participation was voluntary.

R&R has learned that an irritated Wirth complained in a letter to NAB President Eddie Fritts this week (7-18) that it appears NAB is trying to discourage cooperation. That leaves him "bewildered," said Wirth, because quantification "is exactly the approach the NAB itself was taking in its negotiations with Chairman Dingell and Mr. Swift earlier this year."

Voicing the hope that he had misunderstood NAB's motives in sending the mailgram, Wirth concluded, "I trust that your members will cooperate with the Congress, responding fully and completely to the simple questions that have been posed."

CLEARING "UNDERBRUSH"

FCC Abolishes Maintenance Logs, Hypoing, Coverage Map Rules

Radio stations won more relief last week from the FCC, which eliminated its requirements for keeping routine operating and maintenance logs. Concerned that its action could lead to more technical violations and interference, however, the Commission warned that the logs can be reinstated for the industry as a whole or for individual stations on a case-by-case basis if necessary.

There were several exceptions to the log abolition. Logging of EBS tests is still required for all stations. The rules are unchanged for experimental stations and directional AMs that lack FCC-approved antenna sampling systems. Regular logging of tower lighting was eliminated, but stations must continue observation and make log entries when lights fail.

From time to time, the FCC said it will issue lists of common rule violations and "undesirable trends" that may develop from the lack of logs. And it warned of possible fines for stations that don't take reasonable measures to ensure proper operation.

Hypoing Bucked To FTC

In other action last week, the Commission wiped out a 1963 policy statement advising stations to act responsibly in their use of ratings. The FCC said ratings abuse or hypoing is a commercial matter that doesn't warrant its involvement.

All future complaints will be referred to the Federal Trade Commission (FTC). But

the FCC said it will take an FTC finding of abuse by a station into account in its licensing decision.

In a further attempt to back out of commercial matters, the Commission also ended its policies concerning inaccurate or exaggerated coverage maps. It said there is little likelihood of the listening public being hurt, while advertisers can verify coverage claims on their own and settle problems through private remedies. Filing a false coverage map with the FCC still leaves a station open to criminal penalties and loss of license for misrepresenting facts to the Commission.

Modulation Monitoring Curbed

Finally, the FCC freed stations to use any type of modulation monitor, instead of just type-approved equipment. At the same time it ended the requirement of continuous modulation monitoring by transmitter operators, and deleted rules mandating installation of aural modulation monitoring equipment.

Conferences Spotlight SCAs

FM broadcasters this week continued to show strong interest in how they can profit from their recently-deregulated SCAs. More than 750 broadcasters signed up for NAB's 21-city video teleconference on subcarriers (7-20). SCAs were also the focus of a well-attended Washington seminar (7-18, 19) sponsored by Phillips Publishing and consultants Hiber, Hart & Patrick.

The developments came as Dow Jones announced that it is folding its "Dow Alert" system, which broadcast business and stock news to 750 clients at a cost of \$75/month via SCA. Dow needed 10,000 customers to succeed.

Meanwhile, one Washington law firm has advised clients that "the watchword on SCA leasing is caution." Shrinky, Weitzman & Eisen warns that SCA usage "is still a big question mark," adding, "Before succumbing to the lures of SCA mermaids which may beckon, you would be well advised to consider the matter carefully, lest you be dragged into the Bermuda Triangle."

At this week's Washington seminar, several "economic models" were offered to give stations an idea of how they might fare by entering several new types of SCA ventures on their own, rather than leasing subcarriers to others.

Service	Market Size	Year	Clients	Profit/Loss
Paging (client buys pager)	250,000-750,000	1	500	-60,450
		2	1500	+24,650
		3	2000	+132,750
Paging (client leases pager)	250,000-750,000	1	500	-59,950
		2	1500	+81,150
		3	2000	+281,750
Data Transmission (to pocket receivers)	1.5 million +	1	300	-258,950
		2	500	-298,350
		3	1000	-571,150
Data Transmission (to computer monitors)	100,000-500,000	1	150	-87,710
		2	400	+124,440
		3	700	+390,070
Background Music	100,000-500,000	1	1000	+35,600
		2	2000	+338,000
		3	3000	+100,830



Radio Marti Reservations

Broadcasters expressed their objections to pending Radio Marti legislation in a meeting last week (7-14) with Deputy Secretary of State Kenneth Dam. The meeting was arranged by Sen. Charles Percy (R-IL), responding to concerns of Illinois broadcasters that Radio Marti will lead to heightened Cuban interference. A key note on Radio Marti was set for this week (7-20) in the House Telecommunications Subcommittee.

Pictured left to right are Northern Illinois University Communications Chairman Dr. Jon Powell; NAB President Eddie Fritts; Robert Harter, Chairman/CEO of Palmer Communications, owner of WHO/Des Moines; Deputy Secretary of State Kenneth Dam; Palmer Executive VP Robert Engelhardt; and WGN/Chicago VP Dan Calibraro.

The D.J. who first attempted to train a live buffalo as a station mascot is moving to Music Country Radio Network.



And it darn near killed him. The buffalo, that is.

But that wasn't the first first for Charlie Douglas. He also pulled off the first live broadcast from atop a rodeo bull. It lasted four seconds, broke a few records and three ribs.

In fact, Charlie's list of firsts is long, but not nearly so long as if he were doing the telling. Now Charlie's got a new first. He's probably the first D.J. to leave a job (13 years at WWL in New Orleans) without giving up his board shift.

Because Charlie, and WWL, are now with Music Country Radio Network, a nationwide, all-night, live country music variety program that has an impressive list of firsts all its own. It's a winning mix of top tunes, guest interviews, listener call-ins and the latest in news, sports and weather. Music Country Radio Network is a joint venture of WSM, Inc., and the Associated Press, and is the only program of its kind on the air. No wonder one-of-a-kind Charlie Douglas is a perfect fit.

Listen to him. He always has something to say—Charlie's one more reason why Music Country Radio Network is the only place to be in the country at night. Represented by the Christal Company. Contact Sofia Mannos, 202/833-5922.





Looking Into Radio's Future

Cable Named Most Competitive Challenger; A/C Hot Format For '83

Advertising Age's July 11 special report focuses on the state of radio. The prognosis? Radio is alive, healthy and growing, spurred by the competitive challenges of new technology, deregulation, the reviving economy, and changing demographic patterns.

Supplementing the article is a study conducted by **Ted Bolten Associates** and **McGavren Guild Radio**. "Radio Trends: Insiders Looking Out" queried radio station executives as to the disruptive potential of new technologies on radio. On a scale from 0 to 8, with 1 being the

most competitive, respondents deemed cable as having the most impact. This includes free cable radio services, 3.31; cable TV with premium movies, 3.32; cable TV, 3.53. Satellite-distributed radio programming scored a 4.00, followed by AM stereo at 4.81; pay cable radio services,

5.27; home information system/home computer, 5.34; and videodisc record albums, 6.07.

When asked about the hottest formats for 1983, 36% of station managers, 35% of PDs, and 30% of sales personnel predicted Adult/Contemporary. Next up was Country, with an average of 16%; Rock/AOR at 9%; News/Talk, 5% overall; and Music Of Your Life, "Personality," and Top 40 tied at 2%. Urban Contemporary ranked 4% among sales personnel; station managers and PDs were tied at 1%. Among those formats with low prediction percentages were Beautiful Music and Big Band, Black, Classical, Easy Rock, Jazz, Mellow Music, MOR, Oldies/Nostalgia, and "Service" radio.

Calculating Rhythms

Punch out those monthly bills as you snap to the beat with this portable, all-in-one AM/FM stereo radio, micro-cassette recorder/player, and calculator, featuring a clock/digital alarm. Accessories include carrying case, stereo headphones, and batteries. It's from Van Nuys, CA-based **PM Industries**.



Marketing Seminar Slated

San Jose State University's Center for Organization & Management Development is staging a one-day seminar aimed at designing and implementing an annual marketing plan. Led by **Peter Johnson**, President of **Peter R. Johnson and Associates**, the course offers instruction in establishing goals and budgets, developing contingency plans, writing a formal marketing plan, and other subjects.

The seminar is scheduled for September 19 in Lake Tahoe, September 20 in San Jose, CA; September 21 for the Los Angeles area, and September 22 in Honolulu. Fee is \$225 per person. Call (408) 277-3450 for details.

IFPI Celebrates Its 50-Year Anniversary

The **International Federation of Phonogram and Videogram Producers** has reached the golden age of 50. Founded to protect recording industry interests worldwide and represent various trade associations, including the **RIAA**, the IFPI has published "The First Fifty Years" to commemorate the event.

Taking a look back at its start during Depression-racked 1933, then moving forward to 1983, the IFPI outlines its history and functions and updates the latest technological advances from digital recording to compact audio discs. Also included are the reminiscences and philosophies of various producers and musicians, as well as overviews of American popular music, jazz, and music from other countries/continents. Direct inquiries to **Audrey Strahl** at (212) 765-433C.

VDTs Pose No Vision Risk

The **National Research Council of the National Academy of Science** has determined that video display terminals, or VDTs, aren't harmful to eyesight. Complaints of blurred vision, tired eyes, muscular aches, and stress might instead be due to equipment quality, work area design, and the type of job being performed. In addition to many VDT jobs being monotonous and low-paying, the report adds that these same jobs are "highly undesirable in that they stifle human initiative, creativity, and sense of achievement."

Home computers and the possibility of increased miscarriages weren't studied in this two-year project. Unlike other countries which have established guidelines for VDT design, the panel says it's



premature to consider mandatory standards/specifications for the U.S. at this point. Although imposing such standards isn't inconceivable, council members pointed to rapidly developing technology whose improvements might otherwise be hampered by strict guidelines.

Firm Critiques On-Air Sound

A winning air sound is important to any radio station. Expanding on that premise, **American Image Consultants** is offering the "Winners Club," an aircheck critique service available to all radio formats.

The service provides monthly reviews of stations' on-air sound and personalities, including newscasters. However, it's emphasized that the Winners Club is meant to assist, rather than replace, station PDs. Outlets may subscribe for three-month, six-month, or one year periods. For more information



contact **Don Keith**, (800) 251-2058.

Snooze To Success

Next time you catch an employee sleeping on the job, don't be too quick in giving him or her the axe. It appears that workers, especially managers and executives, who grab a little afternoon shut-eye suffer less stress and perform at sharper levels than their non-napping counterparts.



Rock 'N Rollin' Muppets



TV and film stars in their own right, the Muppets have now turned to '50s and '60s rock and roll with the release of their new LP, "Born To Add." Though the album is a parody on several of the older generation's favorites, **People** magazine says it's primarily a children's educational tool that teaches ABCs, how to count, tell time, and the like.

For example, the title song is a spoof of the **Bruce Springsteen** hit, with lyrics that stress adding skills: "Some say that screaming one plus one all night means we're thoughtless, cruel and bad/But kids like you and me Baby, we were born to add." And in other Muppet takeoffs, the **Beatles'** "Hey Jude" and "Let It Be" become "Hey Food" and "Letter B."



LIVE FROM GILLEY'S

WESTWOOD ONE ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

**Which of the following stars
is coming to radio?**

Frank Langella

Bruce Jenner

Richard Simmons

***Watch this page
next week for details...***

A & M

HIT SINGLES PRESENT

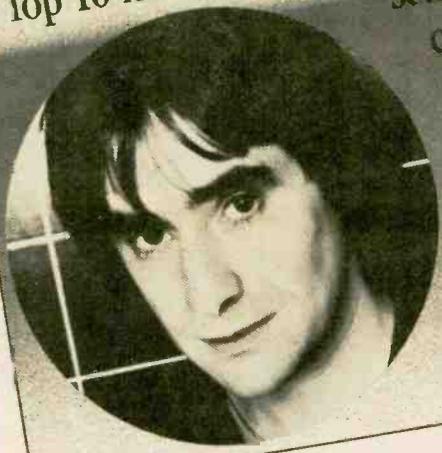
RETURN OF

THEY'RE BACK —

CHRIS DE BURGH

"SHIP TO SHORE" (AM 2565)

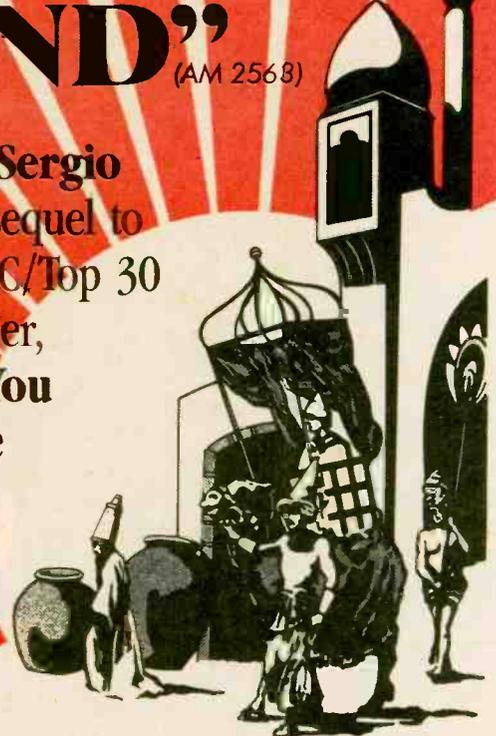
The new single from *The Getaway*. (SP 4929)
 We warned you about "Don't Pay The Ferryman," his
 Top 10 AOR/Top 30 CHR breakthrough. Now Chris
 sends out another urgent
 call as he launches
 a national tour
 with Asia
 (Aug. 13-
 Oct. 5).

SERGIO MENDES

"RAINBOW'S END" (AM 2568)

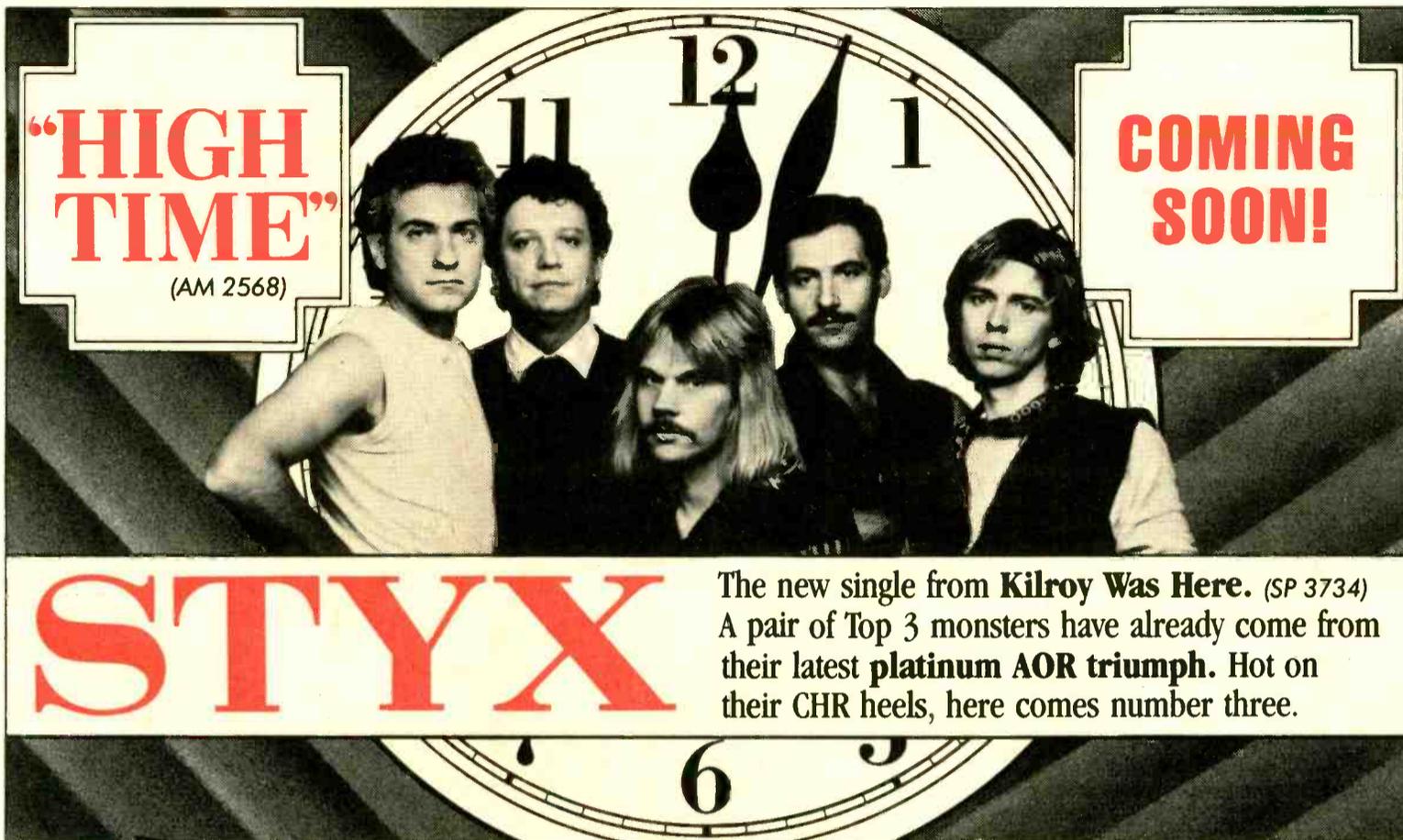
The new single from Sergio
 Mendes. (SP 4937) The sequel to
 his Top 5 CHR/#1 A-C/Top 30
 Black audience grabber,
 "Never Gonna Let You
 Go." Sure to continue
 holding your
 listeners in his
 powerful, multi-
 format grip.

A & M'S RETURN OF THE KILLER

THE KILLER SEQUELS

AND NOTHING CAN STOP THEM!



"HIGH TIME"
(AM 2568)

COMING SOON!

STYX The new single from **Kilroy Was Here**. (SP 3734)
A pair of Top 3 monsters have already come from their latest **platinum AOR triumph**. Hot on their **CHR heels**, here comes number three.



JOAN ARMATRADING

"(I Love It When You) CALL ME NAMES"
(AM 2564)

The new single from **The Key**. (SP 4912)
Picking up where "Drop The Pilot" left off. Right in the middle of her hottest U.S. tour ever. **Catch her live before August 14th—and brace yourselves for the AOR/CHR rush.**

COMING TO PLAYLISTS EVERYWHERE.

SEQUELS AVAILABLE ON A&M CASSETTES & DISCS.



©1983 A&M Records, Inc. All Right Reserved



EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WHTZ 100.3 FM

New York

Malrite Communications Group, Inc.



Selling spot for 25 years.

Networks/Program Suppliers

MUSIC FEATURES

CBS

RadioRadio:

Memory makers special (August 13)

Clayton Webster

Country Calendar:

Mei Tillis (August 8)
 Merle Kilgore (August 9)
 Jimmy Dean (August 10)
 John Conlee (August 11)
 Porter Wagoner (August 12)
 Razzie Bailey (August 13)
 Mei McDaniel (August 14)

Rarities:

Elton John (August 8)
 Joan Jett (August 9)
 Genesis (August 10)
 Idle Race (August 11)
 Simon & Garfunkel (August 12)

Retro Rock:

Woodstock special/Pt. II (August 8)

Continuum Broadcasting

On Blecker Street:

Joan Baez/Tom Paxton/Tom Rush (August 5-8)
 RadioFree Deanna Birthday special (August 12-15)

Rockweek:

Jerry Garcia (August 7-9)
 Dr. Hook (August 14-18)

Creative Radio Shows

A/C:

Toto (August)

Country:

Marty Robbins (August)

Global Satellite

Rockline:

Journey (August 8)
 Bryan Adams (August 15)
 Asia (August 22)

London Wavelength

Robert Plant special (August 1-15)

BBC Rock Hour:

Heavy metal w/ host Fastway featuring Iron Maiden, Ozzy Osbourne, Van Halen (August 7)
 Red Rockers live (Week of August 7)

Rock Over London:

Total Cuelo w/ host Graham Dene (August 7)
 Joboxers (Week of August 7)

MJI Broadcasting

Rock Quiz:

20 questions about the Police (Week of August 20)

Mutual

"Dick Clark Presents Our Summer Love" (August 6-7)

"Glenn Miller... The Man and His Music" (August 13-14)

Lee Arnold On A Country Road:

B.J. Thomas concert/guests Lacy J. Dalton/Edie Rabbitt/Bellamys (August 6-7)

Rock USA:

Kinks' Ray Davies/Styx's James Young/Mick Fleetwood/Tubes (August 6-7)

Narwood

Country Closeup:

Crystal Gayle (August 8)

Music Makers:

Sammy Kaye (August 8)

NBC

Source:

Crosby, Stills & Nash profile (August 5-7)
 Roxy Music concert (August 12-14)

RKO Networks

Countdown America

w/John Leader (IS, Inc.):

Quarterflash spotlighted (July 23)
 ELO spotlighted (July 30)

Hot Ones (IS, Inc.):

Journey (August 8)

Solid Gold Saturday Night

(Dick Bartley):

"Top 100 Countdown of America's All-Time Favorite Oldies" (August 6)
 Jan & Dean (August 13)

Rolling Stone

Magazine Productions

Guest DJ:

Mike Score from A Flock Of Seagulls (August 8)
 Donnie Iris (August 15)

Syndicate It, Inc.

Music Of Black America:

Artists & their influences/Pt. I (August 8)

United Stations

Dick Clark's Rock Roll

& Remember:

Abba (August 5-7)

The Great Sounds:

Ray Anthony (August 5-7)

Hot Summer Rock Specials:

Def Lppard (August 5-7)

Weekly Country Music Countdown:

Mickey Gilley (August 5-7)

Watermark

Musical:

Actress-singer Ann Margret/Ginger Rogers/
 Best musicals per NY Drama Critics (August 6-7)

Soundtrack of the '60s:

Elvis bodyguard Joe Esposito/Sam Cooke/
 Cleveland Amory (August 6-7)

Westwood One

Budweiser Concert Hour:

Jeffrey Osborne (August 5-7)

Dr. Demento:

Demented tribute to Elvis (August 5-7)

Earth News:

Jeff Lynne/film "Hell's Angels Forever"/Fixx (Week of August 8)

In Concert:

The Fixx (August 5-7)

Off The Record Specials:

Men At Work (August 5-7)

Pop Concerts:

Air Supply (August 5-7)

Rock Album Countdown:

Police/Iron Maiden (August 5-7)

Rock Chronicles:

Record company founders/Pt. II (August 6-8)

Special Edition:

Sister Sledge (August 5-7)

Superstar Concerts:

Sammy Hagar/Quarterflash (August 6)

ABC

Contemporary Net/

Spotlight Special:

Bob Seger (August 21)

FM Net:

"Ringo's Yellow Submarine" (Now thru November 28)

Rock Net/Supergroups (DIR):

U2/Judas Priest (August 6)
 Billy Squier (August 13)

PEOPLE

● **Rob Sunde** named Director of News for **ABC Information Network**, effective August 1. He was most recently Director of News Operations & Programs for **WCBS/New York**. Sunde succeeds **Dick Rosenbaum**, who moved over to the senior producer slot at "World News Tonight."

● **Drake-Chenault Enterprises, Inc.** has established a new division, the **Drake-Chenault Network**. Bowing this fall, the division will be headed by President **Edward Boyd**. He's the former President of **Columbia Pictures Radio Division** and President/GM of **KIIS-AM & FM/Los Angeles**.

● **Innerview** announces two appointments: **Chris Lindsley** to Producer/Engineer from Production Manager at **KMG(Magic 106)/Los Angeles**; **Michelle Giese** to the marketing/research staff.

● **Mutual Broadcasting** taps Olympic medalist **Billy Kidd** as skiing commentator for its yearlong "Olympics 84" series.

● Actor **Martin Sheen** is host of a three-hour musical radio tribute to President **John Kennedy**. The special, slated to air the week of November 22, is produced by **Syndicate It, Inc.** in association with **S and G Productions**.



THEY CAME FROM TEXAS — That's the title of a six-hour special that pays tribute to country artists born in the Lone Star state. Recently completed by William B. Tanner Company in Memphis, the special is hosted by Jimmy Dean. Shown following the final taping session are (l-r) WBT's Steve Armstrong and Mike Porter, Dean, and WBT's Mitch Craig and Dale Walker.



TOTALLY TUBULAR — Kicking off United Stations' "Hot Summer Rock" package of four artist profiles is "The Tubes Story" (July 22-24). Above, (l-r) VP/Programming Ed Salamon and the Tubes' Mike Cotten and Fee Waybill pose for the camera during a voice track recording session.

NEWS & INFORMATION FEATURES

ABC

Entertainment Net:

Five-part "Why Are We So Tired?" with Jeri Hamilton (July 25-29)

FM Net:

"Soap Talk" features Bob Woods/Tanya Walker/Todd Davis/Jed Allen/Jerry Douglas w/Jacklyn Zeman (July 25-29)

Information Net:

"John Stossel Consumer Lookout" tests more ads too good to be true/discusses buying meat in bulk (July 23-24)

Rock Net:

"Lifelines" discusses AIDS (Fantini Prod.) (July 25-29)

"Rocknotes" features 7-part interview with Bob Seger and host Pat St. John (July 25-31)

CBS

"Newsmark" (July 29)

RadioRadio:

Simon & Garfunkel/Playboy VP Victor Lowmes/Eddie Munster/actor Steve Railsback on "Kris Erik Stevens — In Touch" (July 25-31)

Clayton Webster

Jack Carney Comedy Show:

Unusual occupations (August 8)

Joe Piscopo At Large:

Interview with Steve Martin/Ted Koppel/Rex Greed (August 8)

Sporting News Report:

Rod Carew/Gene Upshaw/Chat Simmons/Reggie Jackson (August 1)

Mutual

U.S. Women's Open/Canadian Open (July 27-31)

NBC

Source:

"Rock Chronicle" w/Dan Formento: John Lennon wins struggle to stay in USA (Week of July 25)

"Mini-View": Eurythmics (Week of July 25)

"One Minute With" w/Rona Elliot: Nick Beggs of Kajagoogoo (Week of July 25)

"Rock Report" w/Rona Elliot: Quarterflash/Men Without Hats (Week of July 25)

"Coping With": Frank Cody copes with unrequited love (Week of July 25)

"Screen Scenes" w/Shelley Lewis: "Staying Alive" (Week of July 25)

Radio Entertainment Net

Olympic Minute:

Mother risks death to see son run (July 25)

Mystery of five Olympic rings (July 27)

Bizarre marathon finish (July 28)

Plans of mice, men & Nazis (July 29)

Strand Broadcast Services

Something You Should Know:

Auto maintenance (July 25)

Effective presentations (July 28)

Fighting fatigue (July 28)

Westwood One

Brad Messer's Daybook:

Test tube baby/'83 nuke ban (July 25)

Rubber tires (July 28)

First oil well (July 28)

NASA 25th anniversary (July 29)

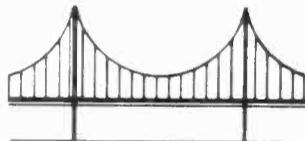
Playboy Advisor:

Cigarettes after sex/ice for birth control/stress & body aches/cocaine as aphrodisiac (Week of July 25)



PISCOPO PACT — "Saturday Night Live" comedian Joe Piscopo adds radio to his repertoire with the "Joe Piscopo At Large" series, syndicated by Clayton Webster. Getting his money up front before signing, Piscopo is flanked by (l) Dan Neer, Torus Communications President, and (r) Steve Bunyard, Clayton Webster President.

SAN FRANCISCO



RPC '83

The NAB Radio Programming Conference

August 28-31, 1983 • St. Francis Hotel



Radio Department, NAB, 1771 N St. NW, Washington, DC 20036
 (202) 293-4955



KUBE LUCKY LOTTERY PAYOFF — KUBE/Seattle offered the chance for listeners to "maybe make a million" in its Lucky Lottery game. Shown (l-r) are winner Dianne Cooper and PD/morning man Charlie Brown scratching off the 10,000 lottery tickets she won. Those tickets netted over \$3500 in cash, plus five chances to be in the drawing for the \$1 million Washington State Lottery.



B-52'S BACKSTAGE AT THE GREEK — Celebrating a soldout show at the Greek Theater, WB recording artists the B-52's invited some folks backstage. Shown (l-r) are group members Fred Schneider, Keith Strickland and Cyndy Wilson; (front l-r) are Celeste Schaeffer, KIIS-FM's Gene Sandbloom, WB promo rep Chris Crist, group member Kate Pierson, KIIS-FM MD Mike Schaefer, WB's Kenny Puvogel, and group member Ricky Wilson.



WNBC ADVERTISES SICKNESS AND SHTICK — Down in the subways of New York you're liable to see just about anything. Now you can step off a train and see WNBC/New York's latest advertising campaign for morning man Don Imus and afternoon maniac Howard Stern. Standing (l-r) beside the advertisements, drawn by well-known cartoonist Jack Davis are New York Subway account exec Mike Nirenberg and WNBC Advertising/Promotion Manager Ellen Kaye.

The **Hot 30** IS HOT!

THE NATION'S MOST COMPLETE ADULT CONTEMPORARY COUNTDOWN

- A recap of the week's hottest A/C hits.
- Feature oldies each hour.
- The latest artist information and music news.
- Completely customized and toned for automation.
- Musical imagery from OTIS Conner Productions.

Call Collect For A Free Demo Tape

Creative Syndications, Inc.
P. O. Box 1505 • New Castle, PA 16103 • 412-652-6371

Pro:Motions

Weiss & Powell Taps Conner

Ralph Conner has been named to the newly-created post of Sr. VP/National Sales at radio sales firm **Weiss & Powell**. His background includes stints as VP/Eastern Regional Manager at **McGavren Guild Radio** and VP/National Sales Manager with **Torbet Radio**.



Ralph Conner

Juggernaut Group Bows

The **Juggernaut Group**, specializing in promotion/marketing consultation, has been established by veteran promoter **Juggy Gayles** and his son **Ron Resnick**. The firm is based in Flushing, NY and may be reached at (212) 454-6593.

Horowitz Joins MCA

Zach Horowitz has been appointed VP/Business Affairs and Law, **MCA Records**. He comes to the post following nearly four years with **CBS Records**, where he served as Director of Business Affairs, West Coast.



Zach Horowitz

Zellermayer Segues To WBCS

Charles Zellermayer joins **WBCS/Milwaukee** as Sales Manager. His career includes the GSM post at **KJYO/Oklahoma City**, as well as sales manager, GSM, and GM of **WQUE/New Orleans**.

Dobra To WGSO GSM

WGSO/New Orleans welcomes **Klee Dobra** as General Sales Manager. Prior to this he worked in cable TV and held the GSM post at **WTOP/Washington**, plus the GM slot at **WMOD/Washington**, **KLIF/Dallas**, and **WBCN/Boston**.

E/P/A Elevates Folks

Scott Folks has assumed the Associate Director, East Coast Product Management post at **Epic/Portrait/CBS Associated Labels**. He was previously Production Manager, East Coast, for E/P/A, first joining the labels in 1979.



Scott Folks

Kopp Upped At Sound Image

Chuck Kopp has been appointed VP/Sales for **Sound Image Records And Cassettes**. The label is a division of **Sound Image Entertainment, Inc.**

Screen Gems Names Muller VP

Gerd Muller has been tapped as VP/Talent Acquisition for **Screen Gems-Colgems-EMI Music, Inc.** Muller, an 11-year veteran of EMI's publishing arms, served as Director of Professional Activities for Screen Gems-EMI Music prior to this appointment.



Gerd Muller

Stonehenge Staff Tapped

Stonehenge Records, under the direction of President **Alan Kaplan**, adds **Jerry Lyons** as Director, **Karen Madura** as Marketing Director, and **Howard Kessler** as head of promotion. The label may be contacted at (212) 772-9335.

Futurband Created

Futurband Video-Records is a new firm under the direction of President **Matt Jordan**. The company specializes in CHR and A/C product, recently releasing the single "Sometimes Love." Based in Poughkeepsie, Futureband may be reached at (914) 473-7969 or (914) 473-7750.

CBS Appoints Three



Al Shulman Tim Bowen Sue Heimanson

Al Shulman has been named Sr. VP/GM, **CBS Special Products**. He joined the label in 1942 and, until recently, held the title VP, **CBS Special Products**. At **CBS Songs International**, **Tim Bowen** becomes VP/GM, moving up from VP, Business Affairs, **CBS Records International**. In other activity, **Sue Heimanson** is appointed Director/Advertising Services, **Gotham Advertising**, **CBS Records**. Since 1978 she worked as Associate Director, Media/Tour Support for the label.

LeMel To Columbia Pictures VP

Gary LeMel has been appointed VP and Director of Music at **Columbia Pictures**. He was previously Sr. VP and head of A&R for the **Boardwalk Entertainment Company**. Prior to that he served as a **Management III VP**.

KRQR Ups Newman

Cynthia Newman has been promoted from account executive to National Sales Manager at **KRQR/San Francisco**. She first joined the station in 1981.

DeFabio Moves To WLYT GSM

Richard DeFabio has resigned from his **WASY/Portland-Gorham** GM post to accept the Sales Manager slot at **WLYT/Haverhill, MA**. Before his **WASY** stint, DeFabio was GM/Sales Manager at **WFTN/Franklin, NH**.

Jodka, Osborne Take EMI/Liberty Posts

Tod Jodka and **Norm Osborne** have assumed the Local Promotion Manager posts in Boston and San Francisco, respectively, at **EMI America/Liberty Records**. Both men join the label from **Elektra/Asylum**. Jodka was most recently E/A's Local Promotion Manager in Boston, while Osborne was National Director of Country Promotion in Nashville.

A&M Promotes Tayrien

Jill Tayrien has been upped to Associate Director of West Coast Publicity at **A&M Records**. She moves in-house from her two-year stint as Tour Publicist. Before A&M, she worked in **Epic Records'** publicity department.



Jill Tayrien

Solar Appoints Two

Regina Jones, former publisher of **Soul** magazine, has joined **Solar Records** and **Dick Griffey Productions** as VP/Public Relations. Also at Solar, **Derek Webb** has been upped to Dance Music Coordinator. He retains his retail marketing research duties.

RCA Raises Pino

Jorge Pino has been named Director of Operations, **RCA S.A.** (Spain). The nine-year label veteran was most recently Director/International Marketing. In his new post Pino will oversee sales, A&R, domestic and international marketing functions.



Jorge Pino

WYSP Ups Ostroff

Harvey Ostroff has been elevated to Assistant General Sales Manager at **WYSP/Philadelphia**. He was formerly an account executive with the station.

CHARLIE BREAKERS ON ALL FRONTS!

Contemporary Hit Radio

BREAKERS.

JOURNEY

After The Fall (Columbia)

75% of our reporters on it. Moves: Up 45, Debuts 48, Same 39, Down 2, Adds 34 including WKBW, WNYS, WLS, WHYT, KFRC, WBLI, WQID, KKFM. See Parallels, debuts at number 37 on the CHR chart.

RICK SPRINGFIELD

Human Touch (RCA)

72% of our reporters on it. Moves: Up 34, Debuts 45, Same 41, Down 0, Adds 42 including WKBW, B94, PRO-FM, WHYT, KHTR, KIIS-FM. See Parallels, debuts at number 39 on the CHR chart.

DIANA ROSS

Pieces Of Ice (RCA)

62% of our reporters on it. Moves: Up 61, Debuts 23, Same 42, Down 0, Adds 13 including WXKS-FM, CKLW-FM, 195, WHYT, WYEM, KRO. See Parallels, debuts at number 38 on the CHR chart.

CHARLIE

It's Inevitable (Mirage/Atco)

61% of our reporters on it. Moves: Up 44, Debuts 14, Same 65, Down 1, Adds 14 including B104, KEARTH, WNFY, WSFL, WKDD, Z104, WZYQ. See Parallels, debuts at number 40 on the CHR chart.

July 15, 1983

AOR / HOT TRACKS

BREAKERS.

This data reflects reporting stations with a majority of listeners aged 12-24.

ROBERT PLANT

Big Log (Atlantic)

60% of our 12-24 reporters on it. Total reports: 101. Hot 46, Medium 44, Extra Adds 11, Total Adds 48. Moves 41-16 on the AOR Hot Tracks chart.

JOE WASH

I Can Play That Rock & Roll (Full Moon)

55% of our 12-24 reporters on it. Total reports: 92. Hot 29, Medium 62, Extra Adds 1, Total Adds 4. Moves 31-23 on the AOR Hot Tracks chart.

CHARLIE

It's Inevitable (Mirage/Atco)

50% of our 12-24 reports on it. Total reports: 84. Hot 10, Medium 72, Extra Adds 2, Total Adds 8. Moves 43-34 on the AOR Hot Tracks chart.

EXPANDED & UP TO DATE
AOR / ALBUMS

BREAKERS.

This data reflects reporting stations with a majority of listeners aged 12-24.

ROBERT PLANT

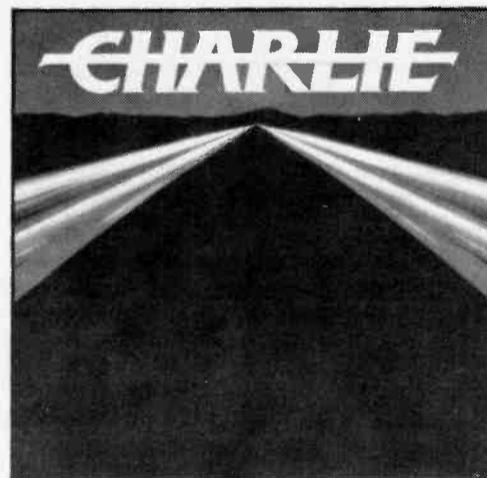
Principle Of Moments (Atlantic)

"Lon" "Miserable" "Messin'" 87% of our 12-24 reporters on it. Total reports: 146. Hot 65, Medium 62, Extra Adds 18, Total Adds 77. Debuts at #7 on AOR Albums chart.

CHARLIE

Charlie (Mirage/Atco)

"It's Inevitable." 51% of our 12-24 reporters on it. Total reports: 86. Hot 12, Medium 72, Extra Adds 2, Total Adds 8. Moves 33-29 on the AOR Albums chart.



90098

MANAGEMENT: BUD PRAGER/ESP MANAGEMENT, INC.
IN ASSOCIATION WITH DAVE THOMAS

MIRAGE
ON MIRAGE RECORDS AND CASSETTES

DISTRIBUTED BY ATCO RECORDS
DIVISION OF ATLANTIC RECORDING CORP.

© 1983 Atlantic Recording Corp. A Warner Communications Co.



JHAN HIBER

A Topsy-Turvy Book

Just when you think you've learned all the answers in this research biz, it seems the public keeps changing the questions. Or maybe it's the ratings services who are upsetting the apple cart. At any rate, the 12+ numbers seen so far this spring (I know, I'm not crazy about the 12+ shares either, but they are all I've had a chance to delve into so far — more detailed analysis in a later column) seem to make as much sense as silly putty.

Some of the formats that only a few months ago were supposed to be dying are looking awfully lively. On the other hand, stations that were shooting through the roof and causing anguish among some competitors a year ago are now seeing their piece of the rock turn out to be slightly less than mountainous. Let me cite some examples.

Beautiful Music Rebound?

Not too long ago, I and other grand viziers in this biz were quoted as saying that for various reasons the Beautiful Music format was on its last legs. However, as you've perused the advances so far, it may have looked pretty healthy for a format that is supposedly playing a sour note. There have been substantial increases in the format in Los Angeles, New York, and other major markets. Also, in places not known for being bastions of BM support, such as San Antonio, the leading Beautiful is the 12+ leader in the market, up

several shares from previous sweeps. There are several causes for this more vigorous showing, I'd say. First, some BM stations have chosen to abandon the format, thus allowing the remaining entities to prosper. The second reason is the changing nature of the format itself, as evidenced by a conscious effort to segue from 45+ BM standards and an almost total reliance on lush instrumental covers to an attempt to relate more

"The shares for Hispanic stations in the spring books are generally lower than in winter."

to the 25-44 crowd by playing some original versions (even the vocals, heaven forbid!) of songs by contemporary artists such as Barbra Streisand, Neil Diamond, and Kenny Rogers. Bon-

Q&A

A recent letter from Robb Westaby of WOWO/Ft. Wayne, who describes himself as a research novice (as perhaps many of you are), wanted to know what the following terms used in a column related to.

AID system: This refers to Arbitron Information on Demand, a computerized system that allows subscribers to access, for a price, some of the 75% of diarykeeper data not shown in the printed market report. AID is one way Arbitron can extract additional revenues from the diary data base, and Arbitron is pushing a trend towards more and more use of the customized sales and programming information available on AID, and towards a smaller, less detailed printed market report.

Rolling averages/monthlies: Arbitron will be introducing within the next six months or so its Monitor service (available on AID). This will allow stations to have three-month tracks on their performance (much like the Birch Radio effort now) and is "rolling" in that the oldest month is dropped from the estimates as each three-month sample is recomputed and "freshened." Monthlies are fine for getting a handle on what's happening to your station, but they have been abused in the five markets where Arbitron has convinced stations to agree to the current individual monthlies approach. The rolling three-month idea will give more reliability to the data.

High Density Areas: The HDAs for both blacks and Hispanics are geographies defined by zip codes in which there is at least 35% of the populace classified into one of the two ethnic groups. Such HDAs were originally conceived as separate sampling units in order to assure proper representation of the listening habits of minorities.

Hope this helps, Robb — and for others who may not have written in. In the soon-to-be-released Spring '83 Ratings Report I'll have a full glossary of ratings and research terms for your reference.

Week In Review

Three Arbitrons Reissued

According to Claire Kummer, Radio Product Manager for Arbitron Ratings, three spring '83 radio market reports are or have been reissued. The affected markets are Minneapolis, Pittsburgh, and Richmond. Corrected reports are on the way to the relevant subscribers.

In Minneapolis and Pittsburgh the reissue had to do with incorrect simulcast data listed in the reports. For example in Pittsburgh, WTKN and WWSW were shown as being simulcast in morning and afternoon drive Monday-Friday, when in reality they are, according to the corrected information, only simulcast early on Sunday mornings. Ms. Kummer told R&R these reissues were "jointly caused — we didn't supply the stations with the latest simulcast submissions (from the previous sweep) to check, and a number of stations didn't diligently compare and furnish the proper simulcast times for this survey."

As for Richmond, it seems that 11 metro stations were listed as being non-metro stations. In the corrected version these stations will be shown in their rightful stance as metro entities. Ms. Kummer stated, "This was an internal processing error, one of those things that happens rarely. Usually we catch it before the report mails — this time we didn't."

In none of the reissue cases were any individual station estimates affected.

Shaker Elected To I.R.T. Board

Arbitron Ratings President Ted Shaker has been elected to the board of directors of the International Radio & Television Foundation. The foundation raises funds to support educational programs aimed at broadcast-oriented students.

neville began this movement several years ago and Schulke is now moving aggressively in this direction.

The changing personality of some BM formats must cause concern at some soft rock FM stations across the nation. Listeners looking to relax may decide that Beautiful Music doesn't necessarily have to be elevator music, and if that's the case, some A/C's had better watch out. The spring numbers may be some early evidence this BM segue is working.

Lastly, one reason BM may be doing better is a methodology issue at Arbitron. The early shock over the impact of Differential Survey Treatment (DST) for blacks and Hispanics has worn off, and the numbers have somewhat stabilized. This has to be good news for non-ethnically-targeted formats, especially Beautiful Music.

New Urban/Black Reality?

Where did all the shares go? That's the lament at some of the leading Urban Contemporary and Black-formatted stations as these station managers see their audiences shrink from earlier surveys. What happened?

In some cases the early surge of numbers created by the onset of DST for blacks in the winter '82 sweep has settled to a level higher than in the past but more realistic. The good news is that Arbitron seems to be getting better at administering DST, retrieving more diaries from minorities and leading to better quality estimates. However, as estimates stabilize, cume values of diaries are reduced, thus perhaps leading to the softening of Urban/Black shares in some major markets.

I find it interesting that even with the settling of some of the Urban/Black shares, there are markets, including Atlanta and Louisville (not to mention New York City), where an Urban or Black station is actually number one 12+. I'm sure that if you had placed a bet several years ago in Atlanta that WVEE would unseat WSB at the top of the 12+ heap you could have gotten

some amazing odds — but that's what has happened as part of the new reality created by Arbitron methodology changes.

As for Hispanic DST and its impact, it too seems to be settling from its winter '83 spurt for Hispanic stations. As predicted here several weeks ago, the shares for Hispanic stations in the spring books are generally lower than in winter. Again this means Arbitron is doing a better job of getting back usable Hispanic diaries, thus leading to more stable estimates for all concerned.

Keep in mind that while DST certainly caused some upset, the Arbitron bottom line (for those whose stations and careers have survived) is better research. There is little doubt that prior to DST Arbitron was not measuring the ethnic populace as well as it now is,

"Some of the formats that only a few months ago were supposed to be dying are looking awfully lively."

meaning that the overall market picture is now clearer than ever before. And more realistic also.

CHR Up, AOR Mixed

For the other formats the picture is a little cloudier. AOR, which has been going through the tortures of the damned, still seems to be in need of first aid. Rick Carroll's new approach didn't do well in Philadelphia (a .5 12+ on WIFJ) or Bakersfield, but remains strong in L.A. and San Diego. Country seems to be garnering a mixture of good and bad books, but one thing is clear — the Urban Cowboy syndrome is over. The good ol' boys are now fighting over the core Country audience.

As for A/C, there seems to be a threat now posed by the repositioned BM stations, so watch for that impact. CHR, however, seems to be on the rise consistently — it seems that playing the hits is a hit again itself.



ASIA

"Don't Cry" 7-29571

Produced By Mike Stone for Mike Stone Enterprises LTD

The New Single & 12" From The Forthcoming LP **ALPHA**
GHS 4008



The Most Added Record In America!

AOR / HOT TRACKS
BREAKERS

ASIA
Don't Cry (Geffen)

82% of our 12-24 reporters on it. Total reports: 135. Hot 50, Medium 54, Extra Adds 31, Total Adds 134. Debuts at #9 on the AOR Hot Tracks chart..

CHR BREAKERS

ASIA
Don't Cry (Geffen)

68% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 150 including B104, B94, KAFM, WLS-FM, WABX, KIIS-FM, KFRC, KNBO. See Parallels, debuts at number 40 on the CHR chart.



MANUFACTURED BY WARNER BROS. RECORDS INC.



RATINGS REPORT

ARBITRON RADIO | Birch Radio

Arbitron, Birch Spring '83 Quarterlies, 12 +

JUST RELEASED ALREADY ON:

- | | |
|---------|-------|
| WBEN-FM | KYYX |
| WPHD | WACZ |
| KIQQ | WERZ |
| K104 | OK100 |
| WKFM | 95XIL |
| WRCK | WJBQ |
| WQID | WISE |
| WCSC | WFLB |
| WNOK-FM | WSGF |
| WNFY | WBWB |
| KSET-FM | 99KG |
| WSEZ | KCBN |

Birch Radio
Pittsburgh
KDKA Slips, Remains Number One; WBZZ Hits Double Digits; WHTX Also Jumps; Country Improves

	Winter '83	Spring '83
KDKA (AC)	23.2	20.9
WBZZ (CHR)	6.6	10.0
WDVE (AOR)	9.4	9.7
WHTX (CHR)	3.8	6.0
WAMO-FM (Urbn)	7.1	5.1
WTAE (AC)	5.1	5.0
WSHH (BM)	4.6	4.8
WHYW-FM (AC)	5.4	4.0
WDSY (Ctry)	2.3	3.9
WJAS (BBnd)	4.7	3.9
WPNT (BM)	3.1	3.3
WTKN (Talk)	3.5	3.2
WEPP (Ctry)	1.6	3.1
WWSW (AC)	3.2	2.5
KQV (News)	2.2	2.2
WYDD (CHR)	2.0	2.1

Birch Radio
Minneapolis
WCCO Leads, Loses Four; KSTP-FM, WLOL Rank 2-3; AORs, BM Stations Advance

	Winter '83	Spring '83
WCCO (AC)	20.2	16.6
KSTP-FM (AC)	12.8	13.1
WLOL (CHR)	10.4	10.0
KDWB-FM (AOR)	7.0	8.5
KQRS (AOR)	6.3	7.1
KEYE (BM)	4.6	7.0
WAYL (BM)	6.0	6.6
WDGY (Ctry)	5.5	5.9
WCCO-FM (AC)	2.8	3.5
KSTP (Talk)	3.4	2.5
KTWN (Jazz)	2.1	2.2
KJJO (Ctry)	1.6	1.8
WWTC (AC)	1.5	1.3

Birch Radio
Denver
KPKE Tops Trio Of Leading AORs; KOSI Down Two; KYGO Takes Country Title

	Winter '83	Spring '83
KPKE (AOR)	6.7	7.4
KBPI (AOR)	6.2	7.2
KAZY (AOR)	6.2	6.8
KOAQ (CHR)	7.4	6.7
KOA (Talk)	5.8	6.3
KOSI (BM)	7.8	5.9
KYGO (Ctry)	4.0	5.7
KIMN (CHR)	4.6	5.3
KBCO (AOR)	5.8	5.1
KLZ (Ctry)	5.5	4.8
KPPL (AC)	3.6	4.2
KLIR (AC)	4.7	4.1
KEZW (BBnd)	3.2	3.6
KHOW (AC)	3.5	3.5
KVOD (Clas)	3.0	3.0
KDKO (Urbn)	2.4	1.9
KBRQ-FM (Ctry)	2.3	1.8
KDEN (News)	1.5	1.8
KRZN (Gold)	1.2	1.6
KNUS (N/T)	1.8	1.4
KTCL (AOR)	.9	1.2
KBRQ (Ctry)	.5	1.1
KJJZ (Jazz)	1.1	1.0

Birch Radio
Cincinnati
WKRQ Surges Into First As WEBN Slips; Reds Add Three To WLW; WLLT Ekes Out A/C Win

	Winter '83	Spring '83
WKRQ (CHR)	9.8	11.5
WEBN (AOR)	12.7	11.2
WLW (AC)	4.5	7.4
WLLT (AC)	4.6	6.9
WKRC (AC)	8.3	6.8
WBLZ (Urbn)	5.9	6.6
WRRM (AC)	7.9	6.6
WWEZ (BM)	8.0	6.2
WUBE (Ctry)	5.3	6.1
WCKY (N/T)	5.5	5.5
WSKS (AOR)	2.4	3.5
WSAI-FM (Ctry)	3.6	3.3
WCIN (Blk)	2.7	2.7
WMLX (BBnd)	2.6	2.2
WSAI (Ctry)	2.2	2.2
WNOP (Jazz)	1.1	1.5
WTUE (AOR)	-	1.1

Birch Radio
Phoenix
KDKB, KNIX-FM, KUPD Hold 1-2-3; KOPA-FM Gains Four; KKLT Adds Three; KQYT Up Two

	Winter '83	Spring '83
KDKB (AOR)	11.7	11.3
KNIX-FM (Ctry)	9.9	9.0
KUPD (AOR)	8.3	8.2
KKLT (AC)	5.1	8.1
KTAR (News)	8.3	7.5
KOPA-FM (CHR)	3.4	7.4
KZZP-FM (CHR)	5.4	5.9
KMEO-FM (Easy)	6.4	5.8
KQYT (Easy)	3.8	5.7
KOY (AC)	3.7	4.7
KOOL-FM (AC)	4.3	3.7
KEZC (Ctry)	2.5	3.6
KUKQ (Urbn)	3.3	2.5
KSTM (AOR)	3.8	1.8
KNIX (Ctry)	2.2	1.7
KFLR (Rel)	1.3	1.6
KHEP-FM (Clas)	1.5	1.6
KLFF (BBnd)	2.2	1.6
KJJJ (Ctry)	1.4	1.2

ARBITRON RADIO
Norfolk

WFOG Breaks Tie, Inches Ahead Of WCMS-FM For First; WNOR-FM Extends AOR Margin; WOWI, WNVZ, WRAP Improve

	Fall '82	Spring '83
WFOG (BM)	10.6	10.9
WCMS-FM (Ctry)	10.6	10.6
WNOR-FM (AOR)	7.9	8.6
WLTY (AC)	7.4	7.2
WOWI (Blk)	6.7	7.0
WMYK (AOR)	5.7	5.5
WNVZ (CHR)	4.4	5.3
WRAP (Blk)	3.7	4.3
WWDE (AC)	4.0	4.3
WTAR (AC)	5.4	3.8
WPCE (Blk)	3.4	3.4
WGH (AC)	3.8	3.0
WNIS (News)	2.8	2.8
WGH-FM (Clas)	1.8	2.4
WQKS (Urbn)	1.2	2.3
WTJZ (BBnd)	1.7	2.2
WCMS (Ctry)	1.3	2.0
WNOR (Blk)	3.6	2.0
WKEZ (Ctry)	2.0	1.6
WXRI (AC)	2.4	1.5
WCPK (BM)	.4	1.0

For The Record: In last week's ratings WGKX/Memphis was incorrectly listed as a Country station. Since WGKX's Country format was in place for less than half the survey period, its format for the spring Arbitron should have been listed as Beautiful Music. WGRQ/Bufalo was mistakenly identified as A/C and is actually AOR. WRNO/New Orleans moved 8.1 to 8.8, not 8.1 to 8.1, as was printed. And in Salt Lake City, KABE's 1.0 debut as a CHR outlet was inadvertently omitted.

WHY PAY FOR A PD AND A CONSULTANT?

Get your money's worth. Use our seminars to eliminate friction between programming and sales. All areas of programming. Money back guarantee.

(404) 266-0020
2429 COLONIAL DRIVE NE
ATLANTA, GEORGIA 30319



For details call collect today!

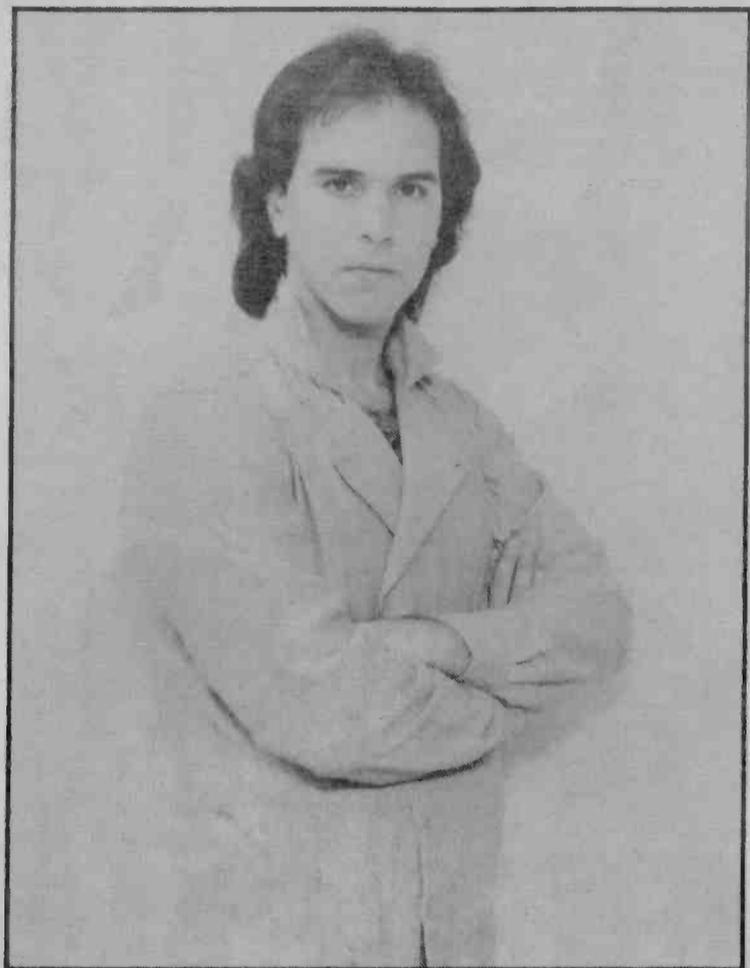
RADIOACTIVITY

A/C

DOUBLE BREAKERS®



**ONE OF THE
MOST ADDED!**



MICHAEL JACKSON

“Human Nature”

DERAN CRAIG

“One Mind, Two Hearts”

A/C **BREAKERS**

MICHAEL JACKSON
Human Nature (Epic)

67% of our reporters on it. Rotations: Heavy 12/3, Medium 38/13, Light 40/31, Extra Adds 1, Total Adds 48 including WPRO, WLTT, WRMM, WCLR, WFYR, WARM98, WCZY, WOMC, WHB, WCCO, KS94, KHOW, KGW, KNBR, KPLZ, and 33 more. Debuts at number 21 on the A/C chart.

