

I N S I D E:

RTNDA Report: News On The Defensive

"The great threat facing journalists today is . . . cases . . . settled out of court because the new organizations cannot afford . . . a lengthy trial."

—Ed Joyce, CBS News President
News directors raise the specter of a threatening legal climate at the RTNDA's Las Vegas convention, while WOR/New York's Lou Adler wins a hard-fought battle for the President-Elect position. Brad Woodward reports. Page 4

Harris AM Stereo Gets Temporary OK

The FCC allows radio stations to use Harris equipment on-air pending the company's type acceptance test. Page 40

Radio & Sports: A Natural Team

RADIO SPORTS SURVEY • VIN SCULLY INTERVIEWED
TOP SPORTS TALK HOSTS • SMALL MARKET RADIO SPORTS

R&R takes a special look at sports on radio today.

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Selling Through Your Client's Eyes

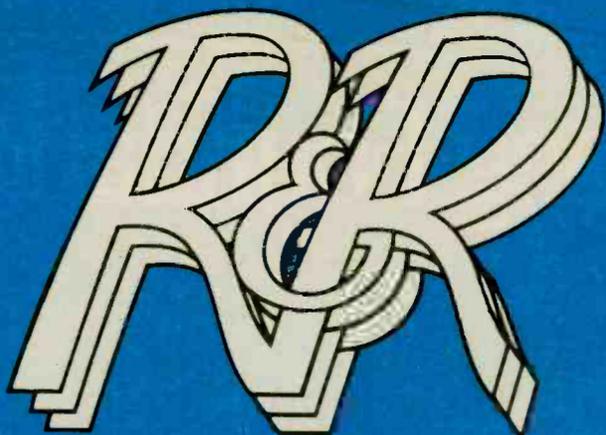
When you're selling, find out as much as you can about your client's knowledge, vocabulary, and frame of mind — and use it for an effective presentation. Dwight Case sets the scenario. Page 42

People In The News This Week

- Don Amesz OM at KOAX
- Greg Raab WCXI-AM & FM PD
- Jim Wood Malrite's National PD
- Fuzzy Herron PD at KCBQ-FM
- Larry Anderson manages Primetime format
- Jay Miller Primetime's PD
- Beecher Martin PD at WDAE
- Charlie Colombo Christal President
- Ed Weiss Exec. VP at Mann Media
- Levi Booker KGFJ PD
- Pete Zolnowski PD at WECK
- Steve Weed Program Manager at KTSA & KTFM
- Bob Brooks KRCK's PD

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RADIO & RECORDS

Greater Media Ups Kabela To President

Frank Kabela has been promoted to President of Greater Media Inc., moving up from the Executive VP position he had held since 1981 and continuing as Chief Operating Officer. Chairman/CEO Peter Bordes relinquishes the presidential title while retaining his other duties, while Joseph Rosenmiller Jr. remains Chairman of the Greater Media companies and Co-Chairman of Greater Media Inc. The firm owns 12 radio stations in addition to two dozen cable TV franchises and newspaper, satellite, and printing interests.

Kabela told R&R, "Our company is growing rapidly, and we were looking for a broader man-

agement base to allow us to continue that growth. My new position is thus an extension of a process that started two years ago. I look forward to helping manage our future growth."

Burns Appointed WWBA VP/GM

WIP/Philadelphia General Sales Manager Bill Burns has been named VP/GM at Metromedia sister station WWBA/Tampa. Beginning his new post October 10, Burns replaces former VP/GM Jim Smith, who transferred to Metromedia's WASH/Washington last week.

In making the announcement, Metromedia Radio Executive VP Vicki Callahan stated, "We try to promote from within, and we had a lot of fine candidates. We are fortunate that Bill has the qualifications, leadership, and sales background to continue the fine example Jim Smith left in Tampa."

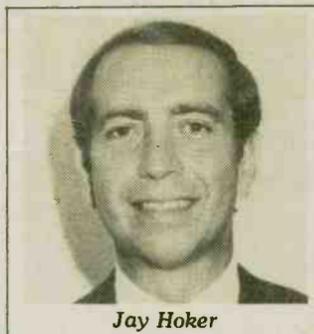
Burns moves to Tampa after a year as GSM at WIP. Prior to that, he served a year as Sales Manager at crosstown WFIL & WUSL, having previously worked ten more years as an Account Executive at WFIL, including two as Sales Manager. Burns told R&R, "This is a great opportunity and I'm excited and tickled to be selected for it."

No replacement for Burns was announced at WIP.

Belo Taps Hoker As Radio Division VP

KRQX & KZEW/Dallas VP/GM Jay Hoker has been promoted to VP/Radio Division for parent company Belo Broadcasting. He replaces Marty Greenberg, who resigned from Belo three weeks ago. Belo President/CEO Ward Huey said, "In his new capacity, Hoker will be responsible for the overall operation of radio stations KRQX & KZEW, as well as KOA & KOAQ/Denver. He will also head up future development of Belo's Radio Division. His track record in our Dallas operations is excellent. We are most fortunate to have Jay on our corporate executive team."

Hoker commented to R&R, "I'm excited about it primarily



Jay Hoker

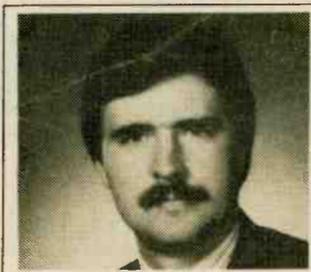
because I think it makes a statement for where Belo's going. After Marty left because of policy differences, there was a rumor that Belo was getting out of radio. The fact is, they're not. They had purchased Corinthian's television stations and

HOKER/See Page 46

Osterhout, Horne New Harte-Hanks VPs

KOY & KQYT/Phoenix Station Manager Michael Horne and WRBQ-AM & FM/Tampa GM Michael Osterhout have been appointed Harte-Hanks Radio Vice Presidents in addition to their current titles.

In making the announcement, Harte-Hanks Radio President Gary Edens commented, "These two professional broadcasting managers are among



Michael Horne

the leaders in our industry. Both have made major contributions to our company, and we are pleased to make them officers of Harte-Hanks Radio."

Osterhout joined WRBQ in 1978 as a salesperson, becoming GM in late 1981. He told R&R, "I'm very proud. I've got to thank all the people here for their help in making this station such a success, which led to this

HARTE-HANKS/See Page 46

Durando Promoted To WYNY VP/GM

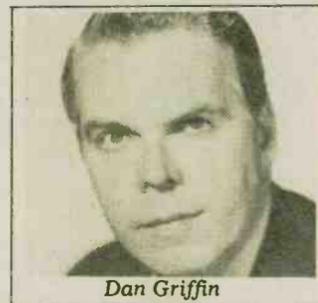
Veteran sales executive and WYNY/New York Director of Sales Harry Durando has been promoted to VP/GM. Durando replaces former VP/GM Frank Osborn, who departed two weeks ago to become Sr. VP/Radio for Price Communications.

Commenting on the appointment, NBC Radio Executive VP Robert Mounty stated, "We're proud of the corps of strong management people we have been developing at NBC. Harry Durando's promotion to the general managership of America's number one Adult/Contemporary station underscores this fact. While there were a number of outstanding candidates from outside the company, Harry's qualifications are perfectly suited to WYNY's needs."

Durando came to WYNY a year ago as Director of Sales. Prior to that, he served as VP/Station Solicitations for RKO Radio Sales for 18 months, as well as five years as Sales Manager for RKO Television

Sales. Durando's background also includes 13 years with Metromedia Radio Sales, including the presidency of the rep company. He told R&R, "What's nice about WYNY is the people who work here. It's not as if I'm going to a new position where I don't know anybody, as I've already been working with the PD, salespeople, engineers, and everyone else. It's going to be a nice challenge to keep WYNY number one. I absolutely love radio, and to be back in it with the top station is very, very exciting."

Griffin WRKO VP/GM



Dan Griffin

Dan Griffin, RKO Radio Networks VP/Director of Programming for the past two years, has been named VP/GM of WRKO/Boston. RKO Radio President Bob Williamson told R&R, "We are very pleased to find someone within the RKO family so eminently qualified for this position. Dan not only brings a broad base of station operation and management experience to the job, but also a strong working knowledge of the Boston market."

Griffin, who spent 11 years programming Boston stations WBZ and WEEL, commented, "Even though it's difficult to leave the RKO Radio Networks after two of the most rewarding and exciting years of my life, I'm looking forward to the opportunity to return to Boston and help contribute to the continued success of WRKO."

Griffin's broadcast experience also includes a stint as Operations Director of WJR/Detroit just prior to his joining the RKO Networks. He was also GM of WYNY/New York for two years, as well as Operations Director of RKO's WOR/New York for six years. Griffin will take over WRKO on October 31.

Artigue GM At KJJJ & KEZC

Chuck Artigue has been named General Manager of the Broadcast Group's KJJJ & KEZC/Phoenix, and Vice President of the parent company. Artigue, who most recently managed WUSN/Chicago and served in various managerial positions at First Media for a number of years, replaces the exiting Gary Fries.

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A Strong Foundation.



LIVE
ANCHORED NEWS

TALKABOUT
FEATURES

CNN
FEATURES

BREAKING NEWS
COVERAGE

24-HOUR
DELIVERY

WORLDWIDE
RESOURCES

COST-EFFICIENT
AFFILIATION

PROGRAMMING
FLEXIBILITY

CNN Radio News Network.
We're building the viable radio news
alternative.

We began with a base of six-
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four hours of nonstop, fast-breaking
news coverage. We are supporting
it with live, anchored radio news
every morning.

We added a variety of CNN
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exclusive reports called "Talkabout."

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to let CNN Radio integrate into your
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R&R Interviews Mike Joseph

The fabled consultant, a CHR phenomenon for 25 years, gives **Joel Denver** the Hot Hits blueprint, and comments on his competitors and imitators. **Page 48**



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Raab Programs WCXI

Greg Raab has been promoted to Program Manager at Detroit Country stations WCXI-AM & FM, moving up from the Advertising & Promotion Manager position he's held for the past 4½ years. Raab announced that R.T. Griffin, PD at WNNW/Coldwater, MI, would become WCXI's new Music Director.

WCXI-AM & FM VP/GM John Risher, in announcing Raab's promotion, stated, "Greg's contributions are too numerous to

mention. He is a natural for the position, and I am pleased that he accepted this opportunity."

Raab told R&R, "This is a great period of transition for me to bring to bear all the experience I've gained in the 4½ years I've been here at WCXI. I'm looking forward to using my ideas about programming and correlating them with the promotion activity I'm experienced in and will remain part of."

Anderson Primetime Manager

Martin New WDAE PD; Miller Named Primetime PD

Larry Anderson moves up to Manager of Taft Broadcasting's syndication arm, Primetime Radio. He also maintains his previous duties as Operations Director of Primetime's flagship, WDAE/Tampa. Concurrent with Anderson's appointment, WDAE morning personality Beecher Martin adds on station PD duties, midday talent Jay Miller exits his on-air slot to become Primetime's PD, and parttimer Dave Bartlett takes over middays.

Anderson will report to corporate VP Dave Milner, who also serves as WDAE's GM. Milner commented, "Larry Anderson has done a fine job for us in markets like Tampa, Dayton, and San Diego. He deserves the recognition and added responsibility. No one else knows our product as well as he does."



Larry Anderson

Before joining WDAE, Anderson worked at sister Taft outlet WGR/Bufalo. He told R&R, "What can I say that hasn't been said before about a promotion? It all applies here. Our main thrust is still going to be as a nostalgia music service. But we are looking at developing other syndication formats (one for News/Talk stations is currently under development). The first priority is to add more stations on the regular Primetime format, and we certainly want to take care of those we have."

REMAINS WKIX & WYYD GM

Weiss New Mann Executive VP

Ed Weiss has been promoted to Executive VP of Mann Media, retaining his post as GM of company properties WKIX & WYYD/Raleigh. Besides the Raleigh outlets, Weiss will also be responsible for WGLD/High Point-Winston-Salem-Greensboro and, upon FCC approval, WCOG/Greensboro.

Bernard Mann, Mann Media President, stated, "No one has contributed more to the growth and development of our company than Ed Weiss. I'm proud to recognize his ability and achievements."

Weiss first joined WKIX as air personality Charlie Brown in 1964. Following that, he moved into sales and was later upped to Local Sales Manag-

WEISS/See Page 46

Amez Tapped As KOAX OM

Don Amez, formerly Production Coordinator at KOSI/Denver, joins Group W sister outlet KOAX/Dallas as Operations Manager. He fills the vacancy left by former station OM Steve Schy.

"Don is an extremely capable programmer," noted KOAX VP/GM Drew George. "We were very lucky to have someone of Don's ability within the company. His extensive broadcast background makes him the ideal choice for KOAX."

Amez, whose radio background includes stints with Tulsa stations KRMG and KWEN, said, "I'm real thrilled. It's a position I've wanted for some time, particularly within Group W. I think Group W deserves a

lot of credit for promoting from within. This is really my first shot at this position." In terms of future plans for the station, Amez commented, "The station needs some tightening up. I think we've got an excellent staff here, the whole attitude of the station is super, and the management team here is a great unit. There's no way to go but up."

Wood Promoted To Malrite National PD

Jim Wood, Group Programming Consultant for Malrite and PD of the chain's KSAN & KNEW/San Francisco, has been promoted to National Program Director/Radio. He will supervise Malrite's 13 radio stations from his current Bay Area base.

Malrite Exec. VP/Director of Radio Gil Rosenwald commented, "Jim Wood's talents go far beyond the normal definition of programmer. He knows research, computers, marketing, sales, and bottom-line management. His expanded responsibilities will benefit all the Malrite stations."

Wood joined Malrite in 1982 as KNEW's PD, having previously programmed KZLA-AM & FM/Los Angeles. His extensive programming and on-air experience was earlier augmented by a stint with RAM Research and several other computer research projects.

Colombo Elevated To Christal President

Charlie Colombo has been promoted from Exec. VP/COO of the Christal Company rep firm to President/COO. Colombo had been Exec. VP at Christal for two years, previously holding a similar position with the Eastman rep firm, where he worked for 16 years. Simultaneous with Colombo's promotion, Christal CEO Bob Duffy will add the title of Chairman of the company.

Colombo told R&R, "Bob Duffy and I have been working as a team, and that will continue. It's a case where one and one have made three. There are no immediate plans for change, but I'll be expanding into financial areas and others. We're headed in a positive direction; we've kept our markets static and have been upgrading and adding multiple stations per market."



Charlie Colombo

TRANSACTIONS

Pyramid Purchases WWDB For \$7.35 Million

Pyramid Broadcasting, a limited partnership headed by managing general partner Richie Balsbaugh, VP/GM of WXXS-AM & FM/Boston, and partners Arnie Ginsberg, Sunny Joe White, Dorothy Jones, and Robert Kline, has agreed to purchase WWDB/Philadelphia for \$7.35 million from Independence and Banks Broadcasting pending FCC approval. Included in the deal is a covenant from Independence and Banks not to compete against Pyramid for a period of five years. WWDB operates at 96.5 MHz with 25kw, airing a Talk format.

Pyramid also intends to exercise an option to purchase WWDB's AM sister station WHAT for \$1 million. Pyramid intends to spin it off immediately to a qualified minority owner at the same purchase price, pending FCC approval. WHAT is Black-formatted, operating at 1340 kHz, with 1kw days and 250 watts nights.

CBS Sells WEEI

CBS has agreed to sell WEEI(AM)/Boston to Helen Broadcasting, principally owned by Chair-

TRANSACTIONS/See Page 46

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 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20008, (202) 466-4900
 Vice President: JONATHAN HALL
 National Sales Director: BARRY O'BRIEN
 Washington Editor: BRAD WOODWARD
 Account Executive: VIVIAN FUNN
 Office Manager: CHERYL SOMERS
 Legal Counsel: JASON SHRINSKY
 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37217, (615) 292-8982, 292-8983
 Bureau Chief: SHARON ALLEN

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Washington Report

WNHC/New Haven Faces Renewal Hearing

Financially-troubled WNHC/New Haven has been designated for a renewal hearing against a competing applicant, Southern Connecticut Radio. The station went bankrupt in 1980, and is currently operated by a trustee, Daniel Meister, who is seeking to sell the property to Wardoco, Inc.

The FCC thus decided that Wardoco, rather than the trustee who actually controls the station, should be pitted against Southern Connecticut in the hearing. If Wardoco wins, the renewal and sale applications would be granted simultaneously. If Southern prevails, the sale application will be dismissed and a CP would be issued for a new station on WNHC's frequency, 1350 kHz.

Great Trails Backs End Of Regional Concentration Rule

Claiming to be caught in a "bizarre" Catch-22, Great Trails Broadcasting has told the FCC it strongly backs NAB's recent request for lifting of the 100-mile regional concentration of control rule. That bars a group from owning three stations if any two

of them are within 100 miles of each other and the primary contours of any two of the stations overlap.

Great Trails owns five Ohio stations, but can't improve the facilities of WJAI/Eaton because prohibited overlap would be created under the 100-mile rule. Yet, says the company, under the recent FM drop-in decision, WJAI and many other Class C FMs will be forced to upgrade facilities or lose protection.

KVI Loses Call Sign Dispute

The FCC, which has proposed getting out of the business of settling arguments over call letters, has handed a defeat to KVI/Seattle. The station has been fighting a bid by non-commercial KPEC/Tacoma to become KVTI. KVI claims the proposed call sign is close enough to its own to confuse listeners and make people think the two stations are co-owned.

The FCC staff threw out KVI's claims, and now the full Commission has upheld that action. It said that KVI and KVTI aren't similar enough to cause confusion, pointed out that one station is a commercial AM and the other non-commercial FM, and noted that KVTI will not provide primary service to Seattle.

WOR'S ADLER WINS PRESIDENCY

News Directors On The Defensive At RTNDA Convention

Broadcast journalists, gathered in Las Vegas last week for the annual Radio-Television News Directors Association (RTNDA) Convention, were warned repeatedly that they faced dangers from critics who want to curb their ability to report freely and objectively.

Setting the tone for the conference was CBS News President Ed Joyce, appointed to the job just days before. Worried about the growing "Legal Vulnerability" of radio and television, Joyce said, "You certainly have noticed that it's becoming fashionable to sue news organizations these days, and that the courts have not been unresponsive to these suits."



Ed Joyce

"The great threat facing journalists today is not the cases that are won by the plaintiff. It is the cases that are settled out of court because the news organizations cannot afford the expense of a lengthy trial or, worse than that, the news stories that are never on the air because of the fear of a libel suit against the news organization. This new legal climate demands of us all, not only our traditional devotion to accuracy, but also a vigilance and defense of our professional rights."

Adler Wins Tight Race

In the first contested race in three years for RTNDA President-elect, WOR/New York Director/News and Programming Lou Adler beat WBRZ-TV/Baton Rouge ND John Spain, 139-127. Adler becomes RTNDA President next year, replacing WAVE-TV/Louisville ND Ed Godfrey, who took office last week.



Lou Adler

Promising to make RTNDA "powerful and independent," Adler campaigned on a platform of stepping up regional activities. He also plans to tackle what has been a long-festering issue within RTNDA — a feeling by radio members that their needs are eclipsed by TV concerns.

At a special panel entitled "Let's Talk About The 'R' In RTNDA," Adler said there has been a "callous disregard and thoughtlessness" toward radio by many RTNDA officials and convention speakers. "It's not intentional," he added, "It's just thoughtless." As an example, he noted constant use of the television-oriented phrase "cameras in the courtroom."

PR Vs. News Debate

Using what appeared to be a well-received new format of two-hour sessions, RTNDA offered radio workshops on topics such as newswriting, business and economics reporting, and the ND/GM relationship.

One of the liveliest sessions, "PR Experts," featured public relations executives from four controversial industries, including oil and chemical corporations. They complained that reporters treat statements from business with suspicion, yet fail to apply the same skepticism to the claims of those who criticize corporations or claim to represent the public interest.

After praising radio for providing more access than other media to varied points of view, Mobil Oil spokesman Herb Schmertz irritated the audience by wondering aloud, "Does anybody really listen to those kinds of shows?"

The most heated discussion centered on the use of actualities or "handout tape." Most news directors said they refuse to use handouts. "I get very tired of being asked to

WHBI Charges Judicial Misconduct In 11th Hour Bid To Save License

On the eve of finally having its license pulled, WHBI/Newark has levelled charges that the FCC administrative law judge (ALJ) who handled its renewal was guilty of misconduct that warrants reopening the case.

Cosmopolitan Broadcasting, owner of the foreign-language FM, made its allegations against ALJ Ernest Nash in petitions filed with the U.S. Court of Appeals and the FCC. It has asked both to halt the imminent takeover of the stations by an interim operator so its charges can be explored. WHBI's renewal was denied due to false advertising, promoting a lottery, and abdicating control.

Since Judge Nash heard arguments in the case and issued an initial decision denying renewal in 1974, the action has consistently been upheld by the FCC and the courts. The U.S. Supreme Court refused to consider WHBI's appeal. Meanwhile, the FCC has named Global Broadcasting Group as interim operator, and the firm is believed to be days or weeks away from assuming control.

But WHBI now claims to have "evidence of misconduct by Judge Nash that raises a serious fundamental question whether Cosmopolitan received a fair trial and an impartial decision." The station says Newark

city officials, who opposed WHBI's renewal application, "met with Judge Nash during the trial in an effort to obtain an adverse decision," thus tainting Nash's findings of fact, which "have been consistently relied upon by the Commission and the Courts in finding Cosmopolitan to be disqualified."

The firm claims to have a tape recording of a conversation in which a Newark official admits that both he and the city's mayor met with Judge Nash during the trial.

Warning that Global's imminent takeover of WHBI requires urgent consideration of its charges, Cosmopolitan contends any delay would mean its "facilities, programming, and personnel will be displaced and could not be reassembled."

"If the court decides that the procedure whereby Cosmopolitan's license was terminated was unlawfully tainted, then Cosmopolitan's operations will have been needlessly ruined, and the preservation of Cosmopolitan's unique foreign-language service to the greater New York area will have been recklessly destroyed."

do commercials for corporations," said KRLD/Dallas ND Tony deHaro. Schmertz countered by saying that newsmen who won't even listen to an actuality for its news value are "anti-intellectual."

Radio News Computer Boom

On the exhibit floor which has traditionally been dominated by television displays, a number of firms demonstrated computerized radio newsroom systems, several priced lower than anything previously on the market. The Jefferson-Pilot system of Charlotte, NC has signed an agreement to make the BASYS newsroom software available to radio stations on IBM personal computers at a cost of about \$10,000 per terminal.

Terminal Systems of Merrimack, NH introduced ACORN, which it is selling to radio stations for under \$10,000. Features include full word processing and the ability to process wire services. UPI unveiled a new computer system that handles newsroom functions, as well as station business and traffic needs.

A firm with experience in computerizing newspaper newsrooms, Delta Davis Systems of Trecose, PA, demonstrated its technology and announced plans to begin adapting it to radio and television.

Although radio news directors crowded around the computer displays, many commented that making a purchase will ultimately depend on demonstrating cost-effectiveness to their management.

Harvey Underscores Media Power

Radio and TV news directors were reminded of their influence by ABC Radio commentator Paul Harvey, who recalls how China's Boxer Rebellion, in which thousands were killed, was sparked by a bogus newspaper report from Denver.



Paul Harvey

In a luncheon address he compared radio and television news today to Hollywood at its zenith in 1939. "Must you and I follow that into the graveyard of ignominious oblivion?" he asked. "We must not. This is a precedent we are going to defy because we will not lose sight of who we are. This is not wishful conjecture — this is gospel. Your commitment is demonstrated by your presence here, by the selection and attendance of your symposiums."

Later calling broadcast journalists "future shock shock absorbers" who are "perched on the lid of Pandora's box," Harvey added, "We're the walkers of the line between the extremes, damned if we do, damned if we don't, but willing to live with that. We are the town criers of high tech."

Mickelson Hits "Delusion Of Credibility"

Broadcasters also got a challenge from former CBS News President Sig Mickelson, who invented the term anchorman. In accepting RTNDA's Distinguished Service Award, Mickelson lambasted broadcast journalists who strive for "not a reputation for stability and credibility, but the illusion of credibility."

And, in one of the convention's most hard-hitting speeches, "60 Minutes" executive producer Don Hewitt of CBS railed against what he views as hypocritical criticism of television by newspapers. "How did we get on the newspapers' enemy list?" he inquired. "I think it's because they think we want to crash their club. Newspaper people have long believed that getting a job on a newspaper is akin to joining the priesthood — that journalists are not hired, but ordained, that we who broadcast the news instead of printing it are somehow unworthy."

WHEN YOUR RATINGS ARE DOWN WE KEEP YOUR SALES UP

A big drop in ratings is the nightmare of every station manager. It's also the acid test for every rep firm.

Anybody can sell top rated stations.

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Torbet Studies Radio Syndication

90% Aired Features Last Year; Builds Audience, Revenue; Disc Delivery Preferred

Most radio station managers say they use syndicated programming because the cost of producing their own special features is prohibitive. Additionally, a majority of radio managers are pleased with the quality of syndicated programming, and more than two-thirds say they are able to find sponsors for the syndicated features they run. These results are part of **Torbet Radio's** latest nationwide poll, the fourth in a series of six planned for '83.

In regard to syndicators themselves, 42% disliked their ignorance of a station's format and what "works," 26% complained about the lack of marketing support, 19% were uncertain of the company's future, and 18% thought program suppliers were too pushy.

According to Torbet's survey, 90% of the respondents used some syndicated programming in the last year, with 56% citing inability to produce such programming locally as the principal reason for using the features. 50% of those polled thought syndicated programming was an audience builder, 43% felt it increased station revenue, and 78% said they were able to place a commercial break within their syndicated features.

The most popular form of programming is the music special (66%), after which come weekly countdown shows (61%), features (38%), jingles (32%), live concerts (31%), and totally produced formats (29%). Interestingly enough, 19% of the poll participants said they've bought a syndicated show and didn't air it, just to deny a market rival the programming opportunity.

Most station managers were pleased with the quality of syndicated programming: 16% excellent, 50% above average, 30% average, and 4% below average/poor. However, 32% complained that syndicated fare sounded "canned," while 21% pointed to programming incompatibility and format integration difficulty. And despite the recent satellite conversion boost, disc remains the preferred method of delivery for 46%. Tape delivery follows close behind at 42%. Only 32% of station managers preferred satellite-delivered programming, but they far outstripped the 3% who favored landlines.

If It's February, This Must Be ABC

The 1984 Modern Music Calendar from **H & S Productions** features a different rock band and specific theme each month, plus a year-long promotion opportunity for radio stations. Band, tentatively including **Devo, Stray Cats, Cars, Go-Go's**, and the **English Beat**, are pictured amidst colorful new wave graphics, with significant dates in rock history highlighted. The 16" x 22" calendar has a separate, large back page available to modern music outlets on a market exclusive basis. For further information contact H & S at (213) 657-1064.



Pinning Down A Station Promotion

Promotion Directors looking for another way out of the T-shirt/bumper sticker jungle might instead consider badges as a promotional vehicle. After all, in your quest to spread the word about your station, why not deputize listeners? Besides plastic badges featuring a "virtually stickproof" pin clasp, **Stoffel Seals Corporation** offers customers a free design service. That service molds practically any shape/design the client desires in a variety of colors. Additional information may be obtained by writing Stoffel Seals at Dept. EM, 68 Main St., Box 278, Tuckahoe, NY 10707.

Crabless Business Lunches

Although three martini business lunches are becoming more infrequent, they aren't as rare as the Alaskan red king crab will be this season. Expense account-holding radio and record executives will have to fish around on their menus for another delicacy as only four million pounds of red king crab will reach our markets. That may sound like quite a lot, but not when you compare that to 1982-83's 26 million

pounds, 1981-82's 75 million pounds, and a whopping 175 million pounds during the 1980-81 season. Causes behind the crab's downfall include reproduction problems and overkill. And, besides us, halibut and cod also favor young crab and crab larvae.

Radio Audience CD Response Positive

An **RIAA** survey of those radio stations experimenting with compact disc players finds listener response to be generally positive. Seventy stations were polled with 44% returning usable responses. Reactions ranged from very positive to somewhat positive or neutral, with none reporting negative responses. Among those concerns expressed by station personnel were the need for more product availability, poor CD servicing from some record labels, the quality of early CD releases, and the need for more accurate methods of cueing selections.

Parlez-vous Computer?

"What we have here is a failure to communicate," but the "User's Guide To Microcomputer Buzzwords" attempts to bridge the computer language gap. Author **David Dasenbrock** offers an easy-to-read translation of computer vocabulary written for people who don't necessarily care about what happens inside a microcomputer, but who want to be able to talk with those who do. Illustrated with photos, charts, and drawings, the dictionary includes the origins and meanings of hundreds of terms from "abort" to "Z-80." It retails for \$9.95. Contact **Howard W. Sams & Co.** at (317) 298-5400.



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ROCK & ROLL NEVER FORGETS

Increase your share. Start using our call letters.

HNW&H are the radio industry's hottest new call letters because we help our stations increase their market share — and their revenues. We do this in two unique ways: Our people are trained to price each station demographically, so our stations can command maximum rates. And being sensitive to the demand on our stations' inventory, we can use our unwired network to sell their lower demand availabilities.

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Networks/Program Suppliers

MUSIC FEATURES

Narwood

Country Closeup:

John Conlee (October 17)

Music Makers:

Joe Bushkir/Marian McPhartland (October 17)

NBC

Source:

Hollies (October 14-16)

John Cougar (October 21-23)

RKO Networks

Countdown America w/

John Leader (IS INC):

Elton John spotlighted (October 1-2)

Sheena Easton (October 8-9)

Hot Ones (IS INC):

Elton John (Week of October 10)

Juice Newton (Week of October 17)

Solid Gold Saturday Night

(Dick Bartley):

Great Top 40 dance hits (October 15)

Credence Clearwater Revival (October 22)

Rolling Stone

Magazine Productions

Guest DJ:

Steve Stills (October 17)

Moody Blues' Justin Hayward (October 24)

Kris Stevens Enterprises

Night Moves special (Halloween weekend)

Starfleet Blair Radio Net

Donna Summer HBO simulcast (October 22)

Syndicate It, Inc.

Music Of Black America:

Supermen and wonderwomen, Pt. 1 w/J.J.

Johnson and Jeffrey Osborne

(October 17)

JFK: A Musical Tribute w/Martin Sheen (Week

of November 20)

United Stations

Dick Clark's Rock, Roll

& Remember:

Jerry Butler (October 14-16)

The Great Sounds:

Joni James (October 14-16)

Solid Gold Country:

Dave & Sugar (October 14-16)

Weekly Country Music Countdown:

Rosanne Cash (October 14-16)

Watermark

Soundtrack of the '60s:

Bruce Johnston/Bobby Darin/comedy writer

Milt Josefsburg (October 15-16)

Westwood One

Budweiser Concert Hour:

Gladys Knight & Pips (October 14-16)

The Countdown:

Deniece Williams/George Benson

(October 14-16)

Dr. Demento:

Demented world of insects (October 14-16)

In Concert:

Triumph (October 14-16)

Live From Gilley's:

Ronnie Milsap/Loretta Lynn/Hoyt Axton (Oc-

tober 14-16)

Off The Record Specials:

Def Leppard (October 14-16)

Pop Concerts:

Olivia Newton-John (October 14-16)



GOD SQUAD NABS ABC — "Father Harry: God Squad," the award-winning rock & religion program, has been picked up by the ABC Contemporary Network. The show makes its network debut on October 5th. Pictured at the signing are (l-r) Father Harry Schlitt, ABC Contemporary VP Willard Lochridge, and Gloria Briggs, Administrator/ABC Youth Radio Networks.



HOLLYWOOD SWINGIN' — Soul crooner turned gospel stirrer Al Green and members of EW&F, the Manhattans, and Midnight Star dropped by one night to talk with "Hollywood Live" host J.B. Stone. Sharing their musical insights are (l-r) Green, EW&F's Philip Bailey, Midnight Star's Reggie Calloway and Belinda Lipscomb, and the Manhattans' Blue Lovett and Sonny Bivins, and Stone.

Rock Album Countdown:

Police/Heart (October 14-16)

Rock Chronicles:

Dressing for success (October 14-16)

Special Edition:

Nona Hendryx/Jeffrey Osborne (October

14-16)

ABC

Contemporary Net/

Spotlight Special:

Dan Fogelberg (October 23)

Entertainment Net/Silver Eagle

(DIR):

Jerry Reed/Reba McEntire (October 22)

George Jones/Leona Williams (October 29)

FM Net:

"Ringo's Yellow Submarine"

(Now thru November 26)

Rock Net/Continuous History Of

Rock & Roll (R. Stone):

Rock & Roll collaborators (October 16)

Rock on the road (October 23)

Rock Net/King Biscuit (DIR):

Graham Parker & Bongos (October 16)

Big Country (October 23)

Ronnie Dio/Queensryche (October 30)

Clayton Webster

Country Calendar:

Gary Morris (October 17)

Tammy Wynette (October 18)

Jeannie C. Riley (October 19)

Moe Bandy (October 20)

Charley Pride (October 21)

Con Hunley (October 22)

Statler Brothers (October 23)

Rarities:

Joe Jackson (October 17)

Duran Duran (October 18)

Genesis (October 19)

Squeeze (October 20)

Stray Cats (October 21)

Retro Rock:

John Lennon (October 17)

Continuum Broadcasting

On Bleecker Street:

Iron Butterfly (October 12-17)

Lulu/Georgie Fame/Linda Abrahams (October

19-24)

Creative Factor

Specials:

The Rock Pumpkin '83 (October 29-31)

Dahlman Creative Media

Gordon Lightfoot special (Fall)

Inner-View

Inner-View:

Eddie Money (October 17)

Bryan Adams (October 24)

London Wavelength

BBC Rock Hour:

Men Without Hats/A Flock Of Seagulls (Oc-

tober 16)

Heart special (October 23)

BBC Special:

Exclusive Genesis special (October 14-31)

Rolling Stones at the Beeb (December 1-20)

Mutual

Lee Arnold On A Country Road:

Vern Gosdin/Eddie Rabbitt/Earl Thomas Con-

ley/Terri Gibbs (October 15-16)

Rock USA:

Paul Dean of Loverboy/John Lodge of Moody

Blues/A Flock Of Seagulls (October 15-16)

NEWS & INFORMATION FEATURES

ABC

FM Net:

"Movie News" w/Roger Ebert: "Brainstorm" (October 3)

Rock Net:

Rocknotes w/Pat St. John: six-part Ray Manzarek interview, former Doors member/author Danny Sugarmen "Doors: Illustrated History" (October 3-8)

CBS

Wonderful World of Baseball 16-part Special (October 1-2)

Baseball League championships (October 4-9)

RadioRadio:

Tonight Show producer Fred De Cordova/record producer Dennis McKay/actor Jeff Goldblum/Jennifer Holliday/"Dallas" actor Steve Kanaly/Kinks' Dave Davies on "Kris Erik Stevens — In Touch" (October 3-9)

Clayton Webster

Jack Carney's Comedy Show:

School days (October 17)

Joe Piscopo At Large:

Soccer vs. wrestling (October 3)

Talking — Tom Slimy (October 4)

Andy on lists (October 5)

Listeners' letters (October 6)

Olympic mud wrestling? (October 7)

Sporting News Report:

Mike Shannon/Tommy Agee/Rolie Fingers (October

10)

Narwood

Minding Your Business:

Financial watch dogs (October 3)

Rhode Island renaissance, I & II (October 5-6)

Texas triangle, I & II (October 5-6)

Keeping key people (October 7)

NBC

Source:

Special report: "They're Closing All The Factories

Down" (October 1)

"Newsline Extra": A Case for an Unbalanced Budget (Week of October 3)

Progressive Radio Net

Computer Program:

Electronic brain/integrated circuits/microprocessors in home appliances (Week of October 3)

Laugh Machine:

Rodney Dangerfield/Bill Cosby/Henny Young-

man/Travesty, Ltd. (Week of October 3)

News Bimp:

Language simplification/personal dietitians/making

anger an ally (Week of October 3)

Sound Advice:

Tom Edison's phonograph/how records got their

holes/radio/origin of tape recording (Week of

October 3)

Strand Broadcast Services

Something You Should Know:

Getting what you want (October 3-4)

Travel bargains (October 5)

Making peace with your parents (October 6)

Westwood One

Brad Messer's Daybook:

Peanuts comic strip/Universal Childrens Day

(October 3)

Sputnik/Dinosaur national monument (October 4)

Robert Goddard/marijuana decriminalization

(October 5)

"Jazz Singer" first movie/blue moon (October 6)

Samuel Langley vs. Wright Bros./Pony Express

(October 7)

Playboy Advisor:

Toxic shock syndrome and sex frequency/he's

allergic to her/fructose instead of sugar/jet lag

tips/she's a winner (Week of October 3)

Spaces & Places:

Photography in the '80s (September 30-October 2)

Tellin' It Like It Was:

Motown bassist James Jamerson/jobs for

slaves/black filmmakers' Hall of Fame (October

7-9)

PEOPLE

● **Terry McDermott** is tapped as Expert Commentator, reporting on the '84 Winter Olympics for **ABC Radio Sports**. McDermott is an Olympic champion ice skater, who won a gold medal in 1964 and a silver medal in 1968. In related activity, **ABC Directions**' "Alive & Fit," with host **Jaclyn Smith**, is now carried on over 140 radio stations.

● **Doug Reinhart** of **KRDS/Phoenix** is host of the "Christian Music Countdown," a weekly two-hour program that premieres in late October. It's being developed by Scottsdale, AZ-based **Bethany Productions** and is being offered on a one station per market basis.

● **Greg Spraul** appointed Regional Manager/Radio Division at **Peters Productions**. Before accepting this post, Spraul served as GM of **KZTR/Ventura, CA**. His radio background also includes a Local Sales Manager stint with **KIFM/San Diego**.

● **Jerry Coleman** and **Duke Snider** head **CBS Radio's** baseball announce team for the National League Championships, while **Curt Gowdy** and **Ernie Harwell** pair up for the American League series. Gowdy also hosts the five-day special "Pennant Race Fever." Prior to the league championships, **Win Elliot** helms the 16-part "Wonderful World of Baseball." World Series coverage is led by **Jack Buck** and **Sparky Anderson**. And the CBS Radio Network has extended its contract to air major league baseball's All Star Game, league championships, and World Series through the '84 season.

● **ABC-TV** "Wide World of Sports" host **Jim McKay** will also host **ABC Entertainment Network's** series of 200 pre-Olympic reports. The 90-second programs run October 10-February 8), resume February 20, and continue until July 26.



FANS TUMBLE FOR CULTURE CLUB — Culture Club's recent concert at Philadelphia's Tower Theatre was beamed 45,000 miles via satellite to 48 radio stations nationwide. The live broadcast was produced by Starfleet Blair exclusively for the Source network. Celebrating afterwards are (l-r, back row) Epic Records' Robert Smith, Starfleet Blair's George Wardwell and Joseph Mirabella, and the band's Roy Hay; (l-r, front row) Culture Club's Phil Pickett, Epic's Bill Bennett, band members Jon Moss and Boy George, tour manager Gary Lee, Director/Video Promotion Harvey Leeds, and the group's Nick Payne; (l-r, kneeling) Culture Club's Michael Craig and Helen Terry.

If Your Station Subscribed To Newsmaker Interviews In October...

You could be having live phone-in interviews with: Judy Krantz, Michael Caine, Debbie Allen, Nell Carter, Dionne Warwick, the hot new star of "Risky Business" Tom Cruise, and 30 other fascinating newsmakers!



For Information Write or Call: **NEWSMAKER INTERVIEWS**
439 S. La Cienega Blvd., Los Angeles, CA 90048, (213) 859-9130

When it comes to Beautiful music, does Winton know something Bonneville and Schulke don't???

It's hard to ignore hard facts, the results have shown year in and year out that Winton has consistently beaten Bonneville and Schulke in Arbitron Ratings for 30 consecutive rating periods in the nation's 18th market. Winton has been on the same station, Metromedia's WWBA. Schulke has been on two separate facilities, so has Bonneville. Others are still trying. But the results are in.

WWBA is America's number one beautiful music station. Again! When it comes to beautiful music, Winton does know something the others do not. If it's ratings and profitability you want, Winton will give you both. Why settle for second best? Contact Winton today. 813-576-2299... or visit booth #209 at NRBA.



WINTON COMMUNICATIONS

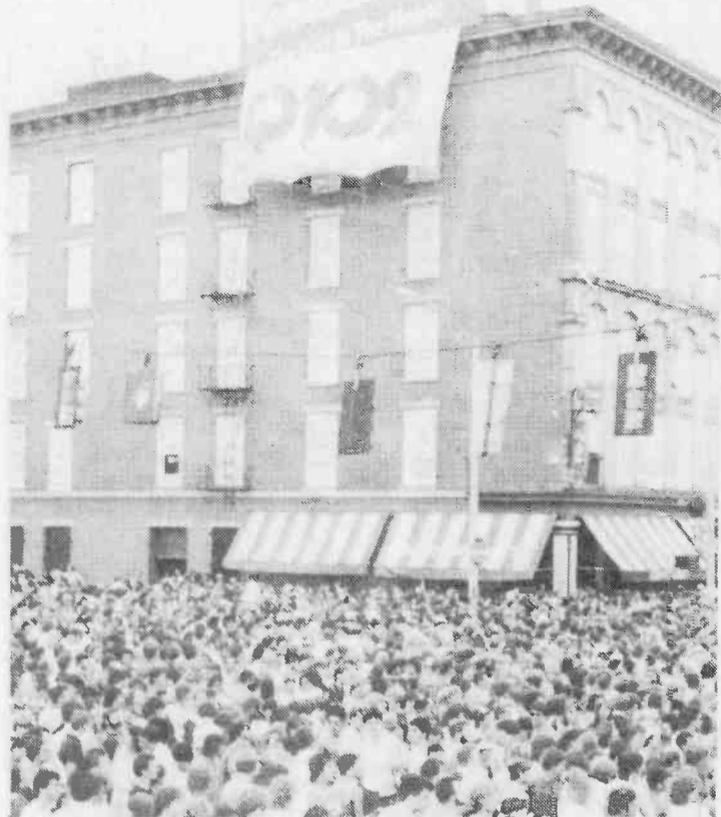
9549 Koger Blvd., St. Petersburg, FL 33702
(813) 576-2299



At NRBA?

Call home free on our WATS line. Booth #209





Q102 STREET BLAST — For the second straight year, Q102/Cincinnati held a "Pabst Party" in the middle of downtown. Police estimates put the crowd at over 75,000; they came out to watch Columbia's Scandal headline a free show with seven local bands. All proceeds from the sale of Pabst Beer went to benefit Big Brothers and Big Sisters of Cincinnati.



CAN I HAVE YOUR AUTOGRAPH, PLEASE? — With a look on his face as if to say, "Is this really happening to me?" KMJK/Portland PD Jon Barry (l) is getting the point across in a rather close exchange with Terri Nunn (r), lead singer of Berlin at a recent Tower Records appearance.



For the Best in a **TRAVELING BILLBOARD**® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT (314) 423-4411.

Pro:Motions

Sulman Named MCA VP/Sales

Harold Sulman has been appointed VP/Sales for **MCA Records**. He joins the company from the Director of Sales & Distribution post at **GRP Records**, after a sales and buying career that includes **Arista**, **Private Stock**, and **ABC Records & Tape Distributing**.



Harold Sulman

Tomlinson Tapped As AmerRE President

American Republic Corporation has named **Richard E. Tomlinson** President of its newly-created **AmerRE Communications** subsidiary. Tomlinson previously was President of **Craftsman Printing** and spent over 13 years in broadcasting with stints as Director of Sales & Marketing at **WBTV-TV/Charlotte** and VP/GM **WJAR-TV/Providence**. Tomlinson will preside over AmerRE's first radio property, **WGSP/Charlotte**.

Screen Gems-EMI Ups Two



Tom Sturgess



Ceil Sanow

At **Screen Gems-Colgems-EMI Music** **Tom Sturgess** becomes General Professional Manager, having served in the same capacity at **Arista Music** for three years. Concurrently, **Ceil Sanow** moves up to Contract Administrator. She's a six-year veteran of the company, most recently working as Executive Assistant to VP/General Counsel **Vince Perrone**.

Freston Takes MTV VP/Marketing Post

Thomas Freston has been appointed VP/Marketing at **WASEC's MTV**. Prior to this, he held the National Marketing Director slot at the **Movie Channel**. He first joined the parent company in 1980 and was promoted six months later to National Marketing Director of MTV.



Thomas Freston

Davies Segues To RCA VP Post

Jack Davies moves to **RCA Records** as Division VP, RCA Records, Europe. He joins the label from **General Electric**, where he most recently directed international marketing for GE's housewares operations. Prior to that he served as GE's Product Manager, portable radios, during which time he supervised the introduction of the firm's "Superadio."



Jack Davies

O'Neal Appointed CBS Radio VP/Controller

Michael O'Neal has been named VP/Controller of the **CBS Radio** Division. He moves over from **CBS Television** where he served as Controller for three years. He joined the company's corporate finance staff in 1975, following three years as a securities analyst with **St. Paul Companies**.



Michael O'Neal

Thompson New WHO Manager

The **WHO Broadcasting Company** has named **Talmage Thompson** as Station Manager of **WHO/Des Moines**. He was promoted from the General Sales Manager post at sister outlet **WHO-TV**, a position he'd held for seven years. Thompson first joined the stations 28 years ago as Assistant Sports Director.

Dabel To WSME & WEBI Sales Manager

Jeffrey Dabel rejoins **WSME & WEBI/Sanford, ME** as Sales Manager. He most recently worked as Advertising Manager of North Conway, NH's **Northern Light** newspaper, after serving with the soft rock combo for a year and a half as a sales representative.

Anovick New GSM At WFTQ

Katz Broadcasting has promoted **Paul Anovick** to General Sales Manager at **WFTQ/Worcester**. He was most recently an Account Executive with **Katz Radio** in New York. Before joining Katz, Anovick held a similar position with **Christal** and the Local Sales Manager's post at **WWSH/Philadelphia**.

Eager Heads New Image Branch

Former DJ **Dave Eager** has joined **New Image Public Relations** as director of their newly-opened office in Manchester, England. The firm has also established an office in Melbourne, headed by **Rolf Schreuder**.

Dirt Band Accepts Country Award



Colorado Governor **Richard Lamm** recently proclaimed "Country Music Appreciation Day," and plaques to that effect were presented to **Liberty's Nitty Gritty Dirt Band** while the band was performing at the **Colorado State Fair**. Pictured (l-r) are group's **Jimmie Fadden**, **Jimmy Ibbotson**, **Jeff Hanna**, **Bob Carpenter**, and **John McEuen**, along with **State Fair Director Dan Lee**.

YOUR ADVANTAGE

Hiber, Hart & Patrick Can Help You Win!

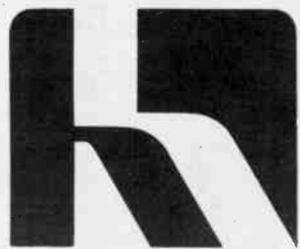
More and more stations are teaming up with Hiber, Hart & Patrick to get ahead — or stay ahead — of the competition. They are using the extra dimension of our services, including . . .

- Focus Groups
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. . . to score both in the books and on the street.

We've been successfully working with a variety of formats in markets of all sizes. Lately, we're pleased to have obtained clients in Anchorage, Buffalo, Denver, Milwaukee and Modesto for example.

Over 90% of our clients have improved their ratings and revenues with our assistance. If you'd like to put the Hiber, Hart & Patrick advantage on your side call or write for details — or see us at the NRBA, Suite 1729 in the Hilton.



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AP presents a high-spirited alternative to the high cost of weekend talent. The Ed Busch Weekend Talk Show.

Many people consider Ed Busch's four-hour weekend talk show the most high-spirited radio talk show in the business. And with guests ranging from Isaac Asimov to Jerry Lewis, Ed's show will be a real hit with your weekend listening audience.

But you may find him most attractive because of the people who *won't* be around while his show is on.

Your weekend talent, for example. You'll no longer have to chase them down, to fill in gaps in your schedule. Or pay them to sit idly by, waiting for the ballgame to end.

In fact, the only person you'll need to air Ed Busch's program is a board operator.

You can broadcast the show live if you choose, from 4 to 8 PM, ET, every Saturday and Sunday. Or you can pre-record the program and reposition each modular, one-hour segment to suit yourself.

Since each hour is a complete show in itself, you can even delete segments. That's flexibility.

Because Ed Busch provides 12 minutes per one-hour segment for local avails, that's good business.

And although the show is available only to AP members, you aren't required to carry any other AP programming in order to get the Ed Busch Show. That's even better business.

Interested? Call Sofia Mannos at (202) 833-5922 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

Ed will give your listeners plenty to talk about.

And give your talent the weekend off.

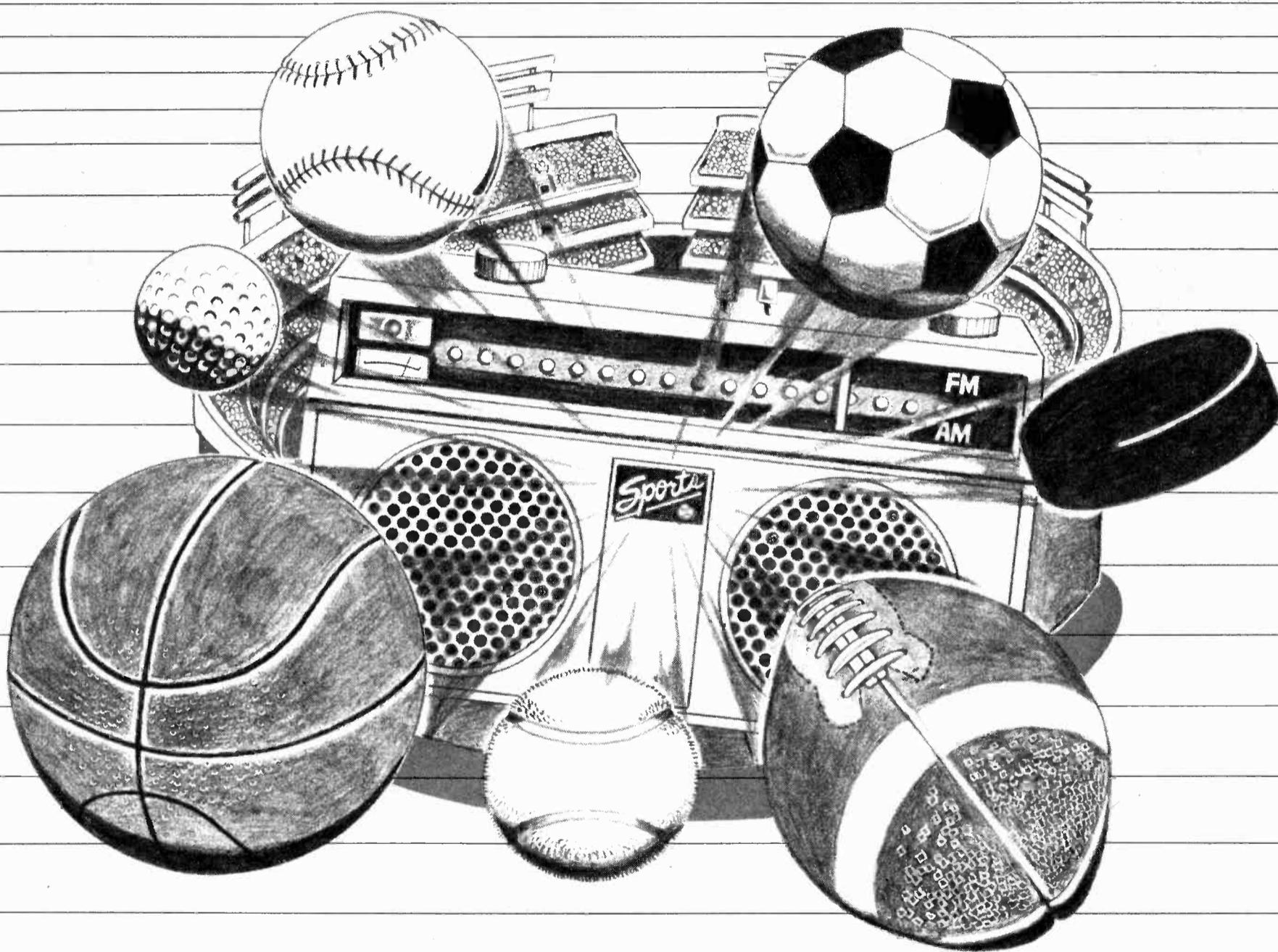


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R&R

RADIO & RECORDS

SPORTS ON RADIO



RADIO SPORTS SURVEY • VIN SCULLY INTERVIEWED

TOP SPORTS TALK HOSTS • SMALL MARKET RADIO SPORTS



SPORTS ON RADIO



16

WSMQ/Bessemer: Sports On Small Market Radio

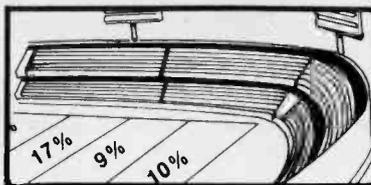
Sports is the lifeblood of this active station, where the mayor calls the high school football games.



22

Radio Sports Support

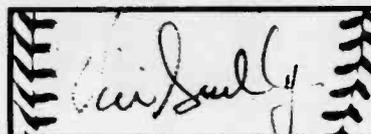
An exclusive R&R survey on the amount and type of radio play-by-play coverage and sports talk programming, revenues derived, and the most popular radio sports.



25

Vin Scully: The Voice Of Summer

The universally-acclaimed sportscaster Hall-of-Famer discusses the art of radio play-by-play.



28

Baseball's Radio Broadcasters

The lineups for major league baseball's home stations and announcers.

30

Sports Commentator Roster

The schedules for sports commentary shows on the networks.

32

Network Box Score

All the sports coverage offered by the nation's networks.

34

Sports Talk All-Stars

A unique tribute to the top radio sports talk hosts in the nation (height, weight, batting stance, and more . . .)



Sports and radio have been partners for 60 years, and both parties have profited handsomely from the arrangement. Inside this special issue, famed sportscaster Red Barber points out some of the milestones (first baseball radio play-by-play, 1924; first coast-to-coast sportscast, the 1929 Rose Bowl), and from Ronald Reagan (who recreated Chicago Cubs games on WHO/Des Moines) to Vin Scully, today's premier sportscaster, profiled within, radio has provided a fertile ground for developing talent in the sports broadcasting field. And radio continues to cover a bewilderingly wide range of sports, as you'll see in our station survey, and earns healthy revenues, despite TV competition. From Scully's Dodgers broadcasts on KABC/Los Angeles to the high school football games on WSMQ/Bessemer, AL, sports takes a key role in radio's programming lineup.

R&R Washington Editor Brad Woodward compiled and composed the bulk of this special's material, with indispensable contributions from Richard Zumwalt and Richard Agata; the production efforts of Todd Pearl (who also did our cover illustration), Kent Thomas, Lucie Morris, Sandra Gutierrez, and Gary Van Der Steur; and painstaking survey tabulation by R&R's Associate Editors, spearheaded by Ellen Barnes; plus overseer work by Executive Editors John Leader and Ken Barnes.

SUCCESSFUL "SCRATCH & WIN" PROMOTIONS

- FOOTBALL
- BASKETBALL
- BASEBALL
- SOCCER
- HOCKEY
- AUTO RACING

FOOTBALL FORTUNE

KRLD

DALLAS COWBOYS

DEL TACO

K

R

L

D

WIN INSTANTLY!

2 HELMETS WIN FREE REGULAR TACO AT DEL TACO MEXICAN CAFE AND DRIVE-THRU	4 HELMETS WIN 2 COWBOYS TICKETS CALL KRLD	3 HELMETS WIN A SET OF AC SPARK PLUGS AT ALL PRO AUTO PARTS
SPELL KRLD & WIN HUNTER 52" CEILING FAN VALUED AT \$200 BRASS/ANTIQUE		

HOW TO PLAY: With a coin gently rub the silver covering from each of the footballs to see what you may have won.

KRLD

WLAC 1510 AM

W

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A

C

INSTANT WIN		LISTEN TO WIN! WORLD SERIES VACATION	
SINGLE	COKE	NASHVILLE	3
DOUBLE	'1.31	VISITOR	2
TRIPLE	'15.10		
HOME RUN	'151		
SPELL W-L-A-C	'1510		

SAVE THIS BONUS TICKET WIN AA American Airlines 21-14 Round trip coach tickets from DFW to any American Airlines destination in the continental U.S. and other valuable prizes at 7:40AM, 10:40AM, 1:40PM and 4:40PM. Tune KRLD 1080 for details on how to win.

SPECIAL PROMOTIONS

4

IN A ROW GAME

WIN INSTANTLY

BLACK HISTORY CHALLENGE

The Radio Game

SM

CUSTOM PROMOTIONS

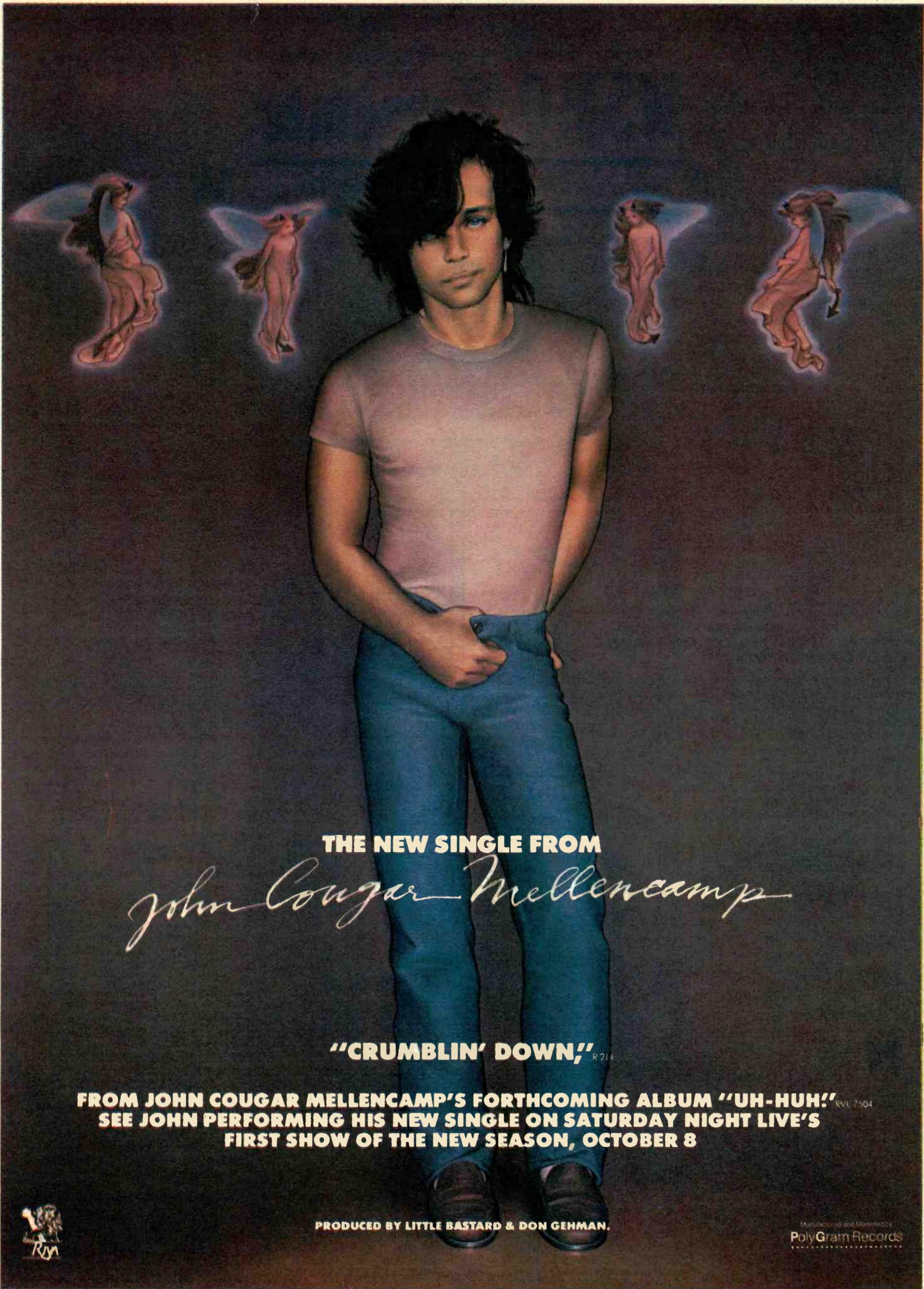
Let FairWest create a "Scratch & Win" promotion to enhance your station's position. A FairWest "Scratch & Win" promotion pays for itself, boosts audience, and generates cash flow.

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FIRST SHOW OF THE NEW SEASON, OCTOBER 8**

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PolyGram Records
.....



Radio Sports In The Land Of Stock Cars And Alabama

When the University of Alabama's legendary football coach Bear Bryant died last year, the folks from the steel and mining town of Bessemer, AL paid their respects, silently lining I-59 to view Bryant's funeral procession move slowly towards Birmingham, 10 miles to the east.

"It was like a funeral around here when Bear Bryant died," recalls WSMQ/Bessemer Sports Director Dave Parsons. "This town lives, eats, breathes and sleeps sports — especially Alabama football."

The town's passion for sports is reflected in the programming of its local radio station, WSMQ. An AM outlet with 1kw days and 250 watts at night, WSMQ broadcasts a mixture of A/C music and sports from fourth-floor studios in an otherwise vacant downtown office building. As seems appropriate for a sports-minded station, the staff is required to get lots of exercise — the elevator has been broken for months and the landlord is in no hurry to fix it.

Bessemer is on the west side of Jefferson County, which includes Birmingham, the nation's 45th largest radio market. But WSMQ doesn't worry about Arbitron ratings, concentrating instead on serving Bessemer — population 35,000 — and smaller surrounding communities.

For WSMQ, serving Bessemer with programming not available on the Birmingham stations means serving up a heavy schedule of sporting events. It carries so many local, regional, and national games of all types that Parsons observes, "We've kind of run out of room." Sports provides WSMQ not only with a programming mainstay, but also a steady source of revenue.

Lying on the outskirts of a major market, WSMQ has the flexibility to break format when a local team unexpectedly makes a playoff series that's sure to generate fan and advertiser support. As GM Dale Allison puts it, "The Birmingham stations aren't going to come out here and do anyone's ball games. They're trying to be music machines. We're not bound by the big ratings game."

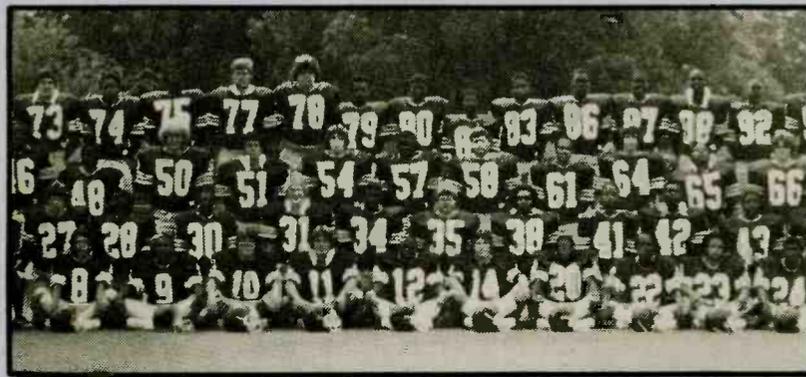
Local Boys Make Good

Nobody in Bessemer seems to have an explanation for the town's addiction to sports. But signs of the fever are everywhere. You can still choose from a selection of four framed photos of Bear Bryant on sale behind the cash register at the Bright Star, one of Bessemer's busiest restaurants.

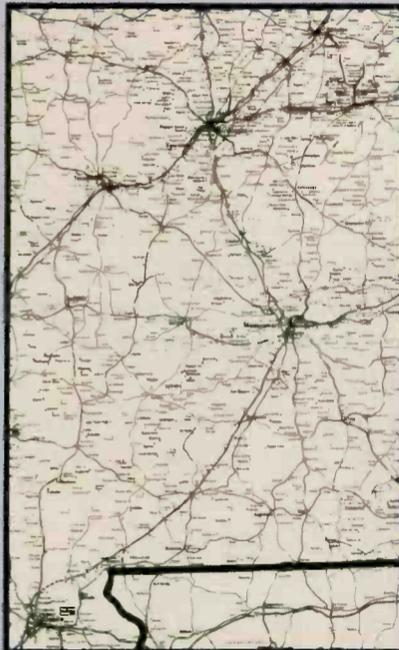
For a small town Bessemer has seen an extraordinary number of its local athletes move into the professional arena. Former Boston Red Sox third baseman Butch Hobson, who now plays

WSMQ/Bessemer

Sports On Small-Market Radio



The Jess Lanier High School "Purple Tigers" football team, whose Friday night games have been heard over WSMQ/Bessemer for 23 years.



Famed sportscaster Mel Allen, former "Voice of the New York Yankees," owned WSMQ with his brother Larry from 1976 until last fall.



WSMQ Station Manager Larry Allen, General Manager Dale Allison and Sports Director Dave Parsons.

Triple-A ball in the Yankees system at a reported \$700,000 a year, was born and raised in Bessemer. He was a baseball and football star at Jess Lanier High School (then Bessemer High), where his dad, Clell Hobson, is Assistant Principal today.

The "Alabama Gang" — stock car champions Neil Bonnett and brothers Bobby and Donny Allison — live in neighboring Hueytown. Bobby's son

Davey has also begun driving professionally.

Numerous Bessemer boys have gone on to play football at Alabama, Auburn and Georgia. Several have made it to the NFL over the years: Maxie Vaughn, Los Angeles Rams; Ricky Davis, Kansas City Chiefs; Jerry Stamps, San Francisco Giants; Reese McCall, Baltimore Colts. Another native, Ricky Busby, played baseball for the Houston Astros.

Owned By Mel Allen, "Voice Of The NY Yankees"

WSMQ's ties to pro sports are no less remarkable than the community's. From 1976 until last fall, the station was owned by famed sportscaster Mel Allen and his brother Larry. They were born in Bessemer but raised 45 miles east in Tuscaloosa, home of the University of Alabama's "Crimson Tide." They were close family friends of Bear Bryant, who once took a speech course from Mel.

From 1939 to 1964 Mel Allen was the "voice of the New York Yankees" on radio and television. Now in his late sixties, Allen still broadcasts the Yankees on a three-state cable network in New England. And, from the Baseball Commissioner's office, he hosts "This Week In Baseball," seen on cable and heard over the CBS Radio Network. In 1978 Allen and Red Barber became the first sportscasters ever inducted into the Baseball Hall of Fame.

Larry Allen, who gave up a soft drink bottling business in Connecticut to run WSMQ in 1976, has stayed on as Station & Sales Manager under the new owner-

"We have no trouble selling any championship you can think of if a local team is involved . . . We do any event that comes up that we feel there's interest in." —Larry Allen

ship. Larry, too, had a long career with the Yankees, working on his brother's broadcasts in a behind-the-scenes capacity. For two years in the early 1950s, Larry was the first television play-by-play announcer for the Cleveland Indians.

