

I N S I D E:

LOW POWER FMS ON THE HORIZON

The FCC prepares to hear a proposal for large numbers of new 10-watt FMs following a drive by **Moody Bible Institute** to launch a low-power religious network.

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PROJECTION FOR SELF-PROTECTION

"While knowing the right answers is important, asking the right questions is absolutely vital."

Norman Goldsmith's tips on proper projection of station sales performance continue with a look at billing history, pricing and inventory, sales staff capabilities, and those unpredictable external factors.

Page 12

THE STATE OF INDEPENDENTS IN THE COUNTRY PLAYLIST WAR

Lon Helton talks to the men and women in the middle of the war for Country playlists: independent promotion people. And they're as upset as everyone else about the current state of affairs.

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PEOPLE IN THE NEWS THIS WEEK

- Alan Lawson PD at WTRR
- Hugh Barr VP/GM at WSYR & WYYY
- Garry Eaves WDBO VP/GM
- Bob Longwell VP/GM at WWKA
- Peter Smyth GSM for WOR

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PURITY IN AOR PROGRAMMING

With many AOR stations converting to CHR and others flirting with CHR crossovers, **Steve Feinstein** finds a group of programmers who are bucking the trend, airing a pure hard rock approach, and defending it in most colorful terms.

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MODERN MUSIC'S INROADS IN AOR

Meanwhile, an "On The Records" survey shows "modern music" comprising 5.7% of the AOR hits in 1981, 11.6% in 1982, and a whopping 28.4% so far this year. Is this trend taking over?

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BOSTON: A/C'S BLOODIEST BATTLEFIELD

An astounding total of seven A/C stations are fighting it out in the Boston market, and **Jeff Green** offers an overview from a safe distance.

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WGCL WINS ONE FROM THE BUZZARD

Joel Denver talks with **WGCL/Cleveland** PD **Bob Travis**, whose station upended perennial champ **WMMS** in the summer book.

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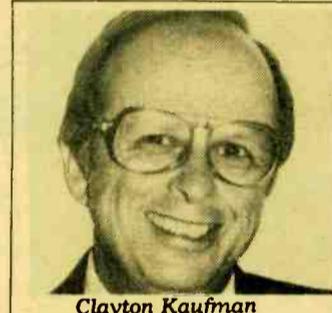
RADIO & RECORDS

LEWIS STEPS DOWN AFTER 14 YEARS

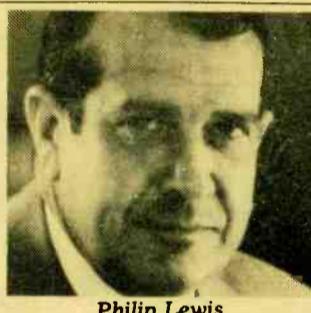
Kaufman Upped To WCCO GM

WCCO/Minneapolis Station Manager **Clayton Kaufman** has been promoted to GM. Kaufman assumes his new position December 1 and succeeds **Philip Lewis**, who will retire but continue as a consultant. Kaufman, who follows **Larry Haeg**

Kaufman started at WCCO in 1951 as a newswriter. After working in several capacities at the station, he became Director of Broadcasting in 1976 and Station Manager in 1982. Kaufman told R&R, "I certainly can say WCCO has been my life, first as



Clayton Kaufman



Philip Lewis

and Lewis, becomes only the third WCCO GM since it was acquired by **Midwest Communications** from CBS in 1952.

In making the appointment, Midwest President/COO **James Rupp** stated, "Phil Lewis, who has been WCCO's GM since 1969, has been a very important part of the station for the past 36 years. We are pleased that he will continue to be associated with WCCO Radio as a consultant."

Rupp continued, "Midwest and WCCO are fortunate to have Clayton Kaufman step in and carry on. His Twin Cities radio experience and dedication to broad programming services will continue WCCO's great broadcasting traditions."

Meier Takes KSTP Helm

KSTP (AM)/Minneapolis General Sales Manager **Scott Meier** has been promoted to GM at the station. He replaces **Al Quarnstrom**, who left to become GM at **KCUE & KWNG/Red Wing, MN.**

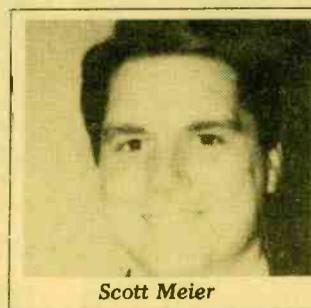
Prior to joining KSTP as GSM two years ago, Meier was VP/Office Manager at **Blair Radio's** Minneapolis office. He was previously Local Sales Manager at **KSTP-FM.**

"I'm very bullish on this type of format," Meier said of the News/Talk programming KSTP

a listener and then in my career. Having the honor and responsibility of being GM of this fine station has to be the ultimate experience. It's a bit awesome to think there have only been two GMs in the last 32 years... it's most fortunate we have the opportunity to maintain a great continuity. I do KAUFMAN/See Page 21

Silver Segues To KMEL PD Post

Jack Silver has been named PD at **KMEL/San Francisco**, transferring from Century sister station **KSHE/St. Louis.** Silver, who became PD at **KSHE** in August, replaces 5½-year **KMEL** programmer **Bobby Cole.**



Scott Meier

adopted in 1981. "We're offering something that's never been done before in this market." MEIER/See Page 21



YBPC CONVENTION HELD IN HOUSTON — The Young Black Programmers Coalition staged its sixth annual convention in Houston last weekend, combining addresses and panels on Black radio issues with a slate of awards. Station Manager of the Year honors were won by **KEZM/Sulphur, LA's** **Patrick Manuel.** AM PD was **WKXI/Jackson, MS's** **Tommy Marshall,** while FM PD was **Brute Bailey** of **WYLD-FM/New Orleans.** Winning AM MD recognition was **Beatrice Evans** from **KJCB/Lafayette, LA;** while her honored FM counterpart was **KKDA-FM/Dallas's** **Terri Avery.** The AM air personality winner was **Dwain Tanner** of **WKXI,** and the FM DJ of the Year was **Tony Brown** of **WYLD-FM.** Pictured at the gathering are (l-r) **KAPE/San Antonio** PD **Tom Poe,** **KNOK/Dallas-Ft. Worth** Promotion Director **Kay Lindsey,** **KRNB/Memphis** PD **Floyd Blackwell,** award-winner **Dwain Tanner,** **WZEN & KATZ/St. Louis** PD **Rod King,** and award-winner **Brute Bailey.** Convention details will appear in **Walt Love's** column next issue.

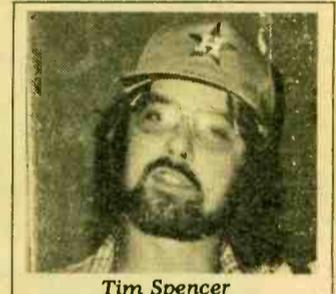
FORMAT SETS JANUARY DEBUT

Spencer Programs "Rock America"

WRQC/Cleveland PD **Tim Spencer** has been named Operations Manager of Satellite Music Network's CHR format, "Rock America," set to debut in mid-January from uplink facilities in Dallas.

SMN VP/Programming **George Williams** told R&R, "Out of all the candidates, we felt Tim would be best qualified to be Operations Manager for Rock America. He and I worked together back in the mid-'70s while he was at **KFWD/Dallas.** Even though he's only 28 years old, he's got over ten years of programming experience, which makes him incredibly knowledgeable and valuable to us." Williams added that the airstaff for Rock America is still incomplete.

Spencer, a native of Dallas, commented to R&R, "It feels very good to be going home to Dallas, coupled with the oppor-



Tim Spencer

tunity to get into national programming. I never thought I'd get the chance to combine the two. My only regrets are that I'm leaving **WRQC** just as the station is about to make a real dent in the Cleveland market."

With Spencer's departure, **WRQC** Operations Manager **Scott Howitt** has added the programming duties to his responsibilities. A 15-year radio veteran, Spencer has also programmed **KISS/San Antonio,** **KTMX/Dallas,** and **KFWD.**

Silver, who worked at **WWCT/Peoria** before joining **KSHE** three years ago, told R&R, "I'm super-impressed by the air staff and management. It's just a matter of exploiting our strengths and diminishing any weaknesses that might pop up, and getting the station to regain its proper place in the market. **KMEL** is already quite distinguished because of the logo, image, and the popularity of the jocks. I'm just going to build on the foundation that's been laid, and make sure that when people think of rock radio in the Bay Area, they think of **KMEL.**"

At **KSHE,** **Gordon Atkins** will split the programming duties with **Shelly Grafman** for the time being. **Atkins,** who had been Asst. PD, is now MD as well as Research Director.

TALKING HEADS

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(Naive Melody)

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| KMJK | KRGV | WFBG | KILE | KBIM |
| WVSR | KTFM | WGUY | WIXV | KSLY |
| K104 | WKDD | WIGY | WBNO | KZOZ |
| WKEE | WGRD | WERZ | WBWB | KIST |
| WKFM | WZPL | WOCM | Y94 | |
| WRCK | WJXQ | OK100 | KYTN | |
| WKRZ-FM | ZZ99 | WJBO | WAZY-FM | |
| KZZB | WHOT | KQIZ-FM | 99KG | |

NEWS/TALK: DROPOUTS vs. NEW RECRUITS

News/Talk is an expensive format to maintain, and the casualties are high . . . but the rewards for new converts can be great. **Brad Woodward** talks to some of the newcomers and some of the dropouts for both sides of the story.

News/Talk

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BARR, EAVES, LONGWELL UPPED

Katz Promotes Three GMs To VP Positions

Katz Broadcasting has upped three of its general managers to VP/GM positions. **Hugh Barr** is now VP/GM of WSYR & WYYY/Syracuse, **Garry Eaves** is VP/GM at WDBO/Orlando, and **Bob Longwell** becomes VP/GM at WWKA/Orlando.

Commenting on the promotions, Katz Broadcasting President **Dick Ferguson** stated, "Hugh, Garry, and Bob have made outstanding contributions to Katz's leadership position in the radio business. The impact their stations have had on their respective communities and on our company has been significant and positive. The presence and input of these three executives will be a critical factor in Katz Broadcasting's aggressive growth plans for 1984."

Barr has been with the Syracuse stations

since November 1978, after serving as VP/GM of Golden West's WCAR-AM & FM/Detroit. Eaves was GM at WBZZ/Pittsburgh and Sales Manager of WNAP/Indianapolis before joining WDBO in February of this year. Longwell joined WWKA last December from WHYT/Detroit, where he was VP/GM; earlier he was GSM and National Sales Manager at WRIF/Detroit.

TRANSACTIONS

Booth American Sells WIOU & WZWZ

Booth American Co. has sold WIOU & WZWZ/Kokomo, IN to Kokomo Community Service Radio for \$1.55 million, subject to FCC approval. WIOU operates on 1350 kHz with 5kw days, 1kw nights. WZWZ has 3kw and an antenna height of 340 feet on 93.5 MHz.

David Keister is President of Kokomo Community Service, which also owns WMCB & WCBK/Martinsville, IN and WCHO-AM & FM/Washington Court House, OH.

Other properties of Booth American are WRBR/South Bend, IN; WJLB/Detroit; WSGW & WIOG/Saginaw, MI; WSAI-AM & FM/Cincinnati; WZZP/Cleveland; and WTOD & WKLR/Toledo.

Blackburn & Co. brokered.

WTTR GEARS UP

Lawson To Program New Baltimore Rocker

Alan Lawson, MD at Portland AOR KRCK, has been named PD of WTTR/Westminster, MD, which is gearing up for an assault on the nearby Baltimore market. The station will switch its format in January from Beautiful Music to what sources indicate will be a contemporary rock approach.

WTTR GM **Ken Stevens** told R&R, "I was looking around for someone to fill the specific needs we have here — building a station from scratch. Alan's track record, in both AOR and CHR, makes him ideal: someone who can help us research the market, improve our facility, get on the air, and be competitive. His background is ideal for setting up a new operation." Stevens added

that much technical work, including increasing the tower height, modifying the antenna, and bringing in new equipment is planned for WTTR.

Lawson is a 15-year Portland radio veteran, working at KRCK (and its former identity, KYTE), KPAM, KISN, KGON, and KINK, in addition to a year and a half at KIMN/Denver. He told R&R, "As well as the opportunity for the company to be a strong competitor in Baltimore, it's a great personal opportunity for me to be a part of building a first-class radio station. We have some ideas, but at this point haven't nailed the format down." Lawson added that the call letters will be changed, and a new tower site is being sought.



SCHOOL SPIRIT SPELLED "14K" — When 14K (KELI)/Tulsa ran a Pepsi School Spirit contest, over 2.5 million entries poured in from high schools bidding to win a free dance (with a live band and free Pepsi) plus a computer for the school. The station, unprepared for the deluge of cards, called in the Marines (and the Red Cross and Fire Department) to help count the entries, and afterward arranged the cards into a reasonable facsimile of the 14K logo. Pictured around the millions of cards are (l-r) 14K Sports Director Voight Spalding, MD Dave Michaels, air personality Beaver Cleaver, PD Mel Myers, and air personality Bo Chase.

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KZEL Sold By Jayar

Jayar Communications has sold KZEL/Eugene for \$1.05 million to Mr. & Mrs. **Mike Pappas**, pending FCC approval. The Pappases presently own 35% of KTRB & KHOP/Modesto. Jayar retains KZEL's AM sister station KBDF, while Jayar co-principal **Peter Townsend** is a part-owner of KNWZ & KEZY/Anaheim as well.

KZEL broadcasts over 96.1 MHz with 100 kw and an antenna height of 870 ft. **Blackburn & Co.** was the broker.

Smyth Named GSM At WOR

Drawing from within its own ranks, RKO has selected **Peter Smyth** as GSM at WOR/New York, filling a vacancy created by the resignation of **Milt Mellinger**. Smyth joins the station from WROR/Boston, where he was Local Sales Manager in 1977-78 and was promoted to GSM in 1979.

WOR VP/GM **Bob Biernacki** said Smyth led an "outstanding" sales effort at WROR, qualifying him for the move to WOR, which he described as "easily the most complex station in America. There are 50 different entities and people to sell." Biernacki said he was also impressed with Smyth's financial education and background as an analyst for Nestle Co.



Peter Smyth

Smyth noted the differences in selling CHR-formatted WROR and Talk-formatted WOR. "In Boston we market the 18-34 young adult while in New York we target the 35-64 adult. To position a WOR is a boutique operation. Its listenership is over two million different people a week." Smyth said one of his first projects will be the creation in December of a five-member retail group to target "anyone without an agency."

JEFF & JER



(The Jeff & Jer comic strip is now a weekly feature in the Entertainment section of the Detroit Free Press).

IT'S PEANUTS . . . IT'S BLONDIE . . . IT'S JEFF & JER — WMJC/Detroit's morning team of (Jerry) St. James and (Jeff) Elliott, in a co-promotion with the Detroit Free Press, are writing their very own comic strip, which runs in the paper on Fridays (separate from the other cartoons). Created by WMJC GM **Richard Yankus** and illustrated by local ad agency artist **Pat Byrnes**, "Jeff & Jer" has been seen by Detroit readers for the past three months. WMJC promotes the newspaper during the morning show and also pays the Free Press a nominal fee for the space.

Washington Report

Station Seller Denied \$10,000 FCC Fee Refund

The FCC still has some problems left over from the 1976 court decision that struck down its practice of charging application fees and ordered refunds of fees previously paid. In 1972 Hocking Valley Broadcasting paid a \$10,500 fee for selling WHOK-AM & FM/Lancaster, OH to WHOK, Inc.

Although Hocking Valley paid the fee, the FCC sent the refund check to WHOK, Inc., the new owner. Hocking Valley fought that ruling and lost in three successive staff decisions, which have now been confirmed by the FCC. The Commission based its ruling on a careful reading of the sale contract for the stations. It said the new owner was entitled to the fee because the contract assigned all rights and assets to WHOK, Inc. "except bank accounts and cash on hand."

Texas, Oklahoma Laws Face Supreme Court Test

Oklahoma's ban on alcoholic beverage advertising is "plainly unconstitutional," according to NAB, NBC, CBS, and ABC. They've filed a friend-of-the-court brief asking the Supreme Court to overturn the ban, which was upheld by an appeals court.

In another case, NAB is asking the Supreme Court to sustain a lower court ruling that prohibits Texas from forcing broadcasters to offer the lowest unit rate all year for both candidates and issue advertising. NAB favors applying federal law, which requires the lowest rate only for candidates during campaign periods.

Community Broadcasters Wins New Miami AM

After considering new evidence, the FCC Review Board has granted Community Broadcasters the right to build an AM station in Miami to replace United's defunct WFAB. The original winner in the four-way contest, New Radio America Broadcasting, later withdrew after charges were leveled that it made misrepresentations to the FCC.

Community won out over Dadeland Broadcasting and New Continental Broadcasting because it has the highest percentage of minority and female ownership that will be involved in fulltime management of the new station. The Review Board said runner-up New Continental failed to prove its charge that Community violated FCC rules by not reporting that the owner's husband had become a part-owner and manager of WOCN/Miami.

U.S.-Canadian AM Pact Gets FCC Okay

A new AM broadcasting agreement between the United States and Canada has won the FCC's approval. But it won't take effect until Canada signs off, which U.S. officials hope will happen by the end of November.

Until Canada gives formal approval, daytimers won't be able to use their new extended hours, which are one feature of the agreement. Other terms of the pact include nighttime power of 1kw of Class 4 AMs, new fulltime stations on Class I-A clear channels within 650 miles of the border, and full, wide-area protection for 16 Alaskan stations. The FCC says it won't accept any applications relating to the Class 4 and clear channel provisions until it has a chance to revise its own rules.

Suburban Radio Group Gets Congressional Relief

The FCC authorization bill passed last week by Congress includes an amendment designed to prevent the Suburban Radio Group from having to sell one of its stations. Suburban ran afoul of the rule banning combinations of three or more stations if any of the primary signals overlap two of the stations and are within 100 miles of each other.

When the rule was adopted in 1979, existing combinations were "grandfathered." But making a technical change in any of the stations would mean loss of that protected status.

Suburban had such a "grandfathered" group with North Carolina stations WPEG & WEGO/Concord, WCGC/Belmont, and WSVM/Valdese. Having raised WPEG's power in June, however, Suburban faced the prospect of being forced to sell one of the stations to break up the prohibited combination.

But the bill passed last week contains language inserted by Rep. Jim Broyhill (R-NC) to stop "grandfathered" exemptions from being taken away "solely by reason of changes made in the technical facilities of the station to improve its service."

Big Band Fans Carry On WEAM Format Fight

Enthusiasts of the Big Band format on WEAM/Washington haven't given up their fight to block Thomas Broadcasting from selling the station to Cardinal Broadcasting. The new owners announced they would change the format. But a citizen's group's petition to deny the sale was turned down by the FCC staff on October 18.

Now the Committee to Save WEAM has asked the full Commission to take a look at the case. It alleges lack of candor and multiple ownership problems stemming from involvement by former WHFS/Washington principal Jake Einstein in the purchase of WEAM and in ABW Broadcasting's recent purchase of WHAY & WLOM/Annapolis, MD.

Other Key Developments:

- A petition to deny renewal to Metroplex's WHYI(Y100)/Ft. Lauderdale on grounds of sex discrimination was set for FCC action this week (11-23).

- RTNDA has shifted the dates of its 1984 conference in San Antonio to Wednesday through Friday, December 5-7. Previously planned dates were December 3-5.

- The order making Global Broadcasting Group the interim operator of WHBI/Newark has been challenged in the U.S. Court of Appeals by the competing applicant, Newark Radio Broadcasting.

- A Review Board decision to deny Faith Center, Inc.'s license for KHOF/Los Angeles has been upheld by the Commission. It cited Faith's refusal to take part in the renewal process on grounds of unconstitutional interference in its religious beliefs. The original issue in the case was allegedly fraudulent over-the-air fundraising.

- FCC Chairman Mark Fowler says his new legal assistant Janice Obuchowski, will also take over the duties of Kalman Schaefer, who recently resigned as Assistant/International Communications.

TRANSLATORS BOOMING

FCC Readies Proposal For Low-Power FM Service

A proposal to create a new class of low-power FM stations limited to ten watts is expected to go before the FCC in the next few months. The service has been proposed by Moody Bible Institute, which is interested in satelliting the religious programming of WMBI/Chicago to a nationwide network of low-power FM stations.

Deputy Mass Media Bureau Chief Jeff Baumann says the staff is now finishing up a Notice of Proposed Rulemaking (NPRM) based on Moody's proposal. "It's hard to believe they can't find some public interest benefits in some form of low-power FM service," says Baumann. He predicts an FCC vote to seek comments on the proposal in the first three months of 1984. But he says a prime concern is whether the Commission has the staff and facilities to handle a possible tidal wave of new applications.

Moody wants to create the low-power FMs by expanding the use of FM translators, which are now restricted to rebroadcasting FM signals at one watt east of the Mississippi and ten watts in most of the West. They must pick up the originating station off-air.

Moody proposes power of ten watts nationwide and permitting local program origination or feeding the low-power FMs by satellite or microwave.

Applications Pour In

Even with their present restrictions, FM translators have sparked growing interest lately. Commission officials estimate there are 850 translators in operation and an equal number authorized but not yet built.

In the last month, however, 325 translator applications have arrived at the FCC. About half were filed by Community Translator Associates, a firm owned by Edward M. Johnson, a broadcast consultant based in Knoxville, TN. Johnson is well

CONGRESS CLEARS FCC BUDGET

Black Congressmen Attack Fowler's EEO Record

FCC Chairman Mark Fowler was blasted for making the Commission "a white man's paradise" last week by members of the Congressional Black Caucus. The attack was led by Reps. Mickey Leland (D-TX), Parren Mitchell (D-MD), and Julian Dixon (D-CA).

They excoriated Fowler's EEO effort for broadcasters and for the FCC's own staff during House debate on a bill authorizing the FCC's budget for the next two years and giving an extra \$70 million to public broadcasting over the next three years. The bill passed and is now awaiting President Reagan's signature.

Leland accused Fowler of being "totally insensitive to the concerns and needs of all but large corporate entities and other well-heeled interests. The Commission's record on EEO enforcement in the communications industries is abysmal." Minority employment in senior FCC positions is "almost non-existent," he charged.



Mickey Leland

Noting that Fowler, as a Florida disc jockey, was known as "Madman Mark," Leland commented, "Gainesville will be happy to know that he has lived up to that nickname here in Washington." Rep. Mitchell was even harsher, calling Fowler "an arrogant dictator" and "the most obstinate, irascible, uncooperative individual that serves in this administration... I think this man is a disgrace and should not even be in that position."

One Commission official called the

known for his tactics of flooding the FCC with applications.

It costs an estimated \$5000-\$10,000 to build a translator. Operators must get permission from the station whose signal they rebroadcast and they're allowed to offset expenses by airing one 30-second announcement per hour to solicit donations or acknowledge contributions. The spots aren't supposed to generate a profit.

Long-Distance Competition

Some broadcasters are becoming alarmed at the competitive threat translators pose. They can siphon off listeners, as well as allow distant stations to come into the market to sell advertising. For instance, one of Johnson's applications calls for retransmitting a Los Angeles signal into the Las Vegas market. In another case, Outlet's KIQQ/Los Angeles opposes Johnson's bid to locate a translator in Bakersfield to rebroadcast the signal of KFYE/Fresno. KIQQ says its coverage in Bakersfield would be ruined.

At the same time, broadcasters can also use translators to their own benefit. FCC rules allow stations to employ translators (called boosters if they're on the same frequency as the station) to extend their coverage into nearby communities that don't fall within any station's primary contour. Translators can also be used to fill in coverage gaps, such as those created by mountains.

charges "rhetoric" and pointed to new recruitment efforts on black college campuses in search of FCC engineers and attorneys.

28 Slots For FM Processing

The bill passed last week authorizes \$91.2 million in each of the next two years for the FCC. But an appropriations bill also awaiting the President's signature contains a lower figure of \$86.4 million. That will provide 79 extra employees for the agency, including 23 to process FM drop-in applications under Docket 80-90 and five to help clear out general FM backlogs.

Much of last week's House debate focused on fiscal mismanagement at National Public Radio (NPR). Republicans cited NPR's problems as they fought a losing battle to trim the supplemental appropriation for the Corporation for Public Broadcasting.

Telecommunications Subcommittee Chairman Tim Wirth (D-CO) conceded there had been "fundamentally lousy management practices" at NPR but he said "a clean break has been made with the past."

And Commerce Committee Chairman John Dingell (D-CO), who promised hearings on NPR's problems next year, pointed out that the bill prevents any of the extra funds from going to NPR "unless it has its financial house in order."

WESTWOOD ONE **1** W RADIO NEWS

VOLUME 1 America's Number One Producer of Nationally Sponsored Radio Programs, Concerts and Specials November 25, 1983

WW1 Records The Hagar, Schon, Aaronson & Shrieve Band Live

LOS ANGELES — On the heels of securing exclusive international radio broadcast rights to the historic Ronnie Lane/ARMS benefit held recently in London, Westwood One sent its Concertmaster mobile recording studio to Northern California last week to record a one-time-only series of concerts by the Hagar, Schon, Aaronson & Shrieve Band.

Westwood One is now producing an exclusive 90-minute radio concert special featuring the quartet and will make the program available to radio stations after the first of the year. Additionally, Geffen Records has tentatively set a February release date for a live album of material recorded during the Northern California shows.

Sammy Hagar (guitars, vocals), Neal Schon (Journey guitarist), Kenny Aaronson (ex-Billy Squier, ex-Rick Derringer bassist) and Michael Shrieve (ex-Santana, ex-Novo Combo drummer) performed hot all-new material, most written by Hagar and Schon. Proceeds from the concerts are to go to San Francisco Bay Area school districts for sports and musical equipment purchases.

According to a spokesperson for Nightmare Productions, Journey's management and production company, Hagar and Schon have been friends for quite a long time and have often talked about joining forces for a project such as this. But, for a variety of reasons, the timing wasn't right until now. The spokesperson added that there are no plans to take this project beyond this tour, that each of the four bandmembers will resume their respective careers when the tour's over.



DAVID BRENNER GETS DEMENTED WITH DR. DEMENTO — Popular comedian David Brenner recently stopped by Westwood One's studios in Los Angeles to make a special guest appearance on "The Dr. Demento Show," which the company produces and distributes to more than 150 great radio stations worldwide. Among the topics discussed was Brenner's just-released debut comedy album, *Excuse Me, Are You Reading That Paper?*, and the book on which the album's based, *Soft Pretzels With Mustard*. The program airs during the week of Monday, November 21. Pictured are (from left): David Brenner and Dr. Demento.

Westwood One Clears 250+ Stations For Asia Simulcast

LOS ANGELES — Westwood One has cleared more than 250 radio stations to carry its live-via-satellite broadcast of Asia's "Asian Invasion" concert December 6 at the Budokan in Tokyo, according to Norm Pattiz, Westwood One president.

That's believed to be the largest number of radio stations in pop music history to be lined up for a live-via-satellite concert simulcast, Pattiz noted.

To set the stage for the historic live broadcast, Westwood One will be supplying its "Asian Invasion" stations with 60-second reports during the week prior

to the event. The special reports will cover preparations in Tokyo for the concert as well as comments from Asia bandmembers Steve Howe, Carl Palmer, Geoff Downes and Greg Lake, who'll make his worldwide debut as a member of the group during the Budokan engagement.

And during the hour preceding the December 6 show, which gets under way at 8 p.m. Pacific Standard Time, internationally-popular Westwood One Air Personality Mary Turner will be presenting live commentary on the final preparations at the Budokan.

The December 6 show is one of the three Asia concerts there to be recorded by Westwood One. Performances from the Budokan will be featured early next year in a special installment of Westwood One's "In Concert" series, as part of Asia's exclusive concert commitment to Westwood One.



WESTWOOD ONE RECORDS McDONALD & NEW BAND FOR "IN CONCERT" — Westwood One's 24-track Concertmaster mobile recording studio was recently on hand at the Universal Amphitheatre to record the first solo performance in Los Angeles by former Doobie Brothers member Michael McDonald and his new band (Edgar Winter, keyboards/sax; Robben Ford, guitar; Willie Weeks, bass; Brian Mann, keyboards; George Pirilli, drums, plus backing vocalists Maureen McDonald, Kathy McDonald and Amy Holland McDonald). The performance, part of McDonald's debut tour as a solo artist, will be featured soon on Westwood One's "In Concert," heard on more than 350 U.S. radio stations. Pictured backstage after the show are (from left): Richard Kimball, Westwood One vice president/artist relations; Mary Turner, Westwood One air personality; McDonald; and Norm Pattiz, Westwood One president.

WW1 Expands Mobile Recording Division

LOS ANGELES — Westwood One is expanding its mobile recording division to include a new state-of-the-art mobile studio to be based in Cleveland, complimenting the half-million dollar, West Coast-based Concertmaster mobile studio the company already has in operation.

The Cleveland-based mobile studio is being designed and built by renowned engineer Arnold Rosenberg, who will also oversee the studio's operations and helm its crew. While the West Coast-based mobile studio will concentrate on covering the territory west of the Rockies, the new mobile studio will mainly cover points east, north and south.

Rosenberg until a few months ago was a principal in the Recording Connection, Inc., a two-studio facility he designed and built four years ago. Rosenberg also built and helmed the Recording Connection's 24-track Roadmaster II mobile recording studio, which was frequently contracted by Westwood One to record acts at times Westwood One's mobile studio was being pressed into service elsewhere.

The expansion of Westwood One's mobile recording operations to include two studios, each manned by a full engineering crew, makes it possible for the

company to record two acts in different corners of the country simultaneously.

"We did a lot of business with Arnie when he was with the Recording Connection," comments Westwood One President Norm Pattiz, "and when he became independent, the timing couldn't have been better for us. For fewer than the dollars we've been spending to rent other facilities, we can own our second new mobile recording studio, and have it run by people we already have a good working relationship with. They're among the best in the business. And with a commitment to record more than 200 concerts during the next year, this just seemed like a natural."



THE STONES ROLL FOR TURNER — In what will be their first national radio interview since the release of their *Undercover* LP, The Rolling Stones will be featured in a two-hour, two-part "Off The Record" special with host Mary Turner during the weeks of Monday, December 12 and Monday, December 19. Turner spent the better part of a week in London conversing with the band about their new album, new videos, new record company affiliation, future solo projects and much more. "Off The Record" with Mary Turner is heard on more than 300 great radio stations in the States, Canada, Australia and New Zealand, as well as worldwide via Voice Of America and Armed Forces Radio.

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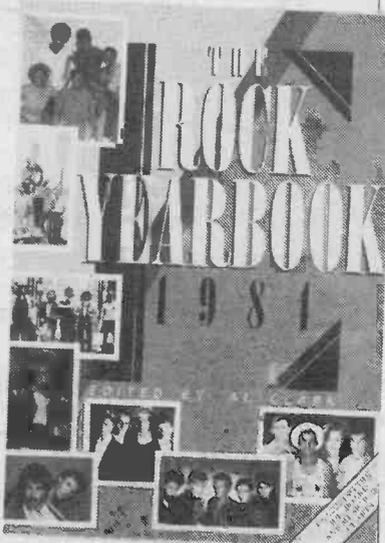


Rock: The Year In Review

The "1984 Rock Yearbook" is a great toy for music junkies. Editor **Al Clark** has jammed this year's rock music profile with tons of information on people most Americans rarely get to read about. Without having seen all of the year's music books, it seems fairly safe to say that this is the only one featuring multiple reviews of LPs by the **Poison Girls** and **Eyeless In Gaza**.

For everyone else, Clark's book is still one of the most useful volumes available. Besides rock record critiques, the yearbook contains review articles on most musical subgenres including reggae, folk, blues, and an article on electronic rock that delves deeper than **Ultravox** and the **Eurythmics**. Among the other offerings are British and American top 20 charts for the previous year, a rock calendar, video reviews, profiles of the year's most popular acts in both countries, and quotes of the year (aptly subtitled as a "foot-in-the-mouth time for the famous").

Although the "Rock Yearbook" probably isn't the only reference



book you'll need for American rock, it's among the best single volumes on British music available — especially for bookers and music directors dealing with an increased stream of product from abroad. The paperback retails for \$13.95; publication by **St. Martin's Press** is scheduled for December 6.

Body Wealth



Take care of your body. It's worth more than you think — biochemically speaking. According to **American Health** magazine, our bodies are rich in rare biochemicals, a currently burgeoning market. For starters we're carrying collagen, which sells at close to \$200 per ounce. Then there's myoglobin, a muscle protein worth \$2500 a gram. And cholesterol earns up to \$500 on the market. So don't worry about ever being flat broke; you can always fall back on your body assets.

The Staple Zingers

The electric stapler isn't a new invention. It possibly goes as far back as the electric can-opener and all the other "better living through increased wattage" gadgets of the late '50s. What is new is the computer-age stapler. According to **USA Today**, **Swingline** has just introduced the electronic "Swingline 5000." The device can hold 5000 staples and is powered by a microchip, which determines when paper has been inserted. The Swingline 5000 sells for \$59.95. For that price, the company says, you won't have to worry about refilling your stapler more than twice a year.