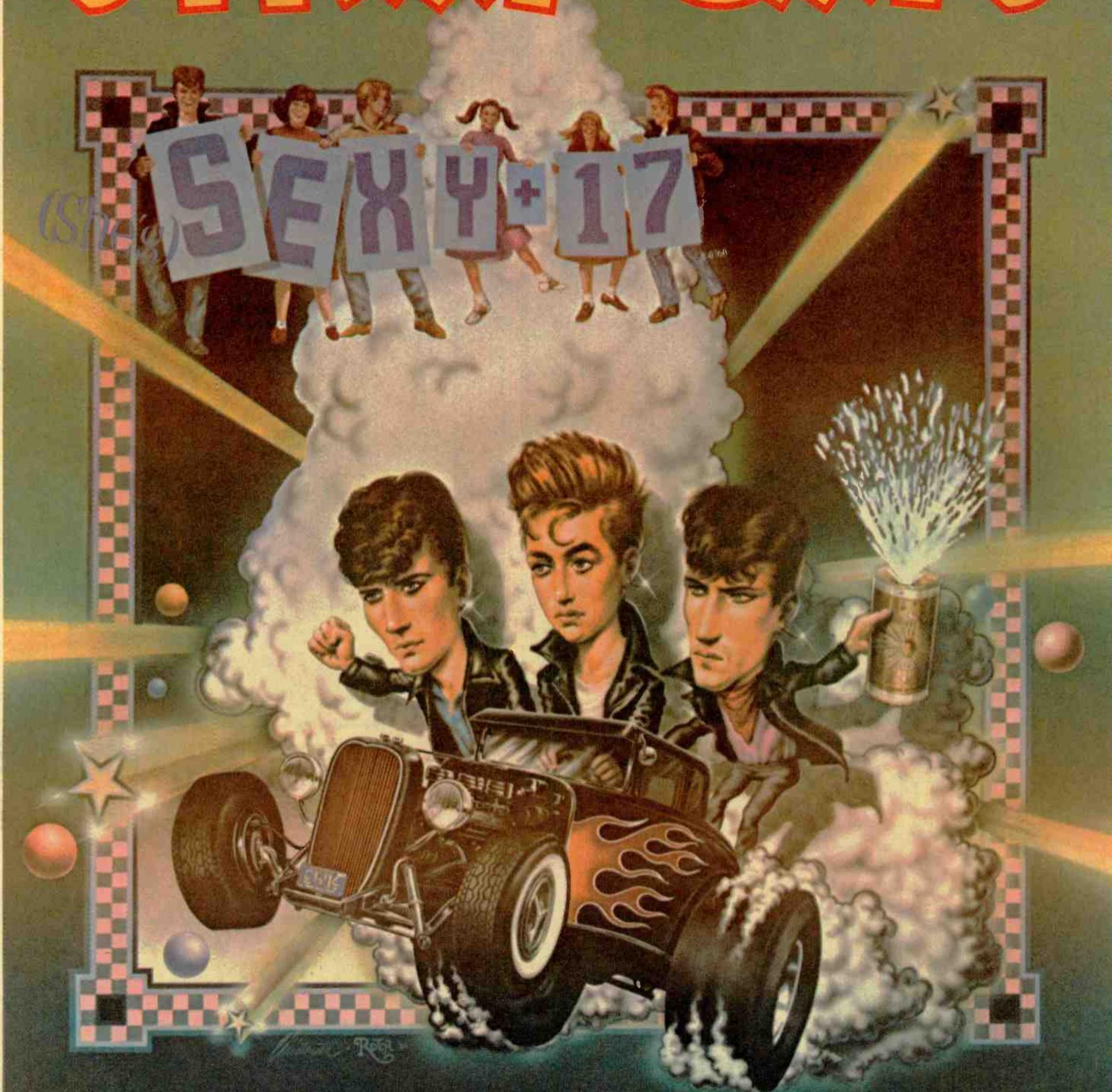
A/C **BREAKERS**

DERAN CRAIG
One Mind, Two Hearts (Curb/CBS)

49% of our reporters on it. Rotations: Heavy 0/0, Medium 30/2, Light 36/5, Extra Adds 0, Total Adds 7, WMJI, WWYZ, KMGC, WMAZ, KWEB, KFOD, KVSF. Debuts at number 30 on the A/C chart.

CURB
RECORDS

STRAY CATS



The 1st hit single from the album,
RANT N' RAVE WITH THE STRAY CATS.
Shipping August 19th.



Produced by Dave Edmunds.
Available on EMI America Records and High-Quality XDR Cassettes.

© 1985 EMI AMERICA RECORDS, a division of EMI Records, Inc. All Rights Reserved.

RATINGS REPORT

ARBITRON RADIO

Arbitron Spring '83
Quarterlies, 12+

Keeping An Eye On Iris



Donnie Iris debuted his "Fortune 410" LP with a listening party at the Recording Connection in Cleveland. Pictured (l-r rear) are band members Kevin Valentine and Mark Avsec and MCA's Mike Rose; (l-r front) WGAR's Chris Quinn, WRQC's Tim Spencer, Iris, Peaches' Ken Lickovic, WMMS's Jim Marshyshyn, and management's Chris Maduri.

Manilow's Japanese Gold



Arista International presented Barry Manilow with three gold albums for Japanese sales achievements. Pictured (l-r) are Ariola VP Andrew Pryor, Nippon Phonogram's Alex Abramoff, Manilow, Arista International VP Harry Anger, and Townsaway Entertainment VP Les Joyce.

**ARBITRON RADIO
San Antonio**

KQXT Adds Four To Take First; KZZL Debuts With AOR Lead As KISS Drops; WOAI Up Two

	Fall '82	Spring '83
KQXT (BM)	6.3	10.2
KZZL (AOR)	—	8.2
WOAI (N/T)	5.2	7.3
KAJA (Ctry)	7.5	7.2
KTSA (CHR)	6.4	6.3
KKYX (Ctry)	6.0	6.2
KTFM (CHR)	7.3	6.1
KISS (AOR)	12.2	5.9
KLLS (AC)	5.4	5.9
KCOR (Span)	6.0	5.2
KBUC-FM (Ctry)	4.6	4.4
KITY (CHR)	5.7	4.0
KONO (AC)	4.0	3.8
KAPE (Blk)	1.0	2.6
KSLR (Rel)	1.2	2.2
KEDA (Span)	2.6	1.9
KESI (AOR)	1.7	1.6
KVAR (AOR)	—	1.4
KBUC (Ctry)	2.2	1.3
KGNB (AC)	1.8	1.2

**ARBITRON RADIO
Dayton**

WTUE Wrests Lead Away From WHIO-FM; WHIO Slips To Softest Spring Numbers; WJAI Moves Up

	Fall '82	Spring '83
WTUE (AOR)	13.3	12.6
WHIO-FM (BM)	15.1	10.4
WHIO (AC)	10.9	9.9
WONE (Ctry)	7.3	7.1
WAVI (Talk)	5.3	6.7
WJAI (BBnd)	3.9	6.4
WDAO (Blk)	5.9	5.8
WING (AC)	6.9	5.5
WYMJ (AC)	4.5	4.8
WBLZ (Urbn)	4.6	4.7
WVUD (AC)	3.9	4.4
WLW (AC)	1.8	2.7
WPFB (Misc)	1.6	2.4
WBZI (Ctry)	2.0	2.1
WFCJ (Rel)	.4	1.1
WSKS (AOR)	.9	1.0

**ARBITRON RADIO
Oklahoma City**

KATT-FM, KTOK Softer But Remain 1-2; KKNB Edges Into Double Digits; KJYO Surges Into Fourth; KXXY Tightens Country Race; KZBS Jumps To Lead A/C's

	Fall '82	Spring '83
KATT-FM (AOR)	14.2	12.3
KTOK (N/T)	12.3	11.1
KKNB (BM)	9.9	10.0
KJYO (CHR)	2.1	9.0
KEBC (Ctry)	9.9	8.5
KXXY (Ctry)	5.5	7.5
KZBS (AC)	3.9	7.3
KOMA (AC)	7.0	7.1
KOFM (AC)	7.0	5.6
KLTE (AC)	4.6	3.7
WKY (Gold)	5.7	3.7
KKLR (Ctry)	3.0	2.1
KJIL (Rel)	1.7	1.9
KAEZ (Blk)	2.4	1.5
KGFF (News)	.5	1.1

**ARBITRON RADIO
Albany**

WPYX Challenges WGY For Title; WFLY Drops Four; Other CHRs Down; WROW-AM & FM Perk Up

	Fall '82	Spring '83
WGY (AC)	13.7	13.9
WPYX (AOR)	10.8	13.4
WROW (AC)	7.0	8.5
WROW-FM (BM)	5.7	6.3
WFLY (CHR)	9.9	5.9
WTRY (CHR)	6.3	5.8
WQBK (Talk)	5.5	5.7
WPTR (Ctry)	4.7	5.0
WGFM (CHR)	5.1	4.9
WWOM (AC)	4.0	4.3
WGNA (Ctry)	5.5	3.4
WQBK-FM (AOR)	4.7	3.4
WABY (BBnd)	2.6	2.9
WHRL (BM)	2.1	1.4
WCSS (AC)	.8	1.0

**ARBITRON RADIO
Honolulu**

KQMQ Stronger, Keeps Top Spot; KPOI-FM Moves Into Runnerup Slot; KSSK Widens A/C Lead; KULA Adds One

	Fall '82	Spring '83
KQMQ (CHR)	8.7	9.9
KPOI-FM (AOR)	7.9	9.1
KSSK (AC)	8.1	9.0
KULA (AOR)	6.9	7.9
KUMU-FM (BM)	8.3	7.6
KIKI (CHR)	8.3	7.1
KKUA (AC)	6.3	6.3
KMAI (Misc)	5.6	6.0
KCCN (Misc)	4.6	5.4
KHVH (News)	5.0	5.2
KDEO (Ctry)	4.7	3.9
KUMU (BM)	3.0	2.9
KOHO (Misc)	1.5	2.6
KORL (BBnd)	3.6	2.5
KGU (N/T)	4.7	2.4
KZHI (Talk)	2.3	2.1
KAIM (Rel)	.9	1.4
KSHO (Jazz)	1.2	1.3

**ARBITRON RADIO
Nashville**

WKDF Stable On Top; WWKX Strong Second; WSM-FM Doubles, Cops Country Crown; WLAC-FM Makes Itself Heard

	Fall '82	Spring '83
WKDF (AOR)	12.8	12.9
WWKX (CHR)	9.0	9.5
WSM-FM (Ctry)	4.1	8.2
WZEZ (BM)	10.2	7.9
WSIX-FM (Ctry)	10.0	7.4
WYHY (AC)	4.9	6.4
WMAK (Gold)	3.0	5.4
WLAC (Talk)	6.8	5.3
WSM (Ctry)	5.9	5.0
WLAC-FM (AC)	—	4.6
WVOL (Blk)	6.1	4.6
WPKZ & WJKZ (Ctry)	3.3	3.4
WSIX (Ctry)	2.9	3.2
WGNS (AC)	.6	1.5
WKDA (Ctry)	1.0	1.5
WAMB (BBnd)	1.5	1.4

Format Legend

AC—Adult Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban.

The data contained on this page is copyrighted by the respective ratings services. Non-subscribers to the respective ratings service may not reprint or use this information in any form.

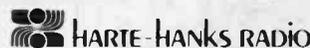
THE ABC RADIO NETWORKS PROUDLY WELCOME THESE HARTE-HANKS COMMUNICATIONS STATIONS.

Joining the ABC FM Radio Network:

KKBQ, AM/FM, Houston Pete Schulte, VP, General Manager
WRBQ, AM/FM, Tampa Mike Osterhout, General Manager

Joining the ABC Contemporary Radio Network:

WRVQ FM, Richmond, Va. Phil Goldman, VP, General Manager



Sales

1983—Year Of Changes ... And Opportunities

As we go forward into the second half of 1983, it seems to me that something remarkable is happening to the radio industry.

Not only is the economy beginning to turn and advertisers are beginning to look more fondly upon putting more dollars into our medium, but many changes have taken place in both the radio and record industries that could make a great difference to us during the last part of '83 and going into 1984.

Look at what's going on at the major radio managing and ownership groups. It's important to realize that at CBS, Bob Hosking is a relatively new President of radio . . . at NBC, Mike Eskridge has had the reins for a very short period of time. There is a new configuration of management at ABC . . . RKO's Bob Williamson is only two years in his job, Bill Ward at Golden West for just a year, Carl Brazell in the saddle at Metromedia Radio in the last year. Tie in similar developments at the many multi-major market group owners — Malrite, Greater Media, Sandusky, Field Communications, King — and we're now looking at the industry and ownership in a whole new management purview.

In the GM chair, programming-based people are being tapped to take full command of stations: John Gehron at WLS, Craig Scott at WGKX, KJLH's J.B. Stone, Randy Lane at WABB-AM & FM, Dan Halyburton with KLIF & KLPX, Ron Jones at WHK, and more. What was at one time a historic incident is now just a judgment call!

Focus for a moment on the associations: Ed Fritts (a radio guy) now President of NAB, Bill Stakelin newly-crowned prexy of RAB, and Abe Voron slowly handing

"We must begin to experiment in all areas, using extra revenues to build a base of profits for all radio so the next economic downturn can be an opportunity, not a time for panic."

the NRBA reins over to Tom Meoy. All new players . . . and real radio professionals.

If all these fresh prospects weren't enough to contemplate, let's touch on the rep business, with Ralph Guild's multiple purchases of marginal rep companies invalidating all the old rules of "one to a market" and "short list" rep firms . . . in fact, the way the entire national spot business is done has completely changed.

Tom Birch is flying high . . . do we really have a chance at two ratings sources?

SMN and Transtar and NBC Talknet and ABC Talkradio . . . the 24-hour satellite network people are now solid and expanding their programming offerings. These opportunities were not even offered at the beginning of the decade!

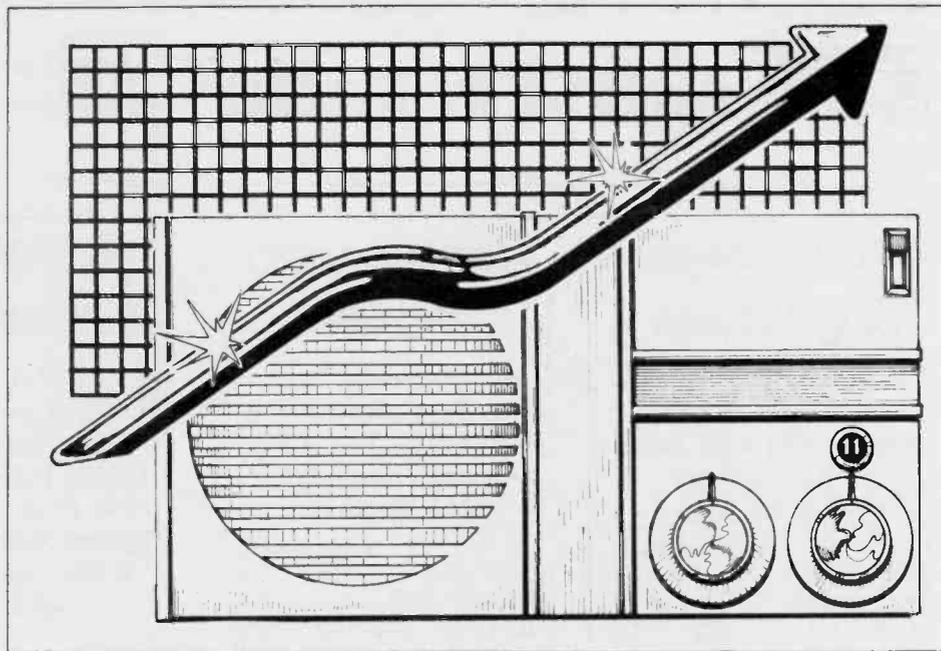
Thinking synergistically in the R&R manner, look at the record business. It's gone through a plethora of problems that seem to be almost uncountable. But now it's coming back! New people have moved in, with Irv Azoff leaving his own company to head MCA, Bob Krasnow over at Elektra/Asylum, Motown leaving the independent ranks for distribution by MCA, and WCI planning to buy half of PolyGram worldwide and 80% in the U.S. It seems as if the record business has begun to move into an entirely different kind of promotional, managerial, and distribution arena that makes it a far different business than any of us in radio have ever had to work with before.

Just think of the possibilities. We must sit down at this moment and watch the upward economy coming, not just to be satisfied in seeing it come, but to understand there are opportunities for our product, our profit, our revenues, our fun. We must begin to experiment in all areas, using some of these extra revenues to build a base of profits for all radio so the next economic downturn can be an opportunity, not a time for panic.

At Radio & Records we are impressed and intrigued by the changes we see. And we're setting our strategies to offer services to all of you so you don't miss a stroke while you are building.

Besides enhancing our existing information, we will be expanding into areas of sales, marketing, management, and promotion, as well as forthcoming specials to help you focus on being the great industries that radio and records really are.

—Dwight Case



Radio Sales In The Eighties

We're starting off our new sales section with a series of articles by Bill Stakelin, former Executive VP of Bluegrass Broadcasting and recently-named President of the Radio Advertising Bureau. This week Bill provides an introductory summary of his sales credo and his belief in radio as an effective medium.

The oldest profession in the world is _____ . If you filled in the blank with the word sales, you're right. The first great close was when Eve sold Adam on the apple idea. Things have been exciting and competitive ever since. Selling is basic to life and existence on the planet. If we're not selling a specific service or product, we're probably busy selling ourselves on an idea.



Bill Stakelin

One of my best friends is a lawyer. He is convinced that there is no higher calling in life than that of a lawyer. I question his thinking every time I receive a bill, but I guess that's the way I feel about radio. No medium is more a part of everyday life than radio. I don't need to remind the programmers, salespeople, and other broadcast pros reading this fine publication of that point, but it's interesting how quickly we in the radio business forget that important fact.

after his commercials had run. "Hey, radio really works" . . . Today, 26 years later, I know that radio really works as an advertising medium. I look forward to working with Miles David and the professional staff at RAB to 1) increase advertising dollars on radio . . . because it really works, and 2) develop sales people and techniques.

Our business is one of the most competitive in America today. The 9000 radio stations in America compete daily with each other and against our old rivals . . . TV, newspapers, outdoor, and virtually every type of media in existence. Add to this the coming of age of cable, which threatens to drain off more radio dollars, and no one can deny the competitiveness of our business. This competition presents greater opportunities for us, however, and for those of us willing to learn, work, and improve, we can stay ahead of the cutting edge of the blade of new technologies.

The Radio Advertising Bureau belongs to the radio broadcasters of America. Like any organization, it will only be as strong and effective as its most vital asset . . . you the member.

"Selling is basic to life and existence on this planet. If we're not selling a specific service or product, we're probably busy selling ourselves on an idea."

For the past 26 years I've been fortunate to work in radio. During this time I've been lucky enough to be exposed to virtually every facet of this fascinating business . . . announcer, programmer, sales, management, Chairman of the Board of NAB, and now my greatest industry opportunity . . . President of your Radio Advertising Bureau.

I've never forgotten the thrill of closing my first radio sale. It was a \$50 contract for a daytimer in Georgetown, Kentucky. The thing I remember most about the sale was the client's reaction

RAB exists to serve as an extension of your sales and training programs. Working closely together, we cannot only improve our sales materials and skills, but also increase advertising dollars on radio. We can do this together because . . . radio really works.

In this series of articles for Radio & Records, we'll look at where radio is going in the '80s and how we think RAB can help sell America's best friend . . . radio!

Next Week: Basic Sales Training

Don't Turn This Page...



Until You've Had A Look At CHR's Next 3 Hits!

GEORGE BENSON "Lady Love Me (One More Time)"

B104	KRGV	Q101
94Q	WSFL	KNOE-FM
Z93	WTIX	WAEV
KBEQ	KROK	FM99
Q103	WSEZ	WGLF
KFI	KMGK	WBWB
KMJK	WHOT	WCIL-FM
KFRC	KQMQ	KFMW
WTRY	KO93	KENI
WYCR	KIDD	KCDQ
WKEE	KSKD	KOZE
WSPK	KHYT	KBIM
WKFM	WFBG	KSLY
WPST	WGUY	
WQID	WIGY	
WCSC	WIKZ	
KITE	WERZ	
KAMZ	WZYQ	
KSET-FM	WKHI	
WZYP	WJAD	
WJDX	WCGQ	
WOKI	WFLB	
FM100	WFOX	
G100	KILE	
WHY-FM	KVOL	

Produced by Arif Mardin
Management: Fritz-Turner

ZZ TOP "Sharp Dressed Man"

WPHD	KQMQ	WPFM
WGCL	KHOP	KKQV
K104	KSKD	WHSL
WKEE	WFBG	WBWB
WHFM	WIGY	KFMZ
WKFM	WZYQ	KYTN
WRCK	OK100	KCDQ
KZZB	95XIL	KCBN
WQID	WSQV	KBIM
WSSX	KQIZ-FM	
WSKZ	WJAD	
KZFM	WFLB	
KTFM	KISR	
WKDD	WYKS	
92X	KILE	
WGRD	KVOL	
KZ93	KNOE-FM	
WHOT		
KKXX		
KYNO-FM		

AOR
HOT TRACK 15

Produced by Bill Ham



Manufactured and Distributed by Warner Bros. Records

TALKING HEADS "Burning Down The House"

WXKS-FM deb 33	WSQV on
WPHD on	KQIZ-FM add
WABX add	WJAD on
B104 on	WFLB add
KIQQ deb 30	KISR 36-31
KMJK 27-24	KVOL add
WRCK on	WHSL on
WNOK-FM add	WBWB on
KITE add 30	KFMZ deb 29
KSET-FM add	KYTN deb 35
WOKI on	WSPT add
WZZR add	KFMW on
WJXQ add	KCDQ add
KZ93 add	KCBN add
WHOT add	
KQMQ add	
KSKD add	
KYYX 26-14	
WGUY deb 34	
WERZ deb 40	
WKHI on	
WJBQ on	

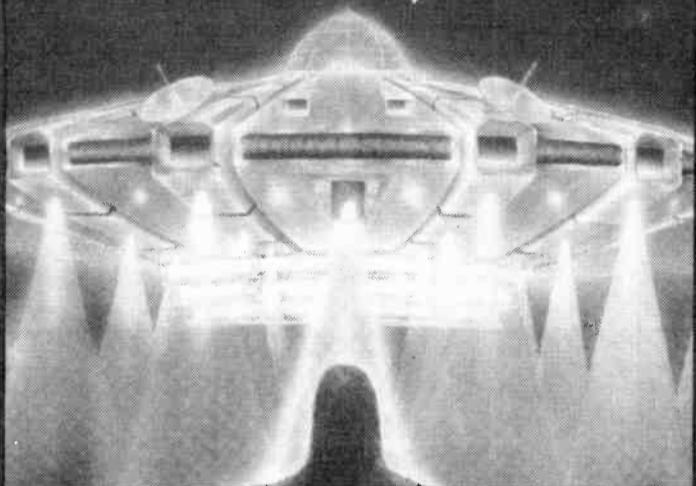
AOR HOT TRACKS
11



Produced by Talking Heads

"West Coast Summer Nights"

TONY CAREY



The Hit Single From

TONY CAREY

CHR
SIGNIFICANT ACTION

Already On Over 100 Stations Including:

FM99 add	KZFM on
WNBC on	WSFL 31
WABX 29	KBBK on
WHYT 30-27	KHOP on
WLOL-FM 30-26	WACZ 27
KNBQ 33-30	WCIR 38
WOKI 38-34	WFLB on
WRVQ 39-34	KISR on
WZZR 40-31	KILE on
WJXQ deb 30	WPFM 25
KIDD 28-23	WHSL on
WOMP-FM deb 34	KFYR on
WISE 37-34	WCIL-FM 33
WYKS add	KQWB 22
WAEV add	WSPT on
WFOX add	KTRS on
WBWB deb 37	KKAZ on
KCBN 22-19	KGHO 36
WCSC on	KOZE 23
WSSX 29	KBIM on

From The Album

'TONY CAREY'

RSR 0001



Distributed by MCA Distribution Corp.



STREET TALK

What could possibly bring Ahmet Ertegun, Walter Yetnikoff, and Irv Azoff to England in the same week? A chance to capture the Rolling Stones' domestic distribution rights, that's what. So who won this battle of the biggies? Look for all future Rolling Stones Records American releases to be distributed by MCA.

John Sebastian has signed at least five of his previous client stations — some will remain AOR and some will make a gradual transition to his new EOR format. John's first official EOR client station is WIZD/West Palm Beach, which has been making a slow transition from AOR to EOR during the past few months.

Although station management denies it, we keep hearing that Viacom plans to move its WLAK/Chicago from Beautiful Music to A/C. We even heard the station had hired a new PD and that the switch would happen August 5.

With Steve Goldstein exiting WTIC-FM/Hartford for WHTT/Detroit (see Page 1), WTIC-AM & FM VP Tom Barsanti has some important shoes to fill ASAP. The job is more than just PD of the FM station, and it's a great opportunity for the right person.

Taft's WYNF/Tampa has a new acting GM in the wake of VP/GM Bob Lawrence's departure to the VP/Sales & Marketing job at WLW & WSKS/Cincinnati last week. David Milner, who is currently VP/GM of sister WDAE and was previously VP/GM of both stations, will oversee the FM once again on a temporary basis.

WFBQ/Indianapolis has changed consultants from Pollack Communications to Burkhart/Abrams/Michaels/Douglas & Associates, and in an apparently unrelated move has also switched PDs. John Bogart has left to pursue other interests and Alan Edwards, who is Operations Manager of sister station WNDE assumes the programming duties for both stations.

Al Coury's Network Records will no longer be distributed by Elektra/Asylum in this country. The international distribution deal with CBS remains in effect while negotiations for a new domestic pact are underway.

WSGF/Savannah has changed calls to WIXV and is using the slogan I95, under new owner Burbach Broadcasting. Programmer Doug Weldon is out, and afternoon jock Todd Martin is upped to PD. Ms. J.P. Hunter remains as MD, and gets a boost to Assistant PD.

Ed Chandler, most recently PD at KSON-FM/San Diego, has taken the morning show at KMGG/Los Angeles, with London & Engleman departing.

When Jack Bogut moved from KDKA/Pittsburgh to WTAE and O'Brien & Garry moved to WHTX (see Page 1), it caused morning man Bob Savage to shift to afternoons, which forced Assistant PD Clarke Ingram out! Clarke, a five-year station veteran, can be reached at (412) 653-1332. He's looking for an on-air/PD slot.

Bill Lee is suddenly out at KFRC/San Francisco. Seems a couple of the guys at the station put together a spoof called the "AIDS Anthem," sung to the tune of "America The Beautiful." Bill played the thirty-second ditty on the air, and that was a big mistake. Given San Francisco's large gay population and the seriousness of the AIDS problem, Lee's lack of judgment in airing the tune was immediately rewarded with a set of personalized "walking papers" from station PD Gerry Cagle. Now, Bobby Ocean has gone fulltime, and Gerry is looking for one more jock for the KFRC lineup.

A major market CHR morning gig is open at WWSH/Philadelphia, as Dennis John Cahill leaves the station. New Operations/Programming Manager Bobby Rich wants to hear from talented personalities ready to have fun in Philly . . . and more than the morning show may be open. The station will most definitely be CHR and *not* A/C, and you can bet on a call letter change.

WIOT/Toledo MD Buck McWilliams and morning news anchor Chris O'Connor have defected across town to a new CHR station coming on called WRQN (recently renamed from WKIQ). The duo will host the morning show. No PD on tap for WRQN yet.

The staff lineup for Mike Joseph's newest "Hot Hits" station, WMAR/Baltimore (and those new call letters are now official), is complete: Davy Crockett (WZYQ/Frederick), Larry Dowdy (WXLK/Roanoke), Gary Franklin (WTIX/New Orleans), Mike Frazier (WRRB/Syracuse), Chris Johnson (WEBC/Duluth), Pete Michaels (WCAU-FM/Philadelphia), and Jim Payne (WRVQ/Richmond). No one knows what shifts they'll get or which one will become PD, but all that will become clear after the "dry runs" are completed. Look for an early August debut.

Other call letters that will be changing with FCC permission: KFJZ/Ft. Worth will become KSSA, WSAI-FM/Cincinnati has requested WKKF, and KNX-FM/Los Angeles has applied for KKHR.

Meanwhile in New York, Street Talk hears that Scott Shannon is wooing WCAU-FM/Philadelphia's Terry Young to work at WHTZ. There may be problems, since Terry has a signed contract which doesn't expire until January 1, 1984.

Although we're still awaiting official confirmation, a Detroit newspaper has already reported that WRIF's new PD will be Rick Balis, currently PD at KSHE/St. Louis. The appointment would make sense, since Rick is adept at competing against Doubleday. He was up against the company's KWK in St. Louis, and would battle WLLZ in Detroit.

And speaking of Doubleday, KPKE/Denver switched from AOR to CHR, calling itself "All New, All Hit 96," Tuesday (7-19) at midnight.

MORE STREET TALK/See Page 26

Communication
Graphics inc

WANTED! KPAQ

Who's That?

Customers Particular About Quality.
Our decals are so much better, our quality makes it obvious why we want the best stations!
... AND THE BEST STATIONS WANT US!

CALL TOLL FREE! 1-800-331-4438

IN OKLA. 918-258-6502

DECALS • BUMPERSTICKERS

WANTED FOR AIRPLAY

BILLY and BONNIE



BILLY JOEL

SINGLE: 38-04012

A/K/A "TELL HER ABOUT IT"

ALBUM: QC 38837

A/K/A "AN INNOCENT MAN"

VITAL STATISTICS:

#1 MOST ADDED!

WXKS-FM	KZZP	WSSX	WNAM	KRSP	KNOE-FM
WBEN-FM	XTRA	WBCY	KIHK	KHYT	WPFM
WKBW	KFRC	WSKZ	WEBC	WFBG	WXLK
WNYS	KYUU	WNOK-FM	WKDQ	WACZ	WAEV
WPHD	KUBE	KZFM	WMEE	WGUY	Z102
CKGM	KNBQ	WDOQ	WGRD	WIGY	FM99
WNBC	WTRY	WRQK	WZZR	WCIR	WGLF
B94	WROR	WANS-FM	WJXQ	WOMP-FM	KKQV
PRO-FM	K104	WZYP	WKFR	WIKZ	WHSL
CFTR	WYCR	Y103	Z104	WTSN	KFYR
CHUM	WTIC-FM	WOKI	KQKQ	WERZ	WCIL-FM
94Q	WKEE	KBFM	WZOK	WZYQ	KFMZ
KAFM	WLAN-FM	G100	K107	OK100	KQWB
Y100	WBLI	WABB-FM	KEYN-FM	WKHI	KYTN
Q105	WSPK	WHHY-FM	WHOT	95XIL	KRNA
WGCL	WHFM	KX104	KKXX	WJBQ	WAZY-FM
WABX	WKFM	B97	KBBK	WHEB	99KG
KBEQ	WPST	WSFL	KKFM	WSQV	KWTO-FM
WKTJ	WRCK	WTIX	KIKI	WSQV	WSPT
WLOL-FM	WKRZ-FM	WNVZ	KQMQ	KQIZ-FM	WSPT
KIMN	Q106	WRVQ	KLUC	WISE	KDVV
Q103	WBBQ	KROK	KO93	WCGQ	KFMW
KEARTH	WFMF	WSEZ	KIDD	WJAD	KCDQ
KFI	KXX106	WKDD	KGGI	WFLB	KGHO
KIQQ	WCSC	WKAU	KSKD	KISR	KOZE
				Q104	KDZA
				WFOX	KCBN
				KVOL	KBIM
				Q101	KIST



BONNIE TYLER

SINGLE: 38-03906

A/K/A "TOTAL ECLIPSE OF THE HEART"

ALBUM: BFC 38710

A/K/A "FASTER THAN THE SPEED OF NIGHT"

VITAL STATISTICS:

CHR NEW & ACTIVE

KAFM add	Q101 add	KX104 on	WISE deb 27
79Q add	Z102 add 40	WRVQ on	WJAD deb 33
KMJK add	KOZE add	KTFM on	WFLB deb 37
WHFM add 35	WPHD on	WSEZ on	KISR deb 36
WBBQ add	CHUM 16-14	WNAM on	WFOX on
WBCY add	94Q 30-26	WJXQ 36-31	KVOL on
KITE add 27	WLOL-FM on	WKFR on	KNOE-FM 27-17
WANS-FM add	KIQQ 33	Z104 40-30	WSGF deb 34
WZYP add	WKEE deb 40	WHOT deb 40	FM99 36-24
FM100 add	WLAN-FM on	KMQM on	WGLF 22-17
KRGV add	WSPK on	KHOP on	KKQV on
WTIX add	WKFM deb 39	KSKD deb 33	WBWB on
WKDD add	WSSX on	KHYT 38-33	KYTN on
92X add 25	WNOK-FM 34	KRQ 30-25	WRKR 33-25
WFBG add	WNFY 23-19	WERZ on	KCDQ on
KQIZ-FM add	WOKI on	OK100 26-20	KTRS on
KILE add	KBFM deb 35	95XIL 30-23	KBIM deb 34

ON THE MOST WANTED LIST AT:

CKGM 3-3	K104 21-13	WCIR 3-2	WPFM deb 18
CFTR 24	WPST 30-18	WCGQ 12-9	WHSL 27-20
Q105 22-18	WSFL 5-3	Q104 30-15	KCBN 35-28
Q102 23	WIGY 35-22		



On The Records



KEN BARNES

Summer Hits . . . And Some Aren't

Summer's here and the time is right . . . for songs about summer. At least that's the way it used to be. Hardly a summer went by without its own celebration in song: "Summertime Summertime" (1958) by the Jamies, Jerry Keller's "Here Comes Summer" ('59), "A Summer Song" by Chad & Jeremy ('64), "Summer In The City" by the Lovin' Spoonful ('66), Sly Stone's "Hot Fun In The Summertime" ('69), Mungo Jerry's "In The Summertime" ('70), "Summer Nights" by Marianne Faithfull ('65) or Travolta & Olivia ('78) . . . you get the picture.



Summer hit 1966 style

But where are the seasonal hits of summer 1983? Tony Carey's "West Coast Summer Nights" is lurking in Significant Action, but other contenders are scarce. "Hot Girls In Love" — stretching the point. Peter Gabriel's "I Go Swimming?" Journey's "After The Fall" — wrong season. The closest thing to an authentic summer hit this year may well be "She Works Hard For The Money."



"Summer" hit 1983 style

Early Plant Life

Robert Plant, strange as it seems, was not the first choice for the singer's role in Led Zeppelin. Jimmy Page wanted British singer Terry Reid, who later became semi-well-known for his two 1969 Epic albums. Reid turned Page down but recommended Plant, who had recorded a solo single and apparently a single on Columbia in the U.S. with a group called Listen.

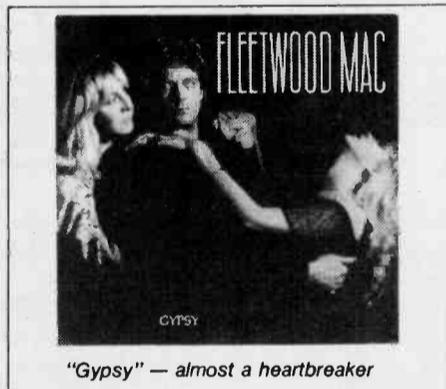
Michael Sembello hit the jackpot with his second shot at a song from a youth-oriented movie — "Maniac" from "Flashdance" has eclipsed the rather limited success of Michael's theme from "Summer Lovers" last year. And Lenny Bronstein extends the information that Michael was also part of a group called Dino & Sembello on A&M and, earlier, Date Records.



Youth In Asia — Part One

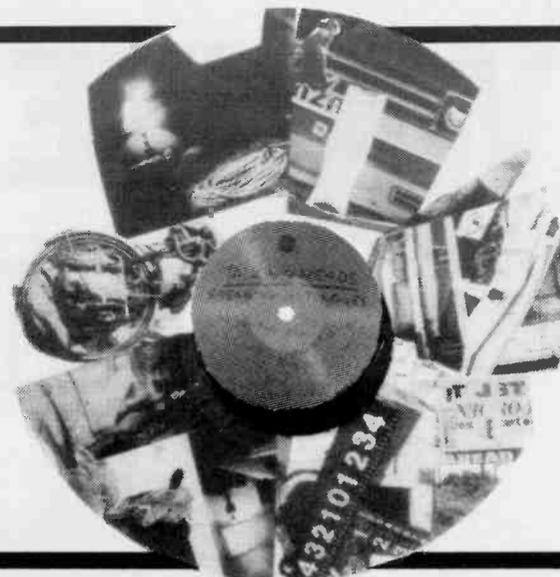
The members of Asia all have distinguished rock and roll pedigrees, and I'll be spotlighting one a week until I run out. Guitarist Steve Howe is best known for his decade with Yes, but before that (in reverse chronological order) he dished up early progressive rock with a group called Bodast, vintage psychedelic pop with Tomorrow, and raw British beat group R&B with a band sporting the ultrahip moniker of the Syndicats.

Before contributing "Gypsy" to Fleetwood Mac's "Mirage" album, Stevie Nicks recorded a very different solo version with Tom Petty & the Heartbreakers.

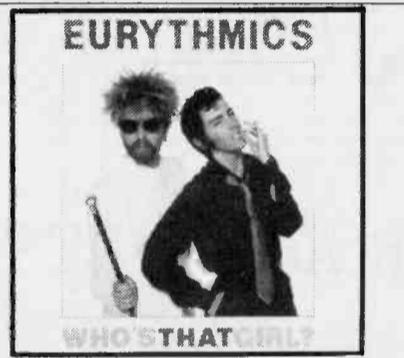


"Gypsy" — almost a heartbreaker

Two Heads Better Than One



Easily the most spectacular album package this year is the limited edition version of the Talking Heads' "Speaking In Tongues" LP, created to accompany the standard jacket, which is intriguing enough itself. For the special edition, noted pop artist (in the Andy Warhol, not the Barry Manilow sense) Robert Rauschenberg devised a set of three rotating plastic discs in red, yellow, and blue designs, plus a clear vinyl record. Spinning them around creates effects reminiscent of the pulsating globules in petri dishes that constituted light shows of the early Fillmore era. Hours of fun for the entire family, and it might make a novel giveaway item, too.



EURYTHMICS IMAGE UPDATE: In the recent Checklist for the New British Invasion feature, I spotlighted two radically different visual looks concocted by Eurythmics singer Annie Lennox. With her latest, as depicted on the sleeve for the group's new UK single, Annie could be up for the lead in a remake of "Jailhouse Rock."

Fastway derived their name from guitarist Fast Eddie Clarke, former Motorhead axeman, and ex-UFO bass player Pete Way. However, Way decided not to join the group at the last minute, forming his own band instead.

Triggered by the trivia quiz in this column a couple of weeks back about Chuck Mangione arranging the Outsiders' "Help Me Girl," Bonneville's Fred Seiden was reminded of an early flirtation with rock by Bonneville executive Lex De Azevedo, who records all the custom beautiful music tracks for the company's formats. Before learning to take it "easy," Lex produced one of the rawest stompers of the late '60s, "Nobody But Me" by the Human Beinz.

Finally, it's a tempting thought after "Return Of The Jedi" and Meco's current single, but the Ventures have no plans to record a version of "Ewok Don't Run."



STARGELL SETS RECORD — Pittsburgh Pirates great Willie Stargell has taken on the uncustomed role of designated narrator for a classical album on Mercury/PolyGram. It's a tribute to Dr. Martin Luther King Jr. called "New Morning For The World," composed by Joseph Schwanter. Stargell is pictured trying to improve his baton average with the LP's conductor, David Effron.

TV News

"Solid Gold" for the week of July 22 stars Champaign, Natalie Cole, Dave Edmunds, Lee Greenwood, Ronnie Laws, Barry Manilow, and X . . . "Rock 'N' Roll Tonite" for the weekend of July 23 features Marshall Crenshaw, Ellen Foley, Garland Jeffreys, and Quarterflash . . . Duran Duran repeat on "Saturday Night Live" July 23 . . . Billy Joel stars in his first TV concert July 24 for HBO, with a Westwood One simulcast . . . Diana Ross's Showtime concert (with Starfleet Blair simulcast) repeats July 24 . . . IRS's "The Cutting Edge" show on MTV July 24 features the Anti-Nowhere League, Joe King Carrasco, Howard DeVoto, the Flestones, Grandmaster Flash, Rita Marley, the Three O'Clock, and Wide Boy Awake . . . Daryl Hall & John Oates are MTV guest VJs July 27 . . . Johnny Gill appears on "Merv Griffin" July 28.

RR 5 Years Ago Today

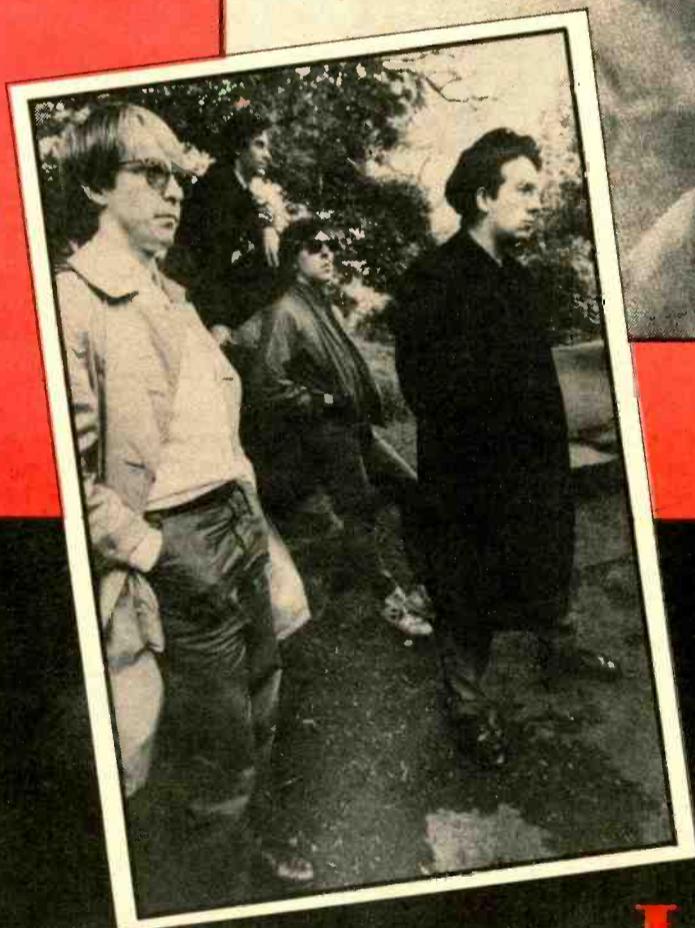


Joel Denver

- ROY WUNSCH NAMED DIRECTOR/MARKETING CBS/NASHVILLE: Joe Casey new Promotion Director
- ROD HUNTER NEW PD AT KSON/SAN DIEGO
- JOEL DENVER BECOMES PD AT 96X/MIAMI
- BOB YOUNG SET AS PD AT KNEW/SAN FRANCISCO
- JOE MONTIONE NAMED PD AT WLOF/ORLANDO
- NUMBER ONE FIVE YEARS AGO: "Miss You" — Rolling Stones (Rolling Stones/Atco)
- NUMBER ONE A/C: "Copacabana" — Barry Manilow (Arista)
- NUMBER ONE COUNTRY: "Love Or Something Like It" — Kenny Rogers (UA)
- NUMBER ONE LP: "Some Girls" — Rolling Stones (Rolling Stones/Atco) (2nd week)

elvis | | c o s t e l l o

AND THE ATTRACTIONS



PUNCH THE CLOCK

featuring the new single

**“EVERYDAY
I WRITE THE BOOK”**



**First The World,
Now The U.S.A.**

**TEARS FOR
FEARS is a
West Coast
Breakout!**



Los Angeles
Tower-Sunset Top 15
Tower-Westwood #20
Tower-Sherman Oaks #14
City One Stop #15
Wherehouse Chain #30

San Diego
Tower-Sports Arena #14
Tower-La Mesa #12
Tower-El Cajon #20
Licorice Pizza-Claremont #10
Licorice Pizza-Pacific Beach #15

**"Solid Sales Plus Airplay Equals
Solid Hit"**
Ted Edwards
KGB-FM/San Diego

**"CHANGE" IS IN MEDIUM
ROTATION AT MTV!
IT'S TIME TO PLAY "CHANGE"!**

PolyGram's Superstar Summer
Manufactured and Marketed By
PolyGram Records



Leykis Upped To WQBK PD

Tom Leykis has been promoted to PD of Talk-formatted WQBK/Albany, retaining his morning host duties. Former PD Nancy O'Donnell has transferred to the station's sales department as an account executive.

Commenting on the moves, GM Laurence Barnet told R&R, "Nancy O'Donnell wanted to learn another facet of the business, and we're very excited about that. Tom, who has done a great job for us on the morning program, has a good understanding of the various things that together equal exciting Talk radio. I think he's going to do a heck of a job for us."

Leykis's radio background includes stints with WTON/Staunton, VA and WPIX/New York. "What I'm looking to do," he remarked, "is try to make the station even more responsive than it's been to its audience. Rather than

make any staff changes, we're going to improve upon what we're already doing: make our format sound better, make our air sound better, and improve our promotion."

Steding

Continued from Page 1

including KAFM PD John Shomby, GSM Bill Harrison, and what we've all done here. This is indicative of the position that Bonneville International is taking in hiring aggressive and progressive management for their operations."

A veteran of Bonneville since 1980, Steding has held sales positions at KIRO-TV and KIRO & KSEA-FM/Seattle before joining KAAM & KAFM in 1982.

WING & WJAI Hire Porteous

Jack Porteous has been appointed GM at WING & WJAI/Dayton. Porteous had been VP/GM at WDBO/Orlando for the past four and a half years. Before that, he served as GSM at WJAR/Providence for 18 months, having previously worked for 17 years at KTOP/Topeka, including 12 years as GSM.

Porteous told R&R, "I was very impressed with Great Trails President Alex Williams and Executive VP Clark Davis. They're just super people. It's a family-oriented organization which gives their GMs all the autonomy in the world - enough rope to either climb the mountain or hang oneself. That's exactly what I was looking for, and I'm just tickled."



STREET TALK

Continued from Page 22

As part of KCPX/Salt Lake City's new A/C direction, the station has switched calls to KBUG... that's right, "The Bug."

PolyGram's Rock Department lost a member when Jim Sotet exited last week. Drew Murray, the company's current West Coast rocker, will be moving East to PG's New York offices later this summer, leaving the West Coast at least temporarily without a PG Rock Dept. rep.

Jeff Edman and Brian Chase, the PD and MD respectively of KEEL/Shreveport, have joined KEPT in the same market. The 50kw FM will change calls and debut August 1 with a new A/C format. Jeff will do mornings and program, Brian will handle afternoons and music. No replacements were immediately named at KEEL.

Wink Martindale has returned to KMPC/Los Angeles to take over afternoon drive. Former KMPC afternoon personality Sammy Jackson has shifted to middays. Martindale, who was at KMPC from 1972 to 1979, will continue to do his syndicated "Tic Tac Dough" TV series and "20:20 Music World" radio show.

KSKD/Salem welcomes new GM Greg Fabos from KCNR/Portland. Greg replaces Ed Routh, who has bought AOR-formatted KCKL/Cedar Creek, TX.

WYFE (Y95)/Rockford is entering the CHR arena, with current PD Brent Albert and the rest of the airstaff intact.

WGIR-FM/Manchester, NH has retained Noble Broadcast Consultants, and will shift its current AOR approach to Rick Carroll's Rock Of The '80s format on August 1.

TRANSACTIONS

Boise Broadcasting Buys KFXD

KFXD-AM & FM/Nampa, ID has been sold to Boise Broadcasting, Ltd. for \$1.1 million by Idaho Broadcasting Co. The AM operates on 580 kHz with 5kw. The FM, with 46kw and antenna height of 2520 feet, is located on 94.9 MHz.

The seller's principals include NAB VP/Radio Wayne Cornils (19.7%), Washington attorney Orval Hansen (37%), nuclear engineer George Freund (26.7%), Boise businessman Arthur Oppenheimer (9%), and Pocatello, ID farmer Reed Hansen (7.6%).

The buyer's principals, each owning 50%, are Richard Voight and Phillip Kelly. They also own Communications Properties, Inc., which operates WDBQ & KLYV/Dubuque; KATE & KCPI/Albert Lea, MN; KFGO/Fargo, ND; and WNFL/Green Bay. Blackburn & Co. brokered the sale.

Brooks Continued from Page 3

host when WPLP first adopted its N/T format. In 1981 he joined WNSI as morning anchor and Assistant PD, but when the station switched to music programming last fall Brooks returned to WPLP as a host.

BIB Party In L.A.



KMGG/Los Angeles's Dana Lauren organized the first BIB (Broads In Broadcasting) party in L.A. recently, gathering a number of female air personalities and newsmen. Pictured (l-r top) are KJLH's Pam Robinson, KZLA's Barbara Barri, Miranda (ex-KIQQ), KMET's Jessie Rhodes, L.A. Net's Cindy Jeeter, KHJ & KRTH's Lori Lerner, KACE's Wendy White, KRLA's Gilliam Harris, KNX-FM's Joanne Erhart, KRTH's Mary Lyon, and KNX-FM's Laurie Allen; (l-r middle) KFXM's Kathy Bray, KIIS's Liz Fulton, KFI & KOST's Sharon Dale, KLAC's Maggie Ross, KMET's Denise Westwood, KRLA's Jane Platt, KUTE's Kim Amidon, Heather McNeil, and KMGG's Dana Lauren; (l-r front) KMGG's Cherie, singer Evie Sands, Shanna Zirbig, L.A. Net's Rhonda Kramer, KNX's Kari Moran, KEZY's Amy Hiatt, KIIS's Sheila Hairston, Evan, KLOS's Gayle Murphy, and KRTH's Susan Whatley.

FOUR HITS — COUNT ON E/P/A

CHR NEW & ACTIVE



WXKS-FM 23-16
WBEN-FM 15-9
WNYS 23-20
B94 17-12
WHTX 30-25
Z93 7-5
I95 3-3
KEARTH 20-15
KIIS-FM 28-19
XTRA 27-23
WBBQ 4-4
KZZB 40-34
WDOQ 19-15
WNFY 9-7
WSFL 2-2

KYNO-FM 17-9
KQMQ 32-21
KGGI add
KHYT 3-3
Q101 30-24
WBWB add
KGHO add
PRO-FM on
Y100 22
Q102 22
WGCL on
WABX 38
WHYT on
KFI on
WFLY 25

WROR 34-32
WSPK 18
WKFM deb 35
WQID 33
WANS-FM 29
WJDX 28-24
WOKI 39-35
KRGV deb 27
B97 28-24
WTIX 25-23
WNVZ 20
KITY 15
WCIR deb 31
OK100 36-34
Z102 18

MTUME “Juicy Fruit”

FM99 33
WGLF 24-22
KENI 32-30
KDZA deb 40
WKEE on
WNOK-FM on
KITE on
KAMZ on

KQKQ on
KIKI on
KSKD on
95XIL on
WFLB on
KISR on
KCDQ on
KSly on



QUIET RIOT “Cum On Feel The Noize”

WPHD 35-28
KIQQ 32-24
WZYQ deb 37
KNBQ on
KGHO on



AOR TRACKS 42 AOR ALBUMS 19



GARY MYRICK “Message Is You”



WRCK add WPFM add WLOL-FM on KQMQ on
WNFY add WHSL add KSET-FM on KYYX on
WJXQ add WPHD on WZZR on WBWB on
WERZ add WABX on WHOT on KYTN on
WJBQ add

CHR
SIGNIFICANT ACTION



“WEIRD AL” YANKOVIC “I Love Rocky Road”

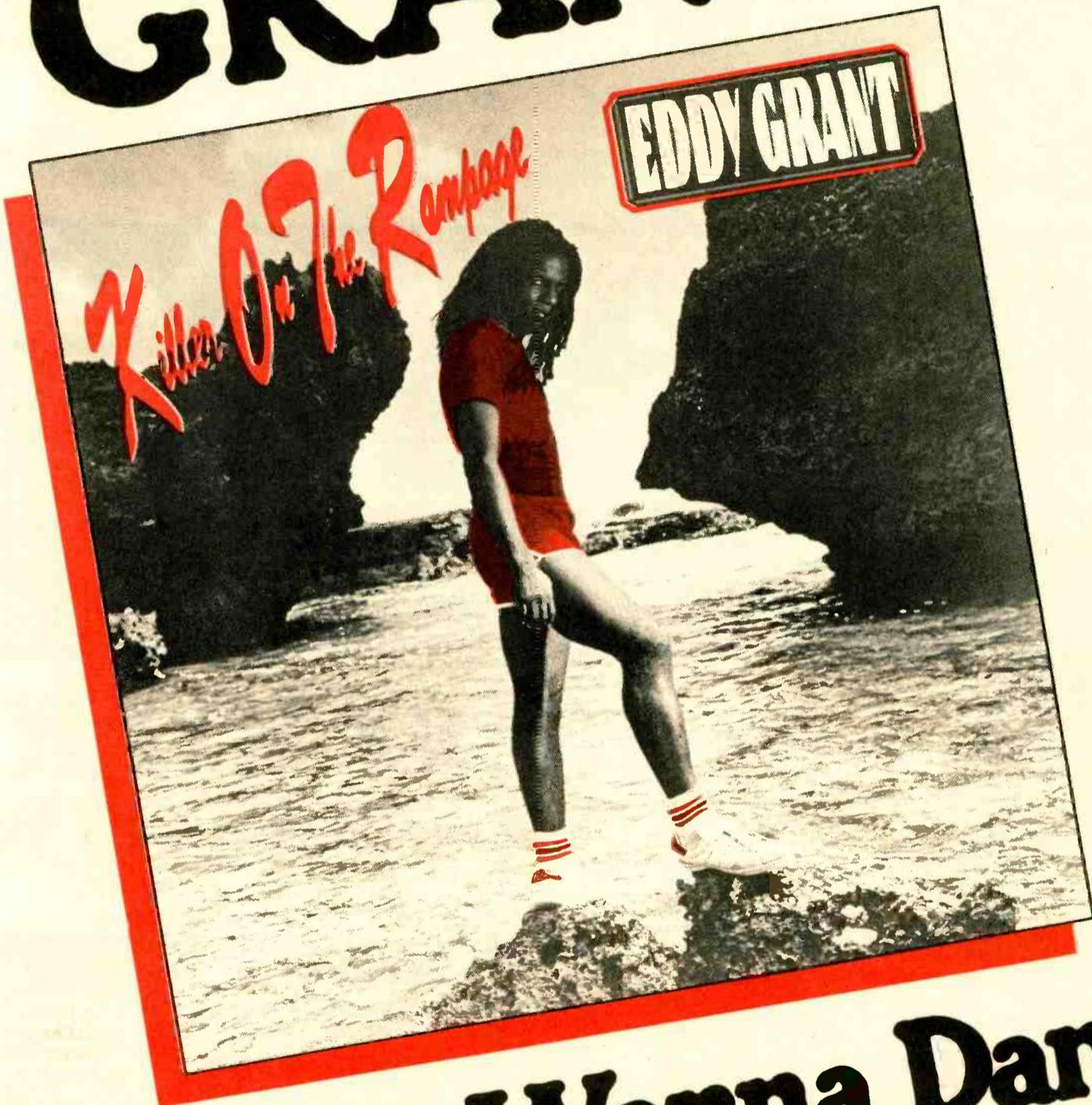


CHR
SIGNIFICANT ACTION

WXKS-FM add WROR add WLOL-FM on 94TYX on
Y100 add WERZ add KFI on KBFM on
WABX add Z102 29-25 WLAN-FM on KITY on
KIMN add PRO-FM on WCSC on WMEE on
KNBQ add



EDDY GRANT



“I Don’t Wanna Dance”

The ‘Electrifying’
New Single from Eddy’s Gold Album
“Killer On The Rampage”

Portrait

Contemporary Hit Radio



JOEL DENVER

THE IMPORTANCE OF SMALLER STATIONS

Face To Face With The Secondary Promotion Specialists

The majority of the radio stations in America are in the medium and small markets, and are collectively known as the secondaries. At many labels, there is a person or persons charged solely with the duties of handling this important segment of the radio population. They are the secondary promotion specialists.

Who are these people, and what do they think about the secondary stations they service? To many of you reading this, they are friendly voices you talk with on a weekly basis about records. The sad part is unless you've been to a convention or taken a trip to either New York or Los Angeles, you've never had the chance to meet these folks. Well, it's time to introduce you to the faces behind the voices... here are the "secondary promotion specialists," face to face.

Susan Wax Manager RCA National Secondary Single Promotions

Susan is on the road whenever possible. With RCA for over four years now, she spent two years working with the Champion Entertainment management company and two years with Atlantic.

Susan believes secondary stations are getting better all the time. "The secondary marketplace has become a lot more sophisticated, inasmuch as they operate much more like major market stations now. I think it's because Arbitron and its increased influence in secondary markets over the last eight or nine years. There aren't quite as many mom and pop operations anymore."

"Everyone has become more professional, because of their access to research. As a result, record promotion has become more difficult. I think these markets are just as responsive to promotion as they used to be," she qualifies. "It's just that as they've come to expect more from our promotional efforts, we have to offer more in the way of hard facts instead of hype."

"There was a time that many records broke from the secondaries, but for a time as the economy tightened, the secondary markets took a back seat to major market stations breaking the hits. Now that the economy is recovering, I'm seeing secondary markets once again taking an active role in exposing new product. I think partial responsibility has to be given to MTV, and local cable outlets exposing product through their own video shows as well. I really think there is a future for radio to work with cable outlets. Radio is watching and responding."

"I don't want to paint the picture that secondaries aren't breaking any hits at all, but they are pickier than they used to be. There are only a handful of people that really aren't afraid to say they like something and will go ahead and play it. I'd like to see more people really get caught up in the excitement of the music and respond to it."

Joe Grossman PolyGram Director National Secondary Promotion

Before Joe took on his current post at PolyGram three years ago, he was a local promotion man for six years with Mercury in Minneapolis and St. Louis. Because of his

"on-the-street" experience, Joe knows the ropes of working in the field, which helps him understand the problems of radio and the field staff.

"Basically my philosophy about contact with the radio station is to let the local promotion rep be the star. I'm very supportive of those folks since I did it once myself. I'm here to help out the stations and my local promotion person whenever I can. The local people make that station contact every day, so they are the most important link in the chain of communication."

Joe turned to a wish-list for the future. "The British contemporary music dominating the airwaves right now is enjoying a lot of success, but I hope this will translate into more American bands coming into the foreground. I just hope that secondary stations will work to have a better understanding of how a hit develops. I think they need to look to what will work for them, vs. just a national picture. Secondaries are really getting down to the business of busting hits again. I want to thank CHR for being the leaders in music."

Sue Emmer is a real pro at the secondary level and has spent all five of her years in promotion at Warner Brothers. I asked her to compare things five years ago with today. "When I first started out I would say the secondaries were more open than they are now. They have become much more selective about the music they play, and that may have hurt the music industry to some degree."