After encouraging other sportscasters like Curt Gowdy to get into station ownership, the Allens finally took the plunge themselves. They weren't looking to sell WSMQ last year, but accepted an offer for the station from CS Broadcasting. CS is owned principally by Georgia businessman Calvin Simmons, who is said to look so much like Clint Eastwood that he's often asked for autographs. GM Dale Allison, who oversees WSMQ and the group's two other stations, was once a prosecutor in Illinois. Today he still maintains a law and financial consulting practice in Lawrenceville, GA. A sign in the busy GM's office proclaims, "A neat desk is a sign of a sick mind."

The other CS stations are also heavily sports-oriented. WSCA/Union Springs, AL is "the greatest little sports daytimer in the world," Allison raves. The third station, WQSI, is located in Portland, TN, which Allison calls "a sports-crazy little town. I think you could sell gymnastics meets if they were on the radio."

Continued on Page 18

"This town lives, eats, breathes and sleeps sports — especially Alabama football."

—Dave Parsons

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Continued from Page 16

Advertiser Support Is Key

The hottest sports in Bessemer are football and auto racing, and WSMQ carries a lot of both. The most popular teams are Alabama and Auburn University, but the football radio rights for both are already locked up by Birmingham radio stations.

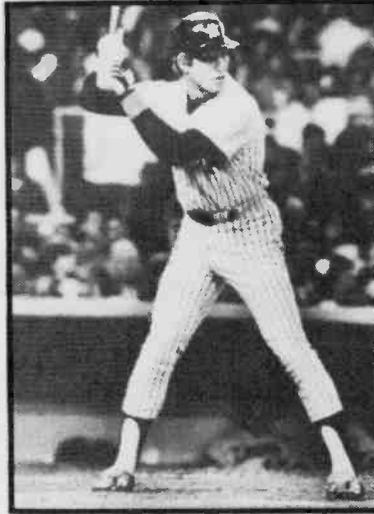
So the centerpiece of WSMQ's football schedule is its 23 years of covering the Friday night games of the Jess Lanier Purple Tigers, one of the town's two high schools. This fall the station wanted to double its local football commitment by taping Friday night games of another area school, Berry High, and airing them Saturday mornings from 8-10.

But that plan ran afoul of the underlying reality of sports in small market radio — economics. "Berry was excited, the coach was excited, and the booster club was excited," says Larry Allen. "But we didn't get a lot of reaction from merchants. They kept saying, 'Well, what else have you got that we might be interested in?'" As football season neared, WSMQ was approaching other area schools. But, even though tape-delayed games have proved highly successful at the CS station in smaller towns, Allen conceded, "It may be that in this area they just don't want replays."

Allison, Allen, and Parsons are convinced the tape-delayed games would draw a large audience among players, their relatives, and other fans so avid they'd listen to a game whose outcome they already knew. Jess Lanier's football coach, Carroll Cox, agrees. As he puts it, "They'd give anything to hear their son's name on the radio." In fact, he speculates Saturday morning delayed broadcasts might actually have higher listenership than live games on Friday nights, when the most ardent fans are at the field.

Local Stock Car Fans Track The "Alabama Gang"

WSMQ broadcasts at least 40 stock car races a year from the Motor Racing Network and Mutual, so family, friends, and fans can follow the exploits of the "Alabama Gang" from Hueytown. Proudly displayed at the station is a plaque from 1981, when WSMQ was one of ten stations named to Motor Racing Network's "Affiliate Honor Roll." (The network



Another Bessemer native who made it big is Butch Hobson, who played third base for the Boston Red Sox and California Angels and now plays Triple-A ball in the New York Yankees system.



WSMQ is the home radio station for the "Alabama Gang" — stock car champs Neil Bonnett and brothers Donny and Bobby Allison, who all live next door to Bessemer in Hueytown, AL.

has 400 affiliates.) Besides its network racing events, WSMQ produces its own coverage each summer of time trials for the Talladega 500, held at the Alabama International Motor Speedway about 45 miles from Bessemer.

While baseball and basketball have never generated the same fanatical following as football and stock car racing in Alabama, virtually any local team that makes it into a championship series can expect coverage from WSMQ, whatever the sport.

Just last month, when the Little League World Series took place in Birmingham, WSMQ carried five games because the local host team had a berth. The coverage was fed by phone line to WSDC/Hartsville, SC, whose local team eventually won the series by beating the Alabama state champs from Phoenix City. "We must have gotten at least 20 calls from people in Hartsville thanking us for our coverage," Parsons reported after the series.

When the University of Alabama had a shot at winning the World Series of Col-

lege Baseball this spring, WSMQ was on hand for live coverage of the playoffs and the championship game, which Alabama lost to the University of Texas Longhorns, 6-5. Listener interest was so intense, says Parsons, that "all three lines lit up" when the feed for one game was temporarily interrupted.

"The Birmingham stations aren't going to come out here and do anyone's ball games. They're trying to be music machines."

—Dale Allison

WSMQ was also there in 1982 when the area's Greater Hueytown Team won the national championship in the Dizzy Dean Baseball League for teenage boys. "We had so much fan support and partisanship we had to network into a local Florida station to get one game back here. And we don't have any problems selling it."

Sports Assist From Mutual, ALANET

In addition to its extensive local offerings, WSMQ relies heavily on Mutual, especially for football. In 1982 it aired Notre Dame, NFL Sunday football, and a college football game of the week from the network. Mutual affiliation also gives the station exclusive rights to carry Birmingham's Hall of Fame Bowl, a major local event.

According to Allen, WSMQ identifies potential sponsors for college football by tracking down alumni through booster clubs and alumni associations. But, even with that natural tie-in, selling games of distant colleges can be tough. "I sold some of the Notre Dame games by pointing out that there are a lot of Alabama and Auburn rooters who hope Notre Dame gets beat, so they listen," Allen acknowledges. "It's kind of a negative sell, but it's true."

WSMQ recently affiliated with ALANET, Alabama's state network, and — depending how well the shows sell — expects to carry several of the net's sports offerings. Allen anticipates no trouble signing up sponsors for daily five-minute programs, plus weekly call-in shows, featuring Ray Perkins and Pat Dye, head football coaches at Alabama and Auburn. "They should be the hottest things we've had to sell here in a long time." The station may also pick up a fishing show from ALANET.

Non-game programming also includes sportscasts from Mutual, a daily report by Sports Director Dave Parsons, and a show called "One On One," which features Christian athletes.

Nighttime Power Boost Opens New Sports Doors

High school basketball has never seemed to inflame Alabamans, so WSMQ is looking into building up its winter sports schedule by offering basketball games from some of Birmingham's many smaller colleges. Once again, advertiser support is the key.

When he and his brother owned the station, Allen ran basketball from Livingston, a small area college, because its enthusiastic booster club approached him and offered to help. "Those games sold out completely, and they did most of the work," Allen recalls. "I took them off simply because I didn't believe they were a big audience draw."

Continued on Page 20

1983	OCTOBER
7-9	★ EDDY ARNOLD
14-16	★ DAVE & SUGAR
21-23	★ ROGER MILLER
28-30	★ DONNA FARGO

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Continued from Page 18

"They'd give anything to hear their son's name on the radio."

—Coach Carroll Cox

Currently WSMQ's 250-watt nighttime signal penetrates only the west side of Birmingham proper. But General Manager Dale Allison has kept a close eye on the U.S.-Canada talks that appear likely to result soon in a nighttime power hike for Class 4 stations like WSMQ. Birmingham is dotted with high schools and colleges whose teams are ignored by the city's radio stations. Armed with a stronger signal at night, Allison would be more than happy to fill the void.

Uplifting A Depressed Town With Sports

Even though it's now on the rebound, Bessemer is an economically depressed town by any standards. Named for the Englishman who brought the Bessemer steel smelting process to this country in the late 1800s, the town depended on steel production and, in the surrounding hills, the mining of iron ore.

But this January Bessemer's unemployment rate stood at 35%, second in the nation only to Youngstown, OH. The jobless rate has now dropped into the 20s, as new high-tech industries and a soon-to-open \$600 million pipe mill begin to offset the twin blows of shutdowns by U.S. Steel and Pullman Standard, which idled 13,000 local workers in the past three years.

Bessemer's hard times have a lot to do with Allison's sports emphasis in the programming of WSMQ. "Sports happens to be a positive factor on people," he reasons. "That's why I'm high on sports." He points out that during the Great Depression baseball attendance soared.

Allison explains, "I don't like to think this area is economically depressed. We don't talk about the 24% who are unemployed. We talk about the 76% who have jobs. We try to look at the bright side."

When CS bought the station last fall, says the unabashedly religious Allison, "The first thing we did was get rid of the negative country music. You can bottom out on cruddy lyrics and lying, cheating, and drinking. Not all the world is getting a divorce."

Besides adding even more sporting events and installing the more upbeat A/C format, Allison's drive to lift Bessemer's spirits included launching a "West Side Pride" campaign to honor improvement efforts by local businesses and offering uplifting programs like Mutual's "What's Right With America." Says Allison, "We like that so much we play it three times a day."

WSMQ

AM 1450



Jess Lanier star quarterback
Pat White



WSMQ play-by-play announcer,
Bessemer Mayor Ed Porter

Bottom Line Considerations

Allison readily admits, however, that attention to WSMQ's own bottom line also underlies the station's extensive sports schedule. "To say I would do it for free — it's doubtful," he confesses.

How much does sports contribute to WSMQ's bottom line? "I would say it's a lot," says Larry Allen. Although he can't name a precise percentage, Allen says, "It's a significant part."

At premium rates 25% above the rate card, Allen says Lanier High School football is always sold out well in advance, as are many of the stock car races and virtually all of the various playoff series and championships WSMQ is so quick to

"Sports happens to be a positive factor on people. That's why I'm high on sports."

—Dale Allison

pounce on. "We have no trouble selling any championship you can think of if a local team is involved — Little League, Dixie Youth League, high school championships," according to Larry Allen. "We do any event that comes up that we feel there's interest in."

WSMQ's dedication to sports is especially striking in light of the fact that Dave Parsons, who has been Sports Director for seven years, is not a full-time employee. He makes his living as a supervisor at the Jefferson County water pollution laboratory in Bessemer. "I like to eat," he says in reference to the wages of small market radio.

Parsons usually prepares his daily sports report on his lunch hour, and snags interviews evenings, and weekends. His enthusiasm for the job is evident, and he admits, "I'm in hog heaven doing this." Although a native of Columbia, TN — also the hometown of CBS sportscaster Lindsey Nelson — Parsons is a graduate of Jess Lanier High. And he looks forward someday to moving up from his current color slot to do the school's football play-by-play on WSMQ.

Bessemer Mayor Handles Play-By-Play

But that day doesn't appear likely to come soon. Holding a firm grip on the top announcing job he's held for 23 years is none other than Bessemer's Mayor Ed Porter, who clearly relishes the role. "It's a hobby for me," he ex-

plains. "I'm a sports freak, anyway."

Porter stumbled into the job by accident after hiring a former local football hero at his insurance agency. One day the athlete was asked to substitute for WSMQ's (then WYAM) ailing regular announcer. And could Porter lend a hand?

The jock stumbled badly attempting to do play-by-play in the first quarter, and turned the microphone over to Porter, who fared somewhat better. "It had to be the worst game in history," he chuckles. "I think we had the ball on the 70-yard line at one time." Nevertheless, he recalls, the regular announcer "was worse than we were, if you can believe it. He didn't like sports."

Porter is convinced the exposure from his football broadcasts helped him win his first election as mayor in 1974. He also suspects his opponent, a revered ex-high school football coach from Bessemer, suffered voter backlash from un-

"It had to be the worst game in history. I think we had the ball on the 70-yard line at one time."

—Mayor Ed Porter

forgiving friends and relatives of former players who spent their careers on the bench. It seems the coach had built his record of success by fielding a limited squad.

Although it may seem unusual for a mayor to do play-by-play, Porter points out that Bessemer's city elections are held in July and August, just prior to football season, avoiding any equal time problems for WSMQ.

He says the biggest satisfaction of calling the Jess Lanier games is affording many boys what may be the only recognition of their lives — via the medium of local radio: "He might be a coal miner now, but he had his moment of glory." And Porter, now in his "second generation," is gratified to be announcing games played by youngsters whose fathers were the stars of WSMQ football broadcasts two decades ago.

What does WSMQ's weekly radio coverage mean for the Jess Lanier Purple Tigers? A lot, says head coach Carroll Cox, who also teaches economics. "It generates more community interest. It gets our name out in front of the public."

As for WSMQ, Allison thinks the station has turned the corner after losing many of its diehard Country listeners in last fall's format switch. Many of the area's black residents — who make up 52% of Bessemer's population — are now beginning to tune in for the first time, he believes. State news and public affairs have increased with the addition of ALANET. A fulltime local news director may become a reality. And, where there's room, WSMQ will continue adding sports events — that is, if they can be sold.

R&R

1983		OCTOBER
7-9	★	WAYLON JENNINGS
14-16	★	ROSANNE CASH
21-23	★	JOHNNY RODRIGUEZ
28-30	★	GENE WATSON

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SURVEY

RADIO'S SPORTS

REVENUES, NETWORK VS. LOCAL

Well over half of America's radio stations carry some form of live play-by-play sports, with football ranking number one in the popularity sweepstakes, according to a new **R&R** survey. Over 1000 radio stations, running the gamut of formats and market sizes, participated in the survey, with 57% carrying live sports.

College football was the most frequently cited sport for live coverage, with high school football, college basketball, professional football, high school basketball, and pro baseball next in line. Following is a summary of the survey's key results.

1 Do you carry any live play-by-play coverage of sports events?

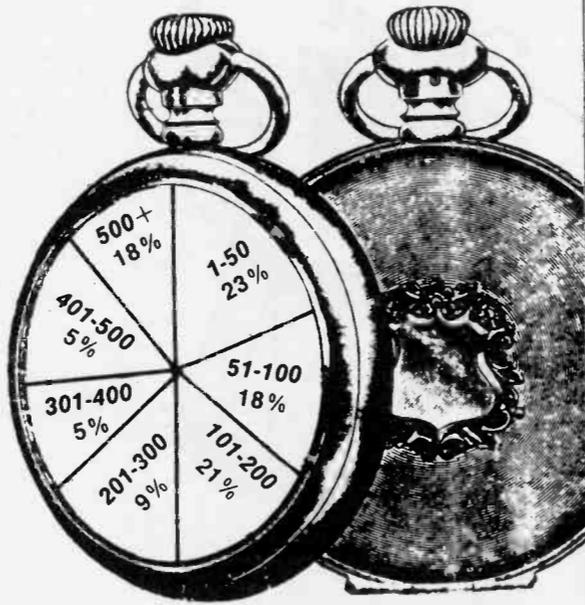


Yes



No

2 If yes, how many hours per year?



TIME SPENT SPORTSCASTING

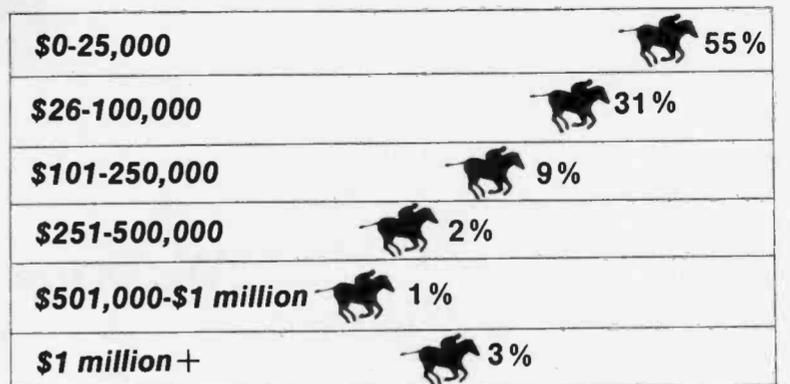
Most stations (62%) run 200 hours or fewer of live sports a year, with almost a quarter of the total running 50 hours or under. However, 18% devote 500 or more hours annually to live sporting events, and over 25% exceed the 300-hour mark.

SPORTING REVENUES

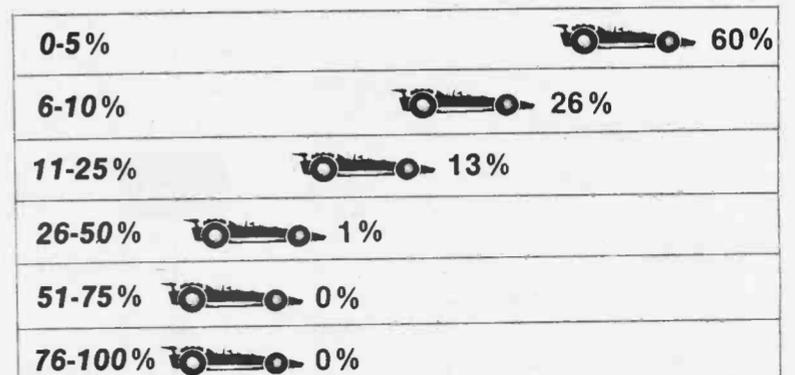
Sports may not be an absolute bonanza for radio stations, but its revenue contributions aren't insignificant. We asked responding radio stations to estimate their gross annual revenues from sports, and learned that for 86%, the figure is less than \$100,000. (55% earn less than \$25,000 a year from sports.) Three percent, however, top the \$1 million mark.

For 60%, sports contributes 5% or less of the station's gross annual revenues. Another quarter find sports accounting for 6-10%. With 13% in the 11-25% bracket and less than 1% recording 26-50%, it's safe to say that sports can provide a healthy supplemental supply of revenues but rarely racks up the bulk of income for a station.

3 What do you estimate are your station's gross annual revenues from sports events?



4 What percentage of the station's gross annual revenues does this figure represent?



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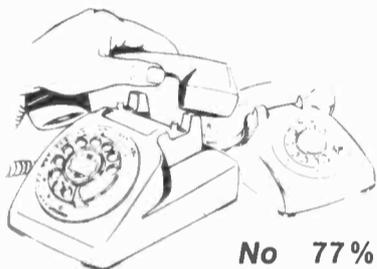
How do stations balance locally-originated coverage with regional/national network feeds? Forty-two percent use local programming to fill over 75% of their sports time; 45% devote less than half of their sports coverage to locally-originated broadcasts. Regional network use is pretty much evenly split — 56% of stations use regional casts for less than half of their sports programming, but 28% use them for over 75%. National network sports accounts for less than 25% at almost two-thirds of responding radio stations.

As for sports/talk call-in shows, they still have room for growth; only 23% of the respondents carry any.

6 Do you carry any Sports/Talk call-in programming?

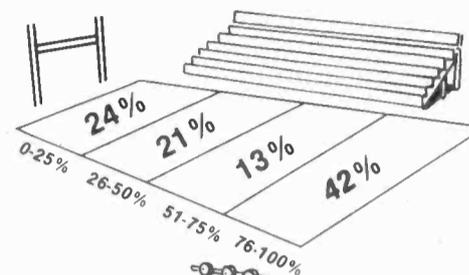
Yes 23%

No 77%

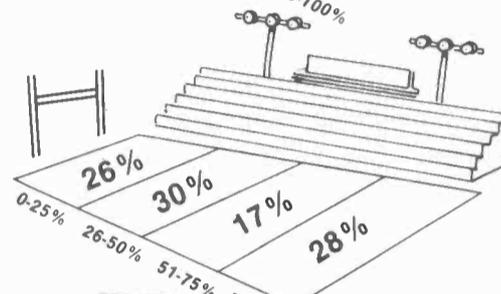


5 Please estimate the percentage of your sports programming from each of the following sources.

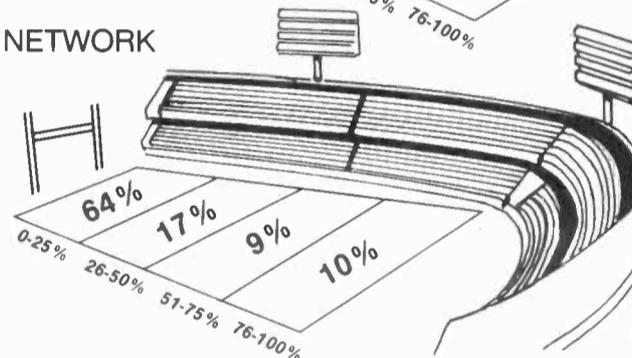
LOCALLY ORIGINATED:



REGIONAL NETWORK

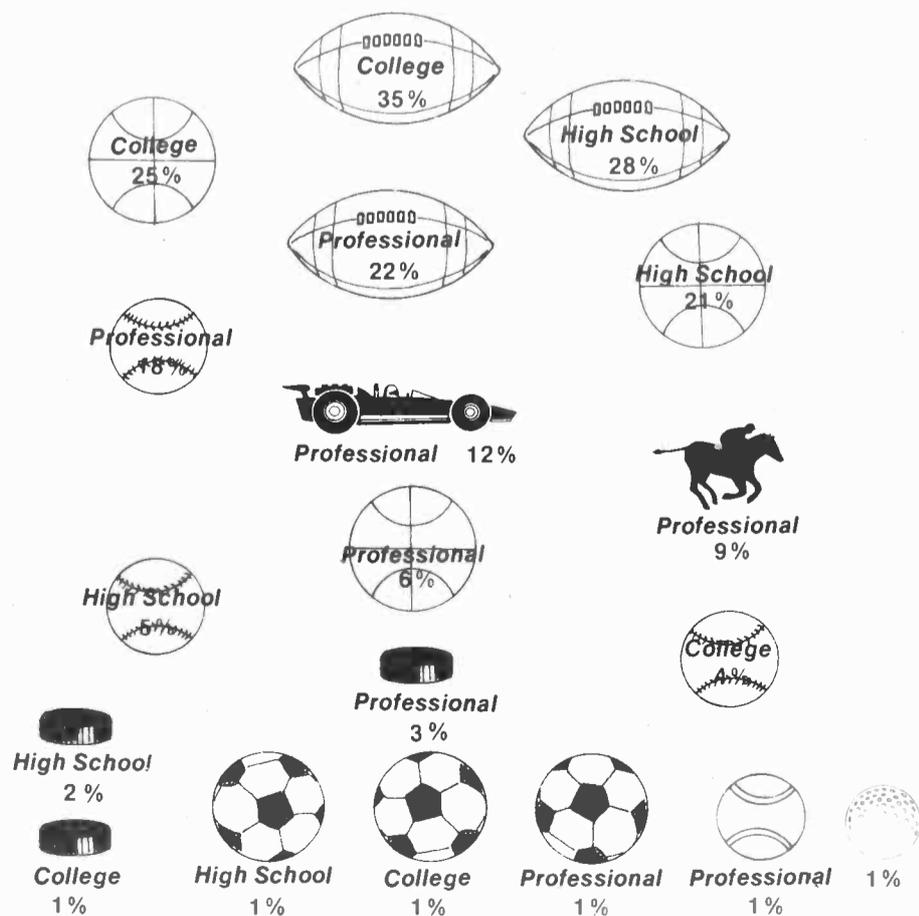


NATIONAL NETWORK



THE WIDE WORLD OF RADIO SPORTS

7 Please estimate which sports you carry in the following categories:



Football's victory as radio's most-carried sport should not come as any great surprise. A 10-16 game schedule is a lot more convenient to fit into a format than baseball's 162 (or the slightly lower minor league total), and in many parts of the country, local (college and high school) football is the unchallenged number one in the hearts of sports fans. College and high school basketball also benefit from relatively short season schedules.

College football is carried by 35% of surveyed stations, earning a big lead over high school gridiron action (28%). College basketball is a close third (25%), with pro football and high school basketball in a tight battle for fourth at 22% and 21%. Professional baseball (majors and minors) scores 18%, and professional auto racing (12%) rounds out the list of sports surpassing the 10% figure.

"Professional auto racing" may seem to be a pedantic name for the sport, but the "professional" is there for a reason — one station reported airing college auto racing and two others cover a high school version (drag races in the parking lot?). More significant numbers of respondents air horse racing, hockey (pro, college, and high school), pro tennis, soccer on all levels, and golf.

And radio stations use their ingenuity to communicate the excitement of several more unusual sporting events. Entries included lacrosse, skiing, volleyball, bicycling, high school horse racing (when they talk about high school "jocks," they're serious!), community bowling, and perhaps most challenging to the descriptive skills of the radio announcer, fishing. We'd love it if that particular station could send us a transcript of its play-by-play.



PLAY

BUY

PLAY

WEEI BOSTON
New England Patriots Football

WCBS NEW YORK
New York Jets Football

WCAU PHILADELPHIA
Philadelphia Phillies Baseball
Penn State Football
Big Five Basketball

WTOP WASHINGTON, D.C.
Baltimore Orioles Baseball
Washington Bullets Basketball
Washington Capitals Hockey

WWJ DETROIT
Univ. of Michigan Football & Basketball

WCKY CINCINNATI
Univ. of Kentucky Basketball

WLW CINCINNATI
Cincinnati Reds Baseball

WBBM CHICAGO
Chicago Bears Football

KMOX ST. LOUIS
St. Louis Cardinals Football
St. Louis Cardinals Baseball
St. Louis Blues Hockey
St. Louis Steamers Soccer
Univ. of Missouri Football & Basketball

WCCO MINNEAPOLIS-ST. PAUL
Minnesota Vikings Football
Minnesota Twins Baseball
Univ. of Minnesota Football & Basketball

KPRC HOUSTON
Dallas Cowboys Football
Houston Rockets Basketball
Southwest Conference Football
Univ. of Texas Basketball

WOAI SAN ANTONIO
Dallas Cowboys Football
Texas Rangers Baseball
San Antonio Spurs Basketball
Southwest Conference Football

KTAR PHOENIX
Los Angeles Dodgers Baseball
Phoenix Suns Basketball
Phoenix Inferno Indoor Soccer
Arizona State Univ. Football, Basketball
& Baseball
Phoenix Giants Triple-A Baseball

KCBS SAN FRANCISCO
San Francisco 49ers Football
Golden State Warriors Basketball
San Jose Earthquakes Soccer
San Jose State Football

KNX LOS ANGELES
L.A. Express Football
Univ. of Southern California Football
& Basketball

KSDD SAN DIEGO
San Diego Chargers Football
San Diego State Football & Basketball

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An Interview With Baseball's Premier Radio Announcer

By Richard Agata

Vin Scully: The Voice Of Summer



Loved and respected by his fans and revered by his peers, Vin Scully has been giving us his words-eye-view of Dodger baseball, from Brooklyn to Los Angeles, for 33 years.

Scully was born in the Bronx on November 29, 1927. After two years in the Navy and following his graduation from Fordham University in 1949, he got his first broadcasting job, staff announcer at WTOP/Washington, DC. A year later, he joined Red Barber in the press box of Ebbets Field to assist in play-by-play announcing.

Today, Scully broadcasts the Los Angeles Dodgers on KABC radio and KTTV television, and goes national every Saturday on NBC-TV's "Game of the Week."

"On the radio, you are leading the way," he says. "You're describing whatever you're describing. On television you don't talk quite as much . . . you add footnotes and really follow the director. All I know is baseball, and I know that it works very well on radio."

Mel Ott powered flamingo-style home runs over the fences in the Polo Grounds. Dizzy and Daffy Dean won 37 games between them for the St. Louis Cardinals' "Gashouse Gang." Hank Greenberg led the American League in home runs and runs batted in, belting 36 and driving home 170. His Detroit Tigers defeated the National League pennant-winning Chicago Cubs, led by catcher Gabby Hartnett, four games to two in the 1935 World Series. And Vincent Edward Scully, then eight years old, already knew what he wanted to be when he grew up.

Richard Agata is not only R&R's Production Director but our resident baseball expert/fanatic and a veteran listener to countless Vin Scully Dodgers radio broadcasts.

A familiar invitation on a summer day:

"Hi, everybody, wherever you may be. Just the start of things here at Dodger Stadium. So pull up a chair, lean back, relax and spend part of Sunday with us."



"I remember writing a composition for the nuns," he said. "Most of the kids wanted to be doctors and lawyers, and I said I wanted to be a sports announcer." He was weaned on New York Giant baseball. "Sometimes I would get soda fountain bottles, collect a whole bunch of them, get the deposit and sit in the bleachers in the Polo Grounds for 55 cents."

In 1936, Ty Cobb, Walter Johnson, Christy Mathewson, Babe Ruth, and Honus Wagner were elected as Charter Members to baseball's Hall of Fame. Last year Scully joined them, adding Hall of Fame membership to a long list of awards and accolades.

In his marvelously mellifluous manner, Scully has been broadcasting Dodger baseball games for 33 years, and his style and presentation are certainly unique. "When I first started, Red Barber suggested that I not listen to other announcers. He suggested that because he thought I might subconsciously or otherwise copy. And then I might be watering my wine, so to speak."

On the air, Scully knows when to keep silent. "There's nothing I can say that's better than the roar of the crowd. And I think that's part of the excitement, listening to the roar.

"So I try basically," he said, "to call the play and then get out of the way and let the listener enjoy that tremendous reaction — which to me is so much a part of the game. That's probably the one basic rule I try to use all the time." Scully is also known for not mincing words, sparing adjectives, or letting a blunder go unreported. In a broadcasting medium with no shortage of "homers," announcers openly rooting for the team which pays their salaries, Scully is a firm believer in impartiality. "I know Red Barber felt that

Continued on Page 26

Vin Scully :

Continued from Page 25

we were not only broadcasting to Dodger fans — we were broadcasting to Yankee fans, Giant fans, whatever. So we tried very hard to be impartial," he recalls.

"And I also found out very, very early in my career that I was better and more accurate if I could keep emotion out of it. Once I let emotion get in, it made me less accurate because I just got carried away. So I tried very early to go down the middle.

"However," he said, "there are a lot of broadcasters and a lot of communities that welcome the cheerleading type of an-

nouncing. That's fine too. It's not up to me to say how to announce."

Scully is widely respected as the model of excellence in the field of sports broadcasting. In addition to his induction to the Hall of Fame in 1982, he received the George Foster Peabody award for excellence in broadcasting and was named the National Sportscaster of the Year by the National Sportscasters and Sportswriters Association.

"I just try to do the best I can without trying to establish guidelines or judgments about anybody else," he says. "It's a difficult job because you're talking constantly. You're trying to be accurate and you're trying to be fair. We all make mistakes."

When Scully broadcasts for the Dodgers on radio and television, he works alone, as do his partners Jerry Doggett and Ross Porter. But on NBC-TV's Saturday "Game of the Week," Scully works with Joe Garigiola.

Continued on Page 28

From Chicago, the 50th All-Star Game Broadcast:

Vin: In nineteen-hundred-and-six, Upton Sinclair wrote a book called 'The Jungle.' It really gave the city of Chicago a punch in the ribs. It was a tough place. But 1906 was also the year of the only Chicago White Sox-Chicago Cubs World Series. The town was alive.

Joe: What kind of year did Upton have?

Vin: A very good year, thank you.

Joe: Ol' Upton, pretty good hitter was he?

Vin: He liked the ball up.

Red Barber: Vin Scully's Inspiration By Brad Woodward

Now 75, Red Barber still recalls vividly how he came to hire Vin Scully for Brooklyn Dodgers baseball broadcasts in 1949. Like most stories of how people got their first break, Barber's account is mainly the tale of a hiring that almost didn't happen.

At the time Barber was Director of Sports for CBS. One day Director of News Ted Church brought around "a young redheaded fella" named Scully who had just graduated from Fordham, had done some summer announcing at WTOP/Washington and was looking for work. Church had no openings in news, but swung Scully by Barber's office because he'd done some sports announcing at the Fordham campus radio station.

"We didn't have a sports staff at CBS," Barber told R&R. "When we wanted something done we would use an announcer from an affiliate station. So I explained this to Scully and I sat and talked with him and encouraged him to keep looking. And because there was obviously no opening for him, I never took down his name or his address or his phone number or anything. I just wished him well and he left. But he'd made a very favorable impression."

Lost Name, Phone Number

A week later, when the CBS affiliate in Boston couldn't supply an announcer for a "Football Round-up" game, Barber thought of Scully. But neither Barber nor Church had saved his name or phone number. So Barber had his assistant track Scully down through Fordham University.

"We sent him to Boston and he did an impeccably good job. I learned later they had put him on the roof and the wind and rain blew his papers away and messed them up. Yet he did a good job despite that and not once complained over the air that he was having problems."

Still, there was no fulltime slot available. But in a few weeks Ernie Harwell announced without warning that he was quitting the Brooklyn Dodgers announcing team that included Barber and Connie Desmond. Barber remembers thinking to himself, "Wouldn't this be interesting if we could find the proper young fella who really hasn't had any experience and Connie and I could just bring him along right over the air, just train him as the third man?"

Finding "The Right Young Man"

"I gave that idea to Mr. Rickey (Dodgers President/General Manager Branch Rickey). He said, 'I think it's a good idea but you have to have the right young man.' And I thought about Scully and how well he had done at Boston and how favorably he impressed me."

Scully leaped at Barber's offer ("his eyes grew this big"). Then Barber told him, "But you've got to



go and talk to Mr. Rickey.' So I called Mr. Rickey and said, 'I'm sending over a young man named Vin Scully.' In about an hour Rickey called back and he said, 'Walter, you have found the right young man.' So that was it.

"And it was a joy to have Scully with us. He was so quick. You never had to tell him the same thing twice. He made very few mistakes. Under Connie's and my guidance he worked hard, he did thorough pregame preparations. That's where he learned it — he'll tell you that. And we impressed on him that was the most important part of his work. And so when I left after the '53 season O'Malley (Dodgers owner Walter O'Malley) installed him as the principal broadcaster." Thirty years later, after following the Dodgers from Brooklyn to Los Angeles, Scully is still their principal play-by-play announcer.

Pre-Game Preparation Is Key

Barber still regards Scully as "the number one play-by-play man in baseball." He explained why. "One of the strongest positive things about Scully is that he has never stopped working. He prepares himself thoroughly before every ball game. He has not relaxed. His preparation is so obvious. Here's a man who's in command. He has a very clear, distinct speech pattern. He's a very literate man, a college graduate, he's never stopped reading, he's never stopped thinking. And he has a great pride in his work and in the fact that he is a professional broadcaster who is reporting an event without being emotionally involved in the winning and losing. That's the best capsule I can give you on Scully."

A Capsule History Of Radio Sports

A veteran of over 50 years as a sportscaster, Barber also has a vivid recollection of how sports on radio developed. "Radio, as I look back, helped sports become really national," Barber told R&R. "The Rose Bowl game in 1929 was the first coast-to-coast broadcast. And I would say from that day on radio and sports became big time. Because then radio brought athletic events to the whole attention.

"Baseball play-by-play began in Chicago in 1924. That was the very hotbed of baseball broadcasting. I got to Cincinnati in 1934 and it was still sort of a hit or miss thing in different towns. There was no broadcasting of baseball in New York until 1939. The New York teams were afraid of the effect of radio, that people would stay home, especially in threatening weather.

"The high point of radio broadcasting in baseball and I'd say generally in sports would be in the 1947 World Series. Because that was the first World Series in which there was any television. It wasn't very much longer that television began to be dominant."

Radio's Immediacy vs. "Static" TV

Today, says Barber, sports on radio still enjoys a huge but "particular audience," such as people in cars or rural areas with poor television reception. "It's an impressive audience in radio, but TV is number one."

However, he thinks television may fall out of first place because "it has almost lost its immediacy." As Barber puts it, "Radio is still alive and will always be alive because of its immediacy. And I wouldn't be surprised if what, as time goes by, people become so surfeited with television and there will be increased use of radio. Television has become static. You've got too many TV stations and too many hours to try and program."

Although retired from regular play-by-play action, Barber has no trouble filling his own hours. An active author and lecturer, Barber also does a Friday morning sports commentary on National Public Radio's "Morning Edition." When R&R caught up with him, Barber was in Washington to do radio play-by-play of the annual Crackerjack Classic for ABC.

Barber, who makes his home in Tallahassee, spends little time watching sporting events. "I don't look at the regular season games," he admits. "I've got something else to do. And you have to understand that my great satisfaction was doing the preparation and the execution. I never cared who won or who lost. And now, having no preparation to do and no execution to do, how they play the game is rather meaningless to me."

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7-9 ★ SAMMY KAYE

14-16 ★ JONI JAMES

21-23 ★ EDDIE HEYWOOD

28-30 ★ JO STAFFORD

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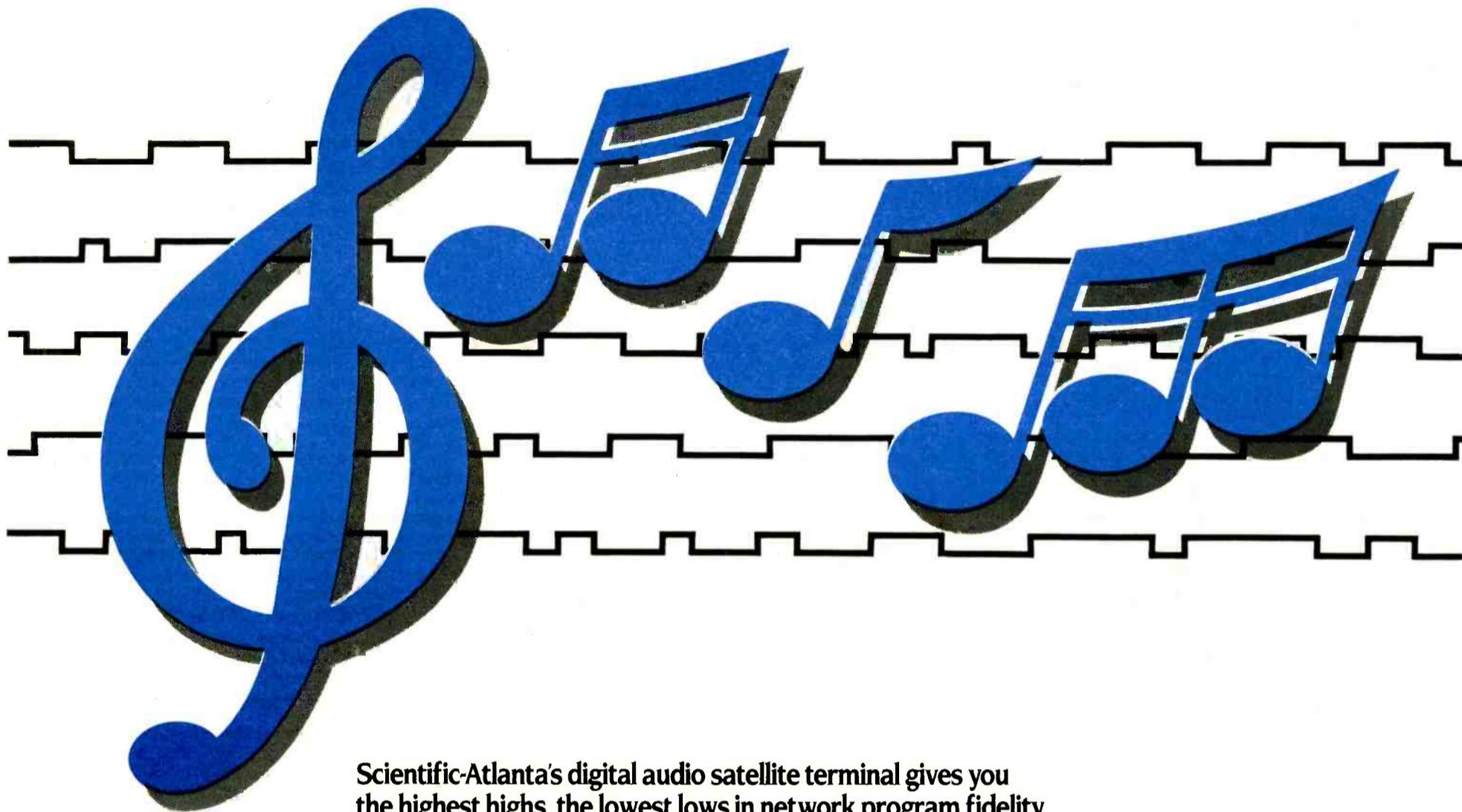
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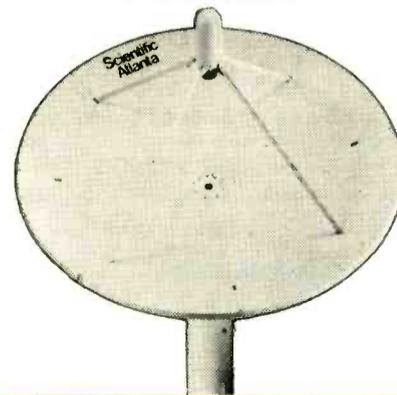
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Baseball's Radio Broadcasters

Ex-athletes aren't spending all their time doing beer commercials these days. Many are calling games and providing color commentary on the radio. Yet professional broadcasters are still holding their own in the booths.

What follows is a complete listing of major league baseball teams, the radio stations they broadcast on, and their announcers. And just to chart the trend, all ex-ballplayers employed are listed in bold type.

American League		
	Baltimore Orioles:	WFBR — John Miller and Tom Marr.
	Boston Red Sox:	WHDH — and WPLM — Ken Coleman and Joe Castiglione.
	California Angels:	KMPC — Bob Starr and Ron Fairly .
	Chicago White Sox:	WMAQ — Joe McConnell, Don Drysdale , Ken Harrelson and Early Wynn .
	Cleveland Indians:	WWWE — Herb Score and Nev Chandler.
	Detroit Tigers:	WJR — Ernie Harwell and Paul Carey.
	Kansas City-Royals:	WIBW — Denny Mathews and Fred White.
	Milwaukee Brewers:	WTMJ — Bob Uecker and Dwayne Mosley.
	Minnesota Twins:	WCCO — Herb Carneal and Tim Moreland.
	New York Yankees:	WABC — Phil Rizzuto , Frank Messer and Bill White .
	Oakland Athletics:	KSFO — Bill King, Lon Simmons and Wayne Hagin.
	Seattle Mariners:	KVI — Dave Niehaus and Rick Rizza.
	Texas Rangers:	WBAP — Mark Holtz and Eric Nadel.
	Toronto Blue Jays:	CJCL — Tom Cheek and Jerry Howarth.

National League		
	Atlanta Braves:	WSB — Ernie Johnson , Pete Van Wieren, Skip Caray and John Sterling.
	Chicago Cubs:	WGN — Milo Hamilton, Vince Lloyd and Lou Boudreau .
	Cincinnati Reds:	WLW — Marty Brennaman and Joe Nuxhall .
	Houston Astros:	KRBE & KRBE-FM — Gene Elston and Dewayne Staats.
	Los Angeles Dodgers:	KABC — Vin Scully, Jerry Doggett and Ross Porter.
	Montreal Expos:	CFCF (English) & CKAC (French) — Dave Van Horne, Duke Snider , Tommy Hutton , and Ron Reusch; Jacques Doucet and Claude Raymond .
	New York Mets:	WHN — Bob Murphy and Steve LaMar.
	Philadelphia Phillies:	WCAU — Harry Kalas, Andy Musser, Richie Ashburn and Chris Wheeler.
	Pittsburgh Pirates:	KDKA — Lann Frattare and Jim Rooker .
	St. Louis Cardinals:	KMOX — Jack Buck, Dan Kelly and Mike Shannon .
	San Diego Padres:	KFMB — Jerry Coleman and Dave Campbell.
	San Francisco Giants:	KNBR — Hank Greenwald and David Glass.

Vin Scully:

Continued from Page 26

He feels there is a need for a commentator along with a play-by-play man for national audiences. "When you're doing a network, it's once a week. You are reaching people in places like Dubuque and Des Moines, who do not have any particular allegiance to the two teams they're watching. So there's a definite need then for careful analysis and play-by-play," he says.

"There's no reason for an expert, outside of the fella doing play-by-play, to inform the people who follow the Dodgers every day. They know. They know as well as we do."

Many ex-athletes have found their way into the broadcasters' booth, and even more want to get in, perhaps making it tougher for aspiring young sports broadcasters. "It's more than a trend," says Scully, "I think it's here. It's an absolute established fact.

"I imagine that youngsters trying to get in find it difficult. But there is still the role for the play-by-play man. The ex-jocks are usually analysts. The play-by-play man is still the professional announcer."

Calling the play 'between the white lines' and a look behind the scenes:

"I asked Derrel Thomas about that basket catch. Remember, the last out of the last game at Dodger Stadium? He said he just wanted to leave the folks with a little thrill. But Lasorda almost fell off the bench. The rest of the dugout broke up, and third baseman Guerrero kept hollering out to him, "Look at Lasorda." Derrell had to put his mitt in front of his face, because he didn't want his manager to see how hard he was laughing. So, that's Derrel Thomas in center field. Indeed, he marches to the sound of a different walkman."



Scully is more than just a sportscaster. He's a storyteller, painting pictures with his words. He reminds you more of Mark Twain than Mel Allen. He attributes much of his success to the advice of Barber.

"I go back to Red, who originally said, 'Be yourself.' You bring to the booth that one precious commodity that no one else can bring — meaning yourself. That's hard. It's hard to have the confidence and yet it really is the right thing to do.

"But I can imagine a young announcer thinking, 'I'll copy a little bit of so-and-so and a little bit of so-and-so.' That might help him for guidelines, but the thing that is going to make him or break him is his own personality.

"Because," he said, "if you give the public something that's fake, phoney, created, they'll spot it. They'll see through it. So again, know thyself and be yourself."

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21-23 ★ **THE JACKSON FIVE**

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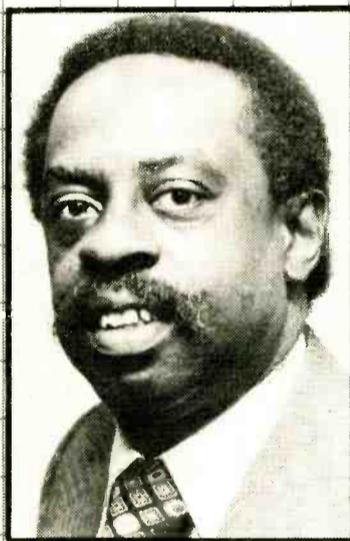
SPORTS COMMENTATOR ROSTER



Shelby Whitfield



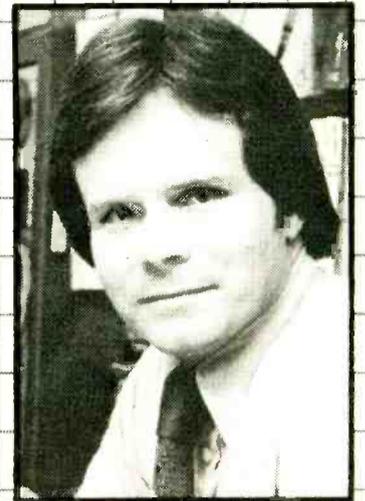
Luke Griffin



Ron Pinkney



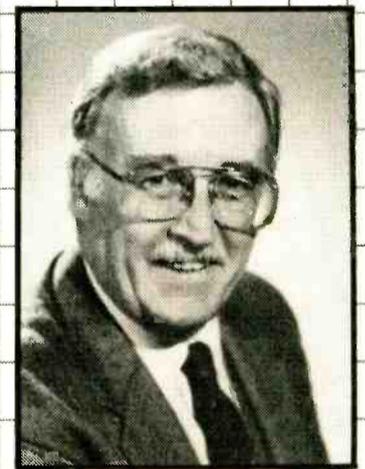
Charley Steiner



Dave Lubeski



Bill MacPhail



Jack O'Rourke



Bill Rosinski

Network	Top Sports Executive	Number Of Weekday Sportscasts	Number Of Weekend Sportscasts	Sports Commentary/ Other Programming
ABC-C	Shelby Whitfield, Executive Producer & Director of Sports	17 :30s within CustomCast newscasts from 6:56am-11:56pm	Same as weekdays	"Speaking of Sports" with Howard Cosell, twice daily
ABC-D		2	8 Saturday 6 Sunday	Bob Buck, M-F, commentary; Don Chevrier, M-F, commentary; 3 sportscalls daily
ABC-E		2 (each fed twice)	6 Saturday 4 Sunday	
ABC-FM				3 sportscalls daily M-F, 1 each Saturday and Sunday
ABC-I		6	12 Saturday 10 Sunday	
ABC-R				"Sports Shorts" with Steve McPartin, Monday-Saturday, two morning shows; 3 sportscalls M-F, 1 each Saturday and Sunday
AP Radio	Dave Lubeski, Sports Director	13	30 Saturday 24 Sunday	Sports voicers, actualities, wrap-ups; special coverage of 25 major events each year; college football and NFL scoreboard shows.
CBS	Dick Brescia, Senior VP	2	10 Saturday 10 Sunday	"The Golf Spot" with Nick Seitz (seasonal); "This Week in Baseball" with Mel Allen (seasonal); "Curt Gowdy Outdoors"; "College Sports USA" with Cawood Ledford; Special live coverage of Pro Football Hall of Fame, Baseball Hall of Fame, NFL draft; Baseball Preview & Opening Day shows; NFL Preview; World Series Preview; Super Bowl Special; Cotton Bowl Preview; Belmont Stakes Special
CNN Radio	Bill MacPhail VP/Sports, CNN	48 :60s	48 :60s	"Talk About" feature daily on running & fitness with Dick Buerkle, :90
Mutual	Luke Griffin, Director/Sports	5	20 Saturday 17 Sunday	Billy Packer-Al McGuire Show, M-F, 5 min., 18 weeks beginning November 29; ski reports; 11 Nascar events; "Quarterback Sneak" with Joe Theismann; "Inside Sports" with Al Wester, Mon-Sat; "Olympics '84" Mon-Sun until 7-84
NBC	Jack O'Rourke Director/Sports & Programming	7	7 Saturday 8 Sunday	"Sports File" newsfeed, M-F; Pro Football Forecast; College Football Forecast; Countdown to the Rose Bowl; Special series on baseball opening; USFL championship; Super Bowl; other events
National Black Network	Ron Pinkney, Sports Director	2	2 Saturday	"Sports Notebook"; 15 min. mini-magazine weekends
National Public Radio	Jim Ogulnik, Sports Producer			5 min. commentary M-F during "Morning Edition," with Red Barber, Frank Deford, Steve Harvey, and Alan Page
RKO I	Charley Steiner, Manager/Sports	2	5 Saturday 5 Sunday	"Steiner on Sports" with Charley Steiner, M-F
RKO II		2	5 Saturday 5 Sunday	John Madden, M-F
Sheridan	Jerry Lopes, News Director	5	5 Saturday 2 Sunday	
Source				Sports actualities: Q&As with correspondents during newcasts
UPI Radio	Bill Rosinski, Sports Director	10	6 Saturday 6 Sunday	"My Side," M-F, with Greg Haber, Bob Berger, and Bill Rosinski; special coverage such as pregame, in-contest and postgame reports on many major events, including NBA playoffs, Indianapolis 500, Masters Golf, NCAA basketball championships, baseball spring training, heavyweight boxing, Super Bowl, World Series; "Sports Show," M-F, with features and interviews

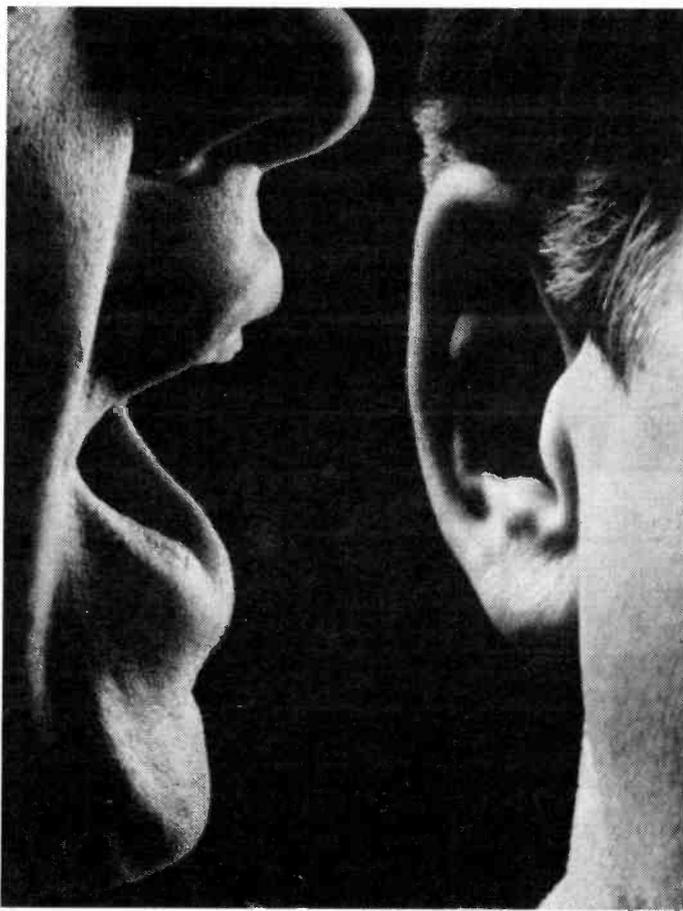
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NETWORK BOX SCORE



Dan Lovett

Paul Hornung

Fred Manfra

RADIO abc Networks

USFL Football

(39 games)

(36 regular season games, 2 play-offs, championship. Fred Manfra, play-by-play; Dick Butkus, Paul Hornung, Dan Lovett, Marv Levy, color)

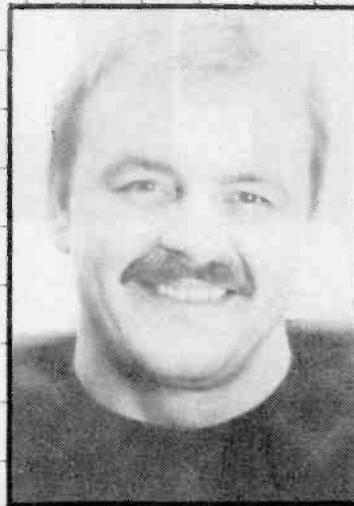
Thoroughbred Racing

(2 races)

Kentucky Derby
Preakness
(Don Chevrier, anchor; Dave Johnson, race call; Dan Lovett, Fred Manfra, commentary)

Olympics

Exclusive radio rights to broadcast 1984 Summer Olympics in Los Angeles.



Dick Butkus



Don Chevrier



Jack Buck

Hank Stram

CBS RADIO

Football

(41 games)

NFL

(27 games, including 16 on Monday night)

(Jack Buck, play-by-play; Hank Stram, color; commentary by Jim Kelly, Lindsey Nelson, John Dockery, Dick Stockton (pregame shows) and Brent Musburger (halftime shows).)

NFL Postseason

(10 games, called mainly by Jack Buck and Hank Stram)

Wild card games
Divisional playoffs
Conference championships
Super Bowl
AFC-NFC Pro Bowl

Bowl Games

Sun Bowl Senior Bowl
Cotton Bowl Kickoff Classic

Baseball

(Up to 18 games)

All Star Game (Brent Musburger, play-by-play; Brooks Robinson, Duke Snider, color)
American and National League Playoffs
American League Championship (Ernie Harwell, play-by-play; Curt Gowdy, color)
National League Championship (Jerry Coleman, play-by-play; Duke Snider, color)
World Series (Jack Buck, play-by-play; Brooks Robinson, Sparky Anderson, color)

Thoroughbred Racing

(3 races)

Belmont Stakes
Wood Memorial
Travers Stakes
(Win Elliot, anchor)

NCAA Basketball

(7 games)

4 Regional Finals
2 National Semifinals
National championship (announce team not named)

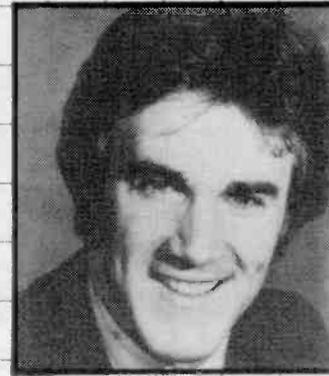
Golf

(1 tournament)

Masters Classic
(Jim Kelly anchors 20 exclusive reports)



Brent Musburger



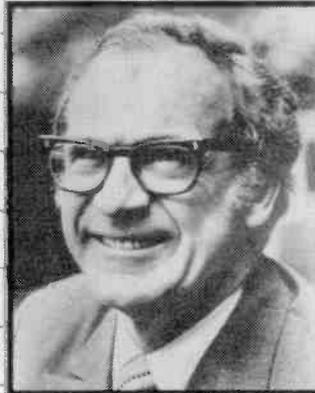
John Dockery



Lindsey Nelson



Dick Stockton



Ernie Harwell



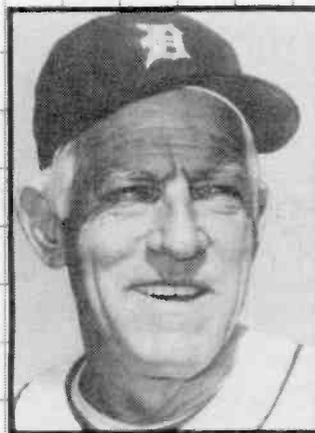
Curt Gowdy



Duke Snider



Brooks Robinson



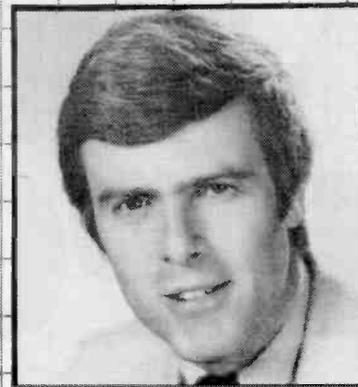
Sparky Anderson



Jerry Coleman



Win Elliot



Jim Kelly

**NETWORK
BOX
SCORE**



NBC
Football
(3 games)

Rose Bowl (Jack O'Rourke, play-by-play)
Fiesta Bowl (Gary Hahn, play-by-play)
Orange Bowl (Bob Murphy, play-by-play)



Jack O'Rourke



Gary Hahn



Bob Murphy



Mel Proctor



Tony Roberts



MUTUAL
BROADCASTING SYSTEM
Football

(65 national games, 64 regional)

NFL Sunday Doubleheader

(40 games. Tony Roberts, Mel Proctor, play-by-play; Ray Malavasi, Jack Ham, color)

Bowl Games

(5 games)

Sugar Bowl Holiday Bowl
Gator Bowl Hall of Fame Bowl
Liberty Bowl

(Tony Roberts, Wayne Larrivee, play-by-play; Fran Curci, Al Wester, color)

Notre Dame Football

(11 games. Tony Roberts, play-by-play; Al Wester, color)

Miscellaneous

College Football

(9 games. Tony Roberts, play-by-play; Al Wester, color)

Regional Radio Rights

(16 games each)

Pittsburgh Steelers
Atlanta Falcons
Kansas City Chiefs
Houston Oilers

Basketball

(56 games)

NBA

(Up to 36 games)

All Star Game
League Playoffs
Championship Series
(Tony Roberts, play-by-play)

Major College Basketball

(20 Saturday night games.

Tom Cheek, play-by-play;

Fred Snowden, color)

Tennis

(4 tournaments)

U.S. Indoor
U.S. Clay Court
Davis Cup
U.S. Open
(rights permit exclusive courtside reports. Jim Gannon, anchor; Jack Kramer, Rosemary Casals, Richard Evans, color)

Golf

(12 tournaments)

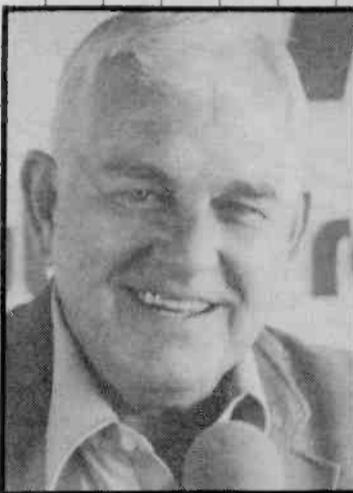
U.S. Open
PGA Championship
Canadian Open
Tournament Players Championship
Coca-Cola/Houston Opens
Memorial Tournament
Kemper Open
LPGA Championship
U.S. Women's Open
Buick Open
PGA Seniors
World Series of Golf
(rights permit 29 exclusive reports from greens at each event. Reports by Al Wester, Jim Gannon, Wayne Larrivee.)



Jack Ham



Ray Malavasi



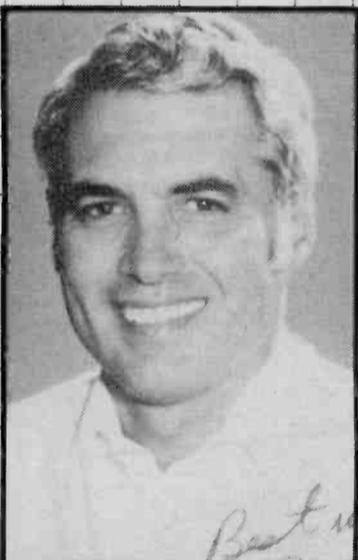
Al Wester



Tom Cheek



Wayne Larrivee



Fran Curci



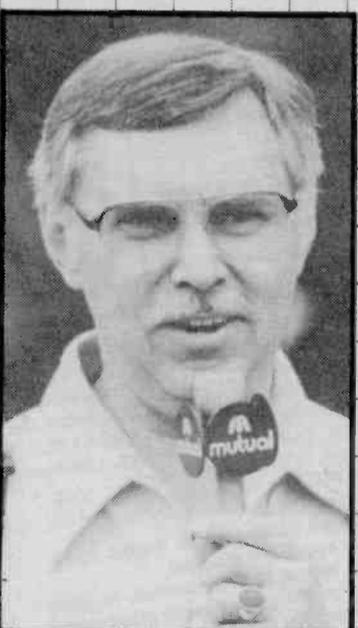
Jack Kramer



Rosemary Casals



Fred Snowden



Jim Gannon



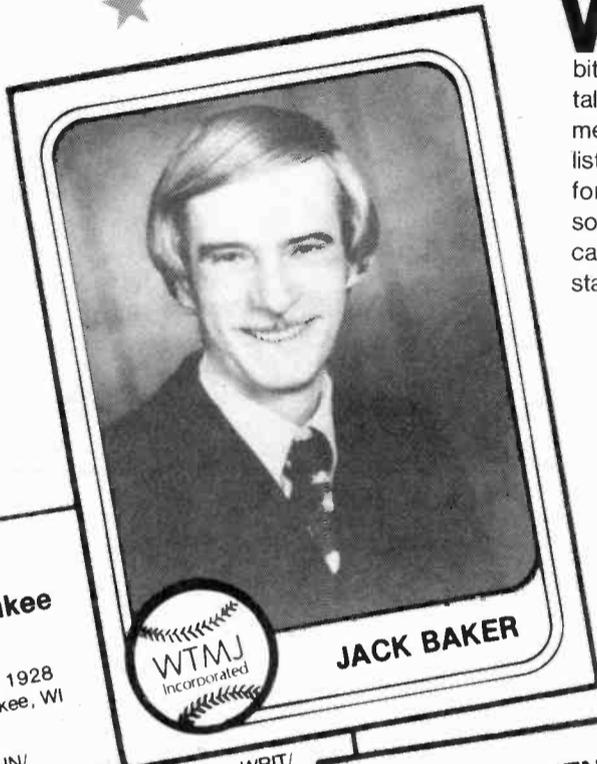
Richard Evans



SPORTS TALK ALL-STARS

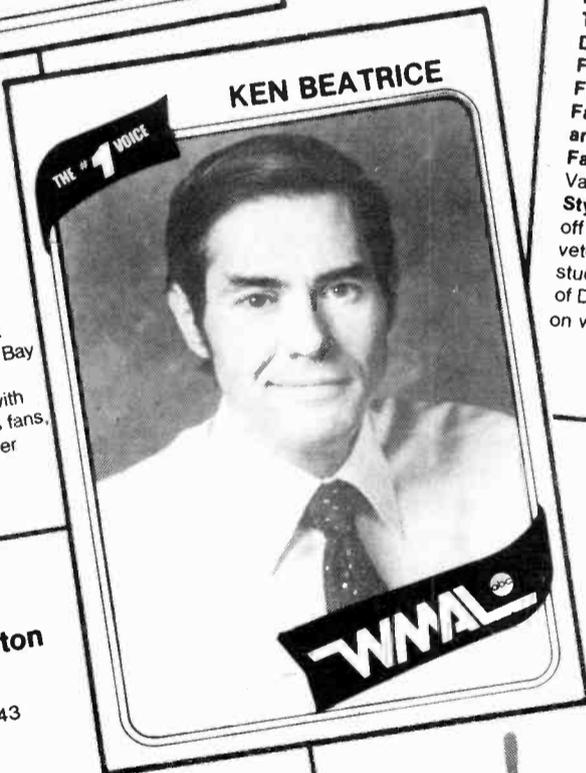
THE COMPLETE 1983 COLLECTION

When we planned our sports on radio special, we wanted to highlight the top sports talk personalities in the country. Using the usual arbitrary Arbitron method, we found the top-rated sports talk shows in the top 25 markets. And then, rather than merely listing them, we decided to let the winning hosts list their own vital statistics and statements in the classic form of baseball cards. Sometimes humorous, sometimes serious, always informative, here are the career records and philosophies of the sports talk all-stars.



JACK BAKER
WTMJ/Milwaukee
Height: 6'0"
Weight: 140 lbs.
Birth Date: May 27, 1928
Hometown: Milwaukee, WI

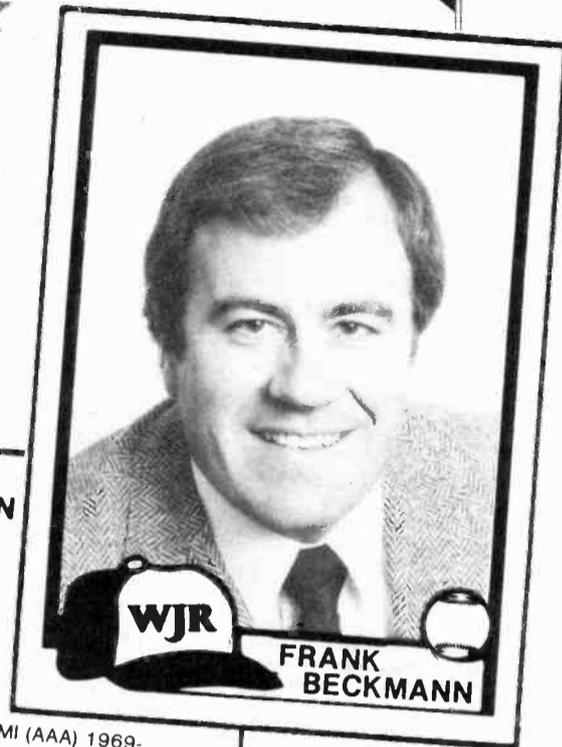
Bats: Right
Radio Debut: WRJN/Racine, WI, 1945, announcer
Radio Career: WKOW/Madison, announcer; WRIT/Milwaukee, announcer; WEMP/Milwaukee, announcer; WHIH/Milwaukee, announcer; WTMJ/Milwaukee, announcer; WHIH/Norfolk, VA, Program Director
Name of show: "Jack Baker's SportsTalk"
Time slot: 6:30-8pm
Date began hosting show: 1972
Favorite sport: Baseball
Favorite team: Milwaukee Brewers
Favorite contemporary radio play-by-play announcer: None in particular
Favorite all-time radio play-by-play announcer: Jack Quinlan, Chicago Cubs; Ray Scott, Green Bay Packers
Style: "Conversational, interested in dialogue with callers and in their ideas and affording them, as fans, an outlet to voice their opinions. Glad to answer questions when asked, but try to stress the importance of callers' opinions."