Punk Rocks

You remember "Pet Rocks," right? Now there's the "Punk Rock." Nicknamed the "rock with the mohawk," the Punk Rock features its own version of the **Mr. T** haircut in red, green, or purple. To complete the look, the three-dollar rock also wears the de rigueur wraparound shades.

DISHING UP PROFITS

Satellite Radio Seminar Slated

Waters & Co. and **Phillips Publishing, Inc.** are sponsoring a two-day conference in Washington, DC next month entitled, "Make Money With Your Dish." **Waters & Co.** President and seminar leader **Dennis Waters** says that satellite technology gets shortshrift at most other meetings. To answer the need for more information, as well as examining the concept of satellite networking, Waters promises discussions on subcarriers, network compensation, future costs for local telephone loops, and moneymaking opportunities. Among the guest speakers are **Starfleet Blair** President **Sam Kopper**, **ABC Radio Network** VP **William Battison**, **Bonneville Broadcasting System** VP/Manager **Jeffrey Mathieu**, and **Wold Communications** President **Gary Worth**.

The meeting will be held December 5-6 at the Sheraton-Carlton. More information is available from **Vicki Schellhase** at (301) 986-0666.

World Hunger Media Awards Announced



Earlier this week, the 1983 World Hunger Media Awards recipients were honored in a ceremony staged at the United Nations. Best radio coverage of world hunger issues went to **National Public Radio's Dan Zwerdling** ("Agricultural Series"), **AP's Ira Dreyfuss** ("Hunger in America") and **WGN/Chicago's Eddie Schwartz**

("Food Drive"). All told \$100,000 in prizes was presented; the other media categories included magazine, newspaper, book, and television. The World Hunger Media Awards were established in March 1982, by **Kenny and Marianne Rogers**, to recognize those individuals who have brought the world hunger problem to public attention.

TO PRODUCE "VISUALOGRAPHY"

AIP, Unicorn Enter Joint Venture

Unicorn Productions, Ltd., a producer of music visuals for videodiscs and tapes, has acquired **Audio International Productions, Ltd.**'s complete library of recorded materials. The catalogue, which contains the work of nine platinum and 64 gold-certified artists, is being used as a foundation to produce videotapes and discs for the worldwide market.

As part of this joint venture **Edward Hawkins**, Unicorn's Chairman of the Board of Directors, states the firm will be producing "visualography." The term, which has been service marked, is said to cover all visualization forms: from two and three-dimensional to holography. Performers' videos will also be created, written, and produced in three to four different versions to meet the specific needs of the different national/international regions.

Unicorn also plans to establish a program for discovering new artists as well as producing visuals under contract for other recording com-

panies and supplying music software to the international video jukebox industry. First releases are expected shortly. For more information contact **Edward Hawkins** at (303) 695-6890.

Cronkite Cuts LP

Dan Rather may have **Walter Cronkite's** old job, but does he have a hit record? The veteran broadcaster who led **CBS News** through the '60s is now on vinyl as narrator of the **CBS Records** release, "The Way It Was: The Sixties." Now available, the two-record set features Cronkite recapping "the sounds of the '60s."

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Source: Arbitron Summer 1983 (St. Louis, Spring 1983),
Persons 12+ TSA Curve, 6 AM—Mid. Mon—Sun.

Networks/Program Suppliers

MUSIC FEATURES

Mutual

"Dick Clark's Fantasy Christmas Party" (December 17-18)
 "The Oak Ridge Boys/Eddie Rabbitt" (December 17-18)

Lee Arnold On A Country Road:

Oak Ridge Boys concert w/Ronnie Milsap, Don Williams, Mel Tillis (December 10-11)

Rock USA:

Bad Company's Paul Rodgers/Fixx/Neil Schon/Sammy Hagar/Gilda Radner (December 10-11)

Narwood

Country Closeup:

Johnny Cash, Pt. II (December 12)

Music Makers:

Nelson Riddle (December 12)

NBC

Source:

John Lennon: A Day on the Radio (December 9-11)
 Culture Club concert (December 16-18)

Radioscope

(Lee Bailey):

Michael Jackson/Commodores (December 5-9)
 Dazz Band/Ernest Harden (December 5-11)
 Kool & Gang/James Ingram/Klique/Melba Moore/Jeffrey Osborne (December 12-16)

RKO Networks

Captured Live (PG Prod.):

Aldo Nova (December 17)

Countdown America w/ John Leader (IS INC):

Rick Springfield spotlighted (November 26-27)
 Hall & Oates spotlighted (December 3-4)

Hot Ones (IS INC):

Motels (December 5)

Solid Gold Saturday Night (Dick Bartley):

Bobby Rydell (December 10)
 Donovan (December 17)

Rolling Stone Magazine Productions

Guest DJ:

Paul Stanley of Kiss (December 12)
 Producer George Martin (December 19)

Kris Stevens Enterprises

"12 Hours of Christmas" (Christmas '83)

Syndicate It, Inc.

Radiorobics w/Jayne Kennedy (daily)

Tuesday Productions

"This Is Christmas" (December)

United Stations

Dick Clark's Rock, Roll & Remember:

Neil Sedaka (December 9-11)

The Great Sounds:

Toni Arden (December 9-11)

Hot Rocks:

Fixx (December 9-11)

Solid Gold Country:

Tammy Wynette (December 9-11)

Weekly Country Music Countdown:

Gail Davies (December 9-11)



PLANT'S DJ STINT — Singer Robert Plant doubled as DJ recently on Rolling Stone's "Guest DJ" series. Scheduled for broadcast after Thanksgiving, the special segment spotlights some of Plant's favorite songs. He's pictured here with the program's producer Dan Formento (l).



HUEY LEWIS MAKES NEWS — "The Hot Ones" recently spotlighted Huey Lewis and the News. Among other topics, Lewis discussed the group's new LP "Sports." Enjoying the sport of picture posing are (l-r) Lewis and IS INC's Conni Gordon.



WFIL REUNITES WITH CLARK — Since WFIL/Philadelphia was once the home of a DJ named Dick Clark, it makes sense that the station would add United Stations' "Dick Clark's Rock, Roll & Remember" to the lineup of its new Oldies format. Pictured shaking on the deal are (l) WFIL PD Jay Meyers and US Account Executive John Kane.

Watermark

Soundtrack of the '60s:

Dave Clark/Glenn Yarborough/Rolling Stones Rock and Roll Circus" (December 10-11)

Westwood One

Budweiser Concert Hour:

Lakeside (December 9-11)
 Kool & the Gang (December 23-25)

Dr. Demento:

"Couch Potato" Robert Armstrong interviewed (December 9-11)
 Salute to winter (December 16-18)

In Concert:

Judas Priest (December 9-11)

Off The Record Specials:

Huey Lewis and the News (December 9-11)
 Stevie Nicks (December 16-18)

Rock Album Countdown:

Quiet Riot/Saga (December 9-11)
 John Cougar Mellencamp/Big Country (December 16-18)

Rock Chronicles:

Rock auditions (December 9-11)
 Previous jobs (December 16-18)

Special Edition:

Herbie Hancock (December 9-11)
 Kool & the Gang (December 16-18)

Clayton Webster

Country Calendar:

Lacy J. Dalton (December 12)
 Teddy Gentry (December 13)
 Billy Swan (December 14)
 Songwriter Wayne Carson (December 15)
 Mel Tillis (December 16)
 Songwriter Michael Henry (December 17)
 Earl Thomas Conley (December 18)

Rarities:

Chuck Berry (December 12)
 Bobby Boris (December 13)
 Bob Seger (December 14)
 Squeeze (December 15)
 Foghat (December 16)

Retro Rock:

Black Sabbath (December 12)

Continuum Broadcasting

Don & Deanna On Bleeker Street:

Herbie Mann/Dr. John/Dave Brubeck (December 9-11)
 Joan Baez/Pete Seger/Tom Rush/Donovan (December 16-18)

Global Satellite Network

Rockline:

Genesis (December 12)
 "Rocklines: Greatest Moments on Rockline" (December 26)

London Wavelength

BBC Rock Hour:

Duran Duran (December 11)
 Paul McCartney (December 18)

BBC Special:

Rolling Stones at the Beeb (December 1-20)

College Concert Series:

Big Country (December 11)
 Squeeze (December 15)

Rock Over London:

UB40 (December 20)
 Marilyn (December 27)

NEWS & INFORMATION FEATURES

ABC

Information Net:

What tools to carry in car/snow tires on "John Stossel Consumer Lookout" (November 26-27)

Rock Net:

"Lifelines" features author Stephanie Winston, who talks about organizing shopping/greeting card lists for the holidays (Fantini Prod.) (Week of November 28)

"Rocknotes" w/Pat St. John: 7-part interview with 38 Special guitarist Jeff Carlisi, who talks about the group's new LP, single, and songwriting (November 28-December 4)

CBS

Newsmark (November 25)

RadioRadio:

Actor Beau Bridges/actress Bonnie Bedelia/actor Charlie Sheberr/Richard Carpenter/Melissa Gilbert on "Kris Erik Stevens — In Touch" (November 28-December 4)

Clayton Webster

Jack Carney Comedy Show:

Christmas (December 12)

Joe Piscopo At Large:

Ian Burma & E Street Band's Clarence Clemons (December 5)

Clarence Clemons w/Joe (December 6)

"One Life To Cheat" (December 7)

Abe's holiday gift (December 8)

Black Sabbath w/Joe (December 9)

B-17 Syndrome: dissecting America w/Ted Koppel (December 11)

Sporting News Report:

Rick Carey/John Mecom/Kenny Stabler/Gus Hoefling/Gil Brandt (December 5)

Mutual

"The Billy Packer — Al McGuire Show," a daily five-minute college basketball program, debuts (November 28)

Narwood

Minding Your Business:

Unlisted market guide (November 28)
 Foiling computer phone thieves (November 29)

Pocket quote/mid-sized companies (November 30)
 Business entertainment/tax planning (December 1)
 Donating stocks to charity/Cifford Trusts (December 2)

NBC

"Eugene, Oregon" w/Dan Blackburn examines layoffs, overall recession, coping (Week of November 28)

Professional Rodeo Network

Coverage of the National Finals Rodeo in Oklahoma City (December 3-12)

Progressive Radio Net

Computer Program:

Computers in elementary schools/small businesses/portable computers/word processors (Week of November 28)

Laugh Machine:

Rodney Dangerfield/Kip Adotta/Gallagher/Rick Little/Robert Klein (Week of November 28)

News Blimp:

Air piracy/obsolete nuclear subs/sextist rock videos/gambling addiction (Week of November 28)

Sound Advice:

Speaker placement/acoustic feedback/headphones/out-of-phase systems (Week of November 28)

Riches, Rubinstein & Radio

"Rumble Fish" radio news kit featuring soundtrack music, movie clips, and interviews with Matt Dillon, Diane Lane, Francis Coppola, et al. (Now thru December)

Westwood One

Spaces & Places:

Do you need a personal computer (November 25-27)

Choosing the right doctor (December 2-4)

Tellin' It Like It Was:

Slaves & Civil War/Karamu Theater for black actors (November 25-27)

10-part series on black inventors, designers/Benjamin Banneker (December 2-4)

PEOPLE

• **Don Chevrier, Fred Wymore,** and **Mike Barry** are teamed as **ABC Direction Network** anchors for **ABC Radio Sports** coverage of '84 Winter and Summer Olympic games. In other activity, the **ABC Rock Radio Network** plans to present a series of live concerts in 1984. "Supergroups Live"; a March debut is set.

• **Ronnie Milsap** and **Lee Arnold** share host duties on **Mutual's** "Country Music Countdown 1983." Arnold is also hosting the Christmas music special, "The **Oak Ridge Boys** and **Eddie Rabbitt**." And **Dick Clark** will emcee another yuletide offering, "Dick Clark's Fantasy Christmas Party."

• Decathlon gold medalist **Rafer Johnson** is host of "The Rafer Johnson Report." It's a 2 1/2-minute weekday radio program that takes a behind-the-scenes look at the 1984 Olympics. Houston-based **Starstream Communications** distributes the show.

• **Follow Up:** The **Starfleet** name will be retained following its sale from **John Blair Co.** to President **Sam Kopper (R&R 11-11)**. All staff members stay on board as well.

• **Kris Erik Stevens** serves as host of "The 12 Hours of Christmas."



Rafer Johnson



FOR THE RECORD:

Rick Dees

United Stations has acquired the "**Rick Dees** Weekly Top 40" countdown show. The four-hour program, currently running in nine of the top ten markets, will now be offered exclusively by **United Stations**.

1983	DECEMBER
2-4	★ BUDDY RICH
9-11	★ TONI ARDEN
16-18	★ ARTHUR PRYSOCK
23-25	★ EDDIE FISHER
30- Jan. 1	★ GUY LOMBARDO

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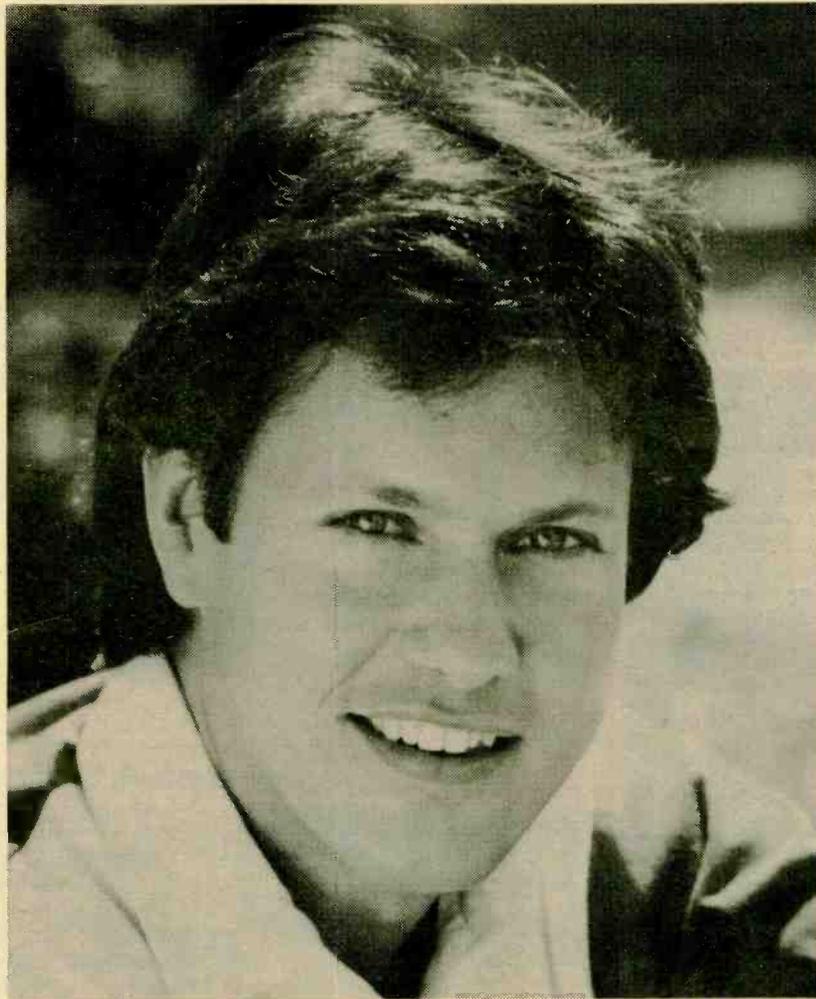
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WPST's GHOULISH FRIENDS — WPST/Trenton took over a 300-year-old house which was "refitted" with various ghouls, ghosts, and features like an upside-down room and a "blood bath." \$29,350 was raised during 16 days and donated to the Bucks County, PA Easter Seals. Pictured (l-r) are Haunted House staffer and Station Manager Tom Taylor.



KEYN-FM HAUNTED HOUSE SCARES UP \$4500 — This is the second year KEYN-FM/Wichita has had a haunted house to benefit the local Jaycees. Shown (l-r) are newsman Mark Elliot, and air personalities Barry Hill, PD Ron Eric Taylor, Tim Peters, and Phil Padillia.



WJDM's JIM BOSH CLOWNS AROUND — During a Labor Day Telethon to raise money for Jerry Lewis and his kids, WJDM/Elizabeth, NJ held a carnival in one of the East's largest shopping malls. Broadcasting live (l-r) are PD and air personality Glenn Turnbull and morning man Jim Bosh.

Pro:Motions

Ankeny Ups Cloutier

William Cloutier has been named VP at Fuller-Jeffrey's Ankeny Broadcasting. He had been GM of Ankeny's flagship KJJY/Des Moines and had also served as National Sales Manager of F-J's WBLM/Lewiston-Portland.

Bryan Rises At WRKS

Lynn Bryan has been promoted to National Sales Manager at RKO's WRKS/New York. She's been a local salesperson at the station for two years. Bryan moved to WRKS from crosstown WCBS, where she was an Account Executive.

Video Concert Hall Returns

Video Concert Hall, one of the original suppliers of satellite video-music, has been reactivated by Atlanta's Henderson-Crowe Productions. VCH will be supervised by HCP President Jerry Crowe and Executive VP Charles Henderson. Bob "Gator" Lenihan will supervise relations between the service and the music industry. The company can be reached at (404) 223-0021.

Flood Appointed Christal Manager

Thomas "Tucker" Flood has been appointed Manager of Christal's new Houston office. He had been an Account Executive in the New York office for the past two years.



Thomas Flood

Gorlick Promotes Atlantic By Pacific

Mark Gorlick moves to local promotion at Atlantic Records' Los Angeles operation. He had been working in a similar capacity from the company's Seattle offices.

MCA Chooses Beger

Bill Beger has been upped to Branch Manager at MCA Distributing in Nashville. He's been with the company for five years as Sales Representative at the Detroit office.



Bill Beger

Fader In View At Price

Ellen Strahs Fader is elected VP of Price Communications. She had been Secretary of the corporation and will retain those duties. Before joining Price, Fader spent three years at Random House/Knopf and also worked for John Hammond at Hammond Music Enterprises.



Ellen Strahs Fader

Three Move At Megatone

At Megatone Records, Steve Hasemeier is named VP/International & A&R. He was previously Manager of A&R for Moby Dick Records. Karen Beason, formerly Executive Administrator for the Burk Foundation, joins the company as VP/Marketing & Sales. Former independent promoter Demetra Mavis joins Megatone as Director of National Promotion.

Park Retrieves Vanden-Handel

Lee M. Vanden-Handel returns to Park Broadcasting's WHEN & WRRB/Syracuse as General Sales Manager. He had been Sales Manager at crosstown WNTQ after an earlier stint with WHEN as Account Executive.

Shell Records Refueled

Baffico/Breger Video has announced the reactivation of Shell Records with new product by Jon Slade to follow. B/BV President James Baffico will double as label head. Norman Rubin, formerly of the Tommy Boy and Sugarhill labels, will be VP/Sales. Dickie Goodman, best known for his novelty records over the last 25 years, will be Director of Promotion. The new label, whose biggest '60s hit was "Yogi" by the Ivy Three, can be reached at (212) 247-7272.

Murphy Upped At RCA

James Murphy has been promoted to Director of Public Relations at RCA Records. He was previously in charge of publicity for RCA VideoDiscs and will maintain those duties in addition to responsibility for the label's direct marketing, compact disc, and special projects.



James Murphy

Sheena L.A.'s Worst Kept Secret



Promoting her "Best Kept Secret" LP, Sheena Easton played L.A.'s Greek Theatre as the final stop of her American concert tour. Pictured at the show are (l-r): EMI Group President Jim Mazza, EMI's Frenchy Gauthier, Sheena's producer Greg Mathieson, Easton, EMI's Larry Hathaway, Easton's manager Deke Arlon, EMI's Kathy Keep, EMI/Liberty President Rupert Perry, EMI UK's Brian Southall and EMI's Jack Satter.

1983	DECEMBER
2-4	★ CHARLIE RICH
9-11	★ TAMMY WYNETTE
16-18	★ BOBBY BARE
23-25	★ BOBBY HELMS
30-Jan. 1	★ EARL THOMAS CONLEY

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MTV: Passing Fad Or Serious Threat?

As you sit there recuperating from the inevitable post-holiday turkey glut, here's something else to chew up. Consider for a moment one of the more visible monuments to the new tech movement — music videos, specifically MTV. There's been much speculation about MTV — is it a permanent part of the entertainment spectrum? Who watches MTV, and is it just curiosity that attracts or is there a more consistent appeal? What does the onset of MTV on cable — and its clones on commercial TV — imply for the future health of radio?

To try to sort out some of the wheat from the chaff on this issue, researchers have begun to delve into these questions. Specifically, Jon Coleman had his research firm conduct a survey this past July into the MTV phenomenon, surveying 400 folks in ten markets where MTV was available on cable. Jon presented the highlights of the study findings at an independent gathering in San Francisco — in proximity with the NAB's Radio Programming Conference.

Until now there has been no published data summary for serious examination of Coleman's findings. However, Jon was kind enough to send me recently a hot-off-the-presses copy of the final report. I've analyzed the material and would like to share with you my thoughts on the MTV survey. To follow up, in the next issue I'll look at the implications of Coleman's findings — married to some research I've done into this topic also — to give you some guidelines for thought as you try to wrestle with the impact of MTV (or other music videos) in your market.

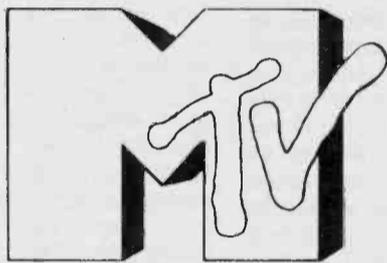
12-40 Year Olds Surveyed

The sample size for the survey was relatively small, with 400 interviews completed (out of 1200 initial contacts) among persons 12-40 in 10 markets. The MTV-cabled markets chosen by Coleman were El Paso, Hartford/New Haven, Kansas City, Omaha, Orlando, Pittsburgh, San Diego, San Francisco, Spokane, and Tulsa.

In addition to the MTV markets, five other markets without MTV availability were surveyed (200 persons total). These markets — Baltimore, Detroit, Sacramento, St. Louis, and Tampa — were used as a control, offering the researchers a data base for comparison between responses from those who have, or don't have, access to MTV.

MTV: Growth Potential

In studying the survey results, it seems there is still room for growth among those who might — but haven't



— watched MTV regularly. For example, of the 1200+ 12-40 year-olds called initially, only 31% had ever watched MTV. However, 76% of those questioned knew that they had access to MTV in their household, with both genders having virtually equal awareness of its availability.

Of those who are able to watch MTV, how many make it a regular weekly habit? Apparently less than half, 43% specifically according to Coleman. However, one of the key findings is that the longer MTV is in the home the more habitual the tune-in to it. Of those with MTV connected less than one year only 36% had watched in the last week — while 61% of those who had MTV for two years or more watched during the week they were interviewed.

Time Spent Viewing

Since it seems that there is increasing attachment to MTV as time goes on — and that there is still room for growth among those who haven't yet seen the music videos — radio folks might be wondering how much discretionary time people are spending with MTV. Coleman provides some answers.

The overwhelming plurality (82%) spends less than two hours daily with MTV. However, among those who prefer AOR music, there is more daily tune-in than among the public in general. Twice as many AOR partisans watch MTV for two-four hours daily as those with other music preferences (22% vs. 11%).

And how do those viewers watch their MTV? The survey results show the following viewing habits (figures are percentages) . . .

Week In Review

Quantiplex Folds

Quantiplex, the qualitative/product usage research service owned by John Blair Co., has closed its doors. Chairman Jim O'Neill told R&R, "While we think that the industry will in the long run support this type of research, it just doesn't appear that the revenues are there now." Quantiplex closed on the 11th, and the staff is making relocation efforts.

Birch Opens Atlanta Offices, Add Markets

Birch Radio has officially opened its new Southeast office in Atlanta. The address is 7 Piedmont Center, Suite 500, Atlanta, GA 30305. Dan Griffin is the Regional Manager.

Birch has also announced the addition of more markets to its survey list. Riverside-San Bernardino, Toledo, Northeast Pennsylvania, York, and Utica-Rome are among the new Birch markets. In Canada Birch has also started to survey Ottawa.

Ways Viewers Watch MTV

	Always	Often	Sometimes	Never
Sit and look	36	29	30	5
Stop and watch it while scanning up and down TV dial	21	28	38	13
Switch during commercials and watch for short periods of time	17	20	32	31
Watch when sitting and talking with friends	13	24	39	24
Watch and listen when in a room studying or reading	6	9	20	65
Move around & listen mainly to the music	5	18	47	30
Watch & listen to radio at the same time	4	3	11	82

As you can see, only a small minority watch MTV while they are tuned to their local radio.

Impact On Radio Habits

Since the average person only has so much leisure time, is it logical to assume that as MTV becomes more pervasive radio listening must suffer? The results are mixed, with definite demographic skews.

Respondents were asked if they watched MTV now at times they used to listen to radio. The replies: Yes, 47%, No, 53%. The teenagers showed by far the strongest tendency to say yes, registering a 71% tally. The older the demos, the smaller the yes total.

The next key query had to do with time spent with radio, comparing responses from MTV and non-MTV markets. Measuring how much time daily was spent with radio, there was very little overall difference between MTV vs. non-MTV areas — a slight edge for radio among non-MTV markets (22% in non-MTV metros spent six hours or more daily with radio compared to 18% in MTV markets).

Comparing the above responses it seems that while the younger demos are being wooed successfully by MTV, they are still spending significant time daily with radio. Indeed, in the MTV markets 65% of teens spent between 1-6 hours daily with their radio. Compare that to the time-spent viewing data mentioned earlier.

Another question that shed some light on the MTV vs. radio contest had to do with having to choose just one of the two entertainment media. 50% of those in markets where MTV has penetrated voted to keep their radio, while 44% opted for MTV. Demographically, the 12-24s (especially teens) voted heavily in favor of their MTV, while the 25-40 year olds still skewed strongly in favor of radio.

"While the younger demos are being wooed successfully, they're still spending significant time daily with radio."

We can see then some interesting material lurking in the Coleman data. Most of those called to be in the survey had not watched MTV, but for those who have it the music videos are apparently becoming a more habitual tune-in. Among 25+ adults radio doesn't appear to be suffering, but 12-24s see MTV as a more valuable entertainment experience than their radios.

Next week I'll examine some key image differences between the two media, then delve into implications for your station's marketing and future planning. See you then — and enjoy the leftovers.

Sales

MORE PROJECTION CONSIDERATIONS

Professional Projecting, Part II

By Norman Goldsmith

Last week sales consultant Norman Goldsmith set down the initial steps in projecting a radio station's sales performance. In this week's conclusion, Goldsmith rounds out the entire projection perspective . . . information radio managers can use.

3. Billing History And Recent Trends

Obviously, you look at billing history when projecting. The real question is whether you look at it with an eye toward identifying historically soft periods and developing a strong sales effort well in advance of each of them. This applies not only to the sales staff as a whole, but also to each salesperson. Salespeople tend to have ups and downs based on the nature of their lists. Some of them might not realize this, or might not be prepared to work smarter in advance of the soft spots. You have to get all of the salespeople to analyze their billing just like you do with the total. Each salesperson must anticipate the slow periods, and develop plans to work two to three months ahead to offset them. If they do this, and you coordinate it, then you will learn and earn from history, rather than repeat it.

4. Sales Staff Capability And Structure

One of the most important benefits of the projection process should be that it causes you to ask yourself some very important questions. Do you have the right people? Enough people? Are they positioned properly? Obviously you think about these things all year. But there's nothing like the reality of having to come up with 20% more next year to get you to give them some very serious consideration. If you go after a grizzly with a BB gun, a lot of people will take the bear and give seven points. If you try to tackle a big projection without the right team, you've got a problem going in.

You may be able to answer all the above questions affirmatively.

But if you are looking at a substantial increase, you are probably going to have to do some things differently. If you have doubts about some of your salespeople, now is the time to qualify them.

What do they need in order to be more effective and efficient? Should you add to the staff? Is it realistic to expect the same people to get the increase you need? What about structure? Are you in a position to get the co-op and manufacturer support dollars you know you need? Making the junior salesperson co-op coordinator just might not be the answer.

Obviously there are no pat answers. Each manager has a different set of circumstances. The point is that we often tend to live with the status quo regarding people and structure because the sales operation as a whole is functioning adequately. At the same time, there should be valid reasons for making changes. Whatever you decide, use the projection exercise to stimulate your thinking about who you will need, and where you will need them, in order to make the year successful.

5. Ratings And Competitive Position

When factoring in the effect of future ratings on projections, a manager must remember one key axiom. You can only do something about something you can do something about. Programming puts it on, Arbitron gives it a rating, and then it's your baby. Some books are diamonds, some books are stones, and most of us have had to put rhinestones on turkeys.

Obviously you can't accurately forecast your ratings, or those of your competition. However, you can, and should, project best case/worst case scenarios so that

you can be prepared with plans to maximize the gains and minimize the losses. If you have a substantial improvement in your competitive situation during the year, what should that translate to in billing? Certainly it depends on the degree of improvement, but those managers who plan for specific ranges of increases in market share, rates, new business, and upgrading of existing advertisers, based on the various levels, are way ahead of the managers who simply wait for it to happen and then react.

Conversely, by anticipating declines in the competitive position, you can develop contingency plans to be triggered at various levels. This will allow you to stop the bleeding, and redirect the sales effort against less ratings-oriented business. One of the most frustrating aspects of a bad book is the wasted time and effort running around just trying to keep business already booked or in the process of being closed. That can't be helped, but unless you are concurrently implementing a positive action plan that forces everyone to develop new business, you are treading water, if not drowning.

Some managers might not feel that anticipating ratings gains or losses, and developing contingency plans for them, is important in projecting. They think it is an unnecessary exercise, and too uncertain. However, if you don't at least ask yourself "What if?" when you are making projections, you simply won't be as well prepared to act positively, quickly, and effectively if your competitive situation changes.

6. Pricing And Inventory

Some groups use sophisticated matrix systems to project billing potential at various rate and sell-out levels. Others key their pricing policy to what they need to get per spot in morning drive. Still others project the year ahead on an account-by-account, month-by-month basis, applying anticipated

rate increases and cost efficiencies.

All of these methods have merit, and whatever works for you is probably right. However, whether you are into sophisticated projections, have an astrologist, use a Ouija board, or just figure whatever you get is OK as long as you keep the job and trades, there are basic pricing and inventory factors that should be considered.

When is a published 20% rate increase really about an actual 10% increase? Usually. Unless you raise every rate from overnight to TAP plans to grid I, and get it from everyone including bulk longterm advertisers, you aren't going to increase your current billing by 20%. Factor in attrition, and 10% starts to look good. Aha, I say, that's the point.

The real question is whether you have a solid marketing plan to get at least 30% new business during the year. Because that's roughly what you'll need, along with your 20% rate increase, to end the year with about 20% real growth in revenue. When doing projections, it is important to keep rate increases in proper perspective as they relate to actual revenue increases.

The other key ingredient in the mix is inventory. A great deal of time and effort is spent on inventory control. The problems/opportunities of inventory are really very simple. The problem is almost always unsold peripheral day and daypart inventory, and traditionally slow months for various formats. The opportunity is to target these areas for a strong sales effort.

Why do some stations bill a ton with "American Top Forty" while others wind up using it as a spot carrier? Why do some stations have a good inventory balance while others have logs with holes that make Radio Free Europe look good? The answer is accountability.

Each of the commercial avails is for sale, and the salespeople should be accountable for selling them. All of them, not just the ones the agencies want to buy, not just the cream. Inventory control is only as effective as the total selling effort against every spot in every daypart every week. When you are doing projections, and trying to determine total sellout level, ask yourself if your salespeople have the same sense of priorities as you do regarding the need to move all the inventory in order to make the numbers.

7. External Factors

There are other elements, more external and less controllable, that should be factored into your projections. For example, the economic outlook in your market. Talking to economists, financial and

"Why do some stations have a good inventory balance while others have logs with holes that make Radio Free Europe look good?"

business people, and commercial developers can give you some valuable information. Incidentally, many of them are current or potential advertisers, and the contact wouldn't hurt.

You might also want to take a close look at all media in your market. Naturally you will have a good idea of what is happening in radio, but are there any forthcoming changes in TV, print, or outdoor? This is a good time to review the competition in order to determine new sales potential.

Another important aspect to consider is the anticipated flow of available radio dollars in your market. Do you have reason to expect any major agency account shifts that could increase or decrease your billing? What about further regionalization, could you gain or lose local dollars? Obviously these questions, and many others previously mentioned, should be discussed with your rep to get the best possible fix on national projections.

Certainly, many of you already use a lot of the elements I've mentioned, as well as some others that work for you. You understand the real significance of the projection process, and benefit from it. For the rest of you, let me suggest that you reevaluate why and how you project.

If there is one overriding point I would like you to get from all of this, it is that while knowing the right answers is important, asking the right questions is absolutely vital. If you don't like having to guess at the numbers, and hoping that you make them, then ask yourself and your salespeople how, rather than just how much. Then if you don't make projections, don't worry about it. After all, it's only your career.

Norman Goldsmith heads the sales and marketing consultancy Radio Marketing Concepts, Inc., which numbers most of the top broadcasting groups in the country among its clients. Before forming RMC in 1977, he was GM of the six-station Curt Gowdy Broadcasting Group, Director of Sales & Marketing for the ABC-owned AM stations, and Sales Manager at KGO/San Francisco. RMC can be reached at (703) 347-3555.