Sue Emmer & Marc Ratner WB Co-National Singles Secondaries Market Managers

"I don't want to paint the picture that secondaries aren't breaking any hits at all, but they are pickier than they used to be. There are only a handful of people that really aren't afraid to say they like something and will go ahead and play it. I'd like to see more people really get caught up in the excitement of the music and respond to it."

While Marc Ratner's duties are not totally confined to the promotion of secondaries, he is Sue Emmer's partner and an expert in the area. Marc was once MD at WMEX/Boston. He then moved into record promotion, spending almost five years with RSO, then switching to Elektra for almost two

"I think these markets are just as responsive to promotion as they used to be. It's just that as they've come to expect more from our promotional efforts, we have to offer more in the way of hard facts instead of hype."

—Susan Wax

years. He's been with WB for the past year.

He takes his job very seriously and objects to referring to this group of stations as secondaries. "When you call them secondaries, in many people's minds it gives them the right to give them secondary treatment. In smaller markets there is the same intense competition, the same problems, and the same playlists and research that you'll find in major markets."

"If anything, the medium/small market PD may have a more difficult job being on the air and doing production and in some cases sales or engineering," he noted. "These are not second-class citizens. They are not any easier to promote than a major station. They raise the same objections to records that major markets will. Actually, there is more competition in some smaller markets because there is less audience to go around. There are some very qualified PDs who stay in the smaller markets. Personally, I think they may be wiser for not chasing the brass ring and having to deal with the hassles and lifestyles of the big markets."

Sue reflected on how impressed she's become by the levels of professionalism in the secondary markets. "Many of these secondary PDs and MDs are the future PDs of the majors, and I feel these folks are extremely important to the industry's future. I work to invoke excitement and gut reaction from the programmers I talk to."

Marc was quick to point out, "It's tougher now to promote the smaller markets than ever. The awareness of the industry has made these stations more important, and thus a bit tougher. I believe they are getting as much pressure as major market stations."

"Unfortunately I can't do extensive road trips, and most of the relationships are by phone. While they are harder to develop this way, they tend to be more meaningful and longer-lasting. I've been doing this for so long because I really like the folks I meet in the smaller markets. The values of their lives are sometimes closer to mine, which gives us a better foundation for conversation and growth in our relationship," Marc concluded.

Andrea Ganis, Atlantic Assoc. Director/National Promotion Lisa Velasquez, National Secondary Market Coordinator

Andrea Ganis holds the distinction of becoming the first woman on the PolyGram national promotion staff, a position she held for two years. Then after a year with Infinity, she moved to Atlantic four years ago. As with many others in national promotion, she talks to about 125 stations each week. "You've got to work hard to stay ahead," she noted.

"I think the secondaries are the most viable gauge for my records. It's like a snowball effect. You get your secondaries, which gives you a story to tell and try to wrap up your majors with that groundwork. As far as any differences between the majors and secondaries, there are very few. It's just that the secondaries are more responsive to promo-

tion than major markets are."

Andrea's partner Lisa Velasquez chats with upwards of 150 stations a week, so she's got a pretty good idea of what's going on in the secondaries as well. Of those stations, Lisa told me, "I think 75 to 80 have really eager programmers who really look forward to hearing new product. Usually the only time I get to see these folks is at a convention, so the phone is the most important tool to doing this job."

"When I do go on the road, I take a radio with me and listen to as many stations as I can. If I'm really not sure about the sound of a particular station, I'll ask for an aircheck. It helps me promote them on things that will fit the station."

Andrea expressed enthusiasm for what she sees happening in the industry. "It is so positive out there on the streets... this is a very exciting time to be in record promotion. The wide variety of music that's available has awakened programmers and the public alike. MTV is responsible to a large degree. New acts have a better attitude because they are still in touch with the streets, and are willing to make station appearances and do phoners, etc."

Asked if secondaries are reluctant to be too out in front on the hits, Lisa said, "I don't think the secondaries are as willing to play records early because of national pressure not to get caught on a record that doesn't get enough national attention. As a result, when I promote a new act, it's pretty tough unless it's a crossover from another format, or has a catchy-sounding title or artist. I want people to listen to music and play what's right for the station. I just hope programmers will give enough new product the chance to be judged by the public. I get frustrated by the thought that I'm the only one who gets to hear some absolutely outrageous programming. If it's good, it deserves to be heard."

John Konjoyan, A&M National Secondary Promotion Director

After receiving training from Marc Ratner at RSO, Jon Konjoyan joined A&M when VP/Promotion Charlie Minor created a secondary promotion department. Jon burns up the phones talking to upwards of 125 stations a week. He pointed out why secondary markets are so important.

"They really give me an early feel for discovering if I have a hit record. While the majors are important and you can have a hit record in those markets alone, you can't have a national hit without the secondaries," he stressed.

Since Jon talks to all sections of the country, I wondered what region he finds most difficult to promote, and why? "The Midwest is generally the toughest area to promote. The lifestyle is a lot slower, which tends to make the programmers react a bit slower. Musically the region is very conservative. I remember when I first started in promotion, I was pretty aggressive. Since then I've learned to be more patient and understanding of local situations which govern airplay."

Continued on Page 30



Susan Wax



Joe Grossman



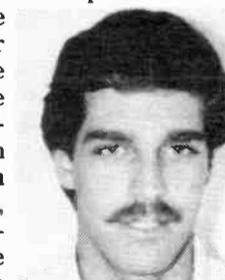
Sue Emmer



Marc Ratner



Lisa Velasquez

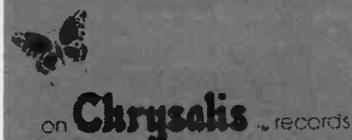


Jon Konjoyan



Andrea Ganis

**SPANDAU
BALLET
"TRUE"
FIRST
WEEK
ACTION!
WABX ADD
WLOL-FM ADD
KEARTH ADD
KNBQ ADD
WCSC ADD
WBCY ADD
WOKI ADD
KTFM ADD
KRQ ADD
WJAD ADD
Q101 ADD
FM99 ADD
PRODUCED BY: KEITH FORSEY**



Face To Face With The Secondary Promotion Specialists

Continued from Page 29

"When it comes to breaking records, the secondaries are leading the way as far as I'm concerned. I'm knocked out listening to some secondary stations while on road trips. Many sound just as good as some major market stations I hear.

"I just want to let radio know that national promotion people are here to help you make a better playlist," he says. "We can be very valuable to you as a source of information that can't be found elsewhere. We are here to back up our local promotion reps in providing the best service possible. If you need to contact us for service, or have a promotional idea or feedback about our records, feel free to call me and we can discuss the matter."

Jason Minkler

Geffen National Secondary Promotion

Jason Minkler is a 12-year veteran of record promotion. Starting out as a local rep for WB in Seattle and Miami, Jason spent many years in national promotion at RSO and Network before joining Geffen two months ago to handle the secondary department.

To Jason, it's no surprise that secondaries are breaking hits again. "I think CHRs in general and secondaries in particular have really taken an aggressive role in breaking new product. These programmers have sensed the needs of the public, and they have acted responsibly in exposing music. Things have come full circle again.



Jason Minkler

"I remember when secondary stations sounded small-market, but now they sound like major market stations," he said. "The PDs, overall, seem to be a good group of professionals. Many have been at the same place for a long time, and would be tough to come up against no matter who came into their market."

Jason observed, "By and large, most of the secondary programmers are promotable and accessible. I think they get barraged by everyone, but I go out of my way to make sure I do establish contact with them. When I find out when it's best to talk to people, I try and call them at the same time each week to enhance that accessibility. It's a two-way street; we've both got a job to do."

Motion

KYYX/Seattle moves midday man Beaver Bell to mornings and PD Van Johnson is now doing middays . . . Promoted at KMJK/Portland is Steve Naganuma, who will now be Music Assistant to PD Jon Barry . . . Dave Herring is new to morning news at 94TYX/Jackson from across town at WJDX. Also Dave Dallas is doing 6-8pm from WMSI/Jackson.

WLOL-FM/Minneapolis ups Research Director Gregg Swedberg to Assistant PD and Dan Seeman is now Research Director . . . WKAZ/Charleston moved midday personality Tim Larson to afternoons . . . Brian Douglas is the new MD at WNFY/Daytona Beach, coming from WIYD/Palatka. He replaces Brian Logan.

Bits

• WTIC-FM/Hartford celebrated "National Ice Cream Week" (7-10 to 7-16) by staging a giant "Freeze Out" at Hartford's Old State House. Listeners had a 96-minute timespan to stop by during the week and scoop up cold treats, courtesy of Good Humor, Inc. The whole jock staff was on hand for a live broadcast.

• Q107/Washington took 107 listeners on a white water raft ride down the Shenandoah River, hosted by midday rafter Gary Murphy. The trip started in Harper's Ferry, WV and continued downstream for several miles. The rafts all stopped midday for a deli lunch provided by the station. The finale was a trip down a six-foot waterfall, and a photographer was on hand to snap a shot of each raft as it hit the fall.

The Music Section

CHR's Most Accurate
Music Information
Adds & Hots . . . See Page 57
New & Active . . . See Page 70

**Mike Martucci, Columbia
National Secondary Markets Manager**

A record man since 1957, Mike Martucci has held a variety of positions, mostly in sales and marketing, over the years, joining the promotion ranks in 1981. Mike told me, "I think this is a much more rewarding situation than some of my other positions in sales. I feel I'm creating sales at this end by promoting airplay."



Mike Martucci

What is it about his job that gets Mike excited? "The first big high is to hear your records on the air, and for me the second is to know that it became a hit through the secondaries. In the secondaries we've got more of a 50-50 proposition in creating the new hits."

Striking a responsive chord with programmers is the name of the game, according to Mike. "I find that a lot of the secondary programmers are more responsive to our suggestions and product than major markets, especially over the last two and a half years. Many veterans of the secondaries are very established and have a great relationship with our local promotion folks.

"My contribution to that is a lot of information about the artist, the producer, etc., which become worthwhile facts to the credibility of the product and as an on-air aid. The other part of the double-teaming is that we can find out what they are thinking not only from a local level, but we then tap in feedback from these programmers into our national promotion effort.

STATION PROFILE



WAZY/Lafayette, IN "Lafayette's Hit FM"
PO Box 1410, Lafayette, IN 47902
(317) 474-1410
OWNER: Lightfoot Broadcasting
GM: Roger Bauer
PD: Scott Dugan
MD: Jim Stacy
96.5 mHz
50,000 watts

"The 'Z' has always been a leader and innovator in greater Lafayette. As a matter of fact, the word 'counter-program' is not in our vocabulary. We monitor the competition and we're well aware of their strengths and weaknesses, but we upgrade our sound according to internal standards.

"During the day we try to maintain a more adult sound with the music flow being the highest priority. After 3pm we go a little harder and by 7pm we're mixing our current along with good rock oldies and classic album cuts. As far as new music is concerned we want all of our music to project an image and sound that the audience can identify with.



Scott Dugan



Jim Stacy

"From a creative aspect we encourage the announcers to go beyond reading liner cards. We've structured the format so the essentials such as PSAs and weather are spaced evenly throughout the hour, leaving plenty of room for relevant humor and local color.

"WAZY is a highly visible radio station with several large promotions each year, including a raft race, 10,000-meter races, dances to benefit MDA, and more. Purdue University is also an excellent source for promotional tie-ins. We were named the official 'Purdue Grand Prix' station this year, offering live coverage of the event.

"We're proud to be number one in the market. We're aware of who puts us on top . . . the listeners. With that in mind, all of our programming is designed with them in mind. This insures that WAZY sounds like their station and becomes a part of their lives." **Scott Dugan**

McVie Wins BMI Award

Fleetwood Mac's Christine McVie was honored by BMI with a citation of achievement for writing "Hold Me." Pictured (l-r) are BMI's Linda Gavin and Allan McDougall, McVie, and BMI VP Ron Anton.

Chi-Lites Up In L.A.

LARC artists the Chi-Lites recently performed in Los Angeles, and were visited after the show by label executives. Pictured (l-r) are group's Eugene Record and Marshall Thompson, LARC VP Stuart Love, Vice Chairman Bill Craig, and President Stan Layton.

Life Of Briley

Mercury/PolyGram's Martin Briley visited the Discomat store in New York recently in support of his LP "One Night With A Stranger." Pictured (l-r) are PolyGram's Steve Oosterom and John Weston, Discomat's Jerry Polito, and Briley.

Constellation Signs Reach

Constellation Records has signed Stephanie Reach, with an album in the making. Pictured (l-r front) are Solar Chairman Dick Griffey, Reach, and Solar President Ray Harris; (l-r rear) Solar VP Virgil Roberts, Management Three's Jim Golden, and manager Kevin Reach.

CALENDAR**BRAD MESSER****Radio Too Homogenized**

The pendulum slowly swings. These are times of cutbacks and consultants, tight playlists, and abbreviated or eliminated News and Public Affairs offerings. Leaders of an industry offering entertainment as its basic product spend little or no time dwelling on what's entertaining because they're much too busy studying statistics.

Will it stay this way? Are we to look forward only to more standardization and format fine-tuning? Homogenization is fine for milk, but blending radio ingredients until they're a uniform mix leaves a lot to be desired, as strongly indicated by the erosion of the total radio audience. Oh sure, other entertainment media are distracting or even completely stealing some audience segments from radio, but there's deterioration even among supposedly captive audiences such as in-car or in-office people who have access only to radio. Why aren't they tuning in?

Because we all sound the same. Choose any city or town, dial across every frequency, and every radio station is easily classifiable. Finding even one station that brilliantly stands out as different, fresh, and compellingly entertaining is impossible.

Not that I'm down on radio. The medium itself certainly hasn't lost any of its original advantages. We're free, come in on inexpensive equipment, have complete portability, provide instant worldwide communication, can adapt immediately to emergency situations, are available day and night and so on.

Radio's current problem is that it's all the same and all pretty boring. But it will change. Just as the nation's political pendulum swings slowly from conservative to liberal and then back to conservative across the years, radio's cycle will eventually muck up out of the cutback/consultant dregs toward a new age of relevance and, yes, even excitement. It is as inevitable as change itself.

I keep telling myself that, keep waiting for the first signs, which could begin showing up any minute now, in any town. The first irrefutable indication — increased overall radio listening — has yet to arrive.

Nuke Treaty 20th Anniversary

MONDAY, JULY 25 — The United States, Britain, and the Soviet Union ratified the Nuclear Test Ban treaty 20 years ago today, prohibiting nuclear tests in the atmosphere, at sea and in space. Prior to the 1963 agreement an estimated 500 nuclear devices had been detonated above ground. The arms race continued with legal underground testing.

Louis Bleirot flew across the English Channel in 1909, making the French pilot the first English visitor in history not to arrive by boat.

The world's first test tube baby, Louise Joy Brown, is 5. Pro football's Walter Payton is 29. Composer Steve Goodman ("City of New Orleans") is 35. Yardbirds founder member Jim McCarty hits 40.

Rich Kid Raids Army Barracks

TUESDAY, JULY 26 — In Cuba thirty years ago today, the son of a rich sugar planter gathered about 165 men and led a raid on an Army barracks at Santiago. The raid failed and the leader was sent to prison. He subsequently organized more anti-government actions, gathered support from both the United States and the Soviet Union, and finally succeeded in overthrowing the Cuban government. The 26-year-old rich kid who touched off the Cuban Revolution 30 years ago today was Fidel Castro.

Mick Jagger once quipped, "I'd rather die than be 45 and still singing 'Satisfaction'!" He hasn't far to go: today Michael Phillip "Mick" Jagger, leader of the Rolling Stones since 1962, is 40. Former Dallas Cowboy Bob Lilly is 44. Moviemaker Stanley Kubrick is 55.

Rolls Royce Founder Crashes

WEDNESDAY, JULY 27 — About the time the Wright Brothers began experimenting with airplanes in America, Charles Rolls and Henry Royce in England organized a company to build the world's finest automobiles. They all succeeded. Rolls then used some of his car profits to buy a new Wright airplane. After making some modifications himself, Rolls was demonstrating it 73 years ago today (1910) when something broke and he crashed. England's premier automaker became England's first airplane fatality.

The Korean War officially ended in 1953. In 1974 Articles of Impeachment were voted against President Richard Nixon. The exiled Shah of Iran died in Egypt in 1980.

Peggy Fleming, Olympic skating gold medalist of 1968, is 35. Bobbie Gentry, who sang her one hit "Ode to Billy Joe" the same year, is 39. Original Kingston Trio member Nick Reynolds is 50. TV program producer Norman Lear is 61.

First Oilwell Driller Hits Dry Hole On Wall Street

THURSDAY, JULY 28 — The first oil well in the world was brought in by water-well driller Edwin Drake, who began drilling at Titusville, PA 124 years ago today (1859). He hit oil within a month, at a depth of only 69 feet, and soon became rich enough to invest heavily in the stock market. Oil giveth and Wall Street taketh away. The market cleaned him out. When Drake began tapping former friends for money in his later years, the Pennsylvania Legislature passed a resolution acknowledging him as the world's first oilman, and voted him a small pension.

The U.S. SR-71 spy plane established the world air speed record of 2193 mph in 1976. The "Blackbird" can fly faster, but its true top speed is Top Secret.

Baseball vet Vida Blue is 34. Sally Anne Struthers is 35. Basketball pro turned politician Bill Bradley turns 40 today. Jacqueline Kennedy Onassis is 54. The singer who used a megaphone before there were microphones, Rudy Vallee, is 82.

NASA Quarter Century Old

FRIDAY, JULY 29 — The National Aeronautics & Space Administration was created by Congress on this date in 1958 to get America into the space race, because Russia had just launched the world's first satellite and Uncle Sam wanted to catch up and then get ahead. NASA has spent about \$200 billion dollars over its 25-year lifetime. That's less than this year's U.S. defense budget.

It's Prince Charles's and Lady Diana's second wedding anniversary.

Flamboyant lawyer Melvin Belli is 76.

Tomorrow (7-30) Paul Anka will be 42. Sunday (7-31) onetime Wimbledon champ Evonne Goolagong will be 32.

A shooting star weekend: the annual Delta Aquarid meteor shower tomorrow night is capable of producing about 20 bright shooting stars an hour.

AOR



JEFF GELB

CHUM-FM Hits 15

The year's latest 15th AOR anniversary celebration is a special one, because CHUM-FM/Toronto is generally believed to be Canada's first AOR radio station. CHUM-FM signed on July 2, 1968, with Garry Ferrier its initial PD; Ferrier is now a Los Angeles-based comedy writer who has worked with such names as Carol Burnett and Tim Conway.

Memories

Proving that all things are cyclical, when the station switched from classical to progressive programming in 1968, Canadian trade paper RPM Weekly quoted Larry Solway, then-Director/VP of Programming for CHUM radio as saying, "We can philosophize endlessly about this New Wave, but it is neither our purpose to assist or impede it. CHUM-FM will reflect it. In so doing, we will reach an audience that is now not being served totally by any radio station in the metro area, and perhaps by no other in Canada."

One person who took an active role in the early days of CHUM-FM was Benjy Karch, who started there in 1969 as MD and still receives his paychecks from the station, now as an account exec. Karch recalled CHUM-FM's beginnings: "We weren't just doing progressive rock. We were doing folk, blues, jazz, classical, spoken word. There was no actual format. There was a library and you literally programmed your own show."

Despite the freeform programming, Karch had plenty to do as CHUM-FM's MD. "I followed all the trades," he noted. "Besides all the Canadian and American releases, we were also keeping track of English releases. Canadian rock fans have always liked British music; acts like Supertramp broke here well before they did in the U.S. I would put the records into the library's various categories, with my comments on the record's best cuts on the album covers. We never really censored any music, but after a while, jocks naturally gravitated to the better cuts. Everyone wrote down what was played on music sheets, and when guys were overdoing it on the big groups, I would draw it to their at-

tention. So there was some policing of the music, even back then."

One thing Karch didn't have to police back then was Canadian content. As he recalled, "There was none when we first started. But we played Canadian groups anyway, because we wanted to. There were plenty of good Canadian acts to play, even back then: Kensington Market, Lighthouse, the Paupers, plus folk singers like Neil Young, Leonard Cohen, and Joni Mitchell."

Initial audience response, Karch recalled, "was phenomenal. Of course, people were listening because there was nothing else like us on the air at the time. The overall vibe was of a family, not of announcers, but of people with whom the listeners could identify. Actual ratings success came slowly. When I first got here, if the station had 50,000 listeners, that was reason to celebrate. Now we're at 937,000, but CHUM-FM's growth has been gradual, though always upwards."

"Sweep"ing Changes

CHUM-FM's current PD is Ross Davies, a 12-year broadcast industry veteran, with AOR programming credits at CJAY/Calgary and CHUM-FM. When he joined the station four years ago, CHUM-FM was involved in its infamous "sweep format," which played sets of songs by single artists and groups. "It was a true albums format," Davies recalled, "but in retrospect, I couldn't call it a complete success, since we couldn't have picked a worse time record-wise to introduce the concept. The product just wasn't there. It would probably be safer to do it now, but we're still nervous about it. There's still not enough high-quality music coming out to support the format without burning out the records."

Rick Moranis On CHUM-FM—Eh?

One of "SCTV" 's most famous hosers, Rick Moranis, is also a CHUM-FM alumnus who spent almost a year on the air with the station in 1976. Rick recalled, "CHUM-FM wasn't my first radio experience; I'd been on the air at CFTR/Toronto while still in high school. In 1975, as I was preparing to move to Los Angeles with hopes of playing the Comedy Store, I happened to call a friend of mine in radio who told me that CHUM-FM was looking for a jock. I guess my heart wasn't into leaving Toronto, because I phoned the station and was hired for middays. A few weeks later I was put into afternoon drive.

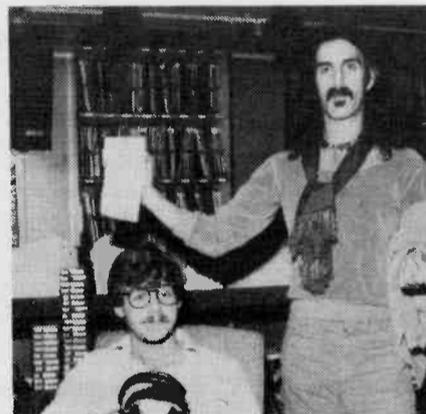
"When I first started on the air there, I was just playing the hits. But as I loosened up and got good feedback, I started screwing around a lot more, doing a lot of bits and some characters (though 'Bob McKenzie' was created much later). I was sort of a moody jock; I'd have an hour when I was really up and another when I wouldn't say anything. I broke format a lot, but I also broke a lot of acts in Toronto. But after a while, it wasn't very gratifying. Rather than play other people's records, I wanted to make my own."

Still, Moranis credited his CHUM-FM experience with helping him later, when he recorded the "Bob and Doug" album. "It made me real comfortable when we did the radio promotional tour," he recalled. "I knew instantly how to work with the jocks, because I'd done many interviews, and always found them to be the most fun part of my job."

CHUM-FM graduate Rick Moranis is currently working with his partner Dave Thomas on a second "Bob and Doug" album, which he claimed would be much more musical than the first. McKenzie brothers radio fans can also listen for a soundtrack album to an upcoming film starring the two, called "Strange Brew."



SURPRISE STONES SHOW — CHUM-FM passed out all the tickets to a Rolling Stones concert at the El Mocambo club. Listeners called in thinking they were going to win tickets to a small-hall April Wine show — imagine their surprise!



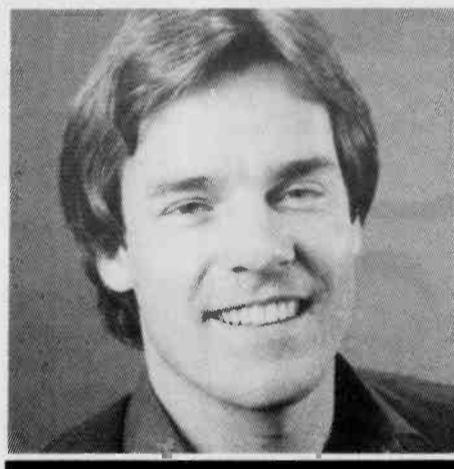
BOB AND FRANK MCKENZIE? Frank Zappa (right) visited CHUM-FM in 1977 and was interviewed on the air by then-DJ Rick Moranis (left), soon to go on to greater fame as Bob of Bob and Doug McKenzie. Beauty, eh?

chumfm

104
CHUMFM104
CHUM-FM
Toronto's Ultimate Rock

A succession of CHUM-FM logos: 1968-1978, 1978-1982, and 1982-present.

Davies spends a lot of his energy making sure CHUM-FM listeners don't burn out on the station's musical selections. "We work hard to make sure we have a sound that's really relatable to Toronto," he stated. "CHUM-FM's slogan is 'Toronto's ultimate rock,' and we're well-known for playing the AOR standards. But we don't just rely on those. Toronto is a very aggressive music market; there's a tremendous acceptance of British music here. So we've always experimented with some of the newer forms of rock music. That's a part of our character. Right now we're leaning a bit more toward currents, though it varies according to dayparts, and even month-to-month. We're constantly changing the sound according to the times."



"Upper demos are vital, but we also have to be careful that we don't wake up one day and find we have no younger listeners coming in." —Ross Davies

The essential nature of CHUM-FM's musical programming remains unchanged, according to Davies: "We're very tight. We play under a thousand cuts, because we're very particular about the songs we choose.

Five people take part in the music meetings: the GM, myself, the MD, and two music coordinators. We use the trades (including some Canadian ones), but we don't do callouts at this point. Song choices are determined by the staff, based on the sound we all know we want. The staff is from Toronto, and knows what will work in this market."

All programming decisions are made with CHUM-FM's 15-35 target demos in mind. Recent ratings show the station a winner in that category, with #1 ratings in 18-24, 18-34, 18-49, as well as teens. Though Canada rates all listeners 7+, CHUM-FM ignores the youngest end of the listening spectrum while maintaining interest in teens figures. Davies explained, "I think it's very important we maintain that youth core. Upper demos are vital, but we also have to be careful that we don't wake up one day and find we have no younger listeners coming in as the upper demos start to leave us, as they will."

Canadian Content — Problems And Solutions

Always a programming concern is the government-controlled Canadian content, which makes up 20% of CHUM-FM's musical programming. Davies commented, "There's no doubt we have difficulty at times filling our quota with high-quality Canadian music, because the quantity is not there. It depends on the availability of the product; at times, it's sheer hell. It concerns me because sometimes we have to play records that don't meet our standards, or ones that we have already burned.

"Our Toronto competitors also have 20% CanCon, but we also get signals locally from two Buffalo AORs and several CHRs. I hear these stations in shopping malls and it worries me, because they don't have to worry about Canadian content."

Canadian content can't be ignored, so instead, CHUM-FM helped to found an organization that fosters Canadian musical talents. "FACTOR," Davies reported,

Continued on Page 33

CHUM-FM Hits 15

Continued from Page 32

"stands for the 'Foundation to Assist Canadian Talent on Record.' It's cosponsored by the CHUM group of stations, along with Moffat Broadcasting, and Rogers Broadcasting. We've set up a fund that's looked after by the Canadian Independent Record Producers' Association. Bands who need funding submit demo tapes and ask for loans. A jury consisting of record and radio industry representatives listens to the tapes and judges their value. Money is allocated accordingly, up to 50% of an album's production costs. If/when the album sells, FACTOR gets 1% of profits after all the costs have been covered. That goes back into the kitty. In its first year, FACTOR more than made its money back."

Music isn't the only aspect of radio programming that's under the jurisdiction of the Canadian government. Davies mentioned, "We're required to have a certain amount of spoken word on the radio, usually about two hours a week. It can be news, PA programming, or other 'enriched spoken work' (regular back-announcements don't count). CHUM-FM fills the time with newscasts, plus a one-hour daily public affairs show called 'In Toronto' that rates well for us. It runs 9-10am, and includes everything from interviews with rock stars to discussions of our listeners' lifestyle problems."

Despite the success of such programming, Davies was skeptical. "We still average 12-14 cuts an hour, so it's not that bad. But I feel the spoken word requirement is burdensome and inconsistent to the quality of the service we provide, because we're on the FM band, which is ideal for music programming."

Flash Forward

Davies's programming sensitivities have helped win the station its ongoing ratings success. Current figures show its direct competitors, Q107, and CFNY-FM, with about two-thirds and one-third of CHUM-FM's audience respectively. Davies remarked, "They're very competitive. We're always trying to outdo each other, and sometimes it's not too friendly." He listed as his goals "cracking a million listeners come, and putting away the competition!"

It's that kind of competitive spirit which has kept Davies on his toes, as he mentioned: "This job is always exciting, because while we're number one, there's still room for improvement. We're not perfect yet. There's a lot of pressure here, and I may be losing more hair than I want to admit. But I wouldn't change my job for the world - this is my life."

UPDATE

When KADE/Boulder morning man Michael Butts heard that the Beach Boys were going to headline an outdoor concert locally, he convinced the station to extend an invitation to Interior Secretary James Watt to see the show at KADE's expense. The station forwarded the invite along with first class flight tickets, reservations for hotel accommodations, and tickets to see the show. No response to date from Watts... Meanwhile, in Colorado Springs, KILQ presented a day of live music and fireworks that drew 85,000. Good show!... WCMF/Rochester has begun giving out listener appreciation cards to anyone seen (and heard) listening to WCMF. The cards, when mailed in, entitle their entrants to a free record album... 15,000 KNCN/Corpus Christi listeners enjoyed the music of Joe King Carrasco live at an outdoor beach party sponsored by the station... WGIR/Manchester teamed up with the Red Cross for a blood drive that amassed over 600 pints in two days, which set a local record... WLPX/Milwaukee sponsored the "Rock" stage at the annual "Summerfest" musical celebration. Ten bands headlined, including Greg Kihn (simulcast over the Source), Helix, Zebra, and Robert Palmer... Stork call: WLUP/Chicago Production Manager Matt Bisbee and wife Barbe just had son Jack... KFMR/Albuquerque has introduced a new weekly program called "Albuquerque Rock Rap," during which local musicians play their tapes and tunes. The show airs each Friday morning... KZOQ/Missoula cosponsored with Coors beer a bicycle race whose winner was sent on an expenses-paid trip to another bicycling competition in Boulder.

EVOLUTION

Y95/Rockford announces it will switch AOR to CHR this fall... Cameron Leslie is named Asst. PD at KPRI/San Diego... Bruce McGregor is upped to OM (in addition to PD) at KQDS/Duluth... Oz is named MD for KQAK/San Francisco... Rick Williams exits as MD of KTYD/Santa Barbara... Amy Grosser is named Music Coordinator for WMMR/Philadelphia... Michael Turner is named News Director at KINK/Portland, joining from neighboring KGON... Jackie Ruszczak is named Promotion Director for WLPX/Milwaukee... Sam Giles is new to middays at WSLQ/Roanoke... KAZY/Denver and WFBQ/Indianapolis sign with B/A/M/D and Associates... New to weekends at KKCI/Kansas City is Brad Oleson.

Coming Next Week: One of the format's early winners in the spring Arbitron results was KSRR/Houston, which rose 4.2-7.3 with equally impressive demo wins. The programmer behind those great numbers is Andy Beaubien, who joined the station just one month before the book began. In next week's interview, he provides insights into the station's quick jump up the ratings ladder.



WHEN IT RAINS IT POURS — The summer has been a bit wet in Long Island, but rather than bemoan the weather, WRCN/Riverhead poked fun at it by awarding a lucky (?) listener a wet bag of charcoal briquets that'd been left out in the rain. Pictured with the obviously-delighted recipient are morning team Glen Holizer (right) and Bob Clifford (left).

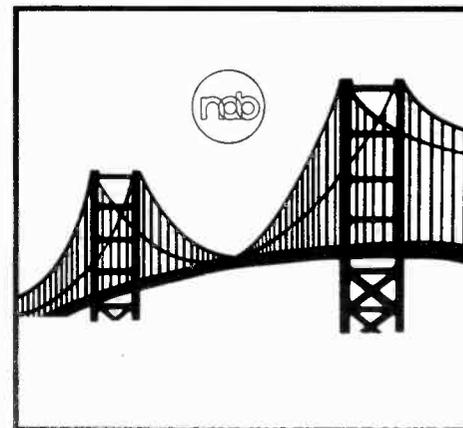


DIVINYLS TALK VINYL — Appearing as an interview guest recently on KROQ with air personality Rodney Bingenheimer (right) was Christina Amphlett (left) of the Divinyls, who were performing locally.



ON THE AIR IN THE AIR — KQDS/Duluth PD Bruce McGregor (right) and Director Mike Simonson (left) took to the air, literally, for a recent morning show, broadcasting remote from one of the station's local billboards.

SAN FRANCISCO
RPC '83 • AUGUST 28-31 ST. FRANCIS HOTEL



Here are a few of the things you will find at

RPC '83

The NAB Radio Programming Conference

Festival of Exhibits
Format Rooms
Production Labs
Radio vs. MTV
Roundtables
Air Check Analysis
P.D.s and Stress
People Management Forums
B.M.I. Presents Barbara Mandrell
TV Spot Theatre
Research Labs

—and—

RADIO W.A.R.S.

An important new study that will change the way you think about RADIO!

August 28-31, 1983
St. Francis Hotel
San Francisco

For more information, contact:

Radio Department
National Association of Broadcasters
1771 N St. NW
Washington, DC 20036

or call (202) 293-4955.

See You There!

AOR Picture Page



WHAT A CAR! This \$25,000 call letter-customized McLaren-ASC was hand-built expressly for KEZO/Omaha, which made the car its prize in a fifth anniversary contest.



SWIMSUIT SWEETHEARTS — WZEW/Mobile co-sponsored a "Swimsuit Sweetheart" promotion whose winners (pictured) received \$250 cash, plus jewelry, gift certificates, and a modeling contract with WZEW to appear on the station's summer billboard.



MILLER TIME — KLYV/Dubuque tied in with Miller beer for a listener party that allowed listeners to buy a KLYV beer mug for \$1.05 (the station's dial position) and then fill it up with free Miller beer for an hour. Pictured taking advantage of the situation are (l-r) KLYV staffers J.R., Patty Bleismer, Tom Oglesby, PD Robert A. Welch and MD Tim Jansen.



ADAMS ATTACK — When Bryan Adams (left) played Hartford, neighboring AOR WAQY Asst. PD Bob London (right) journeyed to the show for a personal greeting backstage.



METAL MANIACS — When Krokus played San Antonio recently, the band made an interview stopover at KISS. Pictured (l-r) are KISS jock Tom Schoppke, band's Marc Storace, and KISS MD Temple Lindsey.



LAUGHING WITH LILY — When Lily Tomlin was in Cleveland for a concert appearance, she stopped by the WMMS studios for an on-air chat with morning team Jeff Kinzbach (left) and Ed "Flash" Ferenc (right).



EXCLUSIVE AIRING — KTMS/Santa Barbara recently aired a world exclusive test pressing copy of the new Joe Cocker album, "One More Time" thanks to Joe, who personally delivered and introduced the album on the air. Pictured (l-r) are KTMS News Director John Palmenteri, singer Jim Averitt, KTMS air personality Debbie Budge, Cocker, and KTMS PD Bob Senn.



HOMETOWN BOYS MAKE GOOD — Atlantic's Kix are from Hagerstown, so when the band returned home to promote their latest album, local AOR WXCS set up an in-store listener party that gathered 600 fans. Pictured (l-r) are WXCS PD Reid Blankenship, Kix members Ronnie Younklns, Donnie Purnell, Steve Whiteman, Jimmy Chalfant, and Brian Forsythe, and behind the band is WXCS MD Kurt Brown.



DENVER GETS SCANDAL-IZED — Scandal fans from several AORs were among the many to greet the band backstage after their Denver concert date. Pictured (l-r) are Columbia rep Kevin Knee, KBPI PD Phil Strider, band's Patty Smyth and Frankie La Rocka, and visiting KEGL/Dallas PD Randy Brown.



FIXX FANS — It seems that everybody likes the Fixx in Tampa — at least both AOR stations do. When the band played locally, both WQXM and WYNF showed up to greet the group afterwards. Pictured (l-r) are the band's Jamie West-Oram, WQXM MD Dick Bascom, WYNF air personality Chris Taylor, WYNF PD Carey Curelop, Fixx's Rupert Greenall, and WQXM morning man Jay Evans.

Adult / Contemporary



JEFF GREEN

The Values Of Marketing Research

This week's interview focuses on using research to assist a station in the development of its programming and marketing, as viewed by Larry Robinson of Robinson Broadcasting (WMJI & WBBG/Cleveland). Larry, who also serves as Chairman for the 74-store J.B. Robinson Jewelers retail chain, holds a marketing Ph.D from Harvard. Larry discussed how his stations validate their marketing and programming decisions through extensive audience research.

R&R: Do you see any similarities between marketing jewelry stores and radio stations?

LR: There's a common rule to most marketing, whether it's media, music, or mattresses: to understand what the listener/customer wants and then provide it. By asking the question of need and then meeting those needs, chances are you'll be successful. Often this question of need is never even raised, and look no



Larry Robinson

farther than the problems of the domestic automobile industry to see how frequently marketing has been mistargeted.

Determining the needs of a radio station's audience and potential audience requires very carefully-thought-out research. We constantly carry on many types of research at WMJI and WBBG, and have been delighted with the efforts of the Research Group. We conduct daily callout research, supplement that with mailed questionnaires to listener panels, and survey listeners who attend our promo-

tional events. I've always been wedded to research because of my educational background, as are the people at the stations. We certainly would not be where we are without it.

R&R: How does this research shape the on-air product?

LR: Everything that goes out on the air has to be tailored to what the research tells you: music, personalities, promotions, and commercials, as well as your programming clock. It means that offensive commercials, not only with regard to product but also to presentation, have to be kept off the air. What's offensive? Too much repetition, unpleasant sounds and maudlin sentimentality are a few examples. Our listeners almost instantaneously let us know if they don't like a commercial we have on the air, and in order to measure these elements, everybody who answers phones keeps a log of listener comments. We'll also pick it up in our other research.

The next step in your marketing plan is to determine what your listener promotions and other marketing ideas are going to be. What do you need to get across? Right now, we're working very hard to make sure our call letters and frequency are in the minds

BORDEN HOMO 2% Lowfat Milk
Vitamin A & D
2% Milkfat

THE MUSIC OF YOUR LIFE
WBBG 1260 AM
BIG BAND GRANDSTAND AND MUCH MORE

YOUR FAVORITE SONGS FROM YESTERDAY & TODAY
WMJI MAJIC 105.7 FM
More favorites. Less talk.

YOUR FAVORITE MOOSIC — Research showed that highly-rated WMJI & WBBG could benefit further from increased call letter and frequency awareness, so the stations began using milk cartons as part of their marketing campaigns.

of potential listeners, because our research shows we have an opportunity there. So, in addition to TV advertising, you'll find us on milk cartons all over town, as well as on thousands of shopping bags at supermarkets. In a promotional sense, we'll sponsor shows such as Simon & Garfunkel, Bette Midler and "Sophisticated Ladies," which relate closely to our positioning. They convey to listeners what they can expect when they tune in to our stations. The point is that all of these ideas are tested in the community, and once in place, we constantly research ourselves to see how we're doing. We're always making changes.

R&R: How do you know you're correctly interpreting this research?

LR: It's a matter of judgment. You have to look at such factors as not only the number of listener reactions you get, but whether the reactions may be orchestrated or organized, which may be less meaningful than if they're spontaneous. You have to look at how the information clusters; that is, if it comes in over a several-day period, it's probably more significant than if it's all at once. Sometimes you have to validate the information with further research. Almost anybody involved in media research will tell you, though, that you have to mix the research with your own gut reaction. I can't think of anybody who would say to follow your research slavishly, but in my book, if there's a conflict between your gut reaction and what the research tells you — a sharp difference — then you should follow the research.

The major point is not to be egocentric. In other words, avoid playing what you like and opt instead for what the listeners want. That applies not only to music, but also to on-air announcements, personalities, amount of talk, the way you set your clock and everything else that goes on the air. Some of us in radio may unconsciously be on the type of ego trip that leads us to program our own inner desires. I think many of us have to fight very hard to resist that, and research can be very helpful to determine when one's own inner desires might be perfect for a station's audience or when they could be destructive. Research will tell you which might be the case, or if it's something in between.

Progress

Former KBZT/San Diego talent Gary Hamilton moves to B100 across town for weekends . . . Kelli Kawasaki joins KFOX/Redondo Beach, CA for the 10pm-2am shift after leaving weekends at KUTE/Los Angeles . . . 18-year WIP/Philadelphia personality Ken Garland signs a new four-year contract . . . WBZ/Boston welcomes Lou Marcel to evenings . . . Sandy McKay is new to evenings at WQUA/Quad Cities . . . Former KBET/Reno personality Ann Fullerton moves crosstown for evenings at KRNO . . . Jere J. Sullivan, formerly of WVCG & WYOR/Miami, is now morning man at competitor 97AIA . . . Randy Thomas leaves WJEZ & WJJD/Chicago to replace Jonathan Green in afternoon drive at WZUU/Milwaukee . . . Bruce Artman, formerly of KTEM/Temple, TX, moves to KSTM/Mesa . . . WNCT/Greenville, NC PD/OM Johnny Morrow joins WRMT/Rocky Mount, NC as morning man . . . Scott Goettel adds weekends at WRKA/Louisville to his duties as PD at WSAC/Ft. Knox, KY . . . Libby Sabreiski returns from KSET/EI Paso to crosstown KFIM to handle evenings . . . Phil Conrad moves from afternoons at KLBK/Salt Lake City to the same shift at sister station KISN . . . At KJR/Seattle, former WVIC-FM/Lansing morning man Mike Morgan takes over afternoons, while veteran King Broadcasting announcer Joe Cooper joins for overnights. New lineup at WEZR/Washington: 6-10 Ron McKay (WPGC/Washington), 10-3 Phil Simon (WQHK/Ft. Wayne), 3-7 Rob McLean (WBLI/Long Island), 7-midnight Brooke Daniels

(WBLI), overnights Chris (K108/Warrenton, VA), weekends Dave Adler . . . New lineup at KLCY/Salt Lake City: 6-9 John Michaels (KING/Seattle), 9-noon Don Bishop (Satellite Music Network), noon-3 Carl Watkins (KS103/San Diego), 3-7 Randy Stewart (KZZP/Phoenix), 7-11 Mason Ramsey (WIOD/Biloxi), weekends Roberta Chase.



STRANGE BEDFELLOWS — What looks like an ancient tribal ritual is actually CKSL/London's latest attempt to break its own record of 101 people on a waterbed. Participants helped set a new mark of 105.

Station Profile



KUDL "Cuddle"/Kansas City
6230 Eby
Merriam, KS 62202
(913) 722-2866
OWNER: Shamrock Broadcasting
REP: Christal
GM/PD: Ross Reagan
MD: Elaine Taylor
98.1 mHz
100kw

"When Shamrock Broadcasting purchased KUDL four years ago, the plan for the station was longterm success. Consistent, gradual establishment in the market was opted for, and market/programming strategies were set up so that would survive and succeed over the long term. Both strategies are one in the same: reaching the upscale, young adult population. Successfully targeting the affluent young adult has proven very lucrative for KUDL.

"In Kansas City, KUDL was the first to realize the importance of 25-34 enough to target selectively to that massive age group. Consistency in programming has insured a strong base of loyal listeners, while still growing qualitatively. KUDL has always been an innovator, not an imitator, and each year quality innovations have been utilized to help in demographic/psychographic targeting. Familiar, contemporary artists have proven successful, and a smooth contemporary approach, showcasing only major promotional events, has proven to KUDL that quality truly outlives quantity.

"Installation of an \$18,000 computer system enables the programming department to guarantee more variety and to change the playlist flow daily to respond to listener feedback. For our listeners, it's the next best thing to programming their own radio station."

—Ross Reagan



DENIECE WILLIAMS

"I'm So Proud"

The Most Requested Cut
On The Album
Is Now The New Single!

Already On:

- KRLY
- WDIA
- WVOL
- WGCI
- WCIN
- KMJM
- KACE
- WGIV
- WENN
- WILD

From The Album:

"I'm So Proud"



Black Radio Picture Page



WBL5 WELCOMES FUN BOY THREE — While in NYC promoting their new LP, "Waiting," Chrysalis artists Fun Boy Three stopped by the WBL5/New York studios for a chat with PD Frankie Crocker. Pictured (l-r) are Crocker, group's Neville Staples, MCA artist Thelma Houston, and group's Terry Hall and Lynval Golding.



KDAY LOVES MARY JANE GIRLS — Motown artists the Mary Jane Girls recently stopped by KDAY/Los Angeles to say thanks for the support the station has given their debut album. Pictured (l-r) are Ann Mabin of Mary Jane Productions, Motown's Jesus Garber, group's Cheri and Candi, KDAY PD Jack Patterson, and group's Maxi and JoJo.



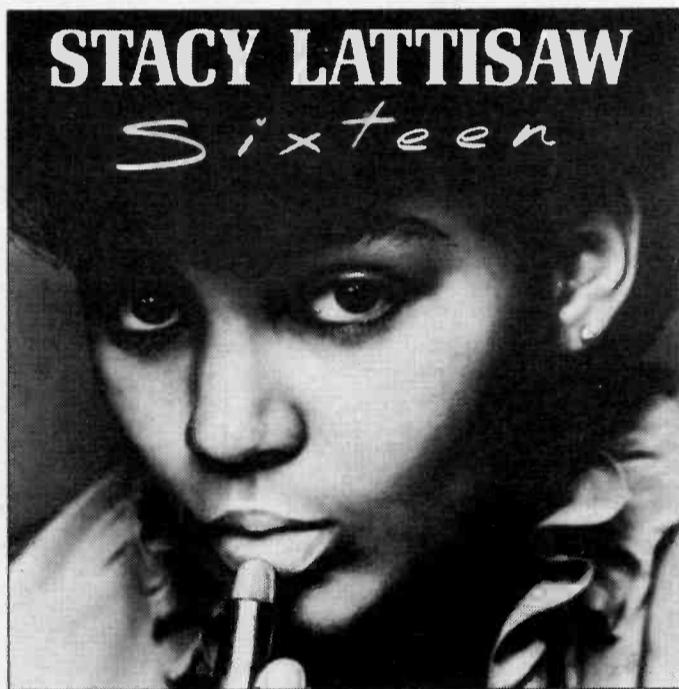
KJAZZ'S ALL-STAR ROSTER — The KJAZZ/San Francisco All Stars are a group of station employees who are also accomplished jazz musicians. Pictured (l-r) are MD/air personality Dick Conte, Chuck Sher, Ginger Von Wenning, Dave Bell; air personality Bob Parlocha, and PD Bud Spangler. This photo was taken during a performance at the Shattuck Hotel in Berkeley.



WBLX CELEBRATES NINTH ANNIVERSARY — WBLX/Mobile's annual anniversary celebration was a successful event again this year. At left, pictured (l-r) are GM Larry Williams, Michelle Caffey, winner of a completely restored 1974 Mercury Monterrey; and Sales Manager Harry Williams. At right is the presentation of a check to Rose Peterson, Executive Director, SE Alabama Sickle Cell Foundation (center) by GM Larry Williams (left) and WBLX news staffer Cheryl Davis.

PRESENTING STACY LATTISAW

Sixteen



90106

A BEAUTIFUL NEW ALBUM

PRODUCED AND ARRANGED BY NARADA MICHAEL WALDEN
FOR PERFECTION LIGHT PRODUCTIONS

FEATURING THE SINGLE,
"MIRACLES"

7-99885



COTILLION

ON COTILLION RECORDS AND CASSETTES
A DIVISION OF ATLANTIC RECORDING CORP.

Buddy Allen Management

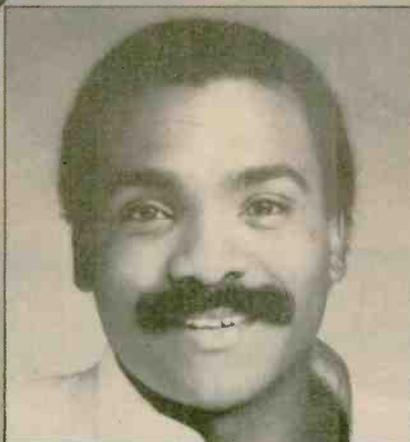
© 1983 Atlantic Recording Corp. ● A Warner Communications Co.

WE JUST GOT A BRAND NEW
 AND EVERYONE'S READY FOR MORE



RONNIE LAWS

"IN THE GROOVE" ★ 20



**PEABO BRYSON
 AND
 ROBERTA
 FLACK**



**"TONIGHT,
 I CELEBRATE
 MY LOVE" ★ 18**

**ASHFORD
 & SIMPSON**



**"HIGH-RISE"
 BINKER ★ 30**



MAZE

FEATURING FRANKIE BEVERLY



**"NEVER
 LET YOU DOWN"
 ONE OF THE MOST ADDED**

ON DECK:

LILLO THOMAS
 "YOU'RE A GOOD GIRL"

PROJECT FUTURE
 "RAY-GUN-OMICS"

RENE & ANGELA
 "KEEP RUNNING"

ON CAPITOL. WHERE THE BIG HITTERS ARE



Black Radio



WALT LOVE

VP/GM EARNEST JAMES EXPLAINS

KDIA — Restoring A Black AM Station

This week we'll focus on the Bay Area, where KDIA/Oakland is holding steady in the ratings while the two dominant black-oriented FM stations lost some numbers this time out. KSOL, an Urban station, went from a 3.2 - 3.1 share 12+, and KBLX slipped 3.3-2.6.

KDIA stayed at 2.4. At first glance, a 2.4 doesn't seem to be an overwhelming accomplishment, but when you're on AM and your FM competitors' numbers continue to erode, it's worth celebrating. KDIA had been losing to the two aforementioned stations for two years before turning the corner. In addition, CHR KFRC began playing more black music when KSOL beat it about two years ago, creating increased competition.

I spoke to KDIA VP/GM Earnest James, asking him to give us an overview of what's taken place since he and his troops assumed control of the station. "I took over in June 1981, and the problem in my opinion was a lack of direction and identity. This station had a long history of service to the black community. In 1980, KDIA's management decided to air Oakland A's baseball on the station. Jerry Boulding was the PD here at the time, and had scored the strongest books ever for the station; he fought against that programming decision, but he lost.

"Someone also made a decision to change the music to something called 'Free & Easy.' The best description I can give is it was some kind of Black MOR format. Well, the people in the Bay Area rejected that approach, and the numbers dropped and dropped to a low point of a 1 share. The aforementioned management, seeing that the city wasn't going for their new format, changed the music again, back to what they were originally programming, R&B."

Restructuring For High Energy

Earnest took up the story from when he came in. "I had a conversation with Bill Figenshu, the National PD for Viacom, and we decided that we would program hit music and change the music immediately to become a Black hit radio station. When I started we had a 1.4 share, and in the next few books we started seeing some in-



Earnest James

creases. After changing the format to a high-energy approach, people started to respond to us. We wanted no screamers, but what we did want was uptempo radio with personalities who communicated with a smile.

"We started doing a series of promotions in the Bay Area. Our major competitor was KSOL, because they were the dominant station in the area; in fact, they were No. 2 in

"I decided we needed a good Black station that would get involved and also entertain with energy. I wanted a station with the appeal that KFRC has in the white community."

the market overall. After looking at KSOL's format, I found it to be somewhat sterile. They played a lot of music, but from my perspective, there weren't enough activities on the air, and no community involvement. At that time, it was a high energy music station with not a lot of talk.

"I decided we needed a good Black station that would get involved and also entertain with energy. I wanted a station with the appeal that KFRC has in the white community. Our personnel changes evolved and we put together a staff of people to try and work towards our goals."

Earnest told me a little about his staff. "We brought in Barry Pope from St. Louis to do our mornings. We acquired a good night man in Guy Brodie, and we put Jeff Harrison in afternoon drive. Our former PD, Keith Adams, decided to get out of radio and open a business of his own, so we elevated Jeff to the PD post. After he took over we went into action finding a good female talent who would fit in with the station's style. We were able to locate Leslie Stovall, who was here in the area working for KBLX. Leslie does our middays. Bob Jones was our fulltime Production Director, and we put him on the radio doing weekends. They all sound like what I envisioned. We promoted and the listeners have begun to respond to us."



DAZZ BAND DAZZLES RADIO — Following Motown's Dazz Band's Greek Theatre/L.A. appearance, label executives and local radio notables met with the band backstage. Pictured (l-r bottom row) are group's Keith Harrison and Bobby Harris, and co-producer Ndugu Chanler; (middle row) Motown's Gene Shelton, group's Eric Fearman, Motown VP Skip Miller, KGfJ MD Lydia Nicole, Motown VP Miller London, Motown's Hank Wiley and Jesus Garber, and producer Reggie Andrews; (top row) Motown's Marlene Reyes, and group's Skip Martin, Steve Cox, Ike Wiley, Kenny Pettus, Mike Wiley, and Pierre DeMudd.

Encouraging Contact

"I found after being here a while that people didn't have a broad opportunity to make contact with this radio station," Earnest told me. "It was like you had to know someone who worked here to be able to get any exposure or the endorsement you may have needed to be effective. Contrary to this, I believe the local radio station should try and address the entire black community, not just the people I pick or people our staff may support for some reason. The approach should be unbiased at all times."

I asked Earnest what kinds of programming techniques KDIA has used to maintain its respectable share of the market. "We employed more news so we would inform the people. We have a very strong Public Affairs and News Department. We let people know that if they have something meaningful and relevant to say that pertains to the black community, we would allow them to have a forum from which to speak.

"We used other programming forms also, like our news updates. Updates are 2½ minutes of news coupled with two minutes of community affairs programming where we interview one particular group or organization daily. We may do this type of newscast four times per day Monday-Friday and twice on Saturday. Doing these newscasts accomplishes a couple of important things. One, it allows the community greater access to the radio station. Two, it allows our public affairs programming a new time dimension.

"We encourage citizens to come in and do editorials and state positions that they feel are important. We initiate editorials from the management and allow rebuttals. All this can be accomplished without impeding the flow of the music and entertainment value of the radio station, which we also feel is very important."

Earnest mentioned that KDIA's spot load was pretty standard, 10 commercial minutes as a rule. He did say that on occasion, in drive periods, it might go to 12 minutes.

As a wrap-up question, I asked James his thoughts about the future of AM Black radio. "I think we need to address the needs of the people. If we will only assess and identify the wants, needs, and desires of our audiences, we can still succeed. I believe that people who like Black radio will accept what we do on AM if we are versatile. 'Back

"The local radio station should try and address the entire black community, not just the people I pick or people our staff may support for some reason. The approach should be unbiased at all times."

to basics' should be the business at hand for those of us in Black radio. Instead of just providing a music machine for people to listen to, give them something to enjoy, but something which also promotes some mental stimulation."

Station Profile

WPDQ/Jacksonville
9090 Hogan Road, Jacksonville, FL 32216
(904) 642-0530
OWNER: Broadcast Enterprises National Inc.
GM: Seretha Summers Tinsley
PD/MD: Marc C. Little
REP: Bernard Howard
1460 kHz
5000 watts

"WPDQ is the fastest-growing station in the Jacksonville area. WPDQ is a community radio station, not just a Black radio station. However, our target audience is black and our commitment to the black community is everlasting.

"Our approach to broadcasting is unique. We believe that as long as WPDQ supports the rights of our citizens and provides thought-provoking information, our listeners will continue to support our efforts. WPDQ's personalities are a major cog in the total success of the radio station. Larry Browdy in the mornings is a potpourri of music and talk. Listeners have taken an extremely active part in this show. Other mainstays of our airstaff include Nat Jackson, Lynn Hampton, Dorlan, and Earl James.

"WPDQ's News Department is one of the most respected news outlets in the state of Florida. Our news department has been on the scene for all the space shuttle flights. The news department is also responsible for one weeklong documentary per month. Some of the subjects covered have been voter registration, capital punishment, black policing, and other pertinent topics." Marc C. Little

ACTION

Former WPDQ/Jacksonville air personality Mike Moore has returned to the market and opened his own production company, Harmony Productions. Mike and his wife Patti announced the birth of their new daughter, Harmony Elaine Moore. Harmony was born on July 2 and weighed 7 pounds. Congratulations! Mike is also working on the air at WCRJ/Jacksonville... another black announcer who has moved to Country radio!

XHRM/San Diego has a new Program Director. Gene Harris has been promoted to that position, and we certainly wish him the best. Former PD Jeffrey Von Sutton could not be reached for comment about his future plans.



KNOW'S HOT JUNETEENTH — KNOW/Austin's "Hotter Than July Festival" was held at Auditorium Shores on the banks of the Colorado River. 10,000 KNOW listeners showed up to hear the music of Joe Simon, Freefall, and Blue Mist. The day's celebrations benefited Huston Tillotson College, a black college in Austin.

Country



LON HELTON

Defining The Format . . . Two Views

Most of the people we have talked to about the state of the Country have been the PDs actually involved in the day-to-day battle in the trenches. This week and next we will be hearing from people who have a national overview, a somewhat different perspective on what is happening in Country radio.

This time around consultant John Lund and Great Empire CEO Mike Oatman offer their opinions on Country radio. If there is a consensus to be found here, it is only that both gentlemen believe in the format. After that, well, you can judge for yourself, as the two offer completely different definitions of what Country radio ought to be.

John Lund, Consultant

John Lund of Lund Consultants had a long and distinguished career in broadcasting leading up to the formation of his own company. It is only in the past five years that he has taken on clients in the Country field. And he's had some outstanding successes. For that reason, I asked him to offer his views on Country radio, present and future.

"I am really pleased to be part of programming Country, and doing what we do best, which is to make our Country stations damn good Adult/Contemporary radio stations.