KEN BEATRICE

KEN BEATRICE
WMAZ/Washington
Height: 6'0"
Weight: 170 lbs.
Birth Date: July 28, 1943
Hometown: Boston

Bats: Right
Radio Debut: In 1973 as a guest on WHDH/Boston
Radio Career: WBZ/Boston, 1975-1977, talk show host
Name of show: "Sports Call"
Time Slot: 10pm-1am, Monday-Friday, and 3 hours after all Washington Redskins and Federals games
Date began hosting show: March 1977
Favorite sport: "I think I was best described as a person who would watch two kids play stickball if nothing else was going on."
Favorite team: "No favorites, but I admire a number of clubs which have maintained a level of excellence (e.g., Celtics)."
Favorite contemporary radio play-by-play announcers: Gil Santos ("has done Patriots, Celtics, Breakers"), Vin Scully ("everything he does")
Favorite all-time radio play-by-play announcer: Curt Gowdy ("Red Sox and everything else")
Style: "I try to treat those who call as I would treat guests in my home — with dignity and respect. I try to provide as much and varied information as requested by the callers because I really believe the more you know about a subject the more you can enjoy it and benefit from it. Also, and perhaps most important, I do not — nor do I permit callers to — launch personal attacks."



FRANK BECKMANN
WJR/Detroit

Height: 6'4"
Weight: 225 lbs.
Birth Date:
Hometown: Rochester, MI
Bats: Right
Radio Debut: WATZ/ Alpena, MI (AA) 1969, News Director
Radio Career: WPON/Pontiac, MI (AAA) 1969-1970, news reporter, sports anchor; WKNR/Dearborn, MI (NL) 1970, news reporter; WDRQ/Detroit (NL) 1971, news and sports anchor; WJR/Detroit (AL) 1972-present, Sports Director
Name of show: "Sportswrap"
Time slot: 8-11pm

Date began hosting show: May 1981
Favorite sport: Football
Favorite teams: Detroit Lions, University of Michigan
Favorite contemporary radio play-by-play announcer: Ernie Harwell, Detroit Tigers
Favorite all-time radio play-by-play announcer: Van Patrick, Detroit Lions and others
Style: "Hard-throwing righthander who keeps you off balance with his change of pace. A cagey veteran who touches all the bases and is a great student of all the games. Doubles as voice of Detroit Lions and University of Michigan on weekends."



BOB MARTIN

BOB MARTIN
KOA/Denver

Height: 6'4"
Weight: 195 lbs.
Birth Date: July 9, 1932
Hometown: Chicago, IL
Bats: Right
Radio Debut: WOPA/Oak Park, IL, 1950, parttime announcer
Radio Career: WEXI/St. Charles, IL, 1951, Program Director; WRAC/Racine, WI, 1952-1953, owner; KMYR/Denver, 1954-1956, Program Director; Freelance, 1956-1959; KMOR/Littleton, CO, 1960-1965, owner; KTLN/Denver 1964-1969, Sports Director; KOA-AM & TV/Denver, 1969-present, Manager, Sports Programming
Name of show: "Sportstalk"
Time Slot: 6-8pm
Date began hosting show: August 1969
Favorite sport: NFL Football
Favorite teams: Denver Broncos, Nuggets
Favorite contemporary radio play-by-play announcer: Ray Scott
Favorite all-time radio play-by-play announcer: Ray Scott
Style: "Mine? Facts with a touch of humor."

Collect The Whole Set





UPTON BELL
WEEI/Boston

Height: 5'11"
Weight: 170 lbs.
Birth Date: October 13, 1937
Hometown: Philadelphia, PA
Bats: Right
Radio Debut: WBZ/Boston, 1977, sports talk, New England Patriots postgame show
Radio Career: WBZ/Boston, 1978-1979, sports talk; WEEI/Boston, 1980-present, sports talk
Name of show: "Sportsline"
Time slot: 6-8pm, Monday-Friday
Date began hosting show: 1980 (cohosts with Dave Shea)
Favorite sport: All sports, indoor and out
Favorite team: None
Favorite contemporary radio play-by-play announcer: Vin Scully, Los Angeles Dodgers
Favorite all-time radio play-by-play announcer: Mel Allen, New York Yankees
Style: "Satiric and informative, combining the elements of all mediums. Use music and one-act plays to satirize the outlandish players and owners of sport. Information is a must, but laughter is a relief."



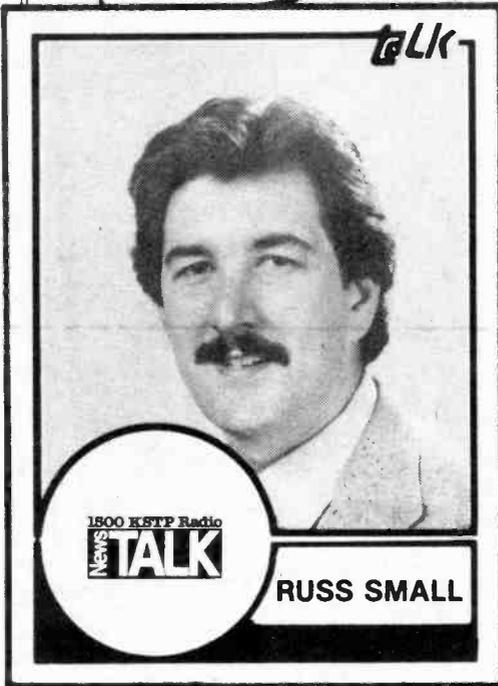
DAVE SHEA
WEEI/Boston

Height: 6'1"
Weight: 225 lbs.
Birth Date: January 14, 1951
Hometown: Scituate, MA
Bats: Right
Radio Debut: WCSS/Amsterdam, NY, 1974, Sports Director, nighttime DJ
Radio Career: WEEI/Boston, 1975-1977, drivetime sportscaster; WGST/Atlanta, 1977-1980, Sports Director; WATL-TV/Atlanta, 1979, Georgia Tech football play-by-play; WSBK-TV/Boston, 1982-1983, Boston College & Boston Bruins hockey play-by-play; WEEI/Boston, 1980-present, cohost "Sportsline"
Name of show: "Sportsline"
Time slot: 6-8pm, Monday-Friday
Date began hosting show: September 1980 (cohost with Upton Bell)
Favorite sport: Baseball (football, hockey close seconds)
Favorite team: Toronto Bluejays
Favorite contemporary radio play-by-play announcer: Skip Caray, Atlanta Braves; Jiggs McDonald, New York Islanders
Favorite all-time radio play-by-play announcer: Mel Allen, New York Yankees
Style: "I try to pattern myself after Lindsey Nelson. Unfortunately, I sound more like Harriet! Actually, I would have to say I'm a cross between a Pat Summerall and a Joe Garagiola. Hopefully, I come across as credible and informative, but able to touch on the lighter side. I think you have to treat sports as entertainment, and therefore have fun with it while still fulfilling your obligation as a reporter to inform accurately."



PETE FRANKLIN
WWWE/Cleveland

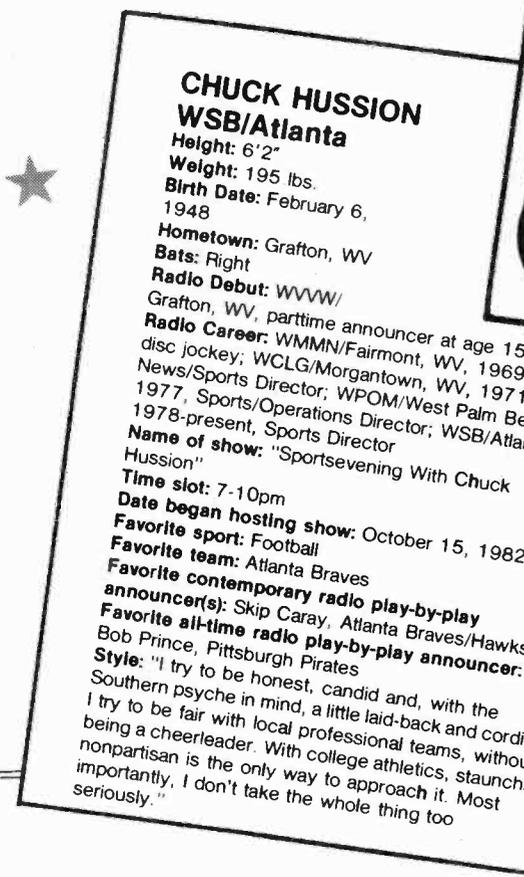
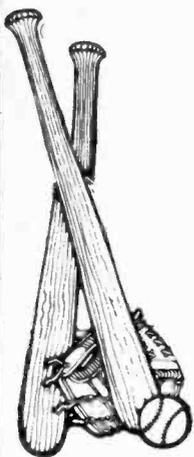
Height: Big
Weight: Overweight
Birth Date: 39 years ago
Hometown: Arctic Circle
Bats: Switch
Radio Debut: WINO Radio, many years ago, flunky
Radio Career: Highly successful
Name of show: "Disaster Time"
Time slot: Before
Date began hosting show: 1776
Favorite sport: Sex
Favorite team: Dallas Cowgirls
Favorite contemporary radio play-by-play announcer: Harpo Marx, Saskatoon
Favorite all-time radio play-by-play announcer: Jimmy Durante, Black Sox
Style: "Obnoxious"



RUSS SMALL
KSTP/Minneapolis-St. Paul

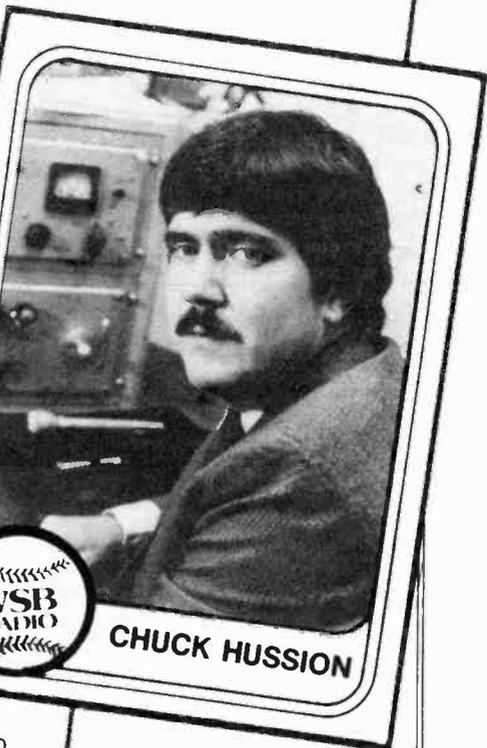
Height: 5'10"
Weight: 180 lbs.
Birth Date: March 15, 1954
Hometown: Newton, MA
Bats: Right
Radio Debut: WNBH/New

Bedford, MA, 1976, news reporter
Radio Career: WMNB/North Adams, MA, 1977-1980, Sports Director; WBKO/Harrisburgh, PA, 1980-1982, Sports Director; WCBM/Baltimore, 1982, afternoon sports anchor, Hershey Bears hockey play-by-play
Name of show: "Sportstalk"
Time slot: 6-8pm, Monday-Friday
Date began hosting show: September 27, 1982
Favorite sport: To broadcast: football; to watch: baseball
Favorite team: Boston Red Sox
Favorite contemporary radio play-by-play announcer: Johnny Most, Boston Celtics
Favorite all-time radio play-by-play announcer: "Any kid sitting in the stands in the rain holding an umbrella in one hand and a microphone in the other, balancing a score sheet on lap, praying he doesn't get electrocuted and trying to broadcast a high school football game."
Style: "The only thing we take too seriously is our dedication to having fun. I try to make the show appeal to even the most casual sports fan who wants nothing more than to use sports as an escape from reality and to have a lot of fun doing it."



CHUCK HUSSION
WSB/Atlanta

Height: 6'2"
Weight: 195 lbs.
Birth Date: February 6, 1948
Hometown: Grafton, WV
Bats: Right
Radio Debut: WVVW/Grafton, WV, parttime announcer at age 15
Radio Career: WMMN/Fairmont, WV, 1969-1970, disc jockey; WCLG/Morgantown, WV, 1971-1976, News/Sports Director; WPOM/West Palm Beach, 1977, Sports/Operations Director; WSB/Atlanta, 1978-present, Sports Director
Name of show: "Sportsevensing With Chuck Hussion"
Time slot: 7-10pm
Date began hosting show: October 15, 1982
Favorite sport: Football
Favorite team: Atlanta Braves
Favorite contemporary radio play-by-play announcer(s): Skip Caray, Atlanta Braves/Hawks
Favorite all-time radio play-by-play announcer: Bob Prince, Pittsburgh Pirates
Style: "I try to be honest, candid and, with the Southern psyche in mind, a little laid-back and cordial. I try to be fair with local professional teams, without being a cheerleader. With college athletics, staunchly nonpartisan is the only way to approach it. Most importantly, I don't take the whole thing too seriously."



Your Favorite Stars In Action

SPORTS TALK ALL-STARS

Your Favorite Stars And Stats



JACK BRICKHOUSE

JACK BRICKHOUSE
WGN/Chicago

Height: 6'2"
Weight: 196 lbs.
Birth Date: January 24, 1916
Hometown: Peoria, IL
Bats: Both
Radio Debut: WMBD/Peoria, 1934, staff announcer

Radio Career: WGN-AM/Chicago since 1940; also WGN-TV/Chicago since 1948; Baseball Hall of Fame
Name of show: "Sports Central"
Time slot: 6:15-7pm (weekdays except Wednesday)
Date began hosting show: January 1982
Favorite sport: "Seasonal — love 'em all."
Favorite teams: Cubs, White Sox, Bears, Bradley University (alma mater)
Favorite contemporary radio play-by-play announcer: "Too many to pick one — they're all friends."
Favorite all-time radio play-by-play announcer: "Ted Husing . . . going away"
Style: "Let's have some fun, escape, excitement and a few laughs. The 'tell it like it is' style is a phony effort to appear as the honest reporter. The affected effort at integrity reeks of hypocrisy."



JACK BUCK

KMOX RADIO

JACK BUCK
KMOX/St. Louis

Height: 5' 11"
Weight: 175 lbs.
Birth Date: August 21, 1943
Hometown: Holyoke, MA
Bats: Right
Radio Debut: KMOX/St. Louis, Sports Director, 1954-present. Currently does KMOX, NFL football for CBS Radio and TV networks.

Name of show: "Sports Open Line" (Buck is principal host, but rotates with Bill Wilkerson, Bob Costas, Bob Burns, Jim Holder, Dan Kelly, and Mike Shannon)
Time Slot: Monday, Sunday, 6-8pm
Date began hosting show:
Favorite sport: baseball, football
Favorite team: St. Louis Cardinals (enjoys watching Miami Dolphins)
Favorite contemporary radio play-by-play announcers: Vin Scully
Favorite all-time radio play-by-play announcer: Ted Husing
Style: "I think I'm accurate, no-nonsense, with a touch of humor. I have compassion for the performers and consideration for the listeners."

LEE HAMILTON

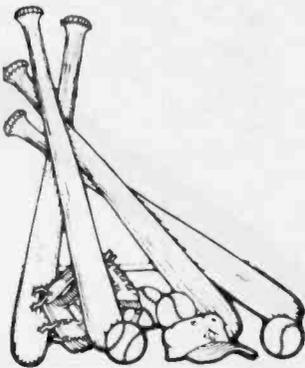


KTAR 620

LEE "HACKSAW" HAMILTON
KTAR/Phoenix

Height: 5'8"
Weight: 160 lbs.
Birth Date: August 20, 1947
Hometown: Northport, Long Island, NY
Bats: Left
Radio Debut: WLGN/Logan, OH, 1967, Program and Sports Director

Radio Career: WIBX/Utica, NY, 1971-1975, Sports Director, talk host, hockey play-by-play; WWWE/Cleveland, 1975-1976, voice of Cleveland Crusaders hockey; WTTV-TV/Indianapolis, 1976-1978, TV voice of Indianapolis Racers hockey; WHLO/Akron, OH, 1978-1981, Sports Director, talk host
Name of show: "620 Sportsline"
Time slot: 6-10pm, Monday-Friday
Date began hosting show: June 1, 1981
Favorite sports: major league baseball and hockey
Favorite teams: "All of them."
Favorite contemporary radio play-by-play announcers: Vin Scully, Los Angeles Dodgers; Dan Kelly, St. Louis Blues
Favorite all-time play-by-play announcer: Mel Allen, New York Yankees
Style: "Whether you agree or disagree with what I say, I guarantee you one thing — you're going to listen every night of the week. The '620 Sportsline' caters to the hardcore sports fanatic who wants to know all the trades, all the rumors, and all the stats. But we also cater to the occasional fan, who just wants to be entertained and informed. Topics range from who's going to win the pennant to whether homosexuals and lesbians should be allowed to coach high school athletic teams."



WAYNE CODY
KIRO/Seattle

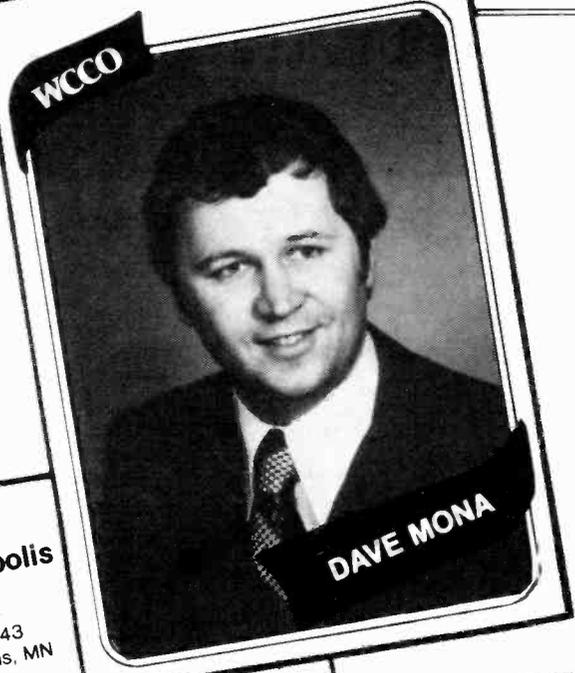
Height: 5'10"
Weight: 299 lbs. ("too much")
Birth Date: September 4, 1941
Hometown: Philadelphia, PA

Bats: "Hold mike in left hand"
Radio Debut: KALL/Salt Lake City, UT
Radio Career: WIRE/Indianapolis, country DJ; Pro Bowlers Tour, radio and TV director; KTW/Seattle, 1973-1974, sports talk; KIRO/Seattle, 1975-present
Name of show: "Sportsline"
Time slot: 7-9pm
Date began hosting show: March 15, 1975
Favorite sports: golf, baseball
Favorite teams: Phillies ("But in Seattle that's a secret")
Favorite contemporary radio play-by-play announcers: "Keith Jackson for everything. Vin Scully for baseball. Rick Barry for basketball."
Favorite all-time radio play-by-play announcers: Red Barber, Mel Allen, Vin Scully, Bob Blackburn
Style: "Fun . . . Sports is a break in the day for most, so I treat it that way. Try to have comedy as part of 'Sportsline,' sportcasts during the day and the three TV spots per day. Enjoy arguments if useful."



WAYNE CODY

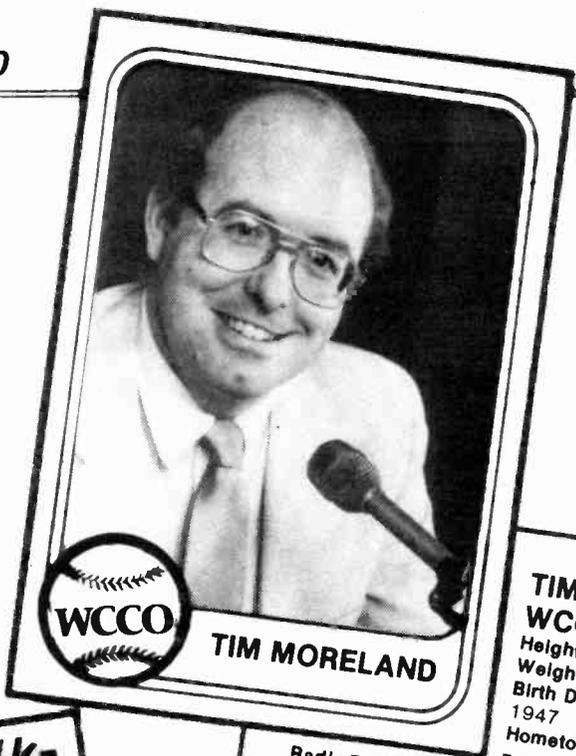




DAVE MONA
WCCO/Minneapolis

Height: 5'11"
Weight: 185 lbs.
Birth Date: June 4, 1943
Hometown: Minneapolis, MN

Bats: Right
Radio Debut: WCCO/Minneapolis, 1981, sports talk host
Radio Career: None (runs a public relations agency in "real life")
Name of show: "Sports Hotline"
Time slot: 9-10pm, Monday-Friday
Date began hosting show: March 1981 (alternates with Tim Moreland)
Favorite sport: College basketball
Favorite team: University of Minnesota
Favorite contemporary radio play-by-play announcers: Vin Scully, Los Angeles Dodgers; Joe McConnell, Chicago Bears
Favorite all-time radio play-by-play announcer: Halsey Hall, Minnesota Twins & Gophers, Minneapolis Millers, etc.
Style: "The sports pages are the sandbox of journalism. Sports writing and broadcasting should be fun. I try to keep the shows entertaining and fast-paced. We have great response to our sports trivia nights, which both the listeners and I seem to enjoy."



TIM MORELAND
WCCO/Minneapolis

Height: 6'2"
Weight: 205 lbs.
Birth Date: January 6, 1947
Hometown: Fort Dodge, IA

Bats: Right
Radio Debut: KSCJ/Sioux City, IA, 1969, Assistant Sports Director
Radio Career: KLEM/Le Mars, IA, 1970-1973, Sports Director; KVOC/Casper, WY, 1974-1977, Sports Director; KFOR/Lincoln, NE, 1977-1982, Sports Director
Name of show: "Sports Hotline"
Time slot: 9-10pm, Monday-Friday
Date began hosting show: January 4, 1983 (alternates with Dave Mona)
Favorite sport: Football
Favorite team: Minnesota Vikings ("I'm their play-by-play voice.")
Favorite contemporary radio play-by-play announcer: Tom Hedrick, University of Kansas football and basketball
Favorite all-time radio play-by-play announcer: Harry Caray, St. Louis Cardinals
Style: "Present listener with opportunity to talk live on air with sports people who otherwise would never be accessible to him or her. During open lines just visit with listener about whatever is on his or her mind. I'm interested in what the caller has to say. WCCO listeners are bright, interesting people. So I don't feel the need to dominate the conversation."



BRAD SHAM
KRLD/Dallas

Height: 5'10"
Weight: 185 lbs.
Birth Date: August 16, 1949
Hometown: Chicago, IL
Bats: Right
Radio Debut: WWDC/Washington, 1969, news intern
Radio Career: WRR/Dallas, 1970, news and sports reporter

Name of show: "Sports Central Dallas"
Time slot: 6-7:30pm
Date began hosting show: October 26, 1976
Favorite sport: "Whatever's in season (if there's a gun to my head, baseball)"
Favorite team: Tie between Chicago Cubs and Dallas Cowboys
Favorite contemporary radio play-by-play announcer: Vin Scully, Los Angeles Dodgers
Favorite all-time radio play-by-play announcer: Vin Scully, Los Angeles Dodgers
Style: "Talks well to his left, but developing range to the right with age. Good field (all subjects); hits for average, occasional power; strikes out some, but it's OK — all aggressive free-swingers do; good man with people on (the phone); extremely versatile."



MYRON COPE
WTAE/Pittsburgh

Height: 5'5"
Weight: 138 lbs.
Birth Date: January 23, 1929
Hometown: Pittsburgh, PA
Bats: Right ("Last trip to plate 1951; abhor exercise.")

Radio Debut: WTAE/Pittsburgh, 1968, sports commentator
Radio Career: WTAE/Pittsburgh, Sports Director, sports talk host since 1973, color commentator for Pittsburgh Steelers football since 1970 (WTAE and Mutual Network)
Name of show: "You're On The Air"
Time slot: 7-8pm
Date began hosting show: September 3, 1973
Favorite sport: Football
Favorite team: Pittsburgh Steelers
Favorite contemporary radio play-by-play announcer: Jack Fleming, Steelers
Favorite all-time radio play-by-play announcer: Joe Tucker, Steelers
Style: "Enthusiastic, emotional but strive to bring as much humor as possible to treatment of sports; steer clear of treating sports as a religion; prefer issues to trivia; strongly opinionated yet don't feel compelled to have an opinion on everything."



STAN SAVRAN
WTAE/Pittsburgh

Height: 6'2"
Weight: 195 lbs.
Birth Date: February 25, 1947
Hometown: Cleveland, OH

Bats: Right
Radio Debut: WELW/Willoughby, OH, 1969, Sports Director
Radio Career: WRFD/Columbus, OH, 1971-1973, Sports Director; WKIS/Orlando, 1973-1976, Sports Director; WWSW/Pittsburgh, 1976-1979, Sports Director; KQV/Pittsburgh, 1979-1981, Sports Director
Name of show: "Stan Savran Sports Talk"
Time slot: 8-9pm, Monday-Friday
Date began hosting show: January 5, 1981
Favorite sport: Football
Favorite team: Cleveland Indians
Favorite contemporary radio play-by-play announcer: Jack Buck, St. Louis Cardinals
Favorite all-time radio play-by-play announcer: Jimmy Dudley, Cleveland Indians
Style: "My shows — at least I hope so — are intended to be of a more cerebral nature, serious sports discussion, as it were. I'm not a gimmick guy. I don't berate the listener/caller for effect. I am known as the most knowledgeable sportscaster in Pittsburgh, and I think I attract that type of listener."



Radio Wars — An Overview

Having just returned from a vacation after NAB's Radio Programming Conference, I found out that the topic of the "Radio WARS" study released at the RPC was still causing a flurry of controversy. Since many of you have asked about my feelings on this issue I thought it would be appropriate to discuss the study.

Let me first review the background and methodology, then review reactions to the effort, and wind up with some suggestions about what information from this project is — or is not — usable on your local level.

Background/Methodology

The Detroit-based research firm of Reymers-Gersin approached the NAB about conducting a landmark study to be released at the RPC. Reymers-Gersin was given the go-ahead by the trade group, and then designed the study (in coordination with the NAB's Research Department) that was released in San Francisco.



"Part of the problem may have been that with only 100 interviews per market some folks had difficulty attaching credibility to the survey data."

As noted in the overview volume released in San Francisco (pictured

here) the methodology of the survey basically involved the following . . .

1. Sampling in 13 markets out of the top 75, markets selected to contain examples of stations featuring the formats to be studied.
2. Usable telephone interviews with 1300 persons age 12+ who listened to radio for at least 15 minutes during an average weekday.
3. Favorite stations were determined, then information about the preferred format was elicited. A total of

nine formats were delved into among the 1300 usable interviews. Formats researched were Adult/Contemporary, AOR, Beautiful Music, CHR, Country, "Full Service Radio," News/Talk, Nostalgia, and Urban.

4. Within each format several psychographic segments were identified and discussed in the research findings. The discussion of these segments was meant to stimulate programmers to think of new approaches to successfully reach the audiences. Certainly there was much discussion of the survey results.

Radio's Reaction

I won't go into all the gory details about how the bulk of the programmers in attendance reacted to the study's release, since several of the format editors covered those reactions in the September 9 edition of R&R. The bottom line seems to have been that what started out as a worthwhile idea was perhaps spread too far — and suffered. It brings to mind the quote "When you're up to your ass in alligators it's difficult to remember that your initial objective was to drain the swamp."

It seems that much of the negative reaction had to do with the methodology. Part of the problem may have been that with only 100 interviews per market some folks had difficulty attaching credibility to the survey data.

However, it appears that the Radio WARS approach could have been much more positively received if its overall conclusions had been presented and things left at that. When the data was discussed in the format rooms and the segments delved into, the fur apparently flew. Again the sample size was a culprit here.

Two examples suffice. AOR was the format most cumed by respondents, with 253 of the 1300 respondents. However, that figure was then divided

by Reymers-Gersin into sex segments (psychographic categories) with the largest segment represented by 57 people. Not much of a national sample on which to base advice to programmers.

A News/Talk PD came to me with another observation. It seems that the "Voyeurs" category (one of the three segments within the format) was based on responses from only 11 people. He wondered why programming recommendations were being made based on the thoughts of just 11 respondents.

The Good News

While there was some unhappiness with portions of the Radio WARS findings I think it still served some useful purposes. The major positive point for me was that the results portrayed that indeed there is really no such thing as a homogenous audience, and that stations need to keep that in mind in their

"The results portrayed that indeed there is really no such thing as a homogenous audience, and that stations need to keep that in mind in their marketing plans."

marketing plans. Radio WARS brought home the reality of considering segmentation or positioning as a major aspect of annual station strategy. I'd say the good news here is that this study can serve as food for thought and perhaps the basis for some in-depth local research. Use that local research — not the WARS results — to help fine-tune your approach to increasing your numbers.

Want more info on the Radio WARS study? Contact the NAB to get a copy for your perusal.

Q&A

Roy Shapiro, VP/GM of Group W Sales, wrote to query, "You imply (in a recent article) that a one-time-only study to determine four-week cumes by station is more accurate than the method we are using today. Why?"

Over the years Group W has been in the forefront in the development of reach and frequency theories, and the industry as a whole has benefitted. I don't think anyone can cast aspersions specifically on the Group W efforts to date.

However, I don't think it would hurt for a major study — such as is being discussed with Arbitron — to be conducted to perhaps update or set some standards for radio's reach which many parties could feel they had a part in establishing. I'm not crazy about the cost of the study however — there may be better ways for this industry to spend \$500,000.

Week In Review

Arbitron Promotes Korach

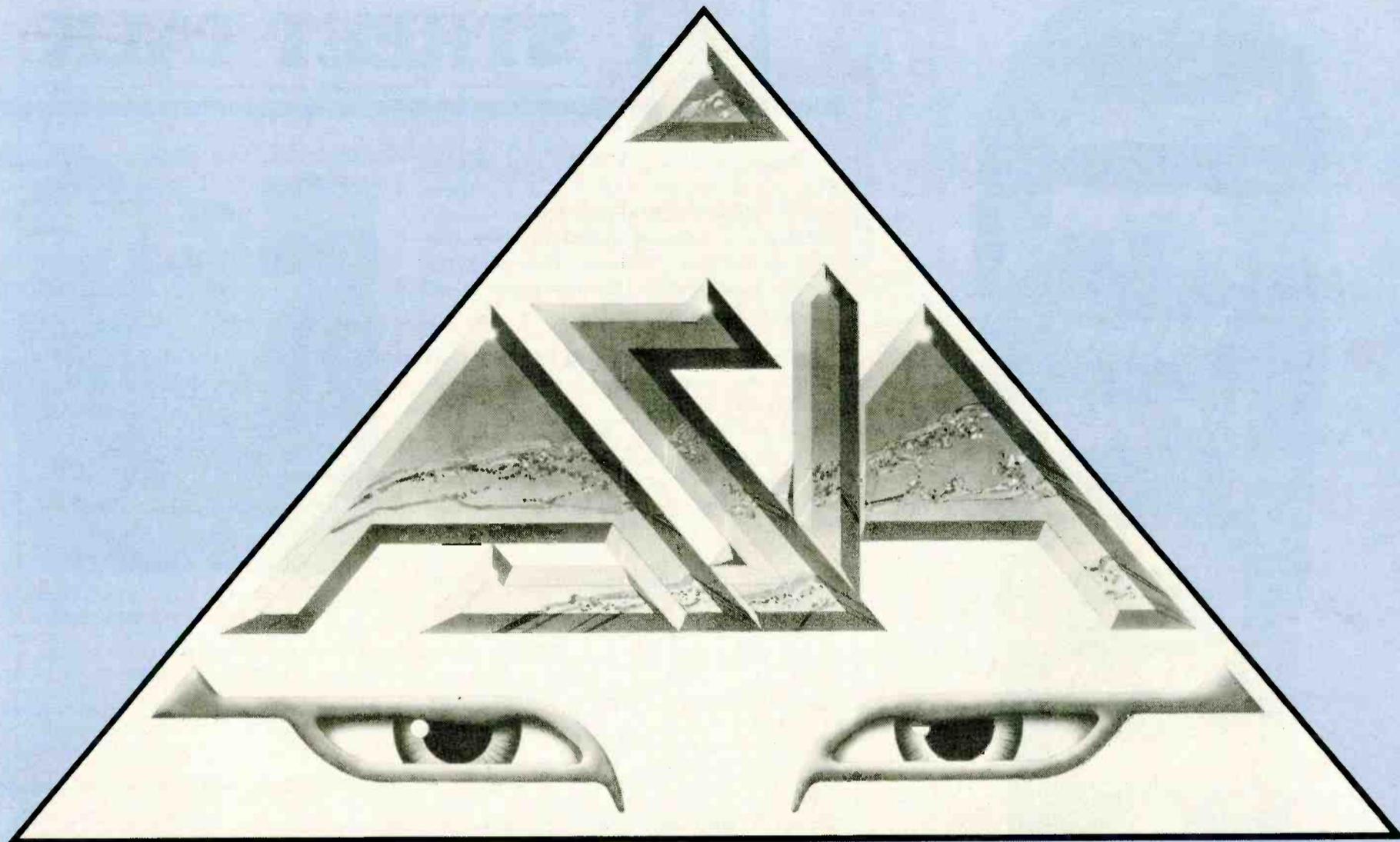
Arbitron Ratings has announced the appointment of a new Western Regional Manager for Radio. Marv Korach, who has been running the San Francisco sales office, will assume the responsibility for the Western Region, succeeding the retiring Bill McDowell. Korach's appointment will be effective November 1st, and he'll remain based in San Francisco.

Birch Moves Kabakoff To N.Y.

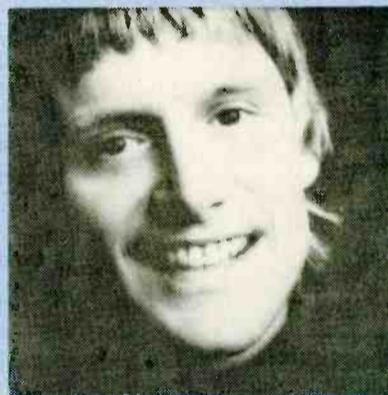
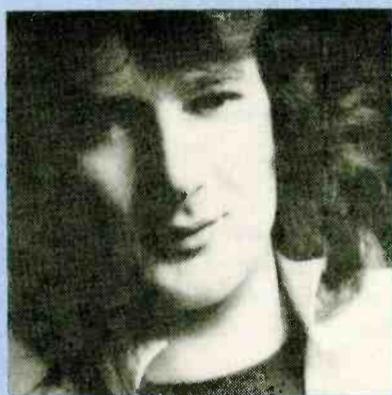
Birch Radio has appointed a new manager for its Northeast Region. David Kabakoff, formerly a regional rep for the Southeast, has been promoted to head the New York office. Kabakoff replaces Ed Keane, who has departed for Metro-media. According to Birch Sales/Marketing VP David Gingold, a search is underway for Kabakoff's successor in the Southeast, who'll be based in a new Atlanta office.

Jacobs Opens Consultancy

Former ABC and WRIF/Detroit researcher and programmer Fred Jacobs has opened his own consultancy, Fred Jacobs Media Strategies. Jacobs will remain in Detroit and can be reached at (313) 626-7158.



ASIA



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GHS 4008

Produced By Mike Stone for Mike Stone Enterprises LTD



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STREET TALK

Harris AM Stereo is back! Last week the FCC okayed the temporary use of the Harris system, which had been pulled from the air a month ago for technical reasons. However, Harris must still gain type acceptance, but talk around Washington is that the company will succeed in that effort.

Doubleday Broadcasting President Gary Stevens was recently spotted in Boston, presumably not on vacation. Street Talk hears that Doubleday, with its KWK-AM & FM/St. Louis on the market, is looking to move into Beantown. Likely prospects for a Doubleday takeover? How about WVBF, or possibly WBOS?

Jerry Boulding has exited WCHB/Detroit, where he'd been Operations Manager. Apparently agreeing to disagree, Boulding left, and no immediate replacement was named.

While we're in Detroit . . . Marc Avery, cut from the afternoon shift three weeks ago at WCZY, will move to PM-drive at CKLW starting Monday (10-3).

Allen Gantman, formerly GSM at KLAC/Los Angeles, is now National Sales Manager for KROQ-FM/Los Angeles.

In Houston, KLOL GSM Bob Hoffman exited the station Monday (9-26) with no immediate replacement named.

At WAPP/New York, Chip Hobart will stay on the air, but has given up his MD title. So, Research Director Steve Ellis has been promoted to Assistant PD effective immediately.

MCA will pick up distribution of Solid Gold Records. New stuff from Toronto and Headpins will be forthcoming.

And while we're hangin' out in Universal City, look for MCA to name Glen Lajeski to a key administrative position. Glen will shift over from Arista, where he was Richard Palmese's right-hand man.

As mentioned last week, Satellite Music Network will launch its CHR format ("Rock America") around the first of the year. VP George Williams is on the hunt for a PD and six air staffers for the Chicago-based venture. Now is *not* too early to make your move. Here are George's numbers: (800) 527-4892 or (214) 991-9200.

KNBQ/Tacoma-Seattle Operations Manager Don Hofmann has hired John Murphy from KLUC/Las Vegas for morning drive, which fills half the vacancy created when PD Gary Bryan moved to KISW. The PD job is still open.



HAVE A SEAT — This exclusive photo records a moment in history, the actual transfer of power as the Great Chair of Control is handed from outgoing Arista VP Richard Palmese (left) to incoming VP Donny Jenner (right). Both gentlemen are smiling . . . Donny because he's so happy and Richard because Donny doesn't know Clive Davis has the chair wired. They all lived happily ever after.

Jalapeno Broadcasting has named Bob Garrett as VP/GM for its KLOZ/EI Paso. He comes from KYYS/Kansas City.

Talk about a change in climate . . . Randy Robbins has segued from the PD's post at KWHL & KENI/Anchorage to join the air-staff at KS103/San Diego. Randy will handle the Production Director's job as well as 6-10pm on the air.

At EMI America, Director/National Singles Jack Satter has added A/C promotion to his duties. Former A/C department chief Shelley Green will be moving into the label's Dancemusic Department, continuing her usual trade relations responsibilities.

Drake-Chenault is about to offer "The History Of Rock And Roll" in a unique format. After the first of the year, stations will be able to run the epic production in one-hour segments, which are now being readied. The newly customized version will be available on a barter basis, also a new arrangement.

Congratulations to KFI/Los Angeles morning stars Al Lohman and Roger Barkley on the occasion of their 20th anniversary as a team (10-3). For the last 15 years, Lohman & Barkley have been waking up Southern Californians in style on KFI. L.A. Mayor Tom Bradley has declared Monday "Lohman & Barkley Day," and a parade through downtown is just one of the many festivities which will mark the occasion.

STREET TALK/See Page 46

GEORGE CARLIN

Wishes to get in touch with or receive information concerning the whereabouts of BOB HOLIDAY

A disc jockey at KJOE, Shreveport, LA (1958-59)
(He also worked in radio in Jacksonville, FL in the 1970s.)

CONTACT: (213) 820-4444

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“Wherever I Lay
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**CHR
SIGNIFICANT ACTION**

- | | | | | |
|----------------|---------------|---------------|----------------|-------------|
| WHTT 35-28 | WYCR 28-21 | G100 38-36 | KHYT on | WBWB 27-24 |
| WXKS-FM deb 23 | WTIC-FM 24-16 | WABB-FM on | WGUY 16-11 | KCMQ on |
| WNYS 25-21 | WKEE 34 | WHHY-FM 20-16 | WIGY add | KYTN 10-8 |
| WPHD 21 | WLAN-FM on | KRGV 19-15 | WCIR on | KRNA add |
| CKGM on | WSPK 39-34 | WSFL 21-19 | WOMP-FM add 37 | WAZY-FM 27 |
| WCAU-FM 39-35 | WHFM 23-20 | WNVZ deb 39 | WIKZ 38-35 | 99KG on |
| WHTX add 30 | WKFM 29-25 | WSE Z 31-29 | WTSN add | KKRC on |
| PRO-FM on | WPST 25-21 | WKDD on | WERZ 30-26 | KWTO-FM add |
| 94Q on | WRCK 19 | WKAU on | WKHI 32-28 | WSPT on |
| KAFM 34-30 | WKRZ-FM on | WNAM 36 | WJBQ 33-31 | KDVV on |
| Q102 30-27 | Q106 on | KIHK on | WHEB 9-9 | KFMW deb 40 |
| WHYT 21 | WBBQ 12-7 | WEBC on | WSQV 23-20 | KCDQ on |
| WLOL-FM 20 | KHFI add | WGRD 12-10 | KQIZ-FM 9-9 | KGHO 38-35 |
| KIMN 28-26 | KZZB 14-11 | Z104 25-21 | WISE 18-15 | KDZA 30-28 |
| Q103 32-30 | WSSX 29 | WRKR 33-28 | WCGQ 33-28 | KBIM 32-30 |
| KEARTH 30-23 | WBCY 23-19 | K107 22-18 | KISR 29-27 | KSLY 31-27 |
| KIIS-FM 31-20 | WZLD on | WHOT 37-35 | WFOX deb 34 | KIST add 36 |
| KIQQ 20-17 | WDCG on | KBBK deb 30 | WYKS 18 | |
| KMJK 34-31 | KSET-FM on | KMGX 28 | KILE on | |
| XTRA 25-22 | WANS-FM 37-34 | KIKI on | KTDY 26-23 | |
| KYUU add | WZYP on | KQMQ 31-24 | KNOE-FM 37-34 | |
| KNBQ add | WQUT add | KFI 23-15 | WPFM 6-4 | |
| WFLY 25-23 | WOKI 29 | KHOP add | WXLK 15-9 | |
| | WFMI 10-9 | KSKD 31 | KKQV 26-23 | |
| | | KITS 16 | WHSL 15-12 | |

- WXKS-FM**
CKGM
PRO-FM
CHUM
KIQQ
WKFM
KZZB
WNFI
KBFM
KRGV
WSFL
KTFM
WZPL
WHOT
KQMQ

- KSKD**
WFBG
WACZ
WGUY
WIGY
WERZ
OK100
WJBQ
WISE
WJAD
KNOE-FM

- WPFM**
WAEV
99KG
KCDQ
KSLY
KZOZ
KIST



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GREAT
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Each week **The Great Sounds** will spotlight a "Special Feature Artist" throughout the entire four hour program. Benny Goodman, Teresa Brewer, Mel Torme, and Johnny Mathis are just a few of the great stars we'll be featuring as in-person guests. In addition, several

other stars will appear on the show, all talking about their music and the fascinating stories behind the songs. Each show will also highlight a special year with a review of the events and the unforgettably great sounds of that year.

The Great Sounds wouldn't be complete without Frank Sinatra. Each week a "Spotlight on Sinatra" will pay tribute to perhaps the greatest sound of all.

The Great Sounds is hosted by Dick Shepard who anchored WNEW's legendary "Milkman's Matinee" in the mid 50's, as well as the NBC Radio Network program, "Monitor".

For more information and a demonstration cassette of **The Great Sounds** call The United Stations in New York at (212) 869-7444.

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On The Records



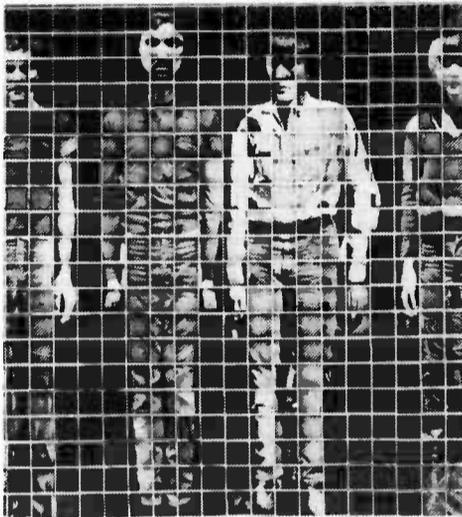
KEN BARNES

So High Solo

Years ago when members of music groups wanted to work solo or in combinations outside the home band, they had to break up the group. Nowadays it's completely acceptable to record solo or with other people and then return for a full group project. (Even with all this freedom, groups still break up far more often than they did 15 or 20 years ago, but that's another column).

What touched off this soaring flight of abstract theoretical fancy was a stray thought about the Talking Heads — it occurred to me that all four core members have recorded outside or "splinter" records. Singer David Byrne had his "Catherine Wheel" LP in 1981, keyboardist/guitarist Jerry Harrison issued "The Red And The Black" the same year, and the rhythm section, Chris Frantz and Tina Weymouth, not only teamed up for two Tom Tom Club albums but got married as well.

So I began to ponder, in a ponderous sort of way, how many groups there were in which all members made solo or splinter records while the group was still in existence. The first group that came to mind was the Who — starting in 1971 first John Entwistle, then Pete Townshend, then Roger Daltrey and finally Keith Moon all made solo albums. The members of Yes and Kiss released their solo albums all around the same time (Kiss's four-pack simultaneously, with matching cover art). The five members of the '70s Moody Blues all did solo projects, but the group was semi-defunct at the time. If you count Keith Richards and Mick Jagger's solo singles and fringe objects like Charlie Watts's participation in Rocket 88, you can make a case for the Rolling Stones (Ron Wood and Bill Wyman had more conventional solo albums). And that's where I left it for now, but I'll be glad to print any additions.



Talking Heads: united they stand, divided they stand

Former Little River Band singer Glenn Shorrock has his first post-LRB single out, "Don't Girls Get Lonely," but it's not his first U.S. solo record. In 1971 he released a single called "Let's Get The Band Together" on MAM Records, the same label that issued the first Dave Edmunds solo single, "I Hear You Knockin'." Shorrock also had a 1975 single on Playboy, was in a group called Esperanto before LRB formed, and while in Australia sang for popular '60s band the Twilights, whose guitarist Terry Britten later wrote "Devil Woman," "Carrie," and several other Cliff Richard hits.

Unfinished

Vibrations

Spurred by the interest awakened by Capitol's recent "Rarities" album by the Beatles, the label has given the same treatment to the Beach Boys. Buried in the sand compiler Brad Elliot found an interesting combination of alternate takes, B-sides (including an a cappella version of "The Lord's Prayer"), and unreleased tracks (now you can hear the Beach Boys tackle Ringo's "With A Little Help From My Friends" and the Box Tops' "The Letter").

The selection that especially intrigued me was an alternate version of "Good Vibrations" (one of many that were cut). This particular variant, which differs considerably in places from the hit, was first exposed to the world via the Beach Boys radio special "The Best Summers Of Our Lives," produced by R&R back in 1976. This version still has the vocals missing on the verses, too. Anyway, "Rarities" is a worthy salvage job, bringing historical recordings back to light — the only thing about it that isn't a rarity is the cover, which uses the same bikini model motif as most recent Beach Boys reissues.

Earlier, this column dared to print a photo of Billy Joel and his early group the Hassles. Now revealed is Billy's next venture, a heavy metal duo called Attila. That's Billy on the left, of course. (No, the other guy was not called "The Hun.")



Early ELO: (Jeff Lynne left, Ron Wood right)

ELO's First Move

ELO came about 11 years ago as a splinter project for popular British group the Move, whose chief songwriters, Roy Wood and Jeff Lynne, wanted an outlet for the orchestral rock songs they were developing while reserving the Move for direct pop-rock material. But this splinter group splintered for good, with Wood leaving to form Wizzard and subsequent obscurity, and Lynne and drummer Bev Bevan retaining and expanding the ELO concept. Bevan, by the way, is now engaged in a splinter project of his own, drumming for Black Sabbath (whose roots were in the same Birmingham, England scene as the Move/ELO's) while in between ELO tours.

Pop Quiz#2:

Original Versions

Now that you've spent the week working on last week's quiz, neglecting job, family, hobbies, and sleep, here's another mix & match special. At the top are ten current remakes, while below are the original artists — scrambled like so many eggs, of course. Some of these are easy, others have been mentioned in previous columns, and a few are on the tough side. Songs and original artists, matched, should be sent, preferably by mail, to me at R&R, and winners will be eligible for the breathtaking sight of their names in print.

JUICE NEWTON "Tell Her No"
 QUIET RIOT "Cum On Feel The Noize"
 HERB ALPERT "Garden Party"
 BETTE MIDLER "All I Need To Know"
 JOAN JETT "Everyday People"
 PETER GABRIEL "Solsbury Hill"
 DAVID BOWIE "China Girl"
 PAUL YOUNG "Wherever I Lay My Hat"
 BILLY IDOL "Dancing With Myself"
 HUEY LEWIS & THE NEWS "Heart & Soul"

Marvin Gaye	Exile
Peter Gabriel	Bill Medley
Sly & Family Stone	Mezzoforte
Gen X	Slade
Zombies	Iggy Pop

Bottom To The Top

ZZ Top is nearing 15 years together, but before that Dusty Hill and Frank Beard were well known in Texas as members of the American Blues (with, it's reported, hair to match the name), and Billy Gibbons carved out quite a reputation as guitarist for Houston psychedelic rock legends the Moving Sidewalks (whose "99th Floor" is an obscure '60s classic). In fact, the story goes that Jimi Hendrix, on a national talk show, referred to Billy as America's most exciting new guitarist.

The Motels rated as one of the earliest "new rock" bands in Los Angeles around 1976, having moved down from San Francisco, where Martha Davis had a group called the Warfield Foxes (named after a local theater called the Fox Warfield). Also playing the same circuit as the early Motels was the Pop, featuring Cars drummer

David Robinson and Tim McGovern, who later joined the Motels and then formed Burning Sensations this year.

Facts you probably didn't know and will probably wish you hadn't learned: Just before he joined Led Zeppelin, Robert Plant was in a group called Hobbstweedle.

RR 5 Years Ago Today

- BOB MOUNTY, WALT SABO, DICK VERNE UPPED TO EXEC. VP AT NBC
- BILL ENGLE NAMED GM AT WTXI/NEW ORLEANS
- JIM ROBERTS PD AT WQFM/MILWAUKEE
- NUMBER ONE FIVE YEARS AGO: "Kiss You All Over" — Exile (WB/Curb) (3rd week)
- NUMBER ONE A/C: "Fool (If You Think It's Over)" — Chris Rea (UA) (2nd week)
- NUMBER ONE COUNTRY: "Heartbreaker" — Dolly Parton (RCA)
- NUMBER ONE LP: "Who Are You" — Who (MCA) (4th week)

TV News

Guests on "Solid Gold" for the week of September 30 are George Benson, Huey Lewis & the News, Madness, Ronnie Milsap, Juice Newton, Sparks, and Tom Wopat (as guest host) . . . Pat Benatar's "Album Flash" appearance repeats on Cinemax September 30 and October 5; Linda Ronstadt's reruns October 4 . . . Frank Stallone and Bonnie Tyler are on "American Bandstand" October 1 . . . Stevie Wonder's "Saturday Night Live" hosting shot gets a reprise October 1 . . . Duran Duran are in concert on Showtime October 1.

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LONGTIME RADIO & TV VET

O'Brien Perishes In Skydiving Mishap

Jim O'Brien, 43, radio veteran of WOR-FM/New York and CKLW/Detroit, former PD at KHJ/Los Angeles, longtime morning personality at WFIL/Philadelphia, and most recently weather forecaster for WPVI-TV/Philadelphia, was killed Sunday (9-25) in a skydiving accident. O'Brien's chute became entangled with another jumper's, and by the time the two separated, O'Brien was too close to the ground for his reserve chute to break his fall. O'Brien was credited with saving the other jumper's life.



Jim O'Brien

Booker New KGFJ PD

KGFJ/Los Angeles morning personality Levi Booker has been promoted to PD at the station, filling the vacancy created two months ago when George Moore gave up the PD's duties to rejoin the KGFJ airstaff. Booker, who will continue to do mornings, told R&R, "I feel extremely proud. I welcome the challenge."

Booker's 13-year broadcasting career includes on-air positions at KPRS/Kansas City; Houston stations KYOK, KTRH, and KLOL; as well as L.A. outlets KUTE and KJLH. Booker's promotion is effective immediately.

Harte-Hanks

Continued from Page 1

promotion." Horne became Station Manager at KQYT in early 1982 and earlier this year took similar responsibility for KOY. He told R&R, "This is definitely a highlight in my career. It's an honor to be recognized by a growing and vibrant company like Harte-Hanks, and I'm excited to be a bigger part of it."

O'Brien began his broadcasting career as a sportscaster at KWTX-TV/Waco in 1961. He had been a member of the WPVI-TV staff since 1971, hosting "Dialing For Dollars," the noon news, and the weather on the 5, 6, and 11pm newscasts.

O'Brien is survived by daughters Terry and Patty Oldham, his mother Frances, and sister Mary Wood. A memorial service was held this week in Philadelphia, and the burial took place in Houston.

King Promotes Scherner And Clithero To GSM

King Broadcasting has promoted Bob Scherner and Paul Clithero to the General Sales Managers' posts at Portland stations KGW and KINK, respectively. Scherner, who was KGW's Local & Regional Sales Manager, joined the KGW sales staff in 1979 and was promoted to Local Sales Manager in early 1982, adding the regional sales duties six months later. Clithero had been KINK's Sales Manager for the past two years, previously having served as Account Executive and National Sales Manager at KGW.

Also promoted at the King stations was KINK Account Executive Annemarie Carlson. Carlson takes over the newly-created position of National Sales Manager for both stations.

Hoker

Continued from Page 1

paid an enormous price for them. We knew it would be another year, year and a half, before they would pursue radio again, and that hasn't changed. This kind of clears the air and keeps the Radio Division in a very progressive mode."

Hoker, who will remain in Dallas and retain his GM title at KRQX & KZEW, promoted KZEW GSM Gene Boivin to Station Manager for both outlets. Paul Jacobs was elevated to GSM.

Zolnowski To WECK PD/OM

WECK/Bufalo has tapped Peter Zolnowski as its new PD/Operations Manager, succeeding J.R. Russ. Zolnowski comes aboard the Music Of Your Life facility following three years with WINR/Binghamton, NY, the last year and a half as PD. Greg Hoadley will now be handling WINR's programming reins.

"It's a unique position to be put in," Zolnowski remarked. "It's a radio station that has a syndicated format, but it's also programmed locally for the market. Buffalo is my hometown, too. I think my knowledge of the market is going to make a big difference in the ability to program WECK. We're no longer the little radio station. We're a major factor in the marketplace, and we will continue to be so." Added WECK GM Chet Musialowski, "Pete's experience both in promotion and programming at WINR affords him the knowledge and background to keep WECK forging ahead."

Petze Heads A&R For Epic/Portrait

Lennie Petze, VP/GM of CBS's Portrait division since 1980, has returned to the A&R area as VP/Senior Manager/Epic & Portrait A&R. Petze had been VP/National A&R for Epic from 1977-80 after two years as Epic East Coast A&R Director and five years in promotion for the label.

Epic/Portrait/Associated Labels Senior VP/GM Don Dempsey, who will directly supervise Petze, commented, "As Lennie takes on his broadened responsibilities as A&R head of both Epic and Portrait, he will ensure that the A&R activities of these two labels will address the individualized needs of each roster." He added that further staffing announcements are forthcoming.



Lennie Petze

CONCENTRATING ON KTSA

Weed Named KTSA & KTFM Program Manager

Waterman Broadcasting has announced the appointment of Steve Weed as Program Manager for KTSA & KTFM/San Antonio. Weed replaces Lee Randall, who left to begin his own consultancy a few weeks ago.

VP/GM Joe Ernest remarked, "We conducted an extensive search and are very pleased to have found someone of Steve's stature. He brings a wealth of experience to the position. Weed will be focusing his immediate attention on KTSA, America's first AM stereo station."



Steve Weed

Commenting to R&R, Weed said, "I've long admired these stations' aggressive programming philosophies, and I welcome the opportunity to join this excellent management team and to renew my association with consultant Jerry Clifton."

Just prior to joining KTSA & KTFM, Weed had been restructuring the News format of KRMG/Tulsa. His contemporary programming background includes KMJM/St. Louis and KAFM/Dallas. He's also worked on the air at KIIS/Los Angeles and WXLO/New York (now WRKS).

STREET TALK

Continued from Page 40

Rick Springfield Productions VP Dana Miller has formed Major Way Management for exclusive representation of, you guessed it, Rick Springfield. Joining Major Way as VP is former RCA Merchandising/Artist Development Director Barry Gross.

KRE/San Francisco (Berkeley) will drop its Jazz format and go Top 40, according to an Inner City Broadcasting spokesperson. The station plans to simulcast with co-owned KBLX's Urban format in mornings and afternoons. The switch will be effective Monday (10-3).

Also in S.F., Sandy Louis is no longer the MD at KFRC. PD Gerry Cagle will handle music duties until a new MD can be appointed.

KIDD & KWST/Monterey have named Johnny Morgan as PD. Johnny was most recently PD of KNRV/Monterey and morning man at KTOM/Salinas. New to the Operations Manager job at KWST is former KTOM air personality Bob McKnight. Morgan will handle mornings. McKnight afternoons on Country-formatted KWST.

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PolyGram Nashville Party



PolyGram/Nashville held a party for visiting label executives and artists during the recent Fan Fair festivities. Pictured (l-r) are company's Randy Roberts, artists Tari Hensley and Royce & Jeannie Kendall, and PolyGram's Bill Follett.

KRCK Ups Brooks To PD

KRCK/Portland Assistant PD/MD Bob Brooks has been promoted to PD of the AOR station, replacing former KRCK & KYTE OM Robin Mitchell, who joined KLAQ & KPPL/Denver last week. Brooks, a former Portland programmer at both KGON and KQFM, told R&R, "The exciting thing for me is not being PD, but being able to work for (Henry Broadcasting President/CEO and KRCK & KYTE GM) Bob Fauser, and continue our relationship with (consultant) John Sebastian. The ultimate goal is to shape and solidify the station's personality, and that takes nothing more than time and effort. We're going to continue to do that."

Fauser said, "Just in the couple of weeks I've been here, it's become obvious to me that Bob is the spiritual inspiration behind the success of the station. We couldn't have

found a better communicator or leader of people than Bob Brooks."

Fauser also said a new PD had not yet been selected for KYTE. Concurrent with Brooks's promotion, Alan Lawson was upped to KRCK MD.

Weiss

Continued from Page 3

er. He was appointed GM of both stations in 1981. Weiss's Raleigh radio career also includes a General Sales Manager stint with neighboring WRAL. "We're looking forward to more acquisitions, continuing the growth the company's had in the past few years," Weiss told R&R. "It's the first time Bernie has delegated this much authority to anybody. I think that's what I'm proudest of; I'm very excited."

Transactions

Continued from Page 3

man Helen Valerio, with WEEI VP/GM John Baker serving as President. Baker will continue to manage the station under the new ownership. No price was disclosed, although market observers estimate a \$7-8 million pricetag.

Baker commented, "This is an exciting opportunity for all of us associated with WEEI. We look forward to continuing our position as Boston's leading News station." WEEI is located at 590 kHz with 5kw. The purchase is subject to FCC approval.

Artigue

Continued from Page 1

Artigue told R&R, "I'm here to get these two stations on line and to help with acquisitions down the road. I'm absolutely thrilled because it offers an association with a group that's interested in expansion and is looking forward to getting up to a full complement of radio stations as quickly as is economically intelligent. Plus I'm back in the Southwest, where my heart and my family's heart is."

The Broadcast Group current station roster consists of the two Phoenix stations. KJJJ programs a Country Gold format, while FM KEZC is Country.

Sandusky Newspapers, Inc. has reached an agreement with Behan Broadcasting to sell KWFM/Tucson for \$3 million plus \$1.2 million on a non-compete provision. The proposed sale is pending FCC approval.

Sandusky Sells KWFM

To Behan For \$3 Million

Behan already owns AM station KCEE/Tucson, as well as KCEY & KMIX/Turlock-Modesto, CA and KLMR & KSEC/Lamar, CO.

Sandusky retains ownership of KDJQ & KDKB/Phoenix, KNUS & KBPI/Denver, KLSI/Kansas City, KEGL/Dallas-Ft. Worth, KJZZ & KZAM/Seattle, and KSLY & KUNA/San Luis Obispo.

KWFM operates on 92.9 mHz with 48kw at an antenna height of 86 feet above average terrain. Kall Co. served as broker for the transaction.



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Contemporary Hit Radio



JOEL DENVER

WHAT'S BEHIND THE SUCCESS?

"Mr. Hot Hits" — Mike Joseph

Two years ago, Mike Joseph debuted his now famous "Hot Hits" format on WCAU-FM/Philadelphia and scored overnight ratings success. Since then he has spread Hot Hits to WBBM-FM (now B96)/Chicago, WHYT/Detroit, KITS/San Francisco, and most recently WMAR-FM/Baltimore. Hot Hits has been hailed as a "role model" for other programmers to follow and follow it they have.

Because of the recent influx of stations embracing CHR, the format has been wrongly labeled as the latest "trend," "glamour" or "quick fix" format. It's none of the above. CHR is simply playing the hits and keeping an audience entertained and involved in the process. But it's how you do it that makes the difference. In the following candid interview, "Mr. Hot Hits" shares some of the reasons behind his format's success. Mike also responds to criticisms of Hot Hits and explains why he thinks CHR is, and will continue to be, a viable format for years to come.



Mike Joseph

concerned it only makes my slogans more familiar to their cume, which I'm going to steal anyway. The next time someone tries it, it could be a trap since I've always had the policy of being unpredictable. I've done 65 stations, and you never know when I'm going to try something different."

What's Behind Hot Hits?

What makes Hot Hits happen? Mike listed the key elements. "The excitement, the energy, the attack on the market, the relevance to the market, the custom tailoring to the demos, the personalities, the on-

He Works In Mysterious Ways

He tells no one where his next client is located. Eventually someone catches a glimpse of him, and the rumors circulate. Soon speculation turns to confirmation, and before you know it, Mike Joseph has put another Hot Hits station on the air. There are those programmers who would swear there are no programming secrets. But after talking with the elusive Mr. Joseph, I'm not so sure. He has his own unique way of doing things. And though his reasons for doing them may not appear to be 100% clear, one thing is certain — they do work.

One of the most mysterious things about Mike is exactly how he researches a market. He spends from four to eight weeks seeing where the bodies are buried. Listening is naturally a great part of it, but the rest he keeps shrouded in secrecy. "Much of it is just listening," he confirmed, "especially the first half. The rest is my own brand of research. In monitoring, I will listen to each major competitor for a 20-hour period and I log everything down that I hear. I do this several times.

"There are a lot of things that work the same from market to market, and those are what we call the basics. The custom tailoring to the particular people and musical tastes of the market are very important. The more I'm in the market, the more I can adjust for the comings and goings of the audience... when people go to work, to school, etc. I check for stations that might anticipate my arrival, and build in for that."

He used B104/Baltimore as an example of a station that anticipated his arrival by reacting on-air. "B104 presold us like no other station I have ever seen. I find it extremely fascinating when a station does this. It's quite a compliment. B104 began using slogans with 'hit' and 'hot' far in advance of us hitting the air. As far as I'm

CHR Wars — Fall '83 (Part Two)

Last week saw some serious ratings excitement outlined in "CHR Wars — Fall '83," and as promised here is the wrap-up of this story. Again, I will present a four-book 12+ Arbitron trend wherever possible, with the most recent ratings at the far right.

Chicago

B96(WBBM-FM)	5.3	4.1	4.0	4.4
WLS	3.6	3.8	4.1	4.1
WLS-FM	2.7	3.4	3.5	3.6
WKQX	2.7	3.1	3.4	2.7

Buddy Scott has injected his own programming into B96, which was once a Hot Hits station and is the current CHR leader. WLS has remained very solid against strong FM competition, holding true to playing a bright uptempo mix of CHR hits. WLS-FM has become a bit more mass appeal, playing a few select black cross-overs, which up until Steve Casey's arrival might not have gotten airplay. Over at WKQX, PD Chuck Morgan has made the station even more hit-oriented than his predecessor Randy Lane. Big money guns are blazing with all stations staging active media campaigns and on-air promotions. Summer numbers will be out soon.

Los Angeles

KIIS-FM	3.3	4.4	4.7	6.0
KRTH	3.2	2.6	3.5	3.0
KIQQ	4.1	3.1	2.6	2.8
KFI	1.7	2.3	1.6	1.8

With the recent sign-on of Ed Scarborough's KKHR, look for the above ratings picture to become even muddier. The station has a lot of energy and a very current music profile. It's also giving away \$100 an hour in a "Phrase That Pays" contest and has a huge showing of billboards and buscards. VP/Programming Gerry DeFrancesco at CHR leader KIIS-FM is looking to hold the lead with the return of the "Daily Cash Pay-Off," worth up to \$5000 a day. KIIS has reacted very little to KKHR's debut as it was

Success Profile

Mike Joseph is an amazingly active man. The 55-year-old has been involved with radio for 36 years, working as a consultant for 26 of those years. During his consultant career he's turned around some legendary radio stations, in the face of some very stiff competition.

"Over the years," Mike remarked, "I have put on-air in one form or another what I now call 'Hot Hits': WKBW/Buffalo, WPRO/Providence, WABC/New York, and the other ABC-owned stations including KQV/Pittsburgh, WXYZ/Detroit, and WLS/Chicago. Other major market stations include WMAQ/Chicago, KNBR/San Francisco, WKNR/Detroit, WFIL/Philadelphia, WZUU/Milwaukee, WPJB/Providence, WTIC-FM/Hartford, WKAQ/San Juan, and most recently WCAU-FM/Philadelphia, WBBM-FM/Chicago, WHYT/Detroit, KITS/San Francisco, and WMAR-FM/Baltimore.

"I think this is the most successful CHR format in radio today. The format works because I simply give the people what they want — the hits. Even at my age, I still love the music of CHR, and I will always have broadbased tastes. Retirement from consulting is something I never really consider. There are still a lot of stations that need my help."

air production, the promotion, and the playing of exactly what the audience perceives as the hits for that market.

"Sales is the primary decision-maker for adding records. It's simply going to the box office for the reviews. I've always done it this way. Requests count, but not at the beginning. We wait until the station is established in its image and sound. I don't want the sound of the station to be influenced by a particular group or demographic, which could happen if requests are used too early. Hot Hits is a 12-44 format, and we have a lot of success in developing this audience. We are a 'family format' by design. It's true mass appeal radio. My stations end up cuming higher than any format in the market as a rule, even beating out all-News stations which traditionally out-cume everyone."

Finding The Talent

Every programmer complains about the lack of talent available, and Mike faces the

same problem. He has received hundreds of tapes over the last two years in an effort to staff his Hot Hits stations. What does Mike look for in a jock? "Personality, charisma, warmth, good voice, adaptability, sincerity, and the ability to ad-lib."

Since Hot Hits is very structured as to amount of jock content going into and out of records, I asked Mike about his need for ad-lib ability. "Down the road the format loosens up a bit. The early months of Hot Hits train a jock to do and say something within a very short span of time. I have always emphasized strong, super talent."