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STREET TALK

Freddie Snakeskin (not his real name) has stepped down as PD of KROQ-FM/Los Angeles, but he'll remain on his afternoon airshift. Consultant Rick Carroll will handle the PD chores until after the first of the year, when a new PD will be selected. Also at KROQ, personality Jed The Fish (not his real middle name) will be sidelined by illness until January 1. The station has gone to four-hour airshifts to compensate.

WPLJ/New York has hired Maryann Roque from WKHK/New York, but she'll be doing 10am-2pm under the name of J.J. Kennedy. She won't be joining morning show host Jim Kerr as had been rumored. To make room, midday personality Tony Pigg moves to 10pm-2am, which completes the WPLJ airstaff.

In Philadelphia, all those concerned deny any knowledge about this one, but we hear now that WMMR's Steve Sutton has exited his midday airshift, he may be returning to WYSP for mornings. (Steve programmed WYSP in 1979-80.) But, he may not get to make the move without sitting out a 90-day no-compete clause in his WMMR contract. Like we said, all parties involved in this one refuse to talk about it, but you can bet it's going to happen.

Golden West has sold its KEX & KQFM/Portland to Taft. The announcement was made to the two staffs on Tuesday (11-22).

Susquehanna Regional VP and WLQR/Toledo GM Sandy Goldberg has transferred to sister station WRMM/Atlanta to assume the GM post there. He succeeds Jack DeHaven, who stays in town as Susquehanna's National Sales Manager.

KISS/San Antonio has promoted Alan Ecklund to General Sales Manager and Dash Riprock to Local Sales Manager. Ecklund joined KISS in 1982; Riprock's been with the AOR outlet since 1981.

As KLKK/San Francisco prepares to hit the air in the near future, new OM Rick Sadle is looking for strong air talent. If you'd like a shot at the former KGO-FM, contact Rick through sister station KLOK/San Jose.

WERI-FM/Westerly, RI is increasing its power from 16 to 50kw and has dropped its AOR format for CHR under the guidance of Dwight Douglas of B/A/M/D & Associates. PD Steve Feldman and the entire jock staff is staying on. The station will also begin using a dual-city identity of Westerly/Providence.

KATT/Oklahoma City was knocked off the air for about 90 minutes Monday (11-21) when its building caught fire. The studios and offices were not damaged and no one was hurt, but the entire structure had to be evacuated. An electrical transformer was the culprit, and as of Tuesday (11-22), KATT was the only tenant back in the fire-damaged building, thanks to an emergency generator. Incidentally, the station returned from its 90-minute hiatus with Robin Williams as Elmer Fudd singing Bruce Springsteen's "Fire."

Chris Bailey has been named PD at WKPE/Cape Cod, MA. Chris was most recently at WCSC/Charleston, SC.

John Grady, who last did regional promotion for MCA, now joins Arista as Midwest Regional rep out of Minneapolis-St. Paul.

KZOM/Beaumont has signed up to carry Satellite Music Network's new "Rock America" CHR format beginning January 1. The current AOR staff will be available on December 1. As part of the change, KZOM will become KKMY.

KWSS/San Jose MD/evening jock Chris Knight is moving to mornings at KPKE/Denver. Replacing Chris as KWSS MD is Robin Kipps.

The Virgin Islands has a new CHR FM outlet, its first fulltime facility offering 24 hours a day of hits. WJKC/St. Croix came on the air October 29 calling itself "Isle 95." The PD is Jonathan Cohen, formerly of 96X/Miami, now operating under the airname of Jonathan Keyes.

KTSA/San Antonio personality Trey Ware has started soliciting pledges in an attempt to raise enough money for the people of San Antonio and Southwest Texas to buy the Dallas Cowboys. So far, over \$3 million has been pledged, and the station plans to present the pledges as a bona fide offer, to insure the team stays Texas-owned. Some listeners have been willing to mortgage their homes, with others reportedly putting newly-purchased cars up for sale. The story has made front pages of both daily papers. By the way, Cowboy owner Clint Murchinson has already stipulated that the team must remain in Dallas as the first condition of any sale, but San Antonio can always hope, right?

Glenn Beck has been named PD at KZFM/Corpus Christi, coming in from WPGC/Washington.

Mike Taylor, who'd been Sales Manager for a Southern California company for the past four years, returns to radio as morning man at WEZI/Miami. Before taking some time away from the biz, Mike did mornings for KYA-FM/San Francisco and WDRC-FM/Hartford.

ABC's "General Hospital" is at it again. Look for WB to rerelease "Think Of Laura" by Christopher Cross in response to all the TV airplay the tune's been receiving on the show. It's all tied in to the return of Jeanie Francis's Laura character to the daytime drama.

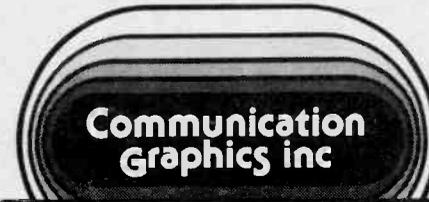
B94/Pittsburgh PD Steve Kingston has named afternoon personality Bruce Kelly Music Director.

It's a very happy Thanksgiving for R&R's Jeff & Terry Gelb. The Gelbs are the proud parents (and we do mean proud) of Lindsey Franklin Gelb, who arrived early Saturday morning (11-19).

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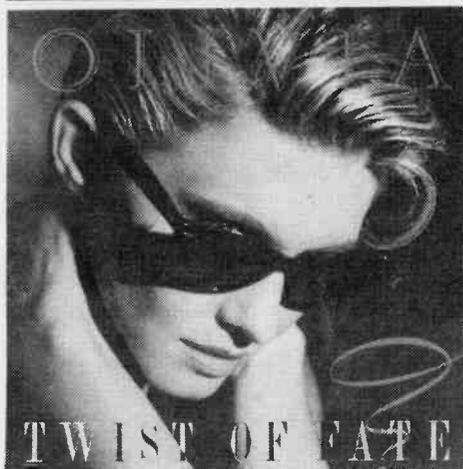


KEN BARNES

Olivia: Yesterday & Tomorrow

Olivia Newton-John has certainly achieved any number of lofty career goals: hit records, movies, international stardom. But she could have been as big as the Archies!

After winning a talent contest in Australia and relocating to England, Olivia was chosen as one-fourth of a cartoon quartet of superhero/superstars called Toomorrow. This was a project of Don Kirshner's following his immensely successful publishing ventures of the early '60s and his construction of the Monkees and the all-animated Archies a bit later. Toomorrow was apparently intended as something of a cross be-



Olivia today and Toomorrow yesterday

tween those last two entities, but it didn't really get off the ground (although the single pictured did emerge briefly). Olivia was freed to pursue her own career, hitting with George Harrison's "If Not For You" in 1971 and keeping up the pace since then as if there were no Toomorrow.

PERSONS BEHIND PARSONS

With the release of "The Best Of The Alan Parsons Project," it might be useful to shed a little light on this somewhat mysterious aggregation. Parsons was a recording engineer who'd worked with the Beatles, Pink Floyd, Hollies and others. He teamed up with partner/manager/vocalist Eric Woolfson (a former member of UK bubble-

PRODUCER PROFILE

Spencer Proffer: From Namby Pamby To Quiet Riot



Spencer Proffer produced this year's heavy metal sensation, **Quiet Riot**, for his own Pasha label. He previously wrote or produced hard rock tracks for the likes of **Danny Spanos**, **Eddie Money**, and **Billy Thorpe**, but a look at his past would not lead an observer to predict success in the metal crucible.

For instance, one of his first compositions was a number called "Namby Pamby," performed by a group called **Marshmallow**. He wrote or produced other records by **Gary Lewis**, cartoon band the **Hardy Boys**, "Happy Days" star **Donny Most**, and former **Herman's Hermits** leader **Peter Noone**, plus a song for Sweden's top '60s teen attractions the **Hep Stars** (whose **Benny Andersson** later formed **Abba**).

Then there's Proffer's own recording venture, a trio called **Proffer, Marmelzat & Reed** in 1972 (after **Crosby, Stills & Nash** had made law firm group names fashionable). Their "Love Is Alive (In My Heart)" is a bubblegum ditty (or, as such records were often dubbed, a "pimple rocker") that sounds more like the early '70s British hit "Love Grows (Where My Rosemary Goes)" by **Edson Lighthouse** than like another early '70s British hit, **Slade's** "Cum On Feel The Noize" (revived in timely fashion by Proffer for **Quiet Riot**). **Quiet Riot's** hit shows that Proffer has successfully evolved with the times. And as for his P, M & R partners, Reed's whereabouts are unknown to me, but I'm reliably informed that **Jeffrey Marmelzat** is now a dermatologist (a perfect follow-up to his less-than-unblemished record).



AOR Enters The Modern Music Age

Last week I charted the progress of heavy metal artists in scoring AOR hits (defined by the usual standard of reaching top 15 on the AOR LP chart) from 1978 to the present. I did the same thing for "modern music," and the trend is even more dramatic.

As with heavy metal, there were problems of definition — when people can't even decide on a generic term (new wave? Rock of the '80s? Modern music doesn't tell you much, but it's at least a suitably loose umbrella name), it can be rough deciding who qualifies and who doesn't. Adding to the difficulty is the syndrome of a band like the **Cars** or **Police** who start out as pioneers of the new sound and end up firmly entrenched in the mainstream. (For purposes of consistency, any artists originally perceived as modern music stayed that way throughout the survey.) As before, **Steve Feinstein** and I hashed out the categorizing, and without further equivocation, here are the results:

- 1978: 3.6%
- 1979: 14.4%
- 1980: 11.7%
- 1981: 5.7%
- 1982: 11.6%
- 1983 (through Nov. 11) 28.4%

Obviously modern music's AOR acceptance has been a wildly fluctuating thing. In 1978, a year after the first new wave artists emerged, only the **Cars'** debut and two albums by **Elvis Costello** broke the reign of mainstream AOR sounds. A year later the percentage had quadrupled, thanks to LPs by **Blondie**, the **Fabulous Poodles**, **Joe Jackson**, the **Knack**, **Nick Lowe**, the **Police**, the **Records**, **Roxy Music**, **Patti Smith**, **Bram Tchaikovsky**, and the **Cars** and **Elvis** again.

1980 witnessed a slight drop, with **David Bowie**, the **Clash**, **Peter Gabriel**, **Graham Parker**, the **Pretenders**, and **Split Enz** making their presence felt along with previously established artists. But 1981 was a catastrophic dropoff of more than 100%, as only **Blondie**, **Squeeze**, two by the **Police**, and the ever-present **Cars** managed to score. Modern music regained its 1980 share in 1982, as artists like **A Flock Of Seagulls**, the **Fixx**, **Human League**, the **Motels**, and the **Stray Cats** first hit the top 15.

And then came 1983. With 80% of the year's charts in, almost 30% of the top 15 albums were modern music artists, an astonishing leap by any standards. Contributors include **Big Country**, **Thomas Dolby**, **Duran Duran**, **Billy Idol**, **INXS**, **Madness**, **Men Without Hats**, **Modern English**, **Red Rockers**, **Romantics**, and **Talking Heads**, in addition to entrants who'd hit in previous years.

1983 is the first year modern music can make any claim about really becoming the "rock of the '80s." Has it reached a peak, is a backlash on the way, or will modern music soar to even greater heights? We'll be watching.

gum group the **Art Movement**) to make a series of concept albums using a floating group of musicians and singers. Among the singers passing through have been **Hollies** vocalist **Allan Clarke**, **Zombies** lead singer **Colin Blunstone**, **Arthur "Fire" Brown**, ex-**Hollie** and **Swinging Blue Jean Terry Sylvester**, **John Miles**, ex-**Marmalade** lead singer **Dean Ford**, **Chris Rainbow** (one of England's most adept **Beach Boys**-style writer/performers), and **Elmer Gantry**, who was once convinced by a manager type to lead a bogus **Fleetwood Mac** group that toured the U.S. impersonating the real article (who were recording in Britain at the time). **Elmer** had a change of heart and in his next group, **Stretch**, wrote a song about the experience called "Why Did You Do It" that became a minor British hit.

The new album by the **Womack & Womack** duo contains a version of the **Rolling Stones'** "Angie," which is somewhat ironic. In 1964, the **Stones** covered "It's All Over Now," a song written and performed by the

Valentinos, a group including singer **Bobby Womack** and his brother **Cecil**, who now makes up **Womack & Womack** with his wife.

Before **Joe Jackson's** solo debut in 1978 with "Is She Really Going Out With Him," he was in a band called **Arms & Legs** which cut a few British singles in a fairly recognizable preview of the later **Jackson** style.

TV News



Kim Carnes, **Sheena Easton**, **Heart**, **Rick James**, **Waylon Jennings**, **Olivia Newton-John**, **Michael Sembello**, and **Pia Zadora** star on "Solid Gold" the week of November 25 . . . **Olivia Newton-John** is featured on **Cine-max's** "Album Flash" November 25, while the **Willie Nelson** edition repeats November 27 . . . **Musical Youth** appears on a "Saturday Night Live" rerun November 26 . . . **Irene Cara** and **Oingo Boingo** are on the "Pop 'n' Rocker Game" the weekend of November 26 . . . **Showtime** re-broadcasts its "US Festival: Day 3" concert November 26.

"**Kenny Rogers As The Gambler, Part II**," starring **Kenny Rogers** as . . . you guessed it, airs November 28 and 29 (two hours each night) over **CBS**.

R&R 5 Years Ago Today



Dan Griffin

- DAN GRIFFIN NAMED GM AT WYNY/NEW YORK
- DICK PENN GM AT WKQX/CHICAGO
- RAY YORKE WKYS/WASHINGTON'S GM
- JOHN BARBIS BECOMES ABC VP/PROMOTION
- NUMBER ONE FIVE YEARS AGO: "You Don't Bring Me Flowers" — Barbra & Neil (Columbia)
- NUMBER ONE A/C: "You Don't Bring Me Flowers" — Barbra & Neil (Columbia) (2nd week)
- NUMBER ONE COUNTRY: "On My Knees" — Charlie Rich w/Janie Fricke (Epic)
- NUMBER ONE LP: "52nd Street" — Billy Joel (Columbia) (4th week)

R&R 10 Years Ago Today

- NUMBER ONE TEN YEARS AGO: "Photograph" — Ringo Starr (Apple/Capitol) (3rd week)
- NUMBER ONE COUNTRY: "The Most Beautiful Girl In The World" — Charlie Rich (Epic) (2nd week)



CHR 109/29 With This Weeks Adds:

CHUM	KITE	KBBK
Z93	94TYX	KLUC
KAFM	WQUT	KHYT
WGCL	KRGV	WKHI
WHYT	WKDD	WCGQ
Q103	WKAU	WYKS
WFLY	92X	WAEV
WBQQ	WMEE	Y94
WQID	KJ103	KGHO
WSSX	WRKR	



in the mood

7-99820

The new single
From Robert Plant's "The Principle of Moments."
Produced by Robert Plant
with Benji Lefevre and Pat Moran

Album Just Went Platinum



On Es Paranza Records and Cassettes
Distributed by Atlantic Recording Corporation

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EPIC PROPORTI

CULTURE CLUB "Karma Chameleon"

FIRST WEEK OUT & OVER 120 ADDS!

INCLUDING:

WHTT	WPHD	CHUM	B97	KIMN	XTRA
WXKS-FM	Z100	94Q	B96	KEARTH	
WBEN-FM	WCAU-FM	Z93	WABX	KIIS-FM	
WNYS	B94	KAFM	KBEQ	KIQQ	

Virgin

Mtv Heavy Rotation

Album Sales Already Over 900,000!



ROMANTICS "Talking In Your Sleep"

CHR BREAKERS 11/18/83

WHTT 29	PRO-FM deb 28	Q105 32-27	WLDL-FM 21-15	KIQQ 21-17	KITS 26
WXKS-FM 21-17	Q107 add	B96 37-32	KIMN add	KZZP add	KWSS 26-21
WBEN-FM deb 37	94Q on	Q102 add 30	Q103 deb 32	KCNR add 30	KUBE add
WPHD 29-24	Z93 deb 35	WGCL deb 14	KEARTH deb 24	XTRA 25-20	KNBQ deb 30
WBLI add	KAFM 27-24	WABX 10	KIIS-FM 39-31	KFRC add 36	
WCAU-FM 39-30	93FM 15	WHYT 7-7			
B94 add 30	I95 deb 29	KBEQ add 32			
WHTX on	Y100 30-27	KHTR deb 34			

187/28

CHR CHART: 28

AOR ALBUMS: #7 AOR TRACKS: 6 On Mtv



EMPEROR RECORDS

MATTHEW WILDER "Break My Stride"

CHR BREAKERS 11/18/83

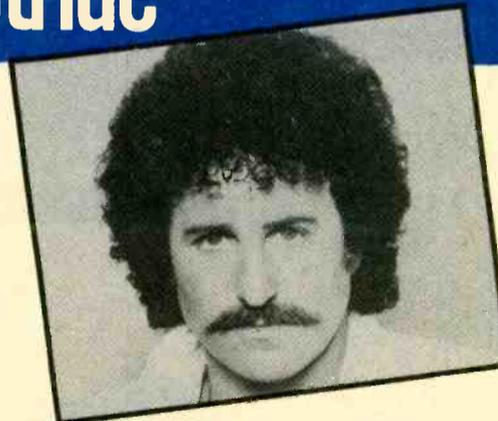
WHTT 27-19	Z100 on	Z93 7	WGCL 35-29	Q103 26-11	KITS on
WXKS-FM 7-5	WCAU-FM 35-32	KAFM 30-25	WABX 21-9	KEARTH 7-6	KUBE add
WBEN-FM 24-22	WHTX 9-8	93FM on	WHYT 14-9	KIIS-FM 19-16	KNBQ 7
WKBW deb 29	PRO-FM 16-9	Q105 on	KBEQ 34-29	KIQQ 11	
WNYS 28	Q107 deb 30	WLS add	KHTR add	KCNR 13-9	
WBLI on	94Q 7-5	WLS-FM add	WLDL-FM 4-1	XTRA 13-11	

160/22

CHR CHART: 29

A/C CHART: 6

PRIVATE!



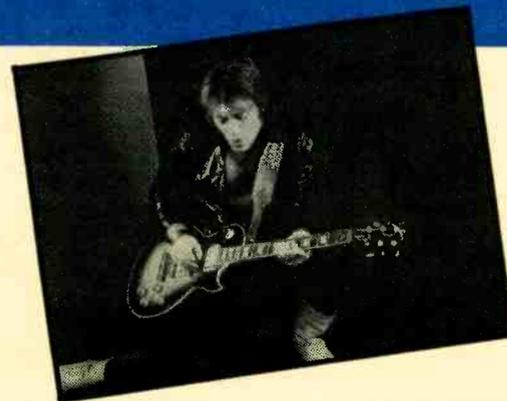
ALDO NOVA "Always Be Mine"

CHR SIGNIFICANT ACTION

WPHD	WOKI	WZZR	WZYQ	WYKS
CKGM	KRGV	WJXQ	WOMP-FM	KKQV
CFTR	WKDD	WKFR	KQIZ-FM	WBNQ
WABX	WGRD	WHOT	Q104	KGHO
				KZOZ

Portrait

Watch Aldo On Mtv



Distributed by

SONS of AIRPLAY

SAGA "The Flyer"



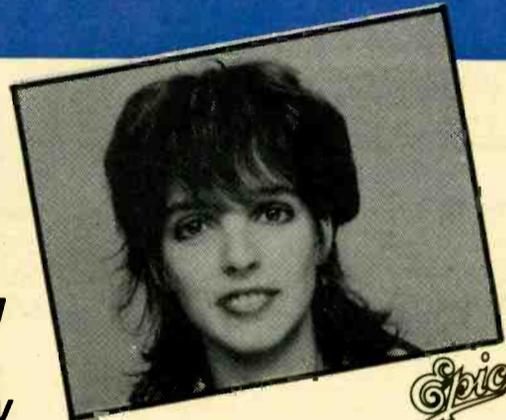
Portrait

**CHR
SIGNIFICANT ACTION**

WPHD	WABX	WRCK	WOKI	WZZR	KHYT	Q104	KCDQ
CKGM	WLAN-FM	WNFI	KBFM	WJXQ	WIGY	WYKS	KZOZ
93FM	WKFM	KSET-FM	WKDD	WRQN	WERZ	WGLF	
				WHOT	KQIZ-FM	WBNO	

On Mtv

NENA "99 Luftballons"



Epic

**CHR
SIGNIFICANT ACTION**

93FM 13	KSET-FM add	KJ103 12-8
WABX add	WKDD on	WRKR add
WTRY add	WJXQ add	KMGX 6-5
KHFI add	Z104 35-22	KZOZ 7-6

*Just play "99 Luftballons" for a day, and watch your request lines **EXPLODE!***

On MTV

S.O.S. BAND "Tell Me If You Still Care"



WPLJ	KQMQ
Z100	KHYT
195	WIXV
KMGX	<i>Tollu</i>

BLACK CHART: 5

*R&B SMASH Now Crossing To CHR!
ALBUM SALES OVER 500,000!*

DANNY SPANOS "Excuse Me"

JUST SHIPPED!

Epic

*If you haven't heard "Excuse Me," give it a listen—
IT'LL BLOW YOUR SOCKS OFF!*



CBS RECORDS

Need
we
say
more?

**That's
Call!**

7-89724

Hot
The ~~new~~ single
from
Genesis

80116

The new studio album from Genesis
Produced by Genesis with Hugh Padgham
Management: Tony Smith, Hit & Run Music



On Atlantic Records and Cassettes

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CHR BREAKERS

Meier

Continued from Page 1

Meier described KSTP as "the little guy" going up against market dominator WCCO by offering programming alternatives, such as a three-hour morning news block and more controversial issue-oriented shows. "It's a real battle," he commented.

Meier indicated he has no immediate plans to fill his former GSM position.

Kaufman

Continued from Page 1

want to express my appreciation and gratitude to Phil Lewis, (Midwest Chairman) Tom Doar, and Jim Rupp for all the confidence they've placed in me. I'm eagerly looking forward to maintaining the great service and spirit of this radio station."



KWOD SEES HALL & OATES — Shown backstage after a recent Daryl Hall & John Oates concert (l-r) are Hall, PD Tom Chase, KWOD/Sacramento contest winner, and Oates.



KMHL ISN'T BLUE ABOUT THE MOODY BLUES — When PolyGram's Moody Blues came to nearby St. Paul, KMHL/Marshall, MN's MD Lee Rogers didn't miss the chance to meet the group. Pictured backstage (l-r) are Rogers and Moody Blues' John Lodge.



JAMMIN' IN OUR JAMMIES — KFMN/Abilene, TX morning man Dom Testa decided to give away free donuts and coffee to listeners who stopped by on their way to work and a special prize to those who came in their jammies. Dom even climbed into his own PJs as well to do his show live on the porch of the station. Pictured in their jammies are three listeners and morning man Dom.

Riot On The Money



Pasha's Quiet Riot recently received platinum plaques from CBS executives for their debut LP, "Metal Health." Pictured at CBS's New York offices are (l-r standing) Quiet Riot's Rudy Sarzo and CBS VPs Tony Martell and Ron McCarrell; (l-r seated) manager (and former Grass Roots member) Warren Entner, Rioter Kevin DuBrow, E/P/A Senior VP/GM Don Dempsey, CBS Records President Walter Yetnikoff, and Quiet Riot's Frankie Banali and Carlos Cavazo.

Toronto Goes Solid Gold



Solid Gold artists Toronto were recently presented with Canadian gold records for their "Girls Night Out" album. Seen here at the presentation are (l-r) Solid Gold's Lee Silversides & Steve Propas, Toronto's Brian Allen, SG's Gail O'Brien, Toronto's Sheron Alton (kneeling) and Mike Gingrich, A&M's Pat Ryan, SG's Tracy Keizer, Toronto's Holly Woods, Barry Connors and Scott Kreyer, and Solid Gold's Barbara Onrot (kneeling), Neill Dixon, and Susan Butschek.

Motels Booked Up In L.A.



Shown with the Motels after their recent performance at L.A.'s Universal Amphitheatre are standing (l-r) the group's Guy Perry, Capitol's Susan Epstein, Larry Hathaway, Kick Van Hengel, Bill Bartlett, and Bob Young; (l-r seated) attorneys John Frankenheimer and Milt Olin, Motels Mike Goudroe, Scott Thurston, Marty Jourard and Martha Davis, Capitol CEO Don Zimmermann, Producer Val Garay, Motel Brian Glascock, and Capitol's Ray Tusken; (l-r front) Motel David Platshau, and Capitol's Michelle Peacock and Stephen Gelber.

1983		DECEMBER
2-4	★	LITTLE ANTHONY & THE IMPERIALS
9-11	★	NEIL SEDAKA
16-18	★	JUNIOR WALKER
23-25	★	ROCK 'N ROLL XMAS
30-Jan. 1	★	BIG HITS OF 1983

Every weekend is Special on
DICK CLARK'S
Rock Roll & Remember
The United Stations®
 AMERICA'S TARGET RADIO NETWORKS

News/Talk



BRAD WOODWARD

Format Desertions Underscore News/Talk Challenges

News/Talk can be an exciting and profitable radio format. But it takes a lot of time, money, and commitment to achieve the success of a KIRO/Seattle or a KMOX/St. Louis.

For those who may be considering a switch to some form of N/T, I thought it might be useful to hear from broadcast executives who have just taken the plunge, as well as some who recently departed the format.

Among those pulling out this year were WGSO/New Orleans, WFAA/Dallas, KCNN/San Diego, WRTK/Rochester, WIFE/Indianapolis, KSPO/Spokane, and KELI/Tulsa. KGO-FM/San Francisco will soon convert to music under new ownership, and N/T seems to have an uncertain future at WRC/Washington and WWDB-FM/Philadelphia, which are also being sold. On the other hand, the format picked up some converts, like WGBS/Miami, WHBQ/Memphis, KOGO/San Diego, and KXOK/St. Louis.

Significantly, even those who didn't succeed remain convinced N/T can be a big ratings and revenue winner under the right circumstances. But their stories underline the obstacles that make information radio such a challenge — high overhead, stiff competition for a limited audience, unavoidably slow growth, and the need for programming consistency.



Fred Walker Marty Greenberg Ron Thompson

AM Stereo Dooms WGSO

Fred Walker, President of Broad Street Communications, says the conversion of WGSO/New Orleans (now WQUE) to CHR last month was prompted by heavy competition, continuing losses, a music hole in the market, and the arrival of AM stereo.

"I think on the tombstone of the station we'll have lots of awards and high praise," says Walker. "But in the ten years we operated WGSO as a Talk radio station I think we had about two years of profits." The end came after Walker heard Sony's all-system AM stereo set at the NAB Radio Programming Conference.

"When you have that kind of marketing genius behind AM stereo, and we had a hole in the marketplace for what I call true Top 40 radio, there was no question in my mind that we should reduce our costs and make this big switch."

Walker was disappointed with ABC Talkradio, which WGSO picked up so it could concentrate on its drivetime news blocks. "That worked, surprisingly enough, as far as the news blocks are concerned, but not with the network programming. I came to realize what I've known for a long time, that radio is really a local commodity. I'm not sure a Michael Jackson or a Toni Grant can perform in New Orleans and get the

striking numbers they can in Los Angeles."

In contrast, Walker attributes the success of Broad Street's KTOK to its standing as Oklahoma City's only N/T outlet. "We have nobody else in the format battling for the advertising dollar so you have a unique selling proposition," Walker explains.

And Walker is convinced a new N/T station can succeed in a market like Memphis where there was a total void in the format. "There, I think it has tremendous potential. I think any market in the Top 50 ought to be able to support one N/T station very well. Whoever gets into it has got to know, though, it's a very expensive operation. Our payroll alone will go down about \$750,000" at the former WGSO.

WHBQ Fills Memphis Void

The absence of a fulltime N/T station in Memphis was the key to RKO's decision to switch WHBQ to the format in April, says VP/GM Ron Thompson. Although Memphis has a Talk station, WWEE, its daytime-only status is a major drawback.

"It never hurts to be the first to do anything in any market," observes Thompson. "I rather doubt that more than one station could really make it. We spent a considerable amount of money on research before we ever decided to do this. Research indicated it would work here so it wasn't just a guess on our part."

"It goes without saying that it's a very expensive format and you have to be totally dedicated. It takes a reasonable time to grow. But RKO has made the commitment to it and, financially, they are certainly prepared to stand behind it while it matures." Although the station was turning a profit with its former Oldies format, Thompson says there simply wasn't the potential to generate the numbers needed to attract national advertising. And, in just a few months, Thompson already sees progress.

"Every month since we went on the air with N/T, both locally and nationally, our revenues have increased. For example, before the switch we had no airlines. There are five airlines that service Memphis and now we have all five, and that's before any book has even come out." At the same time, overhead is way up. The staff has grown from 38 to 60 people and a costly promotional campaign is underway.

Although he's awaiting his first full book in N/T, Thompson says street reaction indicates ABC Talkradio is going over well in Memphis. And he's prepared to give the network time to catch on, if necessary. Says Thompson, "Here, the reason I'm optimistic is we're the only game in town."

WFAA Surrenders To KRLD

Not being the only game in town had a lot to do with the demise of N/T on Belo's WFAA/Dallas. Marty Greenberg, who has since become President of Duffy Broadcasting, headed up Belo when WFAA stopped talking and began spinning oldies in July.

"One of the major issues was the enormous expense involved in operating a N/T radio station. Also, of course, there was the

KABC Stages "Dream Auction"

Billing the event as the "largest telephone auction in Los Angeles history," KABC/Los Angeles last week mounted a lavish, five-day "Dream Auction" to benefit City of Hope. That's a southern California hospital which conducts medical research and provides free patient care. KABC devoted more than 35 hours of airtime to the auction and distributed 600,000 entry forms.

Rather than auctioning off blenders and movie tickets, KABC went for big bucks, with prizes ("dream packages") like an afternoon with Dolly Parton, lunch with the cast of "General Hospital," an appearance on the television show "Alice," an eight-day theater tour of London, and having Hollywood agents read the highest bidder's screenplay. And, for those who may have exhausted the benefits of primal scream therapy, there was even a chance to smash a building to bits.



Shown above with "Alice" star Linda Lavin are KABC VP/GM George Green (left) and auction chairman Robert Goodman.

consideration that Dallas-Ft. Worth has a very well-run and well-entrenched all-News station, KRLD."

Greenberg's analysis of KRLD's ratings since 1976 showed a share drop from 12.0 to 6.0, but a steady come. "What that told me was over that period of time KRLD had firmly entrenched itself as the news source in morning drive. And as much as WFAA tried to unseat that, without establishing a firm base in morning drive in N/T, I think you're kidding yourself."

"Of course, if there's a void in the market N/T is a tremendously profitable and a very dramatic format to have. The same if there's a competitor who's not doing it well." But Greenberg, too, stresses the improbability of overnight success: "I can't think of a major market N/T radio station that has started in the last five years that is a success today. They're all butting up against guys who have been doing it for a long time."

Why the long haul? "You're obviously appealing to people 35+ who already have ingrained habits. You're asking someone who has been listening to another station possibly for 10 or 15 years to adjust their habits and switch to new voices, a new format, and a new station. It may take three to four years before you finally change the habits of that marketplace."

"My guess is there's one N/T success per major market. Or two, at the most, when one is Talk and the other is all-News." And Marty holds the view that the winners will be those with a local emphasis. "My opinion is that nationally syndicated Talk radio is not the way to do it, unless your only goal is to potentially save some dollars, which you really don't do. I believe Talk programming must be local."

KSPO Succumbs To Inconsistency

Competition wasn't a major factor when KSPO/Spokane dropped N/T and became



Country KKER on August 15. VP/GM Tom Swanger blames the downfall on erratic programming swings, an unsuccessful fling with network talk programming, and high overhead. In one three-year stretch KSPO lost \$1.9 million.

KSPO "collapsed" in 1981, he says, after "hokey" but somewhat popular local talk shows were replaced by ABC Talkradio.

"Michael Jackson is probably the premier radio talk show in the country but it just didn't work here. We ran through three different books and it ran from bad to worse. The ratings just died. They lost 40% of their audience."

Advertisers in the conservative market were also turned off, according to Swanger. "Whether they listened or not, people who run businesses around here did not want their product advertised right after a phone call from a homosexual in New York."

Swanger took over and slashed overhead but relates, "We built it back up somewhat, but we could never get back to where the thing would ever break even, in our estimation. We probably cut it off six months later than we should have."

Swanger thinks a N/T station could still succeed in Spokane, but that KSPO failed because it made too many sudden changes in a format that requires consistency and longterm buildup. If he were to make another try with N/T in the market, Swanger would "program it right, spend the time, money and promotion to make it work, and not change horses in the middle of the stream with the format once it's on the air. And I would probably put a little more research into it, rather than just bringing in ABC Talkradio or any network because it's there and that's what you're going to do."

KOGO Evolves To All-News

A more gradual shift has been underway for the past year at KOGO/San Diego. A transitional magazine format gave way this month to all-News, under the guidance of VP/Program Manager Joe Gillespie, who programmed WINS/New York until this summer.