"I think that Country radio is a lot more than country music, new artists getting started, and that which emanates from Nashville. My consultancy looks at Country radio with a very broad stroke, and considers it to be one of two or three basic radio formats of today. We don't see it as a musical format, but as some Country stations are really A/C stations that just happen to play country songs; some are Top 40 stations that just happen to play country songs; and even others are Beautiful Music stations that just happen to play country songs.



John Lund

"I like to think of not calling it Country radio, but good radio . . . that just happens to play country music."

—John Lund

"Our approach to Country radio doesn't come from being in country music for decades, but from giving the listeners what they want. From our research, I've seen in market after market that people want a different kind of radio station . . . and often that station plays country music.

"There are as many varieties of Country today as there are Top 40 or A/C. In fact, I would say Country is the new A/C . . . the new MOR of the '80s. If you want to go after 25-54 in most cities in America, you'll find that playing country music, to a certain degree, will help you get right on target. It used to be that Country music meant lots of males. Today there are Country stations that get 60-65% females, and that has to do with the kind of music you play and your approach on the air. The best Country stations are those programmed like very good A/C stations, except the music is just a little different. I see Country as one of the biggest formats of the '80s because it delivers the 25-54 demo, and that is the audience that advertisers want to buy."

As John and I talked, he occasionally expressed a bit of discomfort at my broad use of the term 'Country radio'; disturbed, perhaps, by the negative connotations sometimes raised by the term. His rationale is probably best expressed by his analogy of Disco music and radio.

"Years ago there was a lot of talk about Disco music and Disco radio. I can only remember one or two stations that were truly successful. And then, somebody decided to syndicate the success and Disco went national; and it instantly died. And yet, today, there is an Urban Contemporary radio station that is in the top three or four in virtually every market in America where there is a large ethnic population. What is the difference between today's Urban station and the old Disco station? Certainly the labels are different and the Disco music trend was short-lived, but Disco radio had a very short life and a lot of people feel the reason for this is that Disco radio played 100% Disco music. I wonder, when we talk about 'Country radio,' if we aren't inappropriately pigeonholing Country radio and going off on a bit of a tangent.

"I look around at some of the country music stations that have had tough times, and perhaps they are programmed, as someone once said, by 'old school country people who happen to be in radio.' Many of them are programming an old line Country format, not unlike the old Disco format; i.e., 100% of that music. Instead, perhaps they should be keeping their eyes on what people want to hear, and program good radio that just happens to play country music. There is a difference.

"Whatever kind of country music someone may be playing, whether traditional or modern country, I hope that first and foremost they are programming really

good radio; a very tight station, a lot of call letters on it, promoting ahead, two hours of show prep by the jocks so they know exactly what is coming up. Also, regardless if the station has a long or short list, I would hope the music is well researched and they're playing the kind of music the listeners want to hear, as opposed to playing the music the jocks want to hear. If they meet those criteria, and it is essentially a well programmed radio station, I think there is lots of room for one station in the market playing traditional music, one playing modern, and one playing nothing but crossover. My point is that many people talk about Country radio like it's unique, when in fact research indicates that Country radio listeners also listen to Beautiful Music, and they'll tune into the all News station for their news diet; they switch dials, they switch stations and listen to all different types of music.

"People involved in Country radio need to remember that things have changed over the last few years. They are no longer the

only ones in town playing that type of music. Maybe one of the reasons that Country shares appear to be declining is because A/C stations are growing on them as more of the A/C stations include country and crossover country artists on their playlists.

"I've heard people say that Country is only good for an 'x' share in this or that city; I don't believe that. I believe when all the stations in a market do the format well, the share will grow much larger. To aid in that growth you need to attract new listeners, especially those from A/C stations. However, saying you are Country is not the way to bring in new listeners, as Country is not an expression that attracts people to the format. If they like Country, they would have found you before; and if they are listening, they know you are Country.

"When someone said 'Country radio' a few years ago, there was no question what they were talking about. It seems that just in the last few years Country has become more than just one format; Country radio has grown tremendously. Due to that growth, there is a need for a broader definition of what Country radio is. I like to think of not calling it Country radio, but good radio . . . that just happens to play country music."

"The thing that makes us unique . . . the unique selling proposition . . . is that we are country. We don't back away from it; we market it, we sell it."

—Mike Oatman

Mike Oatman, CEO, Great Empire Broadcasting

As the Chief Executive Officer for the biggest chain of Country radio stations in the U.S., Mike is deeply concerned with the present and future state of Country radio, since, as he put it, "We have all of our marbles in the Country basket, and we are going to keep them there." He also has been one of the more outspoken critics of the direction Country radio has been headed the past few years.

"As we talk about the shape of things today, I'd first like to point to a few trends I think we are going to see. First, in this and ensuing sweeps, I believe we are going to see a definite decrease in Country shares. I think that we saturated that marketplace real fast and some of the younger demos that listened on a fad basis are now on to something else. The result of that is some of the stations who jumped onto the 'Urban Cowboy' bandwagon are going to get off of it and go on to something else. As there is a decline in the number of stations, the consequent decline in shares will follow. Next, I think that the industry is going to swing back a little bit to a more traditional sound; if they don't, I think we are in serious trouble. I'm not a wild-eyed traditionalist, as I'm sometimes called, but I do believe the line between country music and A/C or rock has got to be definitive. I'm afraid that today the lines are more blurred than ever."

As I mentioned in a column a couple of weeks ago, the "radio lines," if you will, are blurring because of the broadening of country music's appeal. As the artists who previously were played only on Country stations get airplay in other formats, the Country stations lose the exclusivity they enjoyed when they were the only guys in town playing that music.

"I think that is really true, and unfortunate. The first thing that happened was that rock guys got into programming Country stations because there weren't enough quasi-Country programmers left to go around. So as stations proliferated we had to turn to the rock field, and the guys imposed their values on the industry. The net result was the makers of records said, 'Oh, gosh, they won't play our records if they have a fiddle in it, so we better not put a fid-



Mike Oatman

dle in it.' The production values changed, and the result of that was a watering down of the definitive line. The overproduction and the homogenization of the music has got to stop; and radio stations had better start screaming about it. Unfortunately, I'm not too optimistic about this happening because the people running the stations have their rock background and they are telling the record people that they like the sound of this overproduced record and will play it, but won't play this other record because it is too country. How do you get too country if you are a Country radio station? This has affected Country radio in that Country audiences now don't mind switching over to other rock-oriented stations . . . where they never would have done that in the past.

"The uniqueness of the music is essential to Country radio, and I think it has to have that handle. We package and market that handle. Some stations make a big deal out of the fact that they play country music, but never tell anybody that is what they do. They just want to position themselves as good radio stations that just happen to play country music. That's fine, but the thing that makes us unique . . . the unique selling

proposition . . . is that we are country. We don't back away from it; we market it, we sell it.

"Another thing that I think has to happen for Country radio to remain strong and grow, is Country radio has to realize that its major strength hinges on its personalities. There is a lot of bad-mouthing the old friends-and-neighbors type disc jockey, but he had a lot of things that we have forgotten about and could stand to learn from. He had the ability to build audience loyalty and spin artist folklore.

"We need to go back to giving enough information on an artist so the listeners can identify, and know things, and get interested in the artist as a person. The folklore of the artist has been seriously eroded, particularly in the Continuous Country and three-in-a-row formats. This has been done to the extent that there is no romance being handed to the audience and, as a result, I don't think they are very interested. They listen, but just don't give a dang. They don't know who the up and coming artists are, and I worry that when today's stars pass on we won't have any new stars to take their place. We may evolve to the place where rock was — where it is strictly on the record; if it's a hot record fine, if not, who cares? One of the nice things about country has always been its stability. Even though Ernest Tubb didn't have a hit, he was still Ernest Tubb and whatever he did was okay. Now, if an artist doesn't have a hit he drops from sight and nobody ever hears of him again.

"If we don't allow the DJs on the air to be personalities, then Country radio will not attract any personalities. All we will have left are nondescript voices and people who have no rapport with the audience, and the end result being boredom . . . nobody will care. I don't advocate a lot of talking for talking's sake, but it can be done within the framework of what an audience will accept.

"I really think that Country radio had better act on a few of these problems, and soon, or we're going to be in real trouble. There's a lot of competition out there, and it's coming from new directions every day. We need to give more than boredom to Country radio listeners. If we don't give them something they can't get from other radio stations, or the Nashville Network, then they are going to leave . . . they won't need us anymore."

Thank to both John and Mike for their comments. As with any personalities of diverse viewpoints, their comments should make for some interesting discussions both inside and outside the format.

RONNIE MILSAP

"DON'T YOU KNOW HOW MUCH I LOVE YOU" PB-13564

from "KEYED UP" AHL1-4670

WIL	New Add	KLAC	New Add	WZZK-FM	New Add
KLZ	New Add	WDGY	New Add	WCOX	New Add
WXCL	New Add	KYNN	New Add	WESC	New Add
WCMS-FM	New Add	WSOC	New Add	KNCW	New Add
KVEG	New Add	KKYX	New Add at 46	KEBC-FM	New Add at 38
WWWW-FM 34	New Add	KRMD-FM	63 to 50	WKSJ	40 to 30
WIRK-FM	65 to 53	WELE-FM	58 to 48	KSOP	50 to 44
WYRK-FM	39 to 34	WBGW-FM	50 to 42	KXYL	50 to 45
KCKC	35 to 28	KKAL	50 to 45	KFGO	50 to 39

BB *42

CB *40

R&R *47

BREAKER

BREAKERS!

LOUISE MANDRELL

"TOO HOT TO SLEEP" PB-13567

from the album "TOO HOT TO SLEEP" AHL1-4820

KIKK	New Add	WTQR-FM	New Add	WAMZ-FM	New Add
WHOO	New Add	KWJJ	New Add	KFDI	New Add
WOKQ	New Add	WIXY	New Add	WXKW	New Add
KECK	New Add	WKKQ	New Add	KRRK	New Add
KLVI	New Add	KRRV	New Add	WHBF	New Add
WCMS-FM	New Add at 56	WQYK-FM	New Add at 40	KEBC-FM	New Add at 53
KKYX	60 to 44	KSO	36 to 27	KYNN	46 to 39
WKSJ	43 to 38	WIRK-FM	49 to 41	WWVA	33 to 28
KFGO	59 to 45	WDXB	46 to 40	KMML-FM	46 to 40

BB *51

CB *49

R&R *50

BREAKER

BREAKERS!

JOHN DENVER AND EMMYLOU HARRIS

"WILD MONTANA SKIES" PB-13562

with EMMYLOU HARRIS

WDGY	New Add	WLWI-FM	New Add	WONE	New Add
WIXY	New Add	WGEE	New Add	KRRK	New Add
KEAN	New Add	WYNK	New Add	KEEN	New Add
KTPK-FM	New Add	WKSJ	New Add at 65	WEZL-FM	New Add at 57
WCXI	New Add at 39	WWOD	New Add at 43	KEBC-FM	60 to 37
KKYX	65 to 34	WCMS-FM	46 to 40	WIRK-FM	52 to 44
WELE-FM	56 to 50	KLZ	34 to 26	KMPS	21 to 15
KWJJ	44 to 39	KSON	36 to 30	KTTS	45 to 38
KFDI	38 to 29	WSEN-FM	33 to 28	WBGW-FM	41 to 33
WRKZ-FM	34 to 27	WFIL	33 to 26	WCUZ	31 to 24

BB *47

CB *46

R&R *45

BREAKER

BREAKERS!

EARL THOMAS CONLEY

"YOUR LOVE'S ON THE LINE" PB-13525

#1

THANKS RADIO!

RCA
Records and Cassettes

TOM T. HALL

EVERYTHING FROM JESUS TO JACK DANIELS

812 835-7

FROM THE FORTHCOMING ALBUM

EVERYTHING FROM JESUS TO JACK DANIELS



JUST SHIPPING & ALREADY ON:

- | | | |
|------|------|------|
| WCMS | KYNN | WEZL |
| WSLC | WAXX | KLUR |
| WWVA | KFGO | KEBC |
| WMNI | WPLO | KUZZ |
| WKKN | WDEN | KNIX |
| WTSO | WJAZ | KCKC |
| KFDI | WGUS | KWJJ |
| KSO | WLWI | KGAY |



PolyGram Records

Nashville This Week



SHARON ALLEN

Record Label Promotions

Columbia Records' first release on Chet Atkins raised a question that the label hopes to answer in a six-city test. The question: how are Chet's potential customers likely to buy — through mail-order or in retail stores?

The label designed a three-week, TV mail-order campaign for the markets of Dallas, Houston, and Tulsa — where retail locations are supplied with customized, die-cut "Work It Out With Chet Atkins" cassette displays that read "As Advertised On Television."

The 60-second TV spot announces Chet's "music to jog by," and a tag was added for the mail-order buyer complete with an 800 number for charge card orders. Flight time for the spots commenced on July 18, with runs slated on two stations per market through the week of August 1. Columbia is also launching a print mail-order campaign in TV Guide which includes the aforementioned markets as well as Nashville, Knoxville, and Chattanooga. "Sweat With Chet" headbands are included as a consumer motivator with each mail order response.

★ ★ ★

Compleat Records sponsored a lunch for the 125 employees and staff of Central South Music Sales record distributor and 21 of the company's Sound Shop record store managers from the Southeast. The reasons: to support Vern Gosdin's album "If You're Gonna Do Me Wrong (Do It Right)" and his current single, "Way Down Deep." During the visit a drawing was held and ten employees won a cassette tape of Vern's album. This was the first in a series of luncheons being held at national record distributors. The next lunch is scheduled for Mobile Record Service Co. and one stop in Pittsburgh, PA.

Future Tennessee Attractions

Marty Robbins's memorial museum is in the planning stages for the Music Village U.S.A. complex in Hendersonville, TN. The museum, which will house memorabilia from Marty's career, is expected to cost about \$500,000. . . . Dolly Parton plans to build a \$50 million Disneyland-style amusement park close to her hometown, Sevierville, in East Tennessee. She wants to name it "Dollywood." Blueprints and sketches for adventure rides and attractions are already being prepared for the venture.

BITS & PIECES: Compleat recording artists the Cannons appeared at a Fourth of July celebration for White House staff and their families on the south lawn of the President's residence. . . . Marlboro cigarettes will sponsor six country music concerts in November. Featured artists for the tour are Ricky Skaggs, Barbara Mandrell, and Ronnie Milsap. . . . Dave Rowland is sponsoring a tennis tournament on Friday, July 29, to benefit Special Olympics. The first annual Dave Rowland Tennis Tournament kicks off

at the Vanderbilt Tennis Center in Nashville, and will feature 16 teams, eight doubles and eight mixed doubles. The fee is \$1000 (due by July 22) and applications are available through the Vanderbilt Tennis Center, P.O. Box 120158, Nashville, TN 37212. . . . Willie Nelson and Merle Haggard's "Pancho and Lefty" LP, released at the beginning of this year, is now certified gold. . . . Tree International just purchased the



Merle & Willie



CANNONS AT WHITE HOUSE — Pictured (l-r) are Cannons manager Irby Mandrell, Larry & Karla Cannon, WPKX/Washington's Jim London, and Darla Cannon.

Jensing/Jensong catalog of tunes from record producer Jim Ed Norman. The catalog includes such hits as "Down To My Last Broken Heart" (Janie Fricke), "Mistakes" (Don Williams), "Backslidin'" (Joe Stampley), "Fool For Your Love" (Mickey Gilley), and "Makin' A Living's Been Killing Me" (McGuffey Lane). . . . Tony Joe White is busy working with producer Ron "Snake" Reynolds on his debut Columbia album, entitled "Dangerous." Though he's been busy working on this project, Tony wrote a new song (with a secret title) and the first person he showed it to, cut it — some new guy by the name of George Jones. . . . Look for Kris Kristofferson's new album, produced by Fred Foster. The most talked about cut from the LP is "We Killed 'Em," "a little tune" about three great men. Can't tell you more. Kristofferson is currently working on a made-for-telvision film with Marlo Thomas.



COUNTRY SMOKES WITH MARLBORO — Pictured at the L.A. press conference announcing Marlboro's Country sponsorship plans are (l-r) KBBQ PD Scott Brody, CBS's Craig Applequist, Ricky Skaggs, KZLA-AM & FM PD Tom Casey, KLAC VP/GM Don Kelly, and Epic's Lori Anderson.



Country News

Next Week's Guests:

CRYSTAL GAYLE & GLEN CAMPBELL

Call Pete Howard or John Peterson (213)392-8743
228 Main St., Suite R Venice, CA 90291



SISSY SPACEK IN HER MOST NATURAL ROLE YET

Presenting the Sissy Spacek album,
"HANGIN' UP MY HEART." 90100

Includes the single,
"LONELY BUT ONLY FOR YOU" 7-99847

Produced by Rodney Crowell.



ON ATLANTIC AMERICA RECORDS AND CASSETTES.

Division of Atlantic Recording Corp.

© 1983 Atlantic Recording Corp. A Warner Communications Co.

Manager: Jack Fisk

News/Talk



BRAD WOODWARD

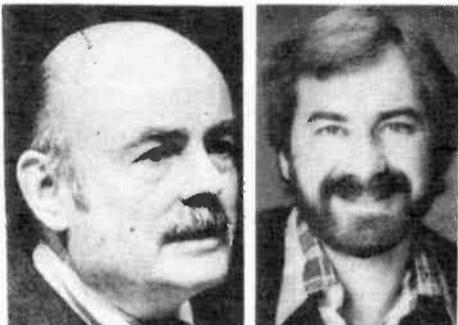
TWO PERSPECTIVES

Writing News For Radio

There are no second chances in radio news. Once a story has been delivered, it's gone — forever. The listener who doesn't catch the meaning of a convoluted sentence can't ask for a replay. There are no clarifying pictures, charts, or graphs. The nature of the medium demands news written so clearly that the listener understands instantly.

To get assessments on the quality of radio newswriting today — and some writing tips — I sought out radio news veterans who speak from the vastly different perspectives of a quarter century at CBS News and a decade of delivering news to a youthful AOR audience.

In his career at CBS, Ed Bliss wrote for the legendary Edward R. Murrow and was an editor on the "CBS Evening News With Walter Cronkite." Bliss left CBS in 1968 and spent the next decade teaching broadcast journalism at the American University in Washington. He has shared his insights at



Ed Bliss

Jeff Prescott

RTNDA conventions and state gatherings of AP and UPI broadcasters, and is coauthor of "Writing News For Broadcast."

When I contacted Bliss at his home in Newburyport, MA, he agreed to take time out from his current project, writing a book on the history of broadcast journalism, to offer a critique of the news he hears on radio today.

Bad Grammar Epidemic

"It seems a shame that we're becoming more precise in almost everything except language," Bliss began. "And I don't think it's just something some fussy budget needs to worry about. It's something we all need to worry about. Precision has been built into the language because it facilitates — that's an awful verb — it helps communication. And if there ever was a time when we

"A general rule is to be conversational without becoming maudlin or just disintegrating into jargon."
—Ed Bliss

needed to understand each other, this is it."

Bliss contends the best radio newswriting is clear and simple, without talking down to listeners. He says Ed Murrow once put it like this: "Imagine yourself talking with a professor and someone uneducated overhears. You try to speak in such a way that the person with little education understands you, while at the same time you don't insult the professor's intelligence."

Bad grammar is rampant in radio news today, Bliss believes, and he pinpoints some common examples:

- *I and me* — "Everywhere it seems you hear things like 'to other witnesses and I.' or 'the sheriff told Jim and I.' With a

Recommended Reading On Newswriting

Ed Bliss highly recommends several books for those who want to learn more about broadcast newswriting. They can be ordered from most bookstores.

- "The Careful Writer" by Theodore Bernstein (Atheneum)
- "On Writing Well" by William Zinsser (Harper & Rowe)
- "Writing News For Broadcast" by Ed Bliss and John Patterson (Columbia University Press)
- UPI "Stylebook"
- AP "Broadcast News Handbook"

preposition and a transitive verb it has to be *me* and there's not any question about it."

- *Nearly and almost* — "They mean different things. *Nearly* is for proximity, *almost* for degree — I'm *nearly* home but I'm *almost* discouraged about what's being written."

- *Further and farther* — "These have come to mean just about the same thing now, where it used to be that *farther* was distance and *further* was degree."

- *Jail and prison* — "There are federal penitentiaries and prisons but I hear them all the time on radio being called jails. Nobody's sentenced to 15 years in jail. You're sentenced to prison for that long. You may get 30 days in jail."

- *Rob, steal, burglary* — "A robbery involves a threat of violence. A person who's mugged with a knife is robbed. If a house is broken into and something valuable is taken, that's a burglary." *Stealing* is also a sneaky, nonviolent act, he says.

- *Like and as* — "Like is being misused so much I'm beginning to think perhaps that's going to slip over the edge and become perfectly permissible the way *hopefully* and some of these other words have. You should use *as* if there's a verb — *as* I was saying — but *like* me."

The 79-Year-Old Godfrey

"When Arthur Godfrey died I kept hearing on radio 'the 79-year-old Godfrey.' That violates what I think is one of the basic rules of writing for air, which is to be conversational. Nobody in the world would refer in conversation to 'the 79-year-old Godfrey.' That's a print phrase. This is the medium of speech, not print. You write the way you speak because you're speaking to people, not reading to them. A general rule is to be conversational without becoming maudlin or just disintegrating into jargon."

Here is some other basic advice from Bliss:

- Pay attention to flow and rhythm. Start an occasional sentence with connecting words like *and* or *but*.

- Use short, declarative sentences as a general rule, but mix in a compound sentence from time to time for variety.

- If time permits, read copy aloud. If you make a lot of fluffs, the copy probably needs rewriting.

Talk Radio Takes To Air And Sea

An attempt by KVI/Seattle morning host/adventurer Robert E. Lee Hardwick to fly a tiny Quicksilver MXL ultralight plane 2425 miles from Nome, AK to Seattle ended in a near tragedy July 2. During a rest stop less than 100 miles into the odyssey, the plane was overturned by a gust of wind. Hardwick, who was standing on a pontoon, had to swim 100 yards in icy waters to safety. He was later spotted by a passing plane and rescued. But a crew sent from Nome was unable to right the aircraft, and an "extremely dejected" Hardwick returned to Seattle by more conventional means. The aborted trek was to honor the 200th anniversary of flight.

In 24 years at KVI, Hardwick has racked up such exploits as swimming the 15-mile Puget Sound (at age 50), setting a world jet ski record with a 77-hour run from Alaska to Seattle, competing in the "Baja 500" auto race, climbing Africa's Mt. Kilimanjaro, and helping capture a killer whale. Perhaps so many years of going up against ratings giant KIRO should be added to the list.

Meanwhile, in what could well be a first for Talk radio, the "Sid Barlowe Show" went to sea June 27-July 1. The business-oriented program, heard on KIEV/Glendale, CA and KMJC/San Diego, broadcast that week from the Cunard ocean liner "Princess" as the ship made its way down the Pacific Coast from Anchorage to Vancouver. Using Cunard's ship-to-shore satellite link, financial expert Barlowe was able to take calls from his listeners in Southern California.



Sid Barlowe



Robert E. Lee Hardwick

- Mark copy for emphasis, including pauses. The monotonous delivery of many newspeople sounds like "they're pulling toilet paper off a roll," Bliss laments.

- Avoid adjectives, adverbs ("they draw the lifeblood out of a sentence"), clichés, long words when shorter ones will do, the passive tense, and unnecessary use of *the* and *that*.

And Bliss cautions radio writers to construct sentences carefully, lest they stray into the absurd. For instance, this item recently caught his ear on a Boston News station: "Police waited outside the hospital, and their *patience* paid off." The same sta-

"My rule is that if it's accepted in conversation we can use it on the air."
—Jeff Prescott

tion reported an accident in which "three people were killed, two seriously." Bliss heard another station inform listeners: "She was in the office being serviced at the time of the accident."

Slang For Younger Demos

With the increasing fragmentation of radio, any discussion of writing technique would be incomplete without mentioning the tailoring of news for younger demos. For that view, I turned to AOR radio's Jeff Prescott of KGB/San Diego. After nine years at the station, seven as News Director, he is KGB's most visible personality, according to station research.

I asked Prescott whether newspeople at most AOR and CHR stations today are doing a good job of writing. "No, not really," he replied. "Some people write newscasts which are so generic they can be applied to any format. I'm not saying that's necessarily wrong, but I think they can be targeted a little bit better." Use of stories irrelevant to younger listeners is just as much to blame as the wrong style of writing, he maintains.

Prescott, who ad-libs his newscasts from notes, describes his style as "ultraconversational" and emphasizes the importance of integrating news into the overall station sound, rather than having it come across as a "separate entity."

For instance, he explains, "We use slang. I guess the best way to put it is that we just pretend we're one of the folks. We pretend we're talking to somebody right in their

home or car, which is where we should be. We don't always use proper grammar or the proper English. We're not dirty or anything like that, but we try to be real people.

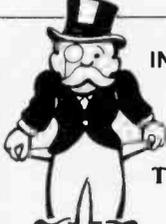
"I find that acceptable grammar is how the people talk. I might use the word *that* when I should be using the word *which*. It's just whatever sounds right these days. The language has been mangled and maligned so much that I think a lot of the kids growing up today were never really properly schooled in English like we were. I think that's too bad, but basically my rule is that if it's accepted in conversation we can use it on the air." (Bliss agrees that in some cases, it's better to remain conversational than to write something that's grammatically correct but grating to the ear.)

Prescott readily admits his writing style would be inappropriate for adult-oriented stations. "I think there's a chance you can get too conversational and cutesy, and that makes me sick. On those stations where the listeners seem to be older demographically and probably a bit more responsible in life, I think they want their news straighter and purer. On your big, institutionalized contemporary station I think the listeners would want a more formally structured newscast. As for us, we like to have a good time here."

On The Move

WGN/Chicago ups Radio News Supervisor Dave Ellsworth to News Director . . . Pamela Taylor exits KIRO/Seattle as Design Manager to become Marketing/Promotion Director across town at KING . . . Newest reporter at KGO/San Francisco is Melanie Morgan, coming from KICU-TV/San Jose . . . Joining WXYZ/Detroit for a Saturday afternoon "Ask the Handyman" slot is Glenn Haage, Director/Merchandising at ACO Hardware Co. . . Major reshuffling at KSDO/San Diego: Larry Himmel is brought in for a 1-3pm talk stint; writer Lanny Marsh becomes weekday assignment editor; weekend editor Barbara Lewis moves to weekends and is replaced by Kevin Milmo of WBZ-TV/Boston; KOGO/San Diego reporter Craig Abernathy joins as afternoon news editor; former "Midday" producer Hope Alliano now does same for Dave Dawson and Larry Himmel shows . . . Dawson's ex-producer moves to KCNN/San Diego as news/feature writer.

Marketplace



TIRED OF MAKING THE WRONG INVESTMENT IN COMEDY MATERIAL?
Are you paying high premiums for a service that's not "Bullish" on laughs? Send \$5.00 for complete May edition of **THE NEW YORK YOCK EXCHANGE**
P.O. Box 185, Dearborn Hgts., MI 48127
or call: 313-855-2064

WE CAN CUT IT!
We know the hassles of scoping down your aircheck:
• PDs looking over your shoulder
• Studio Availability • Lack of time
Your tape is the cornerstone of your presentation.
And for only \$25.00 we can cut it! Write or call:
MANN COMMUNICATIONS
2317 N. Gower Street, Hollywood, CA 90068 (213) 465-7083

O'Liners
FREE SAMPLE ISSUE
of radio's most popular humor service
For sample, write on station letterhead to: **O'Liners**
1237 Armacost Ave., #6-R Los Angeles, CA 90025

We Pay For Your Voice!
Character voices need: Unique delivery or cartoon-style ("not impressions"). M/F
SSSSSSS!
Write for audition instructions:

L.A. AIR FORCE
Box 944 Long Beach CA 90801

PINS ARE IN!
Manufacturers of custom Lapel Pins, Belt Buckles, Key Chains and Embroidered Emblems.
Your Design or Logo
WPLJ 955
WAPP
PROMOTIONS, TOUR MERCHANDISING, ALL MUSIC EVENTS
Write or call today!
JIMMY BUCKLES PINS ARE IN
P.O. Box 1048, Bellmore, NY 11710
(516) 783-9278
FREE SAMPLES UPON REQUEST
A division of Ten Star Industries

DIAL FILE NOTES
NEW for today's radio personality. Topical stories, music people, trivia, calendar and more. Write on station letterhead for a free sample issue.
DIAL PRODUCTIONS / PO BOX 50702 / INDIANAPOLIS, IN 46250

Disk Jockey Comedy
Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Funny Commercials, write **HYPE INK** . . . Box 69581 . . . LA, CA 90069

GET THE GIG YOU WANT!
The books are out . . . have your aircheck and resume really ready with our **AIRCHECK AND RESUME REFINEMENT SERVICES**. • Aircheck Editing • Dubs • Custom Labeling • Resume Enhancement. Packages available. Free details. Call or write us. MC/VISA
(404) 266-0020.
2429 COLONIAL DRIVE NE.
ATLANTA, GEORGIA 30319
RADIOACTIVITY

R&R MARKETPLACE ADVERTISING
Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$39.50
6 Insertions	\$34.00
13 Insertions	\$29.00
26 Insertions	\$24.00

Volume Rates Available
Additional \$10.00 per week charge for Blind Box ads.
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.
Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

FREE SAMPLE!
...FROM DIAL-LOG,
Radio's complete show prep service!
" . . . More material than any other service for the price. Great stuff!" **Steve Harris, WPIX-FM**
HUMOR, CONVERSATION, CALLS, CALENDAR & MORE.
Write on station letterhead or call **DIAL-LOG** 5727 Indianola Dr. Richmond, VA 23228
(804) 270-7206

Sounds That Sell Your Sound!
Jingles for CHR, A/C, AOR, Country, and Oldies. Stretch your jingles budget further with our full line of musical themes. For free demo and details call or write us.

PROFESSIONAL CHEAP COMEDY
Market exclusivity is just one reason why we're becoming the Joke About Town. For current issue write on company letterhead to . . .
P.O. Box 6344, Virginia Beach, VA. 23456

CHUCK BUELL'S SUPER GOLD
Do your weekends sound like every other station? Highlight it inexpensively with well-known personality **Chuck Buell** and a strong specialized program. Each week 3 hours of the hits from the 50's, 60's & 70's and the stories behind them. Send or call **Denver, CO 80209** for your demo tape today.
(303) 756-9091

GET SOME HINEY...
Hiney Wine that is . . .
Hilarious proven ratings booster. Great promotional vehicle and revenue builder. Some exclusive market rights still open. Call (817) 640-0392 or write: **Donnelly Media**
1201 N. Watson, # 187, Arlington, TX 76011

Opportunities

Openings

EAST

WSNG/Torrington needs fulltime newperson. Good bucks for the right person. T&R: WSNG, Box 657, Torrington, CT 06790. (7-22)

Chief engineer for 50kw CHR station. Especially interested in young engineers looking for a step up. Contact Charley Lake, WHFM, 344 East Ave., Rochester, NY 14604, (716) 454-3040. EOE M/F (7-22)

\$75,000 BIG BUCKS FOR HI-PROFILE SUPER-TALENTED MORNING PERSONALITY
Must be entertaining — tell a joke well, play off straight man and listeners, yet still take care of morning basics. Outstanding FM in major market wants to begin to build a morning franchise. Can you cut it? Send cassette, resume and photo to: Bob Henabery Associates, Inc., 136 East 55th Street, New York, NY 10022.

Assistant programmer needed for A/C-oriented AM. Opportunity, security & a great record. T&R: WCLG, Box 885, Morgantown, WV 26505. EOE (7-22)

Rare afternoon opening at Greater Media's WMGQ-FM. Minimum 2 yrs. commercial experience. T&R plus salary: Joe DeRose, WMGQ, Box 100, New Brunswick, NJ 08903. EOE (7-22)

Openings

Immediate opening for nighttime rocker at WEZX-Rock 107. Good production & on-air. Experienced needed. T&R: Shawn Waters, 149 Penn Ave., Scranton, PA 18503. EOE M/F (7-22)

Opening for evening personality. T&R: Bob Paiva, WSFM, Box 3433, Harrisburg, PA 17105. EOE (7-22)

Hartford's premier AOR still seeks talented production director. T&R: Daniel Francis Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (7-22)

Morning man — funny, entertaining, creative. If you got your act together, get your T&R to: Bill Nosal, WCCC-FM, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (7-22)

Radio announcer with CHR or AOR experience. Production a must. T&R: WOAY Radio, Charlie Jennings, Box 251, Oakhill, WV 25901. EOE M/F (7-22)

WLTT/Washington, DC needs fulltime night personality. Present "light rock, less talk" A/C. Experienced professionals. T&R: Bob Hughes, WLTT, 5912, Hubbard Dr., Rockville, MD 20852. No calls. EOE (7-22)

Hot CHR near Providence & Hartford wants an up personality. T&R: Dan Dubonnet, Box 232, Mystic, CT 06360. EOE M/F (7-22)

Q105/Baltimore looking for 7-midnight jock with good production. T&R & salary: Waylon Richards, 5200 Moravia Rd., Baltimore, MD 21206. No calls. EOE M/F (7-22)

Openings

Central PA's Country station has fulltime opening for air personality. Experience helpful, good production. T&R: Dean Henna, Box 420, Lock Haven, PA 17745. EOE M/F (7-22)

Central PA FM (Harrisburg-Lancaster-York) is searching for a smooth, bright and personable morning drive air talent for CHR format. Production experience is necessary . . . must be able to do personal appearances and coordinate special promotions. T&R: Radio & Records, 1930 Century Park West, #503, Los Angeles, CA 90067.

We're searching for an anchor/reporter with class. Creative writing, great pipes & street savvy? Then T&R to ND, WFLI, 440 Domino Ln., Philadelphia, PA 19128. EOE M/F (7-22)

WKZU/New Hampshire lakes region; Modern Country format needs female or male personality right now. T&R: Dave Emerson, WKZU, Gilford, NH 03246. (7-22)

Newsperson needed at NJ station with heavy news commitment. T&R: Mike Kennedy, WERA, 120 W. 7th St., Plainfield, NJ 07060. EOE M/F (7-22)

WFTQ is adding a fulltime street reporter to its staff. Send T&R: Michael Yardley, ND, WFTQ, 19 Norwich St., Worcester, MA 01608. EOE M/F. A KATZ Broadcasting station. (7-22)

Openings

National radio syndicator seeking sales reps for marketing of CHR format. Resumes: All Hit Radio, 96 Summer St., Malden, MA 02148, (617) 321-0247. EOE M/F (7-15)

Excellent opportunity for sports talk talent . . . good company, great facility, stable staff, impressive compensation package. If you have sports talk experience, send T&R to: Lund Consultants, c/o Brian Scott, 4000 NE 169th St., Ste. 107, N. Miami Beach, FL 33160.

News reporter for dedicated suburban station within NY metro ADI. T&R & salary: ND, WNNJ & WIXL, Box 40, Newton, NJ 07860. EOE (7-15)

SOUTH

Reporter, news/talk background AM & FM on NC coast. Co-host AM mornings, news block. T&R: Mark Kruea, WAAV & WGNI, 211 N. 2nd St., Wilmington, NC 28401. EOE M/F (7-22)

Announcer with interest in sales & growth potential. T&R: General Manager, WSUZ, Box 688, Platke, FL 32077. (7-22)

Marketplace

Contemporary COMEDY

Hundreds renewed again!
Free sample!
 Write on stat'n letterhead to
Contemporary Comedy
 5804-D Twining
 Dallas, TX 75227



FREE SAMPLE!

How do you spell relief?
C-O-M-I-C R-E-L-I-E-F!

Funny stuff. Quality, 100% usable one liners. Hurry before they're all Ghandhi! For free sample: **COMIC RELIEF**, P.O. Box 27207 Tempe, AZ 85282 (602) 968-4888

10,000 RADIO JOBS!! Over 10,000 Openings Yearly

You now have access to 98% of the American Radio Nationwide Job Openings every week! Television Openings too!

1. Hundreds of openings for DJ's, newsmen, engineers, PD's (male & female)
 2. Receive 98% of the current American Radio Job listings computer-printed and mailed to the privacy of your home.
 3. Small, medium and major markets.
 4. Country, Rock, MOR, AOR, Beautiful Music, All News and Talk formats.
 5. The American Radio Job Market is subscribed to by major universities, colleges, broadcast schools, working and non-working personnel.
 6. **MONEY BACK GUARANTEE**
- Rates: One week \$6.00. SPECIAL 6 weeks \$14.95 - you save \$21.00!

American Radio
JOB MARKET
 6215 Don Gaspar, Dept. R, Las Vegas, NV 89108



Poor (announcer's name)'s Almanac
 Your own staff of writers and researchers do it all for you. Concise stories, timely quotes, celebrity profiles, meaningful facts, sports anecdotes, fresh, relevant material. For a Free Sample — P.A.N.A., P.O. Box 85152, San Diego, CA 92138.

FREE ISSUE OF Galaxy
 Radio's most complete personality biweekly. Current artist Bio & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead: Box 20093R, Long Beach, CA 90801

Radio Job Placement
 Announcers — News — Sports — Programmers... If you are looking to "move up," NATIONAL BROADCAST TALENT COORDINATORS can help you. NBTC, the Nation's leading radio placement service, services radio stations in all size markets, from coast to coast. Many opportunities for females. For confidential details, including registration form, enclose \$1.00 postage and handling to:
NATIONAL BROADCAST TALENT COORDINATORS
 Dept. R, P.O. Box 20551, Birmingham, AL 35216
 (205) 822-9144

Do your own audition tape and save!
 For more information write:
The Broadcast Company, Ltd.
 P.O. Box 59
 Westmont, IL 60559

ELECTRIC WEENIE
RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970
 Bob Snyder, CKPG: "Sign me up for another year before I go completely sane. The Greatest yuks in the business."
 FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866 Honolulu, Hawaii 96825 (808) 395-9600

Opportunities

Openings

WVNZ seeking experienced CHR midday personality. T&R: Steve Kelly, 160 Newton Rd., Suite 315, Virginia Beach, VA 23462. No calls. EOE M/F (7-22)

New Sunbelt 100kw FM Country to debut in September needs PD, & air staff. T&R: Ron White, Consultant, Box 4189, Little Rock, AR 72214. (7-22)

WOWW-107 needs an anchor/reporter. Prefer Southerner with experience & degree. Team-players only. T&R: David Brandt, Box 2788, Pensacola, FL 32513. (7-22)

All-star Country accepting T&Rs for on-air production. Team-minded, willing to promote on/off-air. T&R: Kevin Alexander, KWKC, Box 2201, Abilene, TX 79604. EOE M/F (7-22)

A/C FM (Major Market) looking for warm, friendly one-on-one announcers. Need solid A/C experience. All shifts, future openings. Tapes, resumes, references & picture to: Radio & Records, 1930 Century Park West, #502, Los Angeles, CA 90067. E.E.O.

Growing medium market FM Country accepting T&Rs for future openings. All positions. T&R: Don Moore, KNFO-95FM, 1512 Lake Air, Waco, Tx 76710. EOE M/F (7-22)

WSGN/Birmingham is looking for a midday alt talent. Strong production a must. T&R: Steve Price, WSGN, 236 Goodwin Crest Dr., Birmingham, AL 35209. EOE M/F (7-22)

Openings

Future openings for news department & talk hosts. T&R: Chuck Martin, KARN, Box 4189, Little Rock, AR 72214. EOE M/F (7-15)



America's Top Rated Major Market Contemporary Hit Radio is looking for America's Best Program Director.

This is a rare opportunity to help lead a legendary radio station thru the '80s.

Please submit tapes and resumes to:
Mason Dixon, WRBQ A/F
 5510 Gray Street,
 Tampa, FL 33609

Equal Opportunity Employer
HARTE-HANKS RADIO

WSLB/Fayetteville, NC seeking 6pm-midnight personality-oriented rock 'n' roller. T&R: Larry Cannon, PD, Box 530, Fayetteville, NC 28302. (919) 323-0925. EOE M/F (7-15)

KTXQ — Dallas — AOR — has morning opening. Possible big bucks. Previous morning experience preferred. Tape and resume to: Tom Owens, 3626 N. Hall St., Dallas, TX 75219. EOE

Top CHR station in Beaumont seeking experienced newperson with good writing skills. T&R: Cody Michaels, ND, B95, 2531 Calder, Beaumont, TX 77702. EOE M/F (7-15)

KEAN, a contemporary Country station, now accepting applications for on-air position. T&R: Bob Shannon, Box 3098, Abilene, TX 79604, or (915) 676-7711. EOE M/F (7-15)

Openings

New 100,000-watt CHR in North Mississippi in search of young, eager air talent with killer instinct. Excellent opportunity for jocks who have the talent and need a chance to prove it at a professional operation. T&R: Marc Rainier, 555 Sparkman Dr., Executive Plaza, Suite 8206, Huntsville, AL 35805. EOE M/F (7-15)

KBST/Big Spring, TX top-rated station, needs combo PD & on-air jock for A/C. Experience in competitive market. Prefer jock from TX, medium or large market. Good growth opportunity. Winston Wrinkle, Pres., KBST, PO Box 1632, Big Spring, TX 79720. EOE (7-8)

MIDWEST

Bonneville Broadcasting System assists its client stations in locating talented PDs and announcers in all sized markets. If you understand and can successfully deliver the new sound of the Easy Listening format, and are willing to relocate, send a tape and/or resume to Rob Carpenter, Bonneville Broadcasting System, 274 County Rd., PO Box 157, Tenaflly, NJ 07670. (7-8)

Rare opportunity at 1170-KSTT. Need production person to run high-powered CHR airshift. T&R: David Sands, Box 3788, Davenport, IA 52808. EOE M/F (7-22)

WFVR updating A/C jocks & news future files. T&R: Dan Ferrelli, Box C., Aurora, IL 60507. (7-22)

Ready For The Majors?

In them now and looking for a change? Major market FM seeks energy filled, energy expressive, personable performers. If you play to win, rush tape and resume to: Radio & Records, 1930 Century Park West, #504, Los Angeles, CA 90067. EOE M/F

Immediate opening: PM drive or midday personality. CHR. Positive, fun & solid production a must. T&R: Tony Stewart, KDVV-V100, Box 1478, Topeka, KS 66601. (7-22)

#1 in Terre Haute seeks fulltime afternoon anchor/reporter. Experience a must. No calls please. T&R: Jim Payne, ND, WPFM AM & FM, 643, Ohio St., Terre Haute, IN 47807. EOE M/F. (7-22)

Sioux Falls premier Country has rare opening. Great place to work & grow. Winners only. T&R: KYKC, Jim O'Neill, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (7-22)

News, airwork, promotions. 1 yr. minimum experience. Salary negotiable. Send T&R: R. Picking, KABI, Box 69, Abilene, KS 67410. EOE M/F (7-22)

Openings

Foxy-95, WCFX seeking weekend talent & future fulltime jock. T&R: Ken Delaney, WCFX, Box 116, Clare, MI 48617. No calls. EOE M/F (7-22)

Once in a lifetime chance for a dynamic brand new FM launch. If you can entertain and jock with style and flair within a precise Top 40 format, we're offering tremendous jobs with great benefits, Top 5 market, \$30-35,000 plus. Be a part of the beginning of a winner. Tapes & resumes to: Radio & Records, 1930 Century Park West, #506, Los Angeles, CA 90067.

Immediate news opening: Morning news anchor/reporter. Resume & audition tape. Kim Young, KWPC & KFMM, 3218 Mulberry Ave., Muscatine, IA 52761. (319) 263-2442. (7-22)

WLLR/Quad City, 50,000 watt FM seeks aggressive, experienced PD. Promotionally-oriented. T&R: Larry Rosmilso, Corporate East, 1910 E. Kimberly Rd., Davenport, IA 52807. (7-22)

PERSONALITY

I'm looking for a young thinking adult talent with an A/C-MOR style for afternoon drive. Preferably with humor. Phone work a plus. You must be a pro and have something to say to the audience. Salary, benefits, etc., outstanding. Tapes and resume: Pat Holiday, PD, CKLW, P.O. Box 282, Southfield, MI 48037. Brief phone calls accepted.

KJJY/Greater Des Moines, seeks ND for expanding news department. T&R: Beverlee Bleisch, KJJY, 1551 N.E. 66th, Des Moines, IA 50313. (515) 289-2444. EOE M/F (7-22)

PD for WQUA-AM/Moline, IL (Davenport, IA metro). Must be experienced AM programmer with track record. T&R: John Haggard, VP & GM, 1801 6th Ave., Moline, IL 61265. EOE M/F (7-22)

Needed immediately! Air talent, A/C, Top 40, Top 25 market. T&R: R.K. #102, Burkhardt/Abrams, 6500 River Chase East, Atlanta, GA 30328. EOE M/F (7-22)

KIXY-FM seeks T&Rs from team-players wanting to move up for possible future openings. T&R: Jay Glass, City Hall Plaza, San Angelo, TX 76903. EOE M/F (7-15)

Opportunities

Openings

Experienced talk-show host wanted. T&R: WKRS Radio, 3250 Belvidere Rd., Waukegan, IL 60085. No calls please. EOE M/F (7-15)

Accepting T&Rs for morning show. Write: John King, OM, WING, 717 E. David Rd., Dayton, OH 45429. EOE M/F (7-15)

Experienced broadcaster who may want to finish college at SIU-C. Big Band, morning personality. T&R, production sample, salary history required. Matt McCann, WCIL-AM, Box 801, Carbondale, IL 62901. EOE M/F (7-15)

Resort lake area AM & FM in growing community needs strong A/C night personality. T&R: Keith Sampson, KDKD, Box 448, Clinton, MO 64735. EOE M/F (7-15)

50kw soft A/C looking for PM drive personality. Experienced only. T&R: Cliff Carey, WLDR, 118 S. Union, Travers City, MI 49684. EOE M/F (7-15)

WEST

KKBK/Aztec, NM needs strong afternoon drive personality. Country format. Good production skills. T&R: Steve Rose, Box J, Aztec, NM 87410. EOE (7-22)

KQDI seeking news anchor/reporter. Females encouraged. T&R: Don Knott, Box 6760, Great Falls, MT 59403. (7-22)

Immediate opening for 7pm-12mid personality. MOR. T&R: Carlos Cipolletti, KLDY-FM, Box 1499, Bakersfield, CA 93302. EOE M/F (7-22)

KPTL & KKBC seeks aggressive newperson. Strong writing; local government a must. T&R: Adrienne Abbot, 1937 N. Carson, #227, Carson City, NV 89701. EOE M/F (7-22)

Country FM 40 miles from Tucson needs morning personality. \$1000/mo. No beginners or PD-types. KAAV, Box 42977, Tucson, AZ 85733. EOE (7-22)

Live & work in the capital of ORI Energetic air talent/combo salesperson. T&R: PD, KSLM, Box 631, Salem, OR 97308. (7-22)



RESEARCH DIRECTOR KGO Radio San Francisco

Dynamic ABC Broadcast- ing owned-and-operated KGO radio in San Francisco is accelerating its research activities to keep pace with its #1 market position.

We have an immediate opening for a broadcast research professional to serve as **Research Director** in supervising our research efforts for station and program management, sales personnel, affiliated agencies, and clients.

Successful candidate must possess at least 3 yrs. in broadcast research and in-depth knowledge of Arbitron and Marketron reporting systems. To investigate the superior compensation package we offer, qualified applicants are urged to submit a resume along with salary requirements to:

**Bob Edens
Staffing Rep.
ABC Personnel
277 Golden Gate Ave.
San Francisco, CA 94102**

An Equal Opportunity Employer
M/F/H/V

KOMP, AOR Las Vegas accepting T&Rs for upcoming airshift opening. To: Charlie Morris, Box 26629, Las Vegas, NV 89126. No phone calls. EOE M/F/H (7-22)

Announcer gave 2 mos. notice. We all laughed. Guess what? A/C jock needed yesterday. Send T&R: Joe Primrose, KRWN, Box 1047, Farmington, NM 87499. (7-22)

Hot morning jock for #1 & growing Santa Rosa, CA station. No beginners. T&R: Bill Richards, KREO, Box 309, Healdsburg, CA 95448. EOE M/F (7-22)

Openings

Top AOR seeking production director. 5 yrs. experience. Excellent benefits, working conditions. T&R ASAP: Scott Jameson, PD, KAZY, 2149 S. Holly, Denver, CO 80222. EOE M/F (7-22)

Natural-sounding pro needed for all-night on leading A/C station. T&R: Tom Greenleigh, KJQ, 1506 Gibson, Ogden, VT 84404. Minorities encouraged. EOE M/F (7-22)

Bob Hattrik looking for on-air talent for new CHR format. T&R: Hattrik Communications, 21 Maryland Plaza, St. Louis, MO 63108. EOE M/F (7-22)

Midday personality wanted at 50kw San Francisco Bay area A/C. Also seeking entertainment reporter/personality. T&R: Allen Waterous, Box 21248, San Jose, CA 95151, (408) 274-1170. (7-22)

Hot #1 station in San Francisco area looking for jocks. I don't want to let my competition up for air. I need a morning guy who communicates. If you're creative and love to have fun... this is it! Also need strong production man. No beginners. T&R: Radio & Records, 1930 Century Park West, #505, Los Angeles, CA 90067. EOE M/F

Seeking air talent for fulltime AM Country. T&R: PD, KAFY, 1527, 19th St., Ste. 300, Bakersfield, CA 93301. EOE M/F (7-15)

Morning man wanted at KENO/Las Vegas. T&R: Gary Campbell, Box 26629, Las Vegas, NV 89126. No calls. EOE M/F/H (7-15)

Creative morning man with super production for Oldies station. T&R: Mike Evans, KGEO, Box 260, Bakersfield, CA 93302. EOE M/F (7-15)

Fulltime production director. Minimum 3 yrs. production experience. No airshift. Production samples & resume: Cat Sloan, KFMR-FM, 555 W. Bend Holt Dr., #312, Stockton, CA 95207. EOE M/F (7-15)

ND wanted immediately! Experienced only need apply. The Valley's Hit Music, KGALI T&R: Brian Casey, Box 749, Albany, OR 97321. EOE M/F (7-15)

Immediate opening for newperson with at least 2 yrs. experience. T&R: Dave Fox, KBET, Box 11710, Reno, NV 89510. EOE M/F (7-15)

Positions Sought

Experienced, creative announcer with great production seeks opportunity in major market. Currently nights in medium market. Call JOHN (817) 756-1971. (7-22)

Bob Gilbert seeks news position at West Coast station. BA journalism & 5 yrs. experience. Conversational delivery, strong interviewer & news writer. (213) 993-1909, (213) 783-2529. (7-22)

Smooth conversational jock with resonant pipes & good production lives for good AOR opportunity. Call DAVE after 7pm, Mon.-Fri. at (417) 782-7680. (7-22)

Professional college GM seeking management position in non-commercial or commercial radio. Experienced, strong background. PETE PEEBLES (804) 727-5670, (804) 722-3208. (7-22)

Former Pittsburgh, PA air personality with 7 yrs. experience seeks sales, on-air position. Good references on every job. L.J. (216) 478-1206. (7-22)

Experienced MD/jock wants to rock anywhere. AOR, CHR. Call ARNOLD (612) 724-7431. (7-22)

Summer heat? Cool your competition with a capable news-pro for all seasons. KARL BROWN, (304) 599-3083. (7-22)

Energetic, enthusiastic, talented female announcer ready to work for you. Familiar with all formats, great production. Pick up the phone now & call NICCI at (714) 525-8723. (7-22)

STOP!

Make your bid now on a super-successful morning act/PD. Major market proven. Will deliver ratings and revenue to aggressive company. Looking for a vehicle to put you on top? Call (609) 737-1421 or (305) 771-1962.

J.J. SHANNON, formerly OK100/Ithaca-Syracuse, nights. 5 yrs. CHR experience. Any shift, market. Prefer East, South, FL. (607) 756-8306, (305) 721-0582. (7-22)

It takes brains to be a PD, brilliance to PD in NYC, & common sense to put ANNE LEIGHTON inside the radio. (914) 428-1130. (7-22)

Newperson seeks fulltime work. TV & radio experience. Will relocate. BILL (814) 454-4251. (7-22)

Experienced 3-yr. on-air broadcaster wants to help your station grow. Midwest preferred. MIKE (314) 781-9195, (314) 487-7339. (7-22)

5-yr. experienced DJ working parttime in medium market seeking fulltime position. Call John after 5pm, CDT (309) 752-9643. (7-22)

Positions Sought

The slim one is now available for large or medium major market CHR. WLS-FM, WMET, WNAP. West or southwest preferred. (312) 348-3384. (7-22)

Looking for opportunity to grow at FM CHR or A/C in 50-100,000 Midwest market. 2 1/2 yrs. experience. CHRIS HANSEN (414) 739-3746. (7-22)

Announcer with 8 yrs. experience ready to move to medium market station. Available now! Call DAN (314) 546-2170. (7-22)

Killer medium market personality available. Super production, excellent references. Call C.R. (409) 860-3385. (7-22)

Available now. 4 yrs. experience. All day-parts. Michael (904) 385-4211. (7-22)

I have 4 1/2 yrs. in commercial radio. Also broadcasting degree. Experienced in all formats. Would like news, or Ag-related station. Sales possible. TODD (515) 359-2931. (7-22)

Last-chance ad: 12 1/2 years in biz (radio & TV). Growing old (37). Need more bucks for years invested. Medium market programming or large market jock. BONZO THE CHIMP (404) 233-2602. (7-22)

Experienced, award-winning sportscaster seeks sports director or reporter job. I love local sports, will relocate anywhere. Ready to move up. (703) 433-2093. (7-22)

Pollack/Superstars AOR pro seeking larger market. Experienced PD/MD with great production, refs & attitude. KXXY, KLPX, KFMY, KISR, KKEG. LEE ROBERTS (501) 521-5566. (7-22)

WES SILVER, KRUX, WKDQ, KKFM, KIQW wants growth opportunity at stable CHR, AOR, A/C. All sizes considered. No fly-by-nighters. West or MI preferred. (303) 685-1988. (7-22)

BILL CONWAY leaves WTMJ/Milwaukee, dominant #1 in all dayparts, spring ARB. Also proven winner at Country WBSC & WDRY. Seeks major programming. (414) 259-1431. (7-22)

Highly talented NY jock seeking position at Urban or Black formatted station. Currently working at NY's #1 station. Please call LANCE HAYES, (212) 993-0276. (7-22)

The pay's the thing. 9-yr. IL news pro with family seeks upward mobility. Midwest preferred, but will consider all generous offers. MARK (815) 895-5887. (7-22)

Experienced DJ & ND. Great board work. Looking for advancement. For T&R, Call ED (312) 677-7941, or (312) 389-7045. (7-22)

10-yr. AOR/CHR personality. Distinctive, rich voice. First phone, married. Desires good pay/long-term relationship. Unique music instincts. LEE (301) 475-8077. (7-22)

Mature announcers with over 5 years experience. Looking for stable position. Currently in major market. Call PAUL (313) 465-1655. (7-22)

SEEKING: Unique on-air or production position with aggressive, stable organization. Market size unimportant; money is not.
OFFERING: Experience, good 25-49's in Top 10 market, voices, personality, versatility, brevity with wit. Call Kevin (703) 281-3647.

Seeking advancement. Experienced, good voice, personable, team-player. Will relocate. DAVID GUDDECK, 914 1/2 S. 2nd, Tucumcari, NM 88401, (505) 461-4157, before noon. (7-15)

Hard-working sports announcer with 3yrs. experience seeking other opportunities. Strong P-B-P. Call Gordon (707) 257-3016, evenings. (7-15)

Medium market pro with great personality looking for position in KY, IN, TN. Call DAVE (601) 868-9426, 3-7pm only, please! (7-15)

8-year news anchor in major market. Currently freelancing in L.A. Seeking new slot in Denver area. For T&R call MIKE (714) 750-5052. (7-15)

5-years experience in A/C & CHR. Also experience in news & MD. Would feel comfortable with any format. JAMES COVEY, General Delivery, Glenn Daniel, WV 25844. (7-15)

Easy-going personable morning personality seeks major market. 19 years experience. Worked Detroit doing small market A/C. Strong on promotions. RICH (503) 773-4416. (7-15)

Medium market engineer of 10 yrs. seeks position in major market in East, South or Gulf area. Contact J. ALLAN (301) 435-8770. (7-15)

Off-the-wall, up-tempo entertainer. Still looking for that CHR, A/C rocker that needs someone creative. Great pipes, refs, attitude. BRAIDS (312) 244-5904, 12-5pm, CDT. (7-15)

We are the creative solution to your communications problem. Let our team effort work for you. 15 years combined experience. Call now. (217) 443-8144. (7-15)

Creative morning personality. Characters, bits, funny commercials, phones. Personal appearances, TV, stand-up. Medium/major market. BOB (904) 378-3905. (7-15)

Experienced, young newshound seeks larger yard to dig in. Small market experience, degree journalism, political science. Will relocate. Call TOM (503) 573-2652, (503) 573-7250. (7-15)

Positions Sought

"High comes" KIRK will bring your book to the ozone. 7 years experience. PD, MD, air talent, production. (601) 425-1491. (7-15)

Bill Tenner worked here 2 years, I've stayed 4 1/2 Top ratings - dual market! Successful programmer ready for bigger market. RUSS WILLIAMS (601) 425-1491. (7-15)

Versatile announcer seeking small market PD position. 9 1/2 years experience. South preferred. Call MIKE (504) 631-9231. (7-15)

Lost in the shuffle at major chain. A real card, personality, humor. 2nd generation DJ, 8 years experience in drive. Radio/Marketing degree. KEVIN (717) 755-0698. (7-15)

Superior & innovative production & copywriting can mean added revenue for your station. Simply stated, my production's the best. Howard Cosell Jr. (201) 992-4881, after 2pm. (7-15)

Radio voice seeking CA, AOR, CHR station. 5 yrs. experience. Production whiz. Communications/BA. Call MARK AVERY (213) 396-3367. Leave message. (7-15)

Morning personality. Great ratings & refs. CHR & AOR. Top 50 markets only. Call BILL (309) 691-2277. (7-15)

KIRK RUSSELL, KRUX/Phoenix, WZZP/Cleveland, KIQ/Colorado Springs, KTKT/Tucson, XEROX-80 and KFIM/EI Paso seeks career position, not just a job. Multi-track production, programming experience. (303) 685-9551 (7-15)

CHARLES EDWARD WALTON aka Coco. Now WAPE, formerly WVOJ, WQIK, WFVY, WWGS, WBIT, WDDQ, WGGG, WRUF, WERD. 8 yrs. on-air, 3 in sales. (904) 264-4523. (7-8)

Changes

RADIO

Maria Del Rio joins KRQR/San Francisco as Account Executive, formerly KTZO-TV.