Many market observers criticize the air talent for sounding "young." In some cases they're referred to as "warm bodies." Mike defended his jocks, saying, "A disc jockey or personality doesn't become a super talent overnight... I look for potential talent. They are more willing to listen, they are fresh, they have stars in their eyes, they

Continued on Page 50

yet and hope to increase it. Musically, KUBE is conservative and waits for mass cume acceptance before venturing into uncharted territory. KNBQ is hanging in there, but with the departure of Gary Bryan to KISW, the numbers for this book might suffer since a new PD has yet to be named. KYYX has evolved to AOR but is still a strong cross-cume with the CHRs. Enter the dark horse — Jeff King and KPLZ. Once a CHR station, it has just abandoned the A/C format to play the hits again. Market observers note that while only on the air a few weeks, KPLZ is going to be a strong station.

Portland

KCNR	4.9	6.6	5.6	7.5
KMJK	2.7	1.5	4.2	5.0

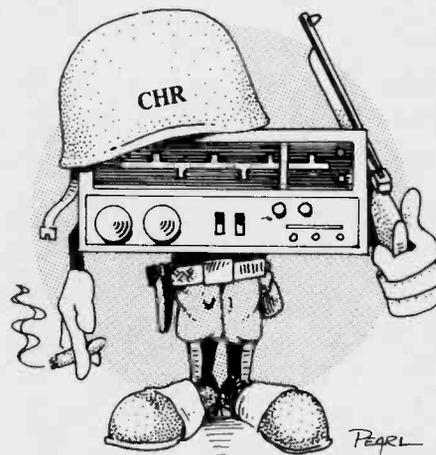
Richard Harker and KCNR have really come on strong, recovering from a slight dip to top KMJK again. KCNR's music, while more aggressive than in previous months, still is quite dependent upon Jon Barry and KMJK to warm it up. Jon has a great set of ears and isn't afraid to use them to play what he thinks will stimulate his audience. A bit more musically conservative going into this book, Jon is looking to make another gain and grab the CHR crown away from KCNR.

Phoenix

KOPA	3.5	3.3	4.2	5.0
KZZP	4.8	3.8	3.9	3.4

Another station returning to CHR after a brief stint as an A/C outlet is KOPA. Under PD Steve Rivers, who just left for Q105/Tampa, the station recovered nicely. Now without a PD, GM Gary Guthrie is holding the programming reins during the interim. Over at KZZP the station is looking to firm up its numbers again with PD Charlie Quinn. The departure of morning man Jonathon Brandmier had to hurt last book's numbers a bit. Both stations are almost identical with currents, but KOPA plays a few more oldies and dayparts a little more than KZZP.

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already well positioned for the onslaught.

KRTH's Bob Hamilton still plays a 50-50 mix of oldies and is hoping to bring relief from everyone else's current music profile. It may work if the audience doesn't perceive those oldies as burnout, as is the case in many other markets. Paula Matthews and KIQQ continue to bust new records and be the current music trend-setter in the format. The only change KIQQ has adopted is to tighten up their jocks, especially on the weekends, to enhance a more music approach. KFI PD Jhani Kaye is hoping to climb back above a two share. The station has been very active with a "Jello Jump" and is busy promoting AM stereo by giving away hundreds of Sony receivers. This is a hot market!

Seattle-Tacoma

KUBE	4.1	4.9	5.3	5.5
KNBQ	2.6	3.6	3.6	3.4

CHR leader KUBE and PD Charlie Brown are coming off their strongest book

Ben
Antwa



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KIQQ 23-22
WLAN-FM 23-17
KHFI 28-24
KZZB add

KSET-FM 12-6
WVIC add
KSKD add
KHYT deb 38
WGUY 35-30
WERZ 17-15
WJBQ 29-26

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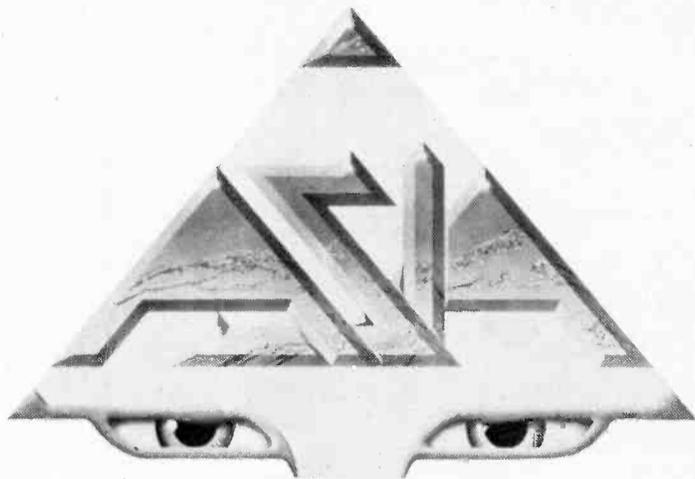
KILE add
KKQV deb 39
KCBN add
KSLY 23-21
WKFM
WRCK

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KTFM
WGRD
WZZR
WHEB
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"Mr. Hot Hits" — Mike Joseph

Continued from Page 48

are hungry, they are ambitious and they're still close to the streets instead of being in an ivory tower. They're also closer in age to the target demos we concentrate on in the beginning. It's this young talent that's going to try harder."

Dry Runs

If you've ever heard the debut of a Hot Hits station, then you know it hits the ground running. That's because of the many laborious hours spent doing "dry runs." Mike explained, "Dry runs are a very important part of launching Hot Hits. The ones who know best are those who have done it, and the management who can hear the difference between our sign-on and others they've heard. By making jocks do dry runs, there is no fumbling around. Everyone knows what to do and how to do it correctly."

During the course of several dry runs, Mike was described by one jock as being "an extremely tough person, but at the same time warm and understanding, evoking the father figure by taking us under his wing." Another described him as "being a real SOB, but in the end he was able to bring out the best in me." "That's the name of the game," said Mike. "Most of these jocks are extremely appreciative. I get letters from jocks who have worked at stations I've launched, guys who have blossomed into quality radio personalities."

Generally, a PD is recommended to management after the dry runs are near completion. The PD is usually the best sounding jock who has some programming background or demonstrates the ability to motivate and be a leader. Mike feels these are important qualities, as you'll later learn.

Jingle After Jingle . . .

Mike's Hot Hits format also features a liberal use of jingles. It's very possible to hear two and three of them in a row. One example I heard: coming out of a spot set the jock hit a general station jingle, went into a weather jingle, read the forecast over music bed, went into another jingle, and then the record. Some critics have called the format "a jumble of jingles."

Why does Mike use so many jingles? "They are used to such an extent for the purpose of saturating the audience and making an impact. They are designed to reinforce call letter retention to take advantage of Arbitron methodology." He explained it was possible to cut back on the jingles in certain situations. "It depends on the station and the competitive situation. Not everything is stamped in concrete." One thing is for sure. The jingles are all of the highest quality and somehow don't seem as irritating as you might gather from my descriptions.

Counting Down The Countdowns

Another of the well-known formatics of Mike's Hot Hits presentation is running a countdown of the top 15 or 20 hits in morning and sometimes afternoon drive . . . every day! I asked if he thought there was any danger in playing the same records in the same order day-after-day. "It would depend on the market as to where, when, and if the countdowns run. I do what has to be done in each specific market," he remarked.

"We run the countdowns to insure a specific mix of only the biggest hits in the drivetimes to insure a buildup of cume. To accomplish this quickly, a countdown has to be done. What needs to be done a year from now or two years from now must be carefully evaluated at that time. For the beginning stages of the Hot Hits format, I find the countdown works well when specifically tailored to the market. It is a key counter-programming element."

Mike discussed his philosophy behind the countdowns and why they don't burn out habit listeners. "People tune in and out every 10 to 20 minutes. Those people going in and out of their homes, businesses, and cars are tuning in and out at different times. I don't think people listen that habitually. They don't let the radio control their lives like we believe they do. There are so many other things going on in the world that distract the would-be habit listener. No one sits there glued to the same station.

"I program to the masses. I play and do the most popular of everything. There are formatic hooks throughout Hot Hits designed to bring in listeners. I give the people what they want. When they no longer want to hear a particular record, it's replaced and not heard again. A number one movie like 'Return Of The Jedi' is still playing. When 'Jedi' runs its course it will also be retired from the movie theaters. The King is dead, long live the King."

Tinkering With Success

No one can dispute the fact that Hot Hits works remarkably well. But Hot Hits is evolving, either under Mike's direction or under a PD who feels it needs modification. Some of his recent clients have already begun changing key format elements — lessening the amount of jingles, adding one recurrent and one gold slot per hour and, in some cases, even dropping the use of the term Hot Hits. An example would be B96, which changed its CHR direction altogether to Buddy Scott's own format. Other stations that have made major modifications include WCAU-FM and WHYT.

Mike was most open in explaining why people eventually tinker with the format. "If they do it's probably because of perceived boredom, ego, the inability to stand success at the hand of someone else, and the desire to do something different that puts their own brand mark on it. Those are things I understand, and I respect their desires. However," he cautioned, "one of the prime mistakes made in radio is that the owners, managers, PDs, and jocks are too close to it. They are just too intent on listening.

"No one listens to a station anywhere near as much as the people in a station do, and therefore they get tired of it. I never stay glued to the same station, including my own." Is there audience burnout? "There is no burnout in the audience. It's in the minds of those who are running the station. A theater usher gets tired of seeing the same movie week after week, but the audience doesn't because they don't see it that much."

Then how does the PD keep his staff motivated and interested in the format? "He's got to be realistic and emphasize to the jocks and management exactly the way it is and should be. He should always be creative, innovative, inspiring, and unpredictable . . . always throwing new and different promotional elements into the mix for the jocks and station to be a part of. There should always be excitement, promotions, and activity on the air. Every station needs a PD to be able to display these qualities, not just at a Hot Hits station."

He summed up his feelings on his responsibilities as a consultant. "If work is needed to strengthen weak spots, I adjust and update the format, techniques, and schedule. I provide further ideas once the station has given me the ratings report, and I have made an analysis of them. If a change is made we work together on the changes or improvements. The key is that I provide them with the foundation and the framework. They have autonomy at their station with their programming, staff, and management. I do not run their station. When my one-year retainer is finished, they are completely free to act and work on any adjustments they wish to make. There is no excuse to be made for them or myself. Simply put, once my contract is up they are on their own."

Radio Doctor

Because Mike works on turning around bad ratings, he calls himself a "radio surgeon" who's paid to come in and heal "sick" ratings profiles. He elaborated on those that have sought to imitate his successes. "From an ego standpoint this is very complimentary. From a professional standpoint it makes me sad for the business because I wonder, 'Where is the creativity? Where and what is happening out there when so many good, high-priced consultants and PDs can only copy and be imitators? Is this a dark future for broadcasting?'"

"Unless someone keeps on doing it like I have year after year, and unless someone innovative can come along and stir up the industry and the population, the results can only be negative. Ideas are needed and newness is needed or stagnation is the result. It's sad to see such a lack of creativity today."

I asked Mike if he would ever consider putting his Hot Hits format on an AM radio station. "No, not today. Perhaps four years ago but not today. It is nearly impossible to get the under-35 audience back into AM for any extended listening time. Hot Hits is dependent on today's advances made in audio technology. The Sony Walkman and similar portable stereo sets are a perfect vehicle to listen to Hot Hits . . . they fit the lifestyle of the Hot Hits listener. I select a client because the market is right for Hot Hits and because the facility will be adequate to deliver the format."

Great Sales Sell

Everyone says you can't make money with teens. Well, no one said Hot Hits only snared teens either. Mike admits the format grabs a lot of teens, but in each case the audience grows from there. "When

Continued on Page 54

When **CHR** Radio Looks For Ratings,
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ON MTV

QUIET RIOT

PASIA

"Cum On Feel The Noize"

CHR NEW & ACTIVE

- | | | | | | |
|--------------|--------------|--------------|-------------|----------------|----------|
| WPHD 6-4 | KHTR 19-14 | ZZ99 deb 14 | Q105 add 30 | KZZB add | WQCM add |
| 93Q 17-13 | XTRA 34-24 | KJ103 34-20 | WHYT add | WDOQ add | WSQV add |
| B96 11-5 | KNBQ 26-22 | WRKR 34-14 | KZZP add | KSET-FM add 29 | Z102 add |
| WLS 22-12 | WLAN-FM 17-5 | KSKD 10-3 | WYCR add | KBBK add 22 | WGLF add |
| WLS-FM 22-12 | WRCK 15-9 | WCIL-FM 23-7 | WKEE add | KKFM add 35 | KFYR add |
| WABX 16-10 | KFMI 30-17 | KYTN 11-6 | WKFM add | KITS add | KKRC add |
| KBEQ 32-27 | WJXQ 16-13 | KGHO 6-5 | WBBQ add | WFBG add | KYYA add |
| | | | | | KZOZ add |

SURVIVOR

Scotti Brothers

"Caught In The Game"

CHR SIGNIFICANT ACTION

Already On:

- | | | | |
|------|---------|---------|------|
| B96 | KSET-FM | KSKD | WHSL |
| WABX | WQUT | WERZ | KYTN |
| WVSR | WZZR | KQIZ-FM | KDVV |
| WRCK | WJXQ | WYKS | KOZE |
| WNFI | | | |



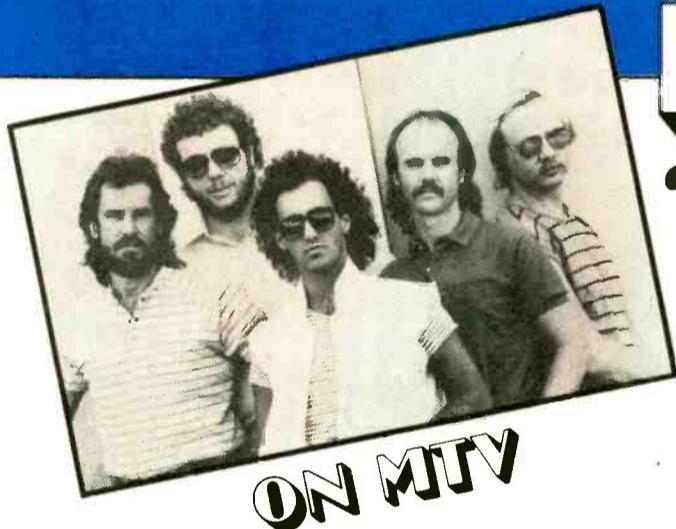
AOR Tracks 42

KANSAS

CBS ASSOCIATED RECORDS

"Fight Fire With Fire"

CHR NEW & ACTIVE



ON MTV

- | | | | | |
|--------------|------------|------------|------------|-------------|
| WPHD 15-13 | WFMI 29-25 | WERZ 40-34 | KFMW 38-32 | WJXQ 17-15 |
| WLS-FM 37-32 | KRGV add | WHEB 38-34 | KCBN 27-19 | OK100 17-15 |
| WGCL deb 26 | WVIC 18-11 | KISR add | WRCK 27 | WSQV 17 |
| KHTR 25-19 | WHOT 35-33 | WBWB 35-32 | KITE 36-34 | KQIZ-FM 21 |
| WSSX 23-20 | WIGY 26-22 | KYTN 33-28 | WOKI 34 | WYKS 24 |
| | | | | 99KG 32-30 |

ROMANTICS

EMPEROR RECORDS

"Talking In Your Sleep"

CHR SIGNIFICANT ACTION

- | | | | | |
|-------------|-------------|----------|----------|------------|
| WPHD add | WGRD deb 38 | | | |
| WHYT deb 28 | WJXQ 38-32 | | | |
| KIQQ add | KJ103 add | WKHI add | KMJK on | 95XIL on |
| WSPK add | KLUC add | WHEB add | K104 on | KQIZ-FM on |
| WKFM add | KO93 add 36 | WXLK add | WZZR on | WYKS on |
| WRCK add | KSKD add | WSPT add | WHOT on | WIXV on |
| WKDD add | WERZ add | WABX on | OK100 on | KGHO on |



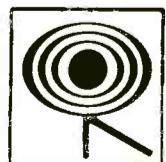
AOR Albums BREAKER 25
AOR Tracks 37



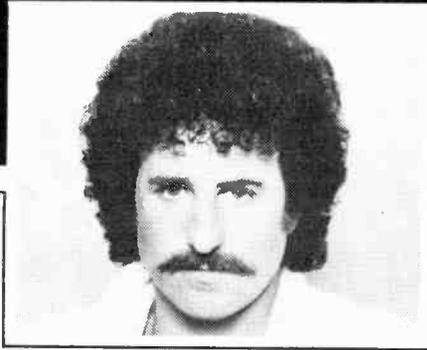
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WPHD	WNAM	Q101
93Q	WGRD	WBWB
WGCL	WKFR	99KG
KIIS-FM	WRQN	KDVV
WRQK	KO93	KSLY
	KIDD	



S.O.S. BAND

"Just Be Good To Me"

CHR SIGNIFICANT ACTION

B104 6-3	KFRC 15
WHTT add	WDOQ add
WCAU-FM 18-15	KAMZ 16-10
B94 add	WRVQ 14-7
WHTX 24-18	Z104 40-32
Q107 20-15	KJ103 11-7
Z93 14-11	KMGX 10-7
I95 5	KYNO-FM 10-7
Y100 4-4	KITS 29-21
Q103 35-31	WZYQ add
KEARTH 29-26	WCGQ 32-22
KIIS-FM 33-24	Q104 6-3
KIQQ 30-24	Z102 10-8



Dist. by CBS Records

"Mr. Hot Hits" — Mike Joseph

Continued from Page 50

I'm hired everyone knows what they are getting into and what they are going to sell. There are no complaints about teens. They know from the history of the format what to expect. Actually, the format is an easy sell to advertisers. There is a lot of money to be made in teens and 18-44s. My stations are proving it.

"Radio suffers from a disease that other businesses don't," he noted. "This anti-teen thing is a fallacy and totally unnecessary. Stations become too greedy and want more and more and more. Every station wants every order that comes along and that is impossible. You can't be all things to all people. In popular music programming you've got to have the teen base. Witness the demise of some great stations in the past . . . all in an effort to attract more adults and blow off the teens. You know they have never come back. TV and movies don't blow off the teens, baseball and football don't, and neither do fashion designers. In doing so we are blowing off the future. We almost did it once. Frankly, if Hot Hits hadn't

come along, then teens wouldn't be listening to radio today."

I took issue with this statement by saying that a fair amount of teens were already listening to CHR and AOR. "Maybe, but I think AOR is in jeopardy. AOR developed out of a particular counter-pop culture and lifestyle in the '60s, lasting until Hot Hits became a factor and helped rekindle the idea of playing the hits again. AOR was once called 'underground' or 'progressive' which was reflective of what it was. It was anti-everything . . . establishment government, commercial.

"That form of programming and lifestyle doesn't exist today. It's over, and finished," Mike stated emphatically. "I predict the demise of AOR radio as we know it. The CHR stations turned over the 12-24 audience to the AORs when we retrenched into a pseudo-A/C format. CHR has learned its lesson and will always win as long as it's playing the hits of the 12-44 age group, who are the leaders and shapers of people's musical tastes."

CHR Wars — Fall '83 (Part Two)

Continued from Page 48

Grand Rapids

WZZR	6.3	4.5	7.8	9.1
WGRD	6.5	7.8	7.4	6.0

WGRD's Alan Jackson is hoping to turn around a two-book downward trend against Don Schueller's WZZR. The lead has changed a couple of times in the last four books, but Schueller continues to break the hits first under the consultancy of Paul Christy. WGRD, once very conservative with its music, has responded by opening up a bit as well. Looks like it will be a real battle of who can play the hits first and the fastest to keep comes high.

Appleton-Oshkosh

WKAU-AM & FM	6.2	7.6	5.6	8.4
WNAM	9.2	9.3	8.4	6.7

WNAM PD Charlie Bennett is doing everything he can to maintain his AM CHR station in a market that is getting more fragmented all the time. Not only does he have competition from Ron Ross's WKAU, but his own FM sister station WAHC has gone to a Hot Hits-type of approach which will surely splinter things next book. WKAU is remaining very active with promotions in an effort to keep its profile high in a market that's certainly going through some changes.

Bakersfield

KKXX	10.5	14.6	10.8	13.9
KQXR	3.3	1.6	5.5	6.3

Despite the onslaught of Bob Harlowe's KQXR, Chris Squire's KKXX has not only hung in strong,

but increased nicely despite losing former MD and popular personality Doug DeRoo to KQXR. Continuing to keep visibility high, Chris is looking to maintain the lead with consistency, promotion, and longtime knowledge of the market. Meanwhile, Bob has regrouped his efforts this time around and backed off on the oldies, taking KQXR into a head-to-head match-up with KKXX. Adding to his strength is the recent addition of former FM102/Sacramento PD Billy Manders to the jock staff.

Sacramento

KWOD	3.1	2.4	3.3	4.9
FM102(KSFM)	7.9	4.7	5.2	4.5

Tom Chase and KWOD made steady gains over the last two books to take the CHR crown in Sacramento. A few months back FM102 did a quick format flip-flop to A/C with then-PD Billy Manders, then back to CHR under the direction of Rick Gillette. KWOD's music is a bit more conservative than FM102's, but both stations are up for a solid fight this fall, holding back no punches. Rick is confident of regaining the CHR lead and has his sights set on being number one overall in the market.

The Battles Blaze On

While space doesn't permit me to cover every "CHR War" in every market, it certainly is exciting to see more than one CHR station in most markets now. Competition is what we thrive on. It makes us strong and proud of our victories, while our defeats teach valuable lessons for future growth. As a PD I didn't win every time, but I fought like hell in either case. Good luck to everyone in the fall CHR Wars.

Motion

Bob Raleigh, PD at WCGQ/Columbus for two years, is available at (404) 563-0702 . . . WGSP/Charlotte welcomes new PD John Hook from WBT/Charlotte . . . Pat Shanahan joins WRKR/Racine-Milwaukee to do mornings . . . Tom Cramer is the new swing person at KHTR/St. Louis . . . John Peace has been upped to MD at WSFL/New Bern, with former MD Mark Storle named Promotion Director . . . Steve Delaney is boosted from Assistant PD to Program Director at U93/South Bend . . . John Martin is new to nights at WKRC/Cincinnati . . . Phil Gardner joins WNOK-FM/Columbia as morning personality. Other changes at WNOK-FM include new PD Tom Kent to afternoons, afternoon man Hitman Hunter segueing to nights, and Scott Summers moving to late nights from crosstown WZLD.

Kelly McCann, former PD at WHFM/Rochester, is now doing nights at WNYS/Buffalo, and Nick Caplan joins the station for overnights . . . Beau Richards replaces Rick James as night rocker at B104/Baltimore . . . Lonnie

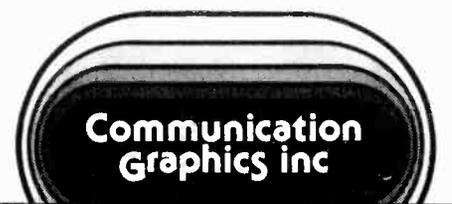
Perkins leaves WVJS/Owensboro, KY to become morning man at WSTO/Evansville replacing Paul Gregory, who moves to afternoons. Gregory fills the vacancy created by the exiting Steve Adler . . . WFBG/Altoona grabs neighboring WVAM newsman Tom Riley for mornings with Sean McKay . . . Keith Avallone journeys from KSTT/Davenport to nights at 79 & 93Q/Houston . . . B97/New Orleans finally fills the afternoon slot with Brian Pierce from KLLS/San Antonio.

KOPA/Phoenix loses Craig Roberts to afternoons at KITS/San Francisco . . . Q104/Gadsden's Jeff Kent moves to WKTM-FM/Charleston and is replaced by night rocker Angel Morris, with Angel's shift going to Scott Rogers in from WBLU/Hinesville . . . Bill Michaels is now PD at Y106/Orlando replacing Mark Kaplowe, who moves to sister station WPLR/New Haven as morning man/Assistant PD . . . Craig Jackson segues to KPKE/Denver from across the street at KLIR . . . WSYN/Joplin, MO is looking for CHR service. Contact PD Tom Johnson at (417) 781-1313.

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RICK DEE'S WEEKLY TOP FORTY CONTAGIOUS!



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Tuned-in to tomorrow...today.

BMI Boosts Mandrell

BMI sponsored Barbara Mandrell's performance at the recent NAB Radio Programming Conference. Pictured before the show are (l-r) BMI VP Len Hensel, NAB President Eddie Fritts, Mandrell, BMI Director E.R. Vadeboncoeur, BMI Chairman Robert Pratt, and BMI VP Larry Sweeney.

Blow Flies High At Pier

Mercury/PolyGram artist Kurtis Blow recently played the Pier in New York. Pictured backstage are (l-r) PolyGram's Ken Reynolds, Blow, and manager Russell Simmons.

Tubular Conclave

Capitol's Tubes played the Universal Amphitheatre in L.A. recently, with a large contingent of label executives there to greet them backstage. Pictured (l-r, rear) are management's Mark Hartley, Capitol VPs Walter Lee and Sam Citro, group's Fee Waybill, and Capitol's Mike Lessner and Joe McFadden; (l-r, front) group's Roger Steen, Capitol VP Bobby Colomby, Capitol COO Don Zimmermann, group's Bill Spooner, and VP Don Grierson.

Earle A Pearl For Epic

Epic has signed Steve Earle, and celebrating the pact are (l-r) E/P/A's Rich Schwan, CBS/Nashville VP Joe Casey, CBS/Nashville Sr. VP/GM Rick Blackburn, Earle, manager John Lomax, E/P/A's Jim Kemp, and Newsweek's Pete Axthelm, a friend of Earle's.

CALENDAR**BRAD MESSER****Information, Please**

In the airliner story, how come we always hear about the Soviet Union and Japan and the United States, but there's never any mention of Korea? Isn't it their big story?

Why hasn't NBC-TV News gotten the message that they have Earth spinning backward? You mean to tell me that with however many million people watching primetime evening news, no one has picked up a phone to tell NBC that the planet spins east to west, not opposite as depicted in their spiffy new logo package?

And isn't there a better way to edit? Aren't blades and splicing tape the exact same primitive tools used by prehistoric man almost four decades ago on the first reel-to-reel machine, and shouldn't someone have invented an improvement by now?

Why should a newsperson on a national

network say "a major freeway in Houston was closed by flooding" when he could use one less syllable and be specific by saying "Interstate 10?"

How come on at least one of ABC Radio's news networks, they electronically process telephone actualities so that between words the background (line) noise is swooshed up to full volume? Doesn't someone in charge realize it's swoosh distracting to hear swoosh a swoosh of line noise every time the guy on swoosh the phone swoosh pauses?

Why isn't everything just perfect? Is it true what (legendary successful programmer) Ron Jacobs once insisted, that everything is "bush league all the way to Heaven?" Was he right in speculating that when we get there, St. Peter's robes will be patched and he'll probably have our names spelled wrong?

Forty Thousand Kids Die Each Day

MONDAY, OCTOBER 3 — The first Monday in October is Universal Childrens Day, and this year's theme is The World's Hungry Children. United Nations consultant Joel Bel Geddes says "malnutrition currently kills 40-thousand kids every single day in developing nations."

Electric vacuum cleaner patented 1893. First nonstop airplane trip across Pacific Ocean began 1931.

Lindsey Buckingham of Fleetwood Mac is 34. Chubby Checker is 42. Gore Vidal is 58.

USSR Launches First Earth Satellite

TUESDAY, OCTOBER 4 — The Space Age was merely science fiction until 20 years ago this evening when the Russians announced they had rocketed the satellite "Sputnik" into orbit. Its beeping signal was picked up by ham radio operators around the world, and people went outside after dark to watch the 20-inch-diameter Sputnik trace overhead like a moving star. The USSR's space spectacular caught the USA with its pants down and a crash program was ordered here. "Had America successfully launched a satellite first," muses space expert James Oberg, "our own program would have crept along at a snail's pace and I think we probably never would have gone to the moon."

Dick Tracy comic strip began 1931. First transatlantic jet service 1958. Janis Joplin died 1970.

Country musician Leroy Vandyke is 54.

Oregon Pot Decriminalization

WEDNESDAY, OCTOBER 5 — Ten years ago today Oregon decriminalized marijuana possession by adults. Getting caught with less than an ounce ceased to be a criminal offense and dropped to a \$100 fine. Director Joe Wilson of Oregonians Cooperating to Reduce Drug Abuse claims "marijuana is the largest agricultural cash crop in Oregon today" with a 1982 value of half-a-billion dollars, almost double the value of the #2 crop which is wheat. This year in the Oregon legislature there was discussion of eventually legalizing and taxing pot.

First Beatles single "Love Me Do" released 1962. Monty Python's Flying Circus BBC premiere 1969.

Musician Steve Miller is 40. Actress Glynis Johns is 60. McDonalds founder Ray Kroc is 81.

"The Jazz Singer" First Modern Movie

THURSDAY, OCTOBER 6 — The first major studio Hollywood movie with music and talking was "The Jazz Singer," starring Al Jolson, which Warner Brothers released 57 years ago today in 1927. It had a lot of singing but only 291 spoken words. American theater owners began installing sound systems and Hollywood's silent-film makers were forced to learn the new technology.

England reported blue moon 1950, caused by atmosphere pollution from huge Canadian forest fire.

Commodores' guitar man Thomas McClary is 34. Chicago's Laudir DeOliveira is 43.

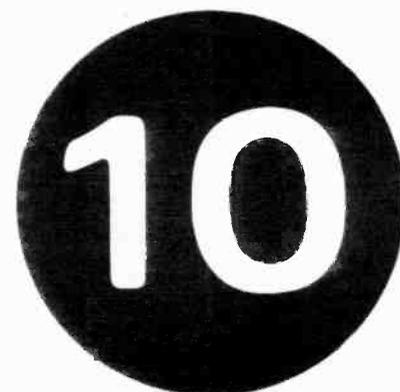
Pony Express Ad: "Orphans Preferred"

FRIDAY, OCTOBER 7 — The Pony Express was formed in the spring of 1860 to relay mail from the Missouri frontier to California. Recruiting ads said "Wanted! Young skinny wiry fellows not over 18, must be expert riders, willing to risk death daily, orphans preferred!" The Pony Express lasted a year and a half, never made a profit, and was closed down 122 years ago today (1861) when the transcontinental telegraph was completed.

Oldest airline Royal Dutch KLM formed 1919.

David Hope of Kansas is 34. Actress June Allyson is 60.

Columbus Day weekend: *Tomorrow* (10-8) Chevy Chase will be 40. *Sunday* (10-9) Jackson Browne will be 35.

**R&R**

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Friday, October 7th, 1983

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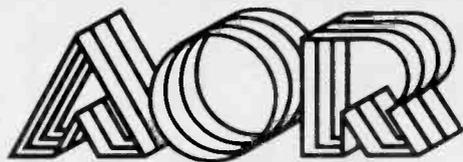
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STEVE FEINSTEIN

- Horizontal vs. Vertical Music
- Rotations and Time Spent Listening
- More Energetic Jock Delivery?
- History and Hipness

PART TWO: WHAT TO DO?

The AOR vs. CHR Tug Of War

Last week, our programmers took a look at why some AORs have switched to CHR. This week, they'll offer some ideas on how AOR can strengthen itself against CHR competition.

We examined CHR crossover music last week, and we'll again touch on the question coming from many AOR programmers: "What are the right songs for me to use in order to broaden my station's appeal?"

Positioning

Consultant Lee Abrams finds it helpful to consider whether a record's appeal is horizontal or vertical. According to Abrams, horizontal records are those that get play on more than one format and have appeal beyond AOR loyalties to crosscume listeners. Vertical records are those that get play only on AORs, and are generally less of an enticement to the casual listener.

"AOR is too luxurious . . . in our rotations." —John Sebastian

Horizontals provide a comfortable base of familiarity for the non-loyal listener who only tunes to an AOR when the mood strikes him. Picking the compatible horizontal records is the key. Abrams looks for songs by artists with a "firm AOR base." Stevie Nicks, Motels, and Moody Blues fit the bill, while Donna Summer and Michael Sembello are "pretty dangerous, except in market situations where there is no AOR competition or the CHR competition is weak."

Market forces are exactly what determines how wide an AOR can go. Trip Reeb, PD at WCMF/Rochester, explains, "In a market this size, we don't have to face the competition you do in a major market, strictly on a basis of pure number of radio stations. We can afford to try to be more things to more people."

Up Your Rotation?

Consultant Bob Hattrik theorizes that a heightened musical awareness among the masses has recently increased music radio listenership. This type of listener "tends to come rather than use long term, so you see a larger than ever base of persons using radio, but less time spent listening. It then becomes even more important to sustain a come, whichever format you're in."

CHR maintains high comes by playing the hits in fast rotation, with listeners tuning in for short periods knowing they'll hear their favorite songs quickly. It's suggested by some that AOR could benefit from doing the same.

Consultant John Sebastian: "AOR is too luxurious and esoteric in deciding that our rotations can be very spread out, while CHRs have said that time spent listening spans dictate we can play these records every two hours." He qualifies this by saying that CHRs have, in turn, become vulnerable themselves by going overboard in the other direction with warp-speed rotations.

Hattrik observes that, since time spent listening is ever shorter, "it takes a great

deal of repetition to get the point across that your station is the new music leader. What the CHRs do is pound new music down our throats and identify it everytime they do. Not all AORs have been very good at that."

Smokey Rivers, WKDF/Nashville PD, takes exception to the AOR axiom which holds that it's taboo to play a tune more than once every five hours. He says simply, "If something's hot, it's hot! Bang it!"

Core Library Burnout

AOR has been accused of repeating its oldies to the point of burning them into the ground. Most programmers are making renewed efforts to continually update their selection of library tunes.

Trip Reeb notes, "We've diminished the percentage of library stuff versus currents we play, and that slows down the burn factor of certain songs. The other thing is to refreshen and recycle as much of your library as you can on a regular basis. There's an incredible difference between what we play now and what we played ten months ago."

WLVQ/Columbus PD Pat Still has added a slow-rotating category of several hundred songs for increased musical depth. These secondary and tertiary album tracks are there to elicit an "oh wow" response from listeners pleased to hear a song for the first time in years, a personal favorite they thought radio had perhaps forgotten about.

Presentation

The area of greatest agreement among programmers is the need for a more upbeat, lively presentation by AOR personalities.

"If something's hot . . . bang it!" —Smokey Rivers

Bob Hattrik declares, "It's time to keep the momentum going. Today you see comments in call-out about air personalities being brighter and more dynamic on one station versus another. Two years ago the real positive buzzwords were 'They sound like human beings. They don't sound like clowns.' That's reversing. It's time for a little more entertainment, as opposed to a thoughtful, reflective environment."

Lee Abrams thinks what's needed is "the ability to really sell on the air, without sacrificing any credibility, such things as specific station events, current music, and the overall station image."

KZAP/Sacramento PD Chuck Browning is high on jocks with some CHR experience. "They understand the show biz aspect that a lot of the guys who came up just through AOR don't. They have a tendency to be more flexible, more open-minded. AOR, in some cases, has made us real closed-minded over

a long period of time".

Image

AOR has long been perhaps the most image conscious of all formats. Bob Hattrik and Chuck Browning offer two contrasting perspectives on this topic.

Hattrik: "Rock identity is no longer what it used to be. Since currents are the primary meat of the format, the station with the tenure in the market no longer has the kind of credibility they once had with classics in the 'Music of Your Older Brother's Life' format that it was a year ago. We were all trying to out-hip everybody and show that we were the station 'that was there when it happened.' That is no longer of any great validity.

"AOR, in some cases, has made us real closed-minded."

—Chuck Browning

"That's not to say that 'rock' isn't a positive term, and that kids don't still rally around the station that has a hipper image if it's listenable. But it's important to note that concert ticket sales and rock clubs are faltering. The fact is that the masses are in to other things, and those 18-24s who once used them (the concerts and clubs) heavily are growing up. Those sort of lifestyle benefits are less valid than they were. There used to be a great deal of value in being the station that presented a concert. Now, when you ask which station presented a concert, the response is (derisive tone), 'They all say they do.'"

Chuck Browning: "Longevity and being here first have something to do with success. Most of the AORs that continue to do well are the ones that have some sort of a legacy going for them. I'd hate to be starting a brand new one right now. You're bound by your own image, by what you've created. If you've been a modal station, nothing but guitars 24 hours a day, and you try to play something like Michael Sembello, they're gonna kill you. It depends on what precedents you've set in the past, how forward to the fringe, right or left, that you'll go. KZAP is known as not afraid to take a chance, and our listeners, although they may not particularly like a certain song from time to time, respect us and like us for not being afraid to step out a little."

Some Thoughts

Maybe the main reason CHR radio is hot right now is because CHR music is hot right now, rather than because of anything AOR has done or neglected to do. Perhaps CHR was in a lull for a number of years for lack of killer CHR music, rather than the format per se having fallen from favor or been executed poorly. It seems that currently there's a bigger than usual bumper crop, both in terms of sheer quantity and in variety of musical styles, of what has traditionally been considered mass appeal, pop (versus rock) music. Witness the

Flashdance soundtrack and songs by Bonnie Tyler, Spandau Ballet, and Naked Eyes, et al.

This is a phenomenon beyond the control of any individual format. Formats, or radio in general for that matter, don't have any sway over the level of musical creativity. (I'll acknowledge, but leave for another column, the point of view that radio indirectly encourages musical innovation and cultivates listener sophistication by exposing cutting-edge music rather than the tried and true.) Programmers are merely handed songs, and respond by selecting the best audience gathering tools from those available.

The challenge that AOR programmers face is deciding which CHR hits are indeed "across the board" smashes, compatible with audience needs and expectations of AOR stations. The art is picking those tunes which will work as bait to build cross-cume without jeopardizing the station's "rock solid" image. In other words, how do you expand horizontally without collapsing vertically? This presumes, of course, that the rock image is still valuable, though four million plus Def Leppard albums seems a strong argument in its favor.

Research may not be the simple and pat answer. Even your hard core gearhead may tell you in call-out that he likes a tune, but that doesn't necessarily mean he wants to hear it on a station he turns to when he's in the mood for rock 'n' roll. The cut and dried data must be tempered with your judgement and interpretation.

CHR's calling card has always been variety. It skims the cream off the top of other formats to find truly mass appeal, common denominator hits. By playing the best of all the different musical styles, it attempts to please every subset of the audience at least some of the time. Hence, its high come with low quarter hours. AOR, on the other hand, has increasingly become more narrowly focused. It super-serves a select

"Rock identity is no longer what it used to be." —Bob Hattrik

segment of the audience all the time, thereby generating healthy come with even higher quarter hours.

Some AORs are going through growing pains, questioning themselves whether they've become too limited in appeal, and, if so, how far they can go to broaden their base. A lone AOR can obviously be a general store and seek to satisfy a more diverse clientele than an AOR that isn't the only one in town. The quest for desirable upper demos enters into the picture, also.

It's a matter of positioning, and being an AOR station isn't an easy position to be in right now. It certainly calls for close self-examination, flexibility, and ultimately the making of careful decisions. R&R will keep you posted on the decisions programmers make, their reasons, and most important, the results.

Portrait of a Winning Rocktober

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ALDO NOVA "Subject"

FIRST WEEK BREAKERS

R&R Albums, 9/30: **16**
R&R Hot Tracks, 9/30: **19**



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CYNDI LAUPER "She's So Unusual"

Former Lead Singer of
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Album Includes "Girls
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SAGA "Heads Or Tales"

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WYNF	KBCO	KSJO	KATT
WLLZ	KLOS	KZOK	WIOT
WQFM	KGON		



TAXXI
Foreign Tongue

Includes hot tracks
"Gold and Chains,"
"Maybe Someday"

Feel the Driving Force of Taxi on



Fantasy



HA! FOOLED YOU ALL! Terri Nunn of Berlin reveals less than what might have been expected at KILO/Colorado Springs by (l-r) the band's John Crawford, KILO MD Alan White, Berlin's Dave Diamond, KILO PD Rich Hawk, and Warner Brothers' Michael Linehan.

EVOLUTION

KKDJ/Fresno's new PD is Deborah Catlin, appointed from the airstaff. Dean Opperman remains as morning man . . . Joe Bonnadonna has been appointed Assistant PD at WMMR/Philadelphia. He'll retain his air shift . . . Chip Hobart has resigned his position as MD at WAPP, but will stay on in afternoon drive . . . KAWY/Casper has a new MD: Marri Michaels, who replaces the exiting Michael Davis . . . At WLIR/Long Island, Scott Gordon is appointed Assistant to the Program Director, and Larry The Duck assumes the newly-created position of Special Projects Director . . . Doug Harris is the new Promotion Director at KLOL/Houston, where Doug Mattice is Promotions Assistant . . . Karen Anderson is upped to Promotion Director at KDWB/Minneapolis from Programming Assistant . . . KREM/Spokane's new Promotion Director is Bruce Demming, while Rudy Koerner joins for news, and Royce Blake for nights . . . Brock Whaley goes to KPOI/Honolulu for afternoons from WSHE/Miami . . . John Lisle is new to KISS/San Antonio for evenings from WQDR/Raleigh . . . Ron Griffen is on overnights at WXKE/Ft. Wayne . . . Janet (From Another Planet) Bates is

new to evenings at WBAB/Long Island from WSHE/Miami . . . Craig Kilpatrick goes to KOMA/San Jose for 3-7pm from WLPX/Milwaukee . . . KNCN/Corpus Christi has Bill Hershey returning from Westwood One for 6-10pm, and Hannah Storm doing 10pm-2am . . . At WHCN/Hartford, Ron Rodell is new to 6-10pm, Kim Alexander moves to 10pm-2am, Bob Smith is new to 2-6am, and Tom Watts assumes the newly-created position of Creative Director . . . Don Morrison moves to WKTM/Charleston for mornings . . . Robert Montalvo is News Director at KRIS/Brownsville, replacing Denice Calhoun . . . P.J. Sanders is doing the morning news for KSMB/Lafayette, where Dennis Gregg has moved for weekends from WHFS/Bethesda . . . Bill Prescott is doing weekends at KZEL/Eugene . . . Mark Cooper joins WKLS/Atlanta for weekends . . . Michelle Ernst joins WZIR/Buffalo for airwork . . . John (Byrd) Kempf is doing weekends at CFOB/Fort Francis . . . Kid Crash joins KFME/Chico for weekends . . . Former WMJQ/Rochester Promotion Director Gail Lee has joined Pasha Records in Los Angeles.

UPDATE

KFOG/San Francisco was paid back in spades for answering its request lines. David Bowie thanked the station on stage during his area appearance "for playing weird requests in the middle of the night." It seems Bowie had called the station after arriving in town at 5:00 that morning, requesting a number of songs, including Free's "My Brother Jake" and the Velvet Underground's "Rock 'n' Roll." The jock on the air complied, and Bowie called back again with his thanks . . . KNCN/Corpus Christi corralled ZZ Top into making an area appearance by rounding up over 10,000 signatures on a petition which was presented to the band's management . . . KUFO/Odessa, TX took a winner back and forth to a Quiet Riot show by hot air balloon . . . WFBQ/Indianapolis received over 1000 audition tapes for their latest homegrown album, the proceeds of which will

establish a scholarship program at a local university's school of music . . . Hot wheels: WROQ/Charlotte, NC gave away a 1984 Z-28 Camaro to a listener who qualified by being spotted with a Budweiser tag on his own car. KZEW/Dallas had a Mystery Tune contest to award a new Mustang convertible to one of thousands of listeners who correctly guessed 15 tunes played backward over a three week period . . . KLOS/Los Angeles is doing a screening of "Digital Dreams," which has a soundtrack by Bill Wyman, and sending a listener to London for dinner with Wyman . . . Happy first birthday to KWHL/Anchorage, which celebrated with a party where close to 10,000 listeners showed up. By the way, Carter Bradley is now PD/MD, not Carter Brown as we incorrectly said last week.



BIRTHDAY CONCERT CELEBRATION — To commemorate its tenth AOR anniversary, KZEW/Dallas held a birthday concert featuring the Fixx, Eddie Money, and Mitch Ryder for \$1.98 admission. 20,000 attended the sold-out show. Pictured (l-r, back row) are KZEW staff members Randy Davis and friend, Doc Morgan and friend, John LaBella, VP/GM Jay Hoker, and Doug Saye; (l-r, front row) PD Andy Lockridge, John Rody, Mike Rhyner, and Charles Mixon.

WHAT 3 THINGS DO THESE 3 RECORDS HAVE IN COMMON?

- ① They're chasing each other up the AOR charts
- ② They all sound great on the radio
- ③ They're all from A&M!

SP-4931 /Produced by Joe Jackson



MIKE'S MURDER Joe Jackson

Music from the forthcoming film
"Mike's Murder"
Eight new tunes including the new single
"Memphis" out soon.

SP-6-4960/Produced by Chris Tsangarides



Y&T

Y&T debuts this week on AOR charts
Watch for their Mean Streak across
America on the Ronnie Dio tour.

SP-6-4958/Produced by Mick Ronson with Payola S



PAYOLA\$

AOR forecast is for heavy airplay
Expected to sweep throughout the U.S.
Look out for Payola\$ on tour in your town
this fall.

A&M & AOR !!

ON A&M CASSETTES AND RECORDS

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Adult/ Contemporary



JEFF GREEN

SAVE FOR FUTURE REFERENCE

A/C Record Company Rep Checklist

Once each year R&R prints the names, addresses and phone numbers of record company national promotion representatives for A/C stations. This list has changed considerably over the past twelve months, so compare the revised information with your own to make sure you're up to date. Don't forget to save this page for future reference.



PUTTIN' ON THE "GUS" — KNBR/San Francisco personalities Frank Dill (left) and Mike Cleary (right) take the stage at the station's "Gus Festival," a municipal benefit and KNBR's answer to the US Festival. Frank and Mike were joined by over 400 tap dancers who clicked their toes and heels in unison to Taco's "Puttin' On The Ritz."

A&M

Dee Dee Lange
1416 N. LaBrea Ave.
Los Angeles, CA 90028
(213) 469-2411

Aero, Easy Street

Doug King
141 E. 63rd St.
New York, NY 10021
(212) 838-6565

Allegiance

Marty Goldrod
7525 Fountain Ave.
Hollywood, CA 90046
(213) 851-8852

Applause

Dave Neckar
8025 Melrose Ave.
Los Angeles, CA 90046
(213) 655-0944

Arista, Buddah, GRP, Jive, Norvus

Rick Bisceglia
6 W. 57th St.
New York, NY 10019
(212) 582-7689

Atlantic, Atlantic America, Atco, Big Tree, Capricorn, Cherie, Cotillion, Duke, Embryo, Emerald City, Es Paranza, Island, Little David, Manticore, Mirage, Modern, Regency, RFC, Real World, Rolling Stone, Swan Song

Gunter Hauer
75 Rockefeller Plaza
New York, NY 10019
(212) 484-8174

Boulevard

Larry Tollin, Lenny Beer
19456 Ventura Blvd., 2nd Floor
Tarzana, CA 91356
(213) 705-1994

Capitol, Harvest

Michael Lessner
1750 N. Vine St.
Hollywood, CA 90028

Chalet

Tom Hayden
8335 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069

Chrysalis

Eric Heckman
645 Madison Ave.
New York, NY 10022
(212) 758-3555

Columbia, ARC, Brighton, Cleveland International, 415, Entertainment Co.

Mike Martucci
51 W. 52nd St., 12th Floor
New York, NY 10019
(212) 975-5807

George Chaitas

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4895

Cream

Phil Skaff
8025 Melrose Ave.
Los Angeles, CA 90046
(213) 655-0944

Elektra, Asylum, Beserkley, Curb, Musician, Solar

Dave Urso
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Los Angeles, CA 90069
(213) 205-7400

EMI America, Liberty

Jack Satter
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Polly Anthony
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Los Angeles, CA 90067
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Seattle, WA 98101
(206) 625-9992

Geffen, Network

Johnny Barblis
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Los Angeles, CA 90069
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New York, NY 10022
(212) 355-6550

Ivory

Bill Maxwell
P.O. Box 194
Balboa Island, CA 92662
(213) 827-0216

Kat Family

Tommy Teague, Anne Frechette, Cathy Dignan
4150-A Pleasantdale Rd.
Doraville, GA 30340
(404) 252-5800

Lew's Record Co.

Lew Linet
7225 Hollywood Blvd., Suite 204
Hollywood, CA 90046
(213) 876-4071

Lifesong

Vincent Adinolfi
94 Grand Ave.
Englewood, NJ 07631
(201) 568-3996

Lowery

Butch Lowery
3051 Clairmont Rd.
Atlanta, GA 30329
(404) 325-0832

MCA, Backstreet, Blackheart, Camel, Carousel, Curb, Impulse, RDM, Sparrow, Sweet City

Steve Meyer, Sandra Bobek
70 Universal Plaza
Universal City, CA 91608
(213) 508-4014

Millennium

Vicki Wool
1697 Broadway, Suite 1209
New York, NY 10019
(212) 974-0200

Mirage

Bob Greenberg
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Los Angeles, CA 90069
(213) 205-7480

Moss Music Group

Sonny Kirshen
48 W. 38th St.
New York, NY 10018
(212) 944-9560

Motown, Gordy, Tamla

Vicki Leben, Don Wright
6255 Sunset Blvd., 17th Floor
Hollywood, CA 90028
(213) 468-3500

Network

John Brodey
9200 Sunset Blvd., Suite 1101
Los Angeles, CA 90069
(213) 859-1220

Noble Vision

Don Tolle
3109 Maple Dr., Suite 300
Atlanta, GA 30305
(404) 266-0177

Pasha

Carol Peters
5615 Melrose Ave.
Los Angeles, CA 90038
(213) 466-3507

PolyGram: Casablanca, De-Lite, DGG, Gramavision, London, Mercury, MGM, Phillips, Polydor, Riva, RSO, Threshold,

Total Experience, Verve
Michael Hoppe
810 7th Ave.
New York, NY 10019

Jeff Laufer

1930 Century Park West, 2nd Floor
Los Angeles, CA 90067
(213) 277-1412

Prelude

Joe Bonner
200 W. 57th St., Suite 403
New York, NY 10019
(212) 974-0360

RCA, Current, Grunt, Planet, Red Seal, Salsoul

Bonnie Goldner
6363 Sunset Blvd., Suite 608
Los Angeles, CA 90028
(213) 468-4190

Regency

Lloyd Segal
8484 Wilshire Blvd., Suite 900
Beverly Hills, CA 90211
(213) 276-9999

Reward

Wayne Volat
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Los Angeles, CA 90066
(213) 391-7331

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Doraville, GA 30340
(404) 451-5997

Rocshire

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Anaheim, CA 92807
(714) 632-9452

Salsoul

Billy Smith
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New York, NY 10016
(212) 889-7340

Scotti Bros.

Carleen Lester
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Santa Monica, CA 90405
(213) 450-3193

Solar

Herb Trawick
9044 Melrose Ave., Suite 200
Los Angeles, CA 90069
(213) 859-1717

Tapestry

Mike Pick
12011 San Vicente Blvd., Suite 500
Los Angeles, CA 90049
(213) 472-4009

Unicorn

Richard Crowley
1454 5th St.
Santa Monica, CA 90401
(213) 458-1661

Warner Brothers, Bearsville, Curb, Dark Horse, Full Moon, Geffen, Qwest, Sire Sue Emmer, Marc Ratner
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Burbank, CA 91510
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Progress: Air Personalities

Bob Stuart, most recently weekend swing at **WXKS/Boston**, comes to **WOMC/Detroit** for mornings. Also new at WOMC is evening talent **Ron Ferris**, who departs his PM drive shift at **KVEG/Las Vegas**. . . **Tim Moreland** is named the new voice of the Minnesota Vikings on **WCCO/Minneapolis**, while veteran **CBS Radio Network** sportscaster **Ron Weber** replaces Moreland for Twins baseball. . . **WTAE/Pittsburgh** MD/afternoon personality **Don Berns** won an award as Best Supporting Actor in a local theatrical presentation of "Company." Also at WTAE, **Jay Mitchell** joins for evenings from crosstown **3WS**. . . **WPRW/Manassas, VA** welcomes **Ron Kirsh** for middays, formerly of **WEAM/Washington**, while **Bill Celler** is added for parttime. . . **Jack Edwards** moves from parttime at **92-Star (WYST-FM/Baltimore)** to mornings/middays at sister AM station **WYST**. . . United Methodist Church pastor **Dr. Warren L. Danskin** is the new host of **WYNY/New York's** weekly "Christian Agenda" public affairs program Sunday mornings. **WYNY** has also begun a new public affairs program called "What's On Your Mind" with host **Joyce Haber**. . . **Larry Price** and **Michael W. Perry** make up the new morning team at **KSSK/Honolulu**. . . Former **KYSR/El Paso** PD **Jason Williams** joins **WLLT/Cincinnati** for middays. . . **Larry Williams** joins **WBVS/Wilmington, NC** for evenings from **WLCF/Southport, NC**. He replaces **Bill Louls**, who steps up to middays. . . Veteran southern California jock **Benny Martinez** takes weekends at **KHTZ/Los Angeles**. . . New lineup at **KFMJ/Grants Pass, OR**: 4-6am **Steve Douglas**, 6-10am **John Rossi**, 10am-1pm



Don Berns

Mark Hammond, 1-6pm **D.J. Doyle**, 6-10pm **Charlie Kirk**, 10pm-midnight **Steve Douglas**, overnights **RKO's "Night Time America"**. . . Wedding bells to **WTKO/Ithaca** weekend personality **Charlie Clyde** and his bride **Kathy Saylor**, who tied the knot August 13. Also at WTKO, Chief Engineer **Matt Rule** adds the overnight personality shift to his duties. . . Former **KDIG/San Bernardino** morning man **Gary Zane** exits to handle afternoons at **KEXO/Grand Junction, CO**. . . At **WKNE/Keene, NH**, **Sandy Ellsworth** rejoins the station for afternoons from the OM post at **WNOU/Willimantic, CT**, while parttimer **Jim Stolar** moves up to evenings. . . **Rick Gerber** moves from overnights at **KSYN/Joplin, MO** to evenings at crosstown **KFSB**.



TAKING THE MILWAUKEE TRAIN — **WMYX/Milwaukee** air personalities welcome **EMI America** artist **Sheena Easton** to her recent concert. From left (front), overnight talent **Karin Caruso**, **Sheena**, afternoon personality **Chris Moreau**. Standing behind are (l-r) morning man **Tom Kohl** and midday host **Mark Richards**.

Station Profile

WBEN 930

WBEN
"Radio 930"
2077 Elmwood Avenue
Buffalo, NY 14207
(716) 876-0930
Owner: **Algonquin Broadcasting**
Rep: **Eastman**
Pres./GM: **Larry Levite**
VP/Programming: **Bob Wood**
MD: **Roger Christian**
930 kHz
5kw

is one of depth, and includes the exclusive **WBEN Traffic Copter**, **Weatherfax**, and an award-winning staff of aggressive professionals.

"Technology works for the audience at **WBEN**. From Western New York's first snow closing computer system to custom music selection software to our state-of-the-art studios, our electronic product is first-rate.

"But people really spell the difference between a good station and a great one. And, by far, the staff of **WBEN** is the secret of our success. Everyone counts. Everyone cares.

"Our air personalities are natural communicators. Neighborly, meaningful, balanced and disciplined, our people possess a true sense of craft. They all are the best at what they do, which simply is wrapping the radio station around the lives of Western New Yorkers."

"**WBEN** Radio 930 is A/C full service entertainment and information. Service and personality stand shoulder-to-shoulder as equal and powerful audience magnets.

"**WBEN** News dominates Western New York information delivery. The News operation



SOMEWHERE OVER THE RADIO — **Columbia Records** artist **Chuck Mangione** took a break from his "Journey To A Rainbow" tour to stop by **WOCQ/Ocean City, MD** and chat with morning personality/Assistant PD **Jeff Newman**.

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	✓ Oct. 13 Boston	✓ Oct. 26 San Francisco	✓ Nov. 3 Dallas

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EASY LISTENING



GAIL MITCHELL

Station News Roundup

The first day of fall was ushered in last week, signalling the official end of another summer and the start-up of another fall ratings sweep. I thought now would be a good time for a station news roundup: staff changes/additions, promotions, photos that helped bring the summer of '83 to a close. Also, Fred Seiden takes a brief look at the winning wakeup ways of three Easy Listening morning stars and gives stations food for thought in regard to beefing up that AM daypart.

Remember, I want to cover your station's news (promotions, staff/programming changes, photos), whether your format is Easy Listening, Beautiful Music, Big Band/Nostalgia, or Classical. Send the information, along with any topics you'd like to see discussed, to Gail Mitchell, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Programming Update

WOKY/Milwaukee adds "WOKY's Good News Journal" to its daily lineup. Anchored by News Director **Doug Klöel**, the broadcasts focus on the positive and optimistic aspects of the news covering the economy, business, health, finance, and human interest . . . Jazz joins the programming fare at **WMRE/Boston**. Host **Norm Nathan** brings his "Jazzmatazz" to Sunday mornings, 9:30-noon . . . Beginning this week, **WNCN/New York** is airing a series of National

Symphony Orchestra concerts, including 16 live performances direct from the JFK Center for Performing Arts in Washington. The Classical outlet is also presenting the 26-week series "Operai," which features operas from Italy now until February 25, 1984 . . . **Schulke Radio Productions** welcomes **KBEE/Modesto, CA** to its client list . . . **WLVV/Statesville, NC** has replaced its old 500-foot tower with a 1250-foot version that extends the station's coverage to 5200 square miles . . . Broadcaster/consultant **Ed Winton** signs on to program and consult **Karas Communications'** new Las Vegas facility, **KMZQ**, with the "Vegas!" A/C format.



MOYL NETWORK BOWS — MOYL President Al Ham has established the "MOYL" Family Of Stations - Network, in an effort to attract new advertising dollars. Ralph Conner, Sr. VP of Weiss & Powell, Inc. will direct the network's national advertising sales division. Celebrating their new partnership are (l-r) Ham and Conner.

Promotions In Motion

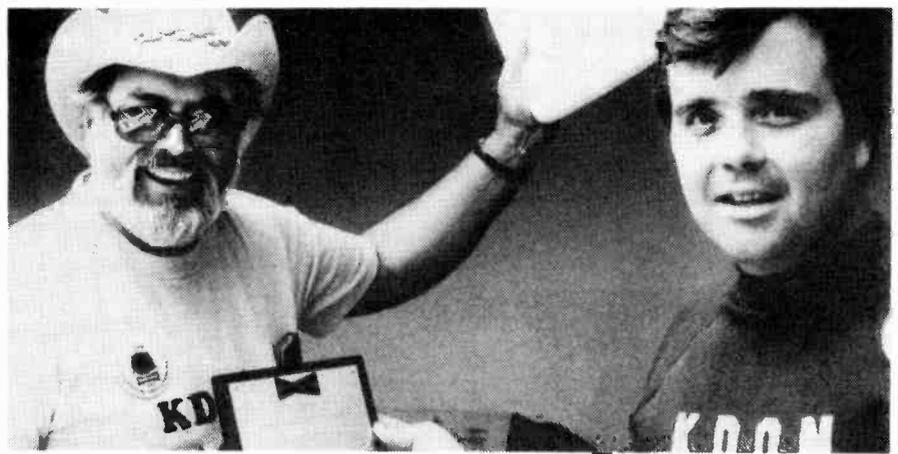
WLEE/Richmond sponsors its "Nostalgia Bowl" on October 2; the football game pits high school players of the '40s, '50s, and '60s against each other . . . Earlier this month, **WEZO/Rochester** was looking for "Couples In Love." Following this week's drawing, 17 lucky couples will join personality **Jerry Warner** for an October 1 ride on the station's "Love Train," treated to champagne, flowers, music, and dinner . . . And **WBBG/Cleveland** recently co-sponsored the "First Annual North Coast Oktoberfest." **Harry Hershey** and the **WBBG Big Band** played during the three-day event.

Flow

Richard Ward Fatherly comes aboard **KTOP/Topeka** as PD. He succeeds **Karl Hofman** . . . **Tommy Long** joins **WYLF/Rochester** as air personality, handling the 9am-3pm shift . . . **WBBG/Cleveland** Promotion Director **Judy Cerne** is promoted to Marketing & Promotion Manager of **WBBG** and sister outlet **WMJI**. Concurrent with Cerne's promotion, **Terry Wascovich** is named Associate AM Promotion Director.

Stephen Hopp promoted from PD of **WNAV & WLOM/Annapolis, MD** to Operations Manager of both outlets. **WLOM** Assistant PD **Bob White** also upped to PD there, while **Paul Mann** is named PD of sister **WNAV** . . . **Mike Davidson** is the new PM/evening personality at **WNNJ/Newton, NJ** . . . **Bob Barry** is out as 6-10am host at **WOKY/Milwaukee**, with newly-named PD **Steve Stevens** taking over that slot . . . Former **WLGM & WJJS/**

Lynchburg, VA OM Tony Bonvini surfaces at **WAVZ/North Haven, CT** as PD . . . Newsman **Marvin Gatch** joins **KOSI/Denver's** "Daybreak" morning program, sharing the slot with the station's veteran **Amer Van Orrick** . . . **WABY/Albany** overnigher **Bev Jordan** segues to mid-days, with **Kelly Broderick** filling Jordan's vacant airshift . . . **Terry Bill** named Production Manager of **WLVS/Memphis** . . . **WAIT & WLOO/Chicago** Director of Public Affairs **Hope Daniels** wins four awards, including Certificate of Merit from **NRBA** for July '83 . . . **KULL/Scott City, KS** affiliates with **KalaMusic** . . . **WDNC/Raleigh-Durham, WMLF/Indianapolis, and WNJY/West Palm Beach** are recent MOYL converts . . . **WGIL/Los Angeles** celebrates fourth anniversary of "Ballads, Blues and Today's Big Bands, Too" format . . . **WNEW/New York's William B. Williams** counts 30 years with the station.



A CHILI SENDOFF — During the recent Monterey County Fair, **KDON-AM & FM/Salinas, CA** copped first place, media division in the annual chili cook-off. The culinary expert responsible for the winning recipe was none other than the AM's Big Band morning host **Jack Williams**. He's shown above (left) displaying the station awards with **GM Jim Christoferson**.



KFAC WALL OF FAME — You've no doubt heard of the Hall of Fame and Hollywood's Walk of Fame. But **KFAC/Los Angeles** has gone a step further by instituting a Wall of Fame, honoring supporters, advertisers, local politicians, and station friends who have contributed to the outlet's success. Each time a nominee is selected, a bronze commemorative plaque is mounted on **KFAC's** exterior wall. On hand during recent unveiling ceremonies were (l-r) Mayor **Tom Bradley**, Councilwoman **Peggy Stevenson**, and President/GM **George Fritzinger**.

Easy Listening's Morning Stars

Looking at the spring '83 **Arbitron** for Cleveland, San Francisco, and Los Angeles, you'll find one Easy Listening station ranked number one and two ranked number three with adults 18+, 6-10am, M-F. This indicates a dramatic reversal from the days when morning drive was the last place to expect this programming to be so competitive.

Certainly the music itself has changed — additional vocals and brighter, more contemporary instrumental arrangements. But it's the emergence of the wakeup air personalities that have made formerly slumbering radio giants come alive. These personalities have moved their stations to the foreground in ratings and revenue. If you've been putting off the decision to dress up the morning show, giving the air talent more programming support and relaxing the old rules, let me suggest that you consider what's happening in the three aforementioned cities.

A New Ballgame

In Cleveland, **Gannett-owned WDOK** is the market's leading adult station with an 8.7 share in morning drive. Two key ingredients helped the station attain that number one slot: the wakeup services and the popular **Ted Hallaman**. Among his morning offerings are the "Dr. Bland" editorials, "Ted the Greek" football forecasts, and humorous exchanges with newsman **Dave Pelunis**. It's a winning combination of good fun and information that has gone right to the top in this Ohio city.

On the West Coast, **Shamrock's KABL** has been very lucky with the unique and often disarming approach of **Bill Moen**, consistently the highest-rated music personality in the San Francisco area. Since **KABL-AM & FM** simulcast during the morning hours, the combined numbers for this spring gave them a 5.9 share of total adults. Interestingly, **Bill Moen** was voted the favorite Bay Area radio personality in a viewer poll conducted by the local **Westinghouse** television station. It seems to underscore the impact Easy Listening is having on the early morning radio audience — when there's someone giving the people what they want.

Our quick tour concludes in Los Angeles with the number three morning show, "Phil and Bill," on **KBIG**. This team consists of News Director **Phil Reed** and music host **Bill Ratner**. The pair blends their talents to provide Southern California commuters with an entertaining and informative morning program. **Bonneville's KBIG** was one of the first Easy Listening stations in the nation to use a duo in the morning hours. Its "Daybreak Los Angeles" concept is still working effectively.

How About You?

The bottom line is quite simple. Today's radio listeners are going to punch around on that dial until the right combination of entertainment and information reaches their ears. You may have to put aside the musty old rule book and come up with a new gameplan to get those listeners off the fence and into your backyard.

—Fred Seiden



LON HELTON

A PAIR OF ANNIVERSARIES

A Tale Of Two Countdowns

Two of the most popular long-form syndicated shows are celebrating anniversaries this week, so I thought we'd take a peek back in history to examine the origins of the two shows, as well as take a look behind the scenes to get the thoughts of the current group of people who count 'em down every week on radio stations coast-to-coast and around the world.



American Country Countdown has been playing the top 40 hits in the country for ten years now. A production of ABC Watermark, the ACC is currently on over 460 domestic stations, as well as airing in ten foreign countries. The people responsible for putting the show together every week are host/producer Bob Kingsley, head writer Pat Shields, writer and principal interviewer Neil Haislop, and co-producer Johnny Biggs. We'll get their thoughts on the show shortly, but first a bit of history on the ACC from the President of ABC Watermark, Tom Rounds.

The Beginning

"In 1969, when Casey Kasem and I were planning 'American Top 40,' we said, 'Hey, if this works, we can do a country countdown, an MOR countdown, a whatever countdown.' It really wasn't until 1973, though, that we felt there was sufficient support in Country radio for this kind of idea. Also, when we got around to doing it, we did not just want to do a carbon copy of AT40. We decided that we wanted to do something that was legitimately country from the ground up. By 1973 Casey had already made such a name for himself as a Top 40 spokesman, it didn't make an awful lot of sense to have him representing country music from a national standpoint. As for me, after spending six months listening to nothing but country music and traveling to Nashville, I finally came to the conclusion that I was such a Top 40 guy, it made no sense for me to produce the show.

"At this point we hired the first host of the American Country Countdown, Don Bowman. Hugh Cherry was the head

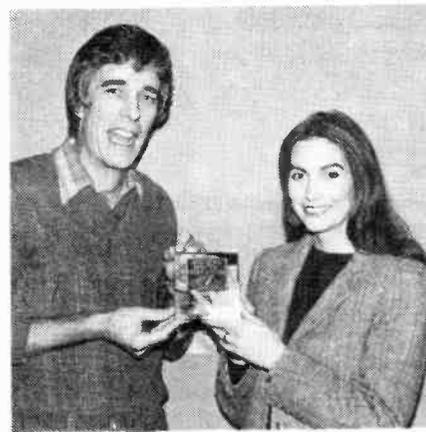
writer, and Don wrote also, with some editing help from Don Bustany, the main writer and producer of AT40. Even with the quality of those people, we felt it wasn't as 'authentic' as it could be, so, about six months into the life of the show, we approached Bob Kingsley, who was already well known in the Country field, to come aboard as producer of the show."

As time went on, Don became more and more involved in concert dates; opening for both Merle Haggard and Willie Nelson over the years. At this point it was just too much, and Don decided to forego the countdown show. As the producer, it was Bob's job to look around for a replacement. As luck would have it, someone didn't make it to a session, so Bob thought he'd take a shot at it. That was in the spring of 1978, and Bob has been the on-air host ever since.