"I think a good all-News station in this town will be well-received," he remarks, pointing to the fact that KNX/Los Angeles got a 2.1 share ("more than it should have") in San Diego last spring.

"I think we'll draw from everybody, plus I think there are some people out there who really aren't aware of all-News who we can bring into the fold." Gillespie describes his main competitor, N/T KSDO, as personality-oriented and "KABCish," and says KOGO will be "a lot more straight information."

"I think there's been a lot of confusion and bastardization of News formats — getting away from the basics of giving the people the news and information they can use, when they can use it. I'm a great believer in a cleaner format. I really feel people today don't have all the time in the world to spend with a radio station. They need to know what to expect when they push a button," Gillespie concluded.

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At Associated Press Broadcast Services, we want to get better as we get bigger. We already deliver the largest news wire service in the world. And we're proud to operate the largest single radio network in America.

Until now, we've produced our wire service and radio network apart from each other, and that gave us an idea on how to get better.

We've created a new home for all AP Broadcast Services—our radio wire, AP Network News and APTV high-speed service. It's the new AP Broadcast News Center in Washington, D.C.

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So, since November 21, the new AP Broadcast News Center has been home to all of the people who make AP Broadcast Services an important part of the broadcasting industry.

Make a note of our new address and our new phone number. (202) 955-7200.

When you're ready to join the biggest and the best, call Glenn Serafin at Associated Press Broadcast Services.



Associated Press Broadcast Services. Without a doubt.

Contemporary Hit Radio



JOEL DENVER

A SIX-YEAR STRUGGLE

WGCL Beats The Buzzard

There's a lot to be said for sticking with it, and that's exactly what WGCL/Cleveland VP/Programming Bob Travis has done. For the past six years he's battled Malrite's big-money legendary powerhouse WMMS with a substantially smaller budget, and perseverance paid off in the summer '83 Arbitron.

Some might argue that beating the "Buzzard" just once in all these years (and in a summer survey) is no great accomplishment. But in my book a "W" on the scorecard beats a "T" or an "L" any day, so to find out how he did it, I interviewed Bob.

Getting The Winning Feeling

Bob joined WGCL in 1977 as MD/air personality, transferring from then-sister GCC outlet WFI/Philadelphia. Within a year's time his leadership abilities became apparent and he was named PD. Bob cited a number of reasons for WGCL's slow climb to the top. "WIXY was a legendary radio station which for years lived on its image way past any real strength in the market. Then, you had WMMS which was developing a tremendous heritage as well. Combine that with the record companies' emphasis for a five-year period on either AOR or A/C music, and we were caught in the middle."

WGCL has been doing CHR since around 1970 and had the reputation as a swinging door. "As a result we've had a problem in attracting stable talent. Our stability has improved in the last few years, but it's been a problem we've had to live down."

"Despite our handicaps we've always been competitive. It's been my philosophy to steer us away from having just teen numbers, and it's worked. While we are number one in teens (almost a 42 share), it has been achieved by concentrating on the 18-34 females, which generally go hand in hand with teens."



Clipping The Buzzard's Wings

For WGCL to counteract WMMS's awe-inspiring image took time, money, and a lot of promotional knowhow. Enter Jon Anderson. "A lot of credit goes to my staff of hard workers," Bob says, "including Promotion Director Jon Anderson. Before Jon came to us I relied almost solely on record company and sales promotions. You can imagine the pitfalls that accompany those situations."

"Jon's background is in retail records, and he did promotion for Blossom Music Center, one of the big outdoor music venues, before joining us. To be blunt, he simply put us on the map. When I first came to Cleveland I never thought WMMS sounded that good, but their image was phenomenal. It's all a result of their marketing machine. They have WMMS chocolates, belt buckles, T-shirts, sweat-shirts . . . they've got WMMS on practically everything."

So how do you beat a legend? Find the hole and fill it. "The techniques WMMS has used over the years have been consistent," admitted Bob. "The WMMS Buzzard is practically a household word. They have a lot of money, which is something we lacked for a long time. To counteract we've had to find other avenues. One area we've cornered has been the clubs. We have at least

one jock out every night of the week at a different club."

Alternative Promotions

"If you can't beat 'em one way, go around the other side," says Bob, talking about exposing WGCL. TV is used only sparingly, and there are no WGCL billboards. "Everyone else is so heavily into using these standard methods of getting their calls around town, we've gone to alternative means. We've bought all 15 entrances to the Coliseum where all the big shows are. As you enter, you'll see our signs which say 'WGCL, Your Ticket To Rock.'"

"We looked into something unique which has worked well for us. I had a couple of local groups create a song for WGCL. I sat down with them and played a sampler of the jingles that have come in from JAMS and TM to show what I didn't want. I didn't want a traditional jingle, which we've basically done without. Those songs now serve the same purpose for us without being jingles. The arrangement is very contemporary and the lyrics are about WGCL. We get tons of requests for them. WMMS even went out and hired one of the same bands to

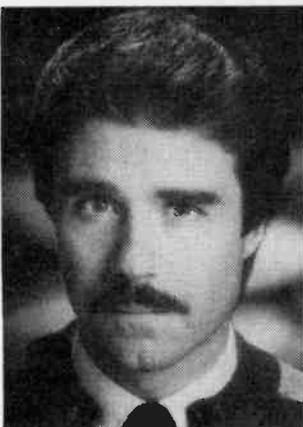
do something similar, but never aired them."

The station emphasizes the letter "G," giving away "G-Shirts," calling the jocks "G-Men" and its \$30,000 vehicle the "G-Van." But mascots, a la the Buzzard, are not used. Bob says, "If I even used something as good as the San Diego Chicken, I'd look like an also-ran next to the Buzzard. We've simply plugged into every area they aren't covering. While they are heavily into marketing apparel, we found one they weren't using. We jumped into promoting our football jerseys with the numbers 98 in block letters. The only places we go are where they miss the boat."

Consistently Edging Toward Success

WGCL's rise has been slow and steady, with a strong reliance on consistency. "Even though we've had some airstaff turnover, we've been consistent in sound over the years. So many other stations have changed around, but people always know what they'll find at WGCL. We're entertaining, and my jocks always have a lot of on-air freedom."

Continued on Page 28



Bob Travis, VP/Programming



Tom Jeffries, MD/middays



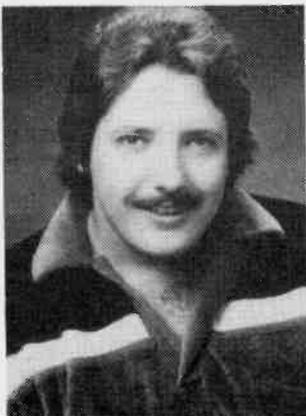
Dancin' Danny Wright, afternoons



Joe Bohannon, nights



Lee Gillette, late-nights



Max Haywood, all-nights



Jon Anderson, Promotion Director



Ric Cramer, Production Director



Uncle Vic, weekends

Cleveland Arbitron Ups And Downs

Below is a five-book trend showing the growth of WGCL. Note that despite a marked increase by WGCL, AOR WMMS has suffered little if any erosion in the process.

WGCL	5.2	5.9	7.3	7.3	9.8
WMMS	9.6	8.4	7.8	8.2	8.9

Both stations are quite competitive in demographics as well. WMMS dominates 18-34 men, with WGCL coming in #2. The situation reverses for 18-34 women, with WGCL dominating. In 25-49 adults, A/C-formatted WMJI takes top honors, with WGCL a close second and WMMS a strong third. WGCL clearly dominates teens with a share of nearly 42, a bit more than twice the teen ratings for WMMS.

PAUL SIMON



"Allergies," a catchy syncopated song with a sizzling Al DiMeola guitar solo, is the first single from *Hearts And Bones*, the new Paul Simon album.

The calling card of this wonderful album is "Allergies," but the single is just one cut within what some people think is the best album Paul Simon has ever made.

Musicians on the LP include Bernard Edwards, Steve Ferrone, Steve Gadd, Eric Gale, Phillip Glass, Anthony Jackson, Michael Mainieri, Dave Matthews, Marcus Miller, Airto Moreira, Dean Parks, Greg Phillinganes, Jeff Porcaro, Nile Rodgers and Richard Tee, with production credits going to Paul Simon, Russ Titelman, Roy Halee and Lenny Waronker.

HEARTS AND BONES



There's No Such Thing As At Columbia Records. To Bringing You The Strongest



BARBRA STREISAND

"The Way He Makes Me Feel"

CHR NEW & ACTIVE

A/C Chart: **4**

November 16: World Premiere screening of "Yentl" in Los Angeles and New York.

November 17: ABC TV's "20/20" devotes its entire programming to Barbra's past, present and future success.

November 18-20: Over 300 stations across the country air Westwood One's rare radio interview "The Legend of Barbra Streisand."

November 21: Streisand is featured on the cover of Life magazine (December 1983 issue).

Today: "The Way He Makes Me Feel" is now on over 213 CHR and A/C stations across America!



BONNIE TYLER

"Take Me Back"

CHR SIGNIFICANT ACTION

WXKS-FM	98PXY	WZZR	KSKD	WKHI	KCDQ
WPHD	WKFM	WZPL	KHYT	WJBQ	KCBN
PRO-FM	WRCK	KJ103	KRQ	WJAD	KBIM
WABX	WDOQ	WHOT	WZON	WPFM	KSLY
KIQQ	WZYP	KBBK	WERZ	WHSL	KZOZ
KMJK	KX104	KMGX	WQCM	KYTN	KIST
WVSR	KIHK	KQMQ	13FEA	KGOT	



GLADYS KNIGHT & The PIPS "Hero"

A/C NEW & ACTIVE

CHR SIGNIFICANT ACTION

BLACK SIGNIFICANT ACTION

WXKS-FM	KHOW	WHBY	WEIM	WVBS	KEXO
K104	WTIC	WHBC	WKNE	WJBC	KRNO
KROK	KEY103	WTRX	WSKI	WCIL	KQSW
WFBG	WAHR	WENS	KORQ	KFSB	KRSB
WGUY	WVLK	KOIL	WSKY	KEEZ	KALE
OK100	WMAZ	KKUA	WCKQ	WJON	
95XIL	WHHY	KUDO	WCHV	WBOW	
WIXV	WRVA	KSL	WGSV	KFQD	
WCCO	WSRZ	WWNR	KVIC	KTWO	

'THE END OF THE YEAR' We Are Dedicated Product On The Air Year 'Round!



EARTH, WIND & FIRE

"Magnetic"



WXKS-FM	KITS	KZZB	KRGV	KSKD	95XIL
WCAU-FM	WFLY	WNOK-FM	WSFL	KHYT	WJBQ
Q107	WVSR	WZLD	WRVQ	KRQ	WISE
I95	K104	KITE	KITY	WGUY	WJAD
WGCL	WYCR	KSET-FM	WZZR	WIGY	Q101
WABX	WTIC-FM	WRQK	WHOT	103CIR	WIXV
Q103	WKEE	WANS-FM	KMGX	WERZ	KGOT
KIQQ	WKFM	WZYP	KIKI	WQCM	KCDQ
XTRA	WPST	WOKI	KQMQ	OK100	KSLY
KFRC	WKRZ-FM	KBFM	KLUC	WKHI	KZOZ

CHR NEW & ACTIVE

BLACK Chart: **12**

EDDIE MONEY

"The Big Crash"

CHR NEW & ACTIVE



WPHD 38-35	WJXQ 29-24	WSSX	WQCM
WCAU-FM add	Z104 deb 39	WZLD	WJBQ
WABX on	WRKR deb 34	WNFI	WHEB
KIQQ add	WGUY add	KBFM	WSQV
XTRA deb 34	WIGY 34-30	WKDD	WYKS
KITS on	WERZ deb 33	WNAM	KNOE-FM
WFLY add	KQIZ-FM add	WZZR	WXLK
WKEE add	WISE add	ZZ99	WHSL
WLAN-FM add	KILE deb 40	WRQN	WBNQ
WRCK 35-29	WBWB 37	WHOT	KYTN
WKRZ-FM deb 24	WAZY-FM add	KQMQ	KCDQ
WRQK add	KXSS add	KLUC	KBIM
WOKI add	KGOT 29-23	KSKD	KSLY
KRGV deb 13	KZOZ 37	KHYT	KIST
WGRD 28	WVSR	WFBG	

AOR Albums: #10

AOR Tracks: **24**

BREAKER

BOB DYLAN

"Sweetheart Like You"



**LOOK FOR A SPECIAL RUSH RELEASE
DUE TO OVERWHELMING ALBUM SALES**

DEBORAH**ALLEN****CHR NEW & ACTIVE****“BABY
I LIED”****NOW ON OVER 90 CHR
STATIONS INCLUDING:**

B104 26-23
WKBW on
WCAU-FM add
WHTX 30-27
Q107 25
94Q add
Z93 add
Q103 on
XTRA on
KITS 28
KNBQ on
WVSR 9-9
K104 add
WYCR add
WKFM 38-30
KXX106 add
WBCY add
KAMZ 23-18
WRQK 12-10
WZYP add
FM100 add 35
G100 add 40
KX104 add

KTFM 18-16
KROK 28-23
WEBC add
KQKQ add
KKFM add
KMGX add
KLUC add
KO93 15
KHOP add
WZYQ 27-20
OK100 add
95XIL 30-25
WOMP-FM 38-30
WCGQ add
Q104 13-8
WFOX 35-28
WPFM add
WAEV add
WIXV add
Z102 add
KFYR add
Y94 add
WAZY-FM add
KTRS add 40

RCA

WGCL Beats The Buzzard

Continued from Page 24

“I encourage my jocks to put people on the air in hourly giveaways. It’s an entertaining aspect of our station, as opposed to any quarter-hours to be gained from doing it. By and large the music is laid out ahead of time for the jocks so they can concentrate on performing. We no longer do sales promotions strictly for the benefit of the sales department. The promotions must have programming value for the audience or they don’t get on the air.”

Reaction In The Other Camp?

Bob feels that for legends like WMMS to be beaten, they have to let themselves be beaten. “Not only is it a combination of our programming, stability, and our increased market awareness that has put us over the top, but frankly the WMMS jocks got fat and lazy. It’s tough to tell a staff who’ve been hot for five years or more that you’ve got to go back to the basics and work hard at it again.”

He added that the person who did much of WMMS’s successful promotions in the early days left, as did the marketing director, and the artist who drew the WMMS Buzzard. “Most of their key people have left to form their own companies, and now those bases aren’t being covered.”

I asked Bob what counterprogramming moves WMMS has made, and his answer was a bit of a shocker. “As far as I can tell, WMMS is moving toward CHR. They may not announce it, but if you listen to WMMS in middays, it sounds like my afternoon drive music mix, with Hall & Oates, Billy Joel, and the Fixx. I hear from the record reps about WMMS not wanting to play certain records because of an over-concern for the image of the artist. Image is important, but more importantly it’s the song itself. I think WMMS can get away with this type of thinking for a time because of its image. KHJ and WFIL were dead issues long before it really showed. I think the creeping meatball will catch up with them too.”

“Not only is it a combination of our programming, stability, and increased market awareness that has put us over the top, but frankly the WMMS jocks got fat and lazy.”

Despite scattered competition within their own formats, WGCL and WMMS have been engaged in a one-on-one battle almost all the way. “WMMS had M105, which never got it together, and we’ve had WZZP, which changed direction a lot over the years. Now we’ve got WRQC, which has changed twice now in the past two years and is currently doing a Hot Hits-type CHR approach. They came in almost dead last in the summer book.

“I don’t expect WRQC to be any kind of factor for us unless they do it in teens, which doesn’t make a whole lot of difference to me. We don’t do bikeathons and such any more to reinforce that teen image. If they go away it will hurt us 12+, but I’ve got little concern for them really.”

The Buzzard Is Still Lurking



There are two things Bob doesn’t take for granted: being number one and counting WMMS out. “WMMS is a well-oiled machine and they could come back. For the long term, they’ve got to figure out which way they are going to go. It’s got to be

tempting to consider a format change with the early success of (New York CHR sister station) Z100, especially when you consider AOR’s problems all over.

“WMMS has begun to make the change musically. It’s just a matter of them making the change in their presentation. My question is ‘How do you make CHR jocks out of old AOR jocks?’ That’s going to be tough. Some of those guys have been number one in their time period for years, and this has got to have them a bit shaken over there. For some of them, the transition is going to be impossible.”

“This book I’m not doing anything spectacular to hype the audience. I want to see what will happen without the hype to see just how realistic these numbers are.”

Staying With The Hits

WGCL isn’t a Hot Hits-variety CHR. It maintains an oldies library of about 300 titles, with about four to five oldies slots an hour, including recurrences. “We can get away with that variety for now. I really cater to the 25+ audience in the daytime, but rock gets over here so well that adults like to hear a Quiet Riot in middays. When WMMS had all the teens it was our reliance on 25+ numbers that kept us alive. Now we have the teens, plus a large chunk of adults.”

After nearly deciding to haul out the heavy promotional artillery for the fall book, Bob thought better of it. “This book I’m not doing anything spectacular to hype the audience. I want to see what will happen without the hype to see just how realistic these numbers are. I don’t approach WGCL as a book-to-book job. I’ve been here for a long time and won’t be worried for my future over a down book. Too many guys program from ‘Panic City.’ Let’s look at what pure programming can do this time around. As long as my adults stay intact, then WGCL will stay hot.”

Bits

- WZPL/Indianapolis is giving away 2½ tons of turkeys! The station is taking caller nine once an hour for a free bird (no relation to Lynyrd Skynyrd). WZPL is also offering a second chance via cards which come with station bumper stickers; the station calls up listeners who’ve sent their cards in and awards turkeys to them and two of their friends.

- KYUU/San Francisco sends get-well cards to Lebanon. General Manager John Hayes says, “It’s KYUU’s way to help our listeners express their sympathy and wishes for a speedy recovery.”

- WYKS/Gainesville, FL plays 105 artists to win. Each hour WYKS randomly picks a song from a list of 105 artists (frequency tie-in) and identifies it with a number. The first person to complete the list of 105 artists wins a \$1000 shopping spree. Identifying 50 artists wins a shot at a second-chance drawing for \$500 and 25 artists tagged earns a chance at \$250.

- Q107/Washington shows its spirit to the Redskins. The morning team of Elliott & Woodside created the “Redskins #1 Fan Fund” for team yeller Zema Williams after his Indian outfit and headdress were destroyed during a beating by a group of Philadelphia Eagles fans. Q107 presented a thousand-dollar check to Zema during the morning show.

- KPKY/Pocatello, ID’s walls came “Crumblin’ Down.” At 8:06am October 28, PD Rich Terry went into John Cougar Mellencamp’s latest single “Crumblin’ Down.” One minute later the cart racks and other equipment began to shake and sway back and forth. But it wasn’t John’s record causing the commotion, it was an earthquake that rattled parts of eight Northwest states including Idaho.

Irene Cara

"The Dream (Hold
On To Your Dream)"
7-29396

Produced By
GIORGIO MORODER

Her New Single

From Her Debut
Geffen/Network album
WHAT A FEELIN'
GHS 4021

Featured in the
Universal picture
D.C. CAB
Opening Dec. 16th

Management:
Selma Rubin



**GEFFEN
RECORDS**

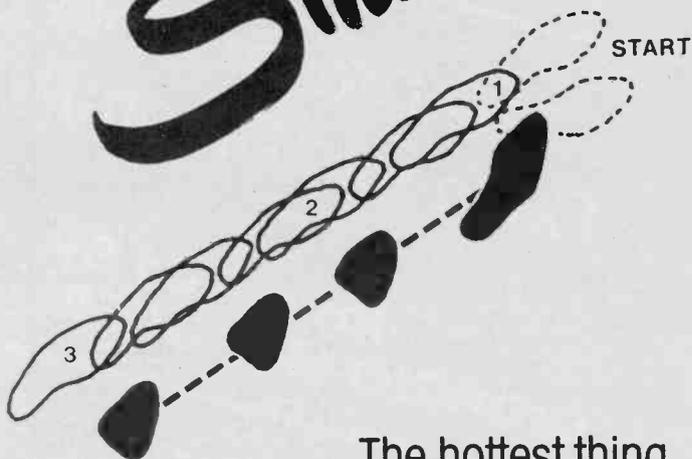
Manufactured by Warner Bros. Records



**NETWORK
RECORDS**

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THE CURLY SHUFFLE



The hottest thing to come out of Chicago since the fire!

"THE CURLY SHUFFLE" FROM JUMP 'N THE SADDLE

7-89718

WLS 8-6
WLS-FM add 6
WHTX add
Y100 on
B97 add
Q102 30-25
WABX add 14
KHTR on
KIQQ add
XTRA add

WTRY add
WRCK add
WZLD add
FM100 add
KJ103 add
U93 add 21
K107 on
103CIR add
WTSN add
WZYQ add
WQCM add
WJBQ add
WHEB on
WSQV add
WGLF on
WCIL-FM add
Y94 on
KRNA add 26
KFMW add



on Atlantic Records



WHTX "MONEY MACHINE" MAKES 'EM RICH — WHTX/Pittsburgh concluded its summerlong Money Machine promotion by awarding over \$12,000 cash and hundreds of prizes, including a swimming pool, a waterbed, two airline tickets to Florida, and the grand prize, a Chevy Camaro. Contestants were enclosed in an air chamber with over 300 swirling bills and had 30 seconds to catch as many of the bills as possible and stuff them into attached boxes. Shown here is the "Money Machine" in action.



WANS-FM DECKS THE HALLS WITH HOLLIES — The staff of WANS-FM/Greenville visited Atlantic recording artists the Hollies backstage on the group's recent tour of the South. Shown (l-r) are Asst. MD Tommy Smith, Promotion Coordinator Scooter Lesley, group member Bobby Elliott, road manager Mack Holbert, plus Hollies' Tony Hicks and Allan Clarke, Atlantic Records rep Larry King, and band's Graham Nash.

Bits

- **WBBO-FM/Forest City, NC** and 500 people recall "The Golden Book Of Memories." To commemorate the first anniversary of **Jess Park's** oldies show "The Golden Book Of Memories" on WBBO-FM, the station threw a party that drew 500 people to dance the night away with '50s and '60s music. The festivities included "Twist" and "Shag" dance contests and a prize for the best-dressed. Oldies artists **Maurice Williams, Clifford Curry, Harry Deal, and Billy Scott** were there to sign autographs and discuss oldies music with the crowd. The entire night was broadcast live.

- **WKSQ/Ellsworth, ME** called attention to the plight of a listener whose son was one of the Marines injured in the recent Beirut bombing incident. In just over two hours, the station raised \$2000 for airfare to send two family members to Washington, DC where they could fly World Airways to visit their injured son in Lebanon.

- **Q107/Washington** ropes listeners into the "World's Toughest Rodeo." But it wasn't tough for Q107's **Scott Woodside and Dave Thomson**, who rode into the spotlight on a Brahma bull and entered the "Calf Dressing Contest," along with four members of the audience, to be the first to put a pair of boxer shorts on two 250-pound calves. Q107 gave away tickets during a call in promotion and 11,000 city folk showed up, making it the largest attendance of the three-day run.

Motion

- **WFXZ/Saginaw, MI** signs on the air with a new CHR format under PD **Dave Michaels** . . . **KITE/Corpus Christi** takes on **J.D. Gonzalez** as new MD . . . **Glenn Beck** exits **WPGC/Washington, DC** for MD/mornings at **KZFM/Corpus Christi** . . . **Brian Finnegan** moves from **WJXQ/Jackson, MI** to **WZZR/Grand Rapids** overnights . . . **Chris Micheles** moves across town from **KYNO-FM** to weekends at **KMGX/Fresno** . . . **WSTO/Evansville's MD Steve Cook** moves into sales, **Eddie Ashton** is promoted to MD, and **C.J. Michaels** becomes Assistant MD.

- **Kevin Fennessey** exits **WHAM/Rochester** for nights across town at **98PXY** . . . "**Kid**" **Cassidy** hits the Detroit airwaves on **WHYT**, leaving a programming position at **WPOE/Greenfield, MA** . . . **Chris Knight** switches from MD/night rocker at **KWSS/San Jose** for mornings at **KPKE/Denver** . . . **Ric Mitchell** departs **WGFM/Schenectady** and is looking . . . **Tom Rush**, formerly of **WMET/Chicago, WOLF/Syracuse, and WAYS/Charlotte, NC**, is looking to re-enter the businss . . . Congratulations go out to **WMEE/Ft. Wayne's MD Tony Richards** and his wife **Sarah** on the birth of **Stevie Nix** . . . and to **G100/Mobile** air personality **Charlie Ocean** and wife **Cathy** on their new baby **Robert Raymond**.

- **KZ103 (WXKZ)/New Albany, MS** debuted its CHR format last month (9-15) with the following lineup: **Terry Cook**, mornings from **WNAU/New Albany**; **Marc Ranier**, middays from **KAWY/Casper, WY**; afternoons **David Greer** from **WDIF/Marion, OH**; night rocker **Mike Davis** from **KXYL/Brownwood, TX**; and **Mickey Basil** holding down all-nights from **WNAU**.

- **CHUM** has become Toronto's first AM stereo station. CHUM believes that the growth and penetration of Canadian AM stereo will be much greater than in the United States because Canada prohibits CHR-style music on FM radio.

- **WLS/Chicago's Larry Lujack and Tommy Edwards** donated \$100,000 to benefit the "Forgotten Children's Fund." The donation represents proceeds from the sale of "Animal Stories" albums, which are based on WLS's popular weekday feature of the same name created by morning man Lujack (Uncle Lar) along with his sidekick Edwards (Li'L Tommy). The program focuses on the amusing, unusual, and the bizarre in the animal world.

- **WTIC-FM/Hartford** gave a listener one minute with \$96,000 in a bank vault to walk away with as much money as he could grab. Listeners counted the number of songs played in the station's music sweeps and called in to win \$100. All winners were eligible for a final drawing to determine the "Dash For Cash" participant. Television commercials explaining the contest and depicting a winner gathering money were taped and ran for a week.

- **KTFM/San Antonio** has got your hot number. Listeners pick up a number at local stores or the station and wait to hear their number on the air. Listener must call to collect and win. The prizes include cash, a Corvette, and two condominiums.

THE PICTURE PAGE

EMI Cool For Cats



Capitol Group staffers hired a 400-pound Siberian tiger to promote the Stray Cats at the Great American Music Store in Minneapolis. Shown here with the big cat are (l-r): Capitol's David Witzig, EMI's Ron Geslin, Capitol's Vyto Lazauskas, Great American's Kenn Wolfe (kneeling) and Ted Reuff, Capitol's Tom Evered, and Gamco President Ira Heilicher.

Exile On Music Square East



Exile recently signed with Epic/Nashville to pursue a country career, and CBS executives met with the band after their Stockyards/Nashville appearance. Pictured (l-r) are group's Marlon Hargis, Sonny Lemaire, J.P. Pennington, and Les Taylor, E/P/A Sr. VP/GM Don Dempsey, CBS/Nashville Sr. VP/GM Rick Blackburn, CBS Sr. VP/GM Paul Smith, and group's Steve Goetzman.

Heart & Soul & Video



Chrysalis artists Huey Lewis & the News finished their video for their current single "Heart And Soul." Pictured (l-r) are producer Michael Weil, Rolling Stone magazine's Ben Fong-Torres, and video's unnamed female star, manager Rob Brown, director Devendra Rathod, and Huey Lewis.

Fixx Pix From Seattle



MCA's Fixx celebrated their fifth month on the road by opening for the Police at Washington's Tacoma Dome and meeting with local radio and sales people. Pictured backstage are (l-r) back row: KGHO/Hoquiam's Alan Dale, KMJK/Portland's Jon Barry, KISW's Gary Bryan, KUBE's Tom Hutylar, KBBK/Boise's Larry Lomax, KRKO's Randy Moore, KYYX's Mike Beaver and date, and the group's Adam Wood. Front: KGHO's Steve Larson, MCA's Fred Zaehler, Fixx's Rupert Greenall and Jamie West-Oram, and Seaport One Stop's Bob Hanft and friend.

RCA All-Stars



Daryl Hall & John Oates were joined backstage after a recent concert in Seattle by fellow RCA artist Deborah Allen (c), along with RCA's Bonnie McCassy (l) and Carson Schreiber (r).

Stacy Shines At Beacon



Cotillion's Stacy Lattisaw recently played Manhattan's Beacon Theatre in support of her "Sixteen" LP and "Miracles" single. Shown backstage are (l-r) Atlantic's Clarence Bullard, Lattisaw, Cotillion's Rita Roberts, and Atlantic's Simo Doe & Horace Burrell.

Group W Scores Bingo With Rops

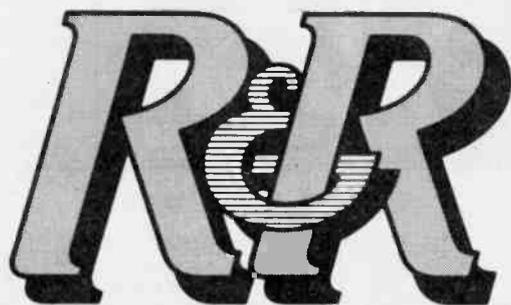


Group W's five Easy Listening-formatted FMs have long featured bingo parties for their contest winners. Recently, Group W Radio Sales decided that 300 radio time buyers should have their shot, and invited them to play bingo at New York's Red Parrot. Shown here between cards are Group W's Kent Atherton and Ted Bates's Mindy Miller.

BMO Signs Wilson & Kwils



CBS's BMO Records recently signed Kathy Wilson & Kwils at the gambling tables at Harrah's Atlantic City, with the first single due shortly. Shown (l-r): agent Bob Curtis, Kwils Diana Wilson, Kathy Wilson & Vicki Phillips, and BMO President Carl Maduri.



RADIO & RECORDS

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CALENDAR



BRAD MESSER

Where Your Taxes Went

Each year the stores seem to set up Christmas displays earlier, forcing us to do our best to politely ignore how pushy they are with their all-out commercialism. But with Thanksgiving behind us the momentum is increasing and it's impossible to remain detached as the inevitable holiday spirit begins growing.

Pretty soon we've got to get greeting cards and seriously start planning some shopping. Everything except glad tidings will cost money. It's a universal constant: whatever the size of the paycheck, a larger amount is always required.

The average worker's salary would be about one-fourth larger if Uncle Sam didn't get his share. Using figures provided by the Tax Foundation, a typical two-adult, two-kid family earning \$25,000 this year will have received only \$18,677 in take-home pay, with the remaining \$6323 going for federal taxes.

That's fine with me, you might say, because my tax dollars bought some really-necessary materials and services. (Or you might resent the whole affair deeply, but it matters not a bit, fellow taxpayer, because whatever you say, you still pay.)

What did your tax dollars buy? The bucks that would have been so handy to have for the holidays broke down like this in the 1983 federal budget:

- Miscellaneous 8%
- Agricultural assistance 2%

- Public transportation 3%
- Veterans' benefits 3%
- Education, Social Services 3%
- Health care 10%
- Interest on National Debt 11%
- Defense 26%

The biggest chunk was the remaining 34% for various income security programs, including unemployment compensation, Social Security, housing programs, and nutrition assistance.

Despite '83 tax cuts, says a study by the Federal Reserve Bank of Philadelphia, you gained no advantage. Bracket creep brought about by inflation, plus increases in Social Security taxes, mean we'll still be handing over about the same percentage of our income.

Something about this reminds me of the unemployed fellow who answered a classified ad headed "Opportunity of a Lifetime!" and found himself before a worried-looking businessman who explained, "I'm looking for someone to do all my worrying for me." The applicant replied, "Wonderful! How much will the job pay?" The businessman said, "Well, to shoulder all my cares and worries, you'll get \$25,000 a year."

"Twenty-five thousand? That's fantastic!" said the applicant. "Where will the money come from?"

"That's your first worry!"

First American Skywriting

MONDAY, NOVEMBER 28 — Communication via smoke signal was modernized 61 years ago today when the first skywriting was created over New York City (1922). American Airlines inaugurated two-way nonstop service coast-to-coast 30 years ago (1953) using its brand new DC-7s. Randy Newman 40. Hope Lange 50. Motown Records founder Berry Gordy Jr. 54.

Atomic Testing Goes Underground

TUESDAY, NOVEMBER 29 — The first American underground nuclear test blast was 32 years ago (1951). According to Wanda Kelly of the Association of Atomic Veterans, "Between 1945 and 1963, when the Nuclear Test Ban treaty became effective, there were 235 announced atmospheric nuclear tests. The government estimates approximately 250,000 men in all branches of the service participated in those tests." Tom Edison demonstrated his "talking machine," the first phonograph, in 1877. The first motorcycle race was run in 1897. Chuck Mangione 43. John Mayall 50. Vin Scully 56.

Mrs. Hodges's Chunk Of Heaven

WEDNESDAY, NOVEMBER 30 — In 1957 a nine-pound meteorite slammed through the roof of a house in Talladega County, Alabama, striking Mrs. Hewlett Hodges on her arm and hand. This is the only confirmed instance of a "shooting star" striking a person. When it became apparent the meteorite was worth money, the victim and her landlady got into a dispute over who owned it. They went to court and the landlady lost, whereupon Mrs. Hodges donated the meteorite to a university. Paul Stookey (Peter, Paul & Mary) is 46. Abbie Hoffman 47. G. Gordon Liddy 53. Dick Clark 54.