Rick Garson named Account Executive at WYSP/Philadelphia, formerly WKXW.

Miscellaneous

WOCR-FM needs record service from all labels. AOR/CHR. Mary Frances Smith, PD, Box 89, Olivet, MI 49076, (616) 749-739E.

Wanted to trade: Air checks of radio stations in your area for air-checks of radio stations in Los Angeles. Please call Gerry Stuart (213) 705-7420 or write: 18355 Collins St., #128, Tarzana, CA 91356.

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

R&R Opportunities Advertising

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

Frequency Rates*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable In Advance

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

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (Pacific Time) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

MICHAEL JACKSON "Human Nature"
LITTLE RIVER BAND
"You're Driving Me Out Of My Mind"
DAVE EDMUNDS "Slipping Away"
JOAN JETT & THE BLACKHEARTS "Fake Friends"

Contempo 300

MICHAEL SEMBELLO "Maniac"
JEFFREY OSBORNE "Don't You Get So Mad"
MICHAEL JACKSON "Human Nature"

Great American Country

RONNIE MILSAP
"Don't You Know How Much I Love You"
SHELLY WEST "Flight 309 To Tennessee"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BILLY JOEL "Tell Her About It"
MICHAEL JACKSON "Human Nature"
JEFFREY OSBORNE "Don't You Get So Mad"

TM A/C

DIONNE WARWICK "All The Love In The World"
MICHAEL JACKSON "Human Nature"
HERB ALPERT "Garden Party"

TM Country

DON WILLIAMS "Nobody But You"
MEL McDANIEL
"Hot Time In The Old Town Tonight"

BPI

John Iles (800) 426-9082

Adult Contemporary

GEORGE FISCHOFF "Summer Love"
LAURA BRANIGAN
"How Am I Supposed To Live Without You"

Country Living

MERLE HAGGARD
"What Am I Gonna Do (With The...)"
LYNN ANDERSON
"What I Learned From Loving You"
DEAN MARTIN "My First Country Song"
TANYA TUCKER "Baby I'm Yours"
GENE WATSON
"Sometimes I Get Lucky And Forget"
RONNIE MILSAP
"Don't You Know How Much I Love You"
LOUISE MANDRELL "Too Hot To Sleep"

Radio Arts

John Benedict (213) 841-0225

Country's Best

GENE WATSON
"Sometimes I Get Lucky And Forget"

Soft Contemporary

CRYSTAL GAYLE "Baby What About You"
HERB ALPERT "Garden Party"

Sound 10

BILLY JOEL "Tell Her About It"
JACKSON BROWNE "Lawyers In Love"
CRYSTAL GAYLE "Baby What About You"
KAJAGOOGOO "Too Shy"
HERB ALPERT "Garden Party"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MICHAEL JACKSON "Human Nature"
BILLY JOEL "Tell Her About It"
LITTLE RIVER BAND
"You're Driving Me Out Of My Mind"
JEFFREY OSBORNE "Don't You Get So Mad"
AIR SUPPLY "Making Love Out Of Nothing At All"
GEORGE BENSON
"Lady Love Me One More Time"

The A/C Format

HERB ALPERT "Garden Party"
MICHAEL JACKSON "Human Nature"
CRYSTAL GAYLE "Baby What About You"
CULTURE CLUB "I'll Tumble 4 Ya"

Super-Country

GENE WATSON
"Sometimes I Get Lucky And Forget"
MARK GRAY
"It Ain't Real (If It Ain't You)"
LYNN ANDERSON
"What I Learned From Loving You"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

PEABO BRYSON & ROBERTA FLACK
"Tonight I Celebrate My Love"
CULTURE CLUB "I'll Tumble 4 Ya"
KAJAGOOGOO "Too Shy"
PETER ALLEN "Just Another Make Out Song"
MICHAEL JACKSON "Human Nature"
HERB ALPERT "Garden Party"

Tanner Country

JERRY REED
"She's Ready For Someone To Love Her"
EMMYLOU HARRIS
"So Sad (To Watch Good Love Go Bad)"
WAYLON JENNINGS "Breakin' Down"
DOTTIE WEST "Tulsa Ballroom"
SHELLY WEST "Flight 309 To Tennessee"
MOE BANDY w/BECKY HOBBS
"Let's Get Over Them Together"

Red Satin Rock

JOURNEY "After The Fall"
BILLY JOEL "Tell Her About It"
RICK SPRINGFIELD "Human Touch"
JACKSON BROWNE "Lawyers In Love"
CHARLIE "It's Inevitable"
CULTURE CLUB "I'll Tumble 4 Ya"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

ATLANTA "Atlanta Burned Again Last Night"
MERLE HAGGARD
"What I Am Gonna Do (With The...)"
MICKEY GILLEY & CHARLY McCLAIN
"Paradise Tonight"
KAREN BROOKS "Walk On"
GENE WATSON
"Sometimes I Get Lucky And Forget"
NITTY GRITTY DIRT BAND "Shot Full Of Love"

The Great Ones

MEN AT WORK "It's A Mistake"
CHRISTOPHER CROSS "Think Of Laura"

CBS, Sony Set Digital Company



CBS and Sony have formed the Digital Audio Disc Corporation to make compact discs, with CBS's old Terre Haute manufacturing facility serving as the pressing plant for DADC and custom pressing as well. Pictured at the Terre Haute press luncheon announcing the venture are (l-r) CBS Inc. President/CEO Tom Wyman, Indiana Gov. Robert Orr, CBS/Records Group President Walter Yetnikoff, Sony President Norio Ohga, Lt. Gov. John Mutz, and Terre Haute Mayor Pete Chalos.

EMI Goes Coconuts



EMI America artists the Coconuts visited L.A. to work on a film called "Against All Odds," also starring the group's mentor/producer August "Kid Creole" Darnell. Pictured (l-r) on the set are Champion Entertainment President Tommy Mottola, EMI/Liberty VP Gary Gersh, Darnell, group's Cheryl Poirier, director Taylor Hackford, group's Taryn Hagey and Adriana Kaegi, Champion's Kathy Donovan, EMI/Liberty President Rupert Perry, Champion's Jeb Brien, EMI/Liberty's Mavis Brodey, and label VP Dick Williams.

McGavren Honors Gross



Marc Gross, VP/Sales for rep firm McGavren Guild, was honored at a dinner for ten years of outstanding leadership. He joined the company as an account executive in New York in 1973. Gross is pictured (right) with McGavren Guild President Ralph Guild.

Jennings, Cropper Honored By BMI



At BMI's recent songwriter/publisher awards for the most-played BMI songs, Will Jennings and Steve Cropper were among those honored, Jennings for "Up Where We Belong" and Cropper for "(Sittin' On The) Dock Of The Bay." Pictured (l-r) are BMI's Allan McDougall, Cropper, Jennings, and BMI VP Ron Anton.

Black Radio Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Watts

ZAPP
SLING SHOT
MICHAEL LOVESMITH
CLARK SISTERS
SMOKEY ROBINSON
C-BANK
BRIDGET COOPER
KURTIS BLOW
CASHMERE
RITCHIE FAMILY
MECO
FONDA RAE
NEWCLUES
WALTER JACKSON
Hottest:
PHYLLIS HYMAN
IRENE CARA
INGRAM & AUSTIN
FREEZE
ANITA BAKER

WLD/Boston
Elroy R.C. Smith

OTIS LIGGETT
RICK JAMES
MAZE
MOMYAKA
MARY JANE GIRLS
GARY BYRD & G.B.
PRETTY BOYS
LIQUID GOLD
DENICE WILLIAMS
LARRY GRAHAM
KASHIF
HERBIE HANCOCK
ANITA BAKER
Hottest:
PHYLLIS HYMAN
MANHATTANS
O'JAYS

WKND/Hartford
Jordan/McLean

SMOKEY ROBINSON
MARY JANE GIRLS
NATALIE COLE
JOHNNY GILL
RICK JAMES
MAZE
DIANA ROSS
NYC PEBCH BOYS
Hottest:
IRENE CARA
DONNA SUMMER
MANHATTANS
SOS BAND
MIDNIGHT STAR

WNHC/New Haven
James Jordan

RARE
NATALIE COLE
NYC PEBCH BOYS
LATOYA JACKSON
EW&F
RICK JAMES
THELMA HOUSTON
ASHFORD & SIMPSON
MICHAEL JACKSON
DAVID GRANT
CHAMPAIGN
GLADYS KNIGHT
MAZE
PLANET PATROL
Hottest:
MADONNA
MARY JANE GIRLS
FREEZE
MANHATTANS
BRASS CONSTRUCTION

WRKS/New York
Mayo/Quarterone

MIDNIGHT STAR
ISLEY BROS
KASHIF
RICK JAMES
WUF TICKET
LILLO
ASHFORD & SIMPSON
NONA HENDRYX
Hottest:
SERGIO MENDES
INGRAM & AUSTIN
MICHAEL SEMBELLO
WHODINI
NEW EDITION
MTUME
INGRAM & AUSTIN
DONNA SUMMER
MICHAEL JACKSON
DEBARGE

WBSL/New York
Frankie Crocker

ZAPP
RICK JAMES
GEORGE BENSON
MAZE
IMAGINATION
LATOYA JACKSON
MEN WITHOUT HATS
BERNARD EDWARDS
KURTIS BLOW
RAKE
MOTIVATION
INVISIBLE MAN'S B
RENE & ANGELA
MIDNIGHT STAR
DONNA SUMMER
RUN D.M.C.
FREEZE
MANHATTANS

WMO/Pittsburgh
John Anthony

SHALAMAR
ARETHA FRANKLIN
DIANA ROSS
ISLEY BROS
RICK JAMES
LAKESIDE
RONNIE LAWS
NEW HORIZONS
OLIVER CHEATHAM
Hottest:
MANHATTANS
KASHIF
MIDNIGHT STAR
NONA HENDRYX

WVOC/Washington, DC
Chris Gardner

CASHMERE
LATOYA JACKSON
GLADYS KNIGHT
SLING SHOT
ZAPP
Hottest:
O'JAYS
MICHAEL JACKSON
STACY LATTISAW
GEORGE BENSON
MANHATTANS

WHUR/Washington, DC
Oscar Fields

none
Hottest:
GEORGE BENSON
MTUME
RENE & ANGELA
AL JARREAU
EDDY GRANT

SOUTH

WATV/Birmingham
Ron January

MECO
NEW EDITION
RICK JAMES
SLING SHOT
ASHFORD & SIMPSON
MAZE
THELMA HOUSTON
HERBIE HANCOCK
LATOYA JACKSON
ZAPP
Hottest:
IRENE CARA
DONNA SUMMER
MIDNIGHT STAR
GEORGE BENSON
PHYLLIS HYMAN

WGIV/Charlotte
Dan Harrell

Deniece Williams
EW&F
G.T.
D TRAIN
RUFUS & CHAKA
CHERI
ISLEY BROS
Hottest:
JANET JACKSON
DONNA SUMMER
MANHATTANS
JEFFREY OSBORNE
LARRY GRAHAM

WPEG/Charlotte
Les Norman

JONZUN CREW
ASHFORD & SIMPSON
STONE
BILL SUMMERS
RICK JAMES
RUFUS & CHAKA
MICHAEL JACKSON
PROJECT FUTURE
HERBIE HANCOCK
LATOYA JACKSON
LTD
ATTITUDE
Hottest:
IRENE CARA
MIDNIGHT STAR
ANGELA BOFILL
INGRAM & AUSTIN
MICHAEL JACKSON

WNOO/Chattanooga
Smokin' Sam Ervin

none
Hottest:
WHISPERS
DENICE WILLIAMS
LEON HAYWOOD
GRANDMASTER FLASH
MTUME

WOIC/Columbia
Mickey Arnold

LILLO
MAZE
LATOYA JACKSON
IMAGINATION
NEW HORIZONS
CHAMPAIGN
GLADYS KNIGHT
FREEZE
SERGE
ZAPP
LENNY WHITE
MAZE
KASHIF
GLADYS KNIGHT
Hottest:
MIDNIGHT STAR
DONNA SUMMER
ARETHA FRANKLIN
CON FUNK SHUN
SOS BAND

WKWM/Grand Rapids
Frank Grant

MICHAEL JACKSON
GLADYS KNIGHT
WILLIAM BELL
MICHAEL LOVESMITH
MOTIVATION
Hottest:
MIDNIGHT STAR
DENICE WILLIAMS
RUN D.M.C.
MICHAEL JACKSON
RICK JAMES

WTLC/Indianapolis
Jay Johnson

RICK JAMES
SLING SHOT
CLUB HOUSE
CLARK SISTERS
GLADYS KNIGHT
LATOYA JACKSON
NATALIE COLE
IMAGINATION
Hottest:
GEORGE BENSON
IRENE CARA
STARPOINT
AL JARREAU
MICHAEL JACKSON

WLUM/Milwaukee
Rich Guzman

none
Hottest:
IRENE CARA
MICHAEL JACKSON
AL JARREAU
GEORGE BENSON
ANGELA BOFILL

WVVO/Toledo
Maxx Myrick

ZAPP
SOS BAND
KASHIF
RUFUS & CHAKA
GEORGE BENSON
MECO
ATTITUDE
SLING SHOT
NONA HENDRYX
C-BANK
HERBIE HANCOCK
Hottest:
DONNA SUMMER
MICHAEL JACKSON
IRENE CARA
ISLEY BROS
MTUME

KRNY/Houston

Mike Cavie

RUFUS & CHAKA
THOMAS DOLBY
NEW EDITION
CLARK SISTERS
ZAPP
REDDINGS
SLING SHOT
CHAMPAIGN
MAZE
JUNIOR
Hottest:
MTUME
KURTIS BLOW
MARY JANE GIRLS
SOS BAND
NONA HENDRYX

KMJK/Houston
Greg Mack

WHODINI
HERB ALPERT
Hottest:
MIDNIGHT STAR
NEW HORIZONS
SOS BAND
SISTER SLEDGE
SLIM

WJMI/Jackson
Carl Haynes

SHALAMAR
GEORGE BENSON
ZAPP
MICHAEL JACKSON
MAZE
Hottest:
RUN D.M.C.
GEORGE DUKE
NEW GUYS ON THE B
MANHATTANS
CHERI

WXXI/Jackson
Tommy Marshall

NATALIE COLE
KURTIS BLOW
CHERI
LATOYA JACKSON
ZAPP
MICHAEL JACKSON
RONNIE LAWS
HIROSHIMA
RICK JAMES
SMOKEY ROBINSON
Hottest:
RUN D.M.C.
DONNA SUMMER
NEW HORIZONS
AL JARREAU
MIDNIGHT STAR
LEON HAYWOOD

WPDQ/Jacksonville
Marc Little

LILLO
MAZE
LATOYA JACKSON
IMAGINATION
NEW HORIZONS
CHAMPAIGN
GLADYS KNIGHT
FREEZE
SERGE
ZAPP
LENNY WHITE
MAZE
KASHIF
GLADYS KNIGHT
Hottest:
MIDNIGHT STAR
DONNA SUMMER
ARETHA FRANKLIN
CON FUNK SHUN
SOS BAND

WJAX/Jacksonville
Steve Fox

MAZE
ASHFORD & SIMPSON
RICK JAMES
ZAPP
GEORGE BENSON
CHERI
MECO
MICHAEL JACKSON
LIQUID GOLD
Hottest:
MICHAEL JACKSON
LIQUID GOLD
Hottest:
DONNA SUMMER
SOS BAND
NEW HORIZONS
MIDNIGHT STAR
RUN D.M.C.

KJCB/Lafayette

Beatrice Evans

RITCHIE FAMILY
ASHFORD & SIMPSON
NATALIE COLE
ZAPP
GEORGE BENSON
MICHAEL JACKSON
RICK JAMES
Hottest:
MIDNIGHT STAR
GEORGE BENSON
MANHATTANS
ISLEY BROS
LAKESIDE

KOKY/Little Rock
Paul Todd

ASHFORD & SIMPSON
LILLO
ZAPP
RUFUS & CHAKA
BRYSON & FLACK
J. BLACKFOOT
GEORGE BENSON
DORRIS JOSEPH
DOOBIE BROS
Hottest:
GEORGE BENSON
ISLEY BROS
GLADYS KNIGHT
MANHATTANS
SISTER SLEDGE

WLOU/Louisville
Neal O'Rea

NATALIE COLE
DAVID JOSEPH
SHALAMAR
LATOYA JACKSON
Hottest:
ARETHA FRANKLIN
DONNA SUMMER
MIDNIGHT STAR
IRENE CARA
FATBACK

WJSS/Lynchburg
Lad Goins

BERNARD EDWARDS
DIANA ROSS
JEFFREY OSBORNE
NEWCLUES
BRYSON & FLACK
RICK JAMES
ZAPP
NEW EDITION
RONNIE LAWS
REDDINGS
Hottest:
MTUME
DEBARGE
EDDY GRANT
GEORGE BENSON
MICHAEL JACKSON

KRNB-FM/Memphis

Floyd Blackwell

MAZE
ZAPP
GEORGE BENSON
CLUB HOUSE
RUFUS & CHAKA
DOOBIE BROS
RITCHIE FAMILY
CHERI
NATALIE COLE
LATOYA JACKSON
INGRAM & AUSTIN
MIDNIGHT STAR
JEFFREY OSBORNE

WVLA/Nashville
Fred Harvey

RICK JAMES
SLING SHOT
ASHFORD & SIMPSON
NATALIE COLE
LATOYA JACKSON
GLADYS KNIGHT
DAVID GRANT
CHAMPAIGN
ZAPP
Hottest:
RUN D.M.C.
IRENE CARA
DEBARGE
NEW EDITION
MTUME

WAIL-FM/New Orleans
Barry Richards

G.T.
FREEZE
ZAPP
RICK JAMES
CHI-LITES
WAR
CULTURE CLUB
NEWCLUES
OLIVER CHEATHAM
MECO
LATOYA JACKSON
RAKE
Hottest:
MIDNIGHT STAR
O'BRYAN
DIANA ROSS
MTUME
IRENE CARA

WYLD-FM/New Orleans
Brute Bailey

LATOYA JACKSON
DOLLY PARTON
BERNARD EDWARDS
STACY LATTISAW
Hottest:
IRENE CARA
MIDNIGHT STAR
BEAU WILLIAMS
SKYY
HERBIE HANCOCK

WPLZ/Petersburg

Hardy Jay

STACY LATTISAW
NATALIE COLE
RICK JAMES
G.T.
ASHFORD & SIMPSON
ZAPP
GEORGE BENSON
TOTO
MEN AT WORK
SMOKEY ROBINSON
Hottest:
SOS BAND
IRENE CARA
MICHAEL JACKSON
OLIVER CHEATHAM
HERBIE HANCOCK

WANT/Richmond
Kirby Carmichael

RICK JAMES
SMOKEY ROBINSON
ZAPP
ASHFORD & SIMPSON
LAKESIDE
MARY JANE GIRLS
SLING SHOT
HUMAN LEAGUE
Hottest:
MANHATTANS
JOHNNY GILL
SKYY
O'JAYS
RONNIE LAWS

WTOY/Roanoke
Francisca Stewart

SHALAMAR
ISLEY BROS
OLIVER CHEATHAM
STACY LATTISAW
BRYSON & FLACK
NATALIE COLE
SMOKEY ROBINSON
HERBIE HANCOCK
Hottest:
EDDY GRANT
MIDNIGHT STAR
DONNA SUMMER
GEORGE BENSON
WHISPERS

WVDM/Sumpter
Janice Baycote

YAZ
HIGH FASHION
HUMAN LEAGUE
SURFACE
ONE WAY
NEW EDITION
CLUB HOUSE
GEORGE BENSON
MICHAEL HENDERSON
EW&F
DONALD BANKS
Hottest:
MANHATTANS
DENICE WILLIAMS
JOHNNY GILL
JUNIOR
NEWCLUES

WEST

KACE/Los Angeles
Miller/Wiggins

GLADYS KNIGHT
MICHAEL JACKSON
ANITA BAKER
GEORGE BENSON
MAZE
DENICE WILLIAMS
G.C. CAMERON
LARRY GRAHAM
DIANA ROSS
STACY LATTISAW
RONNIE LAWS
SHALAMAR
GARRETT'S CREW
EW&F
CHAMPAIGN
Hottest:
MTUME
ISLEY BROS
ANITA BAKER
HERBIE HANCOCK

KJLM/Los Angeles
J.B. Stone/Rico

CHERI
ZAPP
DOOBIE BROS
EDDY GRANT
REDDINGS
NONA HENDRYX
LITTLE TONI MARSH
MIDNIGHT STAR
SLING SHOT
RUFUS & CHAKA
HERB ALPERT
STACY LATTISAW
ANITA BAKER
GLADYS KNIGHT
RUN D.M.C.
Hottest:
NEW HORIZONS
CLARK SISTERS
HERBIE HANCOCK
STEVE ARRINGTON'S
GARY BYRD & G.B.

KUKQ/Phoenix
Steve Smith

ZAPP
RUFUS & CHAKA
EW&F
HERB ALPERT
GLADYS KNIGHT
LATOYA JACKSON
Hottest:
O'BRYAN
NEW HORIZONS
MANHATTANS
DONNA SUMMER
SHALAMAR

XHRM/San Diego
Gene Harris

ASHFORD & SIMPSON
INDEEP
FREEZE
STACY LATTISAW
TYRONE PEPPERS
JONZUN CREW
RICK JAMES
GARY BYRD & G.B.
RUN D.M.C.
RUFUS & CHAKA
WILTON FELDER
Hottest:
ISLEY BROS
RONNIE LAWS
SHALAMAR
CON FUNK SHUN
HERBIE HANCOCK

KSOL/San Mateo
Bernie Moody

ZAPP
EW&F
LATOYA JACKSON
ISLEY BROS
CLARK SISTERS
OLIVER CHEATHAM
MICHAEL JACKSON
ANITA BAKER
Hottest:
GEORGE BENSON
MTUME
IRENE CARA
DONNA SUMMER
KASHIF
MANHATTANS

(J) indicates Black reporters also contributing to Jazz Chart

JAZZ RADIO NATIONAL AIRPLAY/30

July 22, 1983

Last Week	Rank	Artist/Track (Label)
5	1	RAMSEY LEWIS/Les Fleurs (Columbia)
1	2	EARL KLUGH/Low Ride (Capitol)
2	3	GEORGE BENSON/In Your Eyes (WB)
4	4	CHUCK MANGIONE/Journey To A Rainbow (Columbia)
3	5	JARREAU/Jarreau (WB)
8	6	WYNTON MARSALIS/Think Of One (Columbia)
9	7	PAT METHENY/Travels (ECM)
7	8	BOB JAMES/The Genie (Columbia)
6	9	LARRY CARLTON/Friends (WB)
14	10	HERBIE MANN/Astral Island (Atlantic)
11	11	YELLOW JACKETS/Mirage A'Trois (WB)
12	12	GERRY MULLIGAN/Little Big Horn (GRP)
13	13	WILTON FELDER/Gentle Fire (MCA)
10	14	JOE SAMPLE/The Hunter (MCA)
15	15	ERNESTINE ANDERSON/Big City (Concord)
16	16	JAY HOGGARD/Love Survives (Gramavision)
17	17	MILES DAVIS/Star People (Columbia)
18	18	RARE SILK/New Weave (Polydor/PolyGram)
21	19	GERALD WILSON ORCHESTRA OF THE 80s/Jessica (Trend)
27	20	CHECKFIELD/Spirit (Pausa)
21	21	LONNIE LISTON SMITH/Dreams Of Tomorrow (Doctor Jazz)
22	22	ART FARMER QUARTET/Mirage (Soul Note/PG Classics)
25	23	ART FARMER/Warm Valley (Concord)
19	24	DAVID DIGGS/Real World (Palo Alto)
DEBUT	25	SPYRO GYRA/City Kids (MCA)
26	26	JACK DeJOHNETTE'S SPECIAL EDITION/Inflation Blues (ECM)
DEBUT	27	TOM GRANT/Tom Grant (Pausa)
28	28	BRENDA RUSSELL/Two Eyes (WB)
29	29	J. McLAUGHLIN/A. DiMEOLA/P. De LUCIA/Passion Grace & Fire (Col.)
23	30	SERGIO MENDES/Sergio Mendes (A&M)

JAZZ REPORTING STATIONS: WYBC/New Haven, Mark Jordan; KSAX/Dallas-Ft. Worth, Bob Stewart; WMGI/Gainesville, FL, Lou Patrick; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Tim Hodges; WNOP/Cincinnati; Ray Scott; WJZZ/Detroit, John Hill; KTVN/Minneapolis, Tom Pelissero; WXFM/Chicago, James Walsh; KKGQ/Los Angeles, Cal Miner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Kasia Wilk.

New & Active . . . See Page 62

A/C Regional Adds & Hots

EAST

Parallel One

WFBZ/Baltimore
Andy Szulinski

GEORGE BENSON
BILLY JOEL
FRANK STALLONE
RONNIE MILSAP
Hottest:
POLICE
DEBARGE
EURYTHMICS
ELO
AMERICA

GR55/Buffalo
Jerry Rao

LEE GREENWOOD
Hottest:
KAJAGOOGO
TACO
POLICE
SERGIO MENDES
DEBARGE

WPMX/New York
Alan Anderson

SMOKEY ROBINSON
GEORGE BENSON
BILLY JOEL
Hottest:
SERGIO MENDES
INGRAM & AUSTIN
PAUL ANKA
RITA COOLIDGE
DEBARGE

WYNY/New York
Jeff Mazzei

PAUL ANKA
LAURA BRANIGAN
MICHAEL SEMBELLO
STEVE NICKS
EDRYTHMICS
AMERICA
Hottest:
DEBARGE
NICKS
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WLTW/Washington, D.C.
Hughes/Cummings

MICHAEL JACKSON
GEORGE BENSON
AMERICA
LAURA BRANIGAN
Hottest:
MICHAEL JACKSON
POLICE
LEE GREENWOOD
INGRAM & AUSTIN

WASH/Washington, D.C.
Colleen Cassidy

PRINCE
SMOKEY ROBINSON
MEN AT WORK
JEFFREY OSBORNE
LEE GREENWOOD
TACO
EDMAN LEAGUE
MANHATTANS
Hottest:
POLICE
CULTURE CLUB
DONNA SUMMER
NEIL DIAMOND
QUARTERFLASH

Parallel Two

WABE/Allentown
Chapman/Ward

LAURA BRANIGAN
MICHAEL JACKSON
BILLY JOEL
Hottest:
RITA COOLIDGE
AMERICA
DEBARGE

WICC/Bridgeport
Lee Roberts

MICHAEL JACKSON
BILLY JOEL
JACKSON BROWNE
AIR SUPPLY
DEBARGE
KINKS
INGRAM & AUSTIN
POLICE
RITA COOLIDGE

WBBN/Buffalo
Roger Christian

CRYSTAL GAYLE
JOHNNY LEE
Hottest:
SERGIO MENDES
LOUISE TUCKER
LAURA BRANIGAN
DEBARGE

V100/Charleston, WV
Spence/Jerrie

BILLY JOEL
JACKSON BROWNE
MICHAEL JACKSON
Hottest:
LBB
AMERICA
POLICE
HOLLIES
INGRAM & AUSTIN
TACO
CHAMPAIGN

WRIE/Erie

Ted Abbott

AIR SUPPLY
LAURA BRANIGAN
MANHATTANS
Hottest:
RITA COOLIDGE
ELO
ENGELBERT HUMPERD
MEN AT WORK
SMOKEY ROBINSON

WFSM/Harrisburg
Bob Patva

MEN AT WORK
Hottest:
DEBARGE
PAUL ANKA
POLICE
CHAMPAIGN
HOLLIES

WTIC/Hartford
Ginny Jesionka

HERB ALPERT
MICHAEL JACKSON
STAR SISTERS
Hottest:
POLICE
LEE GREENWOOD
RITA COOLIDGE
LOUISE TUCKER
PAUL ANKA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WEST

Parallel One

KNBR/San Francisco
Larry Finkel

MICHAEL JACKSON
JACKSON BROWNE
MICHAEL SEMBELLO
SNOKEY ROBINSON
Hottest:
POLICE
HOLLIES
TACO
KINKS
MEN AT WORK

KEZR/San Jose
Wagner/Lemos

MEN AT WORK
JACKSON BROWNE
ELTON JOHN
Hottest:
POLICE
DONNA SUMMER
DIONNE WARWICK
STYX

KPLZ/Seattle
King/Cook

JEFFREY OSBORNE
F.R. DAVID
SPANDAU BALLET
MICHAEL JACKSON
BILLY JOEL
GEORGE BENSON
LAURA BRANIGAN
LBB
Hottest:
POLICE
PAUL ANKA
LOUISE TUCKER
MICHAEL JACKSON
RITA COOLIDGE

Parallel Two

KOY/Phoenix
Marini/Pingree

HERB ALPERT
Hottest:
none

KGW/Portland
Minckler/Dixt

BILLY JOEL
MICHAEL JACKSON
DOOBIE BROTHERS
Hottest:
CHAMPAIGN
POLICE
PAUL ANKA
RITA COOLIDGE
DIONNE WARWICK

KFMB/San Diego
Mark Larson

AMERICA
LAURA BRANIGAN
KINKS
Hottest:
INGRAM & AUSTIN
LEE GREENWOOD
PAUL ANKA
LOUISE TUCKER
RITA COOLIDGE

B100/San Diego
McCarthy/Knight

CULTURE CLUB
DIANA ROSS
BILLY JOEL
Hottest:
DEBARGE
POLICE
INGRAM & AUSTIN
TACO
CHAMPAIGN

WKEZ-FM/Cape Cod

John Orr

AIR SUPPLY
BILLY JOEL
NAKED EYES
RICK SPRINGFIELD
Hottest:
RITA COOLIDGE
POLICE
ENGELBERT HUMPERD
MEN AT WORK
SMOKEY ROBINSON

WFSM/Harrisburg
Bob Patva

MEN AT WORK
Hottest:
DEBARGE
PAUL ANKA
POLICE
CHAMPAIGN
HOLLIES

WTIC/Hartford
Ginny Jesionka

HERB ALPERT
MICHAEL JACKSON
STAR SISTERS
Hottest:
POLICE
LEE GREENWOOD
RITA COOLIDGE
LOUISE TUCKER
PAUL ANKA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

MIDWEST

Parallel One

WCLM/Chicago
Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

Parallel Two

KBOI/Boise
Mark Wallengren

none
Hottest:
DEBARGE
LEE GREENWOOD
POLICE
LOUISE TUCKER
PAUL ANKA

KRDO/Colorado Springs
Wynn Bradley

AIR SUPPLY
CRYSTAL GAYLE
BILLY JOEL
Hottest:
POLICE
SMOKEY ROBINSON
LOUISE TUCKER
MICHAEL JACKSON

KUGM/Eugene, OR
Paul Thorne

AIR SUPPLY
Hottest:
SERGIO MENDES
RITA COOLIDGE
DIONNE WARWICK
SMOKEY ROBINSON

KSL/Salt Lake City
George Lemich

none
Hottest:
SERGIO MENDES
INGRAM & AUSTIN
DEBARGE
LOUISE TUCKER
CHAMPAIGN

WOMC/Detroit

Barry Argenbright

MICHAEL SEMBELLO
JENNIFER WARNES
LAURA BRANIGAN
EURYTHMICS
QUARTERFLASH
ENGELBERT HUMPERD
MICHAEL JACKSON
KINKS
Hottest:
POLICE
LEE GREENWOOD
PAUL ANKA
POLICE
NEIL DIAMOND
JIM CAPALDI

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WMCN/Chicago

Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WOL/Chicago

Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WOL/Chicago

Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WOL/Chicago

Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
IRENE CARA
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns

RITA COOLIDGE
Hottest:
POLICE
LBB
KINKS
CHAMPAIGN
TACO

WWSW (3WS)/Pittsburgh
Harb Crowe

EDDY GRANT
PAUL ANKA
MICHAEL JACKSON
Hottest:
CHAMPAIGN
DEBARGE
POLICE
TEMPATIONS/FOUR
TENTATIONS/FOUR

WPRO/Providence
Tom Cuddy

AIR SUPPLY
MICHAEL JACKSON
Hottest:
LEE GREENWOOD
PAUL ANKA
AMERICA
LAURA BRANIGAN
TACO

WOL/Chicago

Gary Price

MICHAEL JACKSON
NAKED EYES
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
SERGIO MENDES
CULTURE CLUB

WFRV/Chicago
John Wetherbee

MICHAEL JACKSON
LAURA BRANIGAN
BRYSON & FLACK
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
TACO
AMERICA

WVYZ/Hartford
Bradley/Colligan

AIR SUPPLY
DERAN CRAIG
BILLY JOEL
Hottest:
STYX
KINKS
POLICE
LBB
LOUISE TUCKER

WVOR/Rochester
Gary Smith

RITA COOLIDGE
AMERICA
LBB
Hottest:
DEBARGE
POLICE
IRENE CARA
SERGIO MENDES

WY7/Pittsburgh
Jay Craswell

SMOKEY ROBINSON
JEFFREY OSBORNE
GEORGE BENSON
NAKED EYES
DIANA ROSS
BILLY JOEL
Hottest

REGIONAL AOR ACTIVITY

EXPANDED & UPDATED DATE

EAST

MOST ADDED

- Asia "Cry" (37)
- Kansas (14)
- Billy Joel "Tell" (10)
- DFX2 (7)

HOTTEST

- Police (42)
- Stevie Nicks (40)
- Fixx (39)
- Loverboy (38)
- David Bowie (36)

Parallel One

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

CHUM-FM/Toronto
(416) 925-6666

CHOM-FM/Montreal
(514) 935-2425

WPLJ/New York
(212) 887-7777

WOUR/Utica
(315) 797-0800

WAL/Binghamton
(607) 727-8850

WCCN/Hartford
(203) 233-4426

WALB/Birmingham
(205) 378-9995

WRCI/Danbury
(203) 579-9995

WECM/Cleamont
(603) 542-7735

WBLM/Lewiston-Port.
(207) 783-2065

CHUM-FM/Toronto
(416) 925-6666

CHOM-FM/Montreal
(514) 935-2425

WPLJ/New York
(212) 887-7777

WOUR/Utica
(315) 797-0800

WAL/Binghamton
(607) 727-8850

WCCN/Hartford
(203) 233-4426

WALB/Birmingham
(205) 378-9995

WRCI/Danbury
(203) 579-9995

WECM/Cleamont
(603) 542-7735

WBLM/Lewiston-Port.
(207) 783-2065

CHUM-FM/Toronto
(416) 925-6666

CHOM-FM/Montreal
(514) 935-2425

WPLJ/New York
(212) 887-7777

WOUR/Utica
(315) 797-0800

WAL/Binghamton
(607) 727-8850

WCCN/Hartford
(203) 233-4426

WALB/Birmingham
(205) 378-9995

WRCI/Danbury
(203) 579-9995

WECM/Cleamont
(603) 542-7735

WBLM/Lewiston-Port.
(207) 783-2065

CHUM-FM/Toronto
(416) 925-6666

CHOM-FM/Montreal
(514) 935-2425

WPLJ/New York
(212) 887-7777

WOUR/Utica
(315) 797-0800

WAL/Binghamton
(607) 727-8850

WCCN/Hartford
(203) 233-4426

WALB/Birmingham
(205) 378-9995

WRCI/Danbury
(203) 579-9995

WECM/Cleamont
(603) 542-7735

WBLM/Lewiston-Port.
(207) 783-2065

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

WZIR/Buttalo
(716) 773-0098

WCQZ/Boston
(617) 267-9090

WBAB/Long Island
(516) 587-1023

An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

CHR PARALLEL ONE ADDS & HOTS

EAST

BIO4 WBSB Baltimore
 PD: Jan Jeffries
 Music Coord: Amy Kronthal
 NAKED EYES
 ASIA
 AIR SUPPLY
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 MADNESS 5-2
 PRINCE 6-3
 MICHAEL SEMBELLO 13-4
 DURAN DURAN 10-6

WXKS-FM Kiss Boston
 PD: Sonny Joe White
 Music Coord: Geni Donaghey
 BILLY JOEL
 MENAGE
 JEFFREY OSBORNE
 CLUB HOUSE
 NAKED EYES
 ASIA
 TUBES
 WEIRD AL YANKOVIC
 SOS BAND
 Hottest:
 POLICE 1-1
 MADNESS 7-5
 STEVIE NICKS 15-9
 BILLY JOEL D-26
 MENAGE D-28

ROCK 102 Buffalo
 PD: Bob Wood
 MD: Roger Christian
 AIR SUPPLY
 BILLY JOEL
 MICHAEL JACKSON
 Hottest:
 TACO 8-5
 LOVERBOY 9-6
 DEF LEPPARD 16-7
 MTUME 15-9
 MEN AT WORK 21-15

WKBW Buffalo
 PD: Sandy Beach
 MD: Jon Summers
 BILLY JOEL
 JACKSON BROWNE
 CULTURE CLUB
 CHARLIE
 Hottest:
 MICHAEL JACKSON 2-1
 EURYTHMICS 7-3
 STEVIE NICKS 8-4
 DURAN DURAN 12-8
 MEN AT WORK 18-12

WNYS Buffalo
 PD: Ray St. James
 MD: P.J. Fox
 MICHAEL JACKSON
 BILLY JOEL
 ASIA
 RICK JAMES
 CHARLIE
 Hottest:
 POLICE 1-1
 PRINCE 4-2
 DAVID BOWIE 17-11
 BRYAN ADAMS 19-12
 TACO D-21

103 WPHD Buffalo
 PD: Harv Moore
 MD: John Piccillo
 BILLY JOEL
 ASIA
 BLACKFOOT
 TEARS FOR FEARS
 SPANDAU BALLET
 HAYSI FANTAYZEE
 Hottest:
 POLICE 1-1
 LOVERBOY 2-2
 DEF LEPPARD 3-3
 STEVIE NICKS 4-4
 FIXX 5-5

ckgm Montreal
 PD: Rob Braide
 VOGGUE
 QUARTERFLASH
 TIM FINN
 BILLY JOEL
 CHILL FACTOR
 MICHAEL JACKSON
 BOYS TOWN GANG
 Hottest:
 IRENE CARA 1-1
 POLICE 2-2
 BONNIE TYLER 3-3
 NEW EDITION 5-4
 MICHAEL JACKSON 9-8

WNBC Radio 66 New York
 PD: Kevin Metheny
 Music Coord: Babette Stirland
 BILLY JOEL
 ASIA
 DAVID BOWIE (dp)
 BRYAN ADAMS (dp)
 QUARTERFLASH (dp)
 F.R. DAVID (dp)
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 6-3
 STEVIE NICKS 8-5
 MICHAEL SEMBELLO 11-6
 EURYTHMICS 14-10

B-94 FM Pittsburgh
 PD: Steve Kingston
 MD: Don Geronimo
 BILLY JOEL
 ASIA
 JOURNEY
 MICHAEL JACKSON
 Hottest:
 POLICE 2-1
 MICHAEL SEMBELLO 5-2
 MICHAEL JACKSON 3-3
 MICHAEL JACKSON 10-8
 MECO 24-10

HITRADIO 96 Pittsburgh
 PD: Cary Pall
 MD: Keith Abrams
 DONNA SUMMER
 JOURNEY
 MICHAEL JACKSON
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 7-3
 MADNESS 6-4
 CULTURE CLUB 27-20
 JACKSON BROWNE 29-22

92 PRO-FM Providence
 Operations Manager: Tom Cuddy
 JEFFREY OSBORNE
 BILLY JOEL
 ASIA
 FRANK STALLONE
 PAUL ANKA
 JOURNEY
 JOAN JETT
 Hottest:
 MICHAEL SEMBELLO 9-3
 STEVIE NICKS 10-5
 ELO 20-14
 LAURA BRANIGAN 22-16
 HUMAN LEAGUE 25-18

CFTR 680 Toronto
 PD: Sandy Sanderson
 MD: Bob Saint
 EURYTHMICS
 PRINCE
 QUARTERFLASH
 BILLY JOEL
 DIANA ROSS
 Hottest:
 POLICE 1-1
 BILLY IDOL 5-5
 SERGIO MENDES 13-13
 MICHAEL JACKSON 21-21
 BONNIE TYLER 24-24

1050 chum Toronto
 PD: Jim Waters
 MD: Brad Jones
 ASIA
 NAKED EYES
 MICHAEL JACKSON
 RICK SPRINGFIELD
 MICHAEL SEMBELLO
 BRYAN ADAMS
 Hottest:
 EDDY GRANT 1-1
 POLICE 2-2
 BILLY IDOL 3-3
 MICHAEL JACKSON 5-4
 ROD STEWART 6-5
 MENS ROOM 17-22

Q107 Washington, D.C.
 PD: Alan Burns
 MD: Mary Taten
 none
 Hottest:
 POLICE 1-1
 PRINCE 3-3
 DONNA SUMMER 7-7
 QUARTERFLASH 10-10
 MADNESS 13-13

94-Q Atlanta
 PD: Jim Morrison
 MD: Jeff McCartney
 HUMAN LEAGUE
 GEORGE BENSON
 BILLY JOEL
 ASIA
 RICK SPRINGFIELD
 LAURA BRANIGAN
 Hottest:
 POLICE 1-1
 DONNA SUMMER 7-3
 LOUISE TUCKER 12-7
 DURAN DURAN 22-16
 FIXX 25-19

94-Q Atlanta
 PD: Jim Morrison
 MD: Jeff McCartney
 HUMAN LEAGUE
 GEORGE BENSON
 BILLY JOEL
 ASIA
 RICK SPRINGFIELD
 LAURA BRANIGAN
 Hottest:
 POLICE 1-1
 DONNA SUMMER 7-3
 LOUISE TUCKER 12-7
 DURAN DURAN 22-16
 FIXX 25-19

Z-93 Atlanta
 ATLANTA'S RADIO STATION
 PD: John Young
 MD: Chris Thomas
 ASIA
 AIR SUPPLY
 RITA COOLIDGE
 GEORGE BENSON
 JOAN JETT
 Hottest:
 POLICE 1-1
 DONNA SUMMER 6-3
 MICHAEL JACKSON 5-4
 MTUME 7-5
 TACO 30-14

92.1 FM Dallas/Ft. Worth
 Ops Mgr: John Shomby
 Asst. PD/MD: Pete Thomson
 ASIA
 BILLY JOEL
 BONNIE TYLER (dp)
 Hottest:
 POLICE 1-1
 DEF LEPPARD 2-2
 DONNA SUMMER 11-7
 ELO 14-8
 TACO 30-16

79Q Houston
 PD: John Lander
 MD: Patty Hamilton
 RICK SPRINGFIELD
 ASIA
 MICHAEL JACKSON
 BONNIE TYLER
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 9-4
 KAJAGOOGOO 14-9
 LOVERBOY 12-10
 DONNA SUMMER 13-11

4-100 Miami
 PD: Robert W. Walker
 MD: Frank Amadeo
 ASIA
 FRANK STALLONE
 LAURA BRANIGAN
 STACY LATTISAW
 DIANA ROSS
 WEIRD AL YANKOVIC
 ARETHA FRANKLIN
 BILLY JOEL
 NEW EDITION
 Hottest:
 MICHAEL SEMBELLO 2-3
 SHALAMAR 7-5
 EURYTHMICS 12-7
 MICHAEL JACKSON 16-12
 MEN WITHOUT HATS 27-17

7-95 FM WINZ-FM Miami
 PD: Keith Isley
 MD: Mark Shands
 BRYSON & FLACK
 MIDNIGHT STAR
 CLUB HOUSE
 STACY LATTISAW
 NAKED EYES
 ASIA
 Hottest:
 POLICE 1-1
 MTUME 3-3
 HUMAN LEAGUE 5-5
 MIQUEL BROWN 7-7
 MEN WITHOUT HATS 18-9

Q105 Tampa
 PD: Mason Dixon
 MD: Diana Thomas
 MICHAEL JACKSON
 AIR SUPPLY
 BILLY JOEL
 ASIA
 Hottest:
 POLICE 1-1
 MEN AT WORK 20-16
 BONNIE TYLER 22-18
 EURYTHMICS 24-20
 CULTURE CLUB 27-22

Q104 Kansas City
 Ops Manager: Todd Chase
 MICHAEL JACKSON
 GEORGE BENSON
 BILLY JOEL
 ASIA
 DAVID BOWIE
 FRANK STALLONE
 Hottest:
 POLICE 4-1
 ROD STEWART 5-4
 BRYAN ADAMS 20-11
 EURYTHMICS 21-17
 MICHAEL SEMBELLO 28-20

WKQX Chicago
 PD: Chuck Morgan
 Music Coord.: Kurt Kelly
 MICHAEL SEMBELLO
 CULTURE CLUB
 JOURNEY
 JACKSON BROWNE
 LAURA BRANIGAN
 DONNA SUMMER
 ASIA
 MECO
 Hottest:
 POLICE 1-1
 EDDY GRANT 9-3
 KAJAGOOGOO 5-5
 MICHAEL JACKSON 15-8
 ELTON JOHN 11-10

WLS Chicago
 Ops. Mgr.: Steve Casey
 MD: Steve Perun
 DEF LEPPARD
 QUARTERFLASH
 Hottest:
 EDDY GRANT 1-1
 POLICE 2-2
 SERGIO MENDES 4-3
 MICHAEL JACKSON 19-7
 EURYTHMICS D-20

WLS Chicago
 Ops. Mgr.: Steve Casey
 MD: Steve Perun
 ASIA
 CHARLIE
 MARTIN BRILEY
 Hottest:
 EDDY GRANT 1-1
 POLICE 2-2
 MICHAEL JACKSON 19-7
 BILLY IDOL 10-8
 EURYTHMICS D-20

Q102 Cincinnati
 PD: Jim Fox
 MD: Tony Galluzzo
 none
 Hottest:
 POLICE 1-1
 STYX 2-2
 JOURNEY 4-4
 MICHAEL SEMBELLO 20-20
 BONNIE TYLER 23-23

WGCL 98 Cleveland
 PD: Bob Travis
 MD: Tom Jeffries
 BILLY JOEL
 AIR SUPPLY
 ZZ TOP
 LRB
 MICHAEL JACKSON
 ASIA
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 16-2
 EURYTHMICS 7-6
 LOVERBOY 13-12
 QUARTERFLASH 18-15

WABX Detroit
 PD/MD: Paul Christy
 SPANDAU BALLET
 BILLY JOEL
 ASIA
 WEIRD AL YANKOVIC (dp)
 FRANK STALLONE
 TEARS FOR FEARS
 WHAM!
 TALKING HEADS (dp)
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 5-2
 DONNA SUMMER 3-3
 TACO 12-6
 MEN WITHOUT HATS 17-8

Hot Hits! WHYT 96 Detroit
 MD: Bob Ransom
 SHALAMAR
 SMOKEY ROBINSON
 ARETHA FRANKLIN
 ASIA
 PAUL ANKA
 NAKED EYES
 Hottest:
 POLICE 1-1
 DONNA SUMMER 4-3
 MICHAEL SEMBELLO 6-4
 HUMAN LEAGUE 22-13
 MEN WITHOUT HATS 26-15

Q104 KBEQ
 Ops Manager: Todd Chase
 MICHAEL JACKSON
 GEORGE BENSON
 BILLY JOEL
 ASIA
 DAVID BOWIE
 FRANK STALLONE
 Hottest:
 POLICE 4-1
 ROD STEWART 5-4
 BRYAN ADAMS 20-11
 EURYTHMICS 21-17
 MICHAEL SEMBELLO 28-20

94 WKTI Milwaukee
 Ops. Mgr.: Dallas Cole
 MD: Danny Clayton
 BILLY JOEL
 CULTURE CLUB
 EURYTHMICS
 Hottest:
 POLICE 1-1
 MADNESS 10-3
 ELTON JOHN 4-4
 LOVERBOY 9-6
 MEN AT WORK 16-11

WLOL 99.1 FM St. Paul
 PD: Tac Hammer
 MD: Gregg Swedberg
 BILLY JOEL
 ASIA
 JEFFREY OSBORNE
 SPANDAU BALLET
 Hottest:
 POLICE 1-1
 LOVERBOY 2-2
 EURYTHMICS 3-3
 DONNA SUMMER 4-4
 SERGIO MENDES 7-5

WEST

JUSTICE Denver
 PD: Doug Erikson
 MD: Gloria Avila
 ASIA
 BILLY JOEL
 AIR SUPPLY
 Hottest:
 POLICE 1-1
 EDDY GRANT 2-2
 MADNESS 6-3
 STEVIE NICKS 7-4
 KINKS 5-5

Q103FM RADIO KOAQ Denver
 PD: Jack Regan
 MD: Alan Sledge
 BILLY JOEL
 LRB
 AIR SUPPLY
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 6-3
 STEVIE NICKS 7-4
 EURYTHMICS 15-10
 PRINCE 24-14

64 KFI Los Angeles
 PD: Jhani Kaye
 MD: Steve LaBeau
 SHALAMAR
 FRANK STALLONE
 LAURA BRANIGAN
 BILLY JOEL
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 2-2
 DONNA SUMMER 5-3
 EURYTHMICS 15-8
 EDDY GRANT 10-10

KIISFM 102.7 Los Angeles
 PD: Gerry De Francesco
 MD: Mike Schaefer
 NAKED EYES
 LAURA BRANIGAN
 FRANK STALLONE
 ARETHA FRANKLIN
 DOBBIE BROTHERS
 ASIA
 Hottest:
 POLICE 1-1
 DONNA SUMMER 2-2
 DURAN DURAN 8-4
 EURYTHMICS 11-5
 HUMAN LEAGUE 13-6

R100 100.7 FM Los Angeles
 PD: Paula Matthews
 MD: Robert Moorhead
 MARILYN SCOTT
 ASIA
 BILLY JOEL
 FRANK STALLONE
 BAD MANNERS
 DAVID BOWIE
 ENGLISH BEAT
 STAR SISTERS
 Hottest:
 POLICE 1-1
 DURAN DURAN 2-2
 EURYTHMICS 3-3
 MICHAEL SEMBELLO 6-4
 DONNA SUMMER 4-5

KEAR 101 FM Los Angeles
 PD: Bob Hamilton
 MD: David Grossman
 MEN WITHOUT HATS
 FRANK STALLONE
 BILLY JOEL
 ASIA
 ARETHA FRANKLIN
 SPANDAU BALLET
 Hottest:
 POLICE 1-1
 DURAN DURAN 2-2
 EURYTHMICS 4-3
 MICHAEL SEMBELLO 8-4
 HUMAN LEAGUE 9-6

KZZP Phoenix
 PD: Charlie Quinn
 MD: Steve Goddard
 JACKSON BROWNE
 RICK SPRINGFIELD
 DAVID BOWIE
 BILLY JOEL
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 3-2
 STEVIE NICKS 9-4
 DURAN DURAN 13-7
 MICHAEL SEMBELLO 24-18

KCNR FM 97 Portland
 PD: Richard Harker
 MD: Trevlyn Holdridge
 none
 Hottest:
 POLICE 2-1
 ROD STEWART 7-4
 EURYTHMICS 11-8
 QUARTERFLASH 13-11
 STEVIE NICKS 17-12

MAGIC 107 FM KMJK Portland
 PD/MD: Jon Barry
 TUBES
 ASIA
 MICHAEL JACKSON
 LAURA BRANIGAN (dp)
 BONNIE TYLER (dp)
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 2-2
 STEVIE NICKS 4-3
 DURAN DURAN 9-6
 MICHAEL SEMBELLO 16-10

THE MIGHTY 690 XTRA San Diego
 PD: Jim Richards
 MD: Steve Sande
 ASIA
 BILLY JOEL
 FRANK STALLONE
 SHALAMAR
 AIR SUPPLY
 Hottest:
 POLICE 1-1
 DURAN DURAN 3-2
 MICHAEL SEMBELLO 7-3
 DEF LEPPARD 5-5
 EURYTHMICS 11-9

610 KFRG San Francisco
 PD: Gerry Cagle
 MD: Sandy Louie
 DAVID BOWIE
 ASIA
 HIGH INERGY
 FRANK STALLONE
 BILLY JOEL
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 3-2
 HUMAN LEAGUE 4-4
 DONNA SUMMER 8-5
 STEVIE NICKS 12-9

KYUU San Francisco
 PD: Mike Novak
 MD: Steve Behm
 ASIA
 MICHAEL JACKSON
 AIR SUPPLY
 BILLY JOEL
 Hottest:
 POLICE 1-1
 DONNA SUMMER 2-2
 DURAN DURAN 8-4
 EURYTHMICS 11-5
 HUMAN LEAGUE 13-6

KUBE 93 FM Seattle
 PD: Charlie Brown
 MD: Tom Hutlyer
 BILLY JOEL
 ASIA
 RICK SPRINGFIELD
 MARTIN BRILEY
 Hottest:
 POLICE 1-1
 SERGIO MENDES 2-2
 TACO 12-4
 PRINCE 11-7
 MICHAEL SEMBELLO 25-18

KNBS Tacoma-Seattle
 PD: Gary Bryan
 MD: Sean Lynch
 ASIA
 BILLY JOEL
 SPANDAU BALLET
 AIR SUPPLY
 SMOKEY ROBINSON
 TUBES
 WEIRD AL YANKOVIC (dp)
 STAR SISTERS (dp)
 Hottest:
 STEVIE NICKS 11-7
 DURAN DURAN 12-8
 MICHAEL SEMBELLO 19-9
 DONNA SUMMER 15-10
 DAVID BOWIE 25-15

CHR A.D.S. & HOTS

EAST
Most Added® Hottest
 Billy Joel
 Asia
 Air Supply
 Police
 Prince
 Michael Jackson
 Michael Sembello
 Stevie Nicks

SOUTH
Most Added® Hottest
 Billy Joel
 Asia
 Frank Stallone
 Police
 Michael Sembello
 Stevie Nicks

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.