Tom picks up the story around 1980. "Up until then, ACC had grown steadily, but slowly. We weren't over the 100 station mark for the first year and a half and didn't reach the 300 station mark until '80, when we suddenly doubled the number of stations we were on. I think the slow growth of the show was reflective of the growing pains syndication was having at the time. Having been a PD, I know they were jealously guarding their air time. The thing that helped us break through the country barrier was actually the success of AT40. It showed programmers that a countdown show could work, and it could work for them in country as well. Also, I think some Country PDs felt a little bit of uncontrollability as far as the show was concerned, since we presented more records than some people had on their playlists."

A Special And A First

The tenth anniversary show this weekend is a special show from a couple of standpoints. First, this weekend's show itself is very special. The anniversary show is not



ACC host Bob Kingsley presents an "American Country Countdown #1" award to Emmylou Harris. The award is given to each artist who hits the number one position on the show.



Bob Kingsley models his own ACC T-shirt while presenting one to Bobby Bare.

just the ten-year history of the ACC, but an overview of country music for the last 60 years. As head writer Pat Shields explained, "It's kind of like a 'Guinness Book of Records' as applied to country music. The special includes a lot of firsts, biggest, mosts, etc. in country music. We'll have songs from the youngest male and female acts to reach the top 40, the youngest and oldest artists to ever reach No. 1; we even go back to the 1920s to play the first documented country record and the first documented country hit. We'll also have the first million seller."

Secondly, this weekend marks the first time that the show is going to radio stations "free." Perhaps more accurately, the show is changing over from cash to an advertiser-supported basis (the new euphemism for barter). Tom Rounds has some thoughts on that evolution.

"We knew that the days of cash syndication were getting very tough, not over, necessarily, but just about. Even though the ACC was delivering about 300 markets, we felt it wasn't experiencing the growth we thought it should. We knew that the major line of resistance on the part of stations was that it wasn't barter or trade... in essence, it wasn't free. However, we hadn't fully realized the extent to which the resistance had grown. What's happened is that radio stations, to a certain extent, have been seduced by the amount of 'free' product that has been offered them. The thankless job of program director gets even tougher when you have to go into the GM and ask for some money to buy a program. So, you really can't blame anybody leaning toward the free shows.

"What worries me about this is that radio stations don't really treat their air time with enough respect. In some cases, they will put on a show with the main consideration being that the show is barter. I don't believe that should be the main criteria by which a show is judged. I feel that at some point discriminating radio stations will appreciate these shows more, will return to wanting to control all their air time, and cash shows will return to the forefront."

The ACC Crew

Bob Kingsley has been with the show 9 1/2 of the show's ten years, having worn the hat of both producer and host. If you want to talk about American Country Countdown's history, he's the one to see.

"From the inception of the show the talent and creativity of the people involved has shown through as Tom Rounds, Casey Kasem, and Don Bustany in effect redefined the countdown. The concept of the show has been molded and structured to the point where it is almost impossible for a local station to duplicate what we have. At one time or another all stations have done their own form of countdown show, but what station has the resources to get all of the artist information and interview material we gather, and then have a good-sized staff spend a whole week writing and putting it together?"

Obviously another strength of the show is the hook of the countdown itself. Head

writer Pat Shields noted the concept of the countdown "goes back at least to the days when 'Your Hit Parade' mesmerized audiences on radio and later television." As Bob amplified, "All week long you hear your favorite tunes. Then the weekend comes, and you can not only hear your favorites all in a row, but you can find out how your favorite ranks in popularity with all of the other songs as well as dialogue from and about those artists."

But ACC doesn't dwell on "old news," as Tom Rounds pointed out. "Our show is done from the standpoint that big country celebrities are really family, so we don't spend an awful lot of time reiterating the basics of who so and so is. We assume that the audience is very aware of who these people are."

As you might imagine, putting the show together on a weekly basis is a monumental task. But, as Bob mentioned, it's a labor of love because the team doing the show has grown very close through the years. This feeling of camaraderie extends into the creation of the show itself since ACC is a collaborative effort. "Quite often," says co-producer Johnny Biggs, "one of us will call somebody else in the middle of the night when a thought for the show hits. The show's close to the hearts of us all, and we constantly share ideas to make it better every week. We are always fine-tuning and refining the show, and the only way to do that is with constant input from everybody."

Take it from one who knows, filling the blank sheets of paper every week is no easy task, and writer Pat Shields encounters his own set of unique hurdles in writing the show. "One of the problems I encounter when writing the show is dealing with the fact that so many of the same country artists are on the chart month after month, and some, year after year. The thing that's always foremost in my mind is searching for a new point of view or facet to an artist, as well as finding new ways to tell the same story. After ten years of telling the stories of so many great artists a number of times, one has to be more conscientious than ever to avoid repetition."

To keep it fresh, Pat likes to jiggle loose the story in the back of an artist's head to bring little known stories or information to light. He writes from the fan's standpoint. "I was a country music fan long before I was in the business," Pat says, "and I want to present things that I would want to know. I'm always searching for stuff that no one else knows about."

Happy tenth anniversary to all the folks at ACC, and I can tell you that their enthusiasm, even after ten years, is still strong. I mentioned to Bob Kingsley that in a couple of places I worked we used to get mail addressed to him, and he excitedly responded, "It still really knocks me out when a station tells me they get calls or mail for me. It means that I'm achieving the goal I set for myself when I enter the studio, and that is to sound warm and friendly with a real local feel."

Continued on Page 68



After taping an interview for the Weekly Country Music Countdown, Willie Nelson only had two things left to do: Get his WCMC hat and have his picture taken with United Stations President Nick Verbitsky (left) and VP/Programming Ed Salamon.

Chris Charles (right), host of the Weekly Country Music Countdown, chats with Royce and Jeannie Kendall after taping a segment for the show.



Discover A Gold Mine of Country Music With the Stars!

George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty, and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

Country music has stayed loyal to its roots.

Today, country listeners have expressed an increasing interest in country music's past. Radio stations are playing more oldies than ever before, and new artists, like Ricky Skaggs and John Anderson, are using more traditional styles.

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be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

Produced by Ed Salamon

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AMERICA'S TARGET RADIO NETWORKS

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A Tale Of Two Countdowns

The United Stations

AMERICA'S TARGET RADIO NETWORKS

Continued from Page 66

As mentioned at the outset, this weekend also happens to be the second anniversary of *The United Stations Weekly Country Music Countdown*. When I first realized the United Stations' show was two years old, I wondered what went through the minds of partners Dick Clark, Nick Verbitsky, Ed Salamon and Frank Murphy when the decision was made to go head-to-head with a show that had an eight-year head start. President Nick Verbitsky said it was a matter of economics. "We felt, back in '81 when the show started, selling a program for cash was no longer a viable consideration in the marketplace. Our show was different in two aspects as we began; it was given to the stations on a barter basis, and it was geared to being a showcase, in terms of interviews, for the top recording stars in country music. From our previous work on specials for Mutual, we knew that there was not only a marketplace for these shows, but that indeed there was a tremendous appetite for them."

Another factor that certainly entered the decision making process was the amount of "country experience" wrapped up in the program's principals. This background is manifested in both programming and sales.

"It hasn't been all that long," Nick began, "since a lot of major companies were squeamish about dealing with country music. Certainly in the beginning, our expertise in the sales of Country programming aided in our fast start. The show was sold out within the first six months and has remained so ever since. However, the selling of country music on Madison Avenue now, versus when we all started at WHN ten years ago, is totally different. The exposure and explosion of country music over the past ten years had made it a much easier sell. When you couple that with the quality of production, it is a natural buy for many advertisers. As a matter of fact, a number of sponsors on the show are clients who have specifically requested country programming, because they feel it is right for the audience they want to reach. Quality country programming targets right in on the demo they want the most, 25-54."

A Different Concept

The programming expertise referred to earlier is supplied by VP/Programming, Ed Salamon. It was his job to develop an approach to attract those 25-54 while offering something different than what was already in the marketplace. Ed's solution was heavy artist involvement.

"What we are trying to do in our show is to be fast-paced and play a lot of music, but at the same time, pack a lot of information and artist participation into the show. Most programmers who carry our show tell me it is the most reacted-to element on their station, and I think this is a direct result of the content level of the show."

"In most kinds of music, audiences are interested in learning something more about their favorite artists. I think these shows work because of the information they have in them, they fill that need. Also, in shows like ours where the artists directly participate, the listener receives another dimension of the artist... they get to see what the artist is like as a person. This is all very attractive and in fact, this is now something the listeners have come to expect from their radio station. As they expect this 'in depth' programming, and as budgets at stations get tighter, more and more programmers have turned to us for support in providing quality programming. While they have the talent, most individual stations do not have the resources or budget to provide what we give them."

This, of course, is the same point made by ACC's Bob Kingsley, and it's very well taken. In the days of one Country station per market you could do your own countdown by simply playing the R&R top 50 for the week. However, as audiences have demanded more, and as the competition provided more, local stations have come to depend on the syndicated countdown shows not only for the quality of the shows, but because the shows have access to artists and information simply not available to individual stations. As Ed said, "Our role is such that it's as if all of the affiliate stations pooled their resources to get this kind of show."

Elements Of Success

As discussed earlier, the countdown as a concept goes way back. "Your Hit Parade" was a radio hit in the '30s and continued its success on TV. From the '30s to the '80s is over 50 years of fascination with countdowns and, without a doubt, countdowns are a powerful programming tool because of that fascination. Ed told me that what the US did was to "take that concept and go one step further by adding stars every week, a device that we had experience with through many of the specials we put together at Mutual and from the success we had with the guest DJ feature at WHN. Much of the success of the WCMC is in the combination of those two concepts."

"While this is certainly one element of the success of these shows, another is the greater acceptance of all long-form programming. Shows that give information about the artists, or have the artists appearing, have just been eaten up by the public. The public in turn is demanding these shows from their radio stations and the stations have been demanding more from us. Long-form programming has come a long way from where it was, even several years ago. It wasn't that long ago that there were only a handful of shows to choose from, some of which were produced in somebody's basement, and they might or might not get a show out any given week."

Different Show, Same Problems

Speaking of getting the shows out every week, the person that shoulders much of that responsibility at the US is the WCMC writer and host, Chris Charles. Chris approaches the writing of the show in much the same manner as the ACC's Pat Shields. Chris told me, "We are very information oriented, so I try and put myself in the position of the country fan listening to the radio, writing what I want to hear." He, too, is always looking for that tidbit of information that he's never heard before. As the voice, Chris came to some interesting realizations early on.

"It was really surprising to me, as a guy who had been on the air for the past 12 years, how difficult it was to walk into a studio and try to duplicate that on the air sound. Everybody thinks you just walk in, knock out a voice track, and collect your check. What I didn't realize was how tough it was to be relateable and one-to-one while sitting in a sterile studio, without even the music

as ambience to play off of for that 'live' feel. Over the past couple of years, I've gained a tremendous amount of respect for people like Dick Clark and Casey Kasem and the job they do. It is a totally different mindset from doing a live radio show."

Numbers Are The Key

One of the major selling points put forth by both of the shows is their strength as ratings boosters, especially as a help to weekend numbers.

"These shows work regardless of daypart," remarked Ed. "If you put them in a highly-listened-to period, they tend to increase the ratings, and it also improves the ratings in the fringe time slots that tend to do poorly for radio stations. I think this is because it gives people a special reason to tune in at a specific time. Having a featured artist every week gives the station something that it can promote to get listeners to tune in their station. The most successful stations are the ones who promote the artists and the 'special-ness' of the show on a daily basis."

So there you have a little history and an inside look at two of the most successful countdown shows in the country. The best to all involved and here's wishing them both many more anniversaries to come!



NEITHER RAIN NOR SNOW — Here's the new postcard being sent out by WKIX/Raleigh. Shown are (top) Dale Van Horn, Jay Butler, Bill Austin, Karen Bottomly, (bottom row, l-r) Joe Wade Formicola, Pat Paterson, and Kevin Landis.



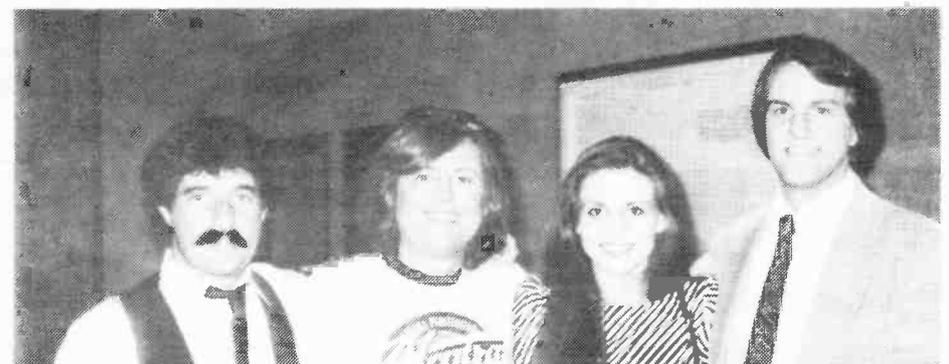
TJ MEETS A DJ — During a recent trip to Chattanooga Tom Jones spent some time with (l-r) Leigh McNeely, WDEF air personality; Ben Cagle, the station's VP/GM; and Doyal McCollum of PolyGram.



DUO DUO'S — When KLOZ/El Paso featured the Bellamy Brothers at the station's "End of Summer Country Jam," it meant that two of the top duets around were together in the same spot at the same time, thus warranting this photo. Pictured are David and Howard Bellamy (the two guys in the middle) with El Paso's number one morning team of Stu Kellogg (l) and K-102 PD John Hunter.



GUILTY OF A CELEBRATION — During their 14th annual 4th of July Happy Birthday USA Celebration Concert, Staller Brothers bass man Harold Reid spent some time chatting with PolyGram's Frank Leffel (c) and Mike Allen, OM of WTVR-AM & FM/Richmond, VA.



DEBORAH IN DENVER — RCA's Deborah Allen visited KLZ/Denver as part of her national promotion tour supporting her label debut, the single "Baby I Lied." Pictured (l-r) are RCA's Bob Myers and Carson Schreiber, Allen, and KLZ PD Bill Bradley.

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Nashville This Week



SHARON ALLEN

Nashville Talent Talks

The Country Music Association founded the Talent Buyers Seminar in 1971. Since then it has provided a forum in which talent buyers, promoters, booking agents, artists, artist managers, club owners, and representatives of fairs, auditoriums, and parks exchange ideas and view showcase performances by leading country music artists.

This year six artists will participate on the Artists Panel, "Good As Gold," to discuss appearances, life on the road, and how to work with the buyers for a successful show. The panel will begin at 11am on Tuesday, October 11 at the Opryland Hotel in Nashville. Brenda Lee is moderator and the panel consists of: Jeff Cook of Alabama, Helen Cornelius, Lee Greenwood, Reba McEntire, and Faron Young.

The seminar will be held at the Opryland Complex from Tuesday, October 11, through Thursday, October 13. This year's keynote address will be made by former Presidential Press Secretary Jody Powell.

For additional information or to request a registration form, contact: CMA Talent Buyers Seminar, Country Music Association, P.O. Box 22299, Nashville, TN 37202.

RCA Takes Pride In Pride

RCA Records hosted a surprise party for Charley Pride after his current single "Night Games" hit No. 1 on the chart. This accomplishment puts Charley in the #2 position as the all-time number one singles artist in country music . . . Based on the success of the first-ever vocal teaming of Epic labelmates Mickey Gilley and Charly McClain on "Paradise Tonight," the duo went back into the studio working toward a possible duet album . . . You can be looking for a new single from Helen Cornelius. "If Your Heart's A Rolling Stone" is produced by Blake Mevis on Ameri-Can Records . . . Hank Williams, Jr. just bought a new white Cadillac. Wanna know why? He gave his 1949 Caddy to Waylon Jennings! . . . Johnny Lee is recording the title cut for a new fall television show, "Yellow Rose," on the NBC-TV network.



McClain & Gilley

Willoughby Fires Up Career

Have you heard Larry Willoughby's first single as a lead singer "Heart On The Line (Operator, Operator)"? Willoughby spent seven years as a member of the Houston Fire Department. During that time, he kept his musical talents largely to

himself until his cousin, Rodney Crowell, encouraged him to audition for an opening in Guy Clark's band. Hired on the spot, Larry changed overnight from fireman to musician, and relocated to Nashville. Later, he began to write songs and become affiliated with the Oak Ridge Boys' publishing company, while also doing background singing with a number of major artists. Now he's going it solo on Atlantic America Records.

Waylon's Company

Are you ready??? For Waylon's new album "Waylon And Company." Company includes his wife Jessi, his best friend James Garner ("Rockford Files"), Tony Joe White, Willie Nelson, Hank Williams, Jr., Ernest Tubb, Emmylou Harris, and Jerry Reed (singing with Waylon their duet single, "Hold On, I'm Comin'") . . . Sylvia performed in her hometown (Kokomo, IN) for General Motors. She was only supposed to have done one concert, but they had such a large turnout she ended up doing "three" concerts.

BITS & PIECES: The airdates previously announced for the two-part, four-hour mini series, "Kenny Rogers as The Gambler, Part II," have been changed to November 28 and November 29 at 9pm (EST) each night on CBS-TV . . . The Statler Brothers, Gail Davies, and Carl Perkins will perform for Mel Tillis's Second Annual Orange Blossom Special in Gainesville, FL on Friday, October 7. There will also be several surprise acts. The show, which benefits the University of Florida Athletic Booster Club, will precede the Vanderbilt-Florida football game October 8, at the Stephen C. O'Connell Activity Center on the University of Florida campus . . . Steve Wariner can be seen as the centerfold in an upcoming issue in "Country Rhythms" magazine . . . T.G. Sheppard is "one of the men that women love" in the upcoming NBC-TV special "I Love Men." Donna Mills will host the hourlong tribute to men who possess "various enviable qualities." Dick Clark and Al Schwartz are executive producers, and their other guests include Andy Gibb, Tom Wopat, Mister T, Britt Ekland, Cathy Rigby, Phyllis Diller and Quinn Cummings. Airdate is set for October 11.



KENDALLS FLY SILVER EAGLE — When the Kendalls played the Lone Star in New York recently, WHN broadcast the show live and DIR's "Silver Eagle" show taped a segment for October airing. The duo also taped United Stations' "Weekly Country Countdown" and other shows. Pictured (l-r) are United Stations' Ed Salamon and Tom Roland, Royce and Jeannie Kendall, DIR's Bob Kaminsky, WHN's Dan Taylor, and WHN PD Joel Raab.



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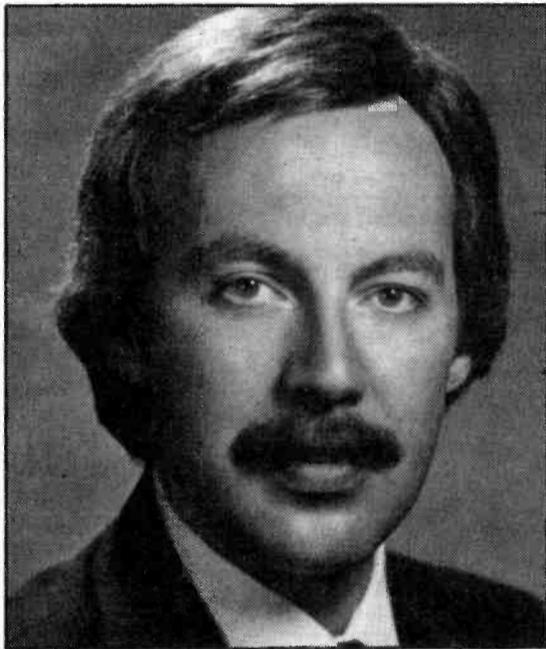
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THE WEEKLY COUNTRY MUSIC COUNTDOWN

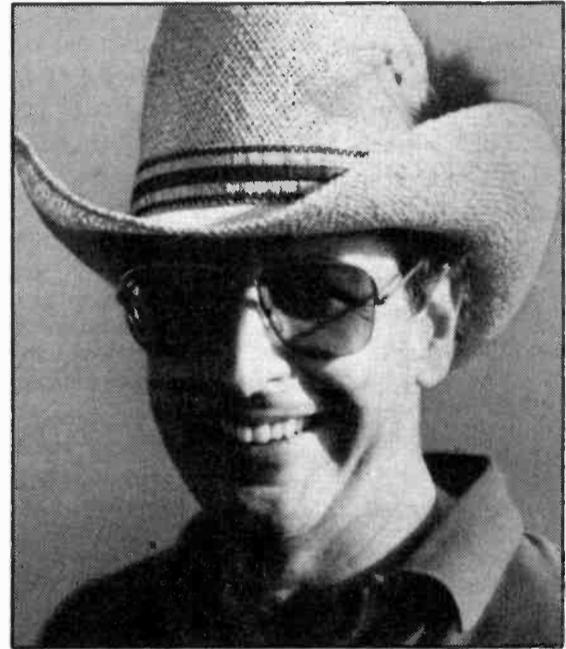
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KSAN-FM San Francisco



Tom Miller – Operations Manager
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J.D. Spangler

“With the current over load of syndicated programs, it’s refreshing to find a show as THE WEEKLY COUNTRY MUSIC COUNTDOWN that’s concise, entertaining and professionally produced. A large portion of my audience feels that Chris Charles is a full time member of the staff.”

Thomas E. Miller

“Quality makes THE WEEKLY COUNTRY MUSIC COUNTDOWN one of the most consistently promotable features on the station.”

Mac

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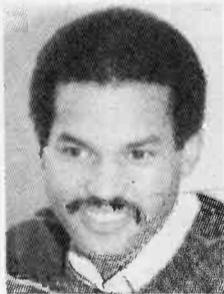
WALT LOVE

CONSULTING A WINNER!

WVKO's One-Year Turnaround

The Buckeyes of Ohio State University aren't the only thing being discussed in Columbus these days. Those in the broadcasting and advertising community are talking ratings, WVKO's ratings. WVKO is a 1000 watt directional daytimer way up at 1600 kHz on the AM dial. For years, the station did not attract much attention or many listeners, but things do have a way of changing. That's just what's happened at WVKO; things changed for the better.

This week we'll take a look at WVKO's success through the eyes of WVKO & WSNY/Columbus VP/GM Steve Joos, a 31-year broadcast veteran. We'll also talk with WVKO's consultant, who also happens to be WSNY's PD, Harry Lyles.



Harry Lyles

Franklin Communications, a division of Josephson International, purchased the A/C-formatted WSNY and the Black-formatted WVKO in May 1982. Here's how WVKO and WSNY scored the past three books:

	12+ Mon-Sun 6AM-Mid		
	Sp '82	Fall '82	Sp '83
WVKO	4.5	7.0	9.1
WSNY	7.1	8.3	7.0

I asked Steve Joos to fill me in on WVKO's doubling its numbers in one year's time. "The thing to look at is in that first book we were still simulcasting the AM & FM at certain times of the day. For exam-

ple, we were still playing jazz during the midday hours on the FM when the spring '82 book was taken. I mentioned that because the combined 12+ share for our two stations was a 11.6. I really think a lot of the good things came along as we became more organized."

Name That Format

WVKO's 9.1 share makes it the #3 rated radio station in the Columbus market. What made Steve decide to go with an Urban format on AM? "First, I'd say that what we do on our AM isn't an Urban format. Formats are hard to define with all the labels people put on things these days. An Urban format in New York is totally different than an Urban format, let's say, in Dallas. Yet some people in the industry would call them both Urban Contemporary stations.

"The main thing we did was come in here and structure things. We had to design a format because none existed at the time. Harry had to structure everything."

What was WVKO up to when Franklin took over? Steve didn't actually admit to it, but when I used the phrase "old-line neckbone station," he was diplomatic. "My experience with Black radio has been quite limited, but I would say based on my knowledge of the business, I've heard stations who sounded like ours used to and that terminology has been used to describe that type of presentation."

The Profit Picture

The bottom line is Steve and Harry have modernized WVKO's approach and sound. Is Steve pleased with the station's revenue now that the numbers are there? "Extremely. One of my objectives when I came here was to make two viable, productive, and profitable entities out of these properties. That's not to say they weren't profitable before Franklin took over. In a little over a year that our company has been operating these facilities they are considerably more profitable than they were. Yes, the AM had certainly become a positive for all of us here. As of May this year, our billing has really come into its own. Most of the business I'm speaking of is local retail business, although our national sales have picked up considerably. Our rep firm is Major Market and with the 9.1 share, things are quickly moving in a positive direction."

Steve had this to say about his combination A/C PD/Black radio consultant. "When I hired Harry, I was only looking for a PD for our A/C FM. After interviewing him, I realized I had somebody who could fill that position and help with the Black format, too. He had some good success in his



WJLB/DETROIT AIR STAFF LINES UP TO SKATE — Pictured taking a breath after a "serious" skating session in Detroit to benefit the Black Folk Art Committee are (l-r): James L. Alexander, WJLB Operations Manager; 2-6pm air personality Larry Elliott; 10am-2pm jock Rosessa Hines; all-night personality John Edwards; Barbara Taylor, 6-10pm; morning man J. Michael McKay; and weekender Walter Neal. Missing from this photo are on-air talents Rob Johnson and Dave Mitchell. Someone had to be on the air!

last job at WBLZ/Cincinnati, which is an Urban Contemporary format. We got a double shot when we brought Harry in. He was interested in consulting the AM and had the expertise and the knowledge. It's worked out quite well."

Name That Format, Pt. II

Harry Lyles has been in the industry 13 years and definitely likes winning. I asked Harry to define WVKO's format for me and comment on the station's rapid success. "WVKO is what I like to call a Contemporary Black Urban station. Our success I would explain like this: I feel that the Columbus market was hungry for a good Black radio station. I believe that if you want to do a particular format, you have to do it well to attract the attention necessary to be successful. I also believe that if your station sounds good, it will be appealing to all types of people who like the type of music you're offering."

Harry told me he first got involved with WVKO when Steve asked him to listen to the AM and offer his thoughts on how it was doing. "I gave him a monitor report as to what I thought was wrong and what should be done to correct the situation. One example I can give you is the jocks at that time would play these drop-ins saying, 'WVKO is the rhythm of the city.' All they did was push buttons at the appropriate time. I told Steve he was paying them to do more than press buttons and what was going on was real garbage radio. My suggestions were pretty basic radio approaches like, letting the jocks have some fun and entertain the people. We also cut down the music playlist quite a bit and I mean a lot! My total playlist numbers 25-35 records, but 15 of those may be re-runners. I definitely believe in familiar music."

Why? "Well, basically because the winning radio stations I've worked for have won with short playlists. I have nothing against new music, but I don't particularly like some of the record promotion people who come to see you with 'hits' that never make the national charts. We all get tired of someone trying to do a selling job on us all the time. I really frown on that, even on the FM side.

"I just believe familiarity is the key ingredient for any radio station to be a winner. If there were several Black stations here and someone was playing a lot of new music, well, I'd let 'em have it because I know which station I'd want to be on. The one with all the familiar things that the audience could relate to, including its personalities."

Speaking of personalities, did Harry change any of the jocks? "No, I didn't have to. The problem was morale. These people were feeling useless pushing buttons. I told them I wanted them to start enjoying what they were doing and open their mouths. We put in some liner cards to help them as thought-starters. It's all rollin' along okay

now. After the changes I've mentioned, the station took off by itself. That's when I started noticing that the guys were enthusiastic about coming in to work... they were ready to get on the air."

Harry's earlier programming experience included a unique situation at WAKY/Louisville, where he was in charge of programming the station's evening Disco segment (back when Disco was at its peak). He later programmed Urban outlet WBLZ/Cincinnati and, briefly KATZ/St. Louis. Harry also told me he'd been consulting WNOR/Norfolk, a sister station to WVKO.

What We Need

I asked Harry to tell me what he thought was needed in Black radio today. His thoughts, from the perspective of a Black radio consultant/programmer, were directly to the point.

"We need competent people, including owners, who are serious about winning. Some owners of Black-formatted stations say they want to win, but their actions do not match their words. The bottom line with me is winning. Some people in Black radio think because something is black, that makes it all right. Well, I don't subscribe to that way of thinking at all. I believe if it's good, it's good, regardless of color. There's only two types of radio — good and bad. I don't believe radio has a color."

He went on to say, "We also need creative people who believe in what they're doing. It's important to believe in yourself and your ideas. We in Black radio talk about our 'roots,' how we started out and where we are now. When I started programming WVKO, there was no Motown music in the control room. No old music at all. They were only playing new stuff. Old music is necessary. We need to use music from our past and think about where we are today. Because if it hadn't been for what happened yesterday, we wouldn't be here today.

"I think the ingredient that has to be put back into Black radio is our past — both musically and socially. WVKO had the black youth of Columbus, but no older demos at all. Now, all that's changed. I believe that people still want to hear some old Diana Ross & Supremes, Marvin Gaye, some Chi-Lites, Jackie Wilson, Dells, Johnnie Taylor, Arthur Conley, and B.B. King. Mix that with today's big hits and look what can happen."

Harry seems to have a strong grasp on the present, but where does he think Black radio is headed in the future? "I think the future of Black radio is going to depend on the black programmers themselves. They've got to get out of this 'We're in Black radio, we don't need all these rules and structure.' Just because one is in Black radio that's no excuse for a lack of organization or competence."

Last year I did an article entitled, "Black Consultants — Where Are They?" We just found one that wasn't in business then, but he certainly is now.

Station Profile

WAIL

Nickname: "The Station With The Juice"
1639 Gentilly Boulevard
New Orleans, LA 70119
(504) 943-9019

Station Owner: Edmond J. Muniz
GM: Edmond J. Muniz
Operations Manager/PD/MD: Barry Richards

National Rep: Selcom
Dial Position: 105.3 MHz
Power: 100,000 watts

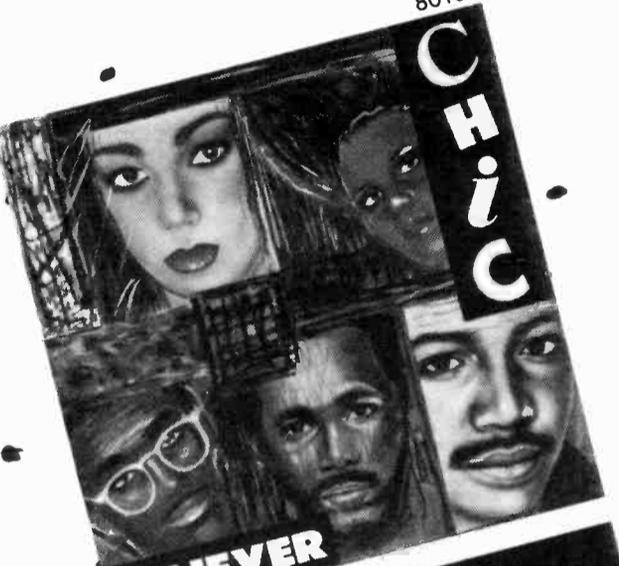
"WAIL is programmed to appeal to the largest segment of New Orleans radio listeners, the 18-34s that make up 30% of the metro population. To find, build, and hold a sizable audience in this viable area of radio listeners, the innovative staff at WAIL developed its own individual sound, referred to at the station as 'Contemporary & Urban,' an exciting composite of R&B overtones.

"This bright contemporary sound builds in interest and enjoyment through the clever injection of intros and outros, record-market information and music industry gossip by the station's music-wise on-air personalities. Proof of its acceptance? WAIL is a constant contender in a 20-station market. We're vying for the right to be 'New Orleans' Most Listened To Radio Station!"

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TOM SCOTT

TARGET

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 Produced by Tom Scott
 Management: Ron Rainey Management, Inc.

90118



SLAVE

BAD ENUFF

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 The baddest, the funkier, and the meanest funk in town.
 Features the single, "Shake It Up" 7-99838
 Produced by Jimmy Douglass for Da-Ton Productions, a Father Division of the Jam Patrol
 On Cotillion Records and Cassettes
 A Division of Atlantic Recording Corporation
 Management: Bonanno Management, Inc.

90119



RONNIE DYSON

BRAND NEW DAY

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 On Cotillion Records and Cassettes
 A Division of Atlantic Recording Corporation
 Management: Buddy Allen Management



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Special Issue #5-21 features the California Coast with KACY, KBBY & KCAQ from Ventura/Oxnard, KIST & KTYD from Santa Barbara, KRQK & KXFM from Santa Maria, KSLY & KZOZ from San Luis Obispo, and KIDD, KWST, KWAV & KNRY from Monterey/Seaside. Cassette, \$5.50.

Classic Issue #C-35 features KRLA/Ted Quillian-1963, KHJ/Gary Mack-1966, WMEX/Jim Connors-1972, KPPC/Steven Seagull-1971, 10Q/Real Don Steele-1977, KHJ/Don Cox-1977, WLS/Charlie Van Dyke-1973, KHJ/J.B. Stone-1975, plus KCBQ/Dave Conley-1973. Cassette, \$10.50.

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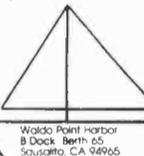


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Opportunities

Openings

WEST

KIQQ-FM has opening for production assistant. Experience necessary. Minorities encouraged. Resumes only: Paula Matthews, 6430 Sunset Blvd. #1102, Los Angeles, CA 90028. EOE M/F (9-30)

Air talent with production experience needed at small market AM Country. T&R: KPSA, Box 720, Alamogordo, NM 88310. EOE M/F (9-30)

Possible future openings for up tempo CHR jocks. All shifts. No calls. T&R: Rip Avina, KDZA/KZLO, Box 93, Pueblo, CO 81002. EOE M/F (9-30)

Looking for Easy Listening morning man. T&R: Don Blane, KWTY-FM, Box 80011, Salinas, CA 93912. EOE M/F (9-30)

KNBQ/Tacoma-Seattle looking for experienced CHR PD with winning track record in large markets. T&R: Don Hoffmann, Box 5200, Tacoma, WA 98405. EOE M/F (9-30)

Weekend anchor with 3 days/wk reporting who's ready to dig. T&R: Mike Nikitas, ND, KUIC-FM, 419 Mason St., Vacaville, CA 95688. (707) 466-0200. EOE M/F (9-30)

Wanted: Fulltime engineer/news/production/jock for weekend shifts on 100kw Country KPCQ-FM/Powell, WY. T&R: Jay Moore, Q92, 1031 Hwy. 14A & Rd. 12, Powell, WY 82435. (9-30)

Program Director

Leading A/C station in a beautiful sunny Southwest medium market is looking for a proven Program Director with strong leadership and motivational skills. Must know and understand thoroughly personality/full-service programming and be capable of administrating and benefiting from a strong research, marketing and promotional budget. Air talent ability is a plus. Rapidly growing company and excellent salary. Resume, ratings history and references to: Radio & Records, 1930 Century Park West, #555, Los Angeles, CA 90067.

KYNO(AM) seeking morning legend. Must be able to localize & communicate with listeners & staff. T&R: Wayne Decker, KYNO 2125 N. Barton, Fresno, CA 93703. EOE M/F (9-23)

News Director

Need bright, witty N.D. for West Coast major market AOR. Must have nose for news. Send cassette and resume to: Radio & Records, 1930 Century Park West, #557, Los Angeles, CA 90067.

KOPA-FM needs PD. Minimum 2 years experience. T&R: Gary Guthrie, GM, Box 1827, Scottsdale, AZ 85252. No calls. EOE M/F (9-23)

KYOU seeks T&Rs for possible future openings. Full & parttime. 3 yrs. experience. Country. T&R: Dale Clark, PD, KYOU, Box 1607, Greeley, CO 80632. No calls. EOE M/F (9-23)

State Of The Art Engineer

AM/FM combo in Southwest Sunbelt medium market is looking for a state of the art audio oriented Chief Engineer. Must be capable of maintaining high level of audio studio quality with RF skills secondary. Experienced in designing and installation of new studios a plus. Recent and very near acquisitions mean advancement to Group Chief position if you prove yourself. We are committed to the highest level of technical excellence possible and you must be of the same caliber. Send resume and references to: Radio & Records, 1930 Century Park West, #556, Los Angeles, CA 90067.

KARM & KFIG/Fresno has 2 immediate openings: Fulltime news (3 yrs. required) & parttime jock w/some experience. T&R: John Katz, Box 4265, Fresno, CA 93744. EOE M/F (9-23)

Positions Sought

Talented, trained newspaper/talk host eager for job in Chicagoland area/West Coast/Eastern seaboard. ELLIE (312) 538-8492. (9-30)

I'm checking my current market value. Presently working personality with 10 yrs. A/C. Want mornings in a nice town. VINCE (717) 346-4646. (9-30)

Serious replies only. Black with good voice, excellent production. 5 yrs. experience. RON FOLKS 5213-1/2 Camp Rd., Columbia, SC 29203. (803) 785-1270. (9-30)

Announcer with heavy production background available. Will relocate. STAN BUCHANAN (213) 845-9848. (9-30)

Positions Sought

PUT YOUR STATION AT THE TOP WHERE IT BELONGS!

Highly successful programmer — 14 years experience — currently programming one of America's top rated FM/AC's in Top 10 major market.

If you're committed to attaining and maintaining the top position in your market . . .

we should meet.

Your reply will be held in strictest confidence.

Write: Radio & Records, 1930 Century Park West, #545, Los Angeles, CA 90067.

Want Difference? MR. GREY helps! Great production & listening skills. 1 yr. medium market experience. Smooth communication. (213) 632-2567. (9-30)

Experienced PD with winning track-record seeks position in medium/major market Country station. (619) 443-3659. (9-30)

I'm tired of towing the line. If you're not afraid to hire a woman, call (217) 443-8144. (9-30)

1st Class Producer

National level production. This creative innovator is seeking affiliation with syndication company or morning show that needs to be jazzed up. Respond to: Radio & Records, 1930 Century Park West, #559, Los Angeles, CA 90067.

High-energy CHR medium market communicator available. Super production, excellent references, clever content. CLIFF (409) 860-3385. (9-30)

RICK STEVENS, 6 yrs. A/C, AOR. Personality, not liner cards. Production whiz. Now middays KHQ/Provo. Want same, PM drive at medium market teen station. (801) 226-1096, evenings. (9-30)

Milwaukee's #1 jock available for on-air and/or PD. Formerly WTMJ & PD at WBCS. Proven winner. STEVE GOLDEN (414) 355-6178. (9-30)

ND seeks medium market opportunity. Experienced motivated, community active. Prefer CHR or Country. (513) 851-2678. (9-30)

Seeking news position in or around Boston. On-scene, in-studio, public affairs, production, call-in. JACK SCLAR, 201 E. 4th St., Fredrick, MD 21701. (301) 663-1362. (9-30)

Blizzards are our summer. Upper medium market jock with MD/drivetime experience looking for top 100 (or close), warm market. CRAIG middays (717) 673-3106, evenings 297-2781. (9-30)

Experienced AOR jock with great pipes, blade, excellent track-record seeks PD/jock position. Serious about winning. DANA (414) 461-3386. (9-30)

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But . . . we're not overpriced! The "Different Morning Team." Write us for demo: Radio & Records, 1930 Century Park West, #558, Los Angeles, CA 90067.

More than just a jock. Programming and promotion. Working top 15 market. AOR, CHR, A/C. Good attitude. Highly motivated. I live radio. HARVE ALLEN (516) 293-7947. (9-30)

PD/AM drive looking to move up to bigger and better things. Not necessarily mornings. Excellent production, programming. Various formats. RICH (209) 722-6067. (9-30)

Have tongue will travel. Bachelors degree. Good copy, news writing, excellent production. Mature voice. Willing to relocate. MIKE (309) 788-1935 or 786-1265. (9-30)

10-yr. pro seeks new challenge. Experienced PD, Chief Operator, sales, news, CHR, AC, Hot Trax & MOYL. Midwest medium or aggressive small markets. CHRIS (219) 745-3777. (9-30)

Morning show, A/C pro. I communicate & entertain. Currently working in West. (415) 586-5830 or (213)306-8430. (9-30)

Enchanted but authentic. 8-yr. pro looking for A/C or Modern Country. Seasoned in MA, NC, VA, KS, & FLA. B.A. JOE, after 3pm, (904) 224-0092. (9-30)

Experienced NYC metro announcer seeking good position at AOR, CHR or similar station. Will relocate. WAPP, WBAB, Call AL (516) 628-2661. (9-30)

KARIN NAKAMURA, formerly MD at KOME is available for MD, research, air positions on West Coast. (408) 379-3224. (9-30)

True MOR entertainer available. Don't need cue cards to establish & hold audience. News, copywriting, voice-overs & PRI CAROL BAKER, Box 128, Easton, PA 18042. (215) 258-8429. (9-30)

Classic voice, style, 1 1/2 yrs. AOR experience. AM/PM Drive, MD. Seeking CHR, AOR in Midwest, West, Southwest. MICHAEL DAVIS (307) 266-6384. (9-30)

GUY DAVIS, KISS-FM, KERN, KCUB & KMCA. Great voice. Great production. Great MD/PD. (805) 772-8632. (9-30)

Creative & effective. One-to-one communicator! 8 yrs. experience. Seeking opportunity in medium market. No hype — just a lot of personality. BILL LEE (505) 722-4471. (9-30)

Openings

Looking for opportunity to continue developing to my full potential at FM CHR or A/C in 50-100,000 Midwest market. 2 1/2 yrs. experience. CHRIS HANSEN (414) 739-3746. (9-30)

8-yr. pro seeking AOR, PD, MD or production job. Fresh ideas to meet challenge. Formerly WEBN & WSKS Cincinnati. Best numbers. FRANK JOHNSON (513) 896-7376. (9-30)

Major market talent seeks major market opportunity. Ballys delivery. 50+ character voices, national production, no BS! However, I don't come cheap. DAVE (205) 823-2183. (9-30)

I go for the jugular vein! Have always worked for #1 stations. Intend to maintain that tradition for you. RICH (608) 238-7417. (9-30)

BOB McGEE, former MD/personality with Cleveland's KS-100 now available for major market team-players who know how to win. 12-yr. pro. Country, A/C, CHR. (216) 226-6178. (9-30)

Have voice will travel. Northern US on-air personality seeks Southern CA radio or TV-vehicle. USC graduate. REED (415) 820-2993, (516) 485-8838. (9-30)

Excellent knowledge of music. Willing to relocate anywhere for entry level position. Call GARY (201) 863-0917. (9-30)

GO FOR IT!

Drive time personality with spontaneity and humor sharper than a set of Ginsu knives. Agency level production, great phones and top interviewer. 4 years experience. A/C or Country. Byron (309) 344-1971.

Major market Country personality. Heavily experienced unique approach, very promotion-oriented, dependable. Production, voice & philosophy. BOB (616) 968-8125 or 781-3054. (9-30)

BILL (MIKE TAYLOR) VORISEK seeking major/medium market PD/jock position. 9 yrs. experience, including mornings KYA-FM/San Francisco & WORC-FM/Hartford. (602) 252-6288. (9-30)

Black PD/production director seeks hot air. 16 yrs. experience, 5 majors, agency production. Professional inquiries only. JON (716) 838-6187. (9-30)

Professional radio/TV sportscaster. PBP 5 major sports. Anchoring/reporting. 5 yrs. NY market & KMOX/St. Louis. Hungry; available now. (914) 961-5432. (9-30)

Copy Chief/17 yrs. multi-track production. Ready to relocate. FRANK LEE, c/o CKLW, Box 282, Southfield, MI 48037, or (313) 963-1567. (9-30)

Imagine . . . Talented, hardworking female, seeking 1st position at CHR radio station. News, DJ, production. Will relocate. CHRISTINA (312) 533-8514. (9-30)

Top 50 morning man available. Excellent 25-54 track. Humor, phones, involvement. DENNIS (502) 425-5874. (9-30)

4 1/2 yrs. cumulative experience. WQMF, WAKY, WLCV. Broadcast grad, degree, RRT. Perserving, friendly. JANET LYNCH 3743 Deep Dale, Louisville, KY (502) 895-5208. (9-30)

Experienced Newsmen/DJ tired of the ho-hum life as a print journalist. Excellent pipes for news or on-air. Market size not that important. DAN (417) 831-7655. (9-30)

Upper-medium market AOR talent seeking Southern PD or MD position. 6 yrs. experience with best books at WLYX, KQTI, KMCA, KESL Engineering experience. TRACY BARNES (512) 647-0575. (9-30)

Seek broadcast management position utilizing 13 yrs. of practical broadcast experience in the communications industry. Call BADER, Box 128, Easton, PA 18042, (215) 258-8429. (9-30)

If you put David Lee Roth, Bobby Skafish and Jonathan Brandmeier into a blender, you'll get me. CRAZY CHRIS CANIS, 2 yrs. AOR experience. (312) 532-7428. (9-30)

JIM LaBARBARA, 14 yrs. top-rated WLW/Cincinnati drive personality is now available. (513) 793-3721. (9-30)

Dedicated and highly motivated young broadcaster is located with enthusiasm & creativity. Looking to work hard & progress. NEIL ISAACS (616) 798-4613. (9-30)

Morning personality/PD looking for growing company. CHR or A/C slot. 10 yrs. & great track-record. Western markets only. BRIAN (503) 967-8565. (9-30)

8 yrs. experience including major market, seeking West Coast position. Also do great drop-ins. JEFF McKAY (213) 696-5503. (9-23)

Positions Sought

Midday jock top 20 market seeks majors. Smooth, great pipes, excellent production. DAN (619) 223-6052.

MD/production/jock available now. MIKE KELLY (209) 383-1542. (9-23)

Top-flight female personality. WLS-FM, WMET, WNAP. Seeking large market CHR with innovative, spirited approach. (312) 348-3384. (9-23)

News announcer seeking job. Will relocate. Reliable, ambitious. Reporting, sports, interviewing. Midwest preferred. Bill (219) 874-8285 Mon-Wed after 5pm. (9-23)

3 1/2 yrs. music & research at Q101/Chicago. Also, 3 yrs. PD & mornings at suburban Chicago A/C station. RON SMITH (312) 448-7799. (9-23)

WARNING

Monster CHR Madman on the loose. I'll go to work for you and scare your competition right out of the market. Bits, phones and a team player waiting for your call. BARRY BECK (406) 248-6519.

Changes

RADIO

Linda D. Forem named Local Sales Manager for KPPL-FM & KLAQ/Denver, formerly WASH-FM.

John Beebe joins WGN/Chicago as Account Executive, formerly the Christal Company.

Vicki Reinart & Marie Vento announced as Account Executives for WMKE/Milwaukee.

Mary Ann Wonn appointed Account Executive for WBCS/Milwaukee.

Miscellaneous

WFMV/Blairtown, NJ has switched from CHR to A/C and needs service from all labels. Contact: MD, John Petro (201) 362-8221. Hope Rd., Blairtown, NJ 07825. (9-30)

KMHD, Jazz station, Portland, requests record service from all labels. Attn: Roger Smith, MD, 2600 SE Stark, Gresham, OR 97030. (503) 667-7410. (9-30)

WNOE-FM requests Country service from all labels. Send to Kris Robbins, PD, 529 Bienville, New Orleans, LA 70130. (9-30)

WAKE, Chicago metro station needs CHR service; all labels. Note to all labels: we no longer have a P.O. Box No. Please use street address WAKE, 2755 Sagar Rd., Valparaiso, IN 46383. (9-30)

KULY requests Country record service from all labels. Send to: Tammie Blalock, KULY, Box 1420, Ulysses, KS 67780.

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
\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

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

Blind Box ads or Classified Display ads are \$20 per inch (recommended 35 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.

Opportunities

Openings

EAST

WNNJ seeking mature announcer ready for first PD slot. T&R: WNNJ, General Manager, Box 40, Newton, NJ 07860. EOE M/F (9-30)

PD. This is not an entry-level position! Track-record holder or experienced aggressive professional. Set standards. T&R: WRUN, Utica, NY 13424. (9-30)

\$100 Reward

Help us find a sales person who can sell ideas as well as ratings, and you'll receive the reward. We are a major mid-Atlantic AM station with heavy growth in ratings, sales and profits. Several of our sales people will earn a free trip to South America this Spring as part of our annual client incentive program.

The person we select will receive an initial guarantee and a good account list that will assure earnings of over \$30,000 the first year. The candidate should demonstrate a track record at selling concepts, newscasts, remotes and packages. Write: Radio & Records, 1930 Century Park West, #554, Los Angeles, CA 90067.

News anchor/reporter. Pipes & good laughs a must. T&R: John Brett, Z104, 6633 Mt. Phillip Rd., Fredrick, MD 21701. EOE M/F (9-30)

Major new 50kw CHR FM looking for New England's best morning entertainer. Present market size no problem. T&R: Curtis Hansen, PD, 30 Cottage St., New Haven, CT 06511. EOE M/F (9-30)

WNLK 1350

PROGRAM DIRECTOR

Immediate opening at WNLK, Norwalk, CT. Station is full-service A/C in dynamite, suburban market just 40 miles from NYC. We're looking for a mature, community-oriented individual with broad interests, great ideas, and strong leadership and organizational skills. Position includes M-F airshift. Talk show experience a plus. EOE

Send tape and resume to:
Mike Hanson, WNLK
P.O. Box 1350, Norwalk, CT 06852

WBLI/Long Island accepting T&Rs for fulltime jock. Public appearances, production. No calls please. Bill Terry, WBLI, 3090 Rt. 112, Medford, NY 11763. EOE M/F (9-30)

Doubleday Broadcasting 105-WAVA, Washington has an opening. Uptempo delivery. No calls. T&R: John Larsen, 5232 Lee Highway, Arlington, VA 22207. EOE M/F (9-30)

National syndicator, mass appeal music format, seeks self-starting closer. All territories. All Hit Radio, 214 Hanover St., Boston, MA 02113. (617) 227-9789. (9-30)

News anchor/reporter position open in Central New Hampshire. T&R: Robert Bennett, WLNH, Village West, Box 7326, Gifford, NH 03246. (9-30)



CHR Promotion Director

We're looking for an experienced CHR Promotion Director. Capable of coordinating all aspects of Hitradio's promotion effort. The person we're looking for is a self motivator, great at details, follow through and extremely creative. For details call RICK PETERS, PD, WHTT/BOSTON

a CBS owned station
(617) 262-5900
EOE M/F

Need friendly, aggressive A/C personality. Future full and part-time openings. Need dedication and good attitude. T&R now: PD, WINE, Box 95, Danbury, CT 06810. (9-30)

Female jock needed. Good production and desire to learn essential. T&R: CQ102, Box 213, Geneva, NY 14456. EOE (9-30)

FM-105 WKLC, West Virginia's best rock has a rare opening for a news/promotions director. Experience a must. Contact: Neil Lasher (304) 722-3308. 10 AM - 2 PM EDT. EOE M/F (9-30)

Openings

WCFR/Springfield, VT seeks dedicated newperson to complement our staff of professionals. T&R: Rick Joyce, Box 800, Springfield, VT 05156. EOE M/F (9-30)



STATION CLEARANCE

Leading NYC-based syndicator of specialized radio programming looking for experienced (network or syndication) station clearance rep. Call Ellen Silver at NARWOOD PRODUCTIONS (212) 755-3320.

Wheeling's premiere FM CHR, WOMP-FM is accepting applications for possible fulltime openings. Must be motivated & follow directions. T&R: Dwayne Bonds, Bellaire, OH 43906. (9-30)

Top jocks needed, full & parttime. CHR/AOR experience necessary. T&R: Pete Clark, WPDH, Box 416, Poughkeepsie, NY 12602. EOE M/F (9-30)

MORNING PERSONALITY JOIN A LEGEND TOP 5 MARKET

We are looking for the country's best morning entertainer. If you understand that personality does not mean stopping down the radio station and you are talented enough to shine regardless of the format, then you are the person we are looking for.

If your tape starts off with a five minute telephone bit or rap, skip to the next ad. Otherwise send a one hour unedited cassette of your most recent show along with your resume to Radio & Records, 1930 Century Park West, #545, Los Angeles, CA 90067. Track record and experience in the majors a must! EOE

Immediate opening for morning drive jock. T&R immediately: GM, Radio, 8737 Kuhn Bridge Rd., Greencastle, PA 17225. EOE M/F (9-23)

96WMR, Maine's premiere 50kw CHR now accepting T&Rs for full & parttime. No calls! WWMR, Don Russell, PD, 89 Congress, Rumford, ME 04276. EOE M/F (9-23)

Washington's KIX-106 Country is looking for music-oriented talent. T&R: Jason Kane, 510 King Street, Alexandria, VA 22314. No calls. EOE M/F (9-23)

97-Rock, Taft/Superstars in Buffalo is looking for parttime rock 'n' rollers. Rush T&R: Bryan Krysz, 59 Virginia Pl., Buffalo, NY 14202. EOE M/F (9-23)

SOUTH

Aggressive, on-air MD needed at medium market Country station. T&R: Nick Allen, WPVA, Petersburg, VA 23804. (9-30)

WNOK/Columbia, SC searching for major-market midday personality after the book. Good bucks for right person. T&R: Tom Kent, 1717 Gervais St., Columbia, SC 29250. (9-30)

WJKC looking for an entire airstaff to put this new 50kw FM CHR on air. T&R: Jonathan Keys, Suite V-2, Christiansted, St. Croix, VI 00820. (809) 773-0995. (9-30)

WCOS-FM top 50,000 watt Modern Country has immediate opening for all-night air talent. T&R: Jim Tice, Box 748, Columbia, SC 29202. EOE M/F (9-30)

East Texas radio station now looking for a chief engineer. Qualified only. Resumes & salary requirements: KNET, Box 649, Palestine, TX 45801. EOE M/F (9-30)

AM drive/Production-pro/PD for A/C outside of Dallas Metro. T&R & good references: Bucky Albright, KIKT, Box 1015, Greenville, TX 75401. TX, OK, LA, AK applicants only. (9-30)

WJCW & WQUT/Johnson City, TN needs newperson with 2 yrs. experience as anchor/reporter. T&R: Art Countiss, ND, Box W, Johnson City, TN 37602. EOE M/F (9-30)

WNOE-FM seeks experienced parttime Country/AC jock in New Orleans area. T&R: Kris Robbins, PD, 529 Bienville, New Orleans, LA 70130. EOE M/F (9-30)

Modern Country outside Dallas Metro seeking good, reliable, parttime talent. T&R & references: Bucky Albright, KGVL, Box 1015, Greenville, TX 75401. (9-30)

KYKX/Longview, TX needs male super-pro for M/F morning team now! T&R: Howard Clark, Group PD, Box 2727, Longview, TX 75606. EOE (9-30)

CHR top 15 needs all shifts. 15-25kw. Minimum 4 yrs. George Clissold, 2800 Summerset Dr., Building J, Unit 111, Lauderdale Lakes, FL 33311. EOE M/F (9-23)

Estab. bdcst group expanding in many TX markets. Expert in prog., news & air. All formats. Joe Benson, KROZ-FM, Box 4248, Tyler, TX 75712. EOE M/F (9-23)

Openings

Medium market Sunbet needs an afternoon anchor/reporter. T&R: John Walsh, ND, KLCL, Box 3067, Lake Charles, LA 70605. EOE M/F (9-23)

Immediate air opening Central TX AM & FM. Super facilities. Need adult one-to-one communicator. T&R & photo: KBWD, Box 280, Brownwood, TX 76804. EOE M/F (9-23)

Rare opening WLCS/Baton Rouge Hit Radio. Good people, facilities. Rush T&R: Gene Neilsen, WLCS, 1 American Pl., Ste. 2420, Baton Rouge, LA 70825. EOE M/F (9-23)

Love 94-FM/Miami opening for assistant Chief Engineer. Good working conditions, state-of-the-art facility. Contact Roy Pressman (305) 672-2500. EOE M/F (9-23)

Southern 100,000 watt station looking for strong morning man. Up & coming, send T&R: Radio Services, 135 E. 54th St., New York, NY 10022. (9-23)

WQLT, 100kw A/C looking for the right morning man. T&R: Tom D. Pepper, P.O. Box 932, Florence, AL 35631. EOE M/F (9-23)

Growing TX company is seeking the services of a pro ND. T&R & salary requirements: KNET AM/FM, Box 649, Palestine, TX 45801. EOE M/F (9-23)

FairWest

Adult Contemporary

If you think you're in the same league as...

APMAN RON CHAPMAN RON CHAPMAN
OWENS LOREN OWENS LOREN
BRINE WALLY BRINE WALLY
SIMON CAT SIMON CAT
RDNER BILL GARDNER BILL GARDNER
KNAPP CHUCK KNAPP CHUCK
DIXON LARRY DIXON LARRY
RILEY CHUCK RILEY CHUCK
AUSTIN GREG AUSTIN GREG
RISTIAN MAGIC CHRISTIAN MAGIC

Please send a sample tape to Reg Johns,

FairWest

3341 Towerwood Drive Suite 204
Dallas, Texas 75234 • 214/243-7800

Chief engineer, KVOP-AM & FM, most modern state-of-the-art equipment in panhandle. Resume: Steve Colter, Box 1420, Plainview, TX 79072. (806) 296-2771. EOE M/F (9-16)

WDEX/Monroe-Charlotte metro, full & parttime positions available. T&R: Ann Cruise, Box 669, Monroe, NC 28110. EOE M/F (9-16)

Progressive AM in NC seeks entry-level newperson/announcer. Females encouraged. T&R: Jamie Shepherd, WWWW, Box 580, Wilkesboro, NC 28697. EOE M/F (9-16)

RADIO HELP WANTED

New Adult Contemporary in major South-west market accepting tapes and resumes for all on-air positions. Excellent salaries and benefits. Tape and resumes with reference to:

Talent
P.O. Box 27701 - 386, Houston, TX 77227
EOE M/F

Production Manager wanted. Copywriting experience a must. Take-charge person. Resume: Bo Bowman, Box 2288, Panama City, FL 33402. EOE M/F (9-16)

WZZW-FM/Augusta has immediate morning drive opening for experienced personality. A/C, Oldies. Call Charles Andrews, PD (803) 279-2330. (9-16)

Wanted: Morning personality. Bright, witty, mature. T&R WEQR, GM, Box 207, Goldboro, NC 27533. EOE M/F (9-16)

AOR station has future openings for midday slot. Parttimers needed. Females encouraged. T&R: Nat Lamp, KFMX, 5613 Villa Dr., Lubbock, TX 79452. EOE M/F (9-16)

Openings

MIDWEST

WISM/Madison AM & FM needs experienced A/C personalities to join a solid team in one of America's finest cities. T&R: Bill Vancil, Box 2058, Madison, WI 53701. EOE M/F (9-30)

WBBM-FM/Chicago has an opening for uptempo night personality. Cassettes & resumes to Buddy Scott, 630 N. McClurg Ct., Chicago, IL 60611. EOE M/F (9-30)

Major market approach. Great small city. T&R, photo: Max Miller, KLOR-FM, Community Building, Suite 414, Ponca City, OK 74601. EOE M/F (9-30)

50kw clear-channel WLW/Cincinnati looking for experienced talk host. Cassettes & resumes: Dan Allen, 3 E. 4th St., Cincinnati, OH 45202. EOE M/F (9-30)

News Director

News Excellence is a Tradition here: Lead by example: Report, write, anchor, administer four-person department. Midwest 80,000 metro. A career move with a large group owner. Resume, aircheck, statement of news philosophy to: Radio & Records, 1930 Century Park West, #553, Los Angeles, CA 90067.

WDIF/Marion has fulltime afternoon drive shift & parttime openings. T&R: Ray Reynolds, WDIF, Box 10000, Marion, OH 43302. EOE M/F (9-30)

100,000 watt A/C FM looking for adults. Uptempo air personalities. T&R: Pat O'Neill, KGLI, Box 1737, Sioux City, IA 51102. (712) 258-5595. EOE M/F (9-30)

Crazy, Off The Wall Morning Personality Wanted

Midwest medium market. Right bucks for right person. Personality a must! The more bizarre the better. Send resume and tape. Radio & Records, 1930 Century Park West, #552, Los Angeles, CA 90067.

Medium market station with big market approach to news needs ND. Experienced only need apply. Call Dave Fowler (308) 284-3633. EOE M/F (9-23)

Experienced announcers for CHR FM & News AM located between Chicago & Milwaukee. T&R: WXLC & WKRS, 3250 Belvidere Rd., Waukegan, IL 60085. EOE M/F (9-23)

Major Market A/C

Rare opportunity for a morning drive personality or team. Outstanding compensation and environment. If you have the talent, the wit and the energy to create the top adult morning show in town then send us your tape and resume: Radio & Records, 1930 Century Park West, #537, Los Angeles, CA 90067.

KDTH & KFMD/Dubuque, IA seeking top-notch advertising sales representative. Call Nancy Wilson (319) 588-5710. EOE M/F (9-23)

CHR/Country morning personalities needed. Call Orv Koch, Stuart Broadcasting (402) 275-4204. EOE M/F (9-23)

WHYT 96 FM

AFTERNOON DRIVE IN THE MOTOR CITY

WHYT/Detroit
Style, smarts, attitude, pipes, content... Detroit's "HIT-FM" is looking for true talent able to translate state of the art CHR formatics into fun and excitement! Maturity and ability to function as part of a team essential. Can you "sparkle" in a highly competitive market?

Send tape and resume to:

Steve Goldstein
Program Director
WHYT Radio
2100 Fisher Building
Detroit, MI 48202

No calls Please EOE M/F
Capital Cities Communications, Inc.

WLRW/Champaign has fulltime opening. CHR/AOR experience preferred. T&R: Jim Wnek, Box 3369, Champaign, IL 61821. EOE M/F (9-23)

Pro, creative, adult communicator for PM drive. Highly competitive. 3 yrs. with production research background. T&R: Joey Evans, KVOX, Box 97, Moorhead, MN 56560. EOE M/F (9-23)

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

STEVIE NICKS "If Anyone Falls"

Country Coast-To-Coast

LARRY GATLIN & GATLIN BROS.
"Houston (Means...)"
NITTY GRITTY DIRT BAND
"Dance Little Jean"
HANK WILLIAMS JR. "Queen Of My Heart"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

MICHAEL STANLEY BAND "My Town"
MICHAEL SEMBELLO "Automatic Man"
JOURNEY "Send Her My Love"
JACKSON BROWNE "Tender Is The Night"

TM A/C

JARREAU "Trouble In Paradise"

TM Country

LARRY GATLIN & GATLIN BROS.
"Houston (Means...)"
ATLANTA "Dixie Dreamin'"
JIM GLASER "The Man In The Mirror"
CONWAY TWITTY "Heartache Tonight"

BPI

John Iles (800) 426-9082

Adult Contemporary

ANNE MURRAY "A Little Good News"
GORDON LIGHTFOOT "Salute"

Country Living

NITTY GRITTY DIRT BAND
"Dance Little Jean"
GEORGE STRAIT "You Look So Good In Love"
HANK WILLIAMS JR. "Queen Of My Heart"
WILLIE NELSON & WAYLON JENNINGS
"Take It To The Limit"
CRYSTAL GAYLE "Keepin' Power"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

LYNN ANDERSON "What I Learned From Loving You"
DAVID FRIZZELL "A Million Light Beers Ago"
WHITES "When The New Wears Off Our Love"
WILLIE NELSON & WAYLON JENNINGS
"Take It To The Limit"
LARRY GATLIN & GATLIN BROS.
"Houston (Means...)"

The Great Ones

AMERICA "Cast The Spirit"
BILLY JOEL "Uptown Girl"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

AGNETHA FALTSKOG "Can't Shake Loose"
JACKSON BROWNE "Tender Is The Night"
JOURNEY "Send Her My Love"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

PEABO BRYSON & ROBERTA FLACK
"Tonight I Celebrate..."
JACKSON BROWNE "Tender Is The Night"
JOURNEY "Send Her My Love"
PAT BENATAR "Love Is A Battlefield"
BILLY JOEL "Uptown Girl"

Contempo 300

BILLY JOEL "Uptown Girl"

Great American Country

TERRI GIBBS "Anybody Else's Heart But Mine"
JIM GLASER "The Man In The Mirror"
SYLVIA "The Boy Gets Around"
EARL THOMAS CONLEY "Holding Her And Loving You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

JOURNEY "Send Her My Love"
MATTHEW WILDER "Break My Stride"
HUMAN LEAGUE "Mirror Man"
JOBOXERS "Just Got Lucky"
JARREAU "Trouble In Paradise"
CARLY SIMON "You Know What To Do"

The A/C Format

RITA COOLIDGE "Only You"
PETER ALLEN "Once Before I Go"

Super-Country

NITTY GRITTY DIRT BAND
"Dance Little Jean"
T.G. SHEPPARD "Slow Burn"
WILLIE NELSON & WAYLON JENNINGS
"Take It To The Limit"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

BILLY JOEL "Uptown Girl"
MATTHEW WILDER "Break My Stride"
PETER ALLEN "Once Before I Go"
ALABAMA "Lady Down On Love"
WHISPERS "This Time"

Tanner Country

JANIE FRICKE "Tell Me A Lie"

Red Satin Rock

BILLY JOEL "Uptown Girl"

Radio Arts

John Benedict (213) 841-0225

Country's Best

EXILE "The High Cost Of Leaving"

Soft Contemporary

RITA COOLIDGE "Only You"
DEBORAH ALLEN "Baby I Lied"

Sound 10

RITA COOLIDGE "Only You"
DEBORAH ALLEN "Baby I Lied"

Transtar

Chick Watkins (303) 578-0700

SPANAU BALLET "True"
CRYSTAL GAYLE "Baby What About You"

Alive Promotion For PolyGram



PolyGram recently held contests on behalf of the "Stayin' Alive" soundtrack, in conjunction with Los Angeles nightclubs, record stores, health clubs, and movie theaters. Pictured at the grand finale dance contest at the Red Onion are (l-r, top) PolyGram's Gregg Miller, PolyGram VP Bill Follett, Licorice Pizza record chain VP Lee Cohen, and PolyGram's Jeff Laufer and Kenny Hamlin; (l-r, bottom) PolyGram's Tom Silver and Jack Lombardo, Red Onion's Gary Winters and Ken Kashan, Licorice Pizza's Randy Gerston, Red Onion's Dave Hershenson, and PolyGram's John Rotella.

Industry Gathering



Greeting Capitol artists Industry with a copy of the band's mini-LP recently was label VP Bruce Garfield. Pictured in New York's Power Station studio are (l-r) Garfield, group's Brian Unger, Rudy Perrone, Jon Carin, and Mercury Caronia, manager Rick Aliberte, and producers Rhett Davies and Bob Clearmountain.

Starpoint Signs To E/P/A



Starpoint has been signed to Elektra/Asylum, with their Boardwalk LP "It's So Delicious" reissued by E/A. Pictured (l-r, seated) are E/A Sr. VP Lou Maglia and group's Rene Diggs and Orlando Phillips; (l-r, standing) E/A's Marci Gormann, group's Ernesto Phillips, manager/producer Lionel Job, E/A VP Keith Jackson, label's Mitchell Krasnow, and group's Kayode Adeyemo.

*The William B. Tanner Company
cordially extends an invitation*

*for the preview showing of
all our new products and services*

*NRBA, New Orleans Oct. 2-5th
10 a.m. to 11 p.m.*

Suite 1943 New Orleans Hilton

Cocktails & Hors d'oeuvres

NRBA '83

WILLIAM B. TANNER COMPANY • 2714 UNION EXT.
MEMPHIS, TN 38112

Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

LAKESIDE Real Love (Solar/Elektra)

60% of our reporting stations on it. Rotations: Heavy 7/1, Medium 18/1, Light 17/4, Extra Adds 1, Total Adds 7, WAMO, WEDR, KDAY, WPEG, WJAX, WLOU, WANT. Moves 37-33 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.