Rudolph The Reindeer Turns 44

THURSDAY, DECEMBER 1 — When Montgomery Ward ad man Robert L. May came up with his Red-Nosed Reindeer promotion in 1939, he suggested the names Rollo, Reginald, and Rudolph. After the boss chose Rudolph, the company promptly distributed more than two million Christmas booklets featuring him. Gene Autry's song about him topped the 1949 hit parade. Bette Midler 39. Richard Pryor 43. Lee Trevino 44. Woody Allen 48. Lou Rawls 48. Mary Martin (famous performer and mother of Larry Hagman) is 70.

Beginning Of The Atomic Age

FRIDAY, DECEMBER 2 — The first controlled atomic chain-reaction was created 41 years ago at the University of Illinois (1942). It led directly to the atomic bomb and made peaceful nuclear powerplants possible. Dr. Albert Wattenburg, who was on that original A-team, says the promise of commercial nuclear power has been broken because "the lesson of that first reactor, that you should do things carefully and check what you're doing, was not appreciated by the engineering industry that followed." Tracy Austin 21. Bob Pettit 51. Julie Harris 58. Alexander Haig Jr. 59.

Adult/ Contemporary



JEFF GREEN

Boston: A/C's Toughest Test

If you've wondered just how fragmented A/C can get in a major market, take a look at Boston. With two AM full service giants and five FM music alternatives, it's no wonder the race is so close; five of the seven are within just 1.2 shares of each other (summer Arbitron, 25-49 adults, Mon-Sun 6am-midnight, MSA). The other two are recent converts to adult-targeted formats and will only tighten the race even further.

How tense is this seven-way battle? It's so serious that two stations, summer leader WMJX and improving WVBF, preferred not to discuss matters at all. However, the programmers from the other five contenders willingly described their various approaches in the majors' most competitive arena.

WBZ: The Boston Tradition

As one of the two full-service A/C AMs, WBZ has felt the effects of FM fragmentation. With five consecutive declines 25-49, the first question to ask PD Chris Cross was if such erosion was inevitable. "It's bound to affect us, and that's perfectly normal."

Chris explained how WBZ operates from a longterm standpoint, and won't react to the crowded field of adult alternatives. "There'll be times when there are seven A/C's, others when there'll be three. The market's always shaking, particularly with this recent FM proliferation. So it's up to us to mind our own business. We're such a unique property with so many longtime personalities that if we start reacting to everyone else, we become part of that ball game. We are still successful because we don't change every book."

Indeed, WBZ's enormous 18+ exclusive cume — nearly twice that of its nearest challenger — testifies to WBZ's consistency plan. Chris said, "People stick with us all their lives, just as they stay with their family doctor. We've gone through all those catchy slogans, but our true identity comes from our people. Here the term 'tradition' is most appropriate."

WCOZ: Serving A New Need

Just five weeks ago, WCOZ changed from AOR to "Contemporary Adult," with a new 25-40 year-old target and an unusual emphasis on many CHR records. PD Frank Holler said, "That's not only the hole in this market, but the hole within the industry. It's quite likely we'll have our strongest numbers with 18-34 females and 25-44 males."

Because of WCOZ's image as an AOR, Frank agreed marketing and promotion will play a large role in his station's success. "Our on-air promotion and advertising slogan emphasizes the concept, 'Finally, for those of you who grew up during the Sixties, a radio station providing for your music tastes and lifestyles.' We're using the phrases, 'Where The Music Has Come Of Age,' and 'Boston's Most Enjoyable Music.'"

Asked if it was harder to establish credibility as an adult station with a lineup of AOR personalities, Frank replied, "There's a great share of the 30+ audience who had no impression of WCOZ except as 'Kick Ass Rock & Roll,' and therefore never sampled us. I wonder if those folks who might find us attractive now even know

The Boston A/C Box Score

	shares behind
WMJX (FM)	...
WHDH (AM)	0.2
WSSH (FM)	0.8
WVBF (FM)	0.9
WBZ (AM)	1.2
WROR (FM)	3.1
WCOZ (FM)	4.9

some of our talents worked here when we were AOR. The truth is, there is another major segment between 20-40 and especially 25-35 which did sample WCOZ, liked our people, and feels our music is now better than ever."

Frank noted he's added drivetime traffic reports and moved news during those times from :15 and :45 to :00 and :30, "since that's when adults expect to hear it. Because we're the sister to WHDH, we also have access to their newsgathering expertise, and that's a big help."

"We have a specific format that doesn't exist. Though there are other stations going after people in our same age group, they're not doing it with an emphasis on the fact that in 1984, that person who's 40 years old today is a product of the rock and roll era. Most A/C's continue to program music which was influenced more by the popular music of the '40s and early '50s than by the rock music of the late '50s and '60s. That's the difference, and I believe we'll be serving a need that will give us much more rapid results than competitors may think."

WROR: A Return To The Fold

WROR's brief switch from A/C to CHR after the spring '83 sweep caught industry observers by surprise. After all, WROR had improved steadily 25-49 to tie WMJX as the leading FM A/C in Boston. The change proved costly in the summer book, and now Manager/Programming & Operations Gary Berkowitz's job is to restore WROR's prominence. So what's he up to? "We were the original FM full-service A/C here, and we still are the only such station in town. We'll certainly be emphasizing that fact this sweep. We do a lot of contesting, and although we're not doing anything particularly special promotionally right now, future plans are presently being formulated."

"Musically," Gary continued, "we're much more contemporary than the stations across the street. We'll play the Eurythmics, Michael Sembello, and Irene Cara, while WVBF tends to sound 35+, and WMJX seems a bit 'folkier' and more acoustic. Because they play so little music, WBZ and WHDH really serve different pur-



SHOULDER TO SHOULDER — Competition is fierce in Boston, as these five programmers will attest. Looming above the city skyline are (l-r) Frank Holler (WCOZ), Gary Berkowitz (WROR), Chris Cross (WBZ), Michael Colby (WSSH), and Jim Murphy (WHDH).

poses than the FM stations do."

Having only returned to A/C since late August, Gary acknowledges this fall's book will be tough. "We're hoping to remain stable, if not slightly increasing. We're not looking for miracles, but seek to settle things down, highlight our personalities, and let the audience know the station they loved before is back again."

What will be the winning factor? "It'll come down to media promotion — who can put their call letters in front of people the most. In addition to the other A/C's, we're still sharing a huge amount of listening with (CHR) WHTT, WXKS, and even (AOR) WBCN. This is like going into Grenada and being shot at by 32 guys at once!"

WHDH: Boston's Leading AM

Despite a sharp drop this summer after a tremendous spring book, WHDH held on to remain ahead of WBZ 24-49. Was this partly due to FM fragmentation? PD Jim Murphy said, "With all those FMs doing A/C, the market is unquestionably going to be cut into more pieces. But over the years, the history in Boston is that the FMs cut each other to ribbons, while WHDH and WBZ's strong morning shows, news, and overall consistency will keep them very healthy. Eventually, the FM war will narrow down to the best two or three stations. Somebody's going to emerge as the kingpin of FM A/C, but it's far too early to see which one that'll be."

Jim, who is supervising a large TV, buscard, and bumper sticker campaign this sweep, sees WHDH operating from three main strengths: "First, our morning man Jess Cain, who generates tremendous emotional loyalty from the listeners. People feel they know him one-on-one, and that's very important. Second, because of our



PUTTIN' ON THE HITS — WSSH/Boston is using the city's famous double-decker buses to promote their latest slogan, complete with three-dimensional headphones. Station owner Arnold Lerner commented, "I think the Boston community will smile every time they see these buses, and that's exactly the kind of warmth we want associated with our station."

longtime position as a comfortable music station, people still do turn to us for music; I don't honestly feel an AM station can buy that luxury today. Finally, we're an overall 'fun' station. I believe our slogan 'Where Your Friends Are' is true, and we offer our listeners many ways to have fun with 'HDH through promotions, contests, and how we involve ourselves in the community."

As far as predicting the book is concerned, Jim doesn't speculate, but said, "We're in position to be one of the winners this sweep, and are very optimistic."

WSSH: The Soft Alternative

Soft A/C WSSH ("Wish") has had a very good year, nearly doubling 25-49 since last winter. Located in suburban Lowell, WSSH has seen its audience grow from outside the metro into Boston, and now is ranked third behind WMJX and WHDH. PD Michael Colby described his station's "environmental" ambience. "We learned many lessons from our days as Beautiful Music, especially

"Somebody's going to emerge as the kingpin of FM A/C, but it's far too early to see which one that'll be."

— Jim Murphy

about longterm listening. WSSH features a controlled mood, primarily seeking 35-44 adults.

"We're easy to listen to," he continued, "with traditional mellow superstars such as the Carpenters, Barbra Streisand, and Neil Diamond. We play only a handful of current records. WSSH attracts Beautiful Music listeners who enjoy quiet mood songs, while we blend in artists for younger demos, such as the Beatles, Simon & Garfunkel, America, and the Commodores. Occasionally, we'll spice it up with an old classic by Frank Sinatra, Ray Charles, or Nat Cole."

WSSH's mellow consistency pays off not only in quarter-hour maintenance, but also in exclusive cume, as the station tops all other A/C FMs in that 18+ statistic. Michael said, "The 'Soft Hits' mix seems to bring those younger and upper demos together, and it's the context of the format that keeps them with us. To many of our listeners, we're their favorite station. One reason we've learned, from studying the lifestyles of our phenomenally loyal audience, is that they're under a fair amount of stress, and this is a very relaxing format."

Regarding the competition, Michael commented, "Because there are so many A/C's on FM, we've staked out ground that's exclusively ours. Some of our general A/C neighbors may have to become a little more narrow as well."

AOR



STEVE FEINSTEIN

Four Who Are Pure

Racking your brain trying to decide whether or not your audience will cotton to the latest CHR crossover smash? As you sit in deep thought, with fist under chin like the statue of the "Thinker" in the "Dobie Gillis Show," consider how WQFM/Milwaukee PD Lee Arnold handles crossover records.

Lee blows 'em up right on the air, and he says they blow up *real good*. He explains he's not doing it to knock the record *per se*, but to make a statement about his competitors. Never known for being timid, Lee asks his audience if they "can believe there are stations in this town calling themselves rock 'n' roll stations that play this drivel? Have you seen this guy (Boy George of Culture Club)? He wears dresses and has a boyfriend named Marilyn."

Before you consider such drastic action, let's discuss the issue in a rational manner. Until recently, AOR would usually be first on a record, and develop it until CHR stood up and took notice. Shortly thereafter, AOR would ease it into recurrenents or drop it altogether. The reasoning was that the tune would soon burn from CHR's hyper rotation or that it had lost its "hip" identity as an AOR exclusive offering.

Not only does AOR no longer drop those songs like a hot potato once they cross over to CHR, now there are records that seem to be going in the reverse direction — from CHR to AOR. The pattern doesn't necessarily hold true for every market, but songs by artists such as Culture Club, Michael Jackson, and Men Without Hats generally went on AOR *after* CHR.

More important than where the records broke first is the question of whether these artists and records are compatible for AOR. Will they be the come-building savior of AOR or its undoing? The Doubleday and Sandusky stations, among others, believe the former, as they head toward a hybrid position.

The other school of thought sees CHR crossovers in a less favorable light. Tommy Hedges, PD of KLOS/Los Angeles, calls them an "attempt to change the nature of a station. You can't just slip these records in; they're noticed. My feeling is if you're going to play them, change your call letters and start a whole new station."

Whose Station Is This Anyway

KGB/San Diego PD Larry Bruce provides this scenario: "If you're a rock 'n' roll radio station and listeners punch in and you're playing Lionel Richie, you confuse them. The next time they want to hear rock 'n' roll, maybe they're not going to come back cause they think you've changed format."

While some programmers seek to steal some of CHR's thunder by leaning in its direction musically, Lee Arnold wants to "create an image of being as different from

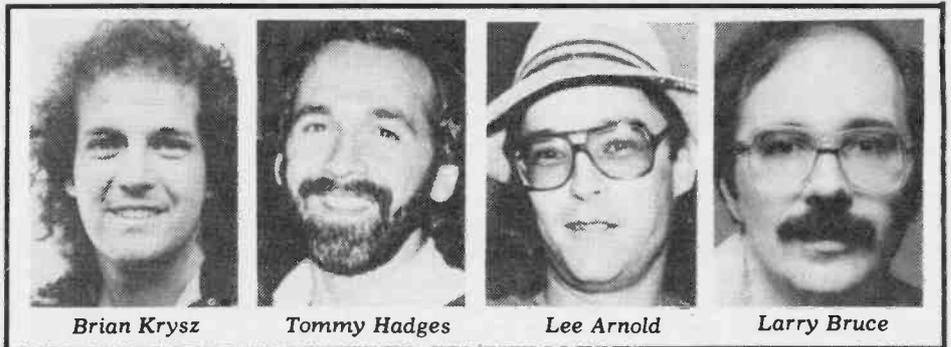
JULY 1984 AUGUST

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30	31	

MARKING THE DAYS THE BUZZARD WAY — WMMS/Cleveland commissioned six full-color, original drawings depicting life in Cleveland, "The Rock 'n' Roll Capitol Of The World," for its 1984 calendar. Also shown are the station's new customized pencils featuring the Buzzard mascot.

CHR as possible. Some Source people who were in town told me, 'As we went down the dial we knew when we got to your station even without hearing the call letters.' There are four or five radio stations here playing the same songs. Get to my station and you know you're at the rock station in the market."

Should the sound of a record be the only consideration, and artist image be damned? Not so, says Tommy Hedges. "There's no doubt that people have attitudes about artists. Barbra Streisand is a fabulous talent, but if she were to come out with a balls-to-the-wall rock record, I don't think our audience would embrace it. Country



Blurred Image

Our programmers mentioned "image" frequently. For years, AORs steadfastly refused to play artists whose image didn't fit the station's rock image. The success of CHR has led many sages to declare that we're in the era of the hit song, and that audiences don't care about an artist's image as long as the song is great. AOR finds itself exhorted *ad nauseam* to "play the hits," which is probably the most irritating cliché since "Have a nice day."

fans don't want to hear Led Zeppelin's "Hot Dog" on their Country station, either. It may be a country song, but they've got their own favorite groups they respect and feel good about."

"Image is everything in radio," says PD Brian Krysz of WGRQ/Buffalo, who won't play a song by an artist "with an image that our core audience wouldn't perceive as hip." However, he would play that same song if the artist were new, with no

Continued on Page 35

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WCMF 96
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BANK PRANK — WCMF/Rochester's fall TV campaign focuses on the station's Cash Encounter promotion, in which a listener will have 96 seconds to grab up as much as \$30,000 off the floor of a bank vault. The winner will be allowed to use only his hands and arms, not his pockets or mouth, and is guaranteed \$5000 for his efforts.



GOT A CRUSH ON YOU — Two KZOK/Seattle listeners had their lemons squeezed when their not-so-cherished cars were selected through a photo contest to be sacrificed in a King Kong Kar Crush. The winners received used cars as replacements, along with \$150 of free gas. King Kong, described as the world's largest 4 X 4 pickup truck, is a rebuilt 1975 Ford Ranger that weighs 13,000 pounds and is said to eat Volkswagen Rabbits for breakfast.

KATHY MATTEA

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R&R 42

BB 33

CB 37



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Nashville This Week



SHARON ALLEN

Nelson Hosts Grady Martin Tribute

The Nashville Music Association (NMA) will initiate its Master Award with a tribute honoring Grady Martin on December 1. This event is designed to pay homage to session musicians and session vocalists who help create the Nashville Sound, and therefore help create the music industry in Nashville.

Martin is predominantly known today as Willie Nelson's guitarist, but over the years he's been a session musician on more hit records than we have space to mention here. He produced Red Foley's "Chattanooga Shoeshine Boy"; invented the fuzztone guitar sound first heard on Marty Robbins's "Don't Worry" (and with that sound influenced an entire generation of rock guitarists); and also recorded several albums of his own, including "Instrumentally Yours," which became a landmark album for use of overdubbing.

The event will be hosted by Willie Nelson for the NMA in the Presidential Ballroom at the Opryland Hotel. For additional information on the tribute or the award competition, contact the NMA at (615) 321-5662.

Erma And Barbara On The Road



Erma Bombeck went "On The Road With Barbara Mandrell" to tape a segment of "Good Morning America." She got her first taste of country music touring as they traveled from Saginaw to Indianapolis on Barbara's new bus. They went through a soundcheck, sang a duet, signed autographs, and even discussed Bombeck's own tour for her book "Motherhood, The Second Oldest Profession." The segment airs Friday, November 25 on ABC.

Everette Meets His Biggest Van

Trader Bud Dodge of Columbus, OH selected Leon Everette to represent it in its television/radio commercial campaign, then surprised him with a \$35,000 RamTough ¾-ton van as a gift. A gold plate on the dash says "Specially built for Leon Everette," and there's a painting of a man and woman walking into the sunset captioned with "My Lady Loves Me" on the spare tire cover. There's also a handpainted picture of Leon and the RCA "Nipper" on the side. What a deal!!!

Loretta's USO Tour

Loretta Lynn will star in a 60-minute holiday special, "Loretta Lynn's Christmas Card," that will chronicle her USO-sponsored tour through West Germany.

The special will premiere December 17 (with additional airings on Christmas Day) on the Nashville Network.

Loretta says, "This is a chance for me to give something back, and we're really looking forward to taking them a little feeling of hometown holiday spirit."

Though the special will include performance footage, a major focus of the program will be documenting the tour. It is the most extensive USO-sponsored tour since Bob Hope's 1972 circuit.



Loretta Lynn

BITS & PIECES: Will Sandy Pinkard's and Richard Bowden's debut album for Warner Bros. be another case of "Somebody Done Somebody Wrong?" Guess we'll have to wait till the first of the year (when the LP is scheduled for release) to see how the new comedy duo handles their recording with such guest artists as Jackson Browne, Dan Fogelberg, and ex-Eagles Glenn Frey and Don Henley (Bowden, by the way, played with Henley in Texas bands the Felicity



COUNTRY COMEDY — New WB country comedy duo Pinkard & Bowden attracted top talent for their LP sessions. Pictured (l-r) are Richard Bowden, producer Jim Ed Norman, guest artist Dan Fogelberg, and Sandy Pinkard.

and Shiloh back in the '60s and early '70s) . . . Did you know??? Hawkshaw Hawkins released "Lonesome 7-7203" 20 years ago (1963) and it reached the top of the charts. Then, ten years later (1973), Buck Owens produced Tony Booth's version of the song, and it reached top 20. Now this year (ten years later), the song shows up again recorded by Darrell Clanton. Is this a song of the decades?"

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Black Radio



WALT LOVE

BLACK AND PROUD

WBMX/Chicago— The People's Radio Station

This is the final week of our series about Black/Urban Contemporary radio stations and their success during the summer Arbitron. The station profiled this week prefers to be known as a Black FM, not an Urban Contemporary. As such, WBMX/Chicago made a significant ratings move last time out. A five-book, 12+ breakout follows below:

Summer '82	5.2
Fall '82	4.7
Winter '83	3.6
Spring '83	4.3
Summer '83	5.8

As mentioned in last week's article, WBMX is the fourth highest-rated radio station in Chicago. Obviously there's a reason for WBMX's success, so I talked with General Manager Kerner Anderson and Program Director Lee Michaels.



Kerner Anderson

Lee Michaels

Asked to explain WBMX's summer ratings, Kerner answered, "I think the significant increase is part of our overall movement which began last year. Quite frankly, we appeared to drop in the winter book. We always maintained that was a fluke. The station rebounded in the spring, and we positioned ourselves in the summer book. I think our strong showing was basically a reaffirmation of the radio station's strength."

High Visibility Important

How visible was WBMX? "We took it to the streets. We were involved with a number of summer activities in the city of Chicago and the Chicagoland area. Our morning show was one way we got involved and stayed visible. There were live broadcasts from discos, nightclubs, and stores. This was live in the mornings; we did remotes from anywhere. The station also got involved with various city park festivals."

Lee added, "On A Saturday Morning" was part of our entire morning team concept with Banks & Company (morning man Doug Banks). The show became involved with so many personal appearances that it progressed into other areas. We did all the traditional things like parades and concerts; anywhere there was a gathering of people. A hundred thousand people or more

attended the different city park festivals."

Kerner picked up the story again. "We took the posture that we were the station of the people. Therefore, we were where the people were. As a result of this concentrated effort, we have a station that's putting out a product people obviously appreciate. And the results are reflected in the numbers."

Black Vs. Urban

I then questioned the advantages of WBMX calling itself a Black-formatted station rather than Urban Contemporary. Kerner commented first. "Starting with our air personalities and our approach, it's all black. We didn't plan it that way, but we have no non-blacks on the airstaff. I think the success of the station might well have to do with several things that have happened in the city, like the election of Mayor Harold Washington. We were way out front on that issue. We had our on-air debate, and subliminally I think people in this city still give us positive credit for that one action alone. I'm not sure how big a part that plays in people's minds, but I believe it's significant. It continues to have a carryover effect. I also think we've embellished that by intense, ongoing involvement with outside activities."

"Doing what is basic but meaningful has

"There are always going to be accounts who won't buy black. However, there has been significant movement towards realism in this area."

—Kerner Anderson

been very important to our current success evolution. When the Mayor had a parade, when a Westside group had a festival, we were there. Chicago is a market that tends to appreciate this type of association — we are the station that people can hear and still touch."

Lee remarked, "From a programming standpoint, we haven't adapted the approach that most of the so-called Urban Contemporary stations have taken: 'Let's deal with music first.' Since Kerner and I came here, our whole approach has been to try and get a grip on the black community, and rebuild the base audience that WBMX once had. Without a doubt, if anybody came to this market and listened to the four Black stations — WGCI-AM & FM, WJPC, and WBMX — I'd think anyone with any common sense would say that 'BMX seems to



WZAK GOES ALL OUT FOR HALLOWEEN — This Halloween the 93FM jocks donned costumes and passed out candy in front of the station's new studios. More than 300 children benefitted from the treats. Pictured (l-r) are personalities K.C. Stewart, Jeffery Charles, Dee Perry, Ken Allen, and (seated) WZAK PD Lynn Tolliver Jr.

be the most community-oriented. They would come to this conclusion because of our news/public service announcements, awareness, and visibility in the black community. We're supportive of all the black organizations from the NAACP right on down. We've never tried to turn our backs on who we are and who we're trying to reach."

"We have more non-black listeners," Kerner interjected, "than do the other black music-formatted stations here." Lee added, "We've done this without trying to gain that position. The other black programmers are doing all the things we don't, and it seems they're not getting what they claim to be going after, more of the non-black listening audience. I've always believed the Urban label is something created by agencies for their own use. I feel bad for stations trying to go in and get general market dollars by not being what they really are. That's a tough job. My belief has always been blacks spend money. The list could start with hair care products/cosmetics, and not just black products. We buy anything that's sold, and I do mean anything. That's why if any advertiser wants to reach people, especially black people, they have to buy our station."

"As you've indicated before, large and small market Black/Urban stations around the country are scoring in the top five. Yet they're not getting the advertising dollars that go with those ratings. We can be number one. But we're still treated like we're the number ten or number 20-rated

product, you have to get people. More and more, stations such as WBMX are finding themselves coming in on buys that wouldn't have been available a year ago and surely not three years ago. I'm not suggesting we're getting our share, but our numbers are so strong now that it's difficult to come to Chicago and move product without buying WBMX and WGCI-FM. Another important factor is the qualitative research data that's appearing. Birch and Arbitron are two companies offering this type of information about blacks. That sort of data tends to aid the sales department in defeating some of the old black stereotypes. So, I think it's a matter of hanging tough because there are always going to be accounts who won't buy black. That's life. However, there has been significant movement towards realism in this area."

I certainly want to thank Kerner and Lee for their positive input. I would also like to thank all the people who participated by lending their knowledge and experience to this series. Needless to say, we'll all be anxious to see the results of the fall '83 sweep. Some very important stories will surely be told then, too. Have a Happy Thanksgiving!

Station Profile

WYLD-FM (FM98)

2906 Tulane Ave.
New Orleans, LA 70119
(504)822-1945

OWNER: Inter-Urban Broadcasting

GM: James J. Hutchinson

PD/MD: Brute Bailey

REP: Hillier, Newmark, Wechsler & Howard
98.5 MHz

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"At our station we have the philosophy, 'To do everything with excellence, if for no other reason than the fact that there is fun and profit in excellence.' With that attitude, we attack New Orleans as if no other radio station exists. Thus, our reward is what the community gives back — a lot of attention."

"All in all, I guess there's no secret formula for our consistent success. That is except for an old soda company motto I'd like to share: 'No deposit, no return.'"

— Brute Bailey

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Current Issue #44 features KIIS/Rick Dees, KLOS/Shana, KPRZ/Gary Owens, KFRC/Dr. Don Rose's 10th Anniversary Show, WLOL-FM/Hines & Bergland, Seattle's AOR KZOK, San Diego's soft AOR KIFM, and Rochester's CHR Battle — WPXY vs. WHFM vs. WMJQ, plus WBBM-FM/Don Geronimo's first night. 90-minute cassette, \$5.50.

Classic Issue #C-37 features KHJ/Charlie Tuna-1978, KMET/Mary Turner-1975, KRLA/Art Laboe-1978, KFWS/Roger Christian-1967, KCBQ/Shotgun Tom Kelly & Rich Brother Robbin-1973, WNBC/Cousin Bruce-1976, KRLA/Dick Biondi-1966, and KHJ/Robert W. Morgan-1973. Cassette, \$10.50.

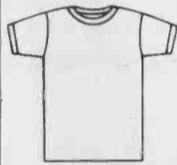
Special Issue #S-24 features Detroit & Kansas City! From Detroit, A/C's WOMC, WNIC, WMJC & WCZY, CHR's WHYT & WABX, AOR's WLLZ & WRIF, Urban WDRQ, & Black WJLB. Kansas City CHR KBEQ, AOR KYYS and A/C's WHB, KMBZ and KLSI. Cassette, \$5.50.

Other recent special issues still available, including #S-20 (Washington/Baltimore) and #S-22 (San Jose-San Francisco) at \$5.50 each. Subscriptions are available to all three services. Write or call for more information.

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Opportunities

Openings

EAST

Dominant station in northern NH seeks experienced morning drive personality. T&R: GM, WMOU-FM, Box 489, Berlin, NH 03570. EOE M/F (11-25)

PM drive position. Great station & benefits. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (11-25)

Looking for high profile, funny morning man for Top 5 Market. Top 40 and AOR experience helpful. Send tapes, references and resumes to: Radio & Records, 1930 Century Park West, #579, Los Angeles, CA 90067.

WDRG/Hartford seeks parttime for winter vacation relief. Light/tight/bright communicators please. T&R: 869 Blue Hills Ave., Bloomfield, CT 06002. EOE M/F (11-25)

Major new 50kw CHR FM looking for ND. T&R: Curt Hansen, 30 Cottage St., New Haven, CT 06511. EOE M/F (11-25)

17.5kw non-commercial FM seeks Manager/Teacher of Broadcasting. Resume/refs.: Raymond E. Clarke, Kent County Public Schools, Washington Ave., Chestertown, MD 21620. EOE (11-25).

WMAJ/State College seeks outgoing, warm & friendly A/C morning man/PD. Beautiful location. Fast growing market. T&R: Joe Trimarchi, GM, Box 888, State College, PA 16804. (11-25)

Major suburban radio station in NE looking for dynamic take-charge Program Director to direct diversified full service format. Must be promotion and community-oriented. T&R to: Radio & Records, 1930 Century Park West, #582, Los Angeles, CA 90067.
EOE

WHWH/WPST seeks mature news reporter to work with build news team. T&R, writing samples: David Kush, 221 Witherspoon St., Princeton, NJ 08540. (11-25)

Have opening. Will hire Medium market C&W needs morning personality. Male or female. Call (304) 485-7354 and ask for J.D. (11-25)

Top country station in suburban New York area seeks part-time & fulltime. Experience preferred. T&R: WIXL-FM, Box 40, Newton, NJ 07860. (11-25)

Newsperson needed to join top-flight news staff. Good writer, good voice. News Director, WBNR/WSPK, Box 1703, Poughkeepsie, NY 12601. (11-18)

Immediate opening for an experienced ND. Must be willing to build news department. Apply in person, first come basis. WECM, 221 Washington St., Claremont, NH 03743. (11-18)

Openings

SOUTH

Experienced CHR talent needed for several of PA's hottest stations. All dayparts & production. T&R: Joe Montione, WHTF, R.D. 4, Box 312B, York, PA 17404. EOE M/F (11-18)

KRMG/Tulsa seeks creative person to write & produce award winning commercials. Contact Bill Conway, OM: (918) 493-7400. (11-25)

Medium market AM/FM in college community needs experienced newperson. Good pay, benefits, climate. T&R: Dan Hollingsworth, KRUS/KXKZ, Box 430, Ruston, LA 71270. EOE M/F (11-25)

WFMJ/Lexington seeks top-flight CHR jocks for all shifts. High energy on-air & great production a must. T&R: Charlie Fox, Box 927, Lexington, KY 40588. EOE M/F (11-25)

WAV970

We're looking for an outstanding personality. It could be for mornings or afternoons. That depends on you!!! You must be funny, able to generate a lot of talk quickly, and incorporate relatables like things going on around the area and sports in your act. Our format requires a lot of show prep. You'll have a great support staff of News, Sports, Weather and Traffic people. Rush your tape! We need you now.

Lee Masters, Vice President, WAV970, P.O. Box 37970, Louisville, Kentucky 40233. ABSOLUTELY NO PHONE CALLS.
EOE

Morning personality wanted for live-assist/automated Country FM. Experienced with strong production. T&R: Randy Bush, WWSA/WCMY, Box 1247, Savannah, GA 31402. EOE M/F (11-25)

Openings

Live at the beach! WPAP-FM needs 7-mid. announcer yesterday. Good production a must. T&R (with prod.): Kevin O'Neal, Box 2288, Panama City, FL 32402. EOE M/F (11-25)

For the Good Times!

WDIA Radio AM 1070

Mid-South R&B giant now looking for air personalities. Experienced, creative, and ready to join outstanding radio organization. Excellent salary & benefit package. Send tape and resume: Box 12045, Memphis, TN 38112. EEO Employer.

Modern country station in VA needs evening announcer to start mid-December. Rush T&R: WREL, Drawer 902, Lexington VA, 24450. No Calls. EOE M/F (11-25)

PRODUCTION DIRECTOR NEEDED

For Norfolk area A/C FM. Duties include weekend airshift. Good pay and stability if you're a creative and responsible performer. T&R to Paul Richardson, WWDE, Tower Box 101, 2101 Executive Drive, Hampton, VA 23666. EOE M/F

94TYX/Jackson, a top-rated CHR has possible future openings. T&R: Jim Chick, Box 9446, Jackson, MS 39206. EOE M/F (11-25)

Gary Burns & Associates has the following openings at client stations in the South:

- 1) Dominant AOR — Air Talent & News.
- 2) New CHR — Program Manager.