EAST PARALLEL TWO

WFLY/Albany
 : JACK LAWRENCE

none
 Hottest:
 POLICE 1-1
 ELTON JOHN 4-4
 KINKS 5-5
 ROD STEWART 7-7
 PRINCE 8-8

WTRY/Albany, NY
 Bill Cahm
 BILLY JOEL
 ASIA (dp)
 GEORGE BENSON
 NAKED EYES (dp)
 Hottest:
 POLICE 1-1
 BRYAN ADAMS 8-5
 STEVIE NICKS 9-6
 MICHAEL SEMBELLO 16-12
 DEF LEPPARD 20-18

WROR/Boston, MA
 Gary Berkowitz
 BILLY JOEL
 WEIRD AL YANKOVIC
 FRANK STALLONE
 JOAN JETT
 RITA COOLIDGE
 LRB
 CS&N
 Hottest:
 POLICE 2-1
 MICHAEL SEMBELLO 7-2
 MADNESS 9-4
 DONNA SUMMER 8-6
 ROD STEWART 10-7

K104/Erie, PA
 Bill Shannon
 BILLY JOEL
 AIR SUPPLY
 ASIA
 NAKED EYES
 ROBERT PLANT
 FRANK STALLONE
 MICHAEL JACKSON
 Hottest:
 PRINCE 1-1
 DEF LEPPARD 9-3
 LOVERBOY 8-4
 POLICE 11-6
 BONNIE TYLER 21-13

WYCR/Hanover, York, PA
 J.J. Randolph
 BILLY JOEL
 AIR SUPPLY
 ASIA
 GEORGE BENSON
 LRB
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 3-2
 PRINCE 7-3
 EURYTHMICS 19-14
 MICHAEL SEMBELLO 25-19

WTIC-FM/Hartford, CT
 Mike West
 RICK SPRINGFIELD
 NAKED EYES
 JEFFREY OSBORNE
 LAURA BRANIGAN
 BILLY JOEL
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 3-2
 EURYTHMICS 8-4
 DAVID BOWIE 25-14
 MANHATTANS 28-21

WKEE/Huntington, WV
 Gary Miller
 ASIA
 SHALAMAR
 AIR SUPPLY
 MICHAEL JACKSON
 TUBES (dp)
 LRB
 BILLY JOEL
 Hottest:
 PRINCE 5-1
 MADNESS 3-2
 STEVIE NICKS 7-3
 DEBARGE 8-4
 DURAN DURAN 9-5

WLAN-FM/Lancaster, PA
 Nicole
 ASIA
 BILLY JOEL
 AIR SUPPLY
 FRANK STALLONE
 LAURA BRANIGAN
 SHALAMAR
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 3-2
 PRINCE 13-6
 DEF LEPPARD 17-12
 MICHAEL SEMBELLO 21-15

WBLI/Long Island, NY
 Bill Terry
 BILLY JOEL
 MICHAEL JACKSON
 RICK SPRINGFIELD
 SHALAMAR
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 7-5
 MADNESS 9-7
 DURAN DURAN 11-9
 STEVIE NICKS 15-11

KC101/New Haven
 Loo Katz
 JOURNEY
 LAURA BRANIGAN
 MEN WITHOUT HATS
 Hottest:
 MICHAEL JACKSON 2-1
 STEVIE NICKS 6-4
 EURYTHMICS 13-9
 MEN AT WORK 14-11
 TACO D-22

WSPK/Poughkeepsie, NY
 Chris Leida
 ASIA (dp)
 BILLY JOEL
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 PRINCE 2-2
 DONNA SUMMER 3-3
 MICHAEL SEMBELLO 10-4
 DURAN DURAN 12-8

WHFM/Rochester, NY
 Charley Lake
 BONNIE TYLER
 BILLY JOEL
 ASIA
 Hottest:
 POLICE 1-1
 DEF LEPPARD 9-2
 DURAN DURAN 7-6
 MICHAEL SEMBELLO 13-8
 EURYTHMICS 15-10

WKFM/Syracuse
 John Carucci
 BILLY JOEL
 FRANK STALLONE
 ASIA
 ZZ TOP (dp)
 AIR SUPPLY
 MICHAEL JACKSON
 Hottest:
 POLICE 1-1
 HOLLIES 14-10
 ELO 22-16
 MEN AT WORK 23-18
 JACSON BROWNE 29-22

WPTJ/Trenton, NJ
 Tom Taylor
 AIR SUPPLY
 ASIA
 BILLY JOEL
 LRB
 JEFFREY OSBORNE
 SHALAMAR
 FRANK STALLONE
 Hottest:
 POLICE 2-1
 EURYTHMICS 8-4
 MICHAEL SEMBELLO 15-9
 BONNIE TYLER 30-18
 AMERICA 29-26
 CULTURE CLUB 38-30

WRCK/Utica, NY
 Jim Reitz
 ASIA
 BILLY JOEL
 AIR SUPPLY
 LRB
 GARY MYRICK
 HAYSI FANTAYZEE
 Hottest:
 DEF LEPPARD 7-5
 LOVERBOY 5-4
 STEVIE NICKS 1-1
 MICHAEL SEMBELLO 12-8
 MEN AT WORK 17-12

WKRZ-FM/Wilkes-Barre
 Jim Rising
 ASIA
 BILLY JOEL
 BLACKFOOT
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 DEF LEPPARD 7-5
 EURYTHMICS 10-8
 MICHAEL SEMBELLO 11-9
 TACO 33-14

Q108/York, PA
 Dan Steele
 MICHAEL JACKSON
 LRB
 BILLY JOEL
 AIR SUPPLY
 FRANK STALLONE (dp)
 Hottest:
 POLICE 1-1
 DEF LEPPARD 3-2
 MICHAEL SEMBELLO 1-1
 PRINCE 10-5
 JACKSON BROWNE 30-23
 MEN AT WORK 31-26
 ZZ TOP 34-29

Q100/Ithaca, NY
 Danny Alexander
 ASIA
 LAURA BRANIGAN
 ROBERT PLANT
 MICHAEL JACKSON
 BILLY JOEL
 AIR SUPPLY
 NAKED EYES
 Hottest:
 EURYTHMICS 4-1
 MEN AT WORK 19-11
 AMERICA 20-15
 CHARLIE 32-26
 MEN WITHOUT HATS D-27

WFBG/Athens, PA
 Tony Booth
 ASIA
 SHALAMAR
 AIR SUPPLY
 BILLY JOEL
 BONNIE TYLER
 CLUB HOUSE
 FRANK STALLONE
 RICK JAMES
 Hottest:
 EDDY GRANT 1-1
 PRINCE 2-2
 MADNESS 3-3
 EURYTHMICS 6-4
 DEF LEPPARD 29-16

WACZ/Bangor, ME
 Michael O'Hara
 ASIA
 BILLY JOEL
 Hottest:
 POLICE 3-1
 DEF LEPPARD 5-2
 LOVERBOY 6-3
 DONNA SUMMER 11-7
 SHERIFF 14-10

WGUY/Bangor, ME
 Jim Randall
 MICHAEL JACKSON
 LRB
 BILLY JOEL
 ARETHA FRANKLIN
 RICK JAMES
 ASIA
 GEORGE BENSON
 RITA COOLIDGE
 Hottest:
 POLICE 1-1
 MADNESS 2-2
 DONNA SUMMER 3-3
 ROD STEWART 5-4
 DURAN DURAN 7-5

WJBY/Bath, ME
 Scott Robbins
 ASIA
 BILLY JOEL
 LRB
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 STEVIE NICKS 7-4
 DURAN DURAN 10-7
 DEF LEPPARD 17-14
 BONNIE TYLER 35-22

WCBK/Beckley, WV
 Jim Martin
 AIR SUPPLY
 BILLY JOEL
 LRB
 ASIA (dp)
 Hottest:
 PRINCE 1-1
 BONNIE TYLER 3-2
 MICHAEL JACKSON 4-4
 MADNESS 7-5
 DONNA SUMMER 13-8

WOMP-FM/Bellaire
 Dwayne Bond
 BILLY JOEL
 ASIA
 ROMAN HOLIDAY
 MEN WITHOUT HATS
 BRYSON & FLACK
 KISSING THE PINK
 Hottest:
 MICHAEL JACKSON 1-1
 PRINCE 10-5
 LOVERBOY 15-10
 TACO 29-16
 CULTURE CLUB 31-24

WKZ/Chambersburg, PA
 Williams/Scott
 BILLY JOEL
 ASIA
 TUBES
 ZEBRA
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 PRINCE 5-2
 ROD STEWART 8-6
 BILLY IDOL 11-9
 LOVERBOY 15-11

WTSN/Dover, NH
 Jim Sebastian
 BILLY JOEL
 AIR SUPPLY
 MICHAEL JACKSON
 ASIA
 Hottest:
 POLICE 1-1
 EDDY GRANT 2-2
 STEVIE NICKS 4-3
 MICHAEL SEMBELLO 10-6
 EURYTHMICS 13-10

WERZ/Exeter, NH
 Scott MacKay
 ASIA
 BILLY JOEL
 AIR SUPPLY (dp)
 ARETHA FRANKLIN (dp)
 HAYSI FANTAYZEE
 INXS (dp)
 GEORGE BENSON
 CLUB HOUSE
 WEIRD AL YANKOVIC
 Hottest:
 POLICE 3-1
 FIXX 12-7
 DEF LEPPARD 17-12
 CHARLIE 21-16
 RICK SPRINGFIELD 40-29

WZYQ/Frederick, ND
 Kemosabi Joe
 AIR SUPPLY
 BILLY JOEL
 ASIA
 MEN WITHOUT HATS (dp)
 CLUB HOUSE
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 PRINCE 10-5
 JACKSON BROWNE 30-23
 MEN AT WORK 31-26
 ZZ TOP 34-29

Q100/Ithaca, NY
 Danny Alexander
 ASIA
 LAURA BRANIGAN
 ROBERT PLANT
 MICHAEL JACKSON
 BILLY JOEL
 AIR SUPPLY
 NAKED EYES
 Hottest:
 EURYTHMICS 4-1
 MEN AT WORK 19-11
 AMERICA 20-15
 CHARLIE 32-26
 MEN WITHOUT HATS D-27

13FEA/Manchester, NH
 Rick Ryder
 LRB
 Hottest:
 POLICE 1-1
 MADNESS 7-2
 RITA COOLIDGE 14-7
 STEVIE NICKS 19-11
 EURYTHMICS 28-15

WKHI/Ocean City, MD
 Jack Gillen
 ASIA
 BILLY JOEL
 AIR SUPPLY
 JEFFREY OSBORNE
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 2-2
 MADNESS 3-3
 ROD STEWART 4-4
 EURYTHMICS 15-7

96XII/Parkersburg, WV
 Paul DeMille
 FRANK STALLONE
 STEVIE NICKS
 ROBERT PLANT
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 2-2
 MADNESS 3-3
 ROD STEWART 4-4
 EURYTHMICS 15-7

WJBY/Bath, ME
 John Willis
 ASIA
 GARY MYRICK
 ARETHA FRANKLIN
 HAYSI FANTAYZEE
 CDB
 JEFFREY OSBORNE
 DAVID BOWIE
 CLUB HOUSE
 BILLY JOEL
 ARCANGEL
 Hottest:
 POLICE 1-1
 STOMPERS 5-3
 MEN WITHOUT HATS 9-6
 STEVIE NICKS 15-8
 MICHAEL SEMBELLO 20-14

WHEB/Portsmouth
 Rick Bean
 BILLY JOEL
 MEN WITHOUT HATS
 ASIA
 RICK SPRINGFIELD
 DAVID BOWIE
 Hottest:
 POLICE 2-1
 STEVIE NICKS 7-6
 MADNESS 8-7
 EURYTHMICS 13-10

WSOQ/Williamsport, PA
 Frank Bell
 ASIA
 BILLY JOEL
 NAKED EYES
 ZZ TOP (dp)
 Hottest:
 POLICE 1-1
 LOVERBOY 5-2
 ROD STEWART 6-5
 DAVID BOWIE 8-6
 DAVE EDMUNDS 9-8

WSOQ/Williamsport, PA
 Frank Bell
 ASIA
 BILLY JOEL
 NAKED EYES
 ZZ TOP (dp)
 Hottest:
 POLICE 1-1
 LOVERBOY 5-2
 ROD STEWART 6-5
 DAVID BOWIE 8-6
 DAVE EDMUNDS 9-8

WBBQ/Augusta, GA
 Bruce Stevens
 ASIA
 AIR SUPPLY
 BILLY JOEL
 BONNIE TYLER
 LAURA BRANIGAN
 JEFFREY OSBORNE
 Hottest:
 POLICE 1-1
 ROD STEWART 6-2
 MICHAEL SEMBELLO 13-7
 MICHAEL JACKSON 18-15
 DEF LEPPARD 18-12

KHFI/Austin, TX
 Volkman/Garrett
 none
 Hottest:
 POLICE 1-1
 PRINCE 6-6
 DONNA SUMMER 11-11
 MICHAEL SEMBELLO 16-16
 TACO 19-19

WFMF/Baton Rouge, LA
 Rice/Ahsen
 BILLY JOEL
 RICK SPRINGFIELD
 Hottest:
 POLICE 2-1
 STEVIE NICKS 10-7
 MEN AT WORK 21-15
 JACKSON BROWNE 25-19
 BRYAN ADAMS 26-20

KZZB/Basement, TX
 Murphy/Harrison
 R.E.M.
 LRB
 AIR SUPPLY
 ZEBRA
 Hottest:
 DEF LEPPARD 4-1
 DURAN DURAN 8-4
 ELO 17-7
 DONNA SUMMER 18-10
 MICHAEL SEMBELLO 21-13

WQID/Biloxi, MS
 Kirk Clett
 JACKSON BROWNE
 JEFFREY OSBORNE
 GEORGE BENSON
 TOTO
 TUBES
 HAYSI FANTAYZEE (dp)
 FRANK STALLONE (dp)
 Hottest:
 POLICE 1-1
 DEF LEPPARD 3-2
 MICHAEL JACKSON 5-3
 MICHAEL SEMBELLO 9-7
 HUMAN LEAGUE 22-20

KXX106/Birmingham, AL
 Steve Davis
 RICK SPRINGFIELD
 RITA COOLIDGE
 BILLY JOEL
 LRB
 BRYSON & FLACK
 Hottest:
 POLICE 1-1
 DURAN DURAN 8-4
 PRINCE 9-5
 MICHAEL SEMBELLO 15-8
 MEN AT WORK 22-17

WCSG/Charleston, SC
 Chris Bailey
 BILLY JOEL
 SPANDAU BALLET
 GEORGE BENSON
 COCONUTS
 ANY TROUBLE
 HERB ALPERT
 Hottest:
 POLICE 1-1
 DURAN DURAN 7-5
 EURYTHMICS 10-7
 MEN AT WORK 9-8
 MEN WITHOUT HATS 13-11

WSSX/Charleston
 Bill Martin
 ASIA
 BILLY JOEL
 NAKED EYES
 Hottest:
 POLICE 1-1
 QUARTERFLASH 12-3
 STEVIE NICKS 8-5
 LOVERBOY 10-6
 DAVID BOWIE 11-8

WBCY/Charlotte, NC
 Bob Kagan
 BILLY JOEL
 ASIA
 BONNIE TYLER
 SPANDAU BALLET
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 TACO 7-3
 STEVIE NICKS 10-5
 MICHAEL SEMBELLO 11-7
 DONNA SUMMER 9-8

WSKZ/Chattanooga
 Jeff Blake
 ASIA
 FRANK STALLONE
 BILLY JOEL
 Hottest:
 POLICE 1-1
 POLICE 1-1
 MICHAEL SEMBELLO 12-5
 BRYAN ADAMS 9-6
 QUARTERFLASH 11-9
 LOVERBOY 16-11

WNOK-FM/Columbia, SC
 Hunter-Herring
 BILLY JOEL
 ZEBRA
 LRB
 TUBES
 TOTO
 MICHAEL JACKSON
 TALKING HEADS
 FRANK STALLONE
 ASIA
 Hottest:
 MICHAEL JACKSON 7-1
 EURYTHMICS 13-8
 MICHAEL SEMBELLO 22-15
 MEN AT WORK 34-24
 MEN WITHOUT HATS 37-29

WJDX/Jackson, MS
 Bill Crews
 AIR SUPPLY
 LAURA BRANIGAN
 MICHAEL JACKSON
 GEORGE BENSON
 TOTO
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 PRINCE 4-2
 KINKS 2-3
 STEVIE NICKS 12-9
 DURAN DURAN 18-15

94TYX/Jackson, MS
 Jim Chick
 ASIA
 NAKED EYES
 MEN WITHOUT HATS
 SNUFF
 ZEBRA (dp)
 JEFFREY OSBORNE
 FRANK STALLONE
 Hottest:
 MICHAEL JACKSON 4-1
 DONNA SUMMER 13-7
 CHRIS DEBURGH 19-12
 LOVERBOY 34-17
 CULTURE CLUB 36-19

Y103/Jacksonville, FL
 Robert John
 AIR SUPPLY
 BILLY JOEL
 DIONNE WAXWICK
 HERB ALPERT
 Hottest:
 TACO 2-1
 DEBARGE 7-6
 RITA COOLIDGE 11-7
 MICHAEL JACKSON 16-10
 LAURA BRANIGAN 14-11

WQUT/Johnson City, TN
 Ron Hampton
 none
 Hottest:
 ROD STEWART 6-6
 EDDY GRANT 8-8
 MICHAEL JACKSON 9-9
 POLICE 11-11
 BRYAN ADAMS 15-15

WOKI/Knoxville, TN
 Gary Adkins
 SHALAMAR
 TACO
 LAURA BRANIGAN
 MECO
 JOAN JETT
 NAKED EYES
 ASIA
 BILLY JOEL
 TIM SCOTT
 AIR SUPPLY
 TUBES
 SPANDAU BALLET
 FRANK STALLONE
 STARBUCK
 RICK SPRINGFIELD
 Hottest:
 POLICE 1-1
 MADNESS 11-5
 DEF LEPPARD 17-8
 DONNA SUMMER 18-11
 MICHAEL SEMBELLO 20-14

KKYK/Little Rock, AR
 David Allen Rosa
 EURYTHMICS
 Hottest:
 EDDY GRANT 2-1
 KINKS 9-4
 KAJAGOOGOO 19-9
 ALABAMA 11-10
 BOB SEGER 12-11

KBFM/McAllen-Brownsville
 Bob Mitchell
 ASIA
 BILLY JOEL
 MICHAEL JACKSON
 LRB
 ARETHA FRANKLIN
 FRANK STALLONE
 Hottest:
 POLICE 1-1
 STEVIE NICKS 5-2
 DURAN DURAN 8-5
 EURYTHMICS 12-7
 MICHAEL SEMBELLO 18-8

FM100/Memphis, TN
 Walt/Mayweather
 NAKED EYES
 FRANK STALLONE
 BONNIE TYLER
 Hottest:
 POLICE 1-1
 MICHAEL JACKSON 6-2
 QUARTERFLASH 11-8
 MICHAEL SEMBELLO 12-10
 MEN AT WORK 17-13

WABB-FM/Mobile, AL
 Blaine Kelley
 ASIA
 MICHAEL SEMBELLO
 ROBERT PLANT
 BILLY JOEL
 Hottest:
 POLICE 1-1
 STEVIE NICKS 6-4
 LOVERBOY 16-13
 DEF LEPPARD 18-16
 JACKSON BROWNE 28-22

G100/Mobile, AL
 Scott Griffith
 MICHAEL JACKSON
 MEN WITHOUT HATS
 FRANK STALLONE
 GEORGE BENSON
 JEFFREY OSBORNE
 LRB
 ASIA
 BILLY JOEL
 AIR SUPPLY
 BONNIE TYLER
 Hottest:
 MICHAEL JACKSON 5-2
 STEVIE NICKS 7-5
 DURAN DURAN 11-7
 PRINCE 12-9
 MICHAEL SEMBELLO 15-12

WYXP/Huntsville, AL
 Scott Mitchell
 BILLY JOEL
 JEFFREY OSBORNE
 BONNIE TYLER
 ASIA
 MICHAEL JACKSON
 Hottest:
 POLICE 1-1
 PRINCE 4-2
 EURYTHMICS 5-3
 DONNA SUMMER 8-4
 MICHAEL SEMBELLO 14-8

WHY-FM/Montgomery
 Mark St. John
 ASIA
 BILLY JOEL
 AIR SUPPLY
 MEN WITHOUT HATS
 GEORGE BENSON
 Hottest:
 POLICE 1-1
 MICHAEL SEMBELLO 2-2
 DEF LEPPARD 13-8
 JOE WALSH 17-11
 STEVIE NICKS 30-14

KRQV/McAllen-Brownsville
 Perry/Taylor
 FRANK STALLONE
 GEORGE BENSON
 JEFFREY OSBORNE
 BONNIE TYLER
 MECO
 TOTO
 INXS
 MEN AT WORK
 Hottest:
 POLICE 1-1
 STEVIE NICKS 10-5
 A FLOOR OF SEAGUL 14-10
 ROD STEWART 12-9
 HUMAN LEAGUE 16-13

KX104/Nashville, TN
 Bryan Sargent
 BILLY JOEL
 ASIA
 FRANK STALLONE
 MICHAEL JACKSON
 AIR SUPPLY
 MEN WITHOUT HATS
 Hottest:
 DEF LEPPARD 3-1
 MICHAEL SEMBELLO 5-3
 MEN AT WORK 13-7
 TACO 22-12
 ELO 21-16

WSPJ/New Bern
 Kern/Storia
 BILLY JOEL
 AIR SUPPLY
 ASIA
 DAVID BOWIE
 Hottest:
 POLICE 1-1
 MTUNE 2-2
 BONNIE TYLER 5-3
 SHALAMAR 20-10
 TACO 22-12

BS7/New Orleans, LA
 Bezoou/Lousteau
 BILLY JOEL
 AIR SUPPLY
 JOURNEY
 MICHAEL JACKSON
 MECO 12-6
 HUMAN LEAGUE 18-10
 TACO 19-13
 MEN AT WORK 22-19
 QUARTERFLASH 29-21

WTKX/New Orleans
 Barney Kilpatrick
 F.R. DAVID
 BILLY JOEL
 FRANK STALLONE
 BONNIE TYLER
 ROMAN HOLIDAY
 AIR SUPPLY
 Hottest:
 POLICE 1-1
 EURYTHMICS 5-3
 HUMAN LEAGUE 8-6
 MEN AT WORK 15-13
 DAVE EDMUNDS 21-14

WNVZ/Norfolk
 Steve Kelly
 LAURA BRANIGAN
 MICHAEL JACKSON
 INGRAM & AUSTIN
 BILLY JOEL
 ASIA
 Hottest:
 MICHAEL SEMBELLO 15-6
 NEW EDITION 30-22
 MEN AT WORK 37-24
 AL JARREAU 36-26
 RICK SPRINGFIELD 40-33

BJ105/Orlando, FL
 Gary Mitchell
 CULTURE CLUB
 MICHAEL JACKSON
 DONNA SUMMER
 JOURNEY
 Hottest:
 POLICE 1-1
 STEVIE NICKS 7-4
 ROD STEWART 9-6
 DURAN DURAN 11-8
 EURYTHMICS 19-14

WFLB/Fayetteville
 Larry Cannon
 ASIA
 BILLY JOEL
 AIR SUPPLY
 GEORGE BENSON
 FRANK STALLONE
 TOTO
 TALKING HEADS (dp)
 SNUFF (dp)
 Hottest:
 POLICE 1-1
 MADNESS 10-6
 HUMAN LEAGUE 16-9
 DAVID BOWIE 23-14
 TACO 25-20

WVRV/Richmond, VA
 Jeff Morgan
 BILLY JOEL
 DIANA ROSS
 Hottest:
 POLICE 1-1
 DURAN DURAN 12-6
 EURYTHMICS 13-8
 MICHAEL SEMBELLO 23-9
 DONNA SUMMER 18-13

KITY/San Antonio, TX
 Jim Pruett
 ENGELBERT HUMPERD
 RICK SPRINGFIELD
 JOURNEY
 NAKED EYES
 ASIA
 Hottest:
 POLICE 1-1
 DONNA SUMMER 10-8
 LOVERBOY 24-13
 MICHAEL SEMBELLO 20-18
 HUMAN LEAGUE 23-19

KTSA/San Antonio, TX
 Frank Walsh
 MICHAEL JACKSON
 FRANK STALLONE
 DIANA ROSS
 MEN AT WORK
 Hottest:
 POLICE 4-1
 KAJAGOOGOO 13-9
 ELO 16-11
 DONNA SUMMER 15-12
 LOVERBOY 15-14

KROK/Shreveport, LA
 Bennett/Stewart
 BILLY JOEL
 AIR SUPPLY
 FRANK STALLONE
 PLIMSOULES (dp)
 MECO
 TOTO
 Hottest:
 POLICE 1-1
 STEVIE NICKS 10-6
 A FLOOR OF SEAGUL 14-10
 DEF LEPPARD 12-9
 HUMAN LEAGUE 16-13

WSEZ/Winston-Salem
 Steve Finnegan
 ARETHA FRANKLIN
 GEORGE BENSON
 BILLY JOEL
 LRB
 PAUL ANKA
 HAYSI FANTAYZEE
 Hottest:
 POLICE 2-1
 MICHAEL SEMBELLO 12-4

MIDWEST Most Added Hottest

Asis Billy Joel Michael Jackson Police Loverboy Eurythmics

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

Billy Joel Air Supply Michael Sembello Police Stevie Nicks

MIDWEST PARALLEL TWO

WGRD/Grand Rapids, MI J.J. Duling ASIA BILLY JOEL MEN WITHOUT HATS TUBES ZZ TOP (dp) RITA COOLIDGE (dp) Hottest: POLICE 1-1 LOVERBOY 2-2 MEN AT WORK 12-8 MICHAEL SEMBELLO 16-13 DONNA SUMMER 36-22 WZZR/Grand Rapids, MI Don Schuller BILLY JOEL ASIA FRANK STALLONE JEFFREY OSBORNE TUBES SHALAMAR LRB TALKING HEADS Hottest: POLICE 1-1 MICHAEL SEMBELLO 17-2 QUARTERFLASH 16-10 DONNA SUMMER 14-11 DAVE EDMUNDS 20-17 WNAP/Indianapolis, IN Larry Mago DONNA SUMMER MICHAEL JACKSON DIANA ROSS AMERICA RITA COOLIDGE LAURA BRANIGAN Hottest: none WZPL/Indianapolis Hoffman/Brodie LINDSEY BUCKINGHA ASIA ROMAN HOLLIDAY JEFFREY OSBORNE STAR SISTERS AIR SUPPLY FRANK STALLONE Hottest: POLICE 2-1 EDDY GRANT 1-2 MICHAEL JACKSON 5-3 ELTON JOHN 4-4 KINKS 7-5 WJXQ/Jackson, MI Ryan/Cheeks ASIA BLACKFOOT GARY MYRICK BILLY JOEL (dp) TALKING HEADS COCONUTS FRANK STALLONE (dp) Hottest: LOVERBOY 1-1 MADNESS 12-10 EURYTHMICS 21-11 ZEBRA 25-20 ASIA D-23 WKFR/Kalamazoo, MI Swart/Chapman TACO JEFFREY OSBORNE LRB ASIA (dp) BILLY JOEL Hottest: POLICE 1-1 STEVIE NICKS 5-3 DURAN DURAN 11-7 MICHAEL SEMBELLO 15-9 BRYAN ADAMS 21-14 WVIC/Lansing, MI Jay Stevens ASIA RICK SPRINGFIELD NAKED EYES Hottest: POLICE 2-1 LOVERBOY 4-2 MADNESS 6-3 RED ROCKERS 10-7 BRYAN ADAMS 11-8 WZEE/Madison, WI Little/Hudson MARTIN BRILEY ASIA HOLLIES BILLY JOEL CULTURE CLUB Hottest: POLICE 1-1 EDDY GRANT 2-2 DEF LEPPARD 4-3 MICHAEL SEMBELLO 9-5 STEVIE NICKS 12-8 KQKQ/Omaha, NB Taylor/Evans ASIA BILLY JOEL JOAN JETT AIR SUPPLY Hottest: POLICE 1-1 DEF LEPPARD 3-2 STEVIE NICKS 4-3 DURAN DURAN 7-5 LOVERBOY 18-11 WKDD/Akron, OH Matt Patrick JACKSON BROWNE MICHAEL JACKSON AIR SUPPLY PETER TOSH BILLY JOEL BONNIE TYLER RITA COOLIDGE LRB Hottest: POLICE 1-1 LOVERBOY 12-4 DAVID BOWIE 10-5 BRYAN ADAMS 15-11 JOURNEY 18-14 WKAU/Applenton-Oshkosh Ross/Allen DONNA SUMMER ASIA NAKED EYES BILLY JOEL AIR SUPPLY LRB Hottest: PRINCE 4-1 EURYTHMICS 10-5 FIXX 11-7 MEN AT WORK 16-11 DEF LEPPARD 25-18 WNAM/Appleton-Oshkosh Chris Caine MICHAEL JACKSON ASIA BILLY JOEL FRANK STALLONE Hottest: POLICE 1-1 MICHAEL SEMBELLO 14-5 LOVERBOY 16-7 EURYTHMICS 17-10 MEN AT WORK 25-17 92X/Columbus, OH Teri Nutter BONNIE TYLER ZZ TOP ASIA Hottest: POLICE 1-1 PRINCE 8-3 SERGIO MENDES 17-12 EURYTHMICS 16-14 MICHAEL SEMBELLO 20-15 KIII/Davenport, IA Jim O'Hara NAKED EYES SMOKEY ROBINSON AIR SUPPLY MICHAEL JACKSON BILLY JOEL F.R. DAVID Hottest: EDDY GRANT 1-1 DURAN DURAN 13-7 CHAMPAIGN 17-9 MEN AT WORK 24-17 RITA COOLIDGE 32-21 KMGK/Des Moines, IA Jim Roberts ASIA MICHAEL JACKSON LRB RITA COOLIDGE JEFFREY OSBORNE LAURA BRANIGAN GEORGE BENSON Hottest: POLICE 1-1 STEVIE NICKS 7-4 MADNESS 6-5 EURYTHMICS 9-8 LOVERBOY 15-11 WEBC/Duluth, MN Dick Johnson LAURA BRANIGAN BILLY JOEL ASIA (dp) Hottest: POLICE 1-1 MADNESS 3-2 ROD STEWART 4-3 STEVIE NICKS 7-5 DURAN DURAN 9-6 WKDQ/Evansville, IN Hobbs/Payne MICHAEL JACKSON LAURA BRANIGAN BILLY JOEL AIR SUPPLY Hottest: POLICE 1-1 ELTON JOHN 5-3 MICHAEL JACKSON 6-5 QUARTERFLASH 11-7 ROD STEWART 16-8 WMEE/Fort Wayne Tony Richards ASIA BILLY JOEL LAURA BRANIGAN JEFFREY OSBORNE Hottest: POLICE 1-1 MICHAEL SEMBELLO 13-5 STEVIE NICKS 14-6 RICK SPRINGFIELD 24-15 HUMAN LEAGUE 25-19

KZ83/Peoria, IL Mark Maloney MICHAEL JACKSON AMERICA LRB PLIMSOULES ZZ TOP ASIA TUBES TALKING HEADS R.E.M. Hottest: POLICE 1-1 LOVERBOY 4-2 CHRIS DEBURGH 6-4 DONNA SUMMER 8-6 BRYAN ADAMS 19-12 WZOK/Rockford Tim Fox QUARTERFLASH CULTURE CLUB ASIA BILLY JOEL Hottest: POLICE 2-1 STEVIE NICKS 5-3 ROD STEWART 6-5 MICHAEL JACKSON 7-6 LOVERBOY 8-7 U93/South Bend, IN J.K. Dearing EURYTHMICS Hottest: POLICE 1-1 KINKS 7-2 EDDY GRANT 2-3 DEBARGE 22-16 EURYTHMICS D-21 KAYI/Tulsa, OK Phil Williams MEN WITHOUT HATS MICHAEL JACKSON ASIA SHALAMAR BILLY JOEL Hottest: POLICE 1-1 MADNESS 5-4 LOVERBOY 10-7 MEN AT WORK 20-12 CULTURE CLUB 24-18 KRAY/Tulsa, OK Gary Reynolds LAURA BRANIGAN MICHAEL JACKSON EURYTHMICS (dp) Hottest: POLICE 1-1 SERGIO MENDES 2-2 SHERIFF 5-5 RITA COOLIDGE 12-7 MEN AT WORK D-12 KEYN-FM/Wichita, KS Taylor/Pearman BILLY JOEL ASIA MICHAEL JACKSON PAUL ANKA Hottest: POLICE 1-1 MICHAEL JACKSON 6-3 STEVIE NICKS 9-6 DURAN DURAN 10-7 MADNESS 11-8 WHOT/Youngstown, OH Dick Thompson TALKING HEADS RICK JAMES BILLY JOEL CDB F.R. DAVID MANHATTANS ASIA AIR SUPPLY Hottest: POLICE 1-1 MEN AT WORK 22-13 HUMAN LEAGUE 26-18 JACKSON BROWNE 31-25 MICHAEL JACKSON D-27 WYFM/Youngstown, OH Jeff Tobin none Hottest: POLICE 1-1 MICHAEL JACKSON 7-3 KAJAGOOGOO 5-4 LOVERBOY 13-8 MADNESS 15-10 PARALLEL THREE KFYR/Bismarck, ND Dan Brannan CHARLIE MICHAEL JACKSON RICK SPRINGFIELD LAURA BRANIGAN BILLY JOEL ASIA Hottest: POLICE 1-1 MADNESS 2-2 EURYTHMICS 13-6 MICHAEL SEMBELLO 15-8 LOVERBOY 14-10 WRKR/Racine, WI Steve Warren DAVID BOWIE LRB AIR SUPPLY INXS Hottest: EDDY GRANT 1-1 POLICE 4-3 MICHAEL JACKSON 12-6 MADNESS 14-8 DURAN DURAN 29-19

WBWB/Bloomington John Heilmann ASIA GEORGE BENSON MTUME TUBES HAYS FANTAZZEE AIR SUPPLY JEFFREY OSBORNE LRB Hottest: MICHAEL JACKSON 1-1 STEVIE NICKS 7-5 JACKSON BROWNE 30-25 DIANA ROSS 33-26 CULTURE CLUB 38-27 WCIL-FM/Carbondale, IL Tony Waitkus BILLY JOEL GEORGE BENSON NAKED EYES ASIA (dp) AIR SUPPLY FRANK STALLONE Hottest: POLICE 1-1 DEF LEPPARD 4-2 NEW EDITION 2-3 MECO 3-4 SERGIO MENDES 13-8 KFMZ/Columbia Jim Williams ASIA TUBES MEN WITHOUT HATS BILLY JOEL POLICE (dp) STEVIE NICKS (dp) DEF LEPPARD (dp) Hottest: LOVERBOY 1-1 POLICE 2-2 ELO 7-5 DEF LEPPARD 12-8 ROD STEWART 17-12 KQWB/Fargo, ND Craig Roberts MEN AT WORK CULTURE CLUB NAKED EYES (dp) BILLY JOEL ASIA (dp) ELO JACKSON BROWNE Hottest: POLICE 1-1 QUARTERFLASH 12-7 DURAN DURAN 15-8 EURYTHMICS 17-9 HUMAN LEAGUE 19-17 KKXL-FM/Grand Forks, ND Don Nordine DAVE EDMUNDS ASIA NAKED EYES JOAN JETT Hottest: DEF LEPPARD 4-2 MICHAEL JACKSON 5-3 EDDY GRANT 2-5 HUMAN LEAGUE 22-18 KYTN/Grand Forks, ND Tom Fricke ASIA BILLY JOEL SCANDAL Hottest: DEF LEPPARD 1-1 LOVERBOY 3-2 POLICE 2-3 STEVIE NICKS 7-4 BRYAN ADAMS 4-5 KRNA/Iowa City, IA Bart Goynahor ASIA NAKED EYES BILLY JOEL Hottest: POLICE 2-1 EURYTHMICS 6-2 KAJAGOOGOO 4-4 MADNESS 7-5 HUMAN LEAGUE 10-8 WAZY-FM/Lafayette, IN Jim Stacy DIANA ROSS BILLY JOEL SHALAMAR AIR SUPPLY ASIA Hottest: PRINCE 4-1 STEVIE NICKS 8-4 DONNA SUMMER 10-6 EURYTHMICS 15-8 AMERICA 33-27 WRKR/Racine, WI Steve Warren DAVID BOWIE LRB AIR SUPPLY INXS Hottest: EDDY GRANT 1-1 POLICE 4-3 MICHAEL JACKSON 12-6 MADNESS 14-8 DURAN DURAN 29-19

KKLS/Rapid City, SD Sherwin/Piper MICHAEL JACKSON LAURA BRANIGAN NAKED EYES ASIA Hottest: POLICE 1-1 STEVIE NICKS 2-2 BRYAN ADAMS 7-5 ELO 13-6 MADNESS 19-10 KSKG/Salina Collier/Travis ASIA AIR SUPPLY MICHAEL JACKSON BILLY JOEL JEFFREY OSBORNE HAYS FANTAZZEE (dp) Hottest: POLICE 3-1 MECO 5-2 MICHAEL SEMBELLO 7-5 MTUME 17-9 HUMAN LEAGUE 18-10 KIKI/Honolulu, HI Kong/Shishido HIGH INERGY BILLY JOEL SOCIETY OF SEVEN AIR SUPPLY NAKED EYES JACKSON BROWNE CLUB HOUSE Hottest: POLICE 2-1 AUDY KIMURA 1-2 THOMAS DOLBY 3-3 SERGIO MENDES 8-4 MEN AT WORK 17-13 KQMQ/Honolulu, HI Kimo Akane BILLY JOEL MICHAEL JACKSON AUDY KIMURA TALKING HEADS BRENDA RUSSELL ARETHA FRANKLIN FRANK STALLONE Hottest: POLICE 4-1 JOURNEY 3-2 EURYTHMICS 6-3 MICHAEL JACKSON 5-4 STYX 2-5 KWTO-FM/Springfield, MO Alexander/Hammond ASIA BILLY JOEL MICHAEL JACKSON Hottest: POLICE 1-1 MICHAEL JACKSON 4-2 EURYTHMICS 8-3 MADNESS 6-4 STEVIE NICKS 10-6 WSPT/Stevens Point, WI Fuhr/Tracy ASIA BILLY JOEL SHALAMAR ZEBRA (dp) TALKING HEADS (dp) Hottest: POLICE 1-1 PRINCE 2-2 CHRIS DEBURGH 4-3 MADNESS 9-4 KINKS 10-7 KDVV/Topeka, KN Tony Stewart ASIA BILLY JOEL AIR SUPPLY HOLLIES Hottest: POLICE 1-1 STEVIE NICKS 3-2 LOVERBOY 6-3 BRYAN ADAMS 5-5 DURAN DURAN 12-7 KFMW/Waterloo, IA Mark Potter ASIA BILLY JOEL SHALAMAR DIANA ROSS Hottest: POLICE 1-1 EURYTHMICS 28-20 MEN AT WORK 29-21 DONNA SUMMER 34-26 TACO 38-33 KIDD/Montarey, CA Brown/Kei BILLY JOEL LRB AIR SUPPLY STAR SISTERS (dp) Hottest: POLICE 1-1 MICHAEL JACKSON 6-3 ELTON JOHN 8-6 FIXX 10-7 K96/Provo, UT Gentry/McCoy DONNA SUMMER DAVE EDMUNDS CHARLIE Hottest: POLICE 1-1 MADNESS 3-3 DURAN DURAN 8-4 MICHAEL JACKSON 9-5 DEF LEPPARD 17-14 KGGI/Riverside-S.B. O'Neil/Hubbs PAUL ANKA TACO BRYSON & FLACK DIANA ROSS JEFFREY OSBORNE MTUME BILLY JOEL AIR SUPPLY FRANK STALLONE Hottest: POLICE 1-1 DONNA SUMMER 10-4 MICHAEL JACKSON 9-5 MICHAEL SEMBELLO 14-8 DAVID BOWIE 13-11

KKFM/Colorado Springs, CO Finney/Ryan MICHAEL JACKSON BILLY JOEL ASIA Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 EURYTHMICS 13-8 STEVIE NICKS 20-10 MEN AT WORK 30-16 KYNO-FM/Fresno, CA Walker/Davis FRANK STALLONE HOLLIES MICHAEL LOVESMITH Hottest: POLICE 3-1 MECO 5-2 MICHAEL SEMBELLO 7-5 HUMAN LEAGUE 18-10 KIKI/Honolulu, HI Kong/Shishido HIGH INERGY BILLY JOEL SOCIETY OF SEVEN AIR SUPPLY NAKED EYES JACKSON BROWNE CLUB HOUSE Hottest: POLICE 2-1 AUDY KIMURA 1-2 THOMAS DOLBY 3-3 SERGIO MENDES 8-4 MEN AT WORK 17-13 KQMQ/Honolulu, HI Kimo Akane BILLY JOEL MICHAEL JACKSON AUDY KIMURA TALKING HEADS BRENDA RUSSELL ARETHA FRANKLIN FRANK STALLONE Hottest: POLICE 4-1 JOURNEY 3-2 EURYTHMICS 6-3 MICHAEL JACKSON 5-4 STYX 2-5 KLUC/Las Vegas, NV Randy Luquist BILLY JOEL MICHAEL JACKSON ASIA Hottest: POLICE 1-1 ROD STEWART 2-2 MICHAEL SEMBELLO 5-3 QUARTERFLASH 9-4 LOVERBOY 6-5 KOSO/Modesto, CA Ausham/Main AIR SUPPLY BILLY JOEL GEORGE BENSON SHALAMAR SMOKEY ROBINSON Hottest: POLICE 1-1 MEN AT WORK 10-2 STEVIE NICKS 4-4 BRYAN ADAMS 5-5 DURAN DURAN 12-7 KHOP/Modesto-Stockton David Kraham MICHAEL JACKSON ASIA ZZ TOP (dp) FRANK STALLONE TUBES (dp) AIR SUPPLY Hottest: STEVIE NICKS 3-1 PRINCE 4-3 QUARTERFLASH 9-5 DAVID BOWIE 19-11 JACKSON BROWNE 28-19 KIDD/Montarey, CA Brown/Kei BILLY JOEL LRB AIR SUPPLY STAR SISTERS (dp) Hottest: POLICE 1-1 MICHAEL JACKSON 6-3 ELTON JOHN 8-6 FIXX 10-7 K96/Provo, UT Gentry/McCoy DONNA SUMMER DAVE EDMUNDS CHARLIE Hottest: POLICE 1-1 MADNESS 3-3 DURAN DURAN 8-4 MICHAEL JACKSON 9-5 DEF LEPPARD 17-14 KGGI/Riverside-S.B. O'Neil/Hubbs PAUL ANKA TACO BRYSON & FLACK DIANA ROSS JEFFREY OSBORNE MTUME BILLY JOEL AIR SUPPLY FRANK STALLONE Hottest: POLICE 1-1 DONNA SUMMER 10-4 MICHAEL JACKSON 9-5 MICHAEL SEMBELLO 14-8 DAVID BOWIE 13-11

KKSD/Salem, OR Len E. Mitchell ASIA AIR SUPPLY BILLY JOEL PLIMSOULES (dp) TALKING HEADS (dp) TOTO (dp) COCONUTS (dp) Hottest: POLICE 2-1 DEBARGE 23-16 FIXX 25-18 TACO 28-19 ELO 33-24 KRSP/Salt Lake City, UT Carlson/Moll ASIA FRANK STALLONE MEN WITHOUT HATS NAKED EYES CHARLIE BILLY JOEL Hottest: EDDY GRANT 1-1 MICHAEL JACKSON 3-2 MICHAEL SEMBELLO 5-4 DONNA SUMMER 19-12 EURYTHMICS 23-13 KYYX/Seattle, WA Van Johnson AZTEC CAMERA FREUR Hottest: POLICE 1-1 DURAN DURAN 2-2 FIXX 5-4 R.E.M. 12-6 DAVID BOWIE 14-7 KJRB/Spokane, WA Suda Coleman LAURA BRANIGAN AIR SUPPLY NAKED EYES Hottest: POLICE 1-1 MICHAEL SEMBELLO 6-3 STEVIE NICKS 10-5 QUARTERFLASH 14-9 TACO 20-12 KHYY/Tucson, AZ Sherman Cohen MEN WITHOUT HATS BILLY JOEL INXS AIR SUPPLY FRANK STALLONE WHAM! Hottest: POLICE 1-1 SERGIO MENDES 8-4 EURYTHMICS 7-5 DAVID BOWIE 14-6 KRQ/Tucson, AZ Zapoleon/Norris SPANDAU BALLET ASIA CHARLIE BRYSON & FLACK MEN WITHOUT HATS RICK SPRINGFIELD Hottest: POLICE 1-1 EURYTHMICS 9-2 KAJAGOOGOO 10-7 DAVID BOWIE 14-11 DONNA SUMMER 19-14 PARALLEL THREE KENI/Anchorage, AK Vaughn/Kimberly ROMAN HOLLIDAY SMOKEY ROBINSON GEORGE BENSON AIR SUPPLY MICHAEL JACKSON Hottest: POLICE 1-1 KINKS 6-4 PRINCE 13-6 ROD STEWART 11-9 QUARTERFLASH 17-14 KYVA/Billings, MT Charlie Fox CHARLIE MICHAEL JACKSON TACO ASIA (dp) Hottest: POLICE 1-1 STEVIE NICKS 4-2 MADNESS 5-4 MICHAEL SEMBELLO 19-13 MEN AT WORK 20-15 KCDO/Bozeman, MT Greg Williams TUBES ASIA BILLY JOEL TALKING HEADS BLACKFOOT ARCANGEL TEARS FOR FEARS FRANK STALLONE Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 4-3 LOVERBOY 5-4 DEF LEPPARD 13-11

KTRS/Casper, WY Seera/Donovan none Hottest: POLICE 1-1 EDDY GRANT 3-3 MADNESS 6-6 EURYTHMICS 14-14 PRINCE 15-15 KKAZ/Cheyenne, WY John Ramsey none Hottest: POLICE 1-1 MICHAEL JACKSON 3-3 MADNESS 6-6 EURYTHMICS 7-7 DURAN DURAN 8-8 KGHO/Hoquiam Steve Larson BILLY JOEL AIR SUPPLY ASIA MEN WITHOUT HATS MTUME JEFFREY OSBORNE TUBES Hottest: POLICE 1-1 DEF LEPPARD 3-2 PRINCE 4-3 MICHAEL SEMBELLO 17-11 DAVID BOWIE 35-29 KOZE/Lewiston, ID Jay McCall ASIA BONNIE TYLER BILLY JOEL MEN WITHOUT HATS JEFFREY OSBORNE Hottest: POLICE 1-1 DEF LEPPARD 4-2 PRINCE 14-9 MICHAEL SEMBELLO 15-10 JACKSON BROWNE 23-16 KDZA/Pueblo, CO Rip Avina BILLY JOEL ASIA AIR SUPPLY LRB MEN WITHOUT HATS (dp) ENGELBERT HUMPERD FRANK STALLONE INXS (dp) Hottest: POLICE 1-1 MICHAEL JACKSON 4-2 MADNESS 7-3 ROD STEWART 8-4 DURAN DURAN 9-7 KCBN/Reno, NV Jim O'Neal ASIA BILLY JOEL AIR SUPPLY TALKING HEADS Hottest: POLICE 1-1 MEN WITHOUT HATS 14-8 TACO 16-11 CULTURE CLUB 30-21 BONNIE TYLER 35-28 KBIM/Roswell, MN Harry Dierks BILLY JOEL AIR SUPPLY ASIA MEN WITHOUT HATS GEORGE BENSON LRB PLIMSOULES SMOKEY ROBINSON Hottest: STEVIE NICKS 6-1 MICHAEL SEMBELLO 12-3 ROD STEWART 10-6 ELO 17-9 MICHAEL JACKSON D-26 KSLY/San Luis Obispo, CA Tom Walsh SHALAMAR TACO GEORGE BENSON LRB LAURA BRANIGAN Hottest: POLICE 1-1 DURAN DURAN 6-4 ROD STEWART 10-6 DONNA SUMMER 11-9 DEF LEPPARD 21-14 KIST/Santa Barbara, CA Scotty Johnson LRB AIR SUPPLY BILLY JOEL BRYSON & FLACK MICHAEL JACKSON Hottest: MADNESS 5-2 STEVIE NICKS 7-5 ROD STEWART 12-6 RITA COOLIDGE 13-7 QUARTERFLASH 14-8

WEST PARALLEL THREE KENI/Anchorage, AK Vaughn/Kimberly ROMAN HOLLIDAY SMOKEY ROBINSON GEORGE BENSON AIR SUPPLY MICHAEL JACKSON Hottest: POLICE 1-1 KINKS 6-4 PRINCE 13-6 ROD STEWART 11-9 QUARTERFLASH 17-14 KYVA/Billings, MT Charlie Fox CHARLIE MICHAEL JACKSON TACO ASIA (dp) Hottest: POLICE 1-1 STEVIE NICKS 4-2 MADNESS 5-4 MICHAEL SEMBELLO 19-13 MEN AT WORK 20-15 KCDO/Bozeman, MT Greg Williams TUBES ASIA BILLY JOEL TALKING HEADS BLACKFOOT ARCANGEL TEARS FOR FEARS FRANK STALLONE Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 4-3 LOVERBOY 5-4 DEF LEPPARD 13-11

KENI/Anchorage, AK Vaughn/Kimberly ROMAN HOLLIDAY SMOKEY ROBINSON GEORGE BENSON AIR SUPPLY MICHAEL JACKSON Hottest: POLICE 1-1 KINKS 6-4 PRINCE 13-6 ROD STEWART 11-9 QUARTERFLASH 17-14 KYVA/Billings, MT Charlie Fox CHARLIE MICHAEL JACKSON TACO ASIA (dp) Hottest: POLICE 1-1 STEVIE NICKS 4-2 MADNESS 5-4 MICHAEL SEMBELLO 19-13 MEN AT WORK 20-15 KCDO/Bozeman, MT Greg Williams TUBES ASIA BILLY JOEL TALKING HEADS BLACKFOOT ARCANGEL TEARS FOR FEARS FRANK STALLONE Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 4-3 LOVERBOY 5-4 DEF LEPPARD 13-11

R&R/Friday, July 22, 1983

(Stevie Nicks continued)

Regional Summary for Stevie Nicks. Includes station call letters and signal strength indicators (P1, P2, P3).

QUARTERFLASH: Take Me To Heart (Geffen). LP: Take Another Picture. Regional Summary: 206/5 93%.

DIANA ROSS: Pieces Of Ice (RCA). LP: Ross. Regional Summary: 150/9 68%.

RICK SPRINGFIELD: Human Touch (RCA). LP: Living In Oz. Regional Summary: 174/16 79%.

DONNA SUMMER: She Works Hard... (Mercury/PolyGram). LP: She Works Hard For The Money. Regional Summary: 180/8 81%.

TUBES: Tips Of My Tongue (Capitol). LP: Outside Inside. Regional Summary: 60/17 23%.

JEFFREY OSBORNE: Don't You Get So Mad (A&M). LP: Stay With Me Tonight. Regional Summary: 84/31 38%.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

Regional Summary for Jeffrey Osborne. Includes station call letters and signal strength indicators.

Regional Summary for Quarterflash. Includes station call letters and signal strength indicators.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

Regional Summary for Jeffrey Osborne. Includes station call letters and signal strength indicators.

POLICE: Every Breath You... (A&M). LP: Synchronicity. Regional Summary: 220/0 100%.

Regional Summary for Quarterflash. Includes station call letters and signal strength indicators.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

SMOKEY ROBINSON & BARBARA MITCHELL: Blame It On... (Tamla/Motown). LP: Blame It On Love. Regional Summary: 50/7 23%.

Regional Summary for Quarterflash. Includes station call letters and signal strength indicators.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

ROMAN HOLIDAY: Stand By (Jive/Arista). LP: Stand By. Regional Summary: 68/4 31%.

Regional Summary for Quarterflash. Includes station call letters and signal strength indicators.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

DIANA ROSS: Pieces Of Ice (RCA). LP: Ross. Regional Summary: 150/9 68%.

Regional Summary for Quarterflash. Includes station call letters and signal strength indicators.

Regional Summary for Diana Ross. Includes station call letters and signal strength indicators.

Regional Summary for Rick Springfield. Includes station call letters and signal strength indicators.

Regional Summary for Donna Summer. Includes station call letters and signal strength indicators.

Regional Summary for Tubes. Includes station call letters and signal strength indicators.

SUBSCRIPTION SERVICE: Surveys Show Approximately Nine People Read Each Copy of R&R. That's making the most of your subscription dollar! Price includes two annual Ratings Reports and all Special Issues. ONE YEAR - \$215. First Class Mail. RADIO & RECORDS. The Industry's Information Center. 1930 Century Park West • Los Angeles, CA 90067. 800-553-4330.

Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

RICK JAMES

Cold Blooded (Gordy/Motown)

81% of our reporting stations on it. Rotations: Heavy 13/5, Medium 17/4, Light 21/16, Extra Adds 7, Total Adds 32 including WRKS, WAMO, WHRK, WAIL-FM, WZAK, WZEN-FM, XHRM, WKND, WRDW, WOIC, WVOL, WAAA, WVKO, WWWW. A Most Added Record. Debuts at number 15 on the Black Radio Chart.

HERBIE HANCOCK

Rockit (Columbia)

61% of our reporting stations on it. Rotations: Heavy 8/0, Medium 23/1, Light 13/8, Extra Adds 0, Total Adds 9, WILD, WDMT, WZAK, WDRQ, WATV, WPEG, WTOY, WAAA, WVOL. Debuts at number 25 on the Black Radio Chart.

ASHFORD & SIMPSON

High-Rise (Capitol)

60% of our reporting stations on it. Rotations: Heavy 2/0, Medium 16/3, Light 21/9, Extra Adds 4, Total Adds 16, WRKS, WGCI, WDMT, WZEN-FM, KDAY, XHRM, WNHC, WRDW, WATV, WPEG, WJAX, KJCB, KOKY, WVOL, WPLZ, WANT. Debuts at number 30 on the Black Radio Chart.

LAKESIDE

Turn The Music Up (Solar/Elektra)

60% of our reporting stations on it. Rotations: Heavy 9/0, Medium 18/1, Light 16/2, Extra Adds 0, Total Adds 3, WGCI, WDMT, WANT. Heavy: WVEE, KRNB, KACE, XHRM, WANM, WWWW, KUKQ. Debuts at number 29 on the Black Radio Chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

FINIS HENDERSON "Skip To My Lou" (Motown) 40/0

Rotations: Heavy 11/0, Medium 16/0, Light 13/0, Extra Adds 0, Total Adds 0. Heavy: WVEE, WYLD-FM, WGCI, KDAY, XHRM, WRDW, WAAA, WLTH, WTLC, WLUM. Medium: WXYV, WHRK, WDRQ, KJCB, KUKQ.

ZAPP "I Can Make You Dance" (WB) 37/36

Rotations: Heavy 5/4, Medium 5/5, Light 19/19, Extra Adds 8, Total Adds 36 including WDAS, WVEE, WHRK, WGCI, WDRQ, KMJM, KDAY, KSOL, WRDW, WENN, WKXI, KOKY, WAAA, WVOL. Heavy: KMJQ.

RUN-D.M.C. "It's Like That" (Profile) 36/2

Rotations: Heavy 18/0, Medium 12/0, Light 6/2, Extra Adds 0, Total Adds 2, KJLH, XHRM. Heavy: WRKS, WVEE, WHRK, WGRPR, WJMI, KJCB, WPLZ, WKWM. Medium: WILD, WAIL-FM, WBMX, KDAY, WJJS. Debuts at number 27 on the Black Radio Chart.

SMOKEY ROBINSON & BARBARA MITCHELL "Blame It On Love" (Tamla/Motown) 35/9

Rotations: Heavy 3/1, Medium 15/1, Light 15/5, Extra Adds 2, Total Adds 9, WXYV, WDIA, KMJM, WKND, WENN, WKXI, WPLZ, WANT, WTOY. Heavy: WRDW, WJMI. Medium: WOOK, WAOK, WAAA, WVKO, WLTH.

CHERI "Small Town Lover" (21/PolyGram) 35/7

Rotations: Heavy 2/0, Medium 14/0, Light 18/6, Extra Adds 1, Total Adds 7, KRNB, WDRQ, KJLH, WGIV, WKXI, WJAX, WAAA. Heavy: WJMI, WJMI. Medium: WHUR, WHRK, WNOO, KOKY, WBLX, WWWW.

MOTIVATION "Crazy Daze" (De-Lite/PolyGram) 35/3

Rotations: Heavy 4/0, Medium 15/0, Light 16/3, Extra Adds 0, Total Adds 3, WDAS, WGCI, WKWM. Heavy: WVEE, KRNB, WJMI, WAAA. Medium: WXYV, WEDR, WGRPR, KDAY, WKXI, KOKY, WPLZ, KUKQ.

FATBACK "Is This The Future" (Spring/PolyGram) 35/0

Rotations: Heavy 13/0, Medium 14/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WBMX, WCIN, XHRM, WNOO, WPLZ, WAAA, WWWW. Medium: WOOK, KRNB, WZAK, KDAY, WLTH, KDIA.

WAR "Life (Is So Strange)" (RCA) 34/1

Rotations: Heavy 5/0, Medium 14/0, Light 14/0, Extra Adds 1, Total Adds 1, WAIL-FM. Heavy: WOOK, WVEE, KRNB, KSOL, WANM. Medium: WCIN, KACE, WKND, KNOW, WGIV, WLOU, WLTH, WTLC, WWWW.

OLIVER CHEATHAM "Get Down Saturday Night" (MCA) 32/5

Rotations: Heavy 8/0, Medium 10/0, Light 13/4, Extra Adds 1, Total Adds 5, WAMO, WAIL-FM, KSOL, WRDW, WTOY. Heavy: WILD, WVEE, WGCI, WPLZ, WLTH. Medium: KRLY, WDIA, WZEN-FM, KACE, WPEG, WWWW.

JONZUN CREW "We Are The Jonzun Crew" (Tommy Boy) 32/4

Rotations: Heavy 4/0, Medium 11/0, Light 16/3, Extra Adds 1, Total Adds 4, WAOK, WGCI, XHRM, WPEG. Heavy: KRNB, WEDR, WJMO, WPDQ. Medium: WXYV, WCIN, WGRPR, WRDW, WJMI, WWWW.

KURTIS BLOW "Party Time" (Mercury/PolyGram) 31/3

Rotations: Heavy 7/0, Medium 12/0, Light 11/2, Extra Adds 3, WXYV, WDAS, WKXI. Heavy: KMJQ, KRLY, WATV, WNOO, WOIC, KJCB, WANM. Medium: WOOK, WZAK, WLOU, WDAO, WTLC.

NONA HENDRIX "Transformation" (RCA) 30/8

Rotations: Heavy 3/0, Medium 8/0, Light 19/8, Extra Adds 0, Total Adds 8, WRKS, WDIA, WHRK, WDMT, KJLH, WPDQ, WAAA, WVOL. Heavy: WKYS, KMJQ, KRLY. Medium: KSOL, WOIC, WVOL, WLTH.

NEW EDITION "Is This The End" (Streetwise) 30/7

Rotations: Heavy 7/0, Medium 8/0, Light 14/6, Extra Adds 1, Total Adds 7, WAOK, KKDA-FM, KRLY, WATV, WJJS, WJMI, WAAA. Heavy: WRKS, KMJQ, WHRK, WZAK, WRDW. Medium: WXYV, KJLH, WNOO, WVOL.

HUMAN LEAGUE "(Keep Feelin') Fascination" (Virgin/A&M) 29/4

Rotations: Heavy 9/0, Medium 11/0, Light 9/4, Extra Adds 0, Total Adds 4, KNOW, WANT, WJMI, WJMI, WJMI, WJMI. Heavy: WXYV, WBMX, WDRQ, KDAY, KSOL, WLTH, WWWW. Medium: WHUR, WAIL-FM, WZAK, WNHC, WJAX.

WHODINI "The Haunted House Of Rock" (Arista) 29/3

Rotations: Heavy 8/0, Medium 10/0, Light 10/2, Extra Adds 1, Total Adds 3, KMJQ, KRNB, WJLB. Heavy: WRKS, KKDA-FM, WDMT, WENN, WPEG, WDAO, WWWW, WVOL. Medium: WVEE, WEDR, WNOO, WKWM.

SLING SHOT "Do It Again Medley With Billy Jean" (Quality) 28/15

Rotations: Heavy 4/2, Medium 7/1, Light 11/6, Extra Adds 6, Total Adds 15 including WXYV, WAOK, WDMT, WZAK, WZEN-FM, KJLH, WVOL, WTLC. Heavy: WILD, WHRK. Medium: WHUR, WGCI, WGRPR, WKWM, WWWW.