BERNARD WRIGHT "Funky Beat" (Arista) 42/4

Rotations: Heavy 2/0, Medium 20/0, Light 18/2, Extra Adds 2, Total Adds 4, WAOK, KKDA-FM, WBMX, WPLZ. Heavy: KRNB, WRDW. Medium: WHRK, WDMT, WZAK, KDAY, XHRM, WKND, WKXI, WAAA, WWWW. Debuts at number 37 on the Black Radio Chart.

ANDRE CYMONE "Make Me Wanna Dance" (Columbia) 42/3

Rotations: Heavy Rotations: Heavy 7/0, Medium 18/1, Light 17/2, Extra Adds 0, Total Adds 3 WYLD-FM, WVOL, WLTH. Heavy: XHRM, KHOU, WATV, WJAX, WTLC. Medium: WHUR, KKDA-FM, KRNB, WGCI, WRDQ, KDAY, KSOL, WRDW. Moves 38-32 on the Black Radio Chart.

TEENA MARIE "Fix It (Part 1)" (Epic) 41/20

Rotations: Heavy 3/1, Medium 17/3, Light 19/14, Extra Adds 2, Total Adds 20, including WKYS, WAIL-FM, WCIN, WGPR, WJLB, KACE, XHRM, KSOL. Heavy: WYLD-FM, KDIA. Medium: WDAS, WAOK, WDMT, KJLH. Debuts at number 35 on the Black Radio Chart.

MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 39/4

Rotations: Heavy 3/0, Medium 21/0, Light 15/4, Extra Adds 0, Total Adds 4, WZAK, WRDQ, WLTH, WKWM. Heavy: WVEE, WHRK, WVKO. Medium: WXYV, WDAS, WHUR, WAOK, WDIA, WAIL-FM, WDMT, XHRM, KHOU. Debuts at number 36 on the Black Radio Chart.

SISTER SLEDGE "Gotta Get Back To Love" (Cotillion/Atco) 39/3

Rotations: Heavy 1/0, Medium 18/0, Light 20/3, Extra Adds 0, Total Adds 3, KJLH, WJMI, WLOU. Heavy: WJMO. Medium: WXYV, WOOK, KRNB, WEDR, WZAK, KDAY, WRDW, WOIC, WVOL, WLTH, KDIA.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 38/34

Rotations: Heavy 3/3, Medium 8/5, Light 24/23, Extra Adds 3, Total Adds 34 including WILD, WAOK, KMJQ, WGCI, WRDQ, KACE, WVEE, WHRK. Medium: WXYV, KRNB, KJLH, WBLX, WAAA, KDIA. Debuts at number 40 on the Black Radio Chart.

MANHATTANS "Forever By Your Side" (Columbia) 38/10

Rotations: Heavy 5/1, Medium 13/1, Light 18/6, Extra Adds 2, Total Adds 10, WILD, WDMT, WJMO, KACE, KDAY, KSOL, WENN, WNOO, WJJS, WTLC. Heavy: WVEE, KRNB, WGIV. Medium: WOOK, WDIA.

COMMODORES "Only You" (Motown) 38/4

Rotations: Heavy 3/0, Medium 16/0, Light 18/3, Extra Adds 1, Total Adds 4, WRDQ, WENN, WPEG, WWDW. Heavy: WXYV, WKXI, WANM. Medium: WDAS, KKDA-FM, WAIL-FM, WGCI, WDMT, XHRM, KOKY, WBLX.

WHISPERS "This Time" (Solar/Elektra) 37/3

Rotations: Heavy 6/0, Medium 15/0, Light 16/3, Extra Adds 0, Total Adds 3, KDAY, WLOU, WAAA. Heavy: WVEE, KKDA-FM, WBMX, WJMO, WPLZ, WTLC. Medium: WXYV, WOOK, WCIN, WZAK, KNOW, WGIV. Moves 35-34 on the Black Radio Chart.

TOM BROWNE "Rockin' Radio" (Arista) 34/15

Rotations: Heavy 2/0, Medium 13/4, Light 16/8, Extra Adds 3, Total Adds 15, including WXYV, KKDA-FM, WZAK, WRDQ, XHRM, KNOV, WVOI. Heavy: WEDR, WATV. Medium: WDAS, KRNB, WGPR, WZEN-FM, KJLH, WRDW, WWWW.

RENE & ANGELA "My First Love" (Capitol) 32/6

Rotations: Heavy 5/0, Medium 14/1, Light 12/4, Extra Adds 1, Total Adds 6, WDMT, WZAK, WKND, WPDQ, WJJS, WDAO. Heavy: WILD, WGCI, WJMO, WRDQ, WJLB. Medium: WDAS, WHUR, KNOV, WOIC, KJCB.

PLANET PATROL "Cheap Thrills" (Tommy Boy) 32/1

Rotations: Heavy 8/0, Medium 16/0, Light 8/1, Extra Adds 0, Total Adds 1, KSOL. Heavy: WDAS, WEDR, XHRM, WGIV, WKXI, WPDQ, WLOU. Medium: WILD, WDIA, WBMX, WJMO, WGPR, KACE, WKND. Moves 40-39 on the Black Radio Chart.

ONE WAY "Let's Get Together" (MCA) 30/11

Rotations: Heavy 3/0, Medium 11/2, Light 15/8, Extra Adds 1, Total Adds 11, KRLY, WGPR, WZEN-FM, XHRM, WKND, KNOV, WATV, WOIC, WJMI, KJCB, WDAO. Heavy: WAOK, WZAK, KACE. Medium: KRNB, WWWW, KUKQ.

DAYTON "It Must Be Love" (Capitol) 30/6

Rotations: Heavy 1/0, Medium 11/0, Light 15/3, Extra Adds 3, Total Adds 6, WEDR, WBMX, WBLZ, KSOL, WOIC, WKWM. Heavy: KRNB. Medium: WDAS, WAMO, WDMT, WZAK, KNOV, WKXI, WWDW, WDAO.

JONES GIRLS "On Target" (RCA) 30/4

Rotations: Heavy 4/0, Medium 12/1, Light 13/2, Extra Adds 1, Total Adds 4, WXYV, XHRM, WTLC, KUKQ. Heavy: WAOK, KRNB, WATV, WWWW. Medium: WHUR, WHRK, WDMT, WZEN-FM, KDAY, WKND, WENN.

PRINCE "Delirious" (WB) 30/1

Rotations: Heavy 12/0, Medium 12/0, Light 6/1, Extra Adds 0, Total Adds 1, WAOK. Heavy: KKDA-FM, KRLY, WAIL-FM, XHRM, KSOL, WATV, WVKO, WLUM. Medium: WVEE, WZAK, KMJM, KDAY, WPEG, KJCB.

STONE CITY BAND "Ladies' Choice" (Gordy/Motown) 28/3

Rotations: Heavy 9/0, Medium 10/0, Light 9/3, Extra Adds 0, Total Adds 3, WRKS, WJMI, WPDQ. Heavy: WAOK, KRNB, WAIL-FM, WGCI, WRDW, WPEG, KJCB, WLTH, KUKQ. Medium: WHUR, WCIN, WKND, WANM.

WEST STREET MOB "Break Dance/Electric Boogie" (Sugar Hill) 27/1

Rotations: Heavy 3/0, Medium 11/0, Light 13/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WDAS, WAIL-FM, WLTH. Medium: WOOK, WVEE, WJMO, KJLH, XHRM, WKND, WNHC, WKXI, WJAX, WVOL, WTLC.

LYDIA MURDOCK "Super Star" (Team Entertainment) 26/2

Rotations: Heavy 7/0, Medium 13/0, Light 6/2, Extra Adds 0, Total Adds 2, WJLB, WWDW. Heavy: KKDA-FM, WBMX, WGCI, WNHC, WJAX, WPKQ, WKWM. Medium: WILD, KRLY, WDMT, WRDQ, KJLH, WVOL, WWWW.

SIGNIFICANT ACTION

D. WARWICK & L. VANDROSS "How Many Times Can You Say Goodbye" (Arista) 24/24

Rotations: Heavy 2/2, Medium 4/4, Light 17/17, Extra Adds 1, Total Adds 24, including WDAS, WVEE, KRNB, WHRK, WYLD-FM, WGCI, WCIN, WDMT, WRDQ, WZEN-FM, KJLH, WVOL, WANM.

DIANA ROSS "Up Front" (RCA) 24/7

Rotations: Heavy 1/0, Medium 5/1, Light 15/3, Extra Adds 3, Total Adds 7, WJMO, WGPR, XHRM, WATV, WPEG, WNOO, WOIC. Heavy: WAOK. Medium: WVEE, KNOV, KOKY, WVOL.

PHYLLIS HYMAN "Why Did You Turn Me On" (Arista) 24/1

Rotations: Heavy 5/0, Medium 10/0, Light 9/1, Extra Adds 0, Total Adds 1, KMJM. Heavy: KRNB, WJMO, KJCB, WLTH, WWWW. Medium: XHRM, KNOV, WGIV, WKXI, WPDQ, KOKY, WBLX, WPLZ, WKWM, WVOL.

SKYY "Show Me The Way" (Salsoul/RCA) 23/17

Rotations: Heavy 2/1, Medium 4/3, Light 13/9, Extra Adds 4, Total Adds 17, WXYV, WRKS, WAMO, WHRK, WEDR, WAIL-FM, WBMX, WGPR, KJLH, WNHC, WOIC, WJMI, WBLX, WANM, WAAA, WTLC. Heavy: KRNB. Medium: WVOL.

MARILYN SCOTT "Only You" (Mercury/PolyGram) 23/3

Rotations: Heavy 0/0, Medium 9/1, Light 14/2, Extra Adds 0, Total Adds 3, XHRM, WKXI, KDIA. Medium: WXYV, WDAS, WOOK, WHUR, WEDR, WJMO, KNOV, WLTH.

RICH CASON & GALACTIC ORCHESTRA "The Year 2001 Boogie" (LARC) 23/2

Rotations: Heavy 1/0, Medium 8/0, Light 14/2, Extra Adds 0, Total Adds 2, WRDQ, WTOY. Heavy: KRNB. Medium: WAOK, WGPR, WATV, WNOO, WPDQ, WVOL, WLTH, WWWW.

JAMES INGRAM "Party Animal" (Qwest/WB) 22/21

Rotations: Heavy 1/1, Medium 5/4, Light 12/12, Extra Adds 4, Total Adds 21, KMJQ, KRNB, WHRK, WEDR, WAIL-FM, WDMT, WRDQ, WZEN-FM, KDAY, KJLH, WNHC, KNOV, WENN, WKWM, WWWW, KDIA. Medium: WDAS.

BOBBY NUNN "Private Party" (Motown) 22/6

Rotations: Heavy 5/1, Medium 9/1, Light 8/4, Extra Adds 0, Total Adds 6, WDAS, WLOU, WVOL, WWDW, WAAA, KUKQ. Heavy: KRNB, WEDR, WANM, WWWW. Medium: WGPR, WZEN-FM, KDAY, WENN, WJMI, WLTH, WKWM, WTLC.

SHAWN CHRISTOPHER "Say It Again" (LARC) 21/1

Rotations: Heavy 3/0, Medium 10/0, Light 8/1, Extra Adds 0, Total Adds 1, WCIN. Heavy: WAOK, WJMO, KOKY. Medium: WATV, WENN, WLOU, WTOY, WWDW, WANM, WTLC, WWWW, KDIA.

Adds & Hots . . . See Page 80



NATIONAL AIRPLAY/40

September 30, 1983

Three Weeks Last Weeks Week

5	2	1	1	RUFUS & CHAKA KHAN/Ain't Nobody (WB)
9	5	2	2	KLIQUE/Stop Doggin' Me Around (MCA)
-	31	11	3	LIONEL RICHIE/All Night Long (All Night) (Motown)
8	7	4	4	GAP BAND/Party Train (Total Experience/PGM)
11	9	6	5	PHILIP BAILEY/I Know (Columbia)
4	3	5	6	HERBIE HANCOCK/Rokit (Columbia)
23	15	10	7	JENNIFER HOLLIDAY/I Am Love (Geffen)
16	11	9	8	STEPHANIE MILLS/Pilot Error (Casablanca/PolyGram)
1	1	3	9	RICK JAMES/Cold Blooded (Gordy/Motown)
6	4	7	10	GLADYS KNIGHT & THE PIPS/You're Number One (In My Book) (Col.)
29	19	14	11	TAVARES/Deeper In Love (RCA)
32	21	16	12	ANITA BAKER/Angel (Beverly Glen)
-	33	22	13	DONNA SUMMER/Unconditional Love (Mercury/PolyGram)
3	6	8	14	ZAPP/I Can Make You Dance (WB)
18	18	18	15	KASHIF/Help Yourself To My Love (Arista)
-	-	33	16	ARETHA FRANKLIN/Every Girl (Wants My Guy) (Arista)
-	38	27	17	MTUME/Would You Like To (Fool Around) (Epic)
37	34	24	18	SLAVE/Shake It Up (Cotillion/Atco)
14	12	12	19	GEORGE BENSON/Lady Love Me (One More Time) (WB)
30	28	25	20	RONNIE DYSON/All Over Your Face (Cotillion/Atco)
22	17	17	21	LILLO/(You're A) Good Girl (Capitol)
35	27	23	22	RANDY CRAWFORD/Nightline (WB)
-	40	31	23	MICHAEL WYCOFF/Tell Me Love (RCA)
7	13	15	24	S.O.S. BAND/Just Be Good To Me (Tabu/CBS)
15	14	19	25	MARY JANE GIRLS/All Night Long (Gordy/Motown)
38	37	34	26	LEW KIRTON/Talk To Me (Believe In A Dream/CBS)
36	30	29	27	O'JAYS/Put Our Heads Together (Philadelphia International/CBS)
25	23	26	28	DENIECE WILLIAMS/I'm So Proud (Columbia)
10	10	20	29	NEW EDITION/Is This The End (Streetwise)
2	8	13	30	JEFFREY OSBORNE/Don't You Get So Mad (A&M)
13	16	21	31	ASHFORD & SIMPSON/High-Rise (Capitol)
-	-	38	32	ANDRE CYMONE/Make Me Wanna Dance (Columbia)
-	-	37	33	LAKESIDE/Real Love (Solar/Elektra)
-	-	35	34	WHISPERS/This Time (Solar/Elektra)
DEBUT	35		35	TEENA MARIE/Fix It (Part 1) (Epic)
DEBUT	36		36	MANHATTAN TRANSFER/Spice Of Life (Atlantic)
DEBUT	37		37	BERNARD WRIGHT/Funky Beat (Arista)
DEBUT	38		38	PRINCE/Delirious (WB)
-	-	40	39	PLANET PATROL/Cheap Thrills (Tommy Boy)
DEBUT	40		40	JEFFREY OSBORNE/Stay With Me Tonight (A&M)

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

- JEFFREY OSBORNE (34)
- WARWICK & VANDROSS (24)
- JAMES INGRAM (21)
- TEENA MARIE (20)
- SKYY (17)
- CLARKE & DUKE (17)

HOTTEST

- RICK JAMES (38)
- RUFUS & CHAKA KHAN (32)
- KLIQUE (30)
- HERBIE HANCOCK (27)
- GLADYS KNIGHT & THE PIPS (18)

RON BANKS "Truly Bad" (CBS) 20/5

Rotations: Heavy 1/1, Medium 8/0, Light 10/3, Extra Adds 1, Total Adds 5, WBMX, WGPR, WKND, WNOO, WLOU. Medium: WOOK, WAOK, KRNB, WDIA, WRDQ, WJLB, WVOL, WWWW.

JARREAU "Trouble In Paradise" (WB) 20/3

Rotations: Heavy 3/0, Medium 12/0, Light 5/3, Extra Adds 0, Total Adds 3, WPDQ, WVKO, KDIA. Heavy: WKYS, WATV, WANM. Medium: WILD, WAOK, KKDA-FM, XHRM, KSOL, WJAX, WPLZ, WTOY, WAAA, WDAO, WLTH, WTLC.

STARPOINT "It's So Delicious" (Elektra) 20/3

Rotations: Heavy 1/0, Medium 6/1, Light 12/1, Extra Adds 1, Total Adds 3, XHRM, WOIC, WDAO. Medium: WHUR, KJLH, WRDW, WLOU, WPLZ.

P. FUNK ALL-STARS "Generator Pop" (Uncle Jam/CBS) 20/2

Rotations: Heavy 2/0, Medium 7/0, Light 9/0, Extra Adds 2, KMJQ, WBMX. Heavy: WZEN-FM, WPEG. Medium: WDAS, WAOK, WZAK, KDAY, WKXI, WVOL.

CYBOTRON "Clear" (Fantasy) 20/0

Rotations: Heavy 4/0, Medium 10/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WPEG, WJAX, WVOL. Medium: WXYV, WDAS, WOOK, WHUR, WAOK, WVEE, WZAK, WRDW, WLOU, WANM.

STANLEY CLARKE & GEORGE DUKE "Heroes" (Epic) 18/17

Rotations: Heavy 0/0, Medium 2/2, Light 15/14, Extra Adds 1, Total Adds 17, WDAS, WAOK, WVEE, KRLY, KRNB, WDIA, WYLD-FM, WCIN, WNHC, WJMI, WKXI, WPDQ, KOKY, WBLX.

RONNIE LAWS "Mr. Nice Guy" (Capitol) 18/3

Rotations: Heavy 0/0, Medium 5/1, Light 13/2, Extra Adds 0, Total Adds 3, WRDQ, WPDQ, WVOL. Medium: WGPR, WGIV, WDAO, WWWW.

GENERAL CAINE "Bomb Body" (Tabu/CBS) 18/1

Rotations: Heavy 3/1, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 1, WZAK. Heavy: WKXI, WTLC. Medium: WAOK, KDAY, XHRM, WLOU, WVOL, WDAO, WWWW.

JUNIOR "Baby I Want You Back" (Mercury/PolyGram) 18/1

Rotations: Heavy 3/0, Medium 6/0, Light 9/1, Extra Adds 0, Total Adds 1, WAOK. Heavy: WAMO, WBMX, WJMO. Medium: WRDQ, WGPR, XHRM, WGIV, KOKY, WPLZ.

ROYALCASH "Radio Activity" (Sutra) 17/8

Rotations: Heavy 1/0, Medium 3/0, Light 11/6, Extra Adds 2, Total Adds 8, WDAS, KRNB, WBMX, WZAK, WKXI, WPDQ, WJJS, WWWW. Heavy: WEDR. Medium: KACE, KJLH, WAAA.

SUGAR HILL GANG "Kick It Live From 9 To 5" (Sugar Hill) 17/0

Rotations: Heavy 3/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WDAS, WNOO, WTLC. Medium: WOOK, KRNB, WAIL-FM, WBMX, KDAY, WKND, WKXI, WLTH.

LADIES' CHOICE "Girls' Night Out" (Streetwise) 17/0

Rotations: Heavy 0/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Medium: WAMO, WOOK, WAOK, WVEE, WJMO, WPDQ, WVOL.

TYRONE DAVIS "I Found Myself When I Lost You" (Ocean Front) 16/6

Rotations: Heavy 3/1, Medium 5/1, Light 8/4, Extra Adds 0, Total Adds 6, WDAS, WDMT, WGPR, KSOL, WLOU, WANM. Heavy: WGIV, WKXI. Medium: WOOK, WAOK, KRNB, WOIC.

MICHAEL STERLING "Desperate" (Success) 16/0

Rotations: Heavy 2/0, Medium 5/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WJMO. Medium: KRNB, WKXI, WPDQ, WVOL, WWWW.

J.W. WADE "(You Know) It's Natural" (LARC) 16/1

Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Extra Adds 0, Total Adds 1, WCIN. Heavy: WAOK. Medium: WJMO, WNHC, WKXI, KOKY, WLTH, WWWW.

SPANDAU BALLET "True" (Chrysalis) 16/0

Rotations: Heavy 4/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WRKS, WVEE, WBLZ, WVKO. Medium: WHUR, WAIL-FM, WDMT, WPDQ, WVOL, WPLZ, WLUM.

SHALAMAR "Over And Over" (Solar/Elektra) 15/11

Rotations: Heavy 1/1, Medium 1/1, Light 8/4, Extra Adds 5, Total Adds 11, WILD, KMJQ, WBMX, WZAK, KMJM, KACE, WNHC, WGIV, WPEG, WPLZ, WLTH.

PROJECT FUTURE "Ray-Gun-Omics" (Capitol) 15/2

Rotations: Heavy 4/0, Medium 6/0, Light 4/1, Extra Adds 1, Total Adds 2, WILD, WPEG. Heavy: WATV, WENN, WPDQ, WWWW. Medium: KMJQ, WCIN, WGPR, WJAX, KJCB, WKWM.

Here's One From Motown's Winter Launch Pad:

COMMODORES



“ONLY YOU”^{1694MF}

Already On:

WDRQ WWWZ
WAIR WPEG

KJLH WWDM WTHB
KACE WQMG KHYS
WKWM WPAL KGFJ
WCIN WRDW . . . And More To Come!

A Commitment From Motown Records



Distributed by MCA Distribution Corp.

Black Radio Regionalized Adds & Hots

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

EAST

WYXV/Baltimore
Tim Watts
FOUR TOPS
DEBARGE
LIPPS, INC.
JONES GIRLS
ARETHA FRANKLIN
TOM BROWNE
KLYMAXX
STOCKINGCAP
ASHAYE
SKYY
Hottest:
MARY JANE GIRLS
KLIQUE
RUFUS & CHAKA
GLADYS KNIGHT
YAZ

WILD/Boston
Elroy R.C. Smith
MIDNIGHT STAR
SHALAMAR
MICHAEL WYCOFF
JEFFREY OSBORNE
PROJECT FUTURE
RADIANCE
MANHATTANS
Hottest:
RICK JAMES
RUFUS & CHAKA
BRYSON & FLACK
JEFFREY OSBORNE
PHILIP BAILEY

WKND/Hartford
Jordan/McLean
ARETHA FRANKLIN
ONE WAY
DENICIE WILLIAMS
RON BANKS
TEENA MARIE
RENE & ANGELA
SKOOL BOYZ
BOB MARLEY
SYBIL THOMAS
RADIANCE
NV
STARLENA YOUNG
NYC PEECH BOYS
Hottest:
RICK JAMES
JEFFREY OSBORNE
PHILIP BAILEY
KLIQUE
HERBIE HANCOCK

WNHC/New Haven
James Jordan
CLARKE & DUKE
JAMES INGRAM
SHALAMAR
ORBIT
MIDNIGHT STAR
SKYY
TECHNO LUST
DONNA SUMMER
Hottest:
RICK JAMES
JEFFREY OSBORNE
HERBIE HANCOCK
MARY JANE GIRLS
RONNIE DYSON

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

WEST

KDAY/Los Angeles
Jack Patterson
WEST STREET MOB
MANHATTANS
WHISPERS
TIERRA
RICK JAMES
OMNI
DECO
LAKESIDE
GLORIA GAYNOR
SPYRO GYRA
JAMES INGRAM
Hottest:
STEPHANIE MILLS
KLIQUE
DONNA SUMMER
RANDY CRAWFORD
LIONEL RICHIE

KACE/Los Angeles
Miller/Wiggins
MIDNIGHT STAR
JEFFREY OSBORNE
MANHATTANS
HIROSHIMA
SHALAMAR
LILLO
GARLAND GREEN
SKOOL BOYZ
ASHFORD & SIMPSON
TEENA MARIE
RANDY CRAWFORD
Hottest:
ANITA BAKER
MIDNIGHT STAR
GLADYS KNIGHT
RICK JAMES
RUN D.M.C.

KJLH/Los Angeles
J.B. Stone/Rico
DEBARGE
MARY JANE GIRLS
SISTER SLEDGE
MICHAEL WYCOFF
OLIVER CHEATHAM
JAMES INGRAM
SKYY
WARWICK & VANDROS
K-9 CORP.
Hottest:
GAP BAND
LIONEL RICHIE
STEPHANIE MILLS
PHILIP BAILEY
KLIQUE

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

SOUTH

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WENN/Birmingham

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

KKDA-FM/Dallas

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WPDQ/Jacksonville

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

KRNB-FM/Memphis

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WBLX/Mobile

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WPLZ/Petersburg

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

KDIA/Oakland

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

(J) indicates Black reporters also contributing to Jazz Chart

MIDWEST

WGCI/Chicago
Richard Pegue
SKYY
K-9 CORP.
DEBARGE
ARETHA FRANKLIN
JEFFREY OSBORNE
WARWICK & VANDROS
MIDNIGHT STAR
Hottest:
RICK JAMES
HERBIE HANCOCK
LYDIA MURDOCK
RUFUS & CHAKA
KASHIF

WBMX/Chicago
Lee Michaels
OMNI
RON BANKS
MAJOR HARRIS
BERNARD WRIGHT
FINIS HENDERSON
P. FUNK ALL-STARS
SHALAMAR
DAYTON
ROYALCASH
SKYY
Hottest:
RUFUS & CHAKA
ASHFORD & SIMPSON
SERGE PONSAR
LILLO

WBLZ/Cincinnati
Brian Castle
MIDNIGHT STAR
REDDINGS
DAYTON
ANITA BAKER
ARETHA FRANKLIN
Hottest:
RICK JAMES
HERBIE HANCOCK
RUFUS & CHAKA
JENNIFER HOLLIDAY
SPANDAU BALLET

WCIN/Cincinnati
Sid Kennedy
O'JAYS
SHAWN CHRISTOPHER
J.W. WADE
CLARKE & DUKE
WARWICK & VANDROS
RARE SILK
TEENA MARIE
Hottest:
LIONEL RICHIE
RUFUS & CHAKA
BRYSON & FLACK
STEPHANIE MILLS
HERBIE HANCOCK

WZAK/Cleveland
Lynn Tolliver
SHALAMAR
ZAPP
GENERAL CAINE
RENE & ANGELA
MICHAEL WYCOFF
MANHATTAN TRANSFE
DREAMBOY
LATEST
KRAFTWERK
ROYALCASH
MIDNIGHT STAR
Hottest:
MILLIE JACKSON
RUFUS & CHAKA
HERBIE HANCOCK
RICK JAMES
ZAPP

WGPR/Detroit
Joe Spencer
ACTIVE FORCE
JEFFREY OSBORNE
RON BANKS
TEENA MARIE
TYRONE DAVIS
VEE ALLEN
JEFFREY OSBORNE
TYRONE DAVIS
NV
MICHAEL SEMBELLO
MANHATTANS
RENE & ANGELA
JAMES INGRAM
WARWICK & VANDROS
MILLIE JACKSON
Hottest:
RUFUS & CHAKA
MONTAGE
KLIQUE
RUFUS & CHAKA
JENNIFER HOLLIDAY
LIONEL RICHIE
WHISPERS

WJLB/Detroit
James Alexander
LYDIA MURDOCK
SEXUAL HARASSMEN
TEENA MARIE
SOS BAND
Hottest:
ISLEY BROS
MARY JANE GIRLS
MANHATTANS
KASHIF
MICHAEL STERLING
ARETHA FRANKLIN
RENE & ANGELA
MANHATTANS

WKYC/Columbus
Lyles/Jones
JENNIFER HOLLIDAY
TAVARES
TEENA MARIE
AL JARREAU
Hottest:
RUFUS & CHAKA
RICK JAMES
KLIQUE
LAKESIDE
JENNIFER HOLLIDAY

WDAO/Dayton
Lankford Stephens
ONE WAY
ARETHA FRANKLIN
LIONEL RICHIE
RENE & ANGELA
JEFFREY OSBORNE
TEENA MARIE
TOM BROWNE
MIDNIGHT STAR
Hottest:
KLIQUE
RUFUS & CHAKA
HERBIE HANCOCK
RICK JAMES
ZAPP

WGPR/Detroit
Joe Spencer
ACTIVE FORCE
JEFFREY OSBORNE
RON BANKS
TEENA MARIE
TYRONE DAVIS
VEE ALLEN
JEFFREY OSBORNE
TYRONE DAVIS
NV
MICHAEL SEMBELLO
MANHATTANS
RENE & ANGELA
JAMES INGRAM
WARWICK & VANDROS
MILLIE JACKSON
Hottest:
RUFUS & CHAKA
MONTAGE
KLIQUE
RUFUS & CHAKA
JENNIFER HOLLIDAY
LIONEL RICHIE
WHISPERS

WJLB/Detroit
James Alexander
LYDIA MURDOCK
SEXUAL HARASSMEN
TEENA MARIE
SOS BAND
Hottest:
ISLEY BROS
MARY JANE GIRLS
MANHATTANS
KASHIF
MICHAEL STERLING
ARETHA FRANKLIN
RENE & ANGELA
MANHATTANS

WKYC/Columbus
Lyles/Jones
JENNIFER HOLLIDAY
TAVARES
TEENA MARIE
AL JARREAU
Hottest:
RUFUS & CHAKA
RICK JAMES
KLIQUE
LAKESIDE
JENNIFER HOLLIDAY

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
Hottest:
RICK JAMES
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

WVAB/Washington, DC
Donnie Simpson
SLAVE
TEENA MARIE
KLYMAXX
JEFFREY OSBORNE
Hottest:
NEW EDITION
KLIQUE
MARY JANE GIRLS
RICK JAMES
KURTIS BLOW

WVOC/Washington, DC
Chris Gardner
none
Hottest:
HERBIE HANCOCK
GAP BAND
NEW EDITION
KLIQUE
WARWICK & VANDROS
SOS BAND

WHUR/Washington, DC
Oscar Fields
none
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SOS BAND
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RUFUS & CHAKA
HERBIE HANCOCK

KSOL/San Mateo
Barnie Moody
TEENA MARIE
ARETHA FRANKLIN
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KASHIF
DIANA ROSS
MANHATTANS
DAYTON
GARLAND GREEN
EBN-OZ
TYRONE DAVIS
PLANET PATROL
Hottest:
GAP BAND
JENNIFER HOLLIDAY
DONNA SUMMER
ANITA BAKER
PRINCE

JAZZ RADIO NATIONAL AIRPLAY/30

September 30, 1983

Last Week	Chart	Artist/Track
1	1	SPYRO GYRA/City Kids (MCA)
2	2	RAMSEY LEWIS/Les Fleurs (Columbia)
3	3	GEORGE BENSON/In Your Eyes (WB)
4	4	MARVIN STAMM/Stamppede (Palo Alto)
5	5	TOM GRANT/Tom Grant (Pausa)
6	6	JEAN-LUC PONTY/Individual Choice (Atlantic)
7	7	JIMMY McGRUFF/The Countdown (Milestone)
8	8	ERIC GALE/Island Breeze (Musician/Elektra)
9	9	JACO PASTORIUS/Invitation (WB)
10	10	HIROSHIMA/Third Generation (Epic)
11	11	VICTOR FELDMAN/Secret Of The Andes (Palo Alto)
12	12	PAT METHENY/Travels (ECM)
13	13	LINDA HOPKINS/How Blue Can You Get (Palo Alto)
14	14	FREE FLIGHT/Soaring (Palo Alto)
15	15	MAYNARD FERGUSON/Storm (Palo Alto)
16	DEBUT	BOB JAMES/Foxie (Columbia)
17	DEBUT	KEITH JARRETT/Standards, Vol. 1 (ECM)
18	18	CLIFF SARDE/Temporary Tight (Aslan)
19	19	CHUCK MANGIONE/Journey To A Rainbow (Columbia)
20	20	RICHIE COLE & BOOTS RANDOLPH/Yakety Madness! (Palo Alto)
21	21	GEORGE SHEARING & MEL TORME/Top Drawer (Concord)
22	22	WYNTON MARSALIS/Think Of One (Columbia)
23	23	MACAR BROTHERS/Cosmos Kid (Aircraft)
24	24	HERB ALPERT/Blow Your Own Horn (A&M)
25	25	KOINONIA/More Than A Feelin' (Breaker)
26	DEBUT	LES McCANN/The Longer You Wait (JAM)
27	27	WOODY HERMAN/Presents A Great American... Vol. 3 (Concord)
28		

Country

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

KENDALLS

Movin' Train (Mercury/PolyGram)

On 63% of reporting stations. National Summary: Up 64, Same 16, Down 0, Debuts 10, Adds 5. Debuts at number 44 on the Country Chart.

LARRY GATLIN & THE GATLIN BROTHERS Houston (Means I'm One Day Closer To You) (Columbia)

On 73% of reporting stations. National Summary: Up 27, Same 25, Down 0, Debuts 32, Adds 26. A Most Added record. Debuts at number 47 on the Country Chart.

ATLANTA Dixie Dreamin' (MDJ)

On 66% of reporting stations. National Summary: Up 46, Same 27, Down 0, Debuts 11, Adds 15. Debuts at number 49 on the Country Chart.

MOST ADDED

- WILLIE NELSON & WAYLON JENNINGS (51)**
Take It To The Limit (Columbia)
- GEORGE STRAIT (51)**
You Look So Good In Love (MCA)
- HANK WILLIAMS JR. (34)**
Queen Of My Heart (WB)
- JOHNNY LEE (33)**
My Baby Don't Slow Dance (WB)
- NITTY GRITTY DIRT BAND (32)**
Dance Little Jean (Liberty)
- MERLE HAGGARD (28)**
It's All In The Game (MCA)
- L. GATLIN & THE GATLIN BROTHERS (26)**
Houston (Means I'm One...) (Columbia)

HOTTEST

- KENNY ROGERS & DOLLY PARTON (91)**
Islands In The Stream (RCA)
- ALABAMA (85)**
Lady Down On Love (RCA)
- CHARLY McCLAIN & M. GILLEY (64)**
Paradise Tonight (Epic)
- RONNIE MILSAP (50)**
Don't You Know How Much I Love (RCA)
- RICKY SKAGGS (43)**
You've Got A Lover (Epic)
- DON WILLIAMS (35)**
Nobody But You (MCA)
- KENNY ROGERS (34)**
Scarlet Fever (Liberty)

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.

- HANK WILLIAMS JR. "Queen Of My Heart" (WB) 81/34**
National Summary: Up 3, Same 27, Down 0, Debuts 17, Adds 34 including WEEP, WSEN-AM-FM, WYNK-FM, WMC-AM, KYXX, WQYK-FM, WONE, WCXI-AM-FM, WTD, KVOO, KIK-FM, KUGN-FM, KVEG, KSOP-FM, KGA.
- NITTY GRITTY DIRT BAND "Dance Little Jean" (Liberty) 81/32**
National Summary: Up 10, Same 28, Down 0, Debuts 11, Adds 32 including WNYR, CHOW, WWVA, KHEY-AM, KYXX, WQYK-FM, WTQR-FM, WDNE, WDAF, KEBC-FM, WTD, KUGN-FM, KVEG, KTOM, KSON-FM, KCUB.
- GUS HARDIN "Loving You Hurts" (RCA) 78/18**
National Summary: Up 15, Same 28, Down 0, Debuts 17, Adds 18 including WNYR, WXBQ-FM, WGTO, KHEY-AM, KLL, KYXX, KBMR, WITL-FM, WXCL, WTD, KTPK-FM, KIK-FM, KWJJ, KCKC, KSON-FM, KCUB.
- VERN GOSDIN "I Wonder Where We'd Be Tonight" (Compleat/PolyGram) 68/21**
National Summary: Up 3, Same 24, Down 0, Debuts 20, Adds 21 including WNYR, WIXY, WSEN-AM-FM, WXBQ-FM, WOKK, WCMS-FM, WIRK-FM, WTQR-FM, WONE, KSO, KYNN-AM-FM, WTD, KVOO, KLZ, KUGN-FM, KGA.
- GEORGE STRAIT "You Look So Good In Love" (MCA) 52/51**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 51 including WVAM, WYRK, WSEN-AM-FM, KIKK-FM, WNOX, WMC-AM, KKYX, WTSO, KTTS-AM-FM, WTD, KFDI-AM-FM, KLZ, KUGN-FM, KNIX-FM, KSOP-FM, KMPS-AM-FM, KCUB.
- WILLIE NELSON & WAYLON JENNINGS "Take It To The Limit" (Columbia) 51/51**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 51 including WOKQ, WHN, WPOR-FM, WCOS-AM-FM, KIKK-FM, WSIX-FM, KRMD-AM-FM, WHK, KFDI-AM-FM, KUUY, KUGN-FM, KRWQ-FM, KNIX-FM, KCKC, KIGO, KCUB.
- CRYSTAL GAYLE "Keepin' Power" (Columbia) 48/14**
National Summary: Up 10, Same 14, Down 1, Debuts 10, Adds 14 WPOR-FM, WSEN-AM-FM, KMML, KHEY-AM, KJQS, WOKK, WKIX, WUSQ-FM, KFGO, KWMT, WITL-FM, WMIL, KUGN-FM, KVEG, KRMD-AM-FM 50-3B, KYNN-AM-FM 43-29.
- STEPHANIE WINSLOW "Kiss Me Darling" (Oak) 47/5**
National Summary: Up 22, Same 15, Down 0, Debuts 5, Adds 5 WPOR-FM, WMZQ, WIRK-FM, WUSQ-FM, KIK-FM, KHEY-AM 40-31, WJQS 20-15, WAMZ-FM d-37, WLWI-FM 29-25, KRMD-AM-FM 33-2B, KSO 26-18, WTD 27-24, KUUY 25-1B, KTOM 35-29, KGA 37-28.
- MERLE HAGGARD "It's All In The Game" (MCA) 46/28**
National Summary: Up 2, Same 12, Down 0, Debuts 4, Adds 28 including WOKQ, WWVA, KHEY-AM, KIKK-FM, WWOD/WKZZ, WSIX-FM, KSO, KFGO, KIOV-FM, KTTS-AM-FM, KVOO, KUZZ, KKCS, KVEG, KTOM.
- JAMES & MICHAEL YOUNGER "Love's On The Rebound" (MCA) 44/10**
National Summary: Up 8, Same 20, Down 0, Debuts 6, Adds 10 WBGW-FM, WPOR-FM, WSEN-AM-FM, KIKK-FM, WOKK, KWMT, WITL-FM, KUGN-FM, KCBO, KGA.
- BRICE HENDERSON "Flames" (Union Station) 39/9**
National Summary: Up 5, Same 16, Down 0, Debuts 9, Adds 9 WKYG, WLWI-FM, WUSQ-FM, KRRK, WHBF, KTTS-AM-FM, KUGN-FM, KRWQ-FM, KRSY, KUZZ d-47.
- JOHNNY LEE "My Baby Don't Slow Dance" (WB) 38/33**
National Summary: Up 1, Same 3, Down 0, Debuts 1, Adds 33 including WVAM, WPOC-FM, WYNK-FM, WSOC-FM, KIKK-FM, WFMS-FM, KFDI-AM-FM, KUZZ, KNIX-FM, WMAQ d-24.
- JOHN SCHNEIDER "If You Believe" (Scotti Bros/CBS) 38/4**
National Summary: Up 6, Same 24, Down 0, Debuts 4, Adds 4 WIXY, WSEN-AM-FM, KTPK-FM, KGA, WIXL-FM 39-29, KHEY-AM 49-41, KLRA d-50, KSO d-37, KTTS-AM-FM 34-30, Q92 d-50.
- DAVID FRIZZELL "A Million Light Beers Ago" (Viva) 34/24**
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 24 including WBGW-FM, KMML, WSOC-FM, WGTO, KKYX, WIRK-FM, WTSO, KTTS-AM-FM, KNIX-FM, KMPS-AM-FM.
- ROY CLARK "Wildwood Flower" (Churchill) 33/3**
National Summary: Up 15, Same 15, Down 0, Debuts 0, Adds 3 WDGY, WTD, KUGN-FM, WJQS 40-35, WPAP-FM 25-22, WMAQ 25-19, WAXX 35-31, KTTS-AM-FM 37-32, KMPS-AM-FM 19-17.
- TEXAS VOCAL COMPANY "It Had To Be You" (RCA) 31/2**
National Summary: Up 5, Same 23, Down 0, Debuts 1, Adds 2 WOKK, KKYX, WGNA-FM 44-41, WIXL-FM 37-32, WSEN-AM-FM 45-37, KLVI 36-30, KSO d-38, WKKQ-AM 49-44.
- JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 31/0**
National Summary: Up 15, Same 14, Down 0, Debuts 2, Adds 0, WKXW d-40, WEEP 12-10, WNYR 13, KMML 37-32, WYNK-FM 15, WOKK 40-34, KSO 22, KSOP-FM 42-3B, KIGO 25-23.
- BOBBY BARE "Diet Song" (Columbia) 29/7**
National Summary: Up 7, Same 8, Down 0, Debuts 7, Adds 7 WSEN-AM-FM, CHOW, KHEY-AM, WJQS, WUSN, KKAL, KGEM/K-JOT, WHN 23-20, WKHK 19-16, WWWW-FM 24-20, KWJJ 33-27.



NATIONAL AIRPLAY/50

September 30, 1983

Three Two Last
Weeks Weeks Week

- | | | | | |
|-------|----|----|----|-------------------------------------------------------------------|
| 3 | 2 | 1 | 1 | RONNIE MILSAP/Don't You Know How Much I... (RCA) |
| 7 | 4 | 3 | 2 | CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic) |
| 10 | 6 | 5 | 3 | DON WILLIAMS/Nobody But You (MCA) |
| 15 | 9 | 7 | 4 | ALABAMA/Lady Down On Love (RCA) |
| 12 | 7 | 6 | 5 | KENNY ROGERS/Scarlet Fever (Liberty) |
| 9 | 5 | 4 | 6 | MERLE HAGGARD/What Am I Gonna Do With The... ((Epic) |
| 18 | 13 | 9 | 7 | RICKY SKAGGS/You've Got A Lover (Epic) |
| 29 | 20 | 14 | 8 | K. ROGERS & D. PARTON/Islands In The Stream (RCA) |
| 19 | 16 | 12 | 9 | REBA McENTIRE/Why Do We Want... (Mercury/PolyGram) |
| 22 | 18 | 15 | 10 | STEVE WARINER/Midnight Fire (RCA) |
| 5 | 3 | 2 | 11 | B.J. THOMAS/New Looks... (Cleveland International/Columbia) |
| 31 | 27 | 19 | 12 | LEE GREENWOOD/Somebody's Gonna Love You (MCA) |
| 17 | 14 | 11 | 13 | GENE WATSON/Sometimes I Get Lucky And Forget (MCA) |
| 30 | 26 | 20 | 14 | GARY MORRIS/The Wind Beneath My Wings (WB) |
| 26 | 23 | 17 | 15 | ED BRUCE/If It Was Easy (MCA) |
| 33 | 29 | 21 | 16 | BARBARA MANDRELL/One Of A Kind Pair Of Fools (MCA) |
| 32 | 28 | 23 | 17 | STATLER BROTHERS/Guilty (Mercury/PolyGram) |
| 36 | 30 | 24 | 18 | EDDIE RABBITT/You Put The Beat In My Heart (WB) |
| 14 | 11 | 10 | 19 | JOHNNY RODRIGUEZ/How Could I Love Her (Epic) |
| 2 | 1 | 8 | 20 | CRYSTAL GAYLE/Baby What About You (WB) |
| 23 | 21 | 18 | 21 | WAYLON JENNINGS & JERRY REED/Hold On, I'm Comin' (RCA) |
| 46 | 35 | 29 | 22 | MICKEY GILLEY/Your Love Shines Through (Epic) |
| 38 | 32 | 27 | 23 | SYLVIA/The Boy Gets Around (RCA) |
| 50 | 39 | 30 | 24 | GEORGE JONES/Tennessee Whiskey (Epic) |
| 27 | 25 | 22 | 25 | LYNN ANDERSON/What I Learned From Loving You (Permian) |
| 16 | 15 | 13 | 26 | LOUISE MANDRELL/Too Hot To Sleep (RCA) |
| 40 | 34 | 31 | 27 | TERRI GIBBS/Anybody Else's Heart But Mine (MCA) |
| 49 | 44 | 36 | 28 | EARL THOMAS CONLEY/Holding Her And Loving You (RCA) |
| 43 | 37 | 34 | 29 | DEBORAH ALLEN/Baby I Lied (RCA) |
| 39 | 33 | 32 | 30 | DAN SEALS/After You (Liberty) |
| 11 | 8 | 16 | 31 | JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA) |
| 37 | 31 | 28 | 32 | LEON EVERETTE/The Lady, She's Right (RCA) |
| - | 47 | 42 | 33 | ANNE MURRAY/A Little Good News (Capitol) |
| 45 | 40 | 37 | 34 | JIM GLASER/The Man In The Mirror (Noble Vision) |
| 50 | 46 | 41 | 35 | BANDANA/Outside Lookin' In (WB) |
| 47 | 42 | 39 | 36 | SISSY SPACEK/Lonely, But Only For You (Atlantic America) |
| - | 49 | 43 | 37 | BELLAMY BROTHERS/Strong Weakness (WB) |
| - | 50 | 45 | 38 | MICHAEL MURPHEY/Don't Count The Rainy Days (Liberty) |
| - | - | 46 | 39 | CONWAY TWITTY/Heartache Tonight (WB) |
| - | 48 | 44 | 40 | JUICE NEWTON/Stranger At My Door (Capitol) |
| - | - | 47 | 41 | JANIE FRICKE/Tell Me A Lie (Columbia) |
| - | - | 48 | 42 | WHITES/When The New Wears Off Our Love (WB/Curb) |
| 4 | 10 | 25 | 43 | SHELLY WEST/Flight 309 To Tennessee (Viva) |
| DEBUT | 44 | 40 | 44 | KENDALLS/Movin' Train (Mercury/PolyGram) |
| - | - | 49 | 45 | EXILE/High Cost Of Leaving (Epic) |
| - | - | 50 | 46 | JOHN ANDERSON/Black Sheep (WB) |
| DEBUT | 47 | 40 | 47 | L. GATLIN & THE GATLIN BROTHERS/Houston (Means I'm...) (Columbia) |
| 1 | 12 | 26 | 48 | CHARLEY PRIDE/Night Games (RCA) |
| DEBUT | 49 | 40 | 49 | ATLANTA/Dixie Dreamin' (MDJ) |
| 6 | 17 | 33 | 50 | JOHN CONLEE/I'm Only In It For The Love (MCA) |

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- TAMMY WYNETTE "Still In The Ring" (Epic) 29/3**
National Summary: Up 8, Same 12, Down 0, Debuts 6, Adds 3 WSEN-AM-FM, WTD, KGA, WSIX-FM 17, KSO 35-29, KWMT d-37, KFDI-AM-FM d-47, KUZZ d-4B, KMPS-AM-FM 25-23.
- RONNIE RENO "The Letter" (EMH) 28/2**
National Summary: Up 5, Same 17, Down 0, Debuts 4, Adds 2 KKYX, WITL-FM, WYII 50-45, KMML d-45, KHEY-AM d-49, WJQS 32-25, WIRK-FM 49-45, KTTS-AM-FM d-43, WTD d-40, KSOP-FM 39-35.
- STEVE EARL AND THE DUKES "Nothin' But You" (Epic) 26/4**
National Summary: Up 6, Same 11, Down 0, Debuts 2, Adds 4 WGNA-FM, WSEN-AM-FM, WWVA, WTQR-FM, KMML 34-2B, WEZL-FM d-41, WGTO 50-46, WOKK 42-37, KFGO d-47, KWJJ 38-33.
- BRENDA LEE "Didn't We Do It Good" (MCA) 24/2**
National Summary: Up 6, Same 14, Down 0, Debuts 2, Adds 2 WGNA-FM, KMML, WKSJ-FM 3B-33, WSIX-FM 20, WPAP-FM 40-33, KKYX 50-41, KBMR d-50, KTTS-AM-FM 33-29, KVOO d-4B.
- DONNA FARGO "The Sign Of The Times" (Cleveland International/Columbia) 23/1**
National Summary: Up 9, Same 11, Down 0, Debuts 2, Adds 1 WTSO, WWVA d-40, WSIX-FM 25-24, WSM 30-22, KKYX 4B-39, WSLR 30-28, WCXI-AM-FM 39-35, KTTS-AM-FM 46-37, KFDI-AM-FM d-50.
- CHANTILLY "Have I Got A Heart For You" (F&L) 22/3**
National Summary: Up 11, Same 6, Down 0, Debuts 2, Adds 3 KRRV, WESC-AM-FM, KTTS-AM-FM, WVAM 43-39, WSEN-AM-FM 43-39, KHEY-AM 3B-30, WJQS d-38, WPAP-FM 27-24, KFGO 42-35, KEBC-FM d-49.
- RANDY PARTON "A Stranger In Her Bed" (RCA) 21/6**
National Summary: Up 0, Same 15, Down 0, Debuts 0, Adds 6 WPOR-FM, WESC-AM-FM, KLRA, KUGN-FM, KVEG, KGA, WWVA on, KRMD-AM-FM on, KRST-FM on, KTOM on.
- MARK GRAY "Wounded Hearts" (Columbia) 20/20**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 20 including WSNO, WIXL-FM, WYNK-FM, KIKK-FM, WCMS-FM, WTSO, WXCL, KIOV-FM, KUUY, KRSY.
- KATHY MATTEA "Street Talk" (Mercury/PolyGram) 20/11**
National Summary: Up 0, Same 9, Down 0, Debuts 0, Adds 11 KHEY-AM, WESC-AM-FM, WJQS, KLRA, WOKK, KRMD-AM-FM, WUSQ-FM, KSO, KFGO, KUUY, KTOM.
- DEWAYNE BLACKWELL & JILL HOLLIER "You're Just A Little Too Young" (Viva) 20/6**
National Summary: Up 1, Same 10, Down 0, Debuts 3, Adds 6 WJQS, KKYX, KTTS-AM-FM, KEIN, KWJJ, KSOP-FM, WKYG d-3B, WSEN-AM-FM d-47, WGTO d-4B.
- LACY J. DALTON "Windin' Down" (Columbia) 19/19**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 19 WBGW-FM, WYII, WSOC-FM, WNOX, WLWI-FM, WSIX-FM, KKYX, WAXX, KTTS-AM-FM, KCUB.
- FAMILY BROWN "We Really Got A Hold On Love" (RCA) 19/16**
National Summary: Up 2, Same 1, Down 0, Debuts 0, Adds 16 including WVAM, KRRV, WKSJ-FM, WUSQ-FM, KFGO, WGEE, KVEG, Q92, KGA, KIGO.
- BIG AL DOWNING "Let's Sing About Love" (Team Entertainment) 19/3**
National Summary: Up 5, Same 9, Down 0, Debuts 2, Adds 3 WIRK-FM, KTTS-AM-FM, KSOP-FM, WGNA-FM 33-26, WYNK-FM d-50, KRMD-AM-FM 46-39, WQYK-FM, 23-20, KBMR 45-39, WHBF d-49.
- LLOYD DAVID FOSTER "You've Got That Touch" (MCA) 18/2**
National Summary: Up 5, Same 11, Down 0, Debuts 0, Adds 2 CHOW, WHBF, WYII 36-33, KRRV 49-45, KHEY-AM 43-3B, KLRA 43-39, WSIX-FM 23.
- JAN GRAY "Before We Knew It" (Jamex) 15/7**
National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 7 WGNA-FM, WEZL-FM, KHEY-AM, WOKK, WCMS-FM, KKYX, WAXX, WSEN-AM-FM d-46, WSIX-FM 29-27.
- ED HUNNICUTT "My Angels Got The Devil In Her" (MCA) 15/2**
National Summary: Up 3, Same 7, Down 0, Debuts 3, Adds 2 WEZL-FM, WLWI-FM, WJQS d-36, WAMZ-FM 27-25, WOKK d-4B, WPAP-FM d-4B, KBMR 3B-35, KEBC-FM 4B-45.

Adult/Contemporary

Continued from Back Page

BREAKERS

BILLY JOEL

Uptown Girl (Columbia)

67% of our reporters on it. Rotations: Heavy 4/1, Medium 50/17, Light 33/13, Extra Adds 2, Total Adds 33 including GR55, WLTT, KVIL-FM, WARM98, WCZY, KUDL, WHB, WISN, KNBR, WAEB, WAFB, WBT, WRVR, WENS, KCEE, and 18 more. Debuts at number 23 on the A/C chart.

MICHAEL MURPHEY

Don't Count The Rainy Days (Liberty)

54% of our reporters on it. Rotations: Heavy 5/0, Medium 47/5, Light 19/5, Extra Adds 0, Total Adds 10, WFBR, WSB, KHOW, WAEB, WICC, WAFB, WTMA, WSRZ, WING, KOIL. Moves 30-27 on the A/C chart.

DEBORAH ALLEN

Baby I Lied (RCA)

51% of our reporters on it. Rotations: Heavy 1/0, Medium 33/7, Light 32/9, Extra Adds 1, Total Adds 17, KHOW, WBEN, WSFM, WMJJ, WBT, KMGC, WIVY, WHHY, KRNT, WFMK, KOIL, KEX, WKZE-FM, WCPI, WVBS, KCRG, WHNN. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

MATTHEW WILDER "Break My Stride" (Private I/CBS) 57/18

Rotations: Heavy 3/0, Medium 24/5, Light 29/12, Extra Adds 1, Total Adds 18, WTAE, WSB, WSB-FM, KUDL, WHB, KPPL, KGW, B100, WSFM, WHHY, WSRZ, 3WM, KUGN, KISN, WTN, WJBC, KWEB, WJON. Heavy: WFMK, KVIC, KALE. Medium: WFBR, WPIX, WBEN, WBT, WMAZ, WHBY, WISM-FM, WEIM, WKNE, WSKI, WCPI, WSKY, WCKO, WLVA, KFSB, KEEZ, KFQD, KQSW, KRBS.

PETER ALLEN "Once Before I Go" (Arista) 54/22

Rotations: Heavy 1/0, Medium 20/7, Light 33/15, Extra Adds 0, Total Adds 22, WPIX, WRMM, KUDL, WKGW, WAFB, WIVY, WMAZ, 2WD, WING, WFMK, KOIL, WNNR, WKZE-FM, WTKO, WTN, WCHV, KRLB-FM, KVIC, KCRG, KWEB, WHNN, WBOW. Heavy: KEXO. Medium: WGY, KUGN, KEX, KSL, WEIM, WKNE, WSKI, WCKO, WLVA, KFSB, WJON, KFQD, KALE.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 39/1

Rotations: Heavy 8/0, Medium 19/0, Light 12/1, Extra Adds 0, Total Adds 1, 97AIA. Heavy: WQUE, KOST, WRIE, 2WD, WNNR, WCHV, WVBS, KEEZ. Medium: WPIX, WLTT, KVIL-FM, WCZY, KPPL, KGW, WKGW, WEZC, WEZS, WFMK, WISM-FM, KEX, WKNE, WCPI, WLVA, WBOW, KEXO, KRCL, KQSW.

MOTELS "Suddenly Last Summer" (Capitol) 38/9

Rotations: Heavy 3/0, Medium 18/3, Light 16/5, Extra Adds 1, Total Adds 9, WPIX, WTAE, WQUE, WFYR, KPPL, B100, KSTT, KWAV, KTWO. Heavy: KOST, WFMK, KALE. Medium: WOMC, KGW, Y07, WISM-FM, KRAV, KRDO, KUDO, WKZE-FM, WEIM, WSKI, WSKY, KVIC, KRNO, KQSW, KRBS.

D. WARWICK & L. VANDROSS "How Many Times Can We Say Goodbye" (Arista) 34/34

Rotations: Heavy 0/0, Medium 10/10, Light 21/21, Extra Adds 3, Total Adds 34, WFBR, WPRO, WCCO, KGW, KFMB, WICC, WGY, WEZC, WAHR, WMAZ, WHHY, WEZS, WSRZ, WHBY, WHBC, KKUA, KWAV, KSL, WEIM, WKNE, WCPI, WSKY, WGSV, WVBS, KFSB, KEEZ, KWEB, WJON, WBOW, KFQD, KTWO, KQSW, KRBS, KALE.

ALABAMA "Lady Down On Love" (RCA) 34/7

Rotations: Heavy 3/0, Medium 15/2, Light 15/4, Extra Adds 1, Total Adds 7, WSB, 97AIA, WCCO, KEX, WSKY, WJON, KRCL. Heavy: WGY, WAHR, KEXO. Medium: WFBR, KVIL-FM, WMJJ, WIVY, WMAZ, WHHY, KRNT, WSKI, WCKO, WGSV, WLVA, KWEB, KALE.

SIGNIFICANT ACTION

JACKSON BROWNE "Tender Is The Night" (Asylum) 29/10

Rotations: Heavy 0/0, Medium 8/1, Light 20/8, Extra Adds 1, Total Adds 10, WKGW, WIVY, WHHY, WSRZ, KRDO, WNNR, WKZE-FM, WCPI, KFSB, WHNN. Medium: WQUE, WARM98, WGY, WEIM, WTN, WSKY, WCKO. Light: WSB-FM, 2WD, WENS, WFMK, KISN, WKNE, WSKI, WNGS, WVBS, KEEZ, WBOW, KRBS.

CARLY SIMON "You Know What To Do" (WB) 29/7

Rotations: Heavy 1/0, Medium 14/3, Light 14/3, Extra Adds 0, Total Adds 7, KGW, B100, KEZR, WKGW, KEX, WTKO, WLVA. Heavy: KALE. Medium: KEY103, KRDO, WKZE-FM, WKNE, KVIC, KFSB, KEEZ, KFQD, KRCL, KRBS. Light: KFMB, V100, WRVA, WSRZ, WHBY, WHBC, WSKI, WSKY, WGSV, WNGS, WBOW.

WHISPERS "This Time" (Solar/Elektra) 29/4

Rotations: Heavy 0/0, Medium 11/0, Light 18/4, Extra Adds 0, Total Adds 4, WSRZ, WTKO, WCPI, WLVA. Medium: WFBR, KEY103, WMAZ, WHBY, KRNT, KSL, WNNR, WCHV, WJON, KEXO, KALE. Light: WCCO, B100, WAHR, 2WD, WTRX, WSKI, WCKO, WGSV, WVBS, WHNN, WBOW, KTWO, KRCL, KQSW.

LANI HALL "Never Say Never Again" (A&M) 28/28

Rotations: Heavy 0/0, Medium 6/6, Light 20/20, Extra Adds 2, Total Adds 28, WCCO, WGY, WAHR, WVLK, WMAZ, WHHY, 2WD, WRVA, WTRX, KKUA, KUDO, KWAV, KISN, WEIM, WTN, WCPI, WSKY, WGSV, WJBC, KFSB, WJON, KTWO, KEXO, KRCL, KRNO, KQSW, KRBS, KALE.

POLICE "King Of Pain" (A&M) 28/5

Rotations: Heavy 7/0, Medium 14/4, Light 7/1, Extra Adds 0, Total Adds 5, WAXY, KOIL, 3WM, KVIC, KALE. Heavy: WTAE, WQUE, WFYR, KRDO, KUDO, WKZE-FM, WSKI. Medium: 97AIA, WEZC, WLAC-FM, WSRZ, KRAV, KWAV, WTN, WSKY, WCKO, WBOW. Light: WICC, V100, Y107, KSTT, WVBS, KEEZ.

MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 28/2

Rotations: Heavy 5/1, Medium 12/1, Light 11/0, Extra Adds 0, Total Adds 2, KEZR, KRNO. Heavy: WZZP, WCZY, WHEN, WCHV. Medium: 3WS, KGW, KMGC, WLAC-FM, 55KRC, 610TVN, WENS, KSTT, WTN, WCPI, WLVA. Light: WYNY, WFYR, KS94, Y107, WTRX, WOWO, KRAV, KBOI, K108, KVIC, WHNN.

STEVIE NICKS "If Anyone Falls" (Modern/Atco) 26/7

Rotations: Heavy 1/0, Medium 15/3, Light 10/4, Extra Adds 0, Total Adds 7, KPPL, KSTT, KRAV, KRDO, KUDO, KRCL, KALE. Heavy: WFMK. Medium: WQUE, WLAC-FM, WKZE-FM, WSKI, WTN, WSKY, WCKO, KVIC, KFSB, WBOW, KFQD, KRNO. Light: WCZY, WIVY, WEIM, WVBS, KEEZ, KQSW.

STARBUCK "The Full Cleveland" (Lowery) 26/2

Rotations: Heavy 2/0, Medium 6/1, Light 18/1, Extra Adds 0, Total Adds 2, WTRX, KSTT. Heavy: KRLB-FM, KFSB. Medium: WRVR, WEIM, WGSV, WLVA, WJON. Light: WAHR, WVLK, 2WD, WFMK, KRDO, WNNR, WTKO, WSKI, WCKO, KVIC, KEEZ, WHNN, WBOW, KFQD, KTWO, KQSW, KRBS.

A/C Adds & Hits . . . See Page 84

MOST ADDED

D. WARWICK & L. VANDROSS (34)
How Many Times Can We Say... (Arista)
BILLY JOEL (33)
Uptown Girl (Columbia)
LANI HALL (28)
Never Say Never Again (A&M)
PETER ALLEN (22)
Once Before I Go (Arista)
MATTHEW WILDER (18)
Break My Stride (Private I/CBS)
DEBORAH ALLEN (17)
Baby I Lied (RCA)
CLIFF RICHARD (17)
Never Say Die... (EMI America)

HOTTEST

SPANDAU BALLET (99)
True (Chrysalis)
KENNY ROGERS with DOLLY PARTON (85)
Islands In The Stream (RCA)
GEORGE BENSON (65)
Lady Love Me (One More Time) (WB)
BONNIE TYLER (62)
Total Eclipse Of The Heart (Columbia)
AIR SUPPLY (58)
Making Love Out Of Nothing At All (Arista)
LIONEL RICHIE (45)
All Night Long (All Night) (Motown)

JIM GLASER "The Man In The Mirror" (Noble Vision) 25/1

Rotations: Heavy 2/0, Medium 9/0, Light 14/1, Extra Adds 0, Total Adds 1, KOIL. Heavy: WAHR, KRBS. Medium: WCCO, WMAZ, WHBY, KRNT, WNNR, WKNE, WSKI, WJON, KEXO. Light: WKGW, WVLK, WRVA, WHBC, WCHV, KVIC, WJBC, KEEZ, KWEB, WBOW, KFQD, KTWO, KRCL.

GLADYS KNIGHT & THE PIPS "You're Number One (In My Book)" (Columbia) 23/10

Rotations: Heavy 0/0, Medium 7/2, Light 15/7, Extra Adds 1, Total Adds 10, WICC, 2WD, WHBY, WTKO, WCHV, WBOW, KFQD, KEXO, KQSW, KALE. Medium: WPIX, KHOW, WMAZ, WEIM, WJON. Light: WAHR, WHHY, WHBC, WKZE-FM, WSKI, KFSB, WHNN, KRBS.

RITA COOLIDGE "Only You" (A&M) 22/7

Rotations: Heavy 0/0, Medium 4/1, Light 17/5, Extra Adds 1, Total Adds 7, WRMM, WSB, WOMC, WCCO, KUGN, KWEB, WJON. Medium: KSL, KFSB, KALE. Light: B100, KFMB, WAHR, WHBY, WHBC, WTRX, WKZE-FM, WCKO, WCHV, WGSV, KTWO, KRBS.

WILLIE NELSON & WAYLON JENNINGS "Take It To The Limit" (Columbia) 21/15

Rotations: Heavy 0/0, Medium 4/1, Light 16/12, Extra Adds 0, Total Adds 15, WQUE, WCCO, WRVA, WHBC, WTRX, KSL, WEIM, WKNE, WSKI, WSKY, WTN, WSKY, WCKO, KRBS. Light: V100, WTMA, WKZE-FM, KEEZ, KTWO, KRCL, KRNO.

MEN AT WORK "Dr. Heckyll & Mr. Jive" (Columbia) 20/4

Rotations: Heavy 2/0, Medium 7/0, Light 11/4, Extra Adds 0, Total Adds 4, WQUE, WSRZ, KSTT, WEIM. Heavy: WGY, WTKO. Medium: KNBR, WHHY, WSKI, WTN, WSKY, WCKO, KRBS. Light: V100, WTMA, WKZE-FM, KEEZ, KTWO, KRCL, KRNO.

CROSBY, STILLS & NASH "Raise A Voice" (Atlantic) 20/0

Rotations: Heavy 0/0, Medium 14/0, Light 6/0, Extra Adds 0, Total Adds 0, Medium: WCCO, WSRZ, WEIM, WKNE, WCKO, KRLB-FM, WLVA, KEEZ, KWEB, WBOW, KFQD, KEXO, KRBS, KALE. Light: WAHR, WHBY, WTKO, WSKI, KRNO, KQSW.

CLIFF RICHARD "Never Say Die..." (EMI America) 17/17

Rotations: Heavy 0/0, Medium 3/3, Light 12/12, Extra Adds 2, Total Adds 17, WAHR, WMAZ, WFMK, WKZE-FM, WEIM, WTKO, WKNE, WSKY, WCHV, WGSV, WNGS, KFSB, WJON, KFQD, KTWO, KRNO, KRBS.

PAUL YOUNG "Wherever I Lay My Hat (That's My Home)" (Columbia) 17/1

Rotations: Heavy 0/0, Medium 7/0, Light 10/1, Extra Adds 0, Total Adds 1, WKZE-FM. Medium: WGY, WMAZ, WHHY, WKNE, KEEZ, WBOW, KALE. Light: WKGW, WAHR, WFMK, WSKI, WSKY, WCKO, WHNN, KQSW, KRBS.

DeBARGE "Time Will Reveal" (Gordy/Motown) 15/15

Rotations: Heavy 0/0, Medium 4/4, Light 11/11, Extra Adds 0, Total Adds 15, WAHR, WVLK, WRKA, WMAZ, KKUA, KWAV, WEIM, WSKY, WCHV, WGSV, WLVA, KFSB, KEXO, KQSW, KRBS.

GLENN SHORROCK "Don't Girls Get Lonely" (Capitol) 15/4

Rotations: Heavy 0/0, Medium 7/1, Light 8/3, Extra Adds 0, Total Adds 4, KGW, KWAV, WHNN, KRNO. Medium: WRVR, WFMK, WEIM, WCKO, KFQD, KRBS. Light: WKNE, WSKI, WNGS, KEEZ, KRCL.

STACY LATTISAW "Miracles" (Cotillion/Atco) 15/3

Rotations: Heavy 3/0, Medium 7/1, Light 5/2, Extra Adds 0, Total Adds 3, WYNY, WQUE, WKZE-FM. Heavy: 97AIA, KOST, WEIM. Medium: WPIX, KVIL-FM, WPRO, WRIE, WHHY, KEXO. Light: Y97, WKNE, WSKI.

GORDON LIGHTFOOT "Salute (A Lot More Livin' To Do)" (WB) 15/0

Rotations: Heavy 2/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: KRBS, KALE. Medium: KRNT, WKNE, KVIC, KEEZ, KWEB, KFQD, KEXO, KRCL. Light: WCCO, WSRZ, WSKI, WGSV, KTWO.

ELVIS COSTELLO & ATTRACTIONS "Everyday I Write The Book" (Columbia) 14/0

Rotations: Heavy 1/0, Medium 5/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: KUDO. Medium: WSRZ, WSKI, WCKO, KFSB, KEEZ. Light: KOIL, KWAV, WEIM, WSKY, KVIC, WVBS, WHNN, KQSW.

JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 13/3

Rotations: Heavy 0/0, Medium 5/0, Light 8/3, Extra Adds 0, Total Adds 3, WRVA, WCHV, WLVA. Medium: WCCO, WMAZ, KRNT, WNNR, WEIM. Light: WAHR, WHBY, WHBC, WJBC, WJON.

MICHAEL JOHNSON "Lifetime Guarantee" (EMI America) 12/7

Rotations: Heavy 0/0, Medium 3/2, Light 9/5, Extra Adds 0, Total Adds 7, WCCO, WAHR, WSKI, WLVA, KVIC, KFSB, WBOW. Medium: KFQD. Light: WEIM, WKNE, WNGS, KRBS.

JOURNEY "Send Her My Love" (Columbia) 12/2

Rotations: Heavy 1/0, Medium 6/1, Light 5/1, Extra Adds 0, Total Adds 2, WSKI, WBOW. Heavy: KUDO. Medium: WFBR, KRNT, WFMK, KWAV, KALE. Light: WKZE-FM, WSKY, WCKO, KEEZ.

FRANK STALLONE "Far From Over" (RSO/PolyGram) 12/1

Rotations: Heavy 2/0, Medium 7/1, Light 3/0, Extra Adds 0, Total Adds 1, WBOW. Heavy: WFBR, WSKI. Medium: WAXY, WCZY, Y107, KRAV, KRDO, WTN.

DAVID SANBORN "Neither One Of Us" (WB) 9/5

Rotations: Heavy 0/0, Medium 0/0, Light 8/4, Extra Adds 1, Total Adds 5, WCCO, WSRZ, KKUA, KEEZ, KQSW. Light: WHBC, KWAV, WEIM, WSKY.

AMERICA "Cast The Spirit" (Capitol) 9/1

Rotations: Heavy 0/0, Medium 3/0, Light 6/1, Extra Adds 0, Total Adds 1, WSRZ. Medium: KGW, WTKO, KVIC. Light: WHBY, WKNE, WCKO, KFQD, KTWO.

DONNA SUMMER "Unconditional Love" (Mercury/PolyGram) 9/1

Rotations: Heavy 1/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WCHV. Heavy: KKUA. Medium: WPIX, KEEZ, KRBS. Light: WCCO, WSKI, KFSB, WBOW.

ROD STEWART "What Am I Gonna Do (I'm So In Love With You)" (WB) 9/0

Rotations: Heavy 2/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WFMK, KUDO. Medium: WSKI, WSKY, WVBS. Light: WSRZ, WKZE-FM, KEEZ, KRBS.

KLIQUE "Stop Doggin' Me Around" (MCA) 8/1

Rotations: Heavy 1/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1, KRBS. Heavy: WBEN. Medium: WFBR, WAEB, WEIM. Light: 97AIA, KFQD, KQSW.

ROBERT PLANT "Big Log" (Es Paranza/Atlantic) 8/1

Rotations: Heavy 0/0, Medium 5/0, Light 3/1, Extra Adds 0, Total Adds 1, WIVY. Medium: WFBR, WFYR, WSKI, WSKY, WVBS. Light: WQUE, WSRZ.

MADNESS "It Must Be Love" (Geffen) 7/1

Rotations: Heavy 1/1, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 1, WRIE. Medium: WQUE, WEZC, WSKI, WSKY. Light: WCZY, WKZE-FM.

JENNIFER HOLLIDAY "I Am Love" (Geffen) 7/0

Rotations: Heavy 0/0, Medium 2/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium: WEIM, KEXO. Light: WCCO, WHBC, WJON, WSKI, WBOW.

POINTER SISTERS "I Need You" (Planet/RCA) 5/5

Rotations: Heavy 0/0, Medium 2/2, Light 2/2, Extra Adds 1, Total Adds 5, WFBR, KVIL-FM, WMAZ, WCHV, KTWO.

PRINCE "Delirious" (WB) 5/1

Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, KRDO. Medium: KEEZ. Light: WQUE, V100, WKZE-FM.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level.
 indicates one of this week's most added new releases.

A/Regional Adds & Hots

EAST Parallel One

WFBZ/Baltimore
Andy Szulinski

WARWICK & VANDROS
MICHAEL MURPHEY
POINTER SISTERS
Hottest:
BONNIE TYLER
FRANK STALLONE
AIR SUPPLY
ROGERS & PARTON
GEORGE BENSON

GR55/Buffalo
Joe Galuski

SHEENA EASTON
BILLY JOEL
Hottest:
SPANDAU BALLET
BONNIE TYLER
ROGERS & PARTON
BRYSON & FLACK

WPX/New York
Alan Anderson

HOTELS
PETER ALLEN
Hottest:
SPANDAU BALLET
GEORGE BENSON
AIR SUPPLY
BETTE MIDLER
LIONEL RICHIE

WYNY/New York
Jeri Mazzel

STACY LATTISAW
Hottest:
POLICE
BILLY JOEL
DONNA SUMMER
MICHAEL JACKSON
LAURA BRANIGAN

WTAE/Pittsburgh
Don Berns

MATTHEW WILDER
HOTELS
EDDIE RABBITT
PURE GOLD
Hottest:
BILLY JOEL
ROGERS & PARTON
BONNIE TYLER
SPANDAU BALLET
POLICE

WWSW (SWS)/Pittsburgh
Herb Crowe

none
Hottest:
BILLY JOEL
LAURA BRANIGAN
AIR SUPPLY
SPANDAU BALLET
BONNIE TYLER

WPRO/Providence
Tom Cuddy

MANHATTAN TRANSFE
WARWICK & VANDROS
Hottest:
none

WLTY/Washington, D.C.
Bob Cummings

AL JARREAU
BILLY JOEL
ROGERS & PARTON
LIONEL RICHIE
SPANDAU BALLET
ROGERS & PARTON
BRYSON & FLACK
BILLY JOEL

WAEI/Allentown
Mike Chapman

BILLY JOEL
MICHAEL MURPHEY
Hottest:
ROGERS & PARTON
GEORGE BENSON
SPANDAU BALLET
BRYSON & FLACK
LIONEL RICHIE

WCCB/Bridgeport
Lee Roberts

WARWICK & VANDROS
MICHAEL MURPHEY
GLADYS KNIGHT
Hottest:
BILLY JOEL
GEORGE BENSON
ROGERS & PARTON
SPANDAU BALLET
JUICE NEWTON

WBBN/Buffalo
Roger Christian

DEBORAH ALLEN
Hottest:
ROGERS & PARTON
BRYSON & FLACK
LIONEL RICHIE
SPANDAU BALLET
MICHAEL JACKSON

V100/Charleston, WV
Spencer Jarvis

ANNE MURRAY
Hottest:
ROGERS & PARTON
SPANDAU BALLET
GEORGE BENSON
BONNIE TYLER
LIONEL RICHIE

WRIE/erie
Ted Abbott

MADNESS
NAKED EYES
AL JARREAU
BILLY JOEL
Hottest:
TACO
GEORGE BENSON
JUICE NEWTON
SPANDAU BALLET
LIONEL RICHIE
ROGERS & PARTON

WSFM/Harrisburg
Bob Paiva

MATTHEW WILDER
DEBORAH ALLEN
Hottest:
GEORGE BENSON
ROGERS & PARTON
BRYSON & FLACK
LIONEL RICHIE

WVIC/Hartford
Ginny Jasionka

none
Hottest:
SPANDAU BALLET
BRYSON & FLACK
BILLY JOEL
ROGERS & PARTON
GEORGE BENSON

Y97/Pittsburgh Jay Crosswell

COMMODORES
AL JARREAU
BILLY JOEL
Hottest:
AIR SUPPLY
SPANDAU BALLET
BONNIE TYLER
LIONEL RICHIE
GEORGE BENSON

WVOR/Rochester
Gary Smith

none
Hottest:
AIR SUPPLY
BRYSON & FLACK
SPANDAU BALLET
BILLY JOEL
GEORGE BENSON

WQV/Schenectady
Walter Fritz

BOB SEGER
LANI HALL
WARWICK & VANDROS
Hottest:
AIR SUPPLY
MEN AT WORK
MATTY JOEL
ALABAMA
MANHATTAN TRANSFE

WHEN/Syracuse
Karen Gallagher

BILLY JOEL
Hottest:
ROGERS & PARTON
BONNIE TYLER
SPANDAU BALLET
SHEENA EASTON
GEORGE BENSON

WKGW/Utica-Rome
Carpenter/Keller

PETER ALLEN
CAROLYNN BROWNE
JACKY SIMON
Hottest:
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON
COMODORES

WZZP/Cleveland
Dunphy/Georgeson

LIONEL RICHIE
Hottest:
MICHAEL JACKSON
LAURA BRANIGAN
AIR SUPPLY
GEORGE BENSON
JENNIFER WARREN

WCZY/Detroit
Lee Douglas

BILLY JOEL
MANHATTAN TRANSFE
Hottest:
BILLY JOEL
AIR SUPPLY
SPANDAU BALLET
LAURA BRANIGAN
MEN WITHOUT HATS

WOMC/Detroit
Barry Aronbright

SHEENA EASTON
RITA COOLIDGE
Hottest:
COMMODORES
LIONEL RICHIE
GEORGE BENSON
AL JARREAU
BRYSON & FLACK

KUDL/Kansas City
Elaine Taylor

MANHATTAN TRANSFE
CLIFF RICHARD
HUMAN LEAGUE
DEBORAH ALLEN
Hottest:
BEE GEES
SPANDAU BALLET
BONNIE TYLER
COMODORES
ANNE MURRAY

WMBK/Kansas City
Jeff Roberts

BILLY JOEL
MATTHEW WILDER
COMMODORES
Hottest:
SPANDAU BALLET
BILLY JOEL
GEORGE BENSON
ROGERS & PARTON
RONNIE MILSAP

WISN/Milwaukee
Harri/Murphy

BILLY JOEL
AL JARREAU
ANNE MURRAY
Hottest:
ROGERS & PARTON
AIR SUPPLY
GEORGE BENSON
BILLY JOEL
SPANDAU BALLET

WMYX/Milwaukee
Beth Fast

EDDIE RABBITT
ANNE MURRAY
Hottest:
PETER ALLEN
DEBORAH ALLEN
POLICE
MICHAEL MURPHEY
TACO
Hottest:
BONNIE TYLER
SPANDAU BALLET
ROGERS & PARTON
BONNIE TYLER

WCCO/Minneapolis
Denny Long

RITA COOLIDGE
MICHAEL JACKSON
NELSON & JENNINGS
DAVID SANBORN
WARWICK & VANDROS
ALABAMA
LANI HALL
ATLANTA
HUGO STRASSER & H
PERRY COMO
Hottest:
BILLY JOEL
SPANDAU BALLET
LIONEL RICHIE

WSKI/Montpelier, VT
Bruce Stebbins

JOURNEY
NELSON & JENNINGS
MICHAEL JACKSON
Hottest:
SPANDAU BALLET
POLICE
FRANK STALLONE
BRYSON & FLACK
SHEENA EASTON

WNYV/Watertown, NY
Jay Donovan

NAKED EYES
MATTHEW WILDER
BILLY JOEL
PETER ALLEN
Hottest:
SPANDAU BALLET
GEORGE BENSON
BRYSON & FLACK
LIONEL RICHIE

WCPV/Whaling, VT
Dan McGrath

DEBORAH ALLEN
WHISPERS
LANI HALL
WARWICK & VANDROS
Hottest:
JACKSON BROWNE
HOTELS
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON
LIONEL RICHIE
BONNIE TYLER

WHBC/Canton
Mike Dorn

NAKED EYES
NELSON & JENNINGS
WARWICK & VANDROS
Hottest:
AIR SUPPLY
SPANDAU BALLET
EDDIE RABBITT
ANNE MURRAY
BONNIE TYLER

MIDWEST Parallel One

WCLR/Chicago
Gary Price

none
Hottest:
LIONEL RICHIE
ROGERS & PARTON
LIONEL RICHIE

WFYR/Chicago
John Wetherbee

HOTELS
Hottest:
NAKED EYES
BILLY JOEL
BONNIE TYLER
AIR SUPPLY
ROGERS & PARTON

WARM98/Cincinnati
Tom Walker

BILLY JOEL
ANNE MURRAY
Hottest:
ROGERS & PARTON
GEORGE BENSON
SPANDAU BALLET
SERGIO MENDES
LIONEL RICHIE

WMLJ/Cleveland
McVay/Wes

LIONEL RICHIE
SHEENA EASTON
Hottest:
GEORGE BENSON
SPANDAU BALLET
NAKED EYES
BEE GEES
LIONEL RICHIE

WZZP/Cleveland
Dunphy/Georgeson

LIONEL RICHIE
Hottest:
MICHAEL JACKSON
LAURA BRANIGAN
AIR SUPPLY
GEORGE BENSON
JENNIFER WARREN

WCZY/Detroit
Lee Douglas

BILLY JOEL
MANHATTAN TRANSFE
Hottest:
BILLY JOEL
AIR SUPPLY
SPANDAU BALLET
LAURA BRANIGAN
MEN WITHOUT HATS

WOMC/Detroit
Barry Aronbright

SHEENA EASTON
RITA COOLIDGE
Hottest:
COMMODORES
LIONEL RICHIE
GEORGE BENSON
AL JARREAU
BRYSON & FLACK

KUDL/Kansas City
Elaine Taylor

MANHATTAN TRANSFE
CLIFF RICHARD
HUMAN LEAGUE
DEBORAH ALLEN
Hottest:
BEE GEES
SPANDAU BALLET
BONNIE TYLER
COMODORES
ANNE MURRAY

WMBK/Kansas City
Jeff Roberts

BILLY JOEL
MATTHEW WILDER
COMMODORES
Hottest:
SPANDAU BALLET
BILLY JOEL
GEORGE BENSON
ROGERS & PARTON
RONNIE MILSAP

WISN/Milwaukee
Harri/Murphy

BILLY JOEL
AL JARREAU
ANNE MURRAY
Hottest:
ROGERS & PARTON
AIR SUPPLY
GEORGE BENSON
BILLY JOEL
SPANDAU BALLET

WMYX/Milwaukee
Beth Fast

EDDIE RABBITT
ANNE MURRAY
Hottest:
PETER ALLEN
DEBORAH ALLEN
POLICE
MICHAEL MURPHEY
TACO
Hottest:
BONNIE TYLER
SPANDAU BALLET
ROGERS & PARTON
BONNIE TYLER

WCCO/Minneapolis
Denny Long

RITA COOLIDGE
MICHAEL JACKSON
NELSON & JENNINGS
DAVID SANBORN
WARWICK & VANDROS
ALABAMA
LANI HALL
ATLANTA
HUGO STRASSER & H
PERRY COMO
Hottest:
BILLY JOEL
SPANDAU BALLET
LIONEL RICHIE

WSKI/Montpelier, VT
Bruce Stebbins

JOURNEY
NELSON & JENNINGS
MICHAEL JACKSON
Hottest:
SPANDAU BALLET
POLICE
FRANK STALLONE
BRYSON & FLACK
SHEENA EASTON

WNYV/Watertown, NY
Jay Donovan

NAKED EYES
MATTHEW WILDER
BILLY JOEL
PETER ALLEN
Hottest:
SPANDAU BALLET
GEORGE BENSON
BRYSON & FLACK
LIONEL RICHIE

WCPV/Whaling, VT
Dan McGrath

DEBORAH ALLEN
WHISPERS
LANI HALL
WARWICK & VANDROS
Hottest:
JACKSON BROWNE
HOTELS
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON
LIONEL RICHIE
BONNIE TYLER

WHBC/Canton
Mike Dorn

NAKED EYES
NELSON & JENNINGS
WARWICK & VANDROS
Hottest:
AIR SUPPLY
SPANDAU BALLET
EDDIE RABBITT
ANNE MURRAY
BONNIE TYLER

WJBC/Bloomington, IL
Stew Salowitz

MATTHEW WILDER
NELSON & JENNINGS
LANI HALL
Hottest:
SERGIO MENDES
GEORGE BENSON
ROGERS & PARTON
MANHATTAN TRANSFE
ANNE MURRAY

55KRC/Cincinnati Dave Mason

LIONEL RICHIE
Hottest:
SPANDAU BALLET
LAURA BRANIGAN
RITA COOLIDGE
AIR SUPPLY
ROGERS & PARTON

610TVN/Columbus
FitzGerald/Jones

NAKED EYES
BEE GEES
Hottest:
MICHAEL JACKSON
LAURA BRANIGAN
AIR SUPPLY
SPANDAU BALLET
BRYSON & FLACK

WING/D Dayton
Joe Demma

MICHAEL MURPHEY
PETER ALLEN
Hottest:
ROGERS & PARTON
BILLY JOEL
AIR SUPPLY
BRYSON & FLACK
CRYSTAL GAYLE

KNHT/Des Moines
Steve Gibbons

DEBORAH ALLEN
BILLY JOEL
ANNE MURRAY
Hottest:
AIR SUPPLY
ROGERS & PARTON
MANHATTAN TRANSFE
ALABAMA
LIONEL RICHIE

WTRK/Des Moines
Burke/Wright

NELSON & JENNINGS
LANI HALL
STARBUCK
Hottest:
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON

WZZP/Cleveland
Dunphy/Georgeson

LIONEL RICHIE
Hottest:
MICHAEL JACKSON
LAURA BRANIGAN
AIR SUPPLY
GEORGE BENSON
JENNIFER WARREN

WCZY/Detroit
Lee Douglas

BILLY JOEL
MANHATTAN TRANSFE
Hottest:
BILLY JOEL
AIR SUPPLY
SPANDAU BALLET
LAURA BRANIGAN
MEN WITHOUT HATS

WOMC/Detroit
Barry Aronbright

SHEENA EASTON
RITA COOLIDGE
Hottest:
COMMODORES
LIONEL RICHIE
GEORGE BENSON
AL JARREAU
BRYSON & FLACK

KUDL/Kansas City
Elaine Taylor

MANHATTAN TRANSFE
CLIFF RICHARD
HUMAN LEAGUE
DEBORAH ALLEN
Hottest:
BEE GEES
SPANDAU BALLET
BONNIE TYLER
COMODORES
ANNE MURRAY

WMBK/Kansas City
Jeff Roberts

BILLY JOEL
MATTHEW WILDER
COMMODORES
Hottest:
SPANDAU BALLET
BILLY JOEL
GEORGE BENSON
ROGERS & PARTON
RONNIE MILSAP

WISN/Milwaukee
Harri/Murphy

BILLY JOEL
AL JARREAU
ANNE MURRAY
Hottest:
ROGERS & PARTON
AIR SUPPLY
GEORGE BENSON
BILLY JOEL
SPANDAU BALLET

WMYX/Milwaukee
Beth Fast

EDDIE RABBITT
ANNE MURRAY
Hottest:
PETER ALLEN
DEBORAH ALLEN
POLICE
MICHAEL MURPHEY
TACO
Hottest:
BONNIE TYLER
SPANDAU BALLET
ROGERS & PARTON
BONNIE TYLER

WCCO/Minneapolis
Denny Long

RITA COOLIDGE
MICHAEL JACKSON
NELSON & JENNINGS
DAVID SANBORN
WARWICK & VANDROS
ALABAMA
LANI HALL
ATLANTA
HUGO STRASSER & H
PERRY COMO
Hottest:
BILLY JOEL
SPANDAU BALLET
LIONEL RICHIE

WSKI/Montpelier, VT
Bruce Stebbins

JOURNEY
NELSON & JENNINGS
MICHAEL JACKSON
Hottest:
SPANDAU BALLET
POLICE
FRANK STALLONE
BRYSON & FLACK
SHEENA EASTON

WNYV/Watertown, NY
Jay Donovan

NAKED EYES
MATTHEW WILDER
BILLY JOEL
PETER ALLEN
Hottest:
SPANDAU BALLET
GEORGE BENSON
BRYSON & FLACK
LIONEL RICHIE

WCPV/Whaling, VT
Dan McGrath

DEBORAH ALLEN
WHISPERS
LANI HALL
WARWICK & VANDROS
Hottest:
JACKSON BROWNE
HOTELS
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON
LIONEL RICHIE
BONNIE TYLER

WHBC/Canton
Mike Dorn

NAKED EYES
NELSON & JENNINGS
WARWICK & VANDROS
Hottest:
AIR SUPPLY
SPANDAU BALLET
EDDIE RABBITT
ANNE MURRAY
BONNIE TYLER

WJBC/Bloomington, IL
Stew Salowitz

MATTHEW WILDER
NELSON & JENNINGS
LANI HALL
Hottest:
SERGIO MENDES
GEORGE BENSON
ROGERS & PARTON
MANHATTAN TRANSFE
ANNE MURRAY

KCRG/Cedar Rapids, IA Carl Mann

ANNE MURRAY
DEBORAH ALLEN
BILLY JOEL
PETER ALLEN
Hottest:
AIR SUPPLY
SPANDAU BALLET
ROGERS & PARTON
BONNIE TYLER
BRYSON & FLACK

KFSB/Joplin, MO
Don Carpenter

WARWICK & VANDROS
DEBARGE
CLIFF RICHARD
MICHAEL JOHNSON
LANI HALL
JACKSON BROWNE
Hottest:
SPANDAU BALLET
BILLY JOEL
AIR SUPPLY
GEORGE BENSON
NAKED EYES

KEEZ/Mankato, MN
Sue LaFond

DAVID SANBORN
WARWICK & VANDROS
HUMAN LEAGUE
TIM FINN
Hottest:
BILLY JOEL
GEORGE BENSON
SPANDAU BALLET
AIR SUPPLY
BONNIE TYLER

KWB/Rochester, MN
Al Axelson

RITA COOLIDGE
MATTHEW WILDER
WARWICK & VANDROS
PETER ALLEN
Hottest:
AIR SUPPLY
BILLY JOEL
SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON

WHNN/Seguin
Guy Perry

BILLY JOEL
DEBORAH ALLEN
JACKSON BROWNE
GLENN SHORROCK
PETER ALLEN
Hottest:
SPANDAU BALLET
BONNIE TYLER
GEORGE BENSON
FINNS
ANNE MURRAY

WJONSL/Cloud, MN
George Johnson

BILLY JOEL
WARWICK & VANDROS
RITA COOLIDGE
ALABAMA
MANHATTAN TRANSFE
ANNE MURRAY
JIMMY BUFFETT
JIMMY BUFFETT
JIMMY BUFFETT
HOTELS
Hottest:
SPANDAU BALLET
BONNIE TYLER
LIONEL RICHIE

WQVE/New Orleans
Chris Bryan

NELSON & JENNINGS
HOTELS
STACY LATTISAW
MEN AT WORK
Hottest:
JEFFREY OSBORNE
ROGERS & PARTON
LAURA BRANIGAN
LIONEL RICHIE
BONNIE TYLER

WQOW/Chattanooga
Schaeffer/Daeson

none
Hottest:
SERGIO MENDES
GEORGE BENSON
SPANDAU BALLET
ROGERS & PARTON

KNBR/San Francisco
Larry Finkel

LIONEL RICHIE
BILLY JOEL
SHEENA EASTON
MANHATTAN TRANSFE
Hottest:
AIR SUPPLY
ROGERS & PARTON
BONNIE TYLER
MEN AT WORK
BONNIE TYLER

KEZR/San Jose
Wagner/Lamos

MICHAEL MURPHEY
DEBORAH ALLEN
Hottest:
SPANDAU BALLET
ROGERS & PARTON
GEORGE BENSON
EDDIE RABBITT
BRYSON & FLACK

KPPL/Denver
Rick Brady

STEVIE NICKS
MATTHEW WILDER
HOTELS
Hottest:
MICHAEL JACKSON
EURYTHMICS
GEORGE BENSON
SPANDAU BALLET
BONNIE TYLER

KB0I/Boise
Lon Dunn

none
Hottest:
AIR SUPPLY
SPANDAU BALLET
LEE GREENWOOD
ROGERS & PARTON

KOY/Phoenix
Marri/Pingree

LIONEL RICHIE
Hottest:
none

KGW/Portland
Minckler/Dirix

WARWICK & VANDROS
CARLY SIMON
GLENN SHORROCK
MATTHEW WILDER
Hottest:
AIR SUPPLY
SPANDAU BALLET
BRYSON & FLACK
ROGERS & PARTON
BONNIE TYLER

KFMB/San Diego
Mark Larson

WARWICK & VANDROS
Hottest:
ROGERS & PARTON
CRYSTAL GAYLE
GEORGE BENSON
BEE GEES
HERB ALPERT

B100/San Diego
McCartney/Knight

CARLY SIMON
MATTHEW WILDER
HOTELS
Hottest:
NAKED EYES
GEORGE BENSON
BONNIE TYLER
LIONEL RICHIE
SPANDAU BALLET

KB0I/Boise
Lon Dunn

none
Hottest:
AIR SUPPLY
SPANDAU BALLET
LEE GREENWOOD
ROGERS & PARTON

KKPL/Spokane
Ric Morgan

BONNIE TYLER
Hottest:
AIR SUPPLY
BILLY JOEL
LAURA BRANIGAN
SPANDAU BALLET
EURYTHMICS

SOUTH Parallel One

WRMM/Atlanta
Allen Saunders

MANHATTAN TRANSFE
RITA COOLIDGE
PETER ALLEN
Hottest:
GEORGE BENSON
BRYSON & FLACK
ROGERS & PARTON
SPANDAU BALLET
AL JARREAU

WSB/Atlanta
Greg Picciano

MICHAEL MURPHEY
ALABAMA
MATTHEW WILDER
RITA COOLIDGE
Hottest:
ROGERS & PARTON
BONNIE TYLER
ROGERS & PARTON
BRYSON & FLACK

WAFB/Baton Rouge
Adams/Daniels

EXPANDED & UP TO DATE			AOR / HOT TRACKS						
This chart compiles data from reporting stations with a majority of listeners aged 12-24.									
Three Weeks	Two Weeks	Last Week	167 REPORTERS			Total	Total Adds		
2	1	1	1	HEART/How Can I Refuse (Epic)	147	110	37	0	0
7	3	2	2	MOODY BLUES/Sitting At The Wheel (Threshold/Pg)	146	115	31	0	0
12	6	4	3	MOTELS/Suddenly Last Summer (Capitol)	148	116	27	5	6
-	23	10	4	PAT BENATAR/Love Is A Battlefield (Chrysalis)	148	98	46	4	13
17	11	8	5	BIG COUNTRY/Big Country (Mercury/PolyGram)	141	72	68	1	1
1	2	3	6	POLICE/King Of Pain (A&M)	119	105	14	0	0
36	18	13	7	RAINBOW/Street Of Dreams (Mercury/PolyGram)	144	65	74	5	8
33	12	9	8	GENESIS/Mama (Atlantic)	140	71	68	1	2
45	25	18	9	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)	138	75	56	7	17
8	8	7	10	JACKSON BROWNE/For A Rocker (Asylum)	124	83	41	0	1
3	4	6	11	ASIA/The Heat Goes On (Geffen)	124	78	46	0	0
9	7	11	12	ROBERT PLANT/Other Arms (Es Paranza/Atlantic)	106	78	28	0	0
4	5	5	13	KANSAS/Fight Fire With Fire (CBS)	112	64	48	0	0
10	10	12	14	ROBERT PLANT/Big Log (Es Paranza/Atlantic)	99	85	14	0	0
25	19	14	15	STEVIE NICKS/If Anyone Falls (Modern/Atco)	104	74	30	0	1
16	15	16	16	ROBERT PLANT/In The Mood (Es Paranza/Atlantic)	98	67	31	0	0
11	13	15	17	TALKING HEADS/Burning Down The House (Sire/WB)	98	58	36	4	6
23	20	20	18	MICHAEL STANLEY BAND/My Town (EMI America)	119	27	91	1	4
-	-	38	19	ALDO NOVA/Monkey On Your Back (Portrait/CBS)	120	18	91	11	34
37	28	22	20	PETER SCHILLING/Major Tom (Elektra)	115	22	91	2	7
-	34	26	21	KINKS/Don't Forget To Dance (Arista)	94	42	49	3	9
13	16	19	22	FIXX/One Thing Leads To Another (MCA)	76	45	31	0	0
24	24	23	23	QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	81	43	36	2	3
6	9	17	24	STRAY CATS/(She's) Sexy + 17 (EMI America)	77	41	36	0	0
14	17	21	25	POLICE/Wrapped Around Your Finger (A&M)	76	51	24	1	1
19	21	24	26	DANNY SPANOS/Hot Cherie (Epic)	83	28	54	1	2
34	33	29	27	AC/DC/Guns For Hire (Atlantic)	82	23	58	1	3
15	22	25	28	LOVERBOY/Queen Of The Broken Hearts (Columbia)	69	37	32	0	2
-	46	35	29	DOKKEN/Breaking The Chains (Elektra)	82	9	70	3	6
-	60	45	30	MOODY BLUES/Blue World (Threshold/PolyGram)	71	41	29	1	7
50	35	34	31	HELIX/Heavy Metal Love (Capitol)	78	9	66	2	6
-	-	53	32	GENESIS/It's Gonna Get Better (Atlantic)	61	34	26	1	10
20	30	30	33	DIO/Rainbow In The Dark (WB)	66	27	39	0	0
30	36	33	34	POLICE/Synchronicity II (A&M)	54	42	12	0	0
5	14	27	35	ASIA/Don't Cry (Geffen)	53	41	12	0	0
22	29	31	36	ELVIS COSTELLO.../Everyday I Write The Book (Columbia)	68	22	45	1	1
-	-	51	37	ROMANTICS/Rock You Up (Nemperor/CBS)	70	12	49	9	18
28	27	28	38	AC/DC/Flick Of The Switch (Atlantic)	57	23	34	0	0
52	44	40	39	BILLY IDOL/Dancing With Myself (Chrysalis)	61	12	48	1	5
-	57	48	40	Y&T/Mean Streak (A&M)	64	10	48	6	13
32	32	36	41	ASIA/True Colors (Geffen)	50	33	17	0	0
DEBUT	-	54	42	SURVIVOR/Caught In The Game (Scotti Bros./CBS)	74	7	45	22	55
-	-	50	43	JOE JACKSON/Memphis (A&M)	65	10	51	4	9
39	42	41	44	CHEAP TRICK/I Can't Take It (Epic)	60	8	50	2	3
42	41	37	45	DEF LEPPARD/Foolin' (Mercury/PolyGram)	44	27	17	0	1
DEBUT	-	54	46	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)	50	27	23	0	0
18	26	32	47	KISS/Lick It Up (Mercury/PolyGram)	67	7	41	19	47
47	49	46	48	MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)	44	24	20	0	0
38	39	44	49	BRYAN ADAMS/This Time (A&M)	41	23	17	1	1
DEBUT	-	54	50	BREAKS/She Wants You (RCA)	53	11	42	0	0
DEBUT	-	54	51	MOTELS/Little Robbers (Capitol)	45	26	17	1	11
DEBUT	-	54	52	QUIET RIOT/Slick Black Cadillac (Pasha/CBS)	46	16	29	1	8
51	48	49	53	ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)	49	10	39	0	1
DEBUT	-	54	54	BOYS BRIGADE/The Passion Of Love (Capitol)	53	5	44	4	5
56	52	57	55	ZZ TOP/Sharp Dressed Man (WB)	36	17	19	0	0
-	59	56	56	HEART/Sleep Alone (Epic)	41	29	12	0	1
29	31	39	57	BILLY JOEL/Tell Her About It (Columbia)	39	25	14	0	0
DEBUT	-	54	58	KANSAS/Everybody's My Friend (CBS)	34	21	12	1	2
DEBUT	-	54	59	POLICE/O My God (A&M)	39	23	15	0	0
DEBUT	-	54	60	JACKSON BROWNE/Tender Is The Night (Asylum)	41	23	17	1	6

EXPANDED & UP TO DATE			AOR / ALBUMS 25+						
This chart compiles data from reporting stations with a majority of listeners aged 25-plus.									
Last Week	Two Weeks	Three Weeks	167 REPORTERS			Total	Total Adds		
3	1	1	1	MOODY BLUES/The Present (Threshold/Pg)	147	110	37	0	0
1	2	1	2	POLICE..... Synchronicity (A&M)	146	115	31	0	0
2	3	1	3	JACKSON BROWNE..... Lawyers In Love (Asylum)	148	116	27	5	6
7	4	1	4	MOTELS..... Little Robbers (Capitol)	148	98	46	4	13
5	5	1	5	ROBERT PLANT The Principle... (Es Paranza/Atlantic)	141	72	68	1	1
4	6	1	6	STEVIE NICKS..... The Wild Heart (Modern/Atco)	119	105	14	0	0
6	7	1	7	ELVIS COSTELLO &..... Punch The Clock (Columbia)	144	65	74	5	8
12	8	1	8	BIG COUNTRY..... The Crossing (Mercury/PolyGram)	140	71	68	1	2
11	9	1	9	TALKING HEADS..... Speaking In Tongues (Sire/WB)	138	75	56	7	17
10	10	1	10	HUEY LEWIS..... Sports (Chrysalis)	124	83	41	0	1
17	11	1	11	JOE JACKSON..... Mike's Murder ST (A&M)	124	78	46	0	0
9	12	1	12	STRAY CATS..... Rant N' Rave (EMI America)	106	78	28	0	0
16	13	1	13	HEART..... Passion Works (Epic)	112	64	48	0	0
10	14	1	14	ASIA..... Alpha (Geffen)	99	85	14	0	0
8	15	1	15	BILLY JOEL..... An Innocent Man (Columbia)	104	74	30	0	1
18	16	1	16	PETER SCHILLING..... Error In The System (Elektra)	98	67	31	0	0
20	17	1	17	ELO..... Secret Messages (Jet/CBS)	98	58	36	4	6
19	18	1	18	NILS LOFGREN..... Wonderland (Backstreet/MCA)	119	27	91	1	4
13	20	1	19	JIMMY BUFFET..... One Particular Harbour (MCA)	120	18	91	11	34
13	20	1	20	FIXX..... Reach The Beach (MCA)	115	22	91	2	7

CHART PARTICIPANTS: WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, KLYV/Dubuque, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, KUFO/Odesa, WSLQ/Roanoke, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFOG/San Francisco, KTMS/Santa Barbara, KREM-FM/Spokane.

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.
No tracks qualified as Hot Tracks Breakers this week.

SIGNIFICANT ACTION

- JAMES HOUSE/James House (Atlantic) "Steal Your Love Away"**
Total Reports: 17(11)/Total Adds: 6(8); Hots: 0(0)/Hot Adds: 0(0); Mediums: 13(7)/Medium Adds: 2(4)/Extra Adds: 4(4).
- KROKUS/Headhunter (Arista) "Stayed Awake All Night"**
Total Reports: 17(14)/Total Adds: 4(1); Hots: 4(5)/Hot Adds: 0(0); Mediums: 11(8)/Medium Adds: 2(0)/Extra Adds: 2(1).
- ROD STEWART/Body Wishes (WB) "What Am I Gonna Do"**
Total Reports: 17(14)/Total Adds: 2(2); Hots: 3(1)/Hot Adds: 1(0); Mediums: 13(11)/Medium Adds: 0(1)/Extra Adds: 1(1).
- JOURNEY/Frontiers (Columbia) "After The Fall"**
Total Reports: 16(15)/Total Adds: 2(2); Hots: 3(5)/Hot Adds: 0(0); Mediums: 11(9)/Medium Adds: 0(1)/Extra Adds: 2(1).

- HORIZONTAL BRIAN/Vertical (Gold Mtn./A&M) "Practicing First Aid"**
Total Reports: 15(6)/Total Adds: 9(6); Hots: 0(0)/Hot Adds: 0(0); Mediums: 7(0)/Medium Adds: 2(0)/Extra Adds: 7(6).
- ROMAN HOLLIDAY/Cookin' On The Roof (Jive/Arista) "Don't Try To Stop It"**
Total Reports: 14(10)/Total Adds: 3(1); Hots: 5(5)/Hot Adds: 0(0); Mediums: 7(5)/Medium Adds: 1(1)/Extra Adds: 2(0).
- BONGOS/Numbers With Wings (RCA) "Numbers With Wings"**
Total Reports: 13(10)/Total Adds: 4(0); Hots: 2(2)/Hot Adds: 0(0); Mediums: 7(8)/Medium Adds: 0(0)/Extra Adds: 4(0).
- EDDIE AND THE CRUISERS/Soundtrack (Scotti Bros./CBS) "On The Dark Side"**
Total Reports: 13(11)/Total Adds: 3(3); Hots: 3(2)/Hot Adds: 0(1); Mediums: 8(6)/Medium Adds: 1(0)/Extra Adds: 2(2).
- COBRA/First Strike (Epic) "Blood On Your Money"**
Total Reports: 12(7)/Total Adds: 4(1); Hots: 2(1)/Hot Adds: 0(0); Mediums: 8(5)/Medium Adds: 2(0)/Extra Adds: 2(1).
- BOB & DOUG MCKENZIE/Strange Brew ST (Mercury/PolyGram) "Strange Brew"**
Total Reports: 11(12)/Total Adds: 7(6); Hots: 0(0)/Hot Adds: 0(0); Mediums: 6(7)/Medium Adds: 2(2)/Extra Adds: 5(4).
- X/More Fun In The New World (Elektra) "The New World"**
Total Reports: 11(7)/Total Adds: 5(6); Hots: 1(1)/Hot Adds: 0(1); Mediums: 4(2)/Medium Adds: 0(1)/Extra Adds: 5(4).
- GANG OF FOUR/Hard (WB) "Is It Love"**
Total Reports: 11(9)/Total Adds: 4(3); Hots: 1(1)/Hot Adds: 0(0); Mediums: 7(5)/Medium Adds: 1(0)/Extra Adds: 3(3).
- MADNESS/Madness (Geffen) "It Must Be Love"**
Total Reports: 11(8)/Total Adds: 2(1); Hots: 3(0)/Hot Adds: 0(0); Mediums: 6(8)/Medium Adds: 0(1)/Extra Adds: 2(0).
- ELVIS BROTHERS/Movin' Up (Portrait/CBS) "Fire In The City"**
Total Reports: 11(11)/Total Adds: 2(3); Hots: 0(0)/Hot Adds: 0(0); Mediums: 10(9)/Medium Adds: 1(1)/Extra Adds: 1(2).
- ADRIAN BELEW/Twang Bar King (Island/Atco) "I'm Down"**
Total Reports: 10(8)/Total Adds: 3(5); Hots: 0(0)/Hot Adds: 0(0); Mediums: 8(3)/Medium Adds: 1(0)/Extra Adds: 2(5).
- JIMMY BUFFET/One Particular Harbour (MCA) "Brown Eyed Girl"**
Total Reports: 10(9)/Total Adds: 1(5); Hots: 1(1)/Hot Adds: 0(0); Mediums: 8(5)/Medium Adds: 0(2)/Extra Adds: 1(3).

More AOR Music Information See Page 90

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

September 30, 1983

167 REPORTERS

Three Weeks Last
Weeks Weeks Week

Total Heavy Medium Adds Total
Reports Rotation Rotation Rotation Adds All
Rotations

Three Weeks Last Weeks Weeks Week	Rank	Artist/Album (Label)	Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
1	1	1 POLICE/Synchronicity (A&M)	161	140	21	0	1
3	2	2 ROBERT PLANT/The Principle Of... (Es Paranza/Atlantic)	157	135	22	0	2
9	6	3 MOODY BLUES/The Present (Threshold/PolyGram)	155	116	38	1	2
4	4	4 HEART/Passion Works (Epic)	154	115	39	0	0
2	3	5 ASIA/Alpha (Geffen)	153	105	48	0	0
-	-	6 MOTELS/Little Robbers (Capitol)	153	118	30	5	6
DEBUT	7	7 PAT BENATAR/Live From Earth (Chrysalis)	148	96	46	5	15
5	5	8 JACKSON BROWNE/Lawyers In Love (Asylum)	147	98	49	0	2
14	11	9 BIG COUNTRY/The Crossing (Mercury/PolyGram)	142	73	68	1	1
27	15	10 RAINBOW/Bent Out Of Shape (Mercury/PolyGram)	146	65	74	7	10
-	-	11 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	144	77	60	7	18
6	7	12 KANSAS/Drastic Measures (CBS)	124	70	54	0	1
10	9	13 STEVIE NICKS/The Wild Heart (Modern/Atco)	122	83	39	0	1
17	16	14 QUIET RIOT/Metal Health (Pasha/CBS)	114	53	58	3	9
13	10	15 AC/DC/Flick Of The Switch (Atlantic)	123	39	83	1	2
-	-	16 ALDO NOVA/Subject (Portrait/CBS)	132	20	99	13	39
12	14	17 TALKING HEADS/Speaking In Tongues (Sire/WB)	104	63	37	4	7
23	17	18 MICHAEL STANLEY.../You Can't Fight... (EMI America)	121	28	92	1	5
7	8	19 STRAY CATS/Rant n' Rave (EMI America)	95	49	46	0	0
29	23	20 PETER SCHILLING/Error In The System (Elektra)	115	22	91	2	7
11	12	21 FIXX/Reach The Beach (MCA)	88	48	40	0	2
-	-	22 KINKS/State Of Confusion (Arista)	98	43	52	3	9
8	13	23 LOVERBOY/Keep It Up (Columbia)	87	42	45	0	3
18	19	24 DEF LEPPARD/Pyromania (Mercury/PolyGram)	75	46	29	0	1
-	-	25 ROMANTICS/In Heat (Nemperor/CBS)	98	20	66	11	21
19	18	26 DANNY SPANOS/Passion In The Dark (Epic)	84	28	55	1	2
-	-	27 DOKKEN/Breaking The Chains (Elektra)	82	9	70	3	6
16	20	28 ELVIS COSTELLO.../Punch The Clock (Columbia)	73	26	46	1	1
21	24	29 DIO/Holy Diver (WB)	67	29	38	0	1
-	-	30 HELIX/No Rest For The Wicked (Capitol)	78	9	66	2	6
-	-	31 BOYS BRIGADE/Boys Brigade (Capitol)	76	8	64	4	6
-	-	32 CHEAP TRICK/Next Position Please (Epic)	72	8	62	2	3
40	35	33 BILLY IDOL/Don't Stop (Chrysalis)	64	13	50	1	5
-	-	34 JOE JACKSON/Mike's Murder ST (A&M)	70	11	55	4	10
DEBUT	35	35 Y&T/Mean Streak (A&M)	66	11	49	6	14
20	22	36 BILLY JOEL/An Innocent Man (Columbia)	56	32	24	0	3
DEBUT	37	37 PAYOLAS/Hammer On A Drum (A&M)	61	12	43	6	10
33	29	38 ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)	60	12	48	0	2
DEBUT	39	39 KISS/Lick It Up (Mercury/PolyGram)	71	7	42	22	52
34	31	40 BONNIE TYLER/Faster Than The Speed Of The Night (Col.)	50	27	23	0	0

BREAKERS

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

PAT BENATAR Live From Earth (Chrysalis)

"Battlefield" "Lipstick" 89% of our 12-24 reporters on it. Total reports: 148. Hot 96, Medium 46, Extra Adds 5, Total Adds 15. Debuts at #7 on the AOR Albums chart.

ROMANTICS In Heat (Nemperor/CBS)

"Rock You Up" "Talking" 59% of our 12-24 reporters on it. Total reports: 98. Hot 20, Medium 66, Extra Adds 11, Total Adds 21. Moves 28-25 on the AOR Albums Chart.

NEW & ACTIVE

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

QUEENSRÛCHE/Queensryche (EMI America) "Queen Of The Reich"
Total Reports: 46(48)/Total Adds: 4(7); Hots: 3(6)/Hot Adds: 0(0); Mediums: 40(39)/Medium Adds: 1(4)/Extra Adds: 3(3).

TORONTO/Girls Night Out (Solid Gold) "Girls Night Out"
Total Reports: 43(38)/Total Adds: 10(11); Hots: 5(6)/Hot Adds: 0(0); Mediums: 30(24)/Medium Adds: 2(4)/Extra Adds: 8(7).

EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA) "Love Is A Stranger"
Total Reports: 37(27)/Total Adds: 9(10); Hots: 11(9)/Hot Adds: 0(0); Mediums: 22(12)/Medium Adds: 5(4)/Extra Adds: 4(6).

TAXXI/Foreign Tongue (Fantasy) "Maybe Someday"
Total Reports: 37(34)/Total Adds: 5(4); Hots: 8(3)/Hot Adds: 0(0); Mediums: 26(28)/Medium Adds: 2(2)/Extra Adds: 3(2).

SPANDAU BALLET/True (Chrysalis) "True"
Total Reports: 33(32)/Total Adds: 4(4); Hots: 10(11)/Hot Adds: 0(0); Mediums: 20(16)/Medium Adds: 1(0)/Extra Adds: 3(4).

Station Listings . . . See Page 85

MOST ADDED

All Stations	
Survivor "Caught"	(58)
Kiss	(53)
Aldo Nova	(39)
Motley Crue	(24)
World	(23)

HOTTEST

All Stations	
Police	(153)
Robert Plant	(145)
Motels	(128)
Moody Blues	(128)
Heart	(120)

JOAN JETT & BLACKHEARTS/Album (Blackheart/MCA) "Everyday People"
Total Reports: 31(32)/Total Adds: 4(2); Hots: 8(8)/Hot Adds: 1(0); Mediums: 21(23)/Medium Adds: 1(1)/Extra Adds: 2(1).

JoBOXERS/Like Gangbusters (RCA) "Just Got Lucky"
Total Reports: 30(19)/Total Adds: 9(5); Hots: 6(4)/Hot Adds: 0(0); Mediums: 18(12)/Medium Adds: 3(2)/Extra Adds: 6(3).

GRAND PRIX/Samurai (Chrysalis) "Shout"
Total Reports: 27(23)/Total Adds: 6(4); Hots: 6(5)/Hot Adds: 0(0); Mediums: 16(16)/Medium Adds: 1(2)/Extra Adds: 5(2).

WORLD/Break The Silence (Elektra) "Take Me To Your Heart"
Total Reports: 26(8)/Total Adds: 21(8); Hots: 0(0)/Hot Adds: 0(0); Mediums: 12(2)/Medium Adds: 7(2)/Extra Adds: 14(6).

WAS (NOT WAS)/Born To Laugh At Tornadoes (Geffen) "Shake Your Head (Let's Go...)"
Total Reports: 26(13)/Total Adds: 16(13); Hots: 1(0)/Hot Adds: 0(0); Mediums: 12(6)/Medium Adds: 3(6)/Extra Adds: 13(7).

MOTLEY CRUE/Shout At The Devil (Elektra) "Looks That Kill"
Total Reports: 24(0)/Total Adds: 24(0); Hots: 1(0)/Hot Adds: 1(0); Mediums: 13(0)/Medium Adds: 13(0)/Extra Adds: 10(0).

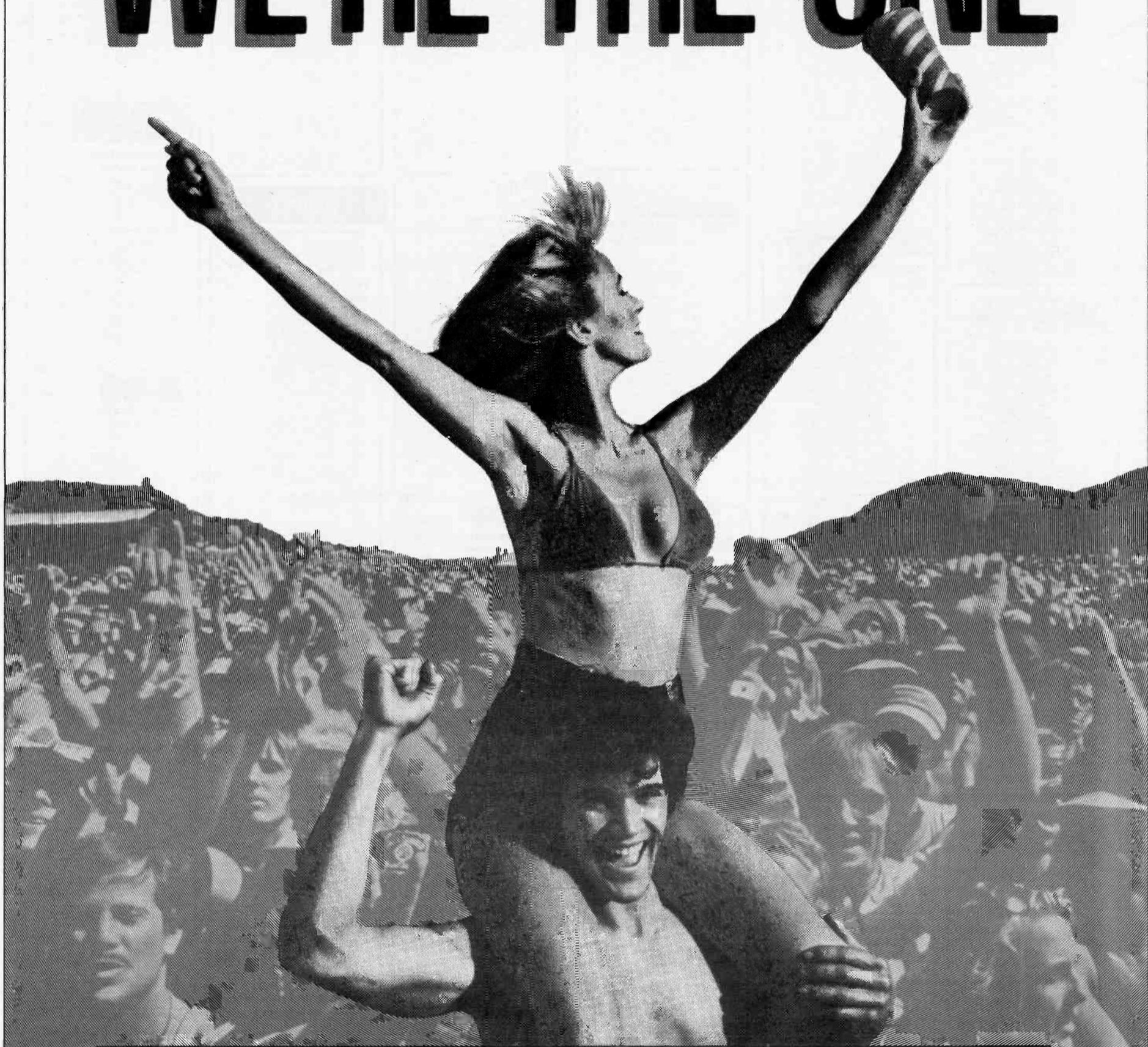
TRANSLATOR/No Time Like Now (415/Columbia) "Un-Along"
Total Reports: 22(20)/Total Adds: 2(1); Hots: 4(3)/Hot Adds: 0(0); Mediums: 17(16)/Medium Adds: 1(0)/Extra Adds: 1(1).

JOE PERRY PROJECT/Once A Rocker, Always A Rocker (MCA) "Once A Rocker..."
Total Reports: 21(24)/Total Adds: 10(16); Hots: 1(1)/Hot Adds: 0(0); Mediums: 17(8)/Medium Adds: 7(3)/Extra Adds: 3(13).

SOUTHSIDE JOHNNY & JUKES/Trash It Up! (Mirage/Atco) "Trash It Up!"
Total Reports: 21(15)/Total Adds: 3(3); Hots: 3(3)/Hot Adds: 0(0); Mediums: 16(11)/Medium Adds: 1(2)/Extra Adds: 2(1).

C.S. ANGELS/Land (Jive/Arista) "Will You Stay Tonight"
Total Reports: 20(18)/Total Adds: 11(14); Hots: 1(1)/Hot Adds: 0(0); Mediums: 12(7)/Medium Adds: 5(4)/Extra Adds: 6(10).

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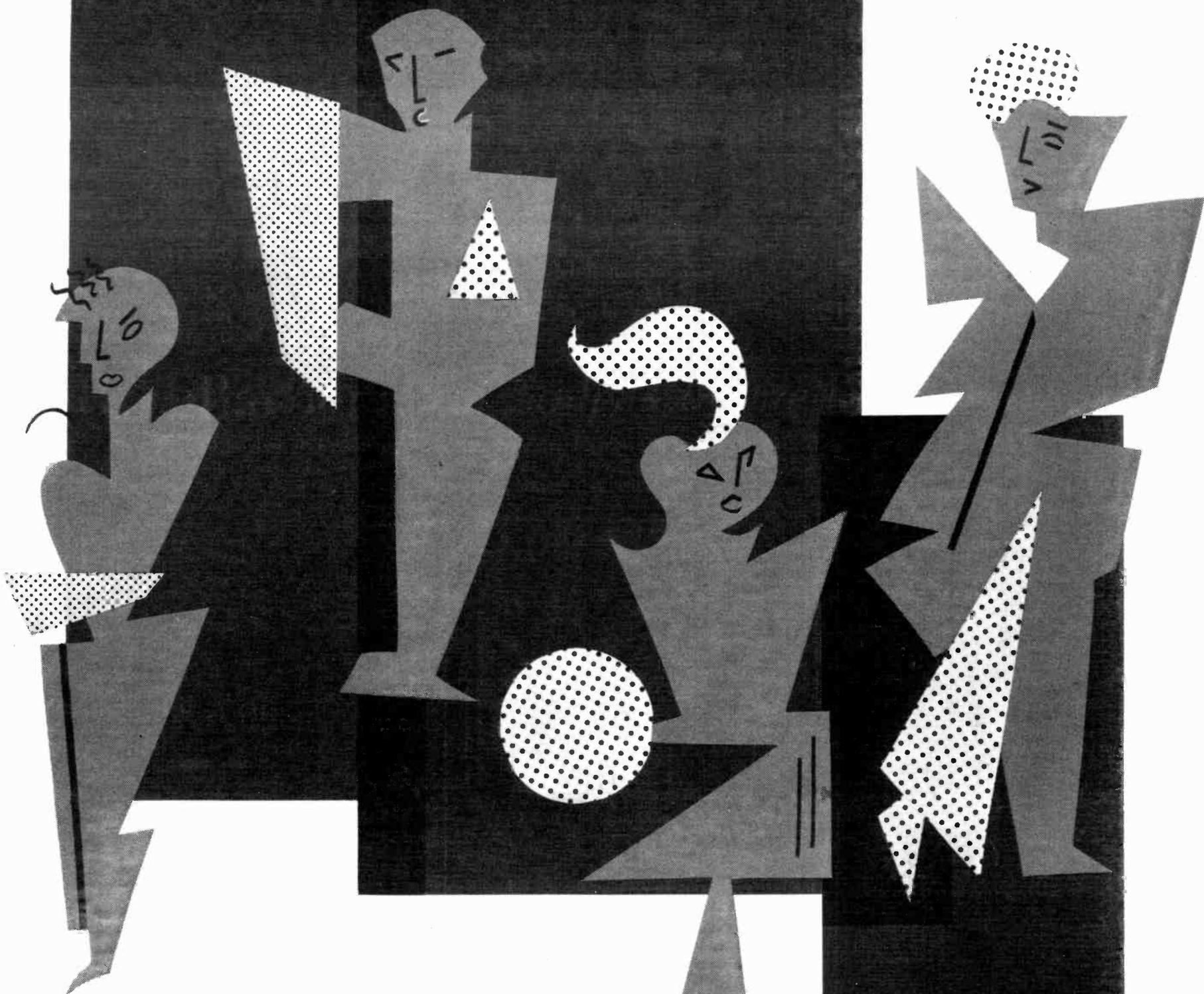


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“SPICE OF LIFE.” 7-89786
MANHATTAN TRANSFER

CHR ACTION: 63/13

WXKS-FM	WSPK	KBFM	WHOT	WOMP-FM	99KG
WNBC	WPST	WHHY-FM	KBBK	WIKZ	KCDQ
WCAU-FM	WKRZ-FM	WNVZ	KMGX	WQCM	KTRS
I95	Q106	WRVQ	KQMQ	13FEA	KOZE
Y100	WBBQ	KTFM	KHOP	WJBQ	KDZA
WGCL	WFMF	KROK	KIDD	WJAD	KBIM
Q103	WDOQ	WKDD	KSKD	WFOX	KSLY
KMJK	WRQK	WNAM	KITS	KNOE-FM	KIST
WFLY	WANS-FM	KIHK	WFBG	WAEV	
WKEE	WOKI	WZZR	WGUY	WGLF	
WLAN-FM	WFMI	WZPL	WCIR	WBWB	



A/C CHART 14
BLACK CHART DEBUT 36

On Atlantic Records & Cassettes.



Produced by Dick Rudolph in association with
 The Manhattan Transfer.

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Avnet Management

EAST Most Added Hottest Jackson Browne Warwick & Vandross M. Stanley Band Billy Joel Bonnie Tyler Police Spandau Ballet

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added Hottest M. Stanley Band Warwick & Vandross Journey Bonnie Tyler Police Spandau Ballet

EAST PARALLEL TWO

WFLY/Albany, NY Jack Lawrence JOBOXERS PETER SCHILLING RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 5-2 STRAY CATS 12-7 FIXX 15-13 TALKING HEADS 18-14

WTRY/Albany, NY Bill Cahill MICHAEL SEMBELLO JACKSON BROWNE MSB (dp) POINTER SISTERS ROBERT PLANT (dp) Hottest: BONNIE TYLER 1-1 POLICE 7-3 SPANDAU BALLET 10-7 TALKING HEADS 14-9 ROGERS & PARTON 21-18

Q100/Allentown, PA Dave Dillon BRYAN ADAMS LIONEL RICHIE MADNESS MEN AT WORK BILLY JOEL STEVIE NICKS EURYTHMICS MICHAEL SEMBELLO HUMAN LEAGUE HUMAN HOLLIDAY MOODY BLUES Hottest: BONNIE TYLER 1-1 AIR SUPPLY 12-6 NAKED EYES 15-9 QUIET RIOT 31-19 ROGERS & PARTON D-23

WVSR/Charleston, WV Dave Carlisle JACKSON BROWNE ROMAN HOLLIDAY MICHAEL SEMBELLO JO JO ZEP CARLY SIMON RUBINOOS BOB SEGER BRYSON & FLACK SURVIVOR (dp) Hottest: ROGERS & PARTON 1-1 POLICE 8-3 SHEENA EASTON 19-8 KINKS 10-9 HUEY LEWIS & NEWS 22-13

K104/Erie, PA Bill Shannon AXE CLIFF RICHARD WARWICK & VANDROSS (dp) RICK SPRINGFIELD POINTER SISTERS JEFFREY OSBORNE Hottest: ROGERS & PARTON 5-1 DEF LEPPARD 6-3 STRAY CATS 9-4 DEF LEPPARD 11-6 QUIET RIOT D-22

WYCR/Hanover-York, PA Mark Richards QUIET RIOT (dp) MEN AT WORK MICHAEL SEMBELLO PETER SCHILLING PAT BENATAR HUMAN LEAGUE Hottest: BONNIE TYLER 1-1 STRAY CATS 6-3 ROGERS & PARTON 17-9 SPANDAU BALLET 15-10 ELTON JOHN 18-12

WTIC-FM/Hartford, CT Mike West ROGERS & PARTON MOTELS PETER SCHILLING JEFFREY OSBORNE Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 5-2 LIONEL RICHIE 17-6 PRINCE 18-9 ELVIS COSTELLO 24-16

WKEH/Huntington, WV Gary Miller JACKSON BROWNE QUIET RIOT (dp) TUBES (dp) Hottest: BONNIE TYLER 1-1 AIR SUPPLY 2-2 MEN WITHOUT HATS 3-3 STRAY CATS 4-4 SPANDAU BALLET 5-5

WLAN-FM/Lancaster, PA Todd Halliday MICHAEL SEMBELLO GENESIS (dp) HUMAN LEAGUE EURYTHMICS PAT BENATAR JACKSON BROWNE Hottest: POLICE 4-3 QUIET RIOT 17-5 SHEENA EASTON 13-7 FRANK STALLONE 9-8 FIXX 24-13

KC101/New Haven, CT Stef Rybak MEN AT WORK EURYTHMICS DEBARGE Hottest: BONNIE TYLER 1-1 AIR SUPPLY 7-2 LIONEL RICHIE 19-11 BILLY JOEL 21-15

WSPK/Poughkeepsie, NY Chris Leide HUMAN LEAGUE JACKSON BROWNE CARLY SIMON ROMANTICS ROMAN HOLLIDAY Hottest: BONNIE TYLER 1-1 SHEENA EASTON 11-4 POLICE 15-5 AGNETHA FALTSKOG 17-10 MOTELS 20-14

WHFM/Rochester, NY Charley Lake MSB HUMAN LEAGUE Hottest: MEN WITHOUT HATS 1-1 TALKING HEADS 4-2 BILLY JOEL 3-3 SPANDAU BALLET 16-8 ROGERS & PARTON 18-9

98KY/Rochester, NY Tom Mitchell BILLY JOEL PAT BENATAR MICHAEL SEMBELLO JACKSON BROWNE BOB SEGER JOURNEY Hottest: BONNIE TYLER 1-1 AIR SUPPLY 9-4 FIXX 13-9 TALKING HEADS 18-10 PRINCE 20-16

WGFM/Schenectady, NY Tom Parker JOBOXERS HUMAN LEAGUE BOB SEGER Hottest: BONNIE TYLER 3-1 FRANK STALLONE 11-7 POLICE 14-9 TALKING HEADS 30-18 STEVIE NICKS 29-20

WKFM/Syracuse John Carucci ROMANTICS QUARTERFLASH WARWICK & VANDROSS JOURNEY Hottest: BONNIE TYLER 1-1 AIR SUPPLY 5-2 SPANDAU BALLET 7-3 TALKING HEADS 13-7

WPST/Trenton, NJ Tom Taylor PAT BENATAR EDDIE & THE CRUIS TOMMY FARAGHER HUMAN LEAGUE MSB WARWICK & VANDROSS Hottest: SPANDAU BALLET 7-2 POLICE 8-4 SHEENA EASTON 20-16 LIONEL RICHIE 36-20 BILLY JOEL 40-32

WVRC/Utica, NY Jim Reick JACKSON BROWNE SURVIVOR EURYTHMICS HUMAN LEAGUE Hottest: ROGERS & PARTON 1-1 POLICE 8-3 SHEENA EASTON 19-8 KINKS 10-9 HUEY LEWIS & NEWS 22-13

WYCR/Hanover-York, PA Mark Richards QUIET RIOT (dp) MEN AT WORK MICHAEL SEMBELLO PETER SCHILLING PAT BENATAR HUMAN LEAGUE Hottest: BONNIE TYLER 1-1 STRAY CATS 6-3 ROGERS & PARTON 17-9 SPANDAU BALLET 15-10 ELTON JOHN 18-12

WTIC-FM/Hartford, CT Mike West ROGERS & PARTON MOTELS PETER SCHILLING JEFFREY OSBORNE Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 5-2 LIONEL RICHIE 17-6 PRINCE 18-9 ELVIS COSTELLO 24-16

WLAN-FM/Lancaster, PA Todd Halliday MICHAEL SEMBELLO GENESIS (dp) HUMAN LEAGUE EURYTHMICS PAT BENATAR JACKSON BROWNE Hottest: POLICE 4-3 QUIET RIOT 17-5 SHEENA EASTON 13-7 FRANK STALLONE 9-8 FIXX 24-13

WKEH/Huntington, WV Gary Miller JACKSON BROWNE QUIET RIOT (dp) TUBES (dp) Hottest: BONNIE TYLER 1-1 AIR SUPPLY 2-2 MEN WITHOUT HATS 3-3 STRAY CATS 4-4 SPANDAU BALLET 5-5

WLAN-FM/Lancaster, PA Todd Halliday MICHAEL SEMBELLO GENESIS (dp) HUMAN LEAGUE EURYTHMICS PAT BENATAR JACKSON BROWNE Hottest: POLICE 4-3 QUIET RIOT 17-5 SHEENA EASTON 13-7 FRANK STALLONE 9-8 FIXX 24-13

WLAN-FM/Lancaster, PA Todd Halliday MICHAEL SEMBELLO GENESIS (dp) HUMAN LEAGUE EURYTHMICS PAT BENATAR JACKSON BROWNE Hottest: POLICE 4-3 QUIET RIOT 17-5 SHEENA EASTON 13-7 FRANK STALLONE 9-8 FIXX 24-13

WIGY/Bath, ME Scott Robbins JOAN JETT BOB SEGER ELVIS COSTELLO PETER SCHILLING RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 POLICE 5-3 TALKING HEADS 13-8 STEVIE NICKS 17-12 DAVID BOWIE 24-18

WCIR/Beckley, WV Bob Spencer MEN AT WORK AGNETHA FALTSKOG GLENN SHORROCK BILLY JOEL WARWICK & VANDROSS (dp) CLIFF RICHARD Hottest: AIR SUPPLY 1-1 SPANDAU BALLET 9-2 SHALAMAR 8-4 ROGERS & PARTON 16-10 POLICE 17-11

WOMP-FM/Bellaire Dwayne Bonde ELVIS COSTELLO COMMODORES MSB PETER SCHILLING MANHATTAN TRANSFE Hottest: BONNIE TYLER 1-1 ROGERS & PARTON 5-3 PRINCE 13-4 LIONEL RICHIE 18-7 HUEY LEWIS & NEWS 24-14

WKZ/Chambersburg, PA Matthews/Scott PETER SCHILLING BILLY JOEL PAT BENATAR (dp) EURYTHMICS MSB (dp) ROMAN HOLLIDAY (dp) Hottest: BONNIE TYLER 1-1 SHEENA EASTON 14-8 POLICE 15-10 TALKING HEADS 25-15 QUIET RIOT D-25

WTSN/Dover, NH Jim Sebastian ELVIS COSTELLO JACKSON BROWNE WARWICK & VANDROSS Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2 SPANDAU BALLET 5-3 FIXX 20-14 PRINCE 24-19

WERZ/Exeter, NH Scott MacKay EDDIE & THE CRUIS ROMANTICS SURVIVOR ROMAN HOLLIDAY WARWICK & VANDROSS (dp) TOMMY FARAGHER RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 ELTON JOHN 8-4 DEF LEPPARD 15-10 FIXX 8-5 QUIET RIOT 15-9 STEVIE NICKS 19-14

WKRZ-FM/Wilkes-Barre Jim Rising JACKSON BROWNE SURVIVOR MEN AT WORK EURYTHMICS MANHATTAN TRANSFE LIONEL RICHIE Hottest: SPANDAU BALLET 2-1 FIXX 4-3 BOB SEGER 6-4 POLICE 10-8 QUIET RIOT 11-10

Q106/York, PA Dan Steele AGNETHA FALTSKOG JACKSON BROWNE JOURNEY JOBOXERS Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 5-2 LIONEL RICHIE 17-6 PRINCE 18-9 ELVIS COSTELLO 24-16

WFBG/Altoona, PA Tony Booth QUIET RIOT (dp) JO JO ZEP (dp) WARWICK & VANDROSS (dp) RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 AIR SUPPLY 4-3 FRANK STALLONE 9-6 POLICE 12-8 DEF LEPPARD 22-16 JOAN JETT 31-24

WACZ/Bangor, ME Michael O'Hara LOVERBOY EDDIE & THE CRUIS PAUL YOUNG MSB BOB SEGER Hottest: BONNIE TYLER 1-1 AIR SUPPLY 3-3 ROGERS & PARTON 14-10 MOTELS 24-16 TALKING HEADS 30-22