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Gary Burns & Associates, P.O. Box 40013
San Antonio, TX 78229

One month's free rent to an experienced announcer. Females encouraged to apply at Black/Urban WJMI. T&R: Carl Haynes, Box 3320, Jackson MI 39207. EOE M/F (11-25)

New High Power AM, Houston Area, looking for Adult Contemporary Program Director. Must be mature with at least medium market experience, good track record. KTUN, 121 West First, Suite D, Humble, Texas 77338, contact Mike Keller. EOE M/F

Openings

50,000 watt Country station looking for air staff. T&R: Box 220, Exmore, VA 23350. EOE M/F (11-25)

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Market-dominant A/C-Country combo seeks morning news anchor/reporter. Experience a must. T&R: Susan Balof, WX-OR/WALT, Box 932, Florence AL 35631. No Calls. EOE M/F (11-25)

SE combo needs copy & production person, also news reporter. Contact GM, Box 1546, Rome, GA 30161. EOE M/F (11-18)

MIDWEST

WKJF seeks announcer with production & news skills. Females & minorities encouraged. C&R: Tim Murphy, Box 89, Cadillac, MI 49601. EOE M/F (11-25)

KODY-AM seeks a fulltime ND immediately. T&R: Steve King, 308 W. 4th, North Platte, NE 69101. (308) 532-3344. EOE M/F (11-25)

The Music Section

National Music Formats Added This Week

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

RAY PARKER JR. "I Still Can't Get Over Loving You"
LIONEL RICHIE "Running With The Night"
GENESIS "That's All"
ROBERT PLANT "In The Mood"
FIXX "The Sign Of Fire"
MATTHEW WILDER "Break My Stride"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

OLIVIA NEWTON-JOHN & JOHN TRAVOLTA
"Take A Chance"
RAY PARKER JR. "I Still Can't Get Over Loving You"
LIONEL RICHIE "Running With The Night"

Tanner Country

DARRELL CLANTON "Lonesome 7-7203"
MEL TILLIS
"She Meant Forever When She Said Goodbye"

Red Satin Rock

BARRY MANILOW "Read 'Em And Weep"
DeBARGE "Time Will Reveal"
NAKED EYES "When The Lights Go Out"

Radio Arts

John Benedict (213) 841-0225

Country's Best

THOM SCHUYLER "Brave Heart"
GENE WATSON "Drinkin' My Way Back Home"
DAVID WILLS "Miss Understanding"
GARY MORRIS "Why Lady Why"

Soft Contemporary

NEIL SEDAKA with DARA SEDAKA
"Your Precious Love"
JENNIFER WARNES/CHRIS THOMPSON
"All The Right Moves"
NICK HEYWARD "Whistle Down The Wind"
MARILYN MCCOO "Heart Stop Beating In Time"

Sound 10

NICK HEYWARD "Whistle Down The Wind"
RONNIE MILSAP "Show Her"
NEIL SEDAKA with DARA SEDAKA
"Your Precious Love"
FRANK STALLONE & CYNTHIA RHODES
"I'm Never Gonna Give You Up"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

MERLE HAGGARD "That's The Way Love Goes"
JOHNNY RODRIGUEZ "Back On Her Mind Again"
MARK GRAY "Wounded Hearts"
KENNY ROGERS "You Were A Good Friend"
EMMYLOU HARRIS "Drivin' Wheel"
LOUISE MANDRELL "Runaway Heart"

The Great Ones

KOOL & THE GANG "Joanna"
JIMMY BUFFETT "One Particular Harbour"
SMOKEY ROBINSON "Don't Play Another Love Song"

Transtar

Chick Watkins (303) 578-0700

MOTELS "Suddenly Last Summer"
CARPENTERS "Make Believe It's Your First Time"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

JENNIFER WARNES/CHRIS THOMPSON
"All The Right Moves"
LIONEL RICHIE "Running With The Night"
OLIVIA NEWTON-JOHN & JOHN TRAVOLTA
"Take A Chance"

Country Coast-To-Coast

MERLE HAGGARD "That's The Way Love Goes"
MEL McDANIEL "I Call It Love"
GARY MORRIS "Why Lady Why"
RICK & JANIS CARNES
"Does He Ever Mention My Name"
GENE WATSON "Drinkin' My Way Back Home"
B.J. THOMAS "Two Car Garage"

BPI

John Iles (800) 425-9082

Adult Contemporary

JENNIFER WARNES/CHRIS THOMPSON
"All The Right Moves"
OLIVIA NEWTON-JOHN & JOHN TRAVOLTA
"Take A Chance"
BARRY MANILOW "Read 'Em And Weep"

Country Living

MEL TILLIS "She Meant Forever When She Said
Goodybe"
GARY MORRIS "Why Lady Why"
EMMYLOU HARRIS "Drivin' Wheel"
GENE WATSON "Drinkin' My Way Back Home"
DARRELL CLANTON "Lonesome 7-7203"

Bonneville Broadcasting System

Dave Verdery (800) 631-1600

Easy Listening

MEL TILLIS
"She Meant Forever When She Said Goodybe"
GARY MORRIS "Why Lady Why"
EMMYLOU HARRIS "Drivin' Wheel"
GENE WATSON "Drinkin' My Way Back Home"
DARRELL CLANTON "Lonesome 7-7203"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

XT-40
RUFUS & CHAKA KHAN "Ain't Nobody"
LIONEL RICHIE "Running With The Night"
RAY PARKER JR. "I Still Can't Get Over Loving You"
KOOL & THE GANG "Joanna"
GENESIS "That's All"

Contempo 300

NAKED EYES "When The Lights Go Out"
LINDA RONSTADT "What's New"
KOOL & THE GANG "Joanna"
LIONEL RICHIE "Running With The Night"

Great American Country

ED BRUCE "After All"
GAIL DAVIES
"You're A Hard Dog (To Keep Under The Porch)"
MARK GRAY "Wounded Hearts"
SHELLY WEST "Another Motel Memory"
JOE STAMPLEY "Double Shot (Of My Baby's Love)"

THE
YEAR-END SPECIAL

R&R

RADIO & RECORDS

'83 IN REVIEW



Year-end charts
for every format

Monthly news capsules

GET IT ALL
IN THE
DECEMBER 9th R&R

Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

DEELE

Body Talk (Solar/Elektra)

67% of our reporting stations on it. Rotations: Heavy 10/0, Medium 25/3, Light 15/4, Extra Adds 1, Total Adds 8, KRNB, WGCI, WDMT, KACE, KDAY, KSOL, WGIV, WPDQ. Moves 36-28 on the Black Radio chart.

SHANNON

Let The Music Play (Mirage/Atco)

64% of our reporting stations on it. Rotations: Heavy 19/1, Medium 17/1, Light 12/3, Extra Adds 1, Total Adds 6, WZEN-FM, WKXI, WLOU, WMAK, WVOL, KDKO. Moves 28-20 on the Black Radio chart.

TWILIGHT 22

Electric Kingdom (Vanguard)

64% of our reporting stations on it. Rotations: Heavy 19/0, Medium 18/1, Light 9/1, Extra Adds 3, Total Adds 5, KKDA-FM, WBLZ, KACE, KDAY, WTOY. Moves 27-22 on the Black Radio chart.

ANGELA BOFILL

I'm On Your Side (Arista)

63% of our reporting stations on it. Rotations: Heavy 2/1, Medium 24/6, Light 21/3, Extra Adds 1, Total Adds 11, WAMO, WBMX, WGCI, WZAK, KDAY, XHRM, KHYS, WKWM, WTLC, KDKO, KDIA. Debuts at number 34 on the Black Radio chart.

GAP BAND

Jam The Motha' (Total Experience/PG)

62% of our reporting stations on it. Rotations: Heavy 12/1, Medium 17/2, Light 17/6, Extra Adds 1, Total Adds 10, WYLD-FM, KJLH, WRDW, KNOW, WENN, WGIV, WJJS, WANT, WAAA, WTLC. Moves 38-29 on the Black Radio chart.

FOUR TOPS

I Just Can't Walk Away (Motown)

62% of our reporting stations on it. Rotations: Heavy 9/0, Medium 19/2, Light 19/3, Extra Adds 0, Total Adds 5, WAMO, WOOK, KNOW, WANT, WTOY. Moves 34-31 on the Black Radio chart.

PATTI LABELLE

If Only You Knew (Philadelphia International/CBS)

62% of our reporting stations on it. Rotations: Heavy 17/0, Medium 17/1, Light 13/2, Extra Adds 0, Total Adds 3, KDAY, WANT, WAAA. Moves 26-25 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.

MADONNA "Holiday" (Sire/WB) 43/4

Rotations: Heavy 10/0, Medium 18/1, Light 14/2, Extra Adds 1, Total Adds 4, KACE, KNOW, WJMM, WTLC. Heavy: WDAS, WAMO, WAOK, WAIL-FM, WBMX, KSOL, KDIA. Medium: WOOK, WEDR, WZAK, XHRM. Moves 37-32 on the Black Radio chart.

JUNIOR "Unison" (Casablanca/PolyGram) 38/11

Rotations: Heavy 2/0, Medium 14/2, Light 19/6, Extra Adds 3, Total Adds 11, WEDR, WCIN, WRDW, WGIV, WOIC, WLWV, WJMM, WAAA, WTLK, WVOI. Heavy: WBMX, KJLH. Medium: WAMO, WVVEE. Debuts at number 39 on the Black Radio chart.

IRENE CARA "Why Me?" (Network/Geffen) 38/1

Rotations: Heavy 6/0, Medium 19/0, Light 12/0, Extra Adds 1, Total Adds 1, WMAK. Heavy: WAOK, WVVEE, WBLZ, KSOL, WATV, KOKA. Medium: WILD, WHRK, WBMX, WCIN, WJMO, XHRM, KNOW, KUKQ. Debuts at number 40 on the Black Radio chart.

ROYALCASH "Radio Activity" (Sutra) 34/4

Rotations: Heavy 11/0, Medium 12/2, Light 11/2, Extra Adds 0, Total Adds 4, WHUR, WDMT, WTOY, KUKQ. Heavy: KKDA-FM, WAIL-FM, WBMX, KDAY, XHRM, WRDW, WJMI. Medium: WAMO, KMJQ, KRLY, WDIA. Moves 39-37 on the Black Radio chart.

TAVARES "Words And Music" (RCA) 33/13

Rotations: Heavy 0/0, Medium 10/4, Light 22/8, Extra Adds 1, Total Adds 13, WILD, WAMO, WOOK, WAIL-FM, WBMX, KACE, KNOW, WATV, WGIV, WJAX, WDAO, WVOI, KDIA. Medium: WVVEE, KRNB.

"D" TRAIN "Something's On Your Mind" (Prelude) 33/9

Rotations: Heavy 2/0, Medium 13/1, Light 17/7, Extra Adds 1, Total Adds 9, WOOK, WYLD-FM, KMJM, WZEN-FM, WRDW, WENN, WGIV, KJCB, WANT. Heavy: WAMO, WAAA. Medium: WRKS, WHUR, KRNB, WDRQ.

STACY LATTISAW "Million Dollar Babe" (Cotillion/Atco) 33/8

Rotations: Heavy 3/0, Medium 13/3, Light 17/5, Extra Adds 0, Total Adds 6, WOOK, WGCI, WZEN-FM, XHRM, KSOL, WPDQ, KHYS, KUKQ. Heavy: WAMO, KRNB. Medium: WILD, WVVEE, KKDA-FM, KMJM, KDAY.

DARYL HALL & JOHN OATES "Say It Isn't So" (RCA) 33/1

Rotations: Heavy 15/0, Medium 15/1, Light 3/0, Extra Adds 0, Total Adds 1, WDAS. Heavy: WOOK, WVVEE, WHRK, WAIL-FM, WBLZ, WZAK, KSOL, WNHC, WLUM. Medium: WXYV, WDMT, WZEN-FM, XHRM, KUKQ. Debuts at number 35 on the Black Radio chart.

MAZE featuring FRANKIE BEVERLY "We Are One" (Capitol) 33/1

Rotations: Heavy 2/0, Medium 22/1, Light 9/0, Extra Adds 0, Total Adds 1, WZAK. Heavy: WGCI, KNOW. Medium: WILD, WHUR, KKDA-FM, WYLD-FM, WJMO, WGPR, KDAY, XHRM, KSOL, WGIV, WBLX, KUKQ.

CUBA GOODING "Happiness Is Just Around The Bend" (Streetwise) 32/9

Rotations: Heavy 2/0, Medium 5/1, Light 25/8, Extra Adds 0, Total Adds 9, WOOK, WZEN-FM, WATV, WOIC, WPDQ, WANM, WLTH, WKWM, KDKO. Heavy: WAMO, WAAA. Medium: WAMO, WHUR, WLOU, WVOL.

DAVID SANBORN "Neither One Of Us" (WB) 32/1

Rotations: Heavy 6/0, Medium 10/0, Light 16/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WGCI, WJMO, WZAK, WNOO, KOKA, WAAA. Medium: WHRK, WDMT, KOKY, WVOL, WJMM, WLTH, WWWW, KDIA.

DONNA SUMMER "Love Has A Mind Of Its Own" (Polydor/PolyGram) 31/20

Rotations: Heavy 1/1, Medium 10/5, Light 18/12, Extra Adds 2, Total Adds 20, WDAS, WOOK, KRNB, WDIA, WCIN, WDMT, WGPR, KACE, XHRM, KNOW, WENN, WGIV, WNOO, WJAX, KOKY, WLOU, WVOL, WDAO, WWWW, WVOI.

DAZZ BAND "Joystick" (Motown) 27/7

Rotations: Heavy 3/0, Medium 9/0, Light 14/6, Extra Adds 1, Total Adds 7, WEDR, WJLB, WENN, WPEG, WPDQ, KJCB, KUKQ. Heavy: WZAK, XHRM, WATV. Medium: KRNB, WHRK, WCIN, WGPR, KDAY.

HOWARD JOHNSON "Let's Take Time Out" (A&M) 26/13

Rotations: Heavy 0/0, Medium 9/1, Light 14/9, Extra Adds 3, Total Adds 13, KMJQ, KRLY, KRNB, WBMX, WDRQ, WGPR, KDAY, WATV, WENN, WLOU, WLWV, WDAO, KUKQ. Medium: WHUR, KKDA-FM.

TYRONE DAVIS "I Found Myself When I Lost You" (Ocean Front) 26/0

Rotations: Heavy 6/0, Medium 10/0, Light 10/0, Extra Adds 0, Total Adds 0, Heavy: WOOK, KRNB, WEDR, WJMO, KJCB, WANM. Medium: WVVEE, WGCI, WDMT, WZAK, WGPR, WZEN-FM, WBLX, WLTH, WWWW, KUKQ.

SIGNIFICANT ACTION

STEVIE WOODS "Ain't That Peculiar" (Cotillion/Atco) 23/3

Rotations: Heavy 2/0, Medium 9/0, Light 12/3, Extra Adds 0, Total Adds 3, WGIV, KOKA, WWWW. Heavy: KRNB, WEDR. Medium: WAMO, WHRK, WJMO, XHRM, WOIC, KOKY, WBLX, WLTH.

NEW EDITION "Jealous Girl" (Streetwise) 23/1

Rotations: Heavy 7/1, Medium 9/0, Light 7/0, Extra Adds 0, Total Adds 1, KACE. Heavy: WDIA, WOIC, WJMI, WPDQ, WLWV, WVOL. Medium: WDAS, WAIL-FM, WZAK, KDAY, KJLH, WATV, WBLX, WAAA, KUKQ.

GRANDMASTER FLASH & MELLE MEL "White Line/Don't Do It" (Sugar Hill) 23/0

Rotations: Heavy 10/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WRKS, WDAS, WOOK, WAIL-FM, WBMX, XHRM, WKND, WNHC, WGIV, WLTH. Medium: WDMT, KJLH, WNOO, WJMM, WLUM, WWWW, KUKQ.

LIONEL RICHIE "Running With The Night" (Motown) 22/22

Rotations: Heavy 3/3, Medium 7/7, Light 10/10, Extra Adds 2, Total Adds 22, WDAS, KRNB, WDIA, WAIL-FM, WGCI, WBLZ, WDRQ, KMJM, KACE, KDAY, KJLH, KNOW, WJMM, WLUM.

GLADYS KNIGHT & THE PIPS "Hero" (Columbia) 22/2

Rotations: Heavy 1/0, Medium 7/0, Light 13/1, Extra Adds 1, Total Adds 2, KKDA-FM, WAAA. Heavy: WANM. Medium: WGIV, WNOO, WBLX, WLWV, WDAO, WLTH, KDIA.

MAJOR HARRIS "All My Life" (Pop Art/Montage) 22/1

Rotations: Heavy 2/0, Medium 9/1, Light 11/0, Extra Adds 0, Total Adds 1, XHRM. Heavy: WBMX, WKXI. Medium: WXYV, WOOK, WVVEE, KJLH, WENN, KOKA, WLTH, WTLC.



NATIONAL AIRPLAY/40

November 25, 1983

Three Weeks	Two Weeks	Last Week	Artist/Title (Label)
5	2	1	1 DeBARGE/Time Will Reveal (Gordy/Motown)
3	3	2	2 PAUL McCARTNEY and MICHAEL JACKSON/Say Say Say (Columbia)
9	6	6	3 ATLANTIC STARR/Touch A Four Leaf Clover (A&M)
2	4	4	4 JEFFREY OSBORNE/Stay With Me Tonight (A&M)
6	5	5	5 S.O.S. BAND/Tell Me If You Still Care (Tabu/CBS)
23	13	11	6 CON FUNK SHUN/Baby, I'm Hooked (Right Into Your...) (Mercury/PG)
1	1	3	7 LIONEL RICHIE/All Night Long (All Night) (Motown)
13	9	8	8 MIDNIGHT STAR/Wet My Whistle (Solar/Elektra)
8	7	7	9 TOM BROWNE/Rockin' Radio (Arista)
33	19	12	10 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
26	17	13	11 MELBA MOORE/Keepin' My Lover Satisfied (Capitol)
-	25	17	12 EARTH, WIND & FIRE/Magnetic (Columbia)
10	8	10	13 D. WARWICK & L. VANDROSS/How Many Times Can We... (Arista)
17	15	15	14 RICK JAMES/U Bring The Freak Out (Gordy/Motown)
-	31	20	15 STEPHANIE MILLS/How Come U Don't Call Me Anymore (Casablanca/PG)
11	10	9	16 ZAPP/Heartbreaker (WB)
28	21	19	17 POINTER SISTERS/I Need You (Planet/RCA)
-	32	21	18 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
19	16	16	19 SHALAMAR/Over And Over (Solar/Elektra)
-	-	28	20 SHANNON/Let The Music Play (Mirage/Atco)
34	26	22	21 MARY JANE GIRLS/Boys (Gordy/Motown)
-	37	27	22 TWILIGHT 22/Electric Kingdom (Vanguard)
15	14	14	23 JAMES INGRAM/Party Animal (Qwest/WB)
-	-	30	24 LUTHER VANDROSS/It'll Let You Slide (Epic)
-	-	26	25 PATTI LABELLE/If Only You Knew (Philadelphia International/CBS)
-	-	31	26 GEORGE CLINTON/Nubian Nut (Capitol)
20	18	18	27 RENE & ANGELA/My First Love (Capitol)
-	-	36	28 DEELE/Body Talk (Solar/Elektra)
-	-	38	29 GAP BAND/Jam The Motha' (Total Experience/PG)
4	11	24	30 JENNIFER HOLLIDAY/I Am Love Love (Geffen)
-	38	34	31 FOUR TOPS/I Just Can't Walk Away (Motown)
-	-	37	32 MADONNA/Holiday (Sire/WB)
-	36	33	33 ASHFORD & SIMPSON/It's Much Deeper (Capitol)
DEBUT	DEBUT	DEBUT	34 ANGELA BOFILL/I'm On Your Side (Arista)
DEBUT	DEBUT	DEBUT	35 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
30	23	23	36 SKYY/Show Me The Way (Salsoul/RCA)
-	39	39	37 ROYALCASH/Radio Activity (Sutra)
16	20	25	38 COMMODORES/Only You (Motown)
DEBUT	DEBUT	DEBUT	39 JUNIOR/Unison (Casablanca/PolyGram)
DEBUT	DEBUT	DEBUT	40 IRENE CARA/Why Me? (Network/Geffen)

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

- LIONEL RICHIE "Running..." (22)
- DONNA SUMMER (20)
- TAVARES (13)
- HOWARD JOHNSON (13)
- PIECES OF A DREAM (12)

HOTTEST

- DeBARGE (45)
- P. McCARTNEY and M. JACKSON (38)
- LIONEL RICHIE "All Night Long..." (37)
- JEFFREY OSBORNE (24)
- S.O.S. BAND (23)

SKOOL BOYZ "Before You Go" (Crossroad) 21/1

Rotations: Heavy 3/0, Medium 8/0, Light 10/1, Extra Adds 0, Total Adds 1, WJAX. Heavy: WEDR, WYLD-FM, WZEN-FM. Medium: WDAS, WOOK, KKDA-FM, WJMO, WZAK, WGPR, WLOU, WKWM.

LILLO "Who Do You Think You Are" (Capitol) 20/2

Rotations: Heavy 1/0, Medium 12/0, Light 7/2, Extra Adds 0, Total Adds 2, WGPR, KOKA. Heavy: KJLH. Medium: WRKS, WDAS, WZAK, KACE, WNHC, WENN, WPEG, WOIC, KJCB, KOKY, WLWV, WJMM.

G.L.O.B.E. & WHIZ KID "Play That Beat Mr. D.J." (Tommy Boy) 20/2

Rotations: Heavy 2/0, Medium 9/0, Light 9/2, Extra Adds 0, Total Adds 2, WAMO, KSOL. Heavy: WAOK, WVVEE. Medium: WRKS, WDAS, KRNB, WHRK, XHRM, WNHC, WJAX, WPDQ, WKWM.

DECO "Fresh Idea" (Qwest/WB) 20/1

Rotations: Heavy 1/0, Medium 9/0, Light 10/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: WYLD-FM. Medium: WDAS, WVVEE, KRNB, WEDR, XHRM, WLOU, WAAA, WWWW, KUKQ.

MILLIE JACKSON "I Feel Like Walking In The Rain" (Spring) 20/0

Rotations: Heavy 2/0, Medium 12/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WYLD-FM, WBMX. Medium: WOOK, WVVEE, WAIL-FM, WDMT, WJMO, WZAK, WVOL, WJMM, WLTH, KDKO.

THREE MILLION "I've Been Robbed" (Cotillion/Atco) 18/3

Rotations: Heavy 2/0, Medium 8/1, Light 8/2, Extra Adds 0, Total Adds 3, WDIA, KJCB, KOKA. Heavy: WDAS, WGCI. Medium: WHRK, WNHC, WJMI, WPDQ, WANM, WWWW, KUKQ.

JIMMY CLIFF "Reggae Night" (Columbia) 18/2

Rotations: Heavy 1/0, Medium 6/0, Light 11/2, Extra Adds 0, Total Adds 2, KSOL, WOIC. Heavy: KRNB. Medium: WGCI, XHRM, WGIV, KJCB, WLWV, KUKQ.

TOM SCOTT "Come Back To Me" (Atlantic) 18/1

Rotations: Heavy 1/0, Medium 9/0, Light 8/1, Extra Adds 0, Total Adds 1, WRDW. Heavy: KOKA. Medium: WAOK, WNOO, WOIC, WKXI, WPDQ, KOKY, WVOL, WTLC.

THIRD WORLD "Legos Jump" (Columbia) 17/3

Rotations: Heavy 5/0, Medium 5/1, Light 7/2, Extra Adds 0, Total Adds 3, XHRM, KSOL, KDKO. Heavy: WAMO, KRNB, WBMX, WGCI, WLWV. Medium: KACE, KJLH, WNOO, WLTH.

J. BLACKFOOT "Taxi" (Local) 17/3

Rotations: Heavy 4/0, Medium 6/1, Light 6/1, Extra Adds 1, Total Adds 3, KMJQ, WYLD-FM, WKWM. Heavy: KKDA-FM, KRNB, WKXI, KOKY. Medium: WRDW, WVOL, KOKA, WANM, WWWW.

TEMPTATIONS "Miss Busy Body (Get Your Body Busy)" (Gordy/Motown) 17/1

Rotations: Heavy 5/0, Medium 9/0, Light 3/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WCIN, WKXI, WLOU, WAAA, WDAO. Medium: WXYV, WZEN-FM, WNOO, WPDQ, WLWV, WVOL, WLTH, WWWW, KUKQ.

FREEEZ "Pop Goes My Love" (Streetwise) 16/6

Rotations: Heavy 1/0, Medium 2/0, Light 12/5, Extra Adds 1, Total Adds 6, WDIA, KACE, WATV, WENN, WJMM, WAAA. Heavy: KJLH. Medium: WDAS, WVOL.

G.T. "Down For The Count" (A&M) 16/1

Rotations: Heavy 0/0, Medium 9/0, Light 6/0, Extra Adds 1, Total Adds 1, KACE. Medium: WDAS, WZAK, WGPR, KJLH, KNOW, WPEG, WDAO, WWWW, KDKO.

MATTHEW WILDER "Break My Stride" (Private I/CBS) 16/0

Rotations: Heavy 1/0, Medium 2/0, Light 13/0, Extra Adds 0, Total Adds 0, Heavy: KOKA. Medium: WVOL, KDIA.

INSTANT FUNK "Just Because You'll Be Mine" (Salsoul/RCA) 16/0

Rotations: Heavy 0/0, Medium 8/0, Light 8/0, Extra Adds 0, Total Adds 0, Medium: WDAS, KRNB, WHRK, WCIN, WKND, WVOL, WAAA, KUKQ.

PEABO BRYSON & ROBERTA FLACK "Maybe" (Capitol) 16/0

Rotations: Heavy 4/0, Medium 3/0, Light 9/0, Extra Adds 0, Total Adds 0, Heavy: WCIN, WGIV, WJMI, WTLC. Medium: KDAY, WENN, WVOL.

PIECES OF A DREAM "Fo Fi Fo" (Elektra) 15/12

Rotations: Heavy 1/1, Medium 4/1, Light 8/8, Extra Adds 2, Total Adds 12, WAMO, KRLY, WEDR, WCIN, WDRQ, WGPR, WNHC, WLOU, WAAA, WDAO, WLTH, WWWW. Medium: WDAS, WHUR.

O'BRYAN "Soul Train's A Comin'" (Capitol) 15/1

Rotations: Heavy 3/0, Medium 10/0, Light 1/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WATV, WPDQ, WLWV. Medium: WGCI, WDMT, KDAY, WNOO, WOIC, KJCB, WPLZ, WJMM, WLTH, WKWM.

ENCHANTMENT "Here's Your Chance" (Columbia) 15/0

Rotations: Heavy 2/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WYLD-FM, WRDW. Medium: WEDR, WJMO, XHRM, WNOO, WOIC, KJCB, WKWM, KUKQ.

Adds & Hots... See Page 50

The heat is on.



GEORGE BENSON

"In Your Eyes"
Produced by Arif Mardin



DREAMBOY

"Don't Go"

Produced by Jeffrey Stanton
and Virgil Taylor for
Valentino Productions



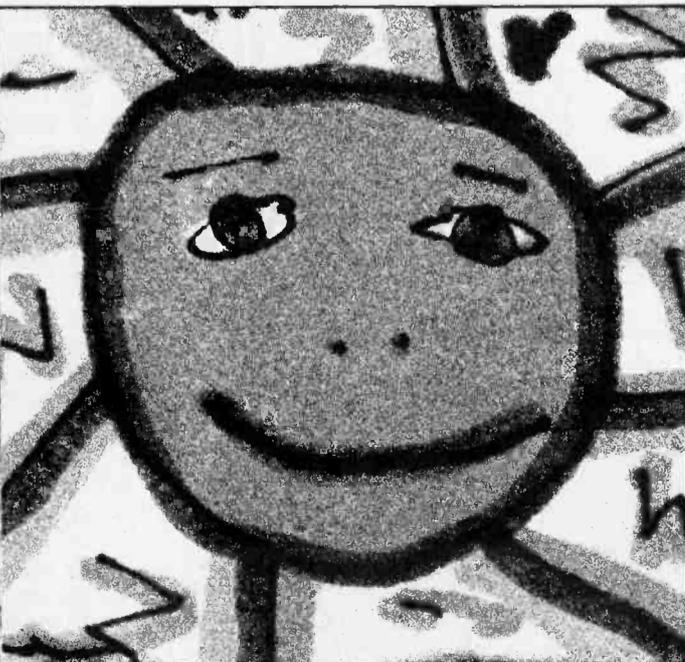
ON YOUR DESK NEXT WEEK!



RANDY CRAWFORD

"Why"

Produced by Tommy LiPuma



TOM TOM CLUB

"Pleasure of Love"

Produced by Tina Weymouth,
Chris Frantz and Steven Stanley



**WRAP
THESE
hot
NEW
HITS
AROUND
YOUR
PLAYLIST**

On Warner Bros., Qwest and Sire Records © 1993 Warner Bros. Records Inc.



BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

DARRELL CLANTON

Lonesome 7-7203 (Audiograph)

On 69% of reporting stations. National Summary: Up 44, Same 30, Down 0, Debuts 17, Adds 13. Debuts at number 43 on the Country chart.

GARY MORRIS

Why Lady Why (WB)

On 68% of reporting stations. National Summary: Up 8, Same 27, Down 0, Debuts 25, Adds 42. A Most Added Record. Debuts at number 44 on the Country chart.

EMMYLOU HARRIS

Drivin' Wheel (WB)

On 66% of reporting stations. National Summary: Up 22, Same 35, Down 0, Debuts 24, Adds 18. Debuts at number 48 on the Country chart.

KENNY ROGERS

You Were A Good Friend (Liberty)

On 63% of reporting stations. National Summary: Up 30, Same 24, Down 0, Debuts 22, Adds 20. Debuts at number 45 on the Country chart.

REX ALLEN JR.

The Air That I Breathe (Moon Shine)

On 61% of reporting stations. National Summary: Up 43, Same 24, Down 0, Debuts 14, Adds 11. Debuts at number 46 on the Country chart.

KATHY MATTEA

Street Talk (Mercury/PolyGram)

On 61% of reporting stations. National Summary: Up 48, Same 21, Down 1, Debuts 13, Adds 9. Moves 50-42 on the Country chart.

DAVID WILLS

Miss Understanding (RCA)

On 60% of reporting stations. National Summary: Up 30, Same 31, Down 0, Debuts 17, Adds 12. Debuts at number 50 on the Country chart.

MOST ADDED

- DON WILLIAMS (67)
Stay Young (MCA)
- RICKY SKAGGS (63)
Don't Cheat In Our Hometown (Epic)
- SYLVIA (51)
I Never Quite Got Back Loving... (RCA)
- GARY MORRIS (42)
Why Lady Why (WB)
- EXILE (38)
Woke Up In Love (Epic)
- GENE WATSON (37)
Drinkin' My Way Back Home (MCA)
- REBA McENTIRE (35)
There Ain't No Future (Mercury/PolyGram)

HOTTEST

- ANNE MURRAY (74)
A Little Good News (Capitol)
- GEORGE STRAIT (53)
You Look So Good In Love (MCA)
- JOHN ANDERSON (50)
Black Sheep (WB)
- EARL THOMAS CONLEY (50)
Holding Her And Loving You (RCA)
- LARRY GATLIN & THE GATLIN BROS. (44)
Houston... (Columbia)
- T.G. SHEPPARD (43)
Slow Burn (WB/Curb)
- DEBORAH ALLEN (38)
Baby I Lied (RCA)

NEW & ACTIVE

- GENE WATSON "Drinkin' My Way Back Home" (MCA) 78/37**
National Summary: Up 4, Same 25, Down 0, Debuts 12, Adds 37 including WYRK, WNYR, WSEN-AM-FM, WWVA, KASE, KXYL, WSOC-FM, KIKK-FM, WIRK-FM, WFMS-FM, WXCL, KVOO, KYGO-FM, KUGN-FM, KVEG, KTOM.
- JOHNNY RODRIGUEZ "Back On Her Mind Again" (Epic) 74/14**
National Summary: Up 26, Same 21, Down 0, Debuts 13, Adds 14, WIXL-FM, WIXY, WSEN-AM-FM, KMML, WFNC, WJQS, WOKK, WUSO-FM, WGEE, WDAF, WTOD, KTPK-FM, KYAK, KEIN, WMZQ d-36.
- THOM SCHUYLER "Brave Heart" (Liberty) 73/3**
National Summary: Up 33, Same 20, Debuts 12, Adds 3, KGEM/KJOT, KYGO-FM, KSON-FM, WPOR-FM d-34, KIX106 d-37, WWVA 23-20, WYNN-FM d-39, WSOC-FM d-40, WPAP-FM 25-20, KRMD-AM-FM 36-27, WTSO d-45, KEBC-FM d-50, WHBF d-45, WTOD 27-23, KFDI-AM-FM 43-39.
- DAN SEALS "You Really Go For The Heart" (Liberty) 70/17**
National Summary: Up 14, Same 28, Down 0, Debuts 11, Adds 17, WCAW, WAJR, WIXL-FM, WSEN-AM-FM, WYNN-FM, WXBQ-FM, WDAK, KLLL, WUSO-FM, WSLR, KEBC-FM, WHBF, WWJO, KVOO, KKCS, KEIN, KCUB.
- DON WILLIAMS "Stay Young" (MCA) 69/67**
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 67 including WPOC-FM, WHN, WMZQ, WESC-AM-FM, KIKK-FM, WSM, WCXI-AM-FM, WWWF-FM, WXCL, KFDI-AM-FM, KRST-FM, KLZ, KYGO-FM, KNIX-FM, KSAN, KMPS-AM-FM, KGA.
- RICK & JANIS CARNES "Does He Ever Mention My Name" (WB) 69/21**
National Summary: Up 7, Same 30, Down 0, Debuts 11, Adds 21 including WBGW-FM, WOKK, WAJR, WYNN-FM, WESC-AM-FM, WRNL, WONE, WDAF, WXCL, WWJO, KIK-FM, KKCS, KVEG, KRSY, KSOP-FM, KCBO, KMPS-AM-FM.
- RICKY SKAGGS "Don't Cheat In Our Hometown" (Epic) 64/63**
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 63 including WPOC-FM, KIX106, WMZQ, KASE, WJQS, WAMZ-FM, WMC-AM, WKSJ-FM, WLVI-FM, WTQR-FM, WCXI-AM-FM, WFMS-FM, KNIX-FM, KXII-FM, KMPS-AM-FM.
- JERRY REED "I'm A Slave" (RCA) 63/8**
National Summary: Up 18, Same 34, Down 1, Debuts 2, Adds 8, WIXL-FM, KIX106, WKIX, WSLR, WGEE, WHBF, WTOD, KEIN, WVAM 39-32, WYNN-FM 42-34, WJQS 44-37, WLVI-FM d-40, KVOO d-45, KWJJ 36-30, KTOM 43-37.
- LANE BRODY "It's Another Silent Night" (Liberty) 57/11**
National Summary: Up 14, Same 24, Down 0, Debuts 8, Adds 11, WWVA, KMML, WXBQ-FM, WJQS, WIRK-FM, WTSO, KTPK-FM, KKAL, KCCY-FM, KIGO, KCUB, WXXW d-31, WCMS-FM d-50, KTTS-AM-FM d-45, KRSY d-41.
- B.J. THOMAS "Two Car Garage" (Cleveland International/CBS) 55/28**
National Summary: Up 5, Same 16, Down 0, Debuts 6, Adds 28 including WIXY, KIX106, WWVA, KMML, KXYL, WSOC-FM, KLLL, WPAP-FM, WKIX, WRNL, WMNI, WFMS-FM, KEBC-FM, KUZZ, KMPS-AM-FM.
- SYLVIA "I Never Quite Got Back Loving..." (RCA) 53/51**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 51 including WXXW, WNYR, WMZQ, KASE, WNOX, WKSJ-FM, WLVI-FM, WYNN-FM, WQYK-FM, WCXI-AM-FM, WOV, KNIX-FM, KCKC, KSON-FM, KGA.
- MEL TILLIS "She Meant Forever When She Said..." (MCA) 51/0**
National Summary: Up 35, Same 14, Down 0, Debuts 2, Adds 0, WGNA-FM 37-30, WVAM 50-42, WWVA 40-36, KASE 37-33, WISX-FM 39-27, WPAP-FM 36-29, KRMD-AM-FM 26-19, WUSO-FM d-40, WCXI-AM-FM 15-14, KFGO 30-27, WHBF 43-39, KVOO 30-23, KUZZ 46-35, KTOM 36-31, KSOP-FM 34-27.

SIGNIFICANT ACTION

- EXILE "Woke Up In Love" (Epic) 40/38**
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 38 including WPOC-FM, WKHK, WSOC-FM, WACL-FM, WKSJ-FM, WSM, WTQR-FM, KEBC-FM, WXCL, KLZ, KNIX-FM.
- DEAN DILLON "Famous Last Words Of A Fool" (RCA) 39/2**
National Summary: Up 12, Same 22, Down 0, Debuts 3, Adds 2, WKSJ-FM, KIOV-FM, WSEN-AM-FM 39-34, WEZL-FM d-48, WISX-FM 21-16, KRMD-AM-FM 40-31, WHBF 46-40, KFDI-AM-FM d-48, KWJJ 42-37, KSOP-FM d-48.
- CRAIG DILLINGHAM "Have You Loved Your Woman Today" (Curb/MCA) 38/15**
National Summary: Up 2, Same 20, Down 0, Debuts 1, Adds 15 including WBGW-FM, WKYG, WTOD, WJQS, WMC-AM, WAXX, KEBC-FM, KFDI-AM-FM, KVEG, KSOP-FM.



NATIONAL AIRPLAY/50

November 25, 1983

Three Weeks Two Weeks Last Week

- 7 4 2 **1 ANNE MURRAY/A Little Good News (Capitol)**
- 9 7 5 **2 JANIE FRICKE/Tell Me A Lie (Columbia)**
- 4 2 1 **3 EARL THOMAS CONLEY/Holding Her And Loving You (RCA)**
- 12 10 8 **4 JOHN ANDERSON/Black Sheep (WB)**
- 11 9 6 **5 CONWAY TWITTY/Heartache Tonight (WB)**
- 15 12 9 **6 LARRY GATLIN & THE GATLIN BROTHERS/Houston... (Columbia)**
- 10 8 7 **7 MICHAEL MURPHEY/Don't Count The Rainy Days (Liberty)**
- 8 6 4 **8 DEBORAH ALLEN/Baby I Lied (RCA)**
- 23 18 11 **9 GEORGE STRAIT/You Look So Good In Love (MCA)**
- 24 20 13 **10 T.G. SHEPPARD/Slow Burn (WB/Curb)**
- 18 14 12 **11 ATLANTA/Dixie Dreamin' (MDJ)**
- 22 19 15 **12 HANK WILLIAMS JR./Queen Of My Heart (WB/Curb)**
- 26 21 17 **13 WILLIE NELSON & WAYLON JENNINGS/Take It To The Limit (Columbia)**
- 27 22 16 **14 NITTY GRITTY DIRT BAND/Dance Little Jean (Liberty)**
- 30 24 18 **15 CHARLEY PRIDE/Every Heart Should Have One (RCA)**
- 32 25 19 **16 OAK RIDGE BOYS/Ozark Mountain Jubilee (MCA)**
- 5 3 3 **17 GEORGE JONES/Tennessee Whiskey (Epic)**
- 37 29 22 **18 JOHN CONLEE/In My Eyes (MCA)**
- 41 32 26 **19 CRYSTAL GAYLE/The Sound Of Goodbye (WB)**
- 31 27 23 **20 VERN GOSDIN/I Wonder Where We'd Be Tonight (Compleat/PolyGram)**
- 35 31 27 **21 JOHNNY LEE/My Baby Don't Slow Dance (Full Moon/WB)**
- 38 33 28 **22 RONNIE McDOWELL/You Made A Wanted Man Of Me (Epic)**
- 3 1 14 **23 BARBARA MANDRELL/One Of A Kind Pair Of Fools (MCA)**
- 39 34 30 **24 GAIL DAVIES/You're A Hard Dog... (WB)**
- 1 15 20 **25 KENNY ROGERS with DOLLY PARTON/Islands In The Stream (RCA)**
- 50 40 34 **26 RONNIE MILSAP/Show Her (RCA)**
- 42 37 31 **27 WAYLON JENNINGS with HANK WILLIAMS JR./The Conversation (RCA)**
- 6 5 10 **28 MICKEY GILLEY/Your Love Shines Through (Epic)**
- 47 41 35 **29 JOE STAMPLEY/Double Shot (Of My Baby's Love) (Epic)**
- 48 43 36 **30 MARK GRAY/Wounded Hearts (Columbia)**
- 2 17 24 **31 LEE GREENWOOD/Somebody's Gonna Love You (MCA)**
- 16 13 25 **32 BANDANA/Outside Lookin' In (WB)**
- 49 42 **33 CHARLY McCLAIN/Sentimental Ol' You (Epic)**
- 46 39 **34 LOUISE MANDRELL/Runaway Heart (RCA)**
- 13 11 21 **35 JIM GLASER/The Man In The Mirror (Noble Vision)**
- 47 43 **36 SHELLY WEST/Another Motel Memory (Viva)**
- - 45 **37 ED BRUCE/After All (MCA)**
- - 46 **38 MERLE HAGGARD/That's The Way Love Goes (Epic)**
- 43 35 33 **39 STEPHANIE WINSLOW/Kiss Me Darling (Curb/MCA)**
- - 48 **40 MEL McDANIEL/I Call It Love (Capitol)**
- - 49 **41 MOE BANDY/You're Gonna Lose Her Like That (Columbia)**
- - 50 **42 KATHY MATTEA/Street Talk (Mercury/PolyGram)**
- DEBUT** **43 DARRELL CLANTON/Lonesome 7-7203 (Audiograph)**
- DEBUT** **44 GARY MORRIS/Why Lady Why (WB)**
- DEBUT** **45 KENNY ROGERS/You Were A Good Friend (Liberty)**
- DEBUT** **46 REX ALLEN JR./The Air That I Breathe (Moon Shine)**
- 17 16 29 **47 BELLAMY BROTHERS/Strong Weakness (WB/Curb)**
- DEBUT** **48 EMMYLOU HARRIS/Drivin' Wheel (WB)**
- 40 36 37 **49 DAVID FRIZZELL/A Million Light Beers Ago (Viva)**
- DEBUT** **50 DAVID WILLS/Miss Understanding (RCA)**

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- REBA McENTIRE "There Ain't No Future" (Mercury/PolyGram) 36/35**
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 35 including WMZQ, WYII, KHEY-AM, WFNC, KLRA, WKSJ-FM, WCXI-AM-FM, WOV, KCKC, KCUB.
- TERRI GIBBS "Tell Mama" (MCA) 35/21**
National Summary: Up 11, Same 12, Down 0, Debuts 1, Adds 21 including WGNA-FM, WSEN-AM-FM, KLVI, WESC-AM-FM, WUSO-FM, WONE, KFGO, KVOO, KRWQ-FM, KIGO.
- LARRY WILLOUGHBY "Heart On The Line" (Atlantic America) 34/5**
National Summary: Up 9, Same 18, Down 0, Debuts 2, Adds 5, WBGW-FM, WOKK, WPOR-FM, WEZL-FM, KSOP-FM, KHEY-AM d-46, WJQS 20-16, WOKK d-50, WPAP-FM 38-33, KTTS-AM-FM 50-44.
- RAZZY BAILEY "This Is Just The First Day" (RCA) 34/0**
National Summary: Up 13, Same 18, Down 0, Debuts 3, Adds 0, WGNA-FM 27-25, WVAM d-46, WEZL-FM d-50, WISX-FM 40-29, WPAP-FM 35-30, WCXI-AM-FM 30-25, WGEE d-31, KUZZ 50-44, Q92 43-35, KSOP-FM 41-34.
- KATY MOFFATT "Under Loved And Over Lonely" (Permian) 31/1**
National Summary: Up 11, Same 16, Down 0, Debuts 3, Adds 1, WGNA-FM, KMML d-46, KHEY-AM 49-41, WISX-FM 38-28, WPAP-FM 46-41, KBMR 25-24, KRKK 40-32, WFMS-FM d-41, WHBF d-49, KVOO 49-41.
- LORETTA LYNN "Walking With My Memories" (MCA) 29/4**
National Summary: Up 9, Same 13, Down 0, Debuts 3, Adds 4, WSEN-AM-FM, CHOW, WJQS, WXCL, WVAM 26-19, WPAP-FM d-44, WCXI-AM-FM 22-18, WDAF d-38, WHBF d-47, KMPS-AM-FM 25-22.
- PETER ISAACSON "Don't Take Much" (Union Station) 28/6**
National Summary: Up 3, Same 12, Down 0, Debuts 5, Adds 6, WIXY, WPAP-FM, KRMD-AM-FM, KIOV-FM, KRWQ-FM, KGA, WSEN-AM-FM d-49, WYNN-FM d-37, WGTO d-47, WOKK d-48.
- JOE WATERS "Harvest Moon" (New Colony) 28/1**
National Summary: Up 3, Same 23, Down 0, Debuts 1, Adds 1, WJQS, WVAM 43-36, CHOW 48-44, WYII d-49, WLVI-FM on, KRMD-AM-FM on, WUSO-FM on, WITL-FM on, KTPK-FM on, KVEG on, KSOP-FM on.
- MARGO SMITH "Wedding Bells" (Moon Shine) 23/6**
National Summary: Up 2, Same 15, Down 0, Debuts 0, Adds 6, WBGW-FM, WIXY, WOKK, KTPK-FM, KFDI-AM-FM, KRWQ-FM, WGNA-FM 44-41, KLRA on, WCXI-AM-FM 43-36, WXCL on.
- PAULETTE CARLSON "I'd Say Yes" (RCA) 23/4**
National Summary: Up 3, Same 14, Down 0, Debuts 2, Adds 4, WWVA, KHEY-AM, KBMR, WCXI-AM-FM, WJQS d-42, WOKK d-49, WISX-FM 32-24, WSM 30-25, WOV on, KUGN-FM on.
- HELEN CORNELIUS "If Your Heart's A Rollin' Stone" (Ameri-Can) 22/5**
National Summary: Up 6, Same 9, Down 0, Debuts 2, Adds 5, WSEN-AM-FM, KKYX, KRMD-AM-FM, WIRK-FM, KFGO, WVAM 46-38, KHEY-AM d-50, WOKK 37-32, WHBF 42-38, KSOP-FM d-47.
- PENNY DeHAVEN "Only The Names Have Been Changed" (Main Street) 22/0**
National Summary: Up 9, Same 11, Down 0, Debuts 2, Adds 0, WGNA-FM 39-36, WVAM d-47, WAJR 35-32, WKYG 26-24, KHEY-AM 41-34, KRMD-AM-FM 34-32, KFGO 40-37, WHBF d-50, KRST-FM 40-37, KTOM 50-48.
- TONY JOE WHITE "Lady In My Life" (Columbia) 21/9**
National Summary: Up 3, Same 7, Down 0, Debuts 2, Adds 9, WSEN-AM-FM, WXBQ-FM, WESC-AM-FM, KIKK-FM, WOKK, KEBC-FM, WXCL, KVOO, KUGN-FM, WIRK-FM d-49.
- CANNONS "One Step Closer" (Compleat/PolyGram) 19/1**
National Summary: Up 4, Same 13, Down 0, Debuts 1, Adds 1, KKAL, WVAM 42-34, WKYG 23-19, WSEN-AM-FM on, KHEY-AM 40-33, WNOX 37-26, WOV on, WTOD on, KVOO d-46, KRSY on.
- WYVON ALEXANDER "The Look Of A Lovin' Lady" (Gervasi) 18/7**
National Summary: Up 0, Same 10, Down 0, Debuts 1, Adds 7, WVAM, WYII, KHEY-AM, WUSO-FM, WHBF, WTOD, KVOO, KRMD-AM-FM d-46, KUGN-FM on, KRSY on.
- ROD RISHARD "How Do You Tell Someone You..." (Soundwaves) 17/3**
National Summary: Up 3, Same 9, Down 0, Debuts 2, Adds 3, WWVA, KRRV, WFNC, WGNA-FM d-45, KRMD-AM-FM 42-37, KBMR 45-43, KTTS-AM-FM d-50, KVOO 42-34, KVEG on, KGA on.
- THRASHER BROTHERS "Whatcha Got Cookin' In Your Oven" (MCA) 15/5**
National Summary: Up 0, Same 9, Down 0, Debuts 1, Adds 5, WZZK-FM, WPAP-FM, WIRK-FM, KVOO, KRWQ-FM, WOKK on, WYII on, WLVI-FM on, KKYX d-49, KNIX-FM on.

Adds & Hots... See Page 52

Adult / Contemporary

Continued from Back Page

BREAKERS

LIONEL RICHIE

Running With The Night (Motown)

55% of our reporters on it. Rotations: Heavy 4/1, Medium 36/16, Light 31/20, Extra Adds 3, Total Adds 40 including WPRO, WSB, WQUE-FM, WFYR, WCZY, WHB, WISN, WMYX, KHOW, KKL, B100, Y97, WBT, KMG, KEX, and 25 more. Debuts at number 26 on the A/C chart.

RAY PARKER JR.

I Still Can't Get Over Loving You (Arista)

52% of our reporters on it. Rotations: Heavy 3/0, Medium 27/12, Light 40/19, Extra Adds 0, Total Adds 31 including WPRO, WSB, WSB-FM, KVIL-FM, WAXY, WISN, WMYX, KOST, KGW, KBEST, KEZR, WAEB, WMAZ, WFMK, KBOI, and 16 more. Debuts at number 30 on the A/C chart

NEW & ACTIVE

PAUL SIMON "Allergies" (WB) 66/11

Rotations: Heavy 4/0, Medium 33/3, Light 28/7, Extra Adds 1, Total Adds 11, WFBR, WMJI, WCZY, WOMC, WTIC, WTMA, WVLC, 2WD, WING, KWAV, WBOW. Heavy: WCCO, WSRZ, WEIM, KRSB. Medium: WSB, WISN, KGW, WGY, WMAZ, WHHY, WHBC, KRNT, WFMK, WISM-FM, KRDO, KUGN, KEX, WNNR, WSKI, WTNY, WCP, KORQ, WSKY, WCKQ, WNGS, WVBS, KFSB, WHNN, WJON, KKJO, KFQD, KRNO, KQSW, KALE.

SPANDAU BALLET "Gold" (Chrysalis) 64/14

Rotations: Heavy 2/0, Medium 36/3, Light 26/5, Extra Adds 0, Total Adds 14, WSB-FM, KUDL, WHB, KOST, KOY, WAEB, WVLC, WMAZ, WRVR, WENS, 3WM, KFI, KISN, WTNY. Heavy: WCCO, WCKQ. Medium: WGY, WAHR, WHHY, WHBY, WFMK, WISM-FM, KRDO, KUGN, KUDQ, KWAV, KEX, WNNR, WEIM, WTKO, WSKI, WSKY, WCHV, WCIL, KFSB, KEEZ, WHNN, WJON, KTWO, KEXO, KRNO, KQSW, KRSB.

ELO "Stranger" (Jet/CBS) 61/10

Rotations: Heavy 1/0, Medium 30/5, Light 30/5, Extra Adds 0, Total Adds 10, B100, KEZR, WICC, WRVR, KRDO, KEX, WTNY, WCP, KCRG. Heavy: KALE. Medium: WFBR, WLTT, KGW, KBEST, WIVY, WMAZ, WHHY, WSRZ, WISM-FM, KUGN, KWAV, WEIM, WTKO, WKNE, WSKI, WSKY, WCKQ, KVIC, WCIL, KFSB, KWEB, WJON, KEXO, KRNO, KRSB.

SMOKEY ROBINSON "Don't Play Another Love Song" (Tamlam/Motown) 54/5

Rotations: Heavy 0/0, Medium 24/2, Light 30/3, Extra Adds 0, Total Adds 5, 97AIA, KUDL, WSRZ, WING, KSL. Medium: WSMF, WGY, WMAZ, WHHY, WRVA, KUGN, KKUA, KEX, WNNR, WEIM, WSKI, WSKY, WCKQ, KVIC, WJON, KFQD, KESO, KRNO, KQSW, KRSB, KALE.

JIMMY BUFFETT "One Particular Harbour" (MCA) 52/7

Rotations: Heavy 1/0, Medium 21/1, Light 30/8, Extra Adds 0, Total Adds 7, KOY, WVLC, 2WD, KISN, KKPL, WCP, KORQ. Heavy: WSRZ. Medium: 97AIA, WCCO, KHOW, KGW, KEY103, WMAZ, WHHY, WRVA, WHBY, KRNT, KUGN, KKUA, WSKI, WTNY, KVIC, WJON, KFQD, KEXO, KQSW, KALE.

RONNIE MILSAP "Show Her" (RCA) 48/19

Rotations: Heavy 3/0, Medium 19/5, Light 25/13, Extra Adds 1, Total Adds 19, WFBR, KVIL-FM, KHOW, KFMB, WICC, WKGW, WTMA, WHBY, KBOI, WNNR, WTKO, KORQ, WCHV, KVIC, WCIL, KEEZ, WHNN, WJON, KEXO. Heavy: WCCO, KSL, KALE. Medium: WSMF, WMAZ, WHHY, WRVA, KRNT, WKNE, WSKI, WTNY, WSKY, WGSV, WJBC, KKJO, KFQD, KQSW.

GLADYS KNIGHT & THE PIPS "Hero" (Columbia) 42/14

Rotations: Heavy 0/0, Medium 12/3, Light 27/8, Extra Adds 3, Total Adds 14, WTIC, WRVA, WSRZ, WENS, KOIL, KUDO, KSL, WKNE, WSKY, WVBS, KFSB, KFQD, KTWO, KRNO. Medium: WCCO, KHOW, KEY103, WMAZ, WEIM, KVIC, KEXO, KRSB, KALE.

CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 41/39

Rotations: Heavy 2/0, Medium 11/11, Light 25/25, Extra Adds 3, Total Adds 39, WFBR, WSB, WSB-FM, 97AIA, WCZY, KUDL, WCCO, KS94, KGW, B100, KFMB, WGY, WEZC, WHHY, WSRZ, WENS, WFMK, WISM-FM, KOIL, KRAV, KRDO, KUDO, KWAV, WEIM, WSKI, WSKY, WCKQ, WCHV, WGSV, KVIC, WNGS, WCIL, KFSB, KEEZ, WJON, KKJO, KTWO, KRNO, KQSW. Heavy: KOST, KFI.

BERTIE HIGGINS "When You Fall In Love" (Kat Family/CBS) 37/3

Rotations: Heavy 4/0, Medium 11/0, Light 22/3, Extra Adds 0, Total Adds 3, WICC, WIVY, WSKY. Heavy: WAHR, WEIM, KFSB, KEXO. Medium: WMAZ, WRVA, KKUA, WKNE, WSKI, WCP, WGSV, WHNN, WBOW, KQSW, KRSB.

NICK HEYWARD "Whistle Down The Wind" (Arista) 35/18

Rotations: Heavy 0/0, Medium 8/3, Light 25/13, Extra Adds 2, Total Adds 18, WKGW, KEY103, WTMA, WHHY, KEX, KISN, WNNR, WKNE, WCP, WCHV, KVIC, WVBS, WJBC, WHNN, KTWO, KEXO, KRNO, KQSW. Medium: WAHR, WSKI, WSKY, WCKQ, WCIL.

STRAY CATS "I Won't Stand In Your Way" (EMI America) 35/5

Rotations: Heavy 2/0, Medium 16/2, Light 17/3, Extra Adds 0, Total Adds 5, KBOI, WEIM, WKNE, WVBS, KALE. Heavy: WHHY, WFMK. Medium: WFBR, KVIL-FM, WCCO, WAEB, WMAZ, WHBC, KUDO, WSKI, WSKY, WCKQ, WCHV, WCIL, KWEB, KRSB.

MOODY BLUES "Blue World" (Threshold/PolyGram) 34/3

Rotations: Heavy 1/0, Medium 15/0, Light 18/3, Extra Adds 0, Total Adds 3, KOIL, WVBS, KEXO. Heavy: KALE. Medium: WCCO, KPPL, KEZR, WGY, WMAZ, WSRZ, WISM-FM, KUDO, KEX, WEIM, WSKI, KORQ, WCKQ, WCIL, KRSB.

GEORGE BENSON "In Your Eyes" (WB) 32/4

Rotations: Heavy 2/0, Medium 21/4, Light 9/0, Extra Adds 0, Total Adds 4, WPIX, WTKO, KEXO, KALE. Heavy: WOMC, KSL. Medium: WLTT, 97AIA, WCCO, KGW, B100, KFMB, WBEN, WSMF, WRVA, WSRZ, WISM-FM, KORQ, WSKY, WCKQ, KKJO, KFQD, KRSB.

MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 32/3

Rotations: Heavy 7/0, Medium 20/2, Light 5/1, Extra Adds 0, Total Adds 3, KVIL-FM, WAEB, WHNN. Heavy: WRIE, WGY, KRDO, WSKI, WCKQ, WVBS, KEEZ. Medium: WROR, GR55, WSB-FM, WAXY, 97AIA, WQUE-FM, WCZY, KPPL, KGW, WEZC, WLAC-FM, KFI, KMG, WCHV, KFQD, KQSW, KRSB, KALE.

NEIL SEDAKA with DARA SEDAKA "Your Precious Love" (MCA/Curb) 31/26

Rotations: Heavy 0/0, Medium 9/7, Light 20/17, Extra Adds 2, Total Adds 26, WCCO, KOST, WMAZ, 2WD, WRVA, WHBC, KKUA, KEX, KSL, WNNR, WEIM, WKNE, WSKI, KORQ, WCHV, WJBC, WCIL, KFSB, KEEZ, WJON, KKJO, WBOW, KFQD, KTWO, KEXO, KQSW. Medium: WHBY, KUGN.

MOST ADDED

LIONEL RICHIE (40)
Running With The Night (Motown)
CULTURE CLUB (39)
Karma Chameleon (Virgin/Epic)
RAY PARKER JR. (31)
I Still Can't Get Over Loving You (Arista)
O. NEWTON-JOHN & J. TRAVOLTA (27)
Take A Chance (MCA)
NEIL SEDAKA with DARA SEDAKA (26)
Your Precious Love (MCA/Curb)
SHEENA EASTON (25)
Almost Over You (EMI America)

HOTTEST

P. McCARTNEY and M. JACKSON (90)
Say Say Say (Columbia)
BILLY JOEL (78)
Uptown Girl (Columbia)
DARYL HALL & JOHN OATES (66)
Say It Isn't So (RCA)
LIONEL RICHIE (58)
All Night Long (All Night) (Motown)
BARBRA STREISAND (58)
The Way He Makes Me Feel (Columbia)
MATTHEW WILDER (39)
Break My Stride (Private I/CBS)

SIGNIFICANT ACTION

CAROLE KING "Crying In The Rain" (Atlantic) 27/6

Rotations: Heavy 1/0, Medium: 11/0, Light 15/6, Extra Adds 0, Total Adds 6, KBEST, WVLC, WTKO, WCHV, WBOW, KRSB. Heavy: WCCO. Medium: WPIX, WAHR, WMAZ, KSL, WKNE, WCKQ, WJBC, WCIL, KWEB, WJON, KALE. Lights: WSRZ, WHBY, WEIM, WSKI, WGSV, WNGS, KEEZ, KKJO, KTWO.

SHEENA EASTON "Almost Over You" (EMI America) 25/25

Rotations: Heavy 0/0, Medium 7/7, Light 17/17, Extra Adds 1, Total Adds 25, WSB, WCCO, KFMB, WSMF, KEY103, WBT, WMAZ, WRVA, WHBC, WTRX, WFMK, WISM-FM, KUDO, WEIM, WSKI, WSKY, WCKQ, WGSV, KFSB, KEEZ, KKJO, WBOW, KTWO, KQSW, KRSB.

OLIVIA NEWTON-JOHN "Twist Of Fate" (MCA) 21/4

Rotations: Heavy 4/0, Medium 7/0, Light 10/4, Extra Adds 0, Total Adds 4, WFYR, WHB, WEIM, KRSB. Heavy: WFBR, 97AIA, WQUE-FM, WGY. Medium: KHOW, KRAV, KUDO, KFI, WSKI, WVBS, KQSW. Light: WCZY, V100, WTRX, WFMK, WSKY, KVIC.

CULTURE CLUB "Church Of The Poison Mind" (Virgin/Epic) 18/0

Rotations: Heavy 4/0, Medium 11/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WEZC, KFI, WSKI, WVBS. Medium: WAXY, WQUE-FM, WFYR, WMJI, WCZY, V100, WHHY, WLAC-FM, 3WM, WTN, WSKY. Light: 97AIA, WSRZ, WNGS.

FRANK STALLONE & CYNTHIA RHODES "I'm Never Gonna Give You Up" (RSO/PolyGram) 17/4

Rotations: Heavy 1/0, Medium 5/1, Light 11/3, Extra Adds 0, Total Adds 4, WMAZ, WHBC, KQSW, KALE. Heavy: KMG. Medium: KOST, WSMF, KFI, WCKQ. Light: WCCO, WEIM, WKNE, WSKI, WCIL, KEEZ, WBOW, KRSB.

NAKED EYES "When The Lights Go Out" (EMI America) 17/3

Rotations: Heavy 0/0, Medium 10/1, Light 7/2, Extra Adds 0, Total Adds 3, WLAC-FM, KUDO, WEIM. Medium: WFBR, WCCO, WFMK, WSKI, WSKY, WCHV, KEEZ, WHNN, WBOW. Light: WCZY, WKGW, WTRX, KMG, WVBS.

BETTE MIDLER "Favorite Waste Of Time" (Atlantic) 15/1

Rotations: Heavy 1/0, Medium 7/0, Light 7/1, Extra Adds 0, Total Adds 1, KFQD. Heavy: WAHR. Medium: WVLC, WMAZ, WKNE, KORQ, WCHV, WCIL, KWEB. Light: WCCO, KSTT, WSKI, WCKQ, WBOW, KRSB.

T.G. SHEPPARD "Slow Burn" (WB/Curb) 14/1

Rotations: Heavy 0/0, Medium 6/0, Light 8/0, Extra Adds 0, Total Adds 1, KEEZ. Medium: WCCO, WCIL, KWEB. Light: WAHR, WHBC, WSKI, KORQ, WJBC, KFQD, KTWO, KQSW, KRSB.

STEVIE WOODS "Ain't That Peculiar" (Cotillion/Atco) 10/8

Rotations: Heavy 0/0, Medium 2/2, Light 8/6, Extra Adds 0, Total Adds 8, WCCO, WMAZ, WEIM, WSKI, WTN, WSKY, WCKQ, WCHV. Light: KRNO, KRSB.

JENNIFER HOLLIDAY "I Am Love" (Geffen) 10/4

Rotations: Heavy 1/0, Medium 5/2, Light 4/2, Extra Adds 0, Total Adds 4, WAXY, KFI, KMG, KRSB. Heavy: 97AIA. Medium: WEZC, WEZS, WCHV. Light: KHOW, WSKY.

ASIA "The Smile Has Left Your Eyes" (Geffen) 10/1

Rotations: Heavy 1/0, Medium 6/0, Light 2/0, Extra Adds 1, Total Adds 1, Y107. Heavy: WSKI. Medium: WCZY, WOMC, WLAC-FM, WCKQ, WVBS, KRDO. Light: V100, KEEZ.

JUMP 'N THE SADDLE "The Curly Shuffle" (Atlantic) 9/8

Rotations: Heavy 0/0, Medium 1/1, Light 8/7, Extra Adds 0, Total Adds 8, WFBR, WCLR, WFYR, WCCO, KS94, WAEB, WSRZ, WSKI. Light: WJBC.

GENESIS "That's All" (Atlantic) 9/5

Rotations: Heavy 0/0, Medium 7/3, Light 2/2, Extra Adds 0, Total Adds 5, WFBR, WGY, WEIM, WCKQ, KEEZ. Medium: WSRZ, KRNT, WISM-FM, WSKI.

BONNIE TYLER "Take Me Back" (Columbia) 9/5

Rotations: Heavy 0/0, Medium 2/1, Light 7/4, Extra Adds 0, Total Adds 5, WGY, WHHY, WCKQ, KFQD, KQSW. Medium: KHOW. Light: WICC, WEIM, WSKI.

HUEY LEWIS & THE NEWS "Heart And Soul" (Chrysalis) 9/2

Rotations: Heavy 1/0, Medium 3/1, Light 5/1, Extra Adds 0, Total Adds 2, GR55, KS94. Heavy: WSKI. Medium: WQUE-FM, WLAC-FM. Light: WCZY, KPPL, V100, Y107.

IRENE CARA "Why Me?" (Network/Geffen) 9/1

Rotations: Heavy 4/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, GR55. Heavy: WQUE-FM, WCZY, WSKI, WVBS. Medium: KFI, WTN. Light: KRAV, KFQD.

ROBERTA FLACK "This Side Of Forever" (Viva) 7/7

Rotations: Heavy 0/0, Medium 1/1, Light 5/5, Extra Adds 1, Total Adds 7, WRVA, WHBY, WEIM, WSKI, WCKQ, KFSB, KWEB.

RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 7/1

Rotations: Heavy 1/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WLAC-FM. Heavy: KMG. Medium: WCZY, KFI, WSKI.

CHRISTOPHER CROSS "Think of Laura" (WB) 5/5

Rotations: Heavy 0/0, Medium 1/1, Light 3/3, Extra Adds 1, Total Adds 5, 97AIA, KKL, WIVY, WENS, WNGS.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

A/C Regional Adds & Hots

EAST Parallel One

WFBZ/Baltimore
Andy Szulinski
GENESIS
CULTURE CLUB
PAUL SIMON
RONNIE MILSAP
JUMP 'N THE SADDLE
Hottest:
MCCARTNEY & JACKSON
ROBERTA FLACK
DEBORAH ALLEN
MATTHEW WILDER
MOTELS

WROR/Boston
Gary Berkowitz
none
Hottest:
LIONEL RICHEL
BILLY JOEL
WARWICK & VANDROS
LINDA RONSTADT
BARBRA STREISAND

QR55/Buffalo
Joe Galuski
MATTHEW WILDER
IRENE CARA
HUEY LEWIS & NEWS
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL
HALL & OATES
BARRY MANILOW

WPX/New York
Alan Anderson
ONJ & TRAVOLTA
GEORGE BENSON
Hottest:
LIONEL RICHEL
MCCARTNEY & JACKS
HALL & OATES
BILLY JOEL
KOO & THE GANG

WTAE/Pittsburgh
Don Berns
none
Hottest:
LIONEL RICHEL
HALL & OATES
MCCARTNEY & JACKS
BILLY JOEL
BARBRA STREISAND

WWSW (WVS)/Pittsburgh
Crows/Welzel
BARBRA STREISAND
ELTON JOHN
Hottest:
LIONEL RICHEL
ROGERS & PARTON
MCCARTNEY & JACKS
HALL & OATES

WPRO/Providence
Tom Cuddy
LIONEL RICHEL
RAY PARKER JR.
Hottest:
LINDA RONSTADT
HALL & OATES
CARPENTERS
HOTELS
MATTHEW WILDER

WLTT/Washington, D.C.
Bob Cummings
none
Hottest:
DEBORAH ALLEN
MATTHEW WILDER
BILLY JOEL
HALL & OATES
MCCARTNEY & JACKS

WICE/Bridgeport
Panama/Broadbin
RAY PARKER JR.
Hottest:
BERTIE RIGGINS
RONNIE MILSAP
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
BARRY MANILOW

WBNR/Buffalo
Roger Christian
KOO & THE GANG
Hottest:
LIONEL RICHEL
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
LINDA RONSTADT

V100/Charleston, WV
Spencer/Jaris
LIONEL RICHEL
WARWICK & THOMPSON
RAY PARKER JR.
CRYSTAL GAYLE
Hottest:
BARBRA STREISAND
WARWICK & VANDROS
MCCARTNEY & JACKS
HALL & OATES
DEBORAH ALLEN

WRIE/Erie
Ted Abbott
ONJ & TRAVOLTA
Hottest:
DEBORAH ALLEN
BILLY JOEL
BARRY MANILOW
MCCARTNEY & JACKS
LIONEL RICHEL

WSFM/Harrisburg
Bob Pahr
SHEENA EASTON
ONJ & TRAVOLTA
Hottest:
BARBRA STREISAND
HALL & OATES
CARPENTERS
LINDA RONSTADT
BARRY MANILOW

WTC/Hartford

Ginny Jersonska
MCCARTNEY & JACKS
ONJ & TRAVOLTA
PAUL SIMON
GLADYS KNIGHT
Hottest:
WARWICK & VANDROS
CARPENTERS
LINDA RONSTADT
ELTON JOHN
BARRY MANILOW

Y97/Pittsburgh
Jay Crosswell
CRYSTAL GAYLE
LIONEL RICHEL
RAY PARKER JR.
ONJ & TRAVOLTA
PURE GOLD
Hottest:
LIONEL RICHEL
BILLY JOEL
WARWICK & VANDROS
BARRY MANILOW
BRYSON & FLACK

WVOR/Rochester
Gary Smith
WARWICK & VANDROS
Hottest:
ROGERS & PARTON
LIONEL RICHEL
MCCARTNEY & JACKS
BILLY JOEL
MATTHEW WILDER

WGY/Schenectady
Walter Fritz
GENESIS
NONIE TYLER
CULTURE CLUB
Hottest:
LINDA RONSTADT
MATTHEW WILDER
ONJ

WKW/Utica-Rome
Carpenter/Kellar
RONNIE MILSAP
NICK HEYWARD
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
HALL & OATES
BARBRA STREISAND
DEBARGE

WTAE/Pittsburgh
none
Hottest:
LIONEL RICHEL
HALL & OATES
MCCARTNEY & JACKS
BILLY JOEL
BARBRA STREISAND
DEBARGE

WWSW (WVS)/Pittsburgh
Crows/Welzel
BARBRA STREISAND
ELTON JOHN
Hottest:
LIONEL RICHEL
ROGERS & PARTON
MCCARTNEY & JACKS
HALL & OATES

WPRO/Providence
Tom Cuddy
LIONEL RICHEL
RAY PARKER JR.
Hottest:
LINDA RONSTADT
HALL & OATES
CARPENTERS
HOTELS
MATTHEW WILDER

WLTT/Washington, D.C.
Bob Cummings
none
Hottest:
DEBORAH ALLEN
MATTHEW WILDER
BILLY JOEL
HALL & OATES
MCCARTNEY & JACKS

WICE/Bridgeport
Panama/Broadbin
RAY PARKER JR.
Hottest:
BERTIE RIGGINS
RONNIE MILSAP
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
BARRY MANILOW

WBNR/Buffalo
Roger Christian
KOO & THE GANG
Hottest:
LIONEL RICHEL
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
LINDA RONSTADT

V100/Charleston, WV
Spencer/Jaris
LIONEL RICHEL
WARWICK & THOMPSON
RAY PARKER JR.
CRYSTAL GAYLE
Hottest:
BARBRA STREISAND
WARWICK & VANDROS
MCCARTNEY & JACKS
HALL & OATES
DEBORAH ALLEN

WRIE/Erie
Ted Abbott
ONJ & TRAVOLTA
Hottest:
DEBORAH ALLEN
BILLY JOEL
BARRY MANILOW
MCCARTNEY & JACKS
LIONEL RICHEL

WSFM/Harrisburg
Bob Pahr
SHEENA EASTON
ONJ & TRAVOLTA
Hottest:
BARBRA STREISAND
HALL & OATES
CARPENTERS
LINDA RONSTADT
BARRY MANILOW

MIDWEST Parallel One

WCLR/Chicago
Gary Price
HALL & OATES
JUMP 'N THE SADDL
Hottest:
LIONEL RICHEL
ROGERS & PARTON
MCCARTNEY & JACKS
BRYSON & FLACK
BILLY JOEL

WFYR/Chicago
John Wetherbee
JUMP 'N THE SADDL
ONJ & TRAVOLTA
ONJ
KOO & THE GANG
LIONEL RICHEL
Hottest:
LIONEL RICHEL
ROGERS & PARTON
MCCARTNEY & JACKS
ELTON JOHN
BARRY MANILOW
HALL & OATES

WHBC/Canton
Mike Dorn
NEIL & DARA SEDAK
STALLONE & RHODES
JOURNEY
SHEENA EASTON
Hottest:
LIONEL RICHEL
ROGERS & PARTON
MCCARTNEY & JACKS
ELTON JOHN
BARRY MANILOW
HALL & OATES

WARM98/Cincinnati
Tom Walker
WARWICK & THOMPSON
ONJ & TRAVOLTA
Hottest:
BARRY MANILOW
HALL & OATES
BRYSON & FLACK
BARBRA STREISAND
ELTON JOHN

WMJ/Cleveland
McVey/Wevers
BARRY MANILOW
ALABAMA
PAUL SIMON
Hottest:
JACKSON BROWNE
MOTELS
JOURNEY
MATTHEW WILDER
WARWICK & VANDROS

WZZP/Cleveland
Dunphy/Georgeson
none
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
COMMODORES

WCZY/Detroit
Lee Douglas
BARRY MANILOW
POINTER SISTERS
CULTURE CLUB
LIONEL RICHEL
NICK HEYWARD
NEIL & DARA SEDAK
BIG COUNTRY
POLICE
YES
Hottest:
LIONEL RICHEL
HALL & OATES
BILLY JOEL
PAT BENATAR
IRENE CARA

WTRK/Pitt
Burke/Wright
SHEENA EASTON
RAY PARKER JR.
Hottest:
LIONEL RICHEL
BILLY JOEL
BARBRA STREISAND
HALL & OATES
COMMODORES

WOWO/Ft. Wayne
Chris Roberts
BARRY MANILOW
SPANDAU BALLET
CULTURE CLUB
Hottest:
GEORGE BENSON
RAY PARKER JR.
LIONEL RICHEL
ROGERS & PARTON
DEBORAH ALLEN

WKB/Cincinnati
Jeff Robbins
LIONEL RICHEL
ONJ
SPANDAU BALLET
KOO & THE GANG
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
MATTHEW WILDER

WISM/Milwaukee
Harris/Murphy
WARWICK & THOMPSON
POINTER SISTERS
LIONEL RICHEL
FOUR TOPS
ONJ & TRAVOLTA
RAY PARKER JR.
Hottest:
BILLY JOEL
BARBRA STREISAND
CARPENTERS
MCCARTNEY & JACKS
ELTON JOHN
STRAY CATS

WJWL/Milwaukee
Bath Fast
WARWICK & THOMPSON
JACKSON BROWNE
LIONEL RICHEL
RAY PARKER JR.
Hottest:
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
HOTELS
BARRY MANILOW

WCPH/Wheeling, WV
Dan McGrath
LIONEL RICHEL
NICK HEYWARD
JIMMY BUFFETT
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL

KS94/St. Louis
Morgan/Watermann
FOUR TOPS
POINTER SISTERS
CULTURE CLUB
JUMP 'N THE SADDL
HUEY LEWIS & NEWS
Hottest:
BARRY MANILOW
HALL & OATES
BILLY JOEL
WARWICK & VANDROS
MCCARTNEY & JACKS

Parallel Two

WHBY/Applenton
Rob Shannon
EDDIE RABBITT
RONNIE MILSAP
DAVE MASON
RAY PARKER JR.
LIONEL RICHEL
ROBERTA FLACK
Hottest:
LIONEL RICHEL
WARWICK & VANDROS
BARBRA STREISAND
HALL & OATES

3WM/Toledo
King/Scollin
SPANDAU BALLET
WARWICK & THOMPSON
Hottest:
BILLY JOEL
HALL & OATES
JOURNEY
CULTURE CLUB
BARRY MANILOW

KRAV/Tulsa
Gary Reynolds
CULTURE CLUB
Hottest:
LIONEL RICHEL
BILLY JOEL
ROGERS & PARTON
MCCARTNEY & JACKS
HALL & OATES

55KRC/Cincinnati
Dave Mason
DEBORAH ALLEN
BARRY MANILOW
BARBRA STREISAND
LIONEL RICHEL
DEBARGE
MATTHEW WILDER
CRYSTAL GAYLE
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL
HALL & OATES
DEBORAH ALLEN

610TV/Columbus
FitzGerald/Jones
CARPENTERS
CRYSTAL GAYLE
Hottest:
LIONEL RICHEL
ROGERS & PARTON
BILLY JOEL
MOTELS & JACKS

WING/Dayton
Joe Demma
LINDA RONSTADT
WARWICK & THOMPSON
ONJ & TRAVOLTA
PAUL SIMON
SMOKEY ROBINSON
Hottest:
BILLY JOEL
WARWICK & VANDROS
MATTHEW WILDER
DEBORAH ALLEN
BARBRA STREISAND

KFSB/Joplin, MO
Don Carpenter
CULTURE CLUB
LIONEL RICHEL
HOTTEST:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WTRK/Pitt
Burke/Wright
SHEENA EASTON
RAY PARKER JR.
Hottest:
LIONEL RICHEL
BILLY JOEL
BARBRA STREISAND
HALL & OATES
COMMODORES

WOWO/Ft. Wayne
Chris Roberts
BARRY MANILOW
SPANDAU BALLET
CULTURE CLUB
Hottest:
GEORGE BENSON
RAY PARKER JR.
LIONEL RICHEL
ROGERS & PARTON
DEBORAH ALLEN

WKB/Cincinnati
Jeff Robbins
LIONEL RICHEL
ONJ
SPANDAU BALLET
KOO & THE GANG
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
MATTHEW WILDER

WISM/Milwaukee
Harris/Murphy
WARWICK & THOMPSON
POINTER SISTERS
LIONEL RICHEL
FOUR TOPS
ONJ & TRAVOLTA
RAY PARKER JR.
Hottest:
BILLY JOEL
BARBRA STREISAND
CARPENTERS
MCCARTNEY & JACKS
ELTON JOHN
STRAY CATS

WJWL/Milwaukee
Bath Fast
WARWICK & THOMPSON
JACKSON BROWNE
LIONEL RICHEL
RAY PARKER JR.
Hottest:
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
HOTELS
BARRY MANILOW

WCPH/Wheeling, WV
Dan McGrath
LIONEL RICHEL
NICK HEYWARD
JIMMY BUFFETT
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL

KS94/St. Louis
Morgan/Watermann
FOUR TOPS
POINTER SISTERS
CULTURE CLUB
JUMP 'N THE SADDL
HUEY LEWIS & NEWS
Hottest:
BARRY MANILOW
HALL & OATES
BILLY JOEL
WARWICK & VANDROS
MCCARTNEY & JACKS

KSTT/Quad Cities

Sanda/Michaelis
HALL & OATES
BARRY MANILOW
Hottest:
MCCARTNEY & JACKS
LIONEL RICHEL
BRYSON & FLACK
COMMODORES
ANNE MURRAY

3WM/Toledo
King/Scollin
SPANDAU BALLET
WARWICK & THOMPSON
Hottest:
BILLY JOEL
HALL & OATES
JOURNEY
CULTURE CLUB
BARRY MANILOW

KRAV/Tulsa
Gary Reynolds
CULTURE CLUB
Hottest:
LIONEL RICHEL
BILLY JOEL
ROGERS & PARTON
MCCARTNEY & JACKS
HALL & OATES

55KRC/Cincinnati
Dave Mason
DEBORAH ALLEN
BARRY MANILOW
BARBRA STREISAND
LIONEL RICHEL
DEBARGE
MATTHEW WILDER
CRYSTAL GAYLE
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL
HALL & OATES
DEBORAH ALLEN

610TV/Columbus
FitzGerald/Jones
CARPENTERS
CRYSTAL GAYLE
Hottest:
LIONEL RICHEL
ROGERS & PARTON
BILLY JOEL
MOTELS & JACKS

WING/Dayton
Joe Demma
LINDA RONSTADT
WARWICK & THOMPSON
ONJ & TRAVOLTA
PAUL SIMON
SMOKEY ROBINSON
Hottest:
BILLY JOEL
WARWICK & VANDROS
MATTHEW WILDER
DEBORAH ALLEN
BARBRA STREISAND

KFSB/Joplin, MO
Don Carpenter
CULTURE CLUB
LIONEL RICHEL
HOTTEST:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WTRK/Pitt
Burke/Wright
SHEENA EASTON
RAY PARKER JR.
Hottest:
LIONEL RICHEL
BILLY JOEL
BARBRA STREISAND
HALL & OATES
COMMODORES

WOWO/Ft. Wayne
Chris Roberts
BARRY MANILOW
SPANDAU BALLET
CULTURE CLUB
Hottest:
GEORGE BENSON
RAY PARKER JR.
LIONEL RICHEL
ROGERS & PARTON
DEBORAH ALLEN

WKB/Cincinnati
Jeff Robbins
LIONEL RICHEL
ONJ
SPANDAU BALLET
KOO & THE GANG
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
MATTHEW WILDER

WISM/Milwaukee
Harris/Murphy
WARWICK & THOMPSON
POINTER SISTERS
LIONEL RICHEL
FOUR TOPS
ONJ & TRAVOLTA
RAY PARKER JR.
Hottest:
BILLY JOEL
BARBRA STREISAND
CARPENTERS
MCCARTNEY & JACKS
ELTON JOHN
STRAY CATS

WJWL/Milwaukee
Bath Fast
WARWICK & THOMPSON
JACKSON BROWNE
LIONEL RICHEL
RAY PARKER JR.
Hottest:
MCCARTNEY & JACKS
BARBRA STREISAND
HALL & OATES
HOTELS
BARRY MANILOW

WCPH/Wheeling, WV
Dan McGrath
LIONEL RICHEL
NICK HEYWARD
JIMMY BUFFETT
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LIONEL RICHEL

KS94/St. Louis
Morgan/Watermann
FOUR TOPS
POINTER SISTERS
CULTURE CLUB
JUMP 'N THE SADDL
HUEY LEWIS & NEWS
Hottest:
BARRY MANILOW
HALL & OATES
BILLY JOEL
WARWICK & VANDROS
MCCARTNEY & JACKS

SOUTH Parallel One

WRMM/Atlanta
Allen Saunders
none
Hottest:
LIONEL RICHEL
BILLY JOEL
BARBRA STREISAND
ROGERS & PARTON
BRYSON & FLACK

WSB/Atlanta
Greg Picciano
KOO & THE GANG
RAY PARKER JR.
LIONEL RICHEL
SHEENA EASTON
WARWICK & THOMPSON
CULTURE CLUB
Hottest:
BILLY JOEL
WARWICK & VANDROS
MATTHEW WILDER
BARBRA STREISAND
HALL & OATES

WARR/Huntsville
Cannon/Booley
none
Hottest:
MCCARTNEY & JACKS
BILLY JOEL
FOUR TOPS
ROGERS & PARTON
BETTE MIDLER

WVY/Jacksonville
TBA/Scott
FOUR TOPS
BERTIE RIGGINS
JOURNEY
CHRIS CROSS
Hottest:
MCCARTNEY & JACKS
BILLY JOEL
LIONEL RICHEL
MATTHEW WILDER
ELTON JOHN

WVLC/Lexington
Kelly/Richards
JIMMY BUFFETT
PAUL SIMON
SPANDAU BALLET
CAROLE KING
Hottest:
LIONEL RICHEL
MCCARTNEY & JACKS
HALL & OATES
ELTON JOHN

WAXY/Ft. Lauderdale
Shaw/Lee
JENNIFER HOLLIDAY
BARRY MANILOW
RAY PARKER JR.
Hottest:
LIONEL RICHEL
MCCARTNEY & JACKS
BILLY JOEL
COMMODORES
MADONNA

97AIA/Miami
Chris Gable
CULTURE CLUB
CRYSTAL GAYLE
CHRIS CROSS
SMOKEY ROBINSON
Hottest:
LIONEL RICHEL
ROGERS & PARTON
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVRF/Memphis
Steve Butler
SPANDAU BALLET
ELO
WARWICK & THOMPSON
Hottest:
LIONEL RICHEL
BILLY JOEL
BARBRA STREISAND
HALL & OATES
BARRY MANILOW

WHMY/Montgomery
Hornton/Thomas
CULTURE CLUB
NICK HEYWARD
BONNIE TYLER
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
HALL & OATES
BARBRA STREISAND

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WGOW/Chattanooga

Schaefler/Daugh
KOO & THE GANG
ONJ & TRAVOLTA
Hottest:
MCCARTNEY & JACKS
WARWICK & VANDROS
DEBARGE
BARBRA STREISAND
HALL & OATES
LARRY JAMES

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
CARPENTERS

WVLA/Chattanooga
Deane/Nichols
MATTHEW WILDER
CRYSTAL GAYLE
NICK HEYWARD
KOO & THE GANG
CARPENTERS
DEBARGE
Hottest:
LIONEL RICHEL
BILLY JOEL



AOR / ALBUMS

Continued From the Back Page

This chart reporting stations of listeners aged 12-

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November 25, 1983

169 REPORTERS

Three Weeks	Two Weeks	Last Week	Rank	Album	Label	Total Reports	Heavy Rotation	Medium Rotation	Adds	Extra Adds
-	2	1	1	ROLLING STONES/Undercover (RS/Atco)		168+	156+	12-	0=	3+
-	-	3	2	YES/90125 (Atco)		166+	159+	7-	0-	0-
2	3	4	3	GENESIS/Genesis (Atlantic)		167+	143+	23-	1+	4+
1	1	2	4	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram)		163-	145-	18+	0=	1=
-	-	7	5	38 SPECIAL/Tour De Force (A&M)		159+	120+	39-	0-	1-
3	4	5	6	HUEY LEWIS & THE NEWS/Sports (Chrysalis)		152-	112-	39+	1+	3+
8	6	6	7	ROMANTICS/In Heat (Nemperor/CBS)		154+	100+	52-	2+	6-
DEBUT			8	DURAN DURAN/Seven And The Ragged Tiger (Capitol)		141+	101+	35-	5+	11+
-	-	10	9	BILLY IDOL/Rebel Yell (Chrysalis)		155+	49+	100-	5-	11-
11	10	9	10	EDDIE MONEY/Where's The Party? (Columbia)		143-	40+	102-	1-	7-
26	17	12	11	BLUE OYSTER CULT/The Revolution By Night (Columbia)		137-	37+	99-	1-	3-
20	18	13	12	NIGHT RANGER/Midnight Madness (Camel/MCA)		136+	38+	96+	2-	4-
7	8	11	13	BIG COUNTRY/The Crossing (Mercury/PolyGram)		109-	68-	40+	1=	1=
40	28	19	14	ALAN PARSONS PROJECT/Best Of The Alan... (Arista)		135+	28+	103+	4-	7-
-	26	15	15	PAUL RODGERS/Cut Loose (Atlantic)		126-	32+	92-	2-	4-
-	-	34	16	TWO OF A KIND/Soundtrack (MCA)		124+	35+	67+	20-	51-
29	24	17	17	ZZ TOP/Eliminator (WB)		117-	36+	79-	2=	3-
4	5	8	18	PAT BENATAR/Live From Earth (Chrysalis)		92-	70-	22+	0=	0=
27	25	20	19	STREETS/1st (Atlantic)		117-	21-	90-	6+	9=
17	15	14	20	PETER SCHILLING/Error In The System (Elektra)		97-	53-	43-	1-	3=
6	9	16	21	RAINBOW/Bent Out Of Shape (Mercury/PolyGram)		93-	42-	51-	0-	1=
DEBUT			22	OZZY OSBOURNE/Bark At The Moon (CBS)		120+	21+	57+	42+	119+
23	23	23	23	DARYL HALL & JOHN OATES/Rock 'N Soul Part I (RCA)		98=	48=	48-	2+	2-
5	7	18	24	MOTELS/Little Robbers (Capitol)		91-	39-	52+	0-	3=
14	14	22	25	POLICE/Synchronicity (A&M)		83-	47-	36-	0=	3+
-	36	31	26	BOB DYLAN/Infidels (Columbia)		104+	23+	70+	11+	23+
13	12	24	27	QUIET RIOT/Metal Health (Pasha/CBS)		85-	42-	42-	1+	1+
19	20	26	28	DOORS/Alive, She Cried (Elektra)		94-	22-	72-	0=	1=
9	11	21	29	SAGA/Heads Or Tales (Portrait/CBS)		93-	28-	65-	0=	1+
10	13	25	30	ALDO NOVA/Subject . . . Aldo Nova (Portrait/CBS)		91-	30-	60-	1+	2+
-	-	37	31	U2/Under A Blood Red Sky (Island/Atco)		99+	17+	56+	22-	34-
36	33	32	32	MOTLEY CRUE/Shout At The Devil (Elektra)		84+	15+	63+	6+	10+
16	22	28	33	KISS/Lick It Up (Mercury/PolyGram)		73-	18-	55-	0-	2+
-	-	35	34	DON FELDER/Airborne (Elektra)		83+	6+	74+	3-	9-
28	27	27	35	CULTURE CLUB/Colour By Numbers (Virgin/Epic)		76-	38-	37-	1=	2=
12	16	30	36	JACKSON BROWNE/Lawyers In Love (Asylum)		65-	34-	31-	0=	0-
18	21	29	37	SURVIVOR/Caught In The Game (Scotti Bros./CBS)		60-	25-	35-	0=	0=
DEBUT			38	MANFRED MANN'S EARTH.../Somewhere In... (Arista)		75+	7+	64+	4=	5-
-	37	36	39	PAUL McCARTNEY/Pipes Of Peace (Columbia)		54-	25=	29-	0=	1-
15	19	33	40	MICHAEL STANLEY.../You Can't Fight... (EMI America)		49-	17-	32-	0-	0-

BREAKERS

DURAN DURAN Seven And The Ragged Tiger (Capitol)

"Snake" "Reflex" "Crime." 83% of our 12-24 reporters on it. Total reports: 141. Hot 101, Medium 35, Extra Adds 5, Total Adds 11. Debuts #8 on the AOR Albums chart.

TWO OF A KIND Soundtrack (MCA)

"Lonely." 73% of our 12-24 reporters on it. Total reports: 124. Hot 35, Medium 67, Extra Adds 20, Total Adds 51. Moves 34-16 on the AOR Albums charts.

OZZY OSBORNE Bark At The Moon (CBS)

"Bark" "Rebel" "Tired." 71% of our 12-24 reporters on it. Total reports: 120. Hot 21, Medium 57, Extra Adds 42, Total Adds 119. Debuts #22 on the AOR Albums chart.

BOB DYLAN Infidels (Columbia)

"Bully" "Sweetheart" "Sundown." 62% of our 12-24 reporters on it. Total reports: 104. Hot 23, Medium 70, Extra Adds 11, Total Adds 23. Moves 31-26 on the AOR Albums chart.

U2 Under A Blood Red Sky (Island/Atco)

"11 O'Clock" "New Years" "Sunday." 59% of our 12-24 reporters on it. Total reports: 99. Hot 17, Medium 56, Extra Adds 22, Total Adds 34. Moves 37-31 on the AOR Albums chart.

NEW & ACTIVE

✓ SIMON TOWNSHEND/Sweet Sound (21/PolyGram) "I'm The Answer"
Total Reports: 58(52)/Total Adds: 11(8); Hots: 3(2)/Hot Adds: 0(0); Mediums: 48(45)/Medium Adds: 4(3)/Extra Adds: 7(5).

✓ RE-FLEX/The Politics Of Dancing (Capitol) "The Politics Of Dancing"
Total Reports: 55(33)/Total Adds: 26(11); Hots: 2(0)/Hot Adds: 0(0); Mediums: 39(26)/Medium Adds: 13(5)/Extra Adds: 13(6).

✓ HEADPINS/Line Of Fire (Solid Gold/MCA) "Just One More Time"
Total Reports: 50(46)/Total Adds: 12(29); Hots: 3(3)/Hot Adds: 0(0); Mediums: 40(28)/Medium Adds: 5(15)/Extra Adds: 7(14).

✓ KIM CARNES/Cafe Racers (EMI America) "Invisible Hands"
Total Reports: 45(32)/Total Adds: 12(12); Hots: 3(3)/Hot Adds: 0(1); Mediums: 34(24)/Medium Adds: 5(8)/Extra Adds: 7(3).

✓ HEAVEN/Where Angels Fear To Tread (Columbia) "Rock School"
Total Reports: 43(31)/Total Adds: 14(15); Hots: 0(0)/Hot Adds: 0(0); Mediums: 35(22)/Medium Adds: 8(6)/Extra Adds: 6(9).

MOST ADDED

All Stations	Reports
Ozzy Osbourne	(119)
Two Of A Kind	(53)
U2	(35)
Vandenberg "Friday"	(35)
Jump 'N The Saddle	(30)
"Curly"	

HOTTEST

All Stations	Reports
Yes	(167)
Rolling Stones	(164)
Genesis	(153)
John Cougar M.	(150)
38 Special	(122)

RICK SPRINGFIELD/Living In Oz (RCA) "Souls"
Total Reports: 41(41)/Total Adds: 4(5); Hots: 10(7)/Hot Adds: 0(0); Mediums: 29(34)/Medium Adds: 2(5)/Extra Adds: 2(0).

PAUL SIMON/Hearts And Bones (WB) "Allergies"
Total Reports: 41(36)/Total Adds: 2(9); Hots: 5(6)/Hot Adds: 0(1); Mediums: 34(27)/Medium Adds: 0(5)/Extra Adds: 2(3).

✓ ALCATRAZZ/No Parole From Rock 'N' Roll (Rocshire) "Island In The Sun"
Total Reports: 37(32)/Total Adds: 11(20); Hots: 0(0)/Hot Adds: 0(0); Mediums: 28(22)/Medium Adds: 5(10)/Extra Adds: 6(10).

✓ GIRLSCHOOL/Play Dirty (Mercury/PolyGram) "Play Dirty"
Total Reports: 36(19)/Total Adds: 18(10); Hots: 0(0)/Hot Adds: 0(0); Mediums: 24(13)/Medium Adds: 8(4)/Extra Adds: 10(6).

KROKUS/Headhunter (Arista) "Stayed Awake All Night"
Total Reports: 36(38)/Total Adds: 2(6); Hots: 5(4)/Hot Adds: 0(0); Mediums: 30(32)/Medium Adds: 1(4)/Extra Adds: 1(2).

✓ FIXX/Reach The Beach (MCA) "The Sign Of Fire"
Total Reports: 32(20)/Total Adds: 10(1); Hots: 9(9)/Hot Adds: 0(0); Mediums: 20(10)/Medium Adds: 7(0)/Extra Adds: 3(1).

✓ ADAM ANT/Strip (Epic) "Puss 'N' Boots"
Total Reports: 26(5)/Total Adds: 21(0); Hots: 3(3)/Hot Adds: 0(0); Mediums: 12(2)/Medium Adds: 10(0)/Extra Adds: 11(0).

TALKING HEADS/Speaking In Tongues (Sire/WB) "Burning Down The House"
Total Reports: 26(29)/Total Adds: 2(8); Hots: 8(8)/Hot Adds: 0(0); Mediums: 16(16)/Medium Adds: 1(3)/Extra Adds: 1(5).

EDDIE AND THE CRUISERS/Eddie & Cruisers Sndtrk (Scotti Bros.) "On The Dark Side"
Total Reports: 24(25)/Total Adds: 2(3); Hots: 6(8)/Hot Adds: 0(0); Mediums: 16(15)/Medium Adds: 0(1)/Extra Adds: 2(2).

RIOT/Born In America (Quality) "Born In America"
Total Reports: 22(15)/Total Adds: 7(6); Hots: 0(0)/Hot Adds: 0(0); Mediums: 18(12)/Medium Adds: 3(3)/Extra Adds: 4(3).

MIDNIGHT OIL/10, 9, 8, 7, 6, 5, 4, 3, 2, 1 (Columbia) "Power & The Passion"
Total Reports: 22(24)/Total Adds: 3(4); Hots: 4(5)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 1(2)/Extra Adds: 2(2).

More AOR Music Information See Page 56



AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track	Total	Heavy	Medium	Add	Total Adds
4	2	1	1	YES/Owner Of A Lonely Heart (Atco)	164+	157+	7-	0-	0-
7	1	2	2	ROLLING STONES/Undercover Of The Night (RS/Atco)	157+	148+	9-	0=	2+
19	7	4	3	38 SPECIAL/If I'd Been The One (A&M)	157+	119+	38-	0-	1-
1	3	3	4	JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PG)	133-	118-	15+	0=	0=
8	6	5	5	JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)	137+	101+	36+	0=	2+
17	12	11	6	ROMANTICS/Talking In Your Sleep (Nemperor/CBS)	141+	95+	44-	2+	6=
11	8	6	7	DURAN DURAN/Union Of The Snake (Capitol)	136=	99+	34-	3+	7-
-	14	8	8	ROLLING STONES/She Was Hot (Rolling Stone/Atco)	133+	95+	38-	0=	1-
42	16	12	9	BILLY IDOL/Rebel Yell (Chrysalis)	155+	49+	100-	5-	10-
31	31	13	10	GENESIS/That's All (Atlantic)	126+	104+	21-	1=	5-
14	11	10	11	GENESIS/Just A Job To Do (Atlantic)	119+	89+	30-	0=	1-
23	18	14	12	NIGHT RANGER/(You Can Still) Rock In... (Camel/MCA)	134+	37+	95+	2-	4-
20	19	18	13	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)	116+	67+	47+	2+	8+
50	29	20	14	ALAN PARSONS PROJECT/You Don't Believe (Arista)	135+	28+	103+	4-	7-
32	24	17	15	PAUL RODGERS/Cut Loose (Atlantic)	125-	32+	91-	2-	4-
-	-	42	16	JOURNEY/Ask The Lonely (MCA)	122+	35+	66+	19-	51-
3	4	9	17	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)	92-	77-	15-	0=	0=
6	9	16	18	BIG COUNTRY/In A Big Country (Mercury/PolyGram)	98-	64-	33+	1=	1=
2	5	7	19	PAT BENATAR/Love Is A Battlefield (Chrysalis)	88-	69-	19+	0=	0=
13	15	15	20	PETER SCHILLING/Major Tom (Coming Home) (Elektra)	97-	53-	43-	1-	3=
29	25	21	21	STREETS/If Love Should Go (Atlantic)	118=	21-	91=	6+	9=
-	34	27	22	ROLLING STONES/Too Tough (Rolling Stone/Atco)	91+	59+	31+	1+	2-
51	37	24	23	BLUE OYSTER CULT/Take Me Away (Columbia)	103+	29+	73+	1-	5-
-	42	32	24	EDDIE MONEY/The Big Crash (Columbia)	97+	28+	68+	1-	7-
5	10	19	25	RAINBOW/Street Of Dreams (Mercury/PolyGram)	82-	37-	45-	0=	0=
21	21	23	26	DOORS/Gloria (Elektra)	91-	22-	69-	0=	1=
26	30	28	27	DARYL HALL & JOHN OATES/Say It Isn't So (RCA)	90-	47-	41-	2+	2=
DEBUT	28	27	28	OZZY OSBOURNE/Bark At The Moon (CBS)	102+	19+	47+	36+	101+
28	27	29	29	POLICE/Synchronicity II (A&M)	73-	41-	32-	0=	2+
45	36	31	30	ZZ TOP/TV Dinners (WB)	94-	22+	71-	1-	1-
9	13	22	31	SAGA/The Flyer (Portrait/CBS)	85-	27-	58-	0=	0=
10	17	25	32	ALDO NOVA/Monkey On Your Back (Portrait/CBS)	79-	26-	53-	0=	0=
-	-	35	33	YES/Changes (Atco)	73+	42+	29+	2-	12-
-	-	43	34	YES/It Can Happen (Atco)	63+	43+	17+	2-	8-
15	23	26	35	KISS/Lick It Up (Mercury/PolyGram)	68-	16-	52-	0=	2+
55	45	39	36	BLUE OYSTER CULT/Shooting Shark (Columbia)	69+	21+	47-	1=	3-
-	59	45	37	DON FELDER/Bad Girls (Elektra)	79+	5+	71+	3-	9-
-	-	46	38	BOB DYLAN/Neighborhood Bully (Columbia)	74+	16+	48+	10+	21+
57	49	44	39	MOTLEY CRUE/Looks That Kill (Elektra)	72+	10+	56+	6+	9+
18	20	30	40	SURVIVOR/Caught In The Game (Scotti Bros./CBS)	58-	24-	34-	0=	0=
35	35	34	41	CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic)	62-	32-	30-	0=	0=
25	33	37	42	QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	53-	33-	20-	0=	0=
24	28	33	43	JACKSON BROWNE/Tender Is The Night (Asylum)	57-	30-	27-	0=	0=
36	38	36	44	EDDIE MONEY/Where's The Party? (Columbia)	59-	20+	39-	0=	1-
22	32	38	45	GENESIS/Mama (Atlantic)	44-	31-	13+	0=	0=
DEBUT	33	43	46	38 SPECIAL/Back Where You Belong (A&M)	48+	28+	18+	1-	11-
33	43	49	47	ROMANTICS/Rock You Up (Nemperor/CBS)	43=	23+	20-	0=	2+
43	44	47	48	GENESIS/Illegal Alien (Atlantic