L.T.D. "For You" (Montage) 28/4

Rotations: Heavy 2/0, Medium 14/0, Light 12/4, Extra Adds 0, Total Adds 4, WDMT, WPEG, WPDQ, WBLX. Heavy: WZEN-FM, WJMI. Medium: WOOK, WVEE, WEDR, WZAK, KACE, KSOL, WVOL, WTOY, WANM, WDAO.

MARY JANE GIRLS "All Night Long" (Gordy/Motown) 27/4

Rotations: Heavy 4/0, Medium 13/0, Light 10/4, Extra Adds 0, Total Adds 4, WILD, WKND, WBLX, WANT. Heavy: WVEE, KRLY, WHRK, KACE. Medium: WRKS, WGCI, KSOL, WOIC, WKWM, WWWW, KDIA.

"D" TRAIN "Keep Giving Me Love" (Prelude) 26/3

Rotations: Heavy 4/1, Medium 9/0, Light 13/2, Extra Adds 0, Total Adds 3, WDIA, WRDW, WGIV. Heavy: WOIC, KJCB, KDIA. Medium: WILD, WHUR, WGRPR, WNHC, WANM, WAAA.

LILLO "(You're A) Good Girl" (Capitol) 26/3

Rotations: Heavy 2/0, Medium 10/1, Light 14/2, Extra Adds 0, Total Adds 3, WRKS, WPDQ, KOKY. Heavy: WRDW, WJMI. Medium: WAOK, WHRK, WGIV, WNOO, WOIC, KJCB, WBLX, WAAA, WWWW.

DAZZ BAND "Party Right Here" (Motown) 26/1

Rotations: Heavy 3/0, Medium 14/0, Light 9/1, Extra Adds 0, Total Adds 1, WGCI. Heavy: WAOK, WANM, XHRM. Medium: KMJQ, KRNB, WDMT, WZAK, WDRQ, WATV, WPEG, WNOO, WPDQ, WLOU, WWWW.

CLARK SISTERS "You Brought The Sunshine..." (Westbound/Elektra) 25/6

Rotations: Heavy 8/0, Medium 3/0, Light 12/4, Extra Adds 2, Total Adds 6, WXYV, KRLY, WJLB, WZEN-FM, KSOL, WTLC. Heavy: WILD, WHRK, WGCI, KACE, WLTH, KDIA. Medium: WRKS, WAIL-FM, WPDQ.

Adds & Hots . . . See Page 49



NATIONAL AIRPLAY/30

July 22, 1983

Three Weeks	Two Weeks	Last Week	
2	2	1	1 DONNA SUMMER/She Works Hard... (Mercury/PG)
4	3	2	2 MANHATTANS/Crazy (Columbia)
28	10	6	3 ARETHA FRANKLIN/Get It Right (Arista)
9	4	4	4 MIDNIGHT STAR/Freak-A-Zoid (Solar/Elektra)
30	16	8	5 S.O.S. BAND/Just Be Good To Me (Tabu/CBS)
-	19	12	6 JEFFREY OSBORNE/Don't You Get So Mad (A&M)
-	26	19	7 SHALAMAR/Dead Giveaway (Solar/Elektra)
-	30	15	8 ISLEY BROTHERS/Choosey Lover (T-Neck/CBS)
-	28	22	9 STACY LATTISAW/Miracles (Cotillion/Atco)
18	15	10	10 JOHNNY GILL/Super Love (Cotillion/Atco)
5	7	9	11 IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PolyGram)
6	6	7	12 MICHAEL JACKSON/Wanna Be Startin' Somethin' (Epic)
1	1	3	13 GEORGE BENSON/Inside Love (So Personal) (WB)
3	5	5	14 JARREAU/Boogie Down (WB)
DEBUT			15 RICK JAMES/Cold Blooded (Gordy/Motown)
-	-	24	16 P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
-	27	26	17 ONE WAY/Shine On Me (MCA)
27	21	18	18 NEW HORIZONS/Your Thing Is Your Thing (Part I) (Columbia)
-	-	29	19 DIANA ROSS/Pieces Of Ice (RCA)
-	29	27	20 RONNIE LAWS/In The Groove (Capitol)
15	17	20	21 J. INGRAM & P. AUSTIN/How Do You Keep The Music... (Qwest/WB)
14	13	11	22 KASHIF/Stone Love (Arista)
19	18	21	23 PHYLLIS HYMAN/Riding The Tiger (Arista)
-	-	28	24 CHI-LITES/Bad Motor Scooter (Larc)
DEBUT			25 HERBIE HANCOCK/Rokit (Columbia)
10	11	13	26 WHISPERS/Keep On Lovin' Me (Solar/Elektra)
DEBUT			27 RUN-D.M.C./It's Like That (Profile)
-	-	30	28 G.T./On The Line (A&M)
DEBUT			29 LAKESIDE/Turn The Music Up (Solar/Elektra)
DEBUT			30 ASHFORD & SIMPSON/High-Rise (Capitol)

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

- ZAPP (36)
- RICK JAMES (32)
- LaTOYA JACKSON (20)
- MICHAEL JACKSON (19)
- MAZE featuring FRANKIE BEVERLY (18)

HOTTEST

- MIDNIGHT STAR (28)
- DONNA SUMMER (23)
- S.O.S. BAND (19)
- MANHATTANS (18)

SIGNIFICANT ACTION

- MAZE featuring FRANKIE BEVERLY "Never Let You Down" (Capitol) 24/18
Rotations: Heavy 1/1, Medium 9/4, Light 7/6, Extra Adds 7, Total Adds 18, WILD, WDAS, WAOK, KRLY, KRNB, WEDR, WDRQ, WZEN-FM, KACE, WKND, WNHC, WATV, WENN, WOIC, WJMI, WJAX, WPDQ, WPLZ. Medium: KMJQ, WDIA, WGRPR, WRDW, WJMI.
- FREEEZ "I.O.U." (Streetwise) 24/5
Rotations: Heavy 9/0, Medium 4/0, Light 10/4, Extra Adds 1, Total Adds 5, WAIL-FM, XHRM, WOIC, WPDQ, WWWW. Heavy: WXYV, WILD, WHRK, WDAS, WBMX, WGCI, WDRQ, KJLH, WNHC. Medium: WGRPR, WJLB, WVOL, WTOY.
- MICHAEL JACKSON "Human Nature" (Epic) 23/19
Rotations: Heavy 3/2, Medium 3/2, Light 14/12, Extra Adds 3, Total Adds 19, WBLZ, WDMT, WDRQ, WZEN-FM, KACE, KDAY, KSOL, WNHC, KNOW, WENN, WPEG, WJMI, WKXI, WJAX, KJCB, WBLX, WANM, WVKO, WKWM. Heavy: WVEE. Medium: KMJM.
- GARY BYRD & G.B. EXPERIENCE "The Crown" (Motown) 23/4
Rotations: Heavy 2/0, Medium 7/0, Light 14/4, Extra Adds 0, Total Adds 4, WILD, XHRM, WPDQ, WAAA. Heavy: WGCI, WJMI. Medium: WHUR, KKDA-FM, KRNB, WGRPR, KDAY, KJLH, WLTH.
- LaTOYA JACKSON "Bet'cha Gonna Need My Lovin'" (Larc) 22/20
Rotations: Heavy 0/0, Medium 4/2, Light 13/13, Extra Adds 5, Total Adds 20, WDAS, WOOK, WAOK, KRNB, WDIA, WHRK, WAIL-FM, WYLD-FM, WJMO, KSOL, WNHC, WATV, WENN, WPEG, WKXI, WPDQ, WLOU, WVOL, WTLC, KUKQ. Medium: WVEE, KOKY.
- NATALIE COLE "Too Much Mister" (Epic) 22/15
Rotations: Heavy 2/1, Medium 4/3, Light 12/7, Extra Adds 4, Total Adds 15, WAOK, KRNB, WEDR, WDMT, WJMO, WKND, WNHC, WKXI, KJCB, WLOU, WBLX, WVOL, WTOY, WAAA, WTLC. Medium: WJMI.
- RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 22/13
Rotations: Heavy 0/0, Medium 6/2, Light 16/11, Extra Adds 0, Total Adds 13, KRLY, KRNB, WDRQ, KJLH, XHRM, WENN, WGIV, WPEG, WOIC, KOKY, WWWW, WVOL, KUKQ. Medium: WHRK, WJLB, KSOL, WRDW.
- COLLAGE "Get In Touch With Me" (Solar/Elektra) 22/0
Rotations: Heavy 3/0, Medium 14/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WPDQ, WLOU, WWWW. Medium: WHRK, WBMX, WCIN, WDRQ, KACE, KJLH, XHRM, WNHC, KNOW, WJMI, KJCB, WLTH, WTLC, KUKQ.
- GARRETT'S CREW "Nasty Rock" (Clockwork) 20/2
Rotations: Heavy 5/0, Medium 5/0, Light 9/1, Extra Adds 1, Total Adds 2, WDRQ, KACE. Heavy: WAOK, KRNB, WEDR, WGRPR, WZEN-FM. Medium: KMJQ, WDIA, WHRK, WPEG, WVOL.
- GLADYS KNIGHT & THE PIPS "You're #1 (In My Book)" (Columbia) 19/15
Rotations: Heavy 2/1, Medium 4/3, Light 8/6, Extra Adds 5, Total Adds 15, WOOK, WAOK, WDIA, WDRQ, KACE, KJLH, WNHC, KNOW, WENN, WOIC, WPDQ, WVOL, WKWM, WTLC, KUKQ. Heavy: WGCI. Medium: KMJQ.
- ATTITUDE "Love Me Tonight" (RFC/Atlantic) 19/6
Rotations: Heavy 1/0, Medium 7/0, Light 9/4, Extra Adds 2, Total Adds 6, WAOK, WDIA, WEDR, WGCI, WPEG, WVOL. Heavy: WJMI. Medium: KJLH, KSOL, WNHC, WRDW, KJCB, WPLZ, WDAO.
- MICHAEL LOVESMITH "Baby I Will" (Motown) 19/4
Rotations: Heavy 0/0, Medium 7/1, Light 11/2, Extra Adds 1, Total Adds 4, WXYV, KNOW, WKWM, WWWW. Medium: WHRK, WGCI, WDRQ, WNHC, WKXI, WLTH.
- REDDINGS "Hand Dance" (Believe In A Dream/CBS) 17/6
Rotations: Heavy 2/0, Medium 5/0, Light 9/5, Extra Adds 1, Total Adds 6, KKDA-FM, KRLY, WDIA, WZEN-FM, KJLH, WJJS. Heavy: WVEE, KRNB. Medium: WOOK, WAOK, WHRK, WCIN, WWWW.
- GEORGE BENSON "Lady Love Me (One More Time)" (WB) 16/16
Rotations: Heavy 1/0, Medium 1/1, Light 9/9, Extra Adds 4, Total Adds 16, WDAS, WAOK, WVEE, KRNB, WBLZ, WDRQ, KACE, KDAY, WENN, WJMI, WJAX, KJCB, KOKY, WPLZ, WJMI, WJMI.
- IMAGINATION "Looking At Midnight" (Elektra) 16/4
Rotations: Heavy 1/0, Medium 7/0, Light 7/3, Extra Adds 1, Total Adds 4, WDAS, WENN, WPDQ, WTLC. Heavy: KDAY. Medium: WOOK, WHUR, WKND, WRDW, WJMI, WJMI, WJMI, WJMI.
- PAMELA NIVENS "It's You I Love" (Sun Valley) 16/1
Rotations: Heavy 1/0, Medium 6/0, Light 9/1, Extra Adds 0, Total Adds 1, WOIC. Heavy: KUKQ. Medium: WOOK, XHRM, WKXI, WAAA, WLTH, WTLC.
- HIROSHIMA "San Say" (Epic) 15/4
Rotations: Heavy 1/0, Medium 3/0, Light 10/3, Extra Adds 1, Total Adds 4, WGCI, WGRPR, KMJM, WKXI. Heavy: KACE. Medium: WCIN, KSOL, WVOL.
- INDEEP "Buffalo Bill" (Sound Of New York) 15/2
Rotations: Heavy 1/0, Medium 5/0, Light 9/2, Extra Adds 0, Total Adds 2, WDIA, XHRM. Heavy: WZEN-FM. Medium: KRNB, KDAY, WRDW, WNOO, WANM.

HARD WORK PAYS OFF!

DONNA

Summer

SHE WORKS HARD FOR THE MONEY



SUSAN MUNAO
MANAGEMENT

1 TWO WEEKS IN A ROW
THANK YOU BLACK RADIO FOR TAKING THE LEAD

PolyGram Records
.....

Country

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

RONNIE MILSAP

Don't You Know How Much I Love You (RCA)

On 82% of reporting stations. National Summary: Up 17, Same 35, Down 0, Debuts 27, Adds 44. A Most Added Record. Debuts at number 47 on the Country Chart.

CHARLY McCLAIN & MICKEY GILLEY

Paradise Tonight (Epic)

On 81% of reporting stations. National Summary: Up 26, Same 35, Down 0, Debuts 33, Adds 26. A Most Added Record. Moves 49-46 on the Country Chart.

JOHN DENVER & EMMYLOU HARRIS

Wild Montana Skies (RCA)

On 71% of reporting stations. National Summary: Up 39, Same 27, Down 0, Debuts 25, Adds 17. Moves 48-45 on the Country Chart.

MERLE HAGGARD

What Am I Gonna Do With The... (Epic)

On 69% of reporting stations. National Summary: Up 23, Same 31, Down 0, Debuts 18, Adds 32. A Most Added Record. Debuts at number 48 on the Country Chart.

JOHNNY RODRIGUEZ

How Could I Love Her (Epic)

On 67% of reporting stations. National Summary: Up 41, Same 29, Down 0, Debuts 15, Adds 16. Debuts at number 49 on the Country Chart.

LOUISE MANDRELL

Too Hot To Sleep (RCA)

On 65% of reporting stations. National Summary: Up 17, Same 41, Down 0, Debuts 14, Adds 26. A Most Added Record. Debuts at number 50 on the Country Chart.

DOTTIE WEST

Tulsa Ballroom (Liberty)

On 60% of reporting stations. National Summary: Up 53, Same 27, Down 0, Debuts 6, Adds 4. Moves 50-44 on the Country Chart.

MOST ADDED

- DON WILLIAMS (61)
Nobody But You (MCA)
- GENE WATSON (48)
Sometimes I Get Lucky And Forget (MCA)
- RONNIE MILSAP (44)
Don't You Know How Much I Love... (RCA)
- REBA McENTIRE (40)
Why Do We Want... (Mercury/PolyGram)
- MERLE HAGGARD (32)
What Am I Gonna Do With The... (Epic)
- KENNY ROGERS (27)
Scarlet Fever (Liberty)

HOTTEST

- JANIE FRICKE (53)
He's A Heartache... (Columbia)
- EARL THOMAS CONLEY (52)
Your Love's On The Line (RCA)
- OAK RIDGE BOYS (46)
Love Song (MCA)
- GEORGE JONES (42)
Lost In The Feeling (WB)
- JOHNNY LEE (36)
Hey Bartender (Full Moon/WB)
- JOHN CONLEE (34)
I'm Only In It For The Love (MCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

JERRY REED "She's Ready For Someone To Love Her" (RCA) 88/7

National Summary: Up 46, Same 21, Down 1, Debuts 12, Adds 7, WZZK-FM, WKSJ-FM, WTQR-FM, KSO, WITL-FM, WDWY, KTPK-FM, WHN d-34, WSEN-AM-FM 10-9, WMC-AM 17-13, WLWI-FM 12-8, WSM 27-21, WWJQ 28-16, KVOC 10-9, KVEG 19-14.

DEAN MARTIN "My First Country Song" (WB) 82/13

National Summary: Up 21, Same 33, Down 0, Debuts 15, Adds 13, WSEN-AM-FM, KEAN-AM-FM, WDAK, WLWI-FM, WKIX, WKKK-AM-FM, WAXX, WKMF, WITL-FM, WMIL, WWJQ, KCKC, WNYR 20-14, WDAF d-30, KYAK d-27, KSON-FM d-37.

GENE WATSON "Sometimes I Get Lucky And Forget" (MCA) 79/48

National Summary: Up 1, Same 20, Down 0, Debuts 10, Adds 48 including WYRK, KIX106, KXYL, WSOC-FM, WMC-AM, WKSJ-FM, WLWI-FM, WSIX-FM, KKYX, KSO, WIRE, WTSD, KEBC-FM, KLZ, KNIX-FM, KSON-FM.

TANYA TUCKER "Baby I'm Yours" (Arista) 79/25

National Summary: Up 8, Same 31, Down 0, Debuts 15, Adds 25 including WPOR-FM, WNYR, WDAK, WFNC, WNOE-AM, WCMC-FM, KRRK, WFMS-FM, WHBF, KTPK-FM, KVOO, KYAK, KMAK, KVEG, KRAK.

TOM JONES "It'll Be Me" (Mercury/PolyGram) 75/6

National Summary: Up 27, Same 29, Down 1, Debuts 12, Adds 6, WIXY, WTQR-FM, WTHI-FM, WTOD, KEIN, KCUB, WHN 19-15, WNYR 16-10, KHEY-AM d-41, WLWI-FM 24-17, WIRK-FM 38-30, WFMS-FM d-40, KTOM d-50, KCKC d-31.

LYNN ANDERSON "What I Learned From Loving You" (Perman) 66/15

National Summary: Up 14, Same 27, Down 0, Debuts 10, Adds 15, WFIL, WPOR-FM, WNOX, WNOE-AM, WQYK-FM, WIRK-FM, WUSQ-FM, WTQR-FM, WAXX, WTSD, KEBC-FM, KGEM/KJOT, KUUY, KCKC, KMPS-AM-FM.

GUY CLARK "Homegrown Tomatoes" (WB) 65/11

National Summary: Up 26, Same 22, Down 0, Debuts 6, Adds 11, WLWI-FM, KYXX, WAXX, KEBC-FM, KIOV-FM, WWJQ, KUUY, KLZ, KUGN-FM, KMPS-AM-FM, KCUB, WCAW d-32, WVVVA 15-13, KHEY-AM 49-37, WAMZ-FM 24-9, KSO 35-29, WXCL 26-23, KSON-FM 31-24.

DON WILLIAMS "Nobody But You" (MCA) 62/61

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 61 including WYRK, WHN, WFIL, WSEN-AM-FM, KASE, WMC-AM, WSIX-FM, WCUZ-AM-FM, WIRE, KFDI-AM-FM, KLZ, KRWQ-FM, KRAK, KCKC, KMPS-AM-FM.

JOHN SCHNEIDER & JILL MICHAELS "Are You Lonesome Tonight" (Scotti Bros./CBS) 59/0

National Summary: Up 21, Same 32, Down 1, Debuts 5, Adds 0, WVAM 39-31, WIXL-FM 19-12, WFIL 34-27, KMML 38-32, WFNC d-40, KLRA 42-37, WOKK 35-31, WITL-FM 35-29, WMIL 44-40, WHBF d-50, KYAK 27-24, KRWQ-FM 43-39, Q92 d-44, KSOP-FM 37-31.

SIGNIFICANT ACTION

TAMMY WYNETTE "Unwed Fathers" (Epic) 42/3

National Summary: Up 16, Same 20, Down 0, Debuts 3, Adds 3, WGNA-FM, WUSQ-FM, KYAK, WHN 29-27, WNYR 23-17, WSIX-FM 17-14, KSO 31-28, WFMS-FM 29-25, KUZZ d-50, KSOP-FM 38-32.

REBA McENTIRE "Why Do We Want..." (Mercury/PolyGram) 41/40

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 40 including WYRK, WYII, KASE, WYNK-FM, KHEY-AM, WMC-AM, WLWI-FM, KBMR, KSO, KTTS-AM-FM, KUZZ, KRWQ-FM, KNIX-FM, KRAK, KCKC.

DAVID ALLAN COE "Cheap Thrills" (Columbia) 41/19

National Summary: Up 7, Same 12, Down 0, Debuts 3, Adds 19 including WIXL-FM, WSEN-AM-FM, WOKK, WUSN, WFMS-FM, WDWY, WXCL, KMAK, KVEG, KWJJ.

JAN GRAY "No Fair Falling In Love" (Jamez) 41/3

National Summary: Up 16, Same 16, Down 0, Debuts 4, Adds 3, WNYR, WVVA, KUGN-FM, KHEY-AM 23-21, WOKK d-39, WCMC-FM 30-25, WQYK-FM d-45, WIRK-FM 41-35, WONE d-39, KTTS-AM-FM 49-41.

THOM SCHUYLER "A Little At A Time" (Capitol) 39/8

National Summary: Up 8, Same 18, Down 0, Debuts 5, Adds 8, WGTO, KLLL, WWOD/WKZZ, KKYX, WMIL, KCJB, KEBC-FM, KRSY, WFIL 36-31, WTOD d-40.

JERRY LEE LEWIS "Why You Been Gone So Long" (MCA) 39/1

National Summary: Up 18, Same 18, Down 0, Debuts 2, Adds 1, WUSQ-FM, WGNA-FM 38-31, WVAM 48-41, WGTO d-49, KLRA 50-43, WOKK 39-33, WNOE-AM 46-41, WCMC-FM 44-39, WMNI d-40, KUGN-FM 50-45.



NATIONAL AIRPLAY/50

July 22, 1983

Three Weeks Two Weeks Last Weeks

10	6	4	1	EARL THOMAS CONLEY/Your Love's On The Line (RCA)
11	8	5	2	JANIE FRICKE/He's A Heartache... (Columbia)
8	4	3	3	GEORGE JONES/I Always Get Lucky With You (Epic)
12	10	6	4	BELLAMY BROTHERS/I Love Her Mind (WB/Curb)
18	12	8	5	OAK RIDGE BOYS/Love Song (MCA)
16	11	9	6	CONWAY TWITTY/Lost In The Feeling (WB)
20	14	10	7	HANK WILLIAMS JR./Leave Them Boys Alone (WB/Curb)
5	2	1	8	WILLIE NELSON & MERLE HAGGARD/Pancho And Lefty (Epic)
3	1	2	9	ALABAMA/The Closer You Get (RCA)
25	17	12	10	RONNIE McDOWELL/You're Gonna Ruin My Bad Reputation (Epic)
27	18	13	11	JOHNNY LEE/Hey Bartender (Full Moon/WB)
29	19	16	12	GEORGE STRAIT/A Fire I Can't Put Out (MCA)
26	20	17	13	DAVID FRIZZELL/Where Are You Spending... (Viva)
6	3	7	14	SYLVIA/Snapshot (RCA)
32	26	19	15	VERN GOSDIN/Way Down Deep (Compleat/PolyGram)
28	24	18	16	LANE BRODY/Over You (Liberty)
37	29	22	17	WILLIE NELSON/Why Do I Have To Choose (Columbia)
30	25	21	18	ATLANTA/Atlanta Burned Again Last Night (MDJ)
40	31	24	19	CHARLEY PRIDE/Night Games (RCA)
14	13	11	20	WHITES/I Wonder Who's Holding My Baby (WB/Curb)
43	36	28	21	JOHN CONLEE/I'm Only In It For The Love (MCA)
41	34	27	22	JOHN ANDERSON/Goin' Down Hill (WB)
36	30	26	23	LACY J. DALTON/Dream Baby... (Columbia)
34	32	29	24	KENDALLS/Precious Love (Mercury/PolyGram)
35	33	30	25	BOBBY BARE/The Jogger (Columbia)
44	38	33	26	NITTY GRITTY DIRT BAND/Shot Full Of Love (Liberty)
46	41	34	27	JOE STAMPLEY/Poor Side Of Town (Epic)
38	35	31	28	GUS HARDIN/If I Didn't Love You (RCA)
4	7	14	29	GARY MORRIS/The Love She Found In Me (WB)
49	44	37	30	SHELLY WEST/Flight 309 To Tennessee (Viva)
47	40	35	31	KAREN BROOKS/Walk On (WB)
50	43	40	32	WAYLON JENNINGS/Breakin' Down (RCA)
1	5	15	33	RICKY SKAGGS/Highway 40 Blues (Epic)
2	9	20	34	BARBARA MANDRELL/In Times Like These (MCA)
17	15	23	35	ED BRUCE/You're Not Leavin' Here Tonight (MCA)
-	45	42	36	MOE BANDY featuring BECKY HOBBS/Let's Get Over Them Together (Col.)
-	49	41	37	MARK GRAY/It Ain't Real... (Columbia)
-	-	46	38	CRYSTAL GAYLE/Baby What About You (WB)
-	47	43	39	DAVID WILLS/The Eyes Of A Stranger (RCA)
-	48	45	40	B.J. THOMAS/New Looks From An Old Lover (Columbia)
-	-	47	41	JERRY REED/She's Ready For Someone... (RCA)
-	50	44	42	EMMYLOU HARRIS/So Sad... (WB)
7	16	25	43	STATLER BROTHERS/Oh Baby Mine (Mercury/PolyGram)
-	-	50	44	DOTTIE WEST/Tulsa Ballroom (Liberty)
-	-	48	45	JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA)
-	-	49	46	CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic)
DEBUT	47	47	47	RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
DEBUT	48	48	48	MERLE HAGGARD/What Am I Gonna Do With The... (Epic)
DEBUT	49	49	49	JOHNNY RODRIGUEZ/How Could I Love Her (Epic)
DEBUT	50	50	50	LOUISE MANDRELL/Too Hot To Sleep (RCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

JERRY REED "Good Ole Boys" (RCA) 39/0

National Summary: Up 26, Same 11, Down 1, Debuts 1, Adds 0, WGNA-FM 12-9, WEEP 19-14, WPOR-FM 10-8, KHEY-AM 15-13, KKYX 16-13, WSLR 14-4, WUSN 35-27, WMNI 18-14, WTHI-FM 29-25, KSOP-FM 21-14.

PAULETTE CARLSON "You Gotta Get To My Heart" (RCA) 37/3

National Summary: Up 10, Same 21, Down 1, Debuts 2, Adds 3, WWOD/WKZZ, KTPK-FM, KSOP-FM, KMML 48-43, WNOE-AM d-47, KRMD-AM-FM 40-37, WIRK-FM 36-32, WTSD 43-41, WXCL 36-34, KRWQ-FM 46-42.

KENNY ROGERS "Scarlet Fever" (Liberty) 32/27

National Summary: Up 1, Same 2, Down 0, Debuts 2, Adds 27 including WVVA, WAMZ-FM, WMC-AM, WKSJ-FM, WLWI-FM, WKIX, WHK, WWWV-FM, WIRE, KMPS-AM-FM.

TOM T. HALL "Everything From Jesus To Jack Daniels" (Mercury/PolyGram) 27/18

National Summary: Up 0, Same 9, Down 0, Debuts 0, Adds 18 including WBGW-FM, WYII, WDAK, WLWI-FM, WMNI, KEBC-FM, KFDI-AM-FM, KNIX-FM, KCKC.

CRISTY LANE "I've Come Back..." (Liberty) 25/5

National Summary: Up 5, Same 11, Down 0, Debuts 4, Adds 5, WSEN-AM-FM, KKYX, WIRK-FM, WXCL, KVEG.

MEL McDANIELS "Hot Time In Old Town Tonight" (Capitol) 24/24

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 24 including WBGW-FM, WOKQ, KASE, KHEY-AM, KKYX, WUSN, KRWQ-FM, KNIX-FM, KCKC, KMPS-AM-FM.

BILLY PARKER & FRIENDS "Love Don't Know A Lady" (Soundwaves) 24/3

National Summary: Up 8, Same 9, Down 0, Debuts 4, Adds 3, WSEN-AM-FM, KLLL, KMPS-AM-FM, WGNA-FM 40-35, KHEY-AM d-50, KBMR 40-34, KSO 37-34, KEBC-FM d-48, KTTS-AM-FM 48-40, WTOD d-39.

RICK & JANIS CARNES "Poor Girl" (WB) 21/16

National Summary: Up 1, Same 4, Down 0, Debuts 0, Adds 16 including WVAM, KHEY-AM, KYXX, WIRK-FM, WAXX, KEBC-FM, KTTS-AM-FM, KTPK-FM, KUZZ, KWJJ.

MARSHALL TUCKER BAND "A Place I've Never Been" (WB) 21/1

National Summary: Up 10, Same 8, Down 0, Debuts 2, Adds 1, KUGN-FM, WSEN-AM-FM 31-23, KMML 31-24, WTQR-FM 28-26, KS100 d-35, WWWV-FM 19-17, KRWQ-FM 15-12, KWJJ 42-38, KSON-FM 25-21.

MERLE HAGGARD & LEONA WILLIAMS "We're Strangers Again" (Mercury/PolyGram) 21/0

National Summary: Up 6, Same 8, Down 6, Debuts 1, Adds 0, WYII 36-31, KRRV 34-31, WSM 29-23, KEBC-FM 30-28, KUZZ 29-25, KUGN-FM 40-36, KSOP-FM d-48.

CINDY HURT "I'm In Love All Over..." (Churchill) 20/1

National Summary: Up 6, Same 12, Down 0, Debuts 1, Adds 1, WGNA-FM, WSEN-AM-FM 40-37, KHEY-AM 30-27, WOKK 41-35, KBMR 18-16, WTSD 45-42, WTOD d-36, KVOO 24-23.

MARLOW TACKET "I Spent The Night In The Heart Of Texas" (RCA) 18/18

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 18 including WSNO, WSEN-AM-FM, WYNK-FM, KHEY-AM, KRMD-AM-FM, KFGO, KTTS-AM-FM, KTPK-FM, KUUY, KTOM.

PORTER WAGONER "That Was Then, This Is Now" (Viva) 18/3

National Summary: Up 1, Same 10, Down 0, Debuts 4, Adds 3, WGNA-FM, WIXL-FM, KRRK, WVAM d-45, WUSQ-FM d-40, KFGO d-50, KEBC-FM d-49, KSOP-FM 42-41.

WAYNE KEMP "Send Me No Angels" (Doorknob) 17/6

National Summary: Up 2, Same 7, Down 0, Debuts 2, Adds 6, WSEN-AM-FM, KHEY-AM, KKYX, KWMT, KEBC-FM, KVEG, WLWI-FM d-39, WIRK-FM d-45, KBMR 45-35, KFDI-AM-FM 50-44.

GALLATIN "Huggin' My Lady" (Monument) 17/4

National Summary: Up 0, Same 13, Down 0, Debuts 0, Adds 4, WSEN-AM-FM, KXYL, WEZL-FM, KTTS-AM-FM, WIXY on, WTOD on, KVOO on, Q92 on.

CARRIE SLYE "Ease The Fever" (Unknown) 17/3

National Summary: Up 3, Same 9, Down 0, Debuts 2, Adds 3, WYII, WLWI-FM, KVEG, WKYG 30-36, WSEN-AM-FM d-39, WJQS 40-35, KTTS-AM-FM d-42.

RONNIE ROGERS "Inside Story" (Epic) 17/0

National Summary: Up 8, Same 7, Down 2, Debuts 0, Adds 0, WNOE-AM 39-38, KRMD-AM-FM 17-14, KBMR 37-33, KUZZ on, KLZ on, KWJJ 43-37, KMPS-AM-FM 29-25.

PETER ISAACSON "Froze In Her Line Of Fire" (Union Station) 15/4

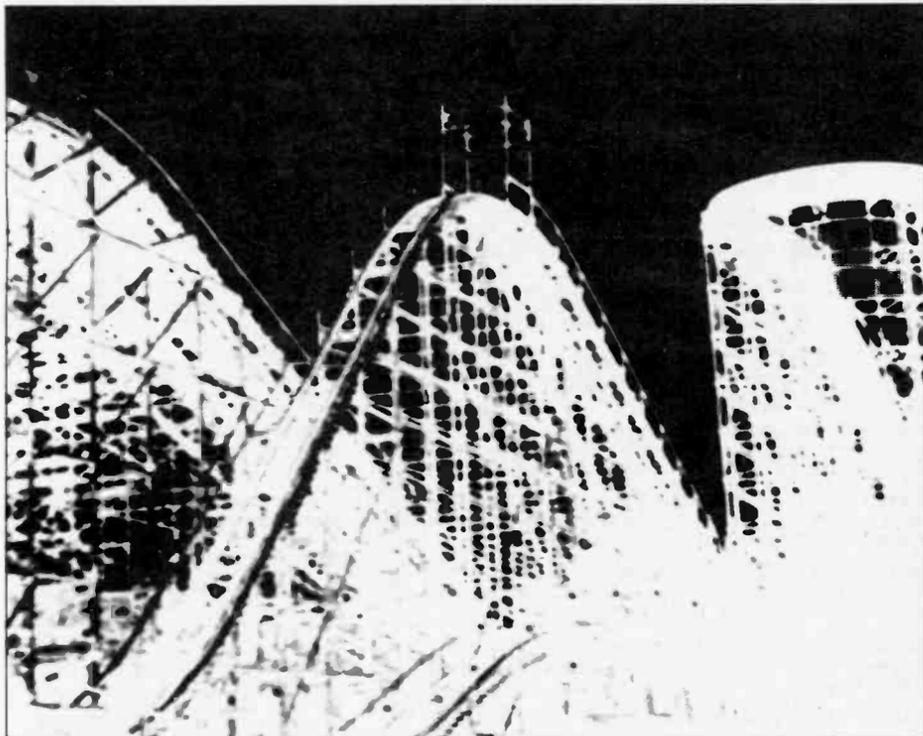
National Summary: Up 1, Same 9, Down 0, Debuts 1, Adds 4, WSEN-AM-FM, WOKK, WHBF, WTOD, WBGW-FM on, WIXL-FM on, KMML d-50, KHEY-AM on, KBMR on, KYNN-AM-FM on.

TOMMY ST. JOHN "Stars On The Water" (RCA) 15/1

National Summary: Up 2, Same 11, Down 0, Debuts 1, Adds 1, KTTS-AM-FM, WVAM 50-43, WIXL-FM 38-31, KRRV on, WGTO on, WPAP-FM on, KFGO on, WWJQ d-30, KUUY on, KMAK on, KWJJ on.

D.A.C. LOOKING FOR CHEAP THRILLS OVER THE SUMMER.

38-03997



AFTER TAKING "THE RIDE" TO THE TOP OF THE CHARTS, COLUMBIA RECORDS AND DAVID ALLAN COE ARE LOOKING FORWARD TO HAVING SOME "CHEAP THRILLS" OVER THE SUMMER.

Coe's haunting story of a hitchhiker's ghostly encounter with the legendary Hank Williams recently spirited the nation's airwaves into delivering Coe not only the biggest single of his career, but his highest charted album ranking with his latest Columbia Records album, *CASTLES IN THE SAND*, produced by Billy Sherrill.

As a follow up to this preview single's success, Columbia Records has appropriately chosen "Cheap Thrills" as *CASTLES IN THE SAND*'S second single release.

Of the thrills David Allan Coe has experienced over the years, he says, "One of the greatest for me has been diving into the crystal clear waters near Key West, with just a mask, snorkel, and fins...what a feeling; it's about the only way I can truly relax. And anytime I've had occasion to be near a carnival or fair,

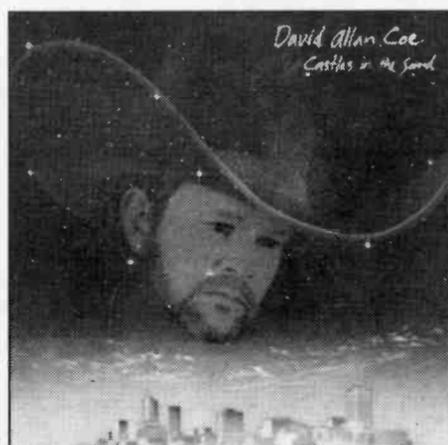
I've made a point to ride the roller coaster, the bigger the better!"

The timing of this new release is perfect as it ties in with the summer season's thrills of sky-diving, roller coaster riding, skin diving, auto racing, white-water rafting, hang gliding, and a variety of other chilling outdoor activities happening across the country. And Columbia will be taking advantage of promotional "Thrills" opportunities in creating the greatest "Thrills" campaign during the life of the single.

In addition, Columbia will be offering "Two Hits For The Price Of One" to retail and jukebox operators, where "The Ride" proved to be a big success. "Cheap Thrills" will be backed with Coe's former Top 10 hit, "You Never Even Called Me By My Name." This particular title continues to be programmed as an "oldie" at radio, and is still a favorite on many jukeboxes around the nation.

BB80★ CB70★

"ONE OF THE GREATEST FOR ME HAS BEEN DIVING INTO THE CRYSTAL CLEAR WATERS NEAR KEY WEST,..."



"CHEAP THRILLS"... FOR DAVID ALLAN COE, THE FUN IS JUST BEGINNING.

From the album:
Castles In The Sand.
Produced by Billy Sherrill

ON  COLUMBIA RECORDS AND CASSETTES

"Columbia,"  are trademarks of CBS, Inc. © 1983 CBS, Inc.

FC 38535

Adult / Contemporary

Continued from Back Page

BREAKERS

MICHAEL JACKSON Human Nature (Epic)

67% of our reporters on it. Rotations: Heavy 12/3, Medium 38/13, Light 40/31, Extra Adds 1, Total Adds 48 including WPRO, WLTT, WRMM, WCLR, WFYR, WARM98, WCZY, WOMC, WHB, WCCO, KS94, KHOW, KGW, KNBR, KPLZ, and 33 more. Debuts at number 21 on the A/C chart.

HERB ALPERT Garden Party (A&M)

50% of our reporters on it. Rotations: Heavy 1/0, Medium 26/8, Light 40/13, Extra Adds 1, Total Adds 22 including WRMM, KOY, WTIC, WAFB, WBT, WAAY, WAIV, WRVR, WRVA, KRNT, WFMK, KLTE, KKUA, KQAV, KEX, and 7 more. Debuts at number 29 on the A/C chart.

DERAN CRAIG One Mind, Two Hearts (Curb/CBS)

49% of our reporters on it. Rotations: Heavy 0/0, Medium 30/2, Light 36/5, Extra Adds 0, Total Adds 7, WMJI, WWYZ, KMGC, WMAZ, KWEB, KFQD, KVSF. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

JENNIFER WARNES "Nights Are Forever" (WB) 60/9

Rotations: Heavy 7/0, Medium 30/4, Light 21/3, Extra Adds 2, Total Adds 9, WOMC, WHB, WMAZ, KRNT, WENS, KUDL, WISM-FM, KWAV, WBOW. Heavy: WCCO, WCKQ, KVOX, KFOR, KRCL, KRBS, KALE. Medium: WCLR, WARM98, KGW, KFMB, WSLI, WHBY, WFMK, WMHE, KRDO, KUGN, KEX, WNNR, WEIM, WKNE, WSKI, WTNV, WSKY, KRLB, WLVA, KFSB, KWEB, KFQD, KQDI, KRKK, KISN, KVSF.

JOHN DENVER & EMMYLOU HARRIS "Wild Montana Skies" (RCA) 55/9

Rotations: Heavy 2/0, Medium 32/1, Light 21/8, Extra Adds 0, Total Adds 9, KMGC, KEX, WNNR, WCKQ, WGSV, WLVA, WHNN, WBOW, KRKK. Heavy: KFOR, KALE. Medium: WRMM, KVIL, WCCO, KHOW, KOY, KGW, WGY, WBT, WSLI, WHHY, WHBY, KUGN, KUDO, KSL, KCEE, WEIM, WKNE, WSKI, WTNV, WSKY, WJBC, KVOX, KFSB, KWEB, WJON, KQDI, KRCL, KRNO, KRBS, KISN, KSRO.

AIR SUPPLY "Making Love Out Of Nothing At All" (Arista) 54/54

Rotations: Heavy 0/0, Medium 20/20, Light 32/32, Extra Adds 2, Total Adds 54 including WPRO, WSB, WSB-FM, WAXY, 97AIA, KS94, KOST, KFMB, WICC, WRIE, WWYZ, WGY, WAAY, WSLI, WMAZ, WRVR, WHHY, WQUE, WEZS, WHBY, KRNT, WENS, WFMK, KOIL, WQUA, WMHE, KRDO, KUGN, KUDO, KWAV, KCEE, WKZE-FM, WCPI, WCKQ, WVBS, WJBC, KFOR, KFQD, KRNO, KRBS, KALE, and 14 more.

TOTO "Waiting For Your Love" (Columbia) 48/9

Rotations: Heavy 4/0, Medium 26/2, Light 18/7, Extra Adds 0, Total Adds 9, WCCO, WSLI, WAIV, WRVR, KUDL, WMHE, KRDO, WKNE, KFQD. Heavy: WLVA, KRCL, KRBS, KALE. Medium: KHOW, KGW, KEZR, KPLZ, WWYZ, WHEN, WSGN, WHHY, WSRZ, KRNT, WFMK, WISM-FM, KRDO, WNNR, WEIM, WSKI, WSKY, WCKQ, WCHV, KVOX, KFSB, WJON, KRKK, KSRO.

QUARTERFLASH "Take Me To Heart" (Geffen) 46/7

Rotations: Heavy 10/0, Medium 17/2, Light 19/5, Extra Adds 0, Total Adds 7, 97AIA, WOMC, WSGN, KYKY, KPPL, WNNR, KISN. Heavy: WASH, WFYR, KPLZ, WHEN, KFIM, WFMK, WISM-FM, WKZE-FM, WCKQ, KRBS. Medium: WFBR, Y97, KGW, KEY103, WRVR, WQUE, WMHE, KBOI, WEIM, WSKI, WTNV, WSKY, WCHV, KFQD, KRCL.

ANY TROUBLE "Touch And Go" (EMI America) 42/3

Rotations: Heavy 2/0, Medium 22/1, Light 18/2, Extra Adds 0, Total Adds 3, KUDL, WNNR, KRCL. Heavy: WHBC, WJON. Medium: WCCO, WHBY, WTRX, WFMK, WISM-FM, WMHE, KBOI, KRDO, KUDO, WEIM, WSKI, WSKY, WCKQ, KRLB, WLVA, KVOX, KFOR, KRNO, KRKK, KRBS, KALE.

BILLY JOEL "Tell Her About It" (Columbia) 41/41

Rotations: Heavy 0/0, Medium 16/16, Light 24/24, Extra Adds 1, Total Adds 41, WFBR, WPIX, Y97, WSB-FM, 97AIA, WARM98, KS94, KOST, KGW, B100, KPLZ, WAEB, WICC, V100, WWYZ, WGY, WHEN, WSGN, WAAY, WHHY, WQUE, WSRZ, WHBY, WMHE, KRDO, KEX, WKZE-FM, WEIM, WKNE, WSKI, WSKY, WCKQ, WGSV, WLVA, WJBC, WJON, KRNO, KRKK, KRBS, KISN, KALE.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 41/7

Rotations: Heavy 3/0, Medium 20/3, Light 17/3, Extra Adds 1, Total Adds 7, WAXY, WFYR, WRVA, WTRX, WLVA, KQDI, KALE. Heavy: 97AIA, KFMB, WBEN. Medium: WFBR, WPIX, KOY, B100, WHHY, KRNT, WMHE, KUGN, KEX, WEIM, WSKI, WCKQ, KVOX, KFOR, KRCL, KRBS.

CRYSTAL GAYLE "Baby, What About You" (WB) 40/18

Rotations: Heavy 1/0, Medium 18/5, Light 20/12, Extra Adds 1, Total Adds 18, KHOW, WBEN, KMGC, WAAY, WVLC, WHBY, KRNT, KRDO, KKUA, KEX, KCEE, WSKY, WDEF, WJBC, KWEB, WBOW, KFQD, KALE. Heavy: WKZE-FM. Medium: WSB, WARM98, WCCO, WRIE, WSLI, WEIM, WSKI, WCKQ, WLVA, KFOR, KRCL, KRBS.

JACKSON BROWNE "Lawyers In Love" (Asylum) 39/13

Rotations: Heavy 2/0, Medium 19/3, Light 18/10, Extra Adds 0, Total Adds 13, 97AIA, WCZY, KNBR, KEZR, WICC, V100, KEY103, WHHY, KLTE, WEIM, WCHV, WROV, KALE. Heavy: WGY, WVBS. Medium: WSB-FM, WFYR, KOST, WHEN, WAFB, WQUE, WISM-FM, WMHE, KRDO, WSKI, WTNV, WSKY, WCKQ, KRNO, KRKK, KRBS.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 38/5

Rotations: Heavy 4/0, Medium 21/3, Light 13/2, Extra Adds 0, Total Adds 5, 97AIA, B100, KEY103, KUDO, WEIM. Heavy: WRIE, WGY, WSGN, WCKQ. Medium: WFBR, Y97, WAXY, KHOW, WHEN, WMAZ, WSRZ, WISM-FM, WMHE, KWAV, WNNR, WKZE-FM, WSKI, WTNV, WSKY, WCHV, KRNO, KALE.

ELO "Rock 'N' Roll Is King" (Jet/CBS) 36/3

Rotations: Heavy 8/0, Medium 16/1, Light 12/2, Extra Adds 0, Total Adds 3, KYKY, KRBS, KISN. Heavy: WFBR, WRIE, WGY, WHHY, WQUE, KUDO, WCKQ, WJON. Medium: GR55, WASH, 55KRC, KPLZ, WAEB, WHEN, KFIM, KOIL, WMHE, KRDO, WSKI, WTNV, WSKY, WCHV, KFQD.

ELTON JOHN "I'm Still Standing" (Geffen) 34/2

Rotations: Heavy 11/0, Medium 15/0, Light 8/2, Extra Adds 0, Total Adds 2, WCZY, KEZR. Heavy: WFBR, WRIE, KEY103, WOWO, WFMK, WMHE, KRDO, KKUA, KUDO, KKPL, WNNR. Medium: W101, WZZP, KPPL, KPLZ, WAEB, WICC, WWYZ, WHEN, WHBC, KLTE, KBOI, WTNV, WCPI, WBOW, KVSF.

DIANA ROSS "Pieces Of Ice" (RCA) 30/4

Rotations: Heavy 3/1, Medium 14/1, Light 13/2, Extra Adds 0, Total Adds 4, Y97, B100, KFIM, KUDO. Heavy: WGY, WQUE. Medium: WFBR, WASH, KVIL, WFSM, WAFB, KWAV, WEIM, WSKI, WCHV, WLVA, KRKK, KRBS, WHHY.

PETER ALLEN "Just Another Make Out Song" (Arista) 30/2

Rotations: Heavy 0/0, Medium 15/0, Light 15/2, Extra Adds 0, Total Adds 2, KHOW, KWEB. Medium: WCCO, WBEN, WHBY, WQUA, KRDO, KUGN, WKNE, WTNV, WCKQ, WGSV, WLVA, KFSB, KRCL, KRNO, KALE.

MOST ADDED

AIR SUPPLY (54)
Making Love Out Of Nothing At All (Arista)
MICHAEL JACKSON (48)
Human Nature (Epic)
BILLY JOEL (41)
Tell Her About It (Columbia)
LAURA BRANIGAN (32)
How Am I Supposed To... (Atlantic)
HERB ALPERT (22)
Garden Party (A&M)
CRYSTAL GAYLE (18)
Baby, What About You (WB)

HOTTEST

POLICE (101)
Every Breath You Take (A&M)
DeBARGE (58)
All This Love (Gordy/Motown)
CHAMPAIGN (46)
Try Again (Columbia)
RITA COOLIDGE (44)
All Time High (A&M)
PAUL ANKA (41)
Hold Me 'Til The Mornin' Comes (Columbia)
LOUISE TUCKER (35)
Midnight Blue (Arista)

SIGNIFICANT ACTION

NAKED EYES "Promises, Promises" (EMI America) 27/11

Rotations: Heavy 1/1, Medium 13/2, Light 11/6, Extra Adds 2, Total Adds 11, Y97, 97AIA, WCLR, WCCO, KFIM, WQUA, KWAV, KEX, WKZE-FM, WEIM, WJON. Medium: WSB-FM, WFYR, KOST, KGW, WHHY, WFMK, WISM-FM, KUDO, WSKI, WLVA, KRKK. Light: KEZR, KPLZ, WTRX, KVOX, WHNN.

KAJAGOOGOO "Too Shy" (EMI America) 22/3

Rotations: Heavy 7/1, Medium 10/0, Light 5/2, Extra Adds 0, Total Adds 3, 97AIA, W101, WVBS. Heavy: GR55, WMJI, KDST, KFIM, WCKQ, KALE. Medium: 55KRC, KPLZ, KEY103, WOWO, WISM-FM, KLTE, KYKY, KRDO, WTNV, WROV. Light: WTRX, WENS, KS103.

GEORGE BENSON "Lady Love Me (One More Time)" (WB) 21/17

Rotations: Heavy 0/0, Medium 9/7, Light 11/9, Extra Adds 1, Total Adds 17, WFBR, WPIX, Y97, WLTT, 97AIA, KPLZ, WGY, WSRZ, KEX, WSKI, WCKQ, WCHV, KVOX, KFOR, K2TWO, KRBS, KALE. Medium: WBT, WISM-FM. Light: WFMK, WSKY.

MADNESS "Our House" (Geffen) 21/0

Rotations: Heavy 4/0, Medium 9/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WHHY, 610TVN, WSKI, KRKK. Medium: WMJI, KPLZ, WOWO, KLTE, WKZE-FM, WSKY, WCHV, WVBS, KSRO. Light: WYNY, WICC, V100, KFIM, WQUE, KOIL, KS103, WROV.

STEVIE NICKS "Stand Back" (Modern/Atco) 20/2

Rotations: Heavy 5/0, Medium 9/1, Light 6/1, Extra Adds 0, Total Adds 2, WYNY, KFQD. Heavy: WRIE, KEY103, WSKI, WSKY, KRKK. Medium: V100, WHEN, KFIM, WISM-FM, WMHE, WKNE, WCHV, WLVA. Light: WQUE, WOWO, KS103, WKZE-FM, WBOW.

ROD STEWART "Baby Jane" (WB) 20/2

Rotations: Heavy 8/0, Medium 7/1, Light 5/1, Extra Adds 0, Total Adds 2, KYKY, WCHV. Heavy: KEY103, WSGN, KFIM, WISM-FM, KUDO, WSKI, WCKQ, KRKK. Medium: KPLZ, WHEN, WAAY, WSRZ, WOWO, WSKY. Light: Y97, KS103, WKZE-FM, WROV.

EURYTHMICS "Sweet Dreams (Are Made Of This)" (RCA) 18/5

Rotations: Heavy 11/1, Medium 4/2, Light 3/2, Extra Adds 0, Total Adds 5, WYNY, 97AIA, WOMC, KPPL, KYKY. Heavy: WFBR, KPLZ, KFIM, WQUE, WFMK, WISM-FM, KLTE, WKZE-FM, WSKI, KRKK. Medium: Y97, WMHE. Light: KRNO.

DONNA SUMMER "She Works Hard For The Money" (Mercury/PolyGram) 18/1

Rotations: Heavy 4/0, Medium 10/1, Light 4/0, Extra Adds 0, Total Adds 1, KWAV. Heavy: WASH, KEZR, KPLZ, WSKI. Medium: WFBR, Y97, WAXY, WCZY, WFMK, WMHE, WCHV, WVBS, KRKK. Light: WOMC, B100, WOWO, KS103.

BEE GEES "The Woman In You" (RSO/PolyGram) 16/1

Rotations: Heavy 1/0, Medium 12/1, Light 3/0, Extra Adds 0, Total Adds 1, WCZY. Heavy: KFSB. Medium: KVIL, 97AIA, KHOW, WICC, WRIE, WWYZ, WNNR, WCPI, KBOI, KFQD, KRCL. Light: WTRX, KRLB, WVBS.

STAR SISTERS "Medley" (21/PolyGram) 15/8

Rotations: Heavy 3/0, Medium 3/1, Light 10/6, Extra Adds 1, Total Adds 8, WCCO, KHOW, WTIC, WTRX, WKNE, KFOR, K2TWO, KRNO. Heavy: WDEF. Medium: WBEN, KUGN. Light: WQUA, WSKI, WJBC, WJON.

MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 15/6

Rotations: Heavy 5/1, Medium 6/4, Light 4/1, Extra Adds 0, Total Adds 6, WYNY, WCZY, WOMC, KFIM, KOIL, KYKY. Heavy: 3WS, WTAE, WAXY, WSKI. Medium: Y97, WMJI. Light: KS94, WQUE, WKZE-FM.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 13/6

Rotations: Heavy 0/0, Medium 5/1, Light 7/4, Extra Adds 1, Total Adds 6, Y97, WASH, KPLZ, WISM-FM, KWAV, K2TWO. Medium: WGY, WFMK, WKZE-FM, WCKQ. Light: B100, WKNE, KFSB.

B.J. THOMAS "New Looks From An Old Lover" (Cleveland International/Columbia) 13/1

Rotations: Heavy 1/0, Medium 5/1, Light 7/0, Extra Adds 0, Total Adds 1, KFOR. Heavy: WCCO. Medium: WCKQ, WGSV, KFSB, KRBS, WHNN. Light: WSLI, WHBY, WSKI, WJBC, KVOX, K2TWO.

CHRISTOPHER CROSS "Think Of Laura" (WB) 12/5

Rotations: Heavy 0/0, Medium 2/2, Light 9/4, Extra Adds 1, Total Adds 5, WSLI, WSRZ, WSKY, KQDI, KRCL. Medium: WCCO, KRBS. Light: WKZE-FM, WCKQ, WGSV, WJON.

MICHAEL JACKSON "Wanna Be Startin' Somethin'" (Epic) 12/1

Rotations: Heavy 2/0, Medium 6/0, Light 4/1, Extra Adds 0, Total Adds 1, 3WS. Heavy: WSKI, WROV. Medium: WMJI, WICC, WRIE, WHEN, WNNR, WCHV. Light: V100, WOWO, KS103.

DOOBIE BROTHERS "You Belong To Me" (WB) 11/6

Rotations: Heavy 0/0, Medium 5/1, Light 6/5, Extra Adds 0, Total Adds 6, WCCO, KGW, WSRZ, WSKI, WGSV, WLVA. Medium: WFBR, KWEB, KRCL, KRBS. Light: WSKY.

MICHAEL LOVESMITH "Baby I Will" (Motown) 11/6

Rotations: Heavy 1/0, Medium 2/0, Light 5/3, Extra Adds 3, Total Adds 6, WQUA, WSKY, WCKQ, WJON, K2TWO, KRBS. Heavy: KALE. Medium: WNNR, KRKK. Light: KRDO, WKZE-FM.

RONNIE MILSAP "Don't You Know How Much I Love You" (RCA) 10/8

Rotations: Heavy 0/0, Medium 2/2, Light 7/5, Extra Adds 1, Total Adds 8, WFBR, WCCO, KHOW, WSLI, WGSV, KVOX, K2TWO, KRNO. Light: WCKQ, WDEF.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 10/7

Rotations: Heavy 0/0, Medium 2/2, Light 8/5, Extra Adds 0, Total Adds 7, KPLZ, WGY, WISM-FM, WEIM, WSKI, WSKY, WCKQ. Light: WFSM, WKZE-FM, KRNO.

BONNIE TYLER "Total Eclipse Of The Heart" (Columbia) 10/3

Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Extra Adds 0, Total Adds 3, KWEB, KRKK, KRBS. Medium: WTRX, KUDO, KWAV, WCKQ. Light: KRDO, WEIM, WSKI.

MICHAEL BREWER "Love In Time" (Full Moon/WB) 8/1

Rotations: Heavy 0/0, Medium 4/0, Light 4/1, Extra Adds 0, Total Adds 1, WVBS. Medium: KGW, KRDO, WTNV, WCKQ. Light: WSRZ, WKNE, KRBS.

EDDY GRANT "Electric Avenue" (Portrait/CBS) 8/1

Rotations: Heavy 2/1, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 1, 3WS. Heavy: WTAE. Medium: 55KRC, WTNV. Light: V100, WKZE-FM, WVBS, KS103.

FIXX "Saved By Zero" (MCA) 6/1

Rotations: Heavy 0/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, WEIM. Medium: WSB-FM, 55KRC, KOST, WSKI. Light: WKZE-FM.

PRINCE "1999" (WB) 6/1

Rotations: Heavy 2/0, Medium 2/1, Light 2/0, Extra Adds 0, Total Adds 1, WASH. Heavy: KFIM, WSKI. Medium: WTNV. Light: V100, WOWO.

BOB SEGER & THE SILVER BULLET BAND "Roll Me Away" (Capitol) 6/0

Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KEY103. Medium: WFBR. Light: WFYR, KS94, WOWO, KS103.

MANHATTANS "Crazy" (Columbia) 5/5

Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 0, Total Adds 5, WASH, WRIE, KKUA, WCKQ, KRBS.

JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 5/2

Rotations: Heavy 0/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, WSKI, KALE. Medium: KRCL. Light: K2TWO, KRBS.

RICKIE LEE JONES "Under The Boardwalk" (WB) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, WCCO. Medium: WCLR, WISM-FM. Light: WSRZ, KRBS.

A/C Adds & Hots . . . See Page 51

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Album	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All
1	1	1	1	1 POLICE/Synchronicity (A&M)	165+	163+	2=	0=	0=
2	2	2	2	2 FIXX/Reach The Beach (MCA)	160+	143+	17-	0=	0-
3	3	3	3	3 LOVERBOY/Keep It Up (Columbia)	156+	145+	11+	0=	0=
4	4	4	4	4 STEVIE NICKS/The Wild Heart (Modern/Atco)	156+	134=	22+	0=	2+
-	-	7	5	5 ROBERT PLANT/Principle Of Moments (Atlantic)	153+	85+	67+	1-	10-
5	5	5	6	6 DAVID BOWIE/Let's Dance (EMI America)	134-	107-	27+	0-	1=
6	6	8	7	7 DEF LEPPARD/Pyromania (Mercury/PolyGram)	122-	88-	34+	0=	0=
9	9	8	8	8 ZEBRA/Zebra (Atlantic)	129-	76-	51+	2=	3-
10	10	11	9	9 ZZ TOP/Eliminator (WB)	123-	56+	67-	0-	3-
13	12	10	10	10 JOE WALSH/You Bought It - You Name It (Full Moon/WB)	129-	42+	86-	1=	4=
19	13	13	11	11 JOAN JETT.../Album (Blackheart/MCA)	122-	51+	68-	1-	5=
22	19	18	12	12 TALKING HEADS/Speaking In Tongues (Sire/WB)	121+	46+	74-	1-	4-
20	16	14	13	13 QUARTERFLASH/Take Another Picture (Geffen)	116+	68+	42-	6+	10+
7	7	9	14	14 DURAN DURAN/Duran Duran (Capitol)	92-	64-	28-	0=	0-
8	8	12	15	15 KINKS/State Of Confusion (Arista)	102-	47-	55+	0=	1+
15	14	18	16	16 IRON MAIDEN/Piece Of Mind (Capitol)	99+	42-	57+	0=	2=
21	22	22	17	17 BRYAN ADAMS/Cuts Like A Knife (A&M)	95+	43+	52+	0-	3+
37	33	29	18	18 CHARLIE/Charlie (Mirage/Atco)	108+	23+	79+	6+	21+
25	23	23	19	19 QUIET RIOT/Metal Health (Pasha/CBS)	94+	30+	61+	3+	5+
30	29	25	20	20 DONNIE IRIS/Fortune 410 (MCA)	103+	20+	82+	1-	8-
17	15	17	21	21 CROSBY, STILLS & NASH/Allies (Atlantic)	103+	21-	82-	0=	1=
26	27	28	22	22 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	91+	42+	47+	2-	8-
17	11	15	23	23 MEN AT WORK/Cargo (Columbia)	89-	46-	43+	0=	2+
-	32	24	24	24 ELO/Secret Messages (Jet/CBS)	87+	37+	47+	2+	7+
28	26	26	25	25 GARY MYRICK/Language (Epic)	87-	10+	76-	1-	3+
18	20	20	26	26 FASTWAY/Fastway (Columbia)	73-	27-	45-	1+	2+
16	21	21	27	27 DAVE EDMUNDS/Information (Columbia)	68-	32-	36-	0-	0-
33	34	33	28	28 R.E.M./Murmur (IRS/A&M)	77+	13-	60+	4+	10+
14	18	27	29	29 A FLOCK OF SEAGULLS/Listen (Jive/Arista)	66-	28-	38-	0=	0=
-	-	36	30	30 STEVIE RAY VAUGHAN.../Texas Flood (Epic)	80+	15+	60+	5+	10-
34	31	34	31	31 RICK SPRINGFIELD/Living In Oz (RCA)	75+	23+	50-	1-	3-
12	17	19	32	32 U2/War (Island/Atco)	62-	17-	45-	0=	1=
36	36	34	33	33 SHOOTING STAR/Burning (Virgin/Epic)	69=	17=	50=	2=	4-
27	28	31	34	34 KROKUS/Headhunter (Arista)	62-	14-	47+	1+	1=
24	25	30	35	35 INXS/Shabooh Shoobah (Atco)	58-	16-	41-	0-	1-
DEBUT			36	36 PRISM/Beat Street (Capitol)	63+	7+	51+	5-	9-
DEBUT			37	37 DIO/Holy Diver (WB)	58+	9+	47+	2-	8-
-	-	40	38	38 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)	60+	11=	46+	1-	8-
DEBUT			39	39 DFX2/Emotion (MCA)	63+	6+	46+	10-	24+
-	39	38	40	40 MITCH RYDER/Never Kick A Sleeping Dog (Riva/PG)	59-	12+	47-	0=	2-

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

ELO Secret Messages (Jet/CBS)

"Rock 'N' Roll" "Messages" "Diamonds." 53% of our 12-24 reporters on it. Total reports: 87. Hot 37, Medium 47, Extra Adds 2, Total Adds 7. Holds at 24 on the AOR Albums chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- ARCANGEL/Arcangel (Portrait/CBS) "Tragedy"**
Total Reports: 55(55)/Total Adds: 2(4); Hots: 12(10)/Hot Adds: 0(0); Mediums: 42(42)/Medium Adds: 2(2)/Extra Adds: 0(2).
- MARTIN BRILEY/One Night W/A Stranger (Mercury/PolyGram) "Put Your Hands On The Screen"**
Total Reports: 53(58)/Total Adds: 4(8); Hots: 11(16)/Hot Adds: 1(1); Mediums: 40(39)/Medium Adds: 2(4)/Extra Adds: 1(3).
- MARSHALL CRENSHAW/Field Day (WB) "Whenever You're On My Mind"**
Total Reports: 53(65)/Total Adds: 1(1); Hots: 9(13)/Hot Adds: 0(0); Mediums: 44(52)/Medium Adds: 1(1)/Extra Adds: 0(0).
- KANSAS/Drastic Measures (Kirshner/CBS) "Fight Fire With Fire"**
Total Reports: 48(0)/Total Adds: 48(0); Hots: 2(0)/Hot Adds: 2(0); Mediums: 32(0)/Medium Adds: 32(0)/Extra Adds: 14(0).
- BLACKFOOT/Siogo (Atco) "Teenage Idol"**
Total Reports: 48(70)/Total Adds: 0(2); Hots: 9(9)/Hot Adds: 0(0); Mediums: 39(61)/Medium Adds: 0(2)/Extra Adds: 0(0).
- SPYS/Behind Enemy Lines (EMI America) "Rescue Me"**
Total Reports: 44(23)/Total Adds: 28(23); Hots: 4(1)/Hot Adds: 2(1); Mediums: 24(7)/Medium Adds: 10(7)/Extra Adds: 16(15).

MOST ADDED

All Stations	
Asia "Cry"	(143)
Kansas	(52)
Billy Joel "Tell"	(40)
Spys	(31)
DFX2	(26)

HOTTEST

All Stations	
Police	(180)
Fixx	(157)
Stevie Nicks	(150)
Loverboy	(149)
David Bowie	(119)

- EDDIE JOBSON/ZINC/The Green Album (Capitol) "Turn It Over"**
Total Reports: 42(40)/Total Adds: 2(8); Hots: 4(4)/Hot Adds: 0(1); Mediums: 37(33)/Medium Adds: 1(4)/Extra Adds: 1(3).
- MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA) "Safety Dance"**
Total Reports: 37(28)/Total Adds: 11(13); Hots: 17(15)/Hot Adds: 1(3); Mediums: 17(5)/Medium Adds: 7(2)/Extra Adds: 3(8).
- Q-FEEL/Q-Feel (Jive/Arista) "Cross Talk"**
Total Reports: 34(29)/Total Adds: 5(2); Hots: 4(3)/Hot Adds: 0(0); Mediums: 29(25)/Medium Adds: 4(1)/Extra Adds: 1(1).
- LORDS OF THE NEW CHURCH/Live For Today (IRS/A&M) "Live For Today"**
Total Reports: 31(24)/Total Adds: 10(14); Hots: 3(1)/Hot Adds: 0(0); Mediums: 21(14)/Medium Adds: 4(5)/Extra Adds: 6(9).
- CONY HATCH/Outa Hand (Mercury/PolyGram) "First Time For Everything"**
Total Reports: 30(17)/Total Adds: 14(10); Hots: 4(2)/Hot Adds: 2(0); Mediums: 19(10)/Medium Adds: 5(5)/Extra Adds: 7(5).
- BONNIE TYLER/Faster Than The Speed Of Light (Columbia) "Total Eclipse Of The Heart"**
Total Reports: 26(22)/Total Adds: 6(6); Hots: 5(5)/Hot Adds: 0(1); Mediums: 17(12)/Medium Adds: 2(0)/Extra Adds: 4(5).
- TRIUMPH/Never Surrender (RCA) "All The Way"**
Total Reports: 26(23)/Total Adds: 4(3); Hots: 13(13)/Hot Adds: 1(0); Mediums: 12(9)/Medium Adds: 2(2)/Extra Adds: 1(1).
- FLASHDANCE/Various Artists (Casablanca/PolyGram) "Maniac"**
Total Reports: 23(19)/Total Adds: 3(5); Hots: 8(8)/Hot Adds: 0(1); Mediums: 14(9)/Medium Adds: 2(2)/Extra Adds: 1(2).
- ROMAN HOLLIDAY/Roman Holliday (Jive/Arista) "Stand By"**
Total Reports: 21(15)/Total Adds: 7(1); Hots: 5(3)/Hot Adds: 0(0); Mediums: 12(11)/Medium Adds: 3(0)/Extra Adds: 4(1).
- DOOBIE BROTHERS/Farewell Tour (WB) "Olana"**
Total Reports: 20(25)/Total Adds: 6(21); Hots: 2(1)/Hot Adds: 0(1); Mediums: 12(6)/Medium Adds: 1(2)/Extra Adds: 5(18).

AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
1	1	1	1	1 POLICE/Every Breath You Take (A&M)	143-	138-	5+	0=	0=
2	2	2	2	2 LOVERBOY/Hot Girls In Love (Columbia)	142-	130-	12+	0=	0=
4	4	4	3	3 FIXX/One Thing Leads To Another (MCA)	139+	109+	30+	0=	1=
3	3	3	4	4 STEVIE NICKS/Stand Back (Modern/Atco)	135-	124-	11+	0=	1+
6	5	5	5	5 FIXX/Saved By Zero (MCA)	133+	115+	18=	0=	0=
25	10	8	6	6 JACKSON BROWNE/Lawyers In Love (Asylum)	138+	99+	39-	0-	1-
10	8	7	7	7 POLICE/King Of Pain (A&M)	126+	99+	27-	0-	1=
7	7	6	8	8 DAVID BOWIE/China Girl (EMI America)	126+	103-	23+	0-	1=
				DEBUT 9 ASIA/Don't Cry (Geffen)	135+	50+	54+	31+	134+
8	9	10	10	10 ZEBRA/Who's Behind The Door (Atlantic)	112-	66-	44+	2=	3-
19	19	12	11	11 TALKING HEADS/Burning Down The House (Sire/WB)	120+	45+	74-	1-	4-
-	41	16	12	12 ROBERT PLANT/Big Log (Atlantic)	111+	56+	54+	1-	6-
15	14	11	13	13 LOVERBOY/Strike Zone (Columbia)	101+	72+	29-	0=	0=
20	17	14	14	14 QUARTERFLASH/Take Me To Heart (Geffen)	108+	67+	35=	6+	9+
29	25	15	15	15 ZZ TOP/Sharp Dressed Man (WB)	106+	49+	57-	0=	4=
5	6	9	16	16 DURAN DURAN/Is There Something I Should... (Capitol)	92-	64-	28=	0=	0-
-	-	36	17	17 ROBERT PLANT/Other Arms (Atlantic)	87+	54+	32+	1-	11-
26	21	19	18	18 LOVERBOY/Queen Of The Broken Hearts (Columbia)	92+	59+	32-	1+	2-
40	31	23	19	19 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)	97+	35+	61-	1=	4=
24	24	21	20	20 POLICE/Synchronicity II (A&M)	83+	55=	28+	0=	0-
14	13	17	21	21 IRON MAIDEN/Flight Of Icarus (Capitol)	91-	40-	51+	0=	1-
48	43	34	22	22 CHARLIE/It's Inevitable (Mirage/Atco)	107+	22+	79+	6+	21+
12	12	13	23	23 CROSBY, STILLS & NASH/War Games (Atlantic)	103-	21-	82-	0=	1=
37	34	28	24	24 DONNIE IRIS/Do You Compute? (MCA)	101+	20+	81+	0-	7-
30	27	27	25	25 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)	82+	49+	33+	0=	3+
28	30	29	26	26 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	89+	41+	46+	2-	8-
22	20	22	27	27 JOAN JETT.../Fake Friends (Blackheart/MCA)	86-	39+	47-	0=	1=
34	33	32	28	28 POLICE/Wrapped Around Your Finger (A&M)	73+	49+	24+	0=	1+
33	36	33	29	29 DEF LEPPARD/Foolin' (Mercury/PolyGram)	72+	49+	23+	0=	0-
16	15	20	30	30 MEN AT WORK/It's A Mistake (Columbia)	80-	41-	39+	0=	2+
9	11	18	31	31 DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)	65-	52-	13-	0=	0=
18	22	24	32	32 KINKS/State Of Confusion (Arista)	74-	27-	47=	0=	1+
39	32	35	33	33 STEVIE NICKS/Enchanted (Modern/Atco)	68+	44+	24+	0=	2+
13	18	25	34	34 DAVE EDMUNDS/Slippin' Away (Columbia)	66-	32-	34-	0-	0-
50	45	44	35	35 BRYAN ADAMS/This Time (A&M)	70+	28+	42+	0-	3+
-	47	43	36	36 ELO/Rock 'N' Roll Is King (Jet/CBS)	67+	33+	33+	1+	6+
11	16	26	37	37 DAVID BOWIE/Modern Love (EMI America)	56-	39-	17-	0=	0=
17	23	30	38	38 FASTWAY/Say What You Will (Columbia)	65-	24-	40-	1+	2+
42	44	38	39	39 R.E.M./Radio Free Europe (IRS/A&M)	74+	11-	59+	4+	10+
-	-	50	40	40 JOAN JETT.../The French Song (Blackheart/MCA)	64+	26+	35+	1-	5=
-	-	54	41	41 STEVIE RAY VAUGHAN.../Pride And Joy (Epic)	67+	13+	49+	5+	10-
-	-	52	42	42 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	60+	21+	37+	2+	3+
-	52	46	43	43 GARY MYRICK/Message Is You (Epic)	65=	7+	57+	1-	3-
23	26	31	44	44 U2/Two Hearts Beat As One (Island/Atco)	55-	16-	39-	0=	1=
				DEBUT 45 ROBERT PLANT/In The Mood (Atlantic)	48+	29+	18+	1-	5-
35	37	39	46	46 QUIET RIOT/Metal Health (Pasha/CBS)	51-	20=	30-	1+	2+
-	53	42	47	47 ROBERT PLANT/Messin' With The Mekon (Atlantic)	48-	28+	19-	1-	3-
-	-	59	48	48 RICK SPRINGFIELD/Human Touch (RCA)	60+	20+	37-	2=	4-
				DEBUT 49 DFX2/Emotion (MCA)	59+	6+	42+	10-	24+
51	48	47	50	50 SHOOTING STAR/Straight Ahead (Virgin/Epic)	58-	11-	45=	2=	4-
38	39	37	51	51 INXS/Don't Change (Atco)	50-	16-	33-	0-	1-
				DEBUT 52 DIO/Rainbow In The Dark (WB)	51+	9+	41+	1-	7-
53	54	55	53	53 ZEBRA/Tell Me What You Want (Atlantic)	43+	26+	17-	0=	0=
21	28	40	54	54 DEF LEPPARD/Too Late For Love (Mercury/PolyGram)	42-	29-	13-	0=	0=
52	49	49	55	55 MITCH RYDER/When You Were Mine (Riva/PolyGram)	56-	11+	45-	0=	2=
-	-	60	56	56 PRISM/Is He Better Than Me (Capitol)	54+	8+	41+	5-	9-
-	-	53	57	57 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)	52-	11=	39+	0-	3-
59	55	57	58	58 IRON MAIDEN/Trooper (Capitol)	42+	23+	19-	0=	1=
36	38	45	59	59 MARSHALL CRENSHAW/Whenever You're On My... (WB)	52-	9-	43-	0=	1=
27	29	41	60	60 KINKS/Come Dancing (Arista)	41-	25-	16-	0=	0=

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
	1	1 POLICE/Synchronicity (A&M)	143-	138-	5+	0=	0=
	2	2 STEVIE NICKS/The Wild Heart (Modern/Atco)	139+	109+	30+	0=	1=
	3	3 FIXX/Reach The Beach (MCA)	133+	115+	18=	0=	0=
	4	4 MEN AT WORK/Cargo (Columbia)	138+	99+	39-	0-	1-
	5	5 DAVID BOWIE/Let's Dance (EMI America)	126+	103-	23+	0-	1=
	7	6 ELO/Secret Messages (Jet/CBS)	135+	50+	54+	31+	134+
	14	7 ROBERT PLANT/Principle of Moments (Atlantic)	112-	66-	44+	2=	3-
	6	8 QUARTERFLASH/Take Another Picture (Geffen)	108+	67+	35=	6+	9+
	11	9 CROSBY, STILLS & NASH/Allies (Atlantic)	103-	21-	82-	0=	1=
	9	10 JOE WALSH/You Bought It - You... (Full Moon/WB)	97+	35+	61-	1=	4=
	8	11 KINKS/State Of Confusion (Arista)	74-	27-	47=	0=	1+
	10	12 TALKING HEADS/Speaking In Tongues (Sire/WB)	120+	45+	74-	1-	4-
	12	13 STEVIE RAY VAUGHAN/Texas Flood (Epic)	67+	13+	49+	5+	10-
	16	14 EURYTHMICS/Sweet Dreams (Are Made...) (RCA)	60+	21+	37+	2+	3+
	18	15 MARSHALL CRENSHAW/Field Day (WB)	65=	7+	57+	1-	3-
	19	16 ROD STEWART/Body Wishes (WB)	55-	16-	39-	0=	1=
	20	17 RICKIE LEE JONES/Girl At Her Volcano (WB)	48+	29+	18+	1-	5-
	13	18 ELTON JOHN/Too Low For Zero (Geffen)	51-	20=	30-	1+	2+
		19 DAVE EDMUNDS/Information (Columbia)	48-	28+	19-	1-	3-
		20 DURAN DURAN/Duran Duran (Capitol)	60+	20+	37-	2=	4-

CHART PARTICIPANTS - WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, KUFO/Odessa, WSLQ/Roanoke, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFOG/San Francisco, KTIM/San Rafael, KTMS/Santa Barbara.

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.

☑ Indicates one of the week's most added new albums.

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

ASIA
Don't Cry (Geffen)
82% of our 12-24 reporters on it. Total reports: 135. Hot 50, Medium 54, Extra Adds 31, Total Adds 134. Debuts at #9 on the AOR Hot Tracks chart.

ROBERT PLANT
Other Arms (Atlantic)
53% of our 12-24 reporters on it. Total reports: 87. Hot 54, Medium 32, Extra Adds 1, Total Adds 1. Moves 36-17 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

FUN BOY THREE/Waiting (Chrysalis) "Our Lips Are Sealed"
Total Reports: 19(19)/Total Adds: 5(5); Hots: 2(3)/Hot Adds: 0(0); Mediums: 14(11)/Medium Adds: 2(0)/Extra Adds: 3(5).

SAXON/Power & The Glory (Carrere/CBS) "This Town Rocks"
Total Reports: 18(18)/Total Adds: 2(2); Hots: 3(2)/Hot Adds: 0(0); Mediums: 14(14)/Medium Adds: 1(2)/Extra Adds: 1(0).

PRINCE/1999 (WB) "1999"
Total Reports: 17(13)/Total Adds: 4(0); Hots: 5(4)/Hot Adds: 0(0); Mediums: 9(9)/Medium Adds: 1(0)/Extra Adds: 3(0).

KAJAGOOGOO/White Feathers (EMI America) "Too Shy"
Total Reports: 18(16)/Total Adds: 3(0); Hots: 7(8)/Hot Adds: 0(0); Mediums: 6(8)/Medium Adds: 0(0)/Extra Adds: 3(0).

ALARM/The Alarm (IRS/A&M) "The Stand"
Total Reports: 15(15)/Total Adds: 2(4); Hots: 2(1)/Hot Adds: 0(0); Mediums: 11(11)/Medium Adds: 0(1)/Extra Adds: 2(3).

DIVINYLS/Desperate (Chrysalis) "Boys In Town"
Total Reports: 14(12)/Total Adds: 1(3); Hots: 6(4)/Hot Adds: 0(0); Mediums: 8(6)/Medium Adds: 1(1)/Extra Adds: 0(2).

TWISTED SISTER/You Can't Stop Rock 'N' Roll (Atlantic) "The Kids Are Back"
Total Reports: 13(10)/Total Adds: 4(2); Hots: 0(0)/Hot Adds: 0(0); Mediums: 12(9)/Medium Adds: 3(1)/Extra Adds: 1(1).

NAKED EYES/Naked Eyes (EMI America) "Always Something There To Remind Me"
Total Reports: 12(9)/Total Adds: 4(1); Hots: 3(4)/Hot Adds: 1(0); Mediums: 7(4)/Medium Adds: 1(0)/Extra Adds: 2(1).

KISSING THE PINK/Naked (Atlantic) "Maybe This Day"
Total Reports: 11(12)/Total Adds: 6(12); Hots: 0(0)/Hot Adds: 0(0); Mediums: 7(2)/Medium Adds: 2(2)/Extra Adds: 4(10).

SHALAMAR/The Look (Elektra) "Dead Giveaway"
Total Reports: 11(9)/Total Adds: 3(4); Hots: 1(0)/Hot Adds: 0(0); Mediums: 7(7)/Medium Adds: 0(2)/Extra Adds: 3(2).

THREE DOG NIGHT/It's A Jungle (Passport) "Jungle Out There"
Total Reports: 10(7)/Total Adds: 5(3); Hots: 1(1)/Hot Adds: 0(0); Mediums: 4(3)/Medium Adds: 1(0)/Extra Adds: 4(3).

HELIX/No Rest For The Wicked (Capitol) "Does A Fool Ever Learn"
Total Reports: 10(10)/Total Adds: 1(0); Hots: 3(3)/Hot Adds: 0(0); Mediums: 6(7)/Medium Adds: 0(0)/Extra Adds: 1(0).

QUEENSRYCHE/Queensryche (206) "The Lady Wore Black"
Total Reports: 9(6)/Total Adds: 4(1); Hots: 2(2)/Hot Adds: 1(0); Mediums: 6(3)/Medium Adds: 2(0)/Extra Adds: 1(1).

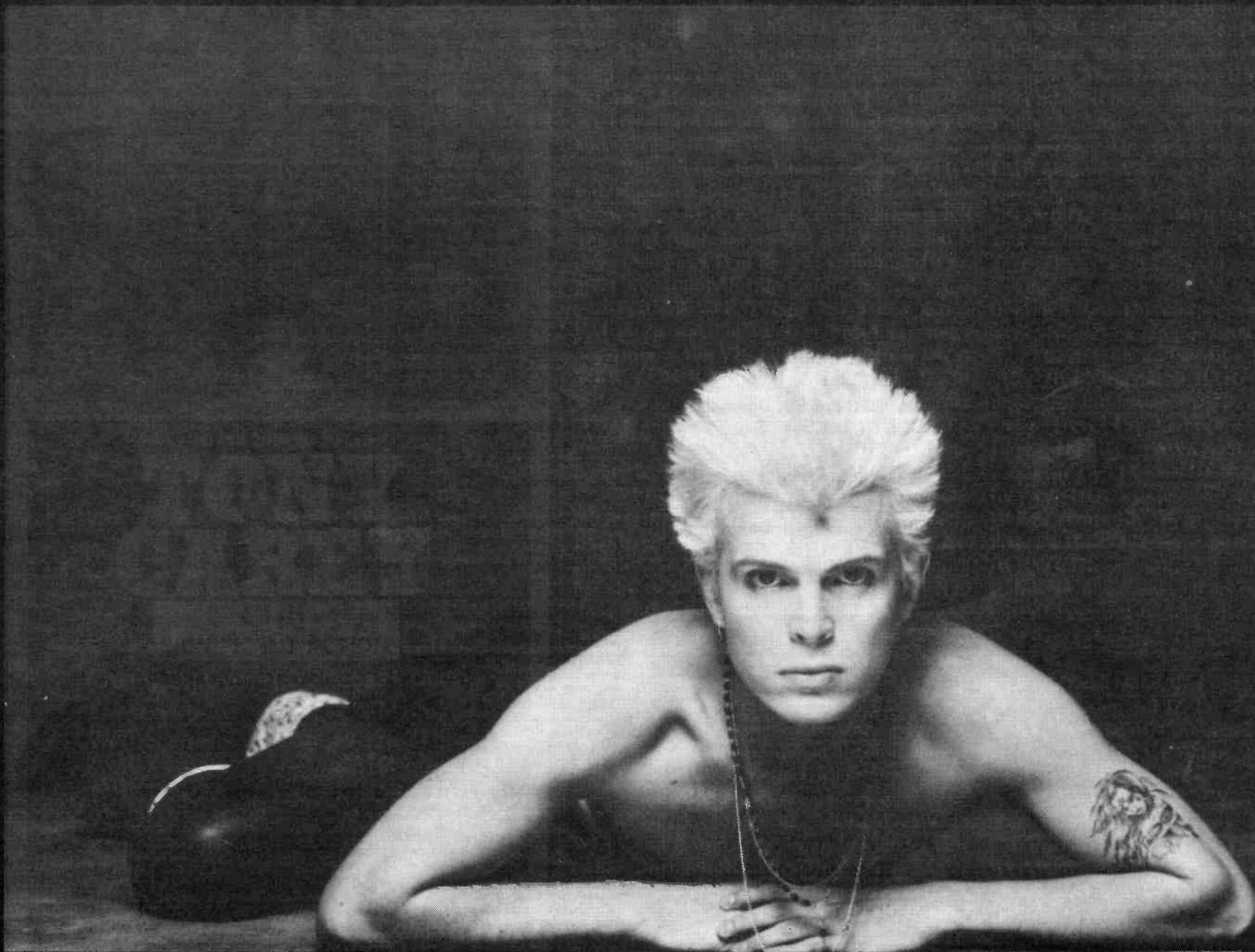
NATIONAL LAMPOON'S VACATION/Various Artists (WB) "Holiday Road"
Total Reports: 9(8)/Total Adds: 2(5); Hots: 0(0)/Hot Adds: 0(0); Mediums: 6(5)/Medium Adds: 0(2)/Extra Adds: 2(3).

WILDLIFE/Wildlife (Swan Song/Atco) "Somewhere...Night"
Total Reports: 9(9)/Total Adds: 1(3); Hots: 1(2)/Hot Adds: 0(0); Mediums: 6(5)/Medium Adds: 0(1)/Extra Adds: 1(2).

Station Listings . . . See Page 52

After a "White Wedding"
it's time to party with
"DANCING WITH MYSELF"

VS4 48783



The new single from the album

"BILLY IDOL"

SHIPPING THIS WEEK



Chrysalis
Records & Cassettes

Contemporary Hit Radio

Continued from Back Page

BREAKERS®

NAKED EYES

Promises, Promises (EMI America)

73% of our reporters on it. Moves: Up 29, Debuts 46, Same 54, Down 0, Adds 33 including B104, WXKS-FM, CHUM, I95, WHYT, KIIS-FM, WSSX. See Parallels, debuts at number 36 on the CHR chart.

BILLY JOEL

Tell Her About It (Columbia)

71% of our reporters on it. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 155 including WPHD, 94Q, Y100, KBEQ, WLOL-FM, KIQQ, KZZP. See Parallels, debuts at number 39 on the CHR chart.

MICHAEL JACKSON

Human Nature (Epic)

68% of our reporters on it. Moves: Up 19, Debuts 42, Same 34, Down 0, Adds 56 including WNYS, WHTX, 79Q, Q105, KBEQ, KMJK, KYUU, Q106. See Parallels, debuts at number 30 on the CHR chart.

ASIA

Don't Cry (Geffen)

68% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 150 including B104, B94, KAFM, WLS-FM, WABX, KIIS-FM, KFRC, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

TACO

Puttin' On The Ritz (RCA)

62% of our reporters on it. Moves: Up 81, Debuts 18, Same 29, Down 2, Adds 8, WRQK, WOKI, WKFR, KGGI, Q104, KKRC, KYUA, KSLY. See Parallels, debuts at number 32 on the CHR chart.

JOAN JETT & THE BLACKHEARTS

Fake Friends (Blackheart/MCA)

62% of our reporters on it. Moves: Up 51, Debuts 31, Same 48, Down 0, Adds 7, PRO-FM, Z93, WROR, WDCG, WOKI, KQKQ, KKXL-FM. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

LAURA BRANIGAN "How Am I Supposed To Live Without You" (Atlantic) 124/27

Moves: Up 31, Debuts 25, Same 41, Down 0, Adds 27 including 94Q, Y100, WKQX, KFI, KIIS-FM, KMJK, KC101, WDOQ, WOKI, WMEE, KRAV, KJRB, OK100, WSGF, KKLs.

MEN WITHOUT HATS "Safety Dance" (Backstreet/MCA) 122/22

Moves: Up 38, Debuts 25, Same 36, Down 1, Adds 22 including KEARTH, KC101, 94TYX, G100, KX104, K107, KKXX, KRSP, KRQ, WOMP-FM, WZYQ, WCGQ, KFMZ, KKRC, KOZE.

SHALAMAR "Dead Giveaway" (Solar/Elektra) 118/19

Moves: Up 41, Debuts 17, Same 41, Down 0, Adds 19 including WHYT, KFI, XTRA, WLAN-FM, WBLI, WOKI, WZZR, K107, KO93, WFBG, Q101, WPFM, WAZY-FM, WSPT, KSLY.

CROSBY, STILLS & NASH "War Games" (Atlantic) 114/3

Moves: Up 56, Debuts 5, Same 46, Down 4, Adds 3, WROR, WNFY, WXLK, WPHD 21-19, Q103 23-19, KNBQ 38-35, Q106 23-20, KZZB 28-24, 94TYX 39-32, WOKI 29-24, WKAU 29-26, KMGK 30-26, WHSL 26-21, KYTN 35-31, KENI 20-16.

RITA COOLIDGE "All Time High" (A&M) 104/10

Moves: Up 47, Debuts 8, Same 39, Down 0, Adds 10, Z93, WROR, KXX106, KITE, KITY, WKDD, KMGK, WGRD, WNAP, WGUY, WTRY 22-10, Q106 28-25, Y103 11-7, KRAV 12-7, KQMQ 31-23.

AIR SUPPLY "Making Love Out Of Nothing At All" (Arista) 86/80

Moves: Up 0, Debuts 3, Same 3, Down 0, Adds 80 including B104, WBN-FM, Z93, Q105, WGCL, KIMN, Q103, XTRA, KYUU, KNBQ, WPST, WHHY-FM, KROK, WZPL, KIDD.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 84/31

Moves: Up 5, Debuts 15, Same 33, Down 0, Adds 31 including WXKS-FM, PRO-FM, WLOL-FM, WTCI-FM, WBBQ, KITE, G100, KTFM, WZZR, WKFR, KGGI, WKHL, WGLF, 99KG, KGH0.

BONNIE TYLER "Total Eclipse Of The Heart" (Columbia) 82/20

Moves: Up 25, Debuts 12, Same 25, Down 0, Adds 20 including KAFM, 79Q, KMJK, WHFM, WBBQ, WZYP, WKDD, 92X, WFBG, KQIZ-FM, KILE, Q101, Z102, KOZE.

LOUISE TUCKER "Midnight Blue" (Arista) 81/2

Moves: Up 28, Debuts 16, Same 35, Down 0, Adds 2, WNFY, WCGQ, 94Q 12-7, Z93 16-11, KYUU 19-14, WBBQ 24-19, WOKI 30-27, WHHY-FM 21-16, K107 38-34, KO93 23-19, KJRB 13-7, WERZ 38-32, KQWB 21-18, KENI 36-31.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 71/41

Moves: Up 0, Debuts 5, Same 25, Down 0, Adds 41 including WGCL, Q103, WROR, WPST, WRQK, WSEZ, WZZR, KZ93, KIDD, WCIR, WFOX, WSGF, WBWB, KBIM.

ROMAN HOLLIDAY "Stand By" (Jive/Arista) 68/4

Moves: Up 23, Debuts 11, Same 27, Down 3, Adds 4, WTX, WZPL, WOMP-FM, KENI, WXKS-FM 35-32, WABX 36-20, WLLOL-FM 25-21, KNBQ 40-37, KZZB 37-33, KSET-FM 22-18, KRGV 28-21, KMGK 31-27, KIDD 23-20, KJRB 32-29, KQIZ-FM 20-15.

FRANK STALLONE "Far From Over" (RSO/PolyGram) 66/66

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 66 including PRO-FM, Y100, WGCL, WABX, KBEQ, KEARTH, KFI, KIIS-FM, KIQQ, XTRA, KFRC, WPST, 95XIL, WJAD, WCIL-FM.

GEORGE BENSON "Lady Love Me (One More Time)" (WB) 63/33

Moves: Up 2, Debuts 5, Same 23, Down 0, Adds 33 including B104, 94Q, Z93, KBEQ, Q103, KFI, WYCR, WCSC, WHHY-FM, KO93, WIGY, WFLB, WBWB, WCIL-FM, KSLY.

MECO "Ewok Celebration" (Arista) 62/4

Moves: Up 21, Debuts 12, Same 24, Down 1, Adds 4, WKQX, WOKI, KKQV, B94 24-10, PRO-FM 27-19, WLS 39-23, KIQQ 30-25, WROR 31-26, WBBQ 39-34, KRGV 27-20, B97 12-6, WNAM 39-36, KYNO-FM 5-2, 99KG 13-1.

MTUME "Juicy Fruit" (Epic) 61/3

Moves: Up 27, Debuts 4, Same 24, Down 3, Adds 3, KGGI, WBWB, KGH0, WXKS-FM 23-16, WBN-FM 15-9, WHTX 30-25, Z93 7-5, KEARTH 20-15, KIIS-FM 28-19, XTRA 27-23, WBBQ 4-4, WNFY 9-7, WSFL 2-2, KHYY 3-3, Q101 30-24.

TUBES "Tip Of My Tongue" (Capitol) 50/17

Moves: Up 2, Debuts 7, Same 24, Down 0, Adds 17 including WXKS-FM, KMJK, KNBQ, WKEE, WQID, WNOK-FM, WOKI, WZZR, KZ93, KHOP, WIKZ, KVOL, WBWB, KFMZ, KCDQ.

SMOKEY ROBINSON & BARBARA MITCHELL "Blame It On Love" (Tamla/Motown) 50/7

Moves: Up 12, Debuts 7, Same 24, Down 0, Adds 7, WHYT, KNBQ, WRQK, KLIK, KO93, KENI, KBIM, Y100 d-28, WJDX 26-18, WOKI 40-36, KTFM 29-19, KJRB 29-26, 95XIL 24-16, WFLB 27-24, KILE 39-33.

MOST ADDED

BILLY JOEL (155)
Tell Her About It (Columbia)
ASIA (150)
Don't Cry (Geffen)
AIR SUPPLY (80)
Making Love Out Of Nothing At All (Arista)
FRANK STALLONE (66)
Far From Over (RSO/PolyGram)
MICHAEL JACKSON (56)
Human Nature (Epic)
LITTLE RIVER BAND (41)
You're Driving Me Out Of My Mind (Capitol)

HOTTEST

POLICE (182)
Every Breath You Take (A&M)
MICHAEL SEMBELLO (87)
Maniac (Casablanca/PolyGram)
STEVIE NICKS (69)
Stand Back (Modern/Atco)
EURYTHMICS (65)
Sweet Dreams (Are Made Of This) (RCA)
MICHAEL JACKSON (57)
Wanna Be Startin' Somethin' (Epic)
DEF LEPPARD (44)
Rock Of Ages (Mercury/PolyGram)
DURAN DURAN (44)
Is There Something I Should Know? (Capitol)

SIGNIFICANT ACTION

ZEBRA "Who's Behind The Door" (Atlantic) 47/6

Moves: Up 12, Debuts 4, Same 25, Down 0, Adds 6, KZZB, WNOK-FM, 94TYX, KBBK, WIKZ, WSPT, WRCK 23-21, WTX 24-20, WJXQ 25-20, KQIZ-FM 29-26, WYKS 26-19, KVOL 39-34, WPFM 29-23, WBWB 35-33, KFMZ d-28.

ZZ TOP "Sharp Dressed Man" (WB) 46/11

Moves: Up 4, Debuts 5, Same 26, Down 0, Adds 11, WGCL, WKFM, KZFM, 92X, WGRD, KZ93, KKXX, KHOP, WSVQ, KQIZ-FM, KILE, WPHD d-39, K104 40-37, KZZB 36-31, WZYQ 34-29.

PAUL ANKA "Hold Me 'Til The Mornin' Comes" (Columbia) 43/6

Moves: Up 10, Debuts 5, Same 22, Down 0, Adds 6, PRO-FM, WHYT, WNFY, WSEZ, KEYN-FM, KGGI, WKEE 40-33, Y103 18-15, KLIK d-33, WKDD 30-27, KJRB 28-22, OK100 40-33, 13FEA 21-17, Q104 d-32, KIST 26-23.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 42/6

Moves: Up 10, Debuts 4, Same 22, Down 0, Adds 6, I95, KXX106, KGGI, KRQ, WOMP-FM, KIST, WSPK 23-20, KITE 17-12, KAMZ 24-16, WJDX 40-35, G100 37-33, KTFM 34-29, KJRB 36-33, KHYY 40-37, WIKZ 24-19.

TONY CAREY "West Coast Summer Nights" (Rocshire) 39/1

Moves: Up 17, Debuts 3, Same 18, Down 0, Adds 1, WYKS, WABX 31-29, WHYT 30-27, WLLOL-FM 30-26, KNBQ 33-30, WOKI 38-34, WRVQ 39-34, WZZR 40-31, KIDD 28-23, WOMP-FM d-34, WISE 37-34, WBWB d-37, KCBN 22-19.

TALKING HEADS "Burning Down The House" (Sire/WB) 36/16

Moves: Up 3, Debuts 6, Same 11, Down 0, Adds 16 including WABX, WNOK-FM, KITE, KSET-FM, WZZR, WJXQ, KZ93, WHOT, KQMQ, KSKD, KQIZ-FM, WFLB, KVOL, KCDQ, KCBN.

TOTO "Waiting For Your Love" (Columbia) 34/7

Moves: Up 6, Debuts 5, Same 16, Down 0, Adds 7, WQID, WNOK-FM, KITE, WJDX, KRGV, KSKD, WFLB, KAFM 24-22, WSFL 31-29, WSEZ d-39, WKDD 27-24, KO93 30-24, WSQV d-27, Q104 21-19.

PLIMSOULS "A Million Miles Away" (Geffen) 30/10

Moves: Up 3, Debuts 1, Same 16, Down 0, Adds 10, KZFM, WNFY, KSET-FM, KROK, KZ93, KBBK, KSKD, KVOL, WPFM, KBIM, WPHD 37-35, KRGV d-28, KYXX 30-28, WERZ 36-33.

INXS "Don't Change" (Atco) 27/8

Moves: Up 3, Debuts 2, Same 14, Down 0, Adds 8, KRGV, KHYY, WERZ, WISE, KKQV, WHSL, WRKR, KDZA, WPHD 36-33, KYXX 34-32, KQIZ-FM d-35.

HAYSI FANTAYZEE "Shiny Shiny" (RCA) 24/9

Moves: Up 2, Debuts 3, Same 10, Down 0, Adds 9, WPHD, WRCK, WQID, WNFY, WSEZ, WERZ, WJBQ, WBWB, 99KG, WBN-FM d-40, KIQQ 16-14, KSET-FM d-30, KYYS 22-20.

R.E.M. "Radio Free Europe" (IRS/A&M) 24/4

Moves: Up 1, Debuts 2, Same 17, Down 0, Adds 4, KZZB, KSET-FM, KZ93, KVOL, WPHD on, WABX on, KMJK on-dp, WKRZ-FM d-37, KYXX 12-6, KQIZ-FM d-34.

MITCH RYDER "When You Were Mine" (Riva/PolyGram) 24/0

Moves: Up 4, Debuts 1, Same 19, Down 0, Adds 0, WPHD on, WABX 30-19, KYUU on-dp, WKEE on, WRCK on, WKRZ-FM on, WOKI on, WGRD 29-26, WHOT on, WSQV on, WHSL on, WAZY-FM d-31.

RICK JAMES "Cold Blooded" (Gordy/Motown) 22/4

Moves: Up 2, Debuts 1, Same 15, Down 0, Adds 4, WNYS, WNFY, WHOT, WGUY, WXKS-FM on, WBN-FM 4-38, KIQQ on, WOKI on, KRGV 23-14, WSFL d-40, WSEZ on, Q101 on.

PETER TOSH "Johnny B. Goode" (EMI America) 21/3

Moves: Up 5, Debuts 2, Same 10, Down 1, Adds 3, WNFY, WKDD, WHSL, WABX 29-26, KIQQ 26-21, Z104 34-29, KQMQ d-31, WKHI 38-35, WPFM d-33, KCBN 32-29.

MANHATTANS "Crazy" (Columbia) 18/5

Moves: Up 4, Debuts 1, Same 8, Down 0, Adds 5, KAMZ, KTFM, WHOT, WISE, KVOL, KIIS-FM on, KFRC d-36, WTCI-FM 28-21, KITE on-dp, KQMQ 40-35, KHYY 34-30.

GARY MYRICK "Message Is You" (Epic) 17/7

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 7, WRCK, WNFY, WJXQ, WERZ, WJBQ, WPFM, WHSL, WABX on, WLLOL-FM on, KYXX on.

"WEIRD AL" YANKOVIC "I Love Rocky Road" (Rock & Roll/CBS) 16/6

Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 6, WXKS-FM, Y100, WABX, KNBQ, WROR, WERZ, PRO-FM on, WLLOL-FM on, WCSC on, 94TYX on, Z102 29-25.

JAMES INGRAM & PATTI AUSTIN "How Do You Keep The Music Playing" (Qwest/WB) 15/2

Moves: Up 3, Debuts 2, Same 2, Down 6, Adds 2, WDCG, WNVZ, 79Q 24-20, I95 8-8, WHYT d-29, WNFY d-30, KAMZ 11-5, WQLT 14-10, KIST on.

B-52'S "Legal Tender" (WB) 14/1

Moves: Up 1, Debuts 1, Same 10, Down 1, Adds 1, KQIZ-FM, WXKS-FM on, WABX on, KSET-FM 24-23, WHOT on, KYXX 3-3, WGUY d-35, WERZ on, WJBQ on.

SPANDAU BALLET "True" (Chrysalis) 13/13

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, WPHD, WABX, WLLOL-FM, KEARTH, KNBQ, WCSC, WBCY, WOKI, KTFM, WJAD, Q101, FM99.

F.R. DAVID "Words" (Carrere/PolyGram) 13/5

Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 5, WNBC, Q106, WTX, KLIK, WHOT, KNBQ on, WJDX 36-32, Y103 20-16, WFBG on-dp, WABZ d-39, WCIR on, KDZA on, KCBN 39-34.

LINDSEY BUCKINGHAM "Holiday Road" (WB) 13/2

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 2, WNFY, WZPL, KMJK on, KITE 23-22, KTFM on, WKDD on, WJXQ on-dp, KIKI on, KHOP on, WZYQ on, KKQV on, KFYY on, KCDQ on.

ARETHA FRANKLIN "Get It Right" (Arista) 12/10

Moves: Up 1, Debuts 0, Same 1, Down 0, Adds 10, Y100, WHYT, KEARTH, KIIS-FM, KBFM, WSEZ, KQMQ, WGUY, WERZ, WJBQ, I95 20-16, KIKI on.

BLACKFOOT "Teenage Idol" (Atco) 11/5

Moves: Up 2, Debuts 2, Same 2, Down 0, Adds 5, WPHD, WKRZ-FM, WJXQ, KQIZ-FM, KCDQ, K104 30-27, WANS-FM on-dp, OK100 d-29, 95XIL 39-34, KFMZ on-dp, KYTN d-39.

STAR SISTERS "Medley" (21/PolyGram) 10/4

Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, KIQQ, KNBQ, WZPL, KIDD, WCSC on, KITE on-dp, WNFY on-dp, WHOT on, WERZ on, KKQV on.

SNUFF "Bad, Bad Billy" (WB/Curb) 10/2

Moves: Up 1, Debuts 0, Same 7, Down 0, Adds 2, 94TYX, WFLB, WQID on-dp, KRGV on, WNVZ on, WRVQ on, KTFM on, WJAD on-dp, WXLK 20-14, FM99 on.

ENGELBERT HUMPERDINCK "Til You And Your Lover Are Lovers Again" (Epic) 10/2

Moves: Up 0, Debuts 2, Same 6, Down 0, Adds 2, KITY, KDZA, K104 on, KAMZ on-dp, WHHY-FM on, WIGY on, 13FEA on, 95XIL d-35, KSLY on, KIST d-27.

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (Example: 75/10) indicate how many of our reporters are on the record this week (75) and of those 75 how many added it this week (10). "Moves" are broken down for each record and show how many stations moved the song UP on their charts, held it the SAME (On to On, Add to On, 30-30, etc.), moved it DOWN their charts or ADDED it this week. Indicates one of this week's most added new songs.

More CHR Music Information See Page 56



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
1	1	1	1 POLICE/Every Breath You Take (A&M)
11	7	3	2 STEVIE NICKS/Stand Back (Modern/Atco)
14	12	7	3 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
13	10	6	4 DURAN DURAN/Is There Something I Should Know? (Capitol)
21	17	9	5 MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram)
4	3	2	6 MICHAEL JACKSON/Wanna Be Startin' Somethin' (Epic)
8	5	5	7 MADNESS/Our House (Geffen)
37	26	17	8 MEN AT WORK/It's A Mistake (Columbia)
18	15	13	9 DONNA SUMMER/She Works Hard For The Money (Mercury/PG)
12	11	10	10 ROD STEWART/Baby Jane (WB)
24	20	16	11 QUARTERFLASH/Take Me To Heart (Geffen)
20	18	15	12 BRYAN ADAMS/Cuts Like A Knife (A&M)
2	2	4	13 EDDY GRANT/Electric Avenue (Portrait/CBS)
16	14	12	14 PRINCE/1999 (WB)
30	23	20	15 HUMAN LEAGUE/(Keep Feeling) Fascination (Virgin/A&M)
23	21	18	16 LOVERBOY/Hot Girls In Love (Columbia)
9	6	8	17 KINKS/Come Dancing (Arista)
35	28	24	18 ELO/Rock 'N' Roll Is King (Jet/CBS)
29	24	22	19 FIXX/Saved By Zero (MCA)
40	32	26	20 DAVID BOWIE/China Girl (EMI America)
3	4	11	21 IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
32	27	25	22 DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
-	38	29	23 CULTURE CLUB/I'll Tumble 4 Ya (Virgin/Epic)
-	40	33	24 JACKSON BROWNE/Lawyers In Love (Asylum)
17	16	23	25 DeBARGE/All This Love (Gordy/Motown)
7	9	14	26 SERGIO MENDES/Never Gonna Let You Go (A&M)
33	29	27	27 HOLLIES/Stop In The Name Of Love (Atlantic)
-	-	37	28 JOURNEY/After The Fall (Columbia)
-	-	39	29 RICK SPRINGFIELD/Human Touch (RCA)
BREAKER	30	30	30 MICHAEL JACKSON/Human Nature (Epic)
-	36	31	31 DAVE EDMUNDS/Slipping Away (Columbia)
BREAKER	32	32	32 TACO/Puttin' On The Ritz (RCA)
-	39	36	33 AMERICA/The Border (Capitol)
-	37	34	34 MARTIN BRILEY/The Salt In My Tears (Mercury/PolyGram)
-	-	38	35 DIANA ROSS/Pieces Of Ice (RCA)
BREAKER	36	36	36 NAKED EYES/Promises, Promises (EMI America)
-	-	40	37 CHARLIE/It's Inevitable (Mirage/Atco)
BREAKER	38	38	38 JOAN JETT.../Fake Friends (Blackheart/MCA)
BREAKER	39	39	39 BILLY JOEL/Tell Her About It (Columbia)
BREAKER	40	40	40 ASIA/Don't Cry (Geffen)

N&A Begins on Page 70

Adult/Contemporary

7	3	1	1 POLICE/Every Breath You Take (A&M)
1	1	2	2 DeBARGE/All This Love (Gordy/Motown)
6	4	3	3 CHAMPAIGN/Try Again (Columbia)
16	12	7	4 RITA COOLIDGE/All Time High (A&M)
9	8	5	5 PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)
2	2	4	6 SERGIO MENDES/Never Gonna Let You Go (A&M)
8	7	6	7 LEE GREENWOOD/I.O.U. (MCA)
11	9	8	8 HOLLIES/Stop In The Name Of Love (Atlantic)
23	19	14	9 AMERICA/The Border (Capitol)
18	16	12	10 LOUISE TUCKER/Midnight Blue (Arista)
4	6	11	11 IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
27	23	16	12 S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown)
5	5	9	13 J. INGRAM & P. AUSTIN/How Do You Keep The... (Qwest/WB)
-	-	24	14 LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
19	18	15	15 DIONNE WARWICK/All The Love In The World (Arista)
28	26	21	16 TACO/Puttin' On The Ritz (RCA)
10	10	10	17 LITTLE RIVER BAND/We Two (Capitol)
22	21	19	18 KINKS/Come Dancing (Arista)
-	29	23	19 MEN AT WORK/It's A Mistake (Columbia)
3	11	13	20 JIM CAPALDI/That's Love (Atlantic)
BREAKER	21	21	21 MICHAEL JACKSON/Human Nature (Epic)
-	28	26	22 F.R. DAVID/Words (Carrere America/PolyGram)
12	15	18	23 ALABAMA/The Closer You Get (RCA)
13	13	17	24 STYX/Don't Let It End (A&M)
25	25	25	25 ENGELBERT HUMPERDINCK/Til You And Your Lover... (Epic)
15	17	22	26 CULTURE CLUB/Time (Clock Of The Heart) (Virgin/Epic)
-	30	29	27 GEORGE FISCHOFF/Summer Love (Moss Music Group)
14	14	20	28 KENNY ROGERS/All My Life (Liberty)
BREAKER	29	29	29 HERB ALPERT/Garden Party (A&M)
BREAKER	30	30	30 DERAN CRAIG/One Mind, Two Hearts (Curb/CBS)

N&A Begins on Page 66

AOR / HOT TRACKS

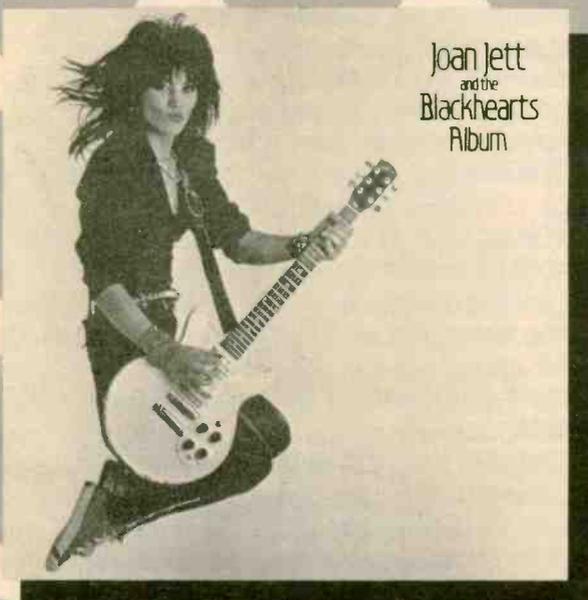
Three Weeks	Two Weeks	Last Week	
1	1	1	1 POLICE/Every Breath You Take (A&M)
2	2	2	2 LOVERBOY/Hot Girls In Love (Columbia)
4	4	4	3 FIXX/One Thing Leads To Another (MCA)
3	3	3	4 STEVIE NICKS/Stand Back (Modern/Atco)
6	5	5	5 FIXX/Saved By Zero (MCA)
25	10	8	6 JACKSON BROWNE/Lawyers In Love (Asylum)
10	8	7	7 POLICE/King Of Pain (A&M)
7	7	6	8 DAVID BOWIE/China Girl (EMI America)
BREAKER	9	9	9 ASIA/Don't Cry (Geffen)
8	9	10	10 ZEBRA/Who's Behind The Door (Atlantic)
19	19	12	11 TALKING HEADS/Burning Down The House (Sire/WB)
-	41	16	12 ROBERT PLANT/Big Log (Atlantic)
15	14	11	13 LOVERBOY/Strike Zone (Columbia)
20	17	14	14 QUARTERFLASH/Take Me To Heart (Geffen)
29	25	15	15 ZZ TOP/Sharp Dressed Man (WB)
5	6	9	16 DURAN DURAN/Is There Something I Should... (Capitol)
BREAKER	17	17	17 ROBERT PLANT/Other Arms (Atlantic)
26	21	18	18 LOVERBOY/Queen Of The Broken Hearts (Columbia)
40	31	23	19 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)
24	24	21	20 POLICE/Synchronicity II (A&M)
14	13	17	21 IRON MAIDEN/Flight Of Icarus (Capitol)
48	43	34	22 CHARLIE/It's Inevitable (Mirage/Atco)
12	12	13	23 CROSBY, STILLS & NASH/War Games (Atlantic)
37	34	28	24 DONNIE IRIS/Do You Compute? (MCA)
30	27	27	25 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)
28	30	29	26 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
22	20	22	27 JOAN JETT.../Fake Friends (Blackheart/MCA)
34	33	32	28 POLICE/Wrapped Around Your Finger (A&M)
33	36	33	29 DEF LEPPARD/Foolin' (Mercury/PolyGram)
16	15	20	30 MEN AT WORK/It's A Mistake (Columbia)

AOR / ALBUMS

1	1	1	1 POLICE/Synchronicity (A&M)
2	2	2	2 FIXX/Reach The Beach (MCA)
3	3	3	3 LOVERBOY/Keep It Up (Columbia)
4	4	4	4 STEVIE NICKS/The Wild Heart (Modern/Atco)
-	-	7	5 ROBERT PLANT/Principle Of Moments (Atlantic)
5	5	5	6 DAVID BOWIE/Let's Dance (EMI America)
6	6	6	7 DEF LEPPARD/Pyromania (Mercury/PolyGram)
9	9	8	8 ZEBRA/Zebra (Atlantic)
10	10	11	9 ZZ TOP/Eliminator (WB)
13	12	10	10 JOE WALSH/You Bought It - You Name It (Full Moon/WB)
19	13	13	11 JOAN JETT.../Album (Blackheart/MCA)
22	19	16	12 TALKING HEADS/Speaking In Tongues (Sire/WB)
20	16	14	13 QUARTERFLASH/Take Another Picture (Geffen)
7	7	9	14 DURAN DURAN/Duran Duran (Capitol)
8	8	12	15 KINKS/State Of Confusion (Arista)
15	14	18	16 IRON MAIDEN/Piece Of Mind (Capitol)
21	22	22	17 BRYAN ADAMS/Cuts Like A Knife (A&M)
37	33	29	18 CHARLIE/Charlie (Mirage/Atco)
25	23	23	19 QUIET RIOT/Metal Health (Pasha/CBS)
30	29	25	20 DONNIE IRIS/Fortune 410 (MCA)
17	15	17	21 CROSBY, STILLS & NASH/Allies (Atlantic)
26	27	28	22 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
11	11	15	23 MEN AT WORK/Cargo (Columbia)
BREAKER	24	24	24 ELO/Secret Messages (Jet/CBS)
28	26	26	25 GARY MYRICK/Language (Epic)
18	20	20	26 FASTWAY/Fastway (Columbia)
16	21	21	27 DAVE EDMUNDS/Information (Columbia)
33	34	33	28 R.E.M./Murmur (IRS/A&M)
14	18	27	29 A FLOCK OF SEAGULLS/Listen (Jive/Arista)
-	-	36	30 STEVIE RAY VAUGHAN.../Texas Flood (Epic)
34	31	34	31 RICK SPRINGFIELD/Living In Oz (RCA)
12	17	19	32 U2/War (Island/Atco)
36	36	34	33 SHOOTING STAR/Burning (Virgin/Epic)
27	28	31	34 KROKUS/Headhunter (Arista)
24	25	30	35 INXS/Shabooh Shoobah (Atco)
DEBUT	36	36	36 PRISM/Beat Street (Capitol)
DEBUT	37	37	37 DIO/Holy Diver (WB)
-	-	40	38 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)
DEBUT	39	39	39 DFX2/Emotion (MCA)
-	39	38	40 MITCH RYDER/Never Kick A Sleeping Dog (Riva/PG)

N&A Begins on Page 67

Joan Jett and the Blackhearts



Featuring The Smash Single
"Fake Friends"

CHR BREAKERS

DEBUTS **38**

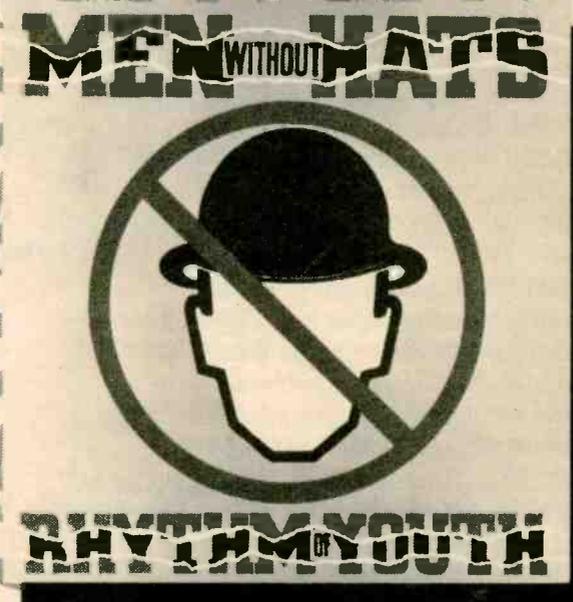
AOR ALBUMS 13-**11**

MCA RECORDS

BLACKHEART RECORDS

JETT LAG INC.

MEN WITHOUT HATS



FEATURING THE HIT SINGLE
"THE SAFETY DANCE"

TOP OF

CHR NEW & ACTIVE

122/22

Backstreet
RECORDS