WGUY/Bangor, ME Jim Randall EURYTHMICS LOVERBOY WARWICK & VANDROSS GAP BAND TOMMY FARAGHER BILLY JOEL Hottest: SPANDAU BALLET 7-1 POLICE 9-2 STRAY CATS 6-3 GEORGE BENSON 19-12 DAVID BOWIE 23-16

WLAN-FM/Lancaster, PA Todd Halliday MICHAEL SEMBELLO GENESIS (dp) HUMAN LEAGUE EURYTHMICS PAT BENATAR JACKSON BROWNE Hottest: POLICE 4-3 QUIET RIOT 17-5 SHEENA EASTON 13-7 FRANK STALLONE 9-8 FIXX 24-13

98XU/Parkeburg, WV Paul DeMille POINTER SISTERS RICK SPRINGFIELD DEBARGE JACKSON BROWNE CLIFF RICHARD AXE Hottest: CULTURE CLUB 3-1 SHEENA EASTON 5-3 DEF LEPPARD 7-4 LIONEL RICHIE 18-7 LOVERBOY 20-13

WJBO/Portland, ME Phoenix/O'Neill MICHAEL JACKSON GLENN SHORROCK LOVERBOY RUFUS & CHAKA EDDIE & THE CRUIS TOMMY FARAGHER Hottest: BONNIE TYLER 1-1 TALKING HEADS 7-3 LAURA BRANIGAN 11-8 ROGERS & PARTON 16-10 ROD STEWART 27-22

WHEB/Portsmouth Rick Bean ROMANTICS BILLY JOEL JACKSON BROWNE MINOR DETAIL Hottest: POLICE 3-1 FIXX 6-3 MOTELS 11-6 SPANDAU BALLET 16-11 MOODY BLUES 18-13

WSQV/Williamsport, PA Frank Bell QUIET RIOT (top) BIG COUNTRY EURYTHMICS HUMAN LEAGUE Hottest: POLICE 4-1 TALKING HEADS 3-2 SPANDAU BALLET 8-5 FIXX 9-6 MOODY BLUES 12-8

WZLD/Columbia, SC Chuck Finley PETER SCHILLING JOAN JETT Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 8-5 POLICE 10-6 ROGERS & PARTON 18-9 FIXX 19-12

KITE/Corpus Christi, TX Zippo/Tucker BRYSON & FLACK BILLY JOEL TUBES RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 3-2 SPANDAU BALLET 9-6 AIR SUPPLY 13-7 JOURNEY D-32

WBBQ/Augusta, GA Bruce Stevens EURYTHMICS JOURNEY WARWICK & VANDROSS QUIET RIOT KLIQUE Hottest: ROGERS & PARTON 2-1 AIR SUPPLY 1-2 BONNIE TYLER 5-6 TALKING HEADS 14-9 RICK JAMES 15-10

KHFI/Austin, TX Volkman/Garrett BILLY JOEL DONNA SUMMER AGNETHA FALTSKOG JACKSON BROWNE HERBIE HANCOCK KINKS EURYTHMICS ELVIS COSTELLO PAT BENATAR JOURNEY JOBOXERS Hottest: POLICE 7-1 BONNIE TYLER 3-2 SPANDAU BALLET 11-7 TALKING HEADS 25-16 LIONEL RICHIE D-21

WFMF/Baton Rouge, LA Rical/Ahysen BRYSON & FLACK DEF LEPPARD (dp) JACKSON BROWNE PRINCE Hottest: BONNIE TYLER 1-1 AIR SUPPLY 5-4 MEN WITHOUT HATS 9-7 BILLY JOEL 8-9 ROGERS & PARTON 17-11

KZZB/Beaumont, TX Murphy/Harrison MSB JOAN JETT QUIET RIOT BILLY IDOL PAUL YOUNG Hottest: STRAY CATS 3-1 TALKING HEADS 5-2 BONNIE TYLER 6-4 POLICE 12-6 FIXX 19-13

WQID/Biloxi, MS Kirk Cliett DAVID BOWIE BILLY JOEL LOVERBOY EURYTHMICS DEF LEPPARD MSB (dp) QUARTERFLASH (dp) Hottest: MEN WITHOUT HATS 2-1 SPANDAU BALLET 4-3 FIXX 10-4 POLICE 9-6 TALKING HEADS 24-14

KXX106/Birmingham, AL Kevin McCarthy BILLY JOEL JACKSON BROWNE JOURNEY RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 AIR SUPPLY 4-2 POLICE 10-4 SHEENA EASTON 17-13 PRINCE 21-19

WSSX/Charleston Bill Mardin JOBOXERS GENESIS MSB QUARTERFLASH ROMAN HOLLIDAY SURVIVOR HUMAN LEAGUE GLENN SHORROCK JACKSON BROWNE Hottest: MEN WITHOUT HATS 2-1 WHAM! U.K. 6-3 ROBERT PLANT 14-7 PETER SCHILLING 24-12 DEF LEPPARD D-18

WBCY/Charlotte, NC Bob Kagan EURYTHMICS Hottest: BONNIE TYLER 1-1 POLICE 5-2 FIXX 17-8 PRINCE 18-9 LIONEL RICHIE 28-16

WSKZ/Chattanooga, TN Blake/Page LOVERBOY HUMAN LEAGUE ANIMALS DEF LEPPARD MSB Hottest: POLICE 5-1 AIR SUPPLY 8-3 SPANDAU BALLET 10-8 FIXX 13-9 PRINCE 22-16

WNOK-FM/Columbia, SC Tom Kent none Hottest: POLICE 1-1 FIXX 6-6 SHEENA EASTON 7-7 MOODY BLUES 13-13 MADNESS 14-14

WZPY/Huntsville, AL Scott Mitchell LOVERBOY MSB QUARTERFLASH JOBOXERS WARWICK & VANDROSS (dp) HUMAN HOLLIDAY Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 8-4 TALKING HEADS 14-10 FIXX 20-12 ROGERS & PARTON 21-15

\$4TYX/Jackson, MS Jim Chick MSB (dp) PAT BENATAR (dp) EURYTHMICS Hottest: BONNIE TYLER 1-1 BILLY JOEL 3-2 AIR SUPPLY 6-3 POLICE 8-4 BRYSON & FLACK 11-8

WQOQ/Daytona Beach, FL Ralph Wimmer none Hottest: BONNIE TYLER 1-1 BILLY JOEL 2-2 TALKING HEADS 9-9 MIDNIGHT STAR 12-12 PRINCE 18-18

WFMJ/Lexington, KY Fox/Mosley ROMAN HOLLIDAY ROBIN GIBB RUFUS & CHAKA PAT BENATAR EDDIE & THE CRUIS QUARTERFLASH Hottest: SHEENA EASTON 18-12 PRINCE 20-14 TALKING HEADS 23-15 QUIET RIOT 30-17 ROBERT PLANT 32-23

WDFM/Baton Rouge, LA Rical/Ahysen BRYSON & FLACK DEF LEPPARD (dp) JACKSON BROWNE PRINCE Hottest: BONNIE TYLER 1-1 AIR SUPPLY 5-4 MEN WITHOUT HATS 9-7 BILLY JOEL 8-9 ROGERS & PARTON 17-11

KZZB/Beaumont, TX Murphy/Harrison MSB JOAN JETT QUIET RIOT BILLY IDOL PAUL YOUNG Hottest: STRAY CATS 3-1 TALKING HEADS 5-2 BONNIE TYLER 6-4 POLICE 12-6 FIXX 19-13

WQID/Biloxi, MS Kirk Cliett DAVID BOWIE BILLY JOEL LOVERBOY EURYTHMICS DEF LEPPARD MSB (dp) QUARTERFLASH (dp) Hottest: MEN WITHOUT HATS 2-1 SPANDAU BALLET 4-3 FIXX 10-4 POLICE 9-6 TALKING HEADS 24-14

KXX106/Birmingham, AL Kevin McCarthy BILLY JOEL JACKSON BROWNE JOURNEY RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 AIR SUPPLY 4-2 POLICE 10-4 SHEENA EASTON 17-13 PRINCE 21-19

KBET-FM/EI Paso, TX Cat Simon QUIET RIOT PAT BENATAR EURYTHMICS QUARTERFLASH ROMAN HOLLIDAY SURVIVOR HUMAN LEAGUE GLENN SHORROCK JACKSON BROWNE Hottest: MEN WITHOUT HATS 2-1 WHAM! U.K. 6-3 ROBERT PLANT 14-7 PETER SCHILLING 24-12 DEF LEPPARD D-18

WRQK/Greensboro, NC Wes Jones DEBORAH ALLEN MATTHEW WILDER AL JARREAU MSB BOB SEGER POINTER SISTERS Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 6-4 SPANDAU BALLET 16-10 FIXX 23-15 BRYAN ADAMS 30-24

WANS-FM/Greenville, SC Rod Metts MSB QUARTERFLASH JOBOXERS WARWICK & VANDROSS (dp) HUMAN HOLLIDAY Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 8-4 TALKING HEADS 14-10 FIXX 20-12 ROGERS & PARTON 21-15

WZPY/Huntsville, AL Scott Mitchell LOVERBOY MSB QUARTERFLASH JOBOXERS WARWICK & VANDROSS (dp) HUMAN HOLLIDAY Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 8-4 TALKING HEADS 14-10 FIXX 20-12 ROGERS & PARTON 21-15

\$4TYX/Jackson, MS Jim Chick MSB (dp) PAT BENATAR (dp) EURYTHMICS Hottest: BONNIE TYLER 1-1 BILLY JOEL 3-2 AIR SUPPLY 6-3 POLICE 8-4 BRYSON & FLACK 11-8

WQOQ/Daytona Beach, FL Ralph Wimmer none Hottest: BONNIE TYLER 1-1 BILLY JOEL 2-2 TALKING HEADS 9-9 MIDNIGHT STAR 12-12 PRINCE 18-18

WFMJ/Lexington, KY Fox/Mosley ROMAN HOLLIDAY ROBIN GIBB RUFUS & CHAKA PAT BENATAR EDDIE & THE CRUIS QUARTERFLASH Hottest: SHEENA EASTON 18-12 PRINCE 20-14 TALKING HEADS 23-15 QUIET RIOT 30-17 ROBERT PLANT 32-23

WDFM/Baton Rouge, LA Rical/Ahysen BRYSON & FLACK DEF LEPPARD (dp) JACKSON BROWNE PRINCE Hottest: BONNIE TYLER 1-1 AIR SUPPLY 5-4 MEN WITHOUT HATS 9-7 BILLY JOEL 8-9 ROGERS & PARTON 17-11

KZZB/Beaumont, TX Murphy/Harrison MSB JOAN JETT QUIET RIOT BILLY IDOL PAUL YOUNG Hottest: STRAY CATS 3-1 TALKING HEADS 5-2 BONNIE TYLER 6-4 POLICE 12-6 FIXX 19-13

WQID/Biloxi, MS Kirk Cliett DAVID BOWIE BILLY JOEL LOVERBOY EURYTHMICS DEF LEPPARD MSB (dp) QUARTERFLASH (dp) Hottest: MEN WITHOUT HATS 2-1 SPANDAU BALLET 4-3 FIXX 10-4 POLICE 9-6 TALKING HEADS 24-14

KXX106/Birmingham, AL Kevin McCarthy BILLY JOEL JACKSON BROWNE JOURNEY RUFUS & CHAKA Hottest: BONNIE TYLER 1-1 AIR SUPPLY 4-2 POLICE 10-4 SHEENA EASTON 17-13 PRINCE 21-19

Q100/Mobile, AL Scott Griffith HUMAN LEAGUE DEF LEPPARD (dp) JOURNEY Hottest: BONNIE TYLER 1-1 BILLY JOEL 3-2 AIR SUPPLY 6-3 POLICE 14-5 ROGERS & PARTON 17-6

WHY-FM/Montgomery Mark St. John BILLY JOEL MICHAEL JACKSON POINTER SISTERS WARWICK & VANDROSS MICHAEL SEMBELLO JOURNEY MATTHEW WILDER Hottest: ROGERS & PARTON 8-1 MEN WITHOUT HATS 6-3 COMMODORES 14-5 POLICE 22-7 FIXX 18-13

KRGV/McAllen-Brownville Perry/Taylor WARWICK & VANDROSS EURYTHMICS AC/DC (dp) EBN-OZN (dp) MSB HUMAN LEAGUE KANSAS Hottest: BONNIE TYLER 1-1 DONNA SUMMER 4-2 MEN AT WORK 14-5 PRINCE 17-7 PETER SCHILLING 29-21

KX104/Nashville, TN Bryan Sargent DEF LEPPARD JOBOXERS WARWICK & VANDROSS RUFUS & CHAKA POINTER SISTERS GLENN SHORROCK BOB SEGER Hottest: MEN WITHOUT HATS 5-1 SPANDAU BALLET 7-4 STRAY CATS 14-7 MADNESS 20-16 MOTELS 21-17

WJAD/Bainbridge, GA Skip Elliot QUARTERFLASH POINTER SISTERS BILLY JOEL Hottest: MICHAEL JACKSON 2-1 ROD STEWART 37-25 STEVIE NICKS 31-26 MOTELS 36-30 JOURNEY D-32

WVNZ/Norfolk, VA Steve Kelly AL JARREAU JACKSON BROWNE JOURNEY QUARTERFLASH MANHATTAN TRANSFE Hottest: POLICE 13-7 ELTON JOHN 11-8 ROBERT PLANT 23-16 LIONEL RICHIE 35-23 HUEY LEWIS & NEWS 37-33

B106/Orlando, FL Garry Mitchell LIONEL RICHIE PRINCE Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 4-2 AIR SUPPLY 6-4 STRAY CATS 7-5 POLICE 11-7

KISR/Ft. Smith, AR Rick Hayes WARWICK & VANDROSS MSB BILLY JOEL POINTER SISTERS KANSAS Hottest: POLICE 3-1 BILLY JOEL 4-2 SPANDAU BALLET 7-4 ROGERS & PARTON 12-5 STRAY CATS 13-8

Q104/Gadsden, AL Gaither/Davis ELTON JOHN MSB (dp) JEFFREY OSBORNE STACY LATTISAW (dp) BRYSON & FLACK (dp) Hottest: ROGERS & PARTON 1-1 POLICE 5-2 SOS BAND 6-3 SPANDAU BALLET 7-4 ROGERS & PARTON 12-5 STRAY CATS 13-8

KITY/San Antonio, TX Frank Walsh BRYAN ADAMS JOURNEY BILLY JOEL JOE ESPOSITO MSB LOVERBOY (dp) Hottest: BONNIE TYLER 1-1 STRAY CATS 5-3 POLICE 13-6 FREEZE 16-12 DONNA SUMMER 18-13

KTFM/San Antonio, TX Thorman/Nasty BRYAN ADAMS MICHAEL JACKSON WARWICK & VANDROSS KLIQUE DEBARGE MANHATTAN TRANSFE PAUL YOUNG MICHAEL SEMBELLO NEW EDITION Hottest: BONNIE TYLER 1-1 BRYSON & FLACK 7-5 ROGERS & PARTON 18-8 SPANDAU BALLET 20-16 PETER SCHILLING 39-29

KTSA/San Antonio, TX Steve Weed SPANDAU BALLET CRYSTAL GAYLE POLICE Hottest: BONNIE TYLER 1-1 ROGERS & PARTON 3-2 BRYSON & FLACK 4-3 AIR SUPPLY 7-4 SPANDAU BALLET D-16

KROK/Shreveport, LA Hayden/Stewart LOVEBOY MICHAEL SEMBELLO MSB TUBES GLENN SHORROCK MANHATTAN TRANSFE Hottest: BONNIE TYLER 2-1 MEN WITHOUT HATS 9-3 SPANDAU BALLET 8-4 FRANK STALLONE 7-6 POLICE 17-10

WBEZ/Winston-Salem Steve Finnegan PAT BENATAR JOBOXERS JOURNEY Hottest: SPANDAU BALLET 2-1 ROGERS & PARTON 10-4 POLICE 11-7 PRINCE 13-10 MOTELS 21-17

KQIZ-FM/Amarillo Ron Chase CLIFF RICHARD PETER SCHILLING TUBES YOUNG ROMAN HOLLIDAY JAMES HOUSE SURVIVOR Hottest: POLICE 1-1 FIXX 4-2 DEF LEPPARD 10-5 HUEY LEWIS & NEWS 11-6 LOVERBOY 12-7

WISE/Ashville, NC John Stevens WARWICK & VANDROSS RUFUS & CHAKA POINTER SISTERS GLENN SHORROCK BOB SEGER Hottest: MEN WITHOUT HATS 5-1 SPANDAU BALLET 7-4 STRAY CATS 14-7 MADNESS 20-16 MOTELS 21-17

WJAD/Bainbridge, GA Skip Elliot QUARTERFLASH POINTER SISTERS BILLY JOEL Hottest: MICHAEL JACKSON 2-1 ROD STEWART 37-25 STEVIE NICKS 31-26 MOTELS 36-30 JOURNEY D-32

WVNZ/Norfolk, VA Steve Kelly AL JARREAU JACKSON BROWNE JOURNEY QUARTERFLASH MANHATTAN TRANSFE Hottest: POLICE 13-7 ELTON JOHN 11-8 ROBERT PLANT 23-16 LIONEL RICHIE 35-23 HUEY LEWIS & NEWS 37-33

B106/Orlando, FL Garry Mitchell LIONEL RICHIE PRINCE Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 4-2 AIR SUPPLY 6-4 STRAY CATS 7-5 POLICE 11-7

KISR/Ft. Smith, AR Rick Hayes WARWICK & VANDROSS MSB BILLY JOEL POINTER SISTERS KANSAS Hottest: POLICE 3-1 BILLY JOEL 4-2 SPANDAU BALLET 7-4 ROGERS & PARTON 12-5 STRAY CATS 13-8

Q104/Gadsden, AL Gaither/Davis ELTON JOHN MSB (dp) JEFFREY OSBORNE STACY LATTISAW (dp) BRYSON & FLACK (dp) Hottest: ROGERS & PARTON 1-1 POLICE 5-2 SOS BAND 6-3 SPANDAU BALLET 7-4 ROGERS & PARTON 12-5 STRAY CATS 13-8

KITY/San Antonio, TX Frank Walsh BRYAN ADAMS JOURNEY BILLY JOEL JOE ESPOSITO MSB LOVERBOY (dp) Hottest: BONNIE TYLER 1-1 STRAY CATS 5-3 POLICE 13-6 FREEZE 16-12 DONNA SUMMER 18-13

KTFM/San Antonio, TX Thorman/Nasty BRYAN ADAMS MICHAEL JACKSON WARWICK & VANDROSS KLIQUE DEBARGE MANHATTAN TRANSFE PAUL YOUNG MICHAEL SEMBELLO NEW EDITION Hottest: BONNIE TYLER 1-1 BRYSON & FLACK 7-5 ROGERS & PARTON 18-8 SPANDAU BALLET 20-16 PETER SCHILLING 39-29

KTSA/San Antonio, TX Steve Weed SPANDAU BALLET CRYSTAL GAYLE POLICE Hottest: BONNIE TYLER 1-1 ROGERS & PARTON 3-2 BRYSON & FLACK 4-3 AIR SUPPLY 7-4 SPANDAU BALLET D-16

KTDY/Lafayette, LA Greg Stevens JOBOXERS HUMAN LEAGUE JOURNEY DEF LEPPARD (dp) KLIQUE Hottest: AIR SUPPLY 3-1 SPANDAU BALLET 6-3 POLICE 10-6 ROGERS & PARTON 11-10 FIXX 13-15

Q101/Meridian, MS Chuck McCartney STACY LATTISAW BILLY JOEL TUBES AGNETHA FALTSKOG MATTHEW WILDER AL JARREAU HUEY LEWIS & NEWS DEF LEPPARD Hottest: BONNIE TYLER 2-1 ROGERS & PARTON 10-5 LAURA BRANIGAN 9-6 SHEENA EASTON 13-9 POLICE 20-10

KNOE-FM/Monroe, LA Rhymes/Shee WARWICK & VANDROSS JOAN JETT (dp) PAUL YOUNG RUFUS & CHAKA KLIQUE PETER SCHILLING (dp) Hottest: SPANDAU BALLET 8-1 AIR SUPPLY 4-3 POLICE 6-4 SHEENA EASTON 13-9 ROGERS & PARTON 18-11

WJPM/Panama City Skip Bishop MICHAEL JACKSON JOE ESPOSITO MSB (dp) Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 2-2 STEVIE NICKS 11-8 FIXX 12-9 PETER SCHILLING 15-11

WXLK/Roanoke, VA Don O'Shea PAT BENATAR AL JARREAU ROMANTICS JOAN JETT STEVIE NICKS ELTON JOHN Hottest: ROGERS & PARTON 8-1 BILLY JOEL 7-7 SPANDAU BALLET 4-3 MEN WITHOUT HATS 6-5 DAVID BOWIE 16-10

WAEV/Savannah, GA North/Rogers WARWICK & VANDROSS PETER SCHILLING JOE ESPOSITO CARLY SIMON DEBARGE Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 4-2 ROGERS & PARTON 10-3 POLICE 11-6 LIONEL RICHIE 18-13

WIXV/Savannah, GA J.P. Hunter RICK SPRINGFIELD CLIFF RICHARD POINTER SISTERS MSB DAVE EDWARDS AC/DC (dp) WARWICK & VANDROSS (dp) Hottest

MIDWEST Most Added Hottest

Billy Joel Journey M. Stanley Band Bonnie Tyler Police Spandau Ballet

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

Journey Jackson Browne Warwick & Vandross Michael Sembello Billy Joel Bonnie Tyler Spandau Ballet Police

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick QUARTERFLASH ROMANTICS MANHATTAN TRANSFE BRYSON & FLACK

Hottest: BILLY JOEL 2-1 BONNIE TYLER 1-2

SPANDAU BALLET 10-7 POLICE 15-10

WKAU/Appleton-Oshkosh

Ross/Allen PAT BENATAR HUMAN LEAGUE

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 11-7 POLICE 15-10

WNAM/Appleton-Oshkosh

Chris Caline WARWICK & VANDROSS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

92X/Columbus, OH

Teri Nutter ROGERS & PARTON

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

KLIK/Davenport, IA

Jim O'Hara EURYTHMICS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

KMGK/Des Moines, IA

Jim Roberts QUARTERFLASH

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

WEBC/Duluth, MN

Dick Johnson MEN AT WORK

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

WKDQ/Evanston, IL

Hobbs/Payne ROBERT PLANT

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

WSTO/Evansville, IN

Chris Taylor LIONEL RICHIE

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 13-5 POLICE 14-8

WGRD/Grand Rapids, MI

J.J. Duling BOB SEGER

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-5 POLICE 14-8

WMEE/Fort Wayne

Tony Richards ROGERS & PARTON

Hottest: BILLY JOEL 1-1 BONNIE TYLER 1-1

SPANDAU BALLET 10-7 POLICE 15-10

WZZR/Grand Rapids, MI

Don Schuller BIG COUNTRY

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 11-7 POLICE 15-10

WZPL/Indianapolis, IN

Gary Hoffmann BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WRQJ/Jackson, MI

Ryan/Cheeks SURVIVOR

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WKFR/Kalamazoo, MI

Swart/Chapman MICHAEL SEMBELLO

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

ZZ99/Kansas City, MO

Rowlands/Benson CLIFF RICHARD

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WVIC/Lansing, MI

Jay Stevens BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WKDQ/Evanston, IL

Hobbs/Payne ROBERT PLANT

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WZEE/Madison, WI

Little/Hudson BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KJ103/Oklahoma City, OK

Dan Wilson NENA

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WZEE/Madison, WI

Little/Hudson BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KQKQ/Omaha, NE

Taylor/Dean AGNETHA FALTSKOG

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

K293/Peoria, IL

Mark Maloney ROBERT PLANT

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WRKR/Racine-Milwaukee

Pat Martin EDDIE & THE CRUIS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WZOK/Rockford

Tim Fox STEVIE NICKS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

U93/South Bend, IN

J.K. Dearing STEVIE NICKS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WJXQ/Jackson, MI

Ryan/Cheeks SURVIVOR

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WRQJ/Jackson, MI

Swart/Chapman MICHAEL SEMBELLO

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KAYI/Tulsa, OK

Phil Williams BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KEYN-FM/Wichita, KS

Taylor/Pearman BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WYFM/Youngstown

Dick Thompson POLICE

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WZEE/Madison, WI

Little/Hudson BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WBNO/Bloomington

Mike Justin BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WBWB/Bloomington

John Heimann ROMAN HOLLIDAY

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WCIL-FM/Carbondale, IL

Tony Waitkus BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KCMQ/Columbia, MO

Dave McCormick DEF LEPPARD

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

Y94/Fargo, ND

Collins/Anderson JOURNEY

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WSPST/Stevens Point, WI

Fuhr/Tracy MSB

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KDVV/Topeka, KN

Tony Stewart MADNESS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KYTN/Grand Forks, ND

Tom Fricke BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KRNA/Iowa City, IA

Bert Goynahor BOB SEGER

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

WAZY-FM/Lafayette, IN

Jim Stacy MSB

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KFRX/Lincoln

Tracy Johnson none

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KXSS/Lincoln, NE

Tim Kelly BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KKLS-FM/Rapid City, SD

Sherwin/Piper AGNETHA FALTSKOG

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

99KG/Salina, KS

Collier/Travis BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KKRC/Sioux Falls

Den Kleley BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KWTO-FM/Springfield, MO

Bob Hammond HUMAN LEAGUE

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KLUC/Las Vegas, NV

Randy Lundquist CLIFF RICHARD

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KFIM/Waterloo, IA

Mark Potter MEN AT WORK

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KHOP/Modesto-Stockton

David Kraham POINTER SISTERS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KKXX/Bakersfield, CA

Squires/Kemper KISS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KBBK/Boise, ID

Tom Evans QUIET RIOT

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KKFM/Colorado Springs, CO

Finney/Ryan BILLY JOEL

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KMGX/Fresno, CA

Carey Edwards JENNIFER HOLLIDAY

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KYNO-FM/Fresno

Walker/Davis POINTER SISTERS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KIKI/Honolulu, HI

Kong/Shahido ROBERT PLANT

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KQMQ/Honolulu

Kimmo Akane WARWICK & VANDROSS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KLUC/Las Vegas, NV

Randy Lundquist CLIFF RICHARD

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KFIM/Waterloo, IA

Mark Potter MEN AT WORK

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KHOP/Modesto-Stockton

David Kraham POINTER SISTERS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KKXX/Bakersfield, CA

Squires/Kemper KISS

Hottest: BILLY JOEL 1-1 BONNIE TYLER 2-2

SPANDAU BALLET 13-6 POLICE 15-10

KBBK/Boise, ID

JoBOXERS Just Got Lucky (RCA)

LP: Just Got Lucky
Regional 104/22 46% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for JoBOXERS.

KANSAS Fight Fire With Fire (CBS)

LP: Drastic Measures
Regional 62/2 27% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for KANSAS.

HUEY LEWIS AND THE NEWS Heart And Soul (Chrysalis)

LP: Sports
Regional 181/10 78% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Huey Lewis.

MANHATTAN TRANSFER Spice Of Life (Atlantic)

LP: Bodies And Souls
Regional 63/13 27% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Manhattan Transfer.

MOTELS Suddenly Last... (Capitol)

LP: Little Robbers
Regional 203/8 88% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Motels.

ROBERT PLANT Big Log (Atlantic)

LP: The Principle Of Moments
Regional 178/8 77% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Robert Plant.

BILLY JOEL Uptown Girl (Columbia)

LP: An Innocent Man
Regional 188/4 84% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Billy Joel.

KINKS Don't Forget... (Arista)

LP: State Of Confusion
Regional 168/3 68% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Kinks.

LOVERBOY Queen Of The... (Columbia)

LP: Keep It Up
Regional 120/17 52% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Loverboy.

MEN AT WORK Dr. Heckyll &... (Columbia)

LP: Cargo
Regional 178/13 77% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Men At Work.

STEVIE NICKS If Anyone... (Modern/Atco)

LP: Wild Heart
Regional 209/9 90% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Stevie Nicks.

POLICE King Of Pain (A&M)

LP: Synchronicity
Regional 231/2 100% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Police.

JOURNEY Send Her My... (Columbia)

LP: Frontiers
Regional 123/63 53% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Journey.

STACY LATTISAW Miracles (Cotillion/Atco)

LP: 16
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Stacy Lattisaw.

MADNESS It Must Be Love (Geffen)

LP: Madness
Regional 178/3 78% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Madness.

MOODY BLUES Sitting At The Wheel (Threshold/PolyGram)

LP: The Present
Regional 177/3 76% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Moody Blues.

PRINCE Delirious (WB)

LP: 1989
Regional 200/8 86% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Prince.

PRINCE Delirious (WB)

LP: 1989
Regional 200/8 86% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Prince.

JOAN MARCUS The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for Joan Marcus.

THE JAY McINERNEY The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for The Jay McInerney.

THE JAY McINERNEY The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for The Jay McInerney.

THE JAY McINERNEY The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for The Jay McInerney.

THE JAY McINERNEY The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for The Jay McInerney.

THE JAY McINERNEY The Heart Of The Matter (Arista)

LP: The Heart Of The Matter
Regional 101/8 44% National Summary
Reach 5 248 DEBITS 10
S 548 SAME 27
M 158 DOWN 1
W 448 ADDS 22

Table with station call letters and program names for The Jay McInerney.

PARALLELS.

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

A

AC/DC
Guns For Hire (Atlantic)
LP: Flick Of The Switch

P1	P2	P3
EAST WXSX on SOUTH MIDWEST WEST KIQO on	EAST K104 on WPCB on SOUTH MIDWEST WEST KIQO on	EAST WPCB on KACB on KSTO 37-39 OELIO on 95XIL on

E

EDDIE & THE CRUISERS
On The Dark... (Scotti Bros./CBS)
LP: Soundtrack Eddie & The Cruisers

P1	P2	P3
EAST WXSX on SOUTH MIDWEST WEST KIQO on	EAST WFSY on SOUTH MIDWEST WEST KIQO on	EAST K104 on WPCB on SOUTH MIDWEST WEST KIQO on

ROBIN GIBB
Juliet (Polydor/PolyGram)
LP: How Old Are You

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on K104 on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

JO JO ZEP
Losing Game (A&M)
LP: Cha

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

CLIFF RICHARD
Never Say Die... (EMI America)
LP: Give A Little Bit More

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

CARLY SIMON
You Know What To Do (WB)
LP: Hello Big Man

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

AXE
I Think You'll... (Atco)
LP: Nemesis

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

DAVE EDMUNDS
Information (Columbia)
LP: Information

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

HERBIE HANCOCK
Rockit (Atlantic)
LP: Future Shock

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

KLIQUE
Stop Doggin'... (MCA)
LP: Try It Out

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

ROMANTICS
Talking In... (Nemperor/CBS)
LP: In Heat

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

SURVIVOR
Caught In... (Scotti Bros./CBS)
LP: Caught In The Game

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

B

BERLIN
Masquerade (Geffen)
LP: Pleasure Victim

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

ELO
Four Little Diamonds (Jet/CBS)
LP: Secret Messages

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

BILLY IDOL
Dancing With Myself (Chrysalis)
LP: Don't Stop

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

MIDNIGHT STAR
Frak-A-Zoid (Solar/Elektra)
LP: No Parking

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

RUFUS & CHAKA KHAN
Ain't Nobody (WB)
LP: Rufus & Chaka Live...

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

TUBES
The Monkey Time (Capitol)
LP: Outside Inside

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

BIG COUNTRY
In A Big... (Mercury/PolyGram)
LP: The Crossing

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

JOE "BEAN" ESPOSITO
Lady... (Casablanca/PolyGram)
LP: Soundtrack Flashdance

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

MICHAEL JACKSON
P.Y.T. (Pretty Young Thing) (Epic)
LP: Thriller

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

MINOR DETAIL
Canvas... (Polydor/PolyGram)
LP: Minor Detail

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

S.O.S. BAND
Just Be Good... (Tabu/CBS)
LP: On The Rise

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

WHAM! U.K.
Bad Boys (Columbia)
LP: Fantastic

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

C

COMMODORES
Only You (Motown)
LP: Yes On 13

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

CEE FARROW
Should I Love... (Rocshire)

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

JARREAU
Trouble In Paradise (WB)
LP: Jarreau

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

POINTER SISTERS
I Need You (Planet/RCA)
LP: Break Out

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

GLENN SHORROCK
Don't Girls... (Capitol)
LP: Villain Of The Peace

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

PAUL YOUNG
Wherever I Lay... (Columbia)
LP: No Parlez

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

D

DoBARGE
Time Will... (Gordy/Motown)
LP: In A Special Way

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

GENESIS
Mama (Atlantic)

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

JARREAU
Trouble In Paradise (WB)
LP: Jarreau

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

POINTER SISTERS
I Need You (Planet/RCA)
LP: Break Out

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

GLENN SHORROCK
Don't Girls... (Capitol)
LP: Villain Of The Peace

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

PAUL YOUNG
Wherever I Lay... (Columbia)
LP: No Parlez

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

D

DoBARGE
Time Will... (Gordy/Motown)
LP: In A Special Way

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

GENESIS
Mama (Atlantic)

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

JARREAU
Trouble In Paradise (WB)
LP: Jarreau

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

POINTER SISTERS
I Need You (Planet/RCA)
LP: Break Out

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

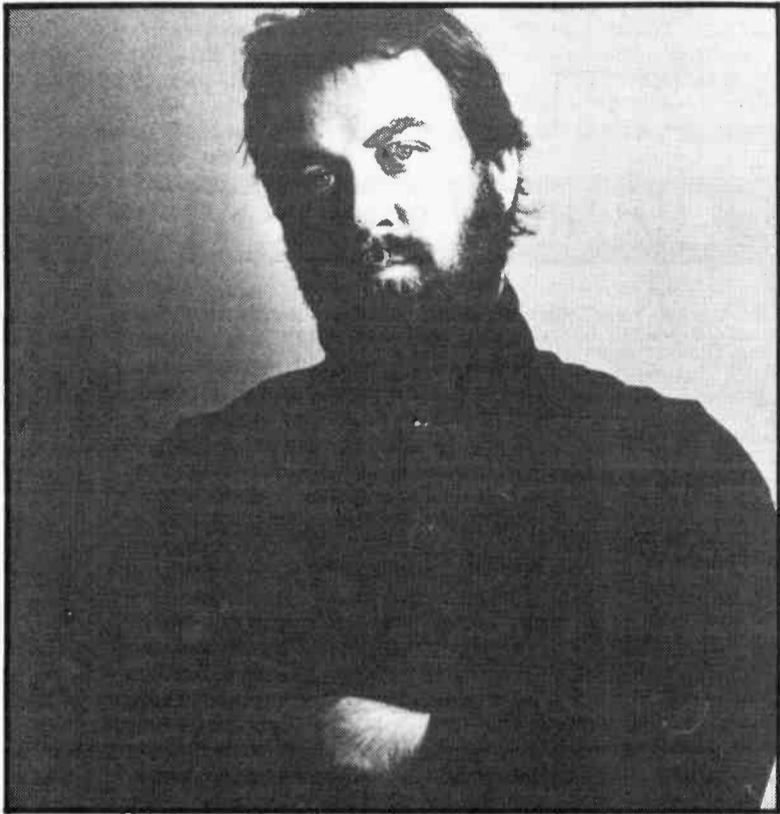
GLENN SHORROCK
Don't Girls... (Capitol)
LP: Villain Of The Peace

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

PAUL YOUNG
Wherever I Lay... (Columbia)
LP: No Parlez

P1	P2	P3
EAST SOUTH MIDWEST WEST KIQO on	EAST WPCB on SOUTH MIDWEST WEST KIQO on	EAST SOUTH MIDWEST WEST KIQO on

At The Hits Come Together



MICHAEL SEMBELLO



RUFUS AND CHAKA KHAN

“Automatic Man”

**CHR
BREAKERS**

Produced by Phil Ramone

“Ain’t Nobody”

B104 17-9
WXKS-FM 4-3
WCAU-FM add
PRO-FM add
WABX 21-19
KEARTH deb 27
KIIS-FM add
KMJK add
KFRC 13-10
KYUU add
WFLY add
WKFM on
KXX106 add
KITE add
WFMI add
KX104 add
WNVZ 30-27
WZPL on
Z104 add
KCDQ on

WHOT add
KYNO-FM 31-21
KIKI add
KQM on
KIDD add
KSKD add
KITS 17-13
KHYT deb 34
WFBG add
WGUY 28-23
WIGY add
WERZ add
WQCM add
WKHI 40-34
WJBQ add
WISE add
WJAD add
KNOE-FM add
KKQV add
KBIM add

Black Chart #1 (2nd Week)
Produced by Russ Titelman



Manufactured and Distributed by Warner Bros. Records

Contemporary Hit Radio

Continued from Back Page

BREAKERS

BILLY JOEL

Uptown Girl (Columbia)

84% of our reporters on it. Moves: Up 30, Debuts 69, Same 33, Down 0, Adds 64 including WHTT, WBLI, Q107, WKQX, WHYT, Q103, KWSS. See Parallels, debuts at number 34 on the CHR chart.

EURHYTHMICS

Love Is A Stranger (RCA)

69% of our reporters on it. Moves: Up 31, Debuts 47, Same 42, Down 0, Adds 39 including WHTX, KAFM, B97, WGCL, KIMN, KWSS. See Parallels, debuts at number 37 on the CHR chart.

JOAN JETT & THE BLACKHEARTS

Everyday People (Blackheart/MCA)

61% of our reporters on it. Moves: Up 57, Debuts 23, Same 48, Down 0, Adds 14 including WHTT, WHYT, KZZB, WZLD, WKDQ, WIGY, WXLK. See Parallels, debuts at number 38 on the CHR chart.

MICHAEL SEMBELLO

Automatic Man (WB)

60% of our reporters on it. Moves: Up 12, Debuts 25, Same 63, Down 0, Adds 39 including WBEN-FM, Q107, Z93, WGCL, WHYT, WKTI, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

PAT BENATAR "Love Is A Battlefield" (Chrysalis) 133/28

Moves: Up 25, Debuts 47, Same 33, Down 0, Adds 28 including WXXS-FM, PRO-FM, B96, KOPA, KWSS, WYCR, WLAN-FM, WPST, KHFI, 94TYX, WKAU, KQKQ, KMGX, WXLK, KGOT.

DEF LEPPARD "Foolin'" (Mercury/PolyGram) 132/19

Moves: Up 63, Debuts 16, Same 33, Down 1, Adds 19 including 93Q, KIIS-FM, WQID, WDCG, G100, KX104, WZOK, K96, WQCM, KTDY, Q101, KCMQ, KRNA, 99KG, KBIM.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 126/21

Moves: Up 53, Debuts 24, Same 22, Down 6, Adds 21 including WHTX, B97, WHYT, WVSR, WSPK, WFMF, KZFM, WKDD, KMGK, WEBC, KITS, Q104, KYA, KKAZ, KOZE.

JOURNEY "Send Her My Love" (Columbia) 123/53

Moves: Up 20, Debuts 25, Same 25, Down 0, Adds 53 including B104, WBEN-FM, WNYS, WCAU-FM, 94Q, Z93, 93Q, B96, WGCL, WKTI, Q103, KIIS-FM, KYUU, KNBQ.

MICHAEL STANLEY BAND "My Town" (EMI America) 121/58

Moves: Up 2, Debuts 16, Same 45, Down 0, Adds 58 including WBEN-FM, WKBW, WNYS, B94, KAFM, Q105, Q103, KNBQ, Q106, WSSX, WAZY-FM.

LOVERBOY "Queen Of The Broken Hearts" (Columbia) 120/17

Moves: Up 35, Debuts 32, Same 36, Down 0, Adds 17 including 94Q, KHTR, WQID, WSKZ, WNFI, WZYP, KITY, KROK, KEYN-FM, WACZ, WGUY, WJBO, KILE, KCMQ, KCBN.

JACKSON BROWNE "Tender Is The Night" (Asylum) 119/50

Moves: Up 10, Debuts 25, Same 34, Down 0, Adds 50 including WHTT, WBEN-FM, WCAU-FM, Z93, B96, KMJK, 98PX, WFMF, KSET-FM, WNVZ, WMEE, WTSN, KKQV, Y94, KCBN.

ELVIS COSTELLO & ATTRACTIONS "Everyday I Write The Book" (Columbia) 114/12

Moves: Up 63, Debuts 5, Same 32, Down 2, Adds 12, WHTX, KYUU, KNBQ, KHFI, WQUT, KHOP, WIGY, WOMP-FM, WTSN, KRNA, KWTO-FM, KIST, WHTT 33-27, 13FEA 30-27, KAFM 34-30, KFI 23-15.

JoBOXERS "Just Got Lucky" (RCA) 104/22

Moves: Up 16, Debuts 10, Same 56, Down 0, Adds 22 including PRO-FM, Q103, KIQQ, KNBQ, WFLY, Q106, WSSX, WGRD, KIKI, WKHI, KILE, KTDY, KGOT, KGHO.

STACY LATTISAW "Miracles" (Cotillion/Atco) 101/8

Moves: Up 41, Debuts 11, Same 37, Down 4, Adds 8, KAFM, WGCL, KBBK, 13FEA, Q104, Q101, WAZY-FM, KDVV, WXXS-FM 18-14, WBEN-FM 26-22, Z93 31-25, WSPK 21-15, KIKI 12-9, KITS 12-10, WKHI, 28-23.

BOB SEGER & THE SILVER BULLET BAND "Old Time Rock & Roll" (Capitol) 95/24

Moves: Up 24, Debuts 7, Same 40, Down 0, Adds 24 including WNYS, B97, WKQX, WLS, WLS-FM, XTRA, WGFM, WRQK, WGRD, WKFR, WVIC, KMGX, WIGY, WCGQ, KZOZ.

QUIET RIOT "Cum On Feel The Noize" (Pasha/CBS) 89/22

Moves: Up 29, Debuts 17, Same 21, Down 0, Adds 22 including Q105, WHYT, KZZP, WYCR, WKEE, WBBQ, KSET-FM, KKFM, KITS, WFBG, WSQV, Z102, KFYZ, KYA, KZOZ.

ANIMALS "The Night" (IRS/A&M) 87/3

Moves: Up 29, Debuts 3, Same 45, Down 7, Adds 3, WSKZ, KILE, KYA, XTRA 27-23, WKFM 18-14, KZZB 21-18, WFM 16-13, WKAU 25-21, WZPL 33-27, 13FEA 30-27, WAZY-FM 38-29, KFMW 36-31, KCDQ 32-27, KBIM 31-27, KZOZ 25-20.

DONNA SUMMER "Unconditional Love" (Mercury/PolyGram) 86/4

Moves: Up 45, Debuts 9, Same 26, Down 2, Adds 4, WCAU-FM, KBEQ, KHFI, KBIM, WXXS-FM 14-9, 94Q 29-22, 195 29-22, WABX 30-25, KEARTH 25-22, KIIS-FM 28-23, KFRC 22-16, WBCY 30-26, WFM 34-30, WGUY 11-9, WAZY-FM 39-30.

QUARTERFLASH "Take Another Picture" (Geffen) 83/21

Moves: Up 10, Debuts 12, Same 40, Down 0, Adds 21 including WABX, Q103, KIQQ, WKFM, WSSX, KZFM, WZYP, WSFL, WKDD, KMGK, WHOT, WKHI, WCGQ, KYTN, KCBN, KSLY.

HUMAN LEAGUE "Mirror Man" (Virgin/A&M) 75/35

Moves: Up 0, Debuts 11, Same 29, Down 0, Adds 35, WNYS, WABX, KEARTH, WHFM, WZYP, G100, KX104, WKAU, KMGX, KRQ, WSQV, WCGQ, WCIL-FM, KDZA, KZOZ.

MATTHEW WILDER "Break My Stride" (Private I/CBS) 63/19

Moves: Up 8, Debuts 4, Same 32, Down 0, Adds 19 including WHTT, WPHD, 93Q, WGCL, KIIS-FM, WRQK, WGRD, KO93, KIDD, 13FEA, Q101, WBWB, KDVV, KSLY.

MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 63/13

Moves: Up 13, Debuts 7, Same 30, Down 0, Adds 13, 195, Y100, KMJK, WKZR-FM, WDOQ, WNVZ, KTFM, KROK, WKDD, WOMP-FM, WQCM, KTRS, KDZA, WSPK 32-26, WNAM 39-33.

KANSAS "Fight Fire With Fire" (CBS) 62/2

Moves: Up 23, Debuts 2, Same 34, Down 1, Adds 2, KRGV, KISR, WPHD 15-13, WLS-FM 37-32, KHTR 25-19, WSSX 23-20, WFM 19-25, WVIC 18-11, WIGY 26-22, WERZ 40-34, OK100 17-15, WHEB 38-34, KYTN 33-28, KCBN 27-19.

PETER SCHILLING "Major Tom (Coming Home)" (Elektra) 53/24

Moves: Up 10, Debuts 6, Same 13, Down 0, Adds 24 including WHTT, KMJK, WFLY, WYCR, WZLD, KZFM, WKAU, Z104, KRQ, WIGY, WIKZ, WZYO, KQIZ-FM, WGLF, WWSL, KCDQ, KGHO.

D. WARWICK & L. VANDROSS "How Many Times Can We Say Goodbye" (Arista) 52/51

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 51 including WXXS-FM, WNBC, B94, PRO-FM, 94Q, Z93, KEARTH, KYUU, WPST, KAMZ, WZPL, KHOP, OK100, KNOE-FM, KBIM.

ROMAN HOLLIDAY "Don't Try To Stop It" (Jive/Arista) 52/21

Moves: Up 1, Debuts 2, Same 28, Down 0, Adds 21 including WCAU-FM, WGCL, Q100, WSPK, WKZR-FM, WANS-FM, WZZR, WJXQ, WIKZ, KQIZ-FM, WBWB, WAZY-FM, KTRS, KZOZ, KIST.

MOST ADDED

BILLY JOEL (64)
Uptown Girl (Columbia)
MICHAEL STANLEY BAND (58)
My Town (EMI America)
JOURNEY (53)
Send Her My Love (Columbia)
D. WARWICK & L. VANDROSS (51)
How Many Times Can We Say... (Arista)
JACKSON BROWNE (50)
Tender Is The Night (Asylum)
MICHAEL SEMBELLO (39)
Automatic Man (WB)
EURHYTHMICS (39)
Love Is A Stranger (RCA)

HOTTEST

BONNIE TYLER (163)
Total Eclipse Of The Heart (Columbia)
POLICE (134)
King Of Pain (A&M)
SPANDAU BALLET (120)
True (Chrysalis)
AIR SUPPLY (69)
Making Love Out Of Nothing At All (Arista)
FIXX (68)
One Thing Leads To Another (MCA)
MEN WITHOUT HATS (62)
The Safety Dance (Backstreet/MCA)

SIGNIFICANT ACTION

TUBES "The Monkey Time" (Capitol) 44/6

Moves: Up 3, Debuts 6, Same 29, Down 0, Adds 6, WKEE, KITE, KROK, KQIZ-FM, Q101, WBNQ, WPHD d-39, KMJK 39-35, KFRC d-35, WZPL d-40, Z104 d-37, WOMP-FM 33-18, KKQV d-37, KYTN d-32.

S.O.S. BAND "Just Be Good To Me" (Tabu/CBS) 42/4

Moves: Up 25, Debuts 2, Same 9, Down 2, Adds 4, WHTT, B94, WDOQ, WZYQ, B104 6-3, WHTX 24-18, Q107 20-15, Z93 14-11, KAMZ 16-10, WRVQ 14-7, Z104 40-32, KJ103 11-7, Q104 6-3.

GLENN SHORROCK "Don't Girls Get Lonely" (Capitol) 41/8

Moves: Up 3, Debuts 5, Same 25, Down 0, Adds 8, WNFI, KSET-FM, KROK, WRKR, KIDD, WJBO, WISE, KFMW, WZZR 39-26, 13FEA d-25, KQIZ-FM d-35, WXLK d-39, KKQV d-33, KXSS d-33, KCBN 35-24.

RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 40/25

Moves: Up 9, Debuts 2, Same 4, Down 0, Adds 25 including WCAU-FM, PRO-FM, KIIS-FM, KMJK, KYUU, WFLY, WFM, WHOT, KIKI, KSKD, WFBG, WERZ, WJBO, KNOE-FM, KBIM.

JARREAU "Trouble In Paradise" (WB) 39/4

Moves: Up 6, Debuts 3, Same 26, Down 0, Adds 4, WRQK, WNVZ, Q101, WXLK, KITE d-39, KQMQ 26-19, KFI d-33, 13FEA d-29, WBWB 39-34, KBIM 36-24, KIST 39-32.

MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 38/11

Moves: Up 10, Debuts 2, Same 12, Down 3, Adds 11, KBEQ, WNFI, WHYY-FM, KTFM, KQKQ, WJBO, WCGQ, WPFM, Z102, WGLF, KDVV, WXXS-FM 10-8, Z93 20-17, KFRC 16-8, KC101 15-9, OK100 21-17.

PAUL YOUNG "Wherever I Lay My Hat (That's My Home)" (Columbia) 33/7

Moves: Up 2, Debuts 3, Same 21, Down 0, Adds 7, KZZB, WNFI, KBFM, KTFM, WHOT, WACZ, KNOE-FM, WXXS-FM on, KRGV d-28, WSFL 28-24, WGUY d-33, WPFM 28-26, WAEV d-30.

WHAMI U.K. "Bad Boys" (Columbia) 33/0

Moves: Up 15, Debuts 0, Same 10, Down 8, Adds 0, WXXS-FM 20-18, WBBQ 32-27, KSET-FM 6-3, Z104 20-14, KMGX 6-2, KYNO-FM 5-4, KQMQ 9-6, KRQ 20-18, WGUY 14-10, Q104 13-9.

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 29/15

Moves: Up 1, Debuts 2, Same 11, Down 0, Adds 15, WPHD, KIQQ, WSPK, WKFM, WRCK, WKDD, KJ103, KLUC, KO93, KSKD, WERZ, WKHI, WHEB, WXLK, WSPT.

GENESIS "Mama" (Atlantic) 26/6

Moves: Up 4, Debuts 4, Same 12, Down 0, Adds 6, KMJK, WLAN-FM, WSSX, WZPL, KHOP, KQIZ-FM, WPHD 34-27, WRCK 27-23, WJXQ 39-33, WIXV d-35.

POINTER SISTERS "I Need You" (Planet/RCA) 25/25

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including B104, KOPA, WTRY, K104, KAMZ, WSFL, WZZR, WZPL, KYNO-FM, KQMQ, KGGI, WQCM, WISE, WIXV, KCDQ.

BILLY IDOL "Dancing With Myself" (Chrysalis) 25/7

Moves: Up 8, Debuts 2, Same 8, Down 0, Adds 7, WPHD, WABX, KZZB, WVIC, KSKD, KILE, KCBN, WLAN-FM 23-17, KFHI 28-24, KSET-FM 12-6, WGUY 35-30, WJBO 29-26, KSLY 23-21.

CARLY SIMON "You Know What To Do" (WB) 25/3

Moves: Up 1, Debuts 1, Same 20, Down 0, Adds 3, WVSR, WSPK, WAEV, KIQQ on, WKZR-FM d-40, WNFI on, WERZ on, WPFM 27-24, KBIM on.

HERBIE HANCOCK "Rockit" (Columbia) 25/2

Moves: Up 13, Debuts 2, Same 8, Down 0, Adds 2, KHFI, KCDQ, WCAU-FM 38-33, 195 9-7, Y100 15-9, WABX 33-30, KFRC 39-25, KRGV 20-17, KITY 37-17, KMGX 27-21, KITS 31-27, KHYT 38-30, WGUY 29-26, Z102 36-28.

KLIQUE "Stop Doggin' Me Around" (MCA) 24/15

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 15, WXXS-FM, WBEN-FM, WKBW, WNYS, WCAU-FM, Z93, WKZR-FM, WBBQ, WNFI, KHYT, KTFM, KTDY, KNOE-FM, KCDQ, KBIM.

BERLIN "Masquerade" (Geffen) 24/2

Moves: Up 4, Debuts 3, Same 15, Down 0, Adds 2, KIIS-FM, WNFI, WXXS-FM on, KFRC 30-26, KRGV d-27, WGUY 34-31, KQIZ-FM 32-29, KYTN d-40, KSLY d-40, KZOZ 30-25.

COMMODORES "Only You" (Motown) 22/7

Moves: Up 3, Debuts 4, Same 8, Down 0, Adds 7, 195, WNAM, WRQN, WOMP-FM, WJAD, WFOX, KIST, WVSR d-24, WZLD on, WHYY-FM 14-5, WSFL d-37, KITY d-39, WCIR d-40, Q104 19-13.

AC/DC "Guns For Hire" (Atlantic) 21/8

Moves: Up 1, Debuts 1, Same 11, Down 0, Adds 8, WXXS-FM, WKFM, KRGV, WJXQ, WHOT, WIXV, KYTN, KCDQ, WZYQ 37-29, KKQV d-40.

EDDIE & THE CRUISERS "On The Dark Side" (Scotti Bros./CBS) 20/13

Moves: Up 1, Debuts 1, Same 5, Down 0, Adds 13, WXXS-FM, PRO-FM, WPST, WFM, WSTO, WZPL, WRKR, WHOT, KIDD, WACZ, WERZ, WJBO, KCMQ, B96 36-33, WSPK d-35.

SURVIVOR "Caught In The Game" (Scotti Bros./CBS) 17/16

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 16 including B96, WABX, WVSR, WRCK, WNFI, KSET-FM, WQUT, WZZR, WJXQ, KSKD, WERZ, KQIZ-FM, WYKS, KYTN, KOZE.

CLIFF RICHARD "Never Say Die (Give A Little Bit More)" (EMI America) 16/15

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 15, KIQQ, KFRC, K104, WNAM, KMGK, WZPL, Z299, KQMQ, WCIR, OK100, 95XIL, KQIZ-FM, WIXV, WCIL-FM, KCDQ.

ELO "Four Little Diamonds" (Jet/CBS) 16/1

Moves: Up 5, Debuts 0, Same 10, Down 0, Adds 1, CFTR, WPHD 32-30, WSPK 36-32, WOMP-FM 36-32, KQIZ-FM 35-34, Q104 18-17, WCIL-FM on, KKL-FM on, KGOT on, KGHO on.

MIDNIGHT STAR "Freak-A-Zoid" (Solar/Elektra) 15/1

Moves: Up 5, Debuts 1, Same 3, Down 5, Adds 1, XTRA, PRO-FM 25-22, 93Q on, 195 26-29, KEARTH 20-12, KIIS-FM d-32, KIQQ 27-8, KITY 3-2, KJ103 20-17.

JO JO ZEP "Losing Game" (A&M) 14/5

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 5, WPHD, WVSR, WFBG, KCDQ, KBIM, K104 on, WKFM on, WZPL on, WHOT on, KKL-FM on.

CEE FARROW "Should I Love You" (Rocshire) 13/2

Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 2, Y100, KYNO-FM, WXXS-FM on, WCAU-FM 37-34, KIQQ on, KFRC 40-39, WZLD on, KRGV d-26, WRKR 36-35.

DAVE EDMUNDS "Information" (Columbia) 13/1

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 1, WIXV, WLLOL-FM on, K104 on, WKFM on, WRCK on, WZLD on, WJXQ 29-26, 95XIL on, KYTN d-39.

DeBARGE "Time Will Reveal" (Gordy/Motown) 12/11

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, B97, KEARTH, KC101, WKFM, KAMZ, KTFM, KMGX, KGGI, KHYT, 95XIL, WAEV.

AXE "I Think You'll Remember Tonight" (Atco) 12/11

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, WPHD, K104, WRCK, WZZR, WJXQ, OK100, 95XIL, WJAD, WYKS, KKQV, KZOZ, WIXV on-dp.

JOE "BEAN" ESPOSITO "Lady, Lady, Lady" (Casablanca/PolyGram) 12/6

Moves: Up 3, Debuts 0, Same 3, Down 0, Adds 6, KITY, KJ103, KIKI, KQMQ, WPFM, WAEV, K104 17-15, OK100 10-8, 95XIL 9-9, WFOX on, Z102 21-17, KIST on.

ROBIN GIBB "Juliet" (Polydor/PolyGram) 11/11

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, KIQQ, KYUU, WKFM, WFM, WNAM, WZPL, KQMQ, WFOX, WGLF, KKQV, 99KG.

MINOR DETAIL "Canvas Of Life" (Polydor/PolyGram) 11/1

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 1, WHEB, WRCK on, WKZR-FM on, KSET-FM on, Z299 on, KMGX on, WIGY on, WBWB on, 99KG on-dp, KWTO-FM on.

BIG COUNTRY "In A Big Country" (Mercury/PolyGram) 10/7

Moves: Up 1, Debuts 0, Same 2, Down 0, Adds 7, WZZR, WJXQ, KMGX, WACZ, WZYQ, WSQV, WBNQ, CHUM 30-28, KJ103 on-dp, WHEB on.

More CHR Music Information See Page 92



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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
2	2	1	1	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)
12	6	4	2	POLICE/King Of Pain (A&M)
11	7	5	3	SPANDAU BALLET/True (Chrysalis)
1	1	2	4	BILLY JOEL/Tell Her About It (Columbia)
10	8	7	5	AIR SUPPLY/Making Love Out Of Nothing At All (Arista)
4	3	3	6	MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)
28	18	10	7	FIXX/One Thing Leads To Another (MCA)
9	9	8	8	FRANK STALLONE/Far From Over (RSO/PolyGram)
14	11	9	9	STRAY CATS/(She's) Sexy + 17 (EMI America)
5	4	6	10	ASIA/Don't Cry (Geffen)
29	23	17	11	K. ROGERS with D. PARTON/Islands In The Stream (RCA)
27	19	15	12	SHEENA EASTON/Telephone (Long Distance...) (EMI America)
36	27	20	13	PRINCE/Delirious (WB)
32	25	19	14	TALKING HEADS/Burning Down The House (Sire/WB)
-	38	29	15	LIONEL RICHIE/All Night Long (All Night) (Motown)
26	22	18	16	ROBERT PLANT/Big Log (Es Paranza/Atlantic)
15	12	12	17	LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
8	10	14	18	NAKED EYES/Promises, Promises (EMI America)
40	37	24	19	STEVIE NICKS/If Anyone Falls (Modern/Atco)
18	15	13	20	ELTON JOHN/Kiss The Bride (Geffen)
39	36	26	21	BRYAN ADAMS/This Time (A&M)
38	34	30	22	MOTELS/Suddenly Last Summer (Capitol)
34	28	25	23	MADNESS/It Must Be Love (Geffen)
3	5	11	24	MICHAEL JACKSON/Human Nature (Epic)
35	32	28	25	MOODY BLUES/Sitting At The Wheel (Threshold/PolyGram)
37	33	31	26	ROD STEWART/What Am I Gonna Do (I'm So In Love...) (WB)
33	29	27	27	KINKS/Don't Forget To Dance (Arista)
-	39	36	28	DAVID BOWIE/Modern Love (EMI America)
17	16	16	29	SHALAMAR/Dead Giveaway (Solar/Elektra)
-	40	37	30	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
-	-	39	31	MEN AT WORK/Dr. Heckyll & Mr. Jive (Columbia)
24	21	21	32	GEORGE BENSON/Lady Love Me (One More Time) (WB)
6	13	23	33	MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram)
BREAKER			34	BILLY JOEL/Uptown Girl (Columbia)
-	-	40	35	AGNETHA FALTSKOG/Can't Shake Loose (Polydor/PolyGram)
21	20	22	36	JEFFREY OSBORNE/Don't You Get So Mad (A&M)
BREAKER			37	EURHYTHMICS/Love Is A Stranger (RCA)
BREAKER			38	JOAN JETT.../Everyday People (Blackheart/MCA)
7	14	32	39	JACKSON BROWNE/Lawyers In Love (Asylum)
BREAKER			40	MICHAEL SEMBELLO/Automatic Man (WB)

N&A Begins On Page 102

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
6	3	1	1	SPANDAU BALLET/True (Chrysalis)
5	4	4	2	GEORGE BENSON/Lady Love Me (One More Time) (WB)
9	6	5	3	K. ROGERS with D. PARTON/Islands In The Stream (RCA)
4	2	3	4	AIR SUPPLY/Making Love Out Of Nothing At All (Arista)
1	1	2	5	BILLY JOEL/Tell Her About It (Columbia)
-	21	12	6	LIONEL RICHIE/All Night Long (All Night) (Motown)
13	10	9	7	P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
17	12	10	8	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)
3	5	6	9	LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
7	7	7	10	SERGIO MENDES/Rainbow's End (A&M)
11	11	11	11	CRYSTAL GAYLE/Baby, What About You (WB)
2	8	8	12	MICHAEL JACKSON/Human Nature (Epic)
25	20	17	13	COMMODORES/Only You (Motown)
-	26	20	14	MANHATTAN TRANSFER/Spice Of Life (Atlantic)
21	17	16	15	JUICE NEWTON/Tell Her No (Capitol)
23	18	18	16	EDDIE RABBITT/You Put The Beat In My Heart (WB)
30	25	19	17	SHEENA EASTON/Telephone (Long Distance...) (EMI America)
18	15	15	18	LEE GREENWOOD/Somebody's Gonna Love You (MCA)
16	13	13	19	RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
-	28	25	20	JARREAU/Trouble In Paradise (WB)
27	23	21	21	BEE GEES/Someone Belonging To Someone (RSO/PolyGram)
-	27	26	22	NAKED EYES/Promises, Promises (EMI America)
BREAKER			23	BILLY JOEL/Uptown Girl (Columbia)
8	9	14	24	JENNIFER WARNES/Nights Are Forever (WB)
-	30	28	25	ANNE MURRAY/A Little Good News (Capitol)
22	22	22	26	KINKS/Don't Forget To Dance (Arista)
BREAKER			27	MICHAEL MURPHEY/Don't Count The Rainy Days (Liberty)
14	19	27	28	PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)
10	16	23	29	RITA COOLIDGE/All Time High (A&M)
BREAKER			30	DEBORAH ALLEN/Baby I Lied (RCA)

N&A Begins On Page 83

AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
2	1	1	1	HEART/How Can I Refuse (Epic)
7	3	2	2	MOODY BLUES/Sitting At The Wheel (Threshold/PG)
12	6	4	3	MOTELS/Suddenly Last Summer (Capitol)
-	23	10	4	PAT BENATAR/Love Is A Battlefield (Chrysalis)
17	11	8	5	BIG COUNTRY/Big Country (Mercury/PolyGram)
1	2	3	6	POLICE/King Of Pain (A&M)
36	18	13	7	RAINBOW/Street Of Dreams (Mercury/PolyGram)
33	12	9	8	GENESIS/Mama (Atlantic)
45	25	18	9	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
8	8	7	10	JACKSON BROWNE/For A Rocker (Asylum)
3	4	6	11	ASIA/The Heat Goes On (Geffen)
9	7	11	12	ROBERT PLANT/Other Arms (Es Paranza/Atlantic)
4	5	5	13	KANSAS/Fight Fire With Fire (CBS)
10	10	12	14	ROBERT PLANT/Big Log (Es Paranza/Atlantic)
25	19	14	15	STEVIE NICKS/If Anyone Falls (Modern/Atco)
16	15	16	16	ROBERT PLANT/In The Mood (Es Paranza/Atlantic)
11	13	15	17	TALKING HEADS/Burning Down The House (Sire/WB)
23	20	20	18	MICHAEL STANLEY BAND/My Town (EMI America)
-	-	38	19	ALDO NOVA/Monkey On Your Back (Portrait/CBS)
37	28	22	20	PETER SCHILLING/Major Tom (Elektra)
-	34	26	21	KINKS/Don't Forget To Dance (Arista)
13	16	19	22	FIXX/One Thing Leads To Another (MCA)
24	24	23	23	QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)
6	9	17	24	STRAY CATS/(She's) Sexy + 17 (EMI America)
14	17	21	25	POLICE/Wrapped Around Your Finger (A&M)
19	21	24	26	DANNY SPANOS/Hot Cherie (Epic)
34	33	29	27	AD/DC/Guns For Hire (Atlantic)
15	22	25	28	LOVERBOY/Queen Of The Broken Hearts (Columbia)
-	46	35	29	DOKKEN/Breaking The Chains (Elektra)
-	60	45	30	MOODY BLUES/Blue World (Threshold/PolyGram)

AOR / ALBUMS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)
1	1	1	1	POLICE/Synchronicity (A&M)
3	2	2	2	ROBERT PLANT/The Principle Of... (Es Paranza/Atlantic)
9	6	5	3	MOODY BLUES/The Present (Threshold/PolyGram)
4	4	4	4	HEART/Passion Works (Epic)
2	3	3	5	ASIA/Alpha (Geffen)
-	-	7	6	MOTELS/Little Robbers (Capitol)
BREAKER			7	PAT BENATAR/Live From Earth (Chrysalis)
5	5	6	8	JACKSON BROWNE/Lawyers In Love (Asylum)
14	11	9	9	BIG COUNTRY/The Crossing (Mercury/PolyGram)
27	15	12	10	RAINBOW/Bent Out Of Shape (Mercury/PolyGram)
-	-	15	11	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
6	7	8	12	KANSAS/Drastic Measures (CBS)
10	9	10	13	STEVIE NICKS/The Wild Heart (Modern/Atco)
17	16	16	14	QUIET RIOT/Metal Health (Pasha/CBS)
13	10	11	15	AC/DC/Flick Of The Switch (Atlantic)
-	-	29	16	ALDO NOVA/Subject (Portrait/CBS)
12	14	14	17	TALKING HEADS/Speaking In Tongues (Sire/WB)
23	17	19	18	MICHAEL STANLEY.../You Can't Fight... (EMI America)
7	8	13	19	STRAY CATS/Rant n' Rave (EMI America)
29	23	20	20	PETER SCHILLING/Error In The System (Elektra)
11	12	18	21	FIXX/Reach The Beach (MCA)
-	25	23	22	KINKS/State Of Confusion (Arista)
8	13	17	23	LOVERBOY/Keep It Up (Columbia)
18	19	21	24	DEF LEPPARD/Pyromania (Mercury/PolyGram)
BREAKER			25	ROMANTICS/In Heat (Nemperor/CBS)
19	18	22	26	DANNY SPANOS/Passion In The Dark (Epic)
-	37	30	27	DOKKEN/Breaking The Chains (Elektra)
16	20	24	28	ELVIS COSTELLO.../Punch The Clock (Columbia)
21	24	25	29	DIO/Holy Diver (WB)
-	27	31	30	HELIX/No Rest For The Wicked (Capitol)
-	40	36	31	BOYS BRIGADE/Boys Brigade (Capitol)
-	34	32	32	CHEAP TRICK/Next Position Please (Epic)
40	35	34	33	BILLY IDOL/Don't Stop (Chrysalis)
-	-	39	34	JOE JACKSON/Mike's Murder ST (A&M)
DEBUT			35	Y&T/Mean Streak (A&M)
20	22	26	36	BILLY JOEL/An Innocent Man (Columbia)
DEBUT			37	PAYOLAS/Hammer On A Drum (A&M)
33	29	35	38	ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)
DEBUT			39	KISS/Lick It Up (Mercury/PolyGram)
34	31	33	40	BONNIE TYLER/Faster Than The Speed Of The Night (Col.)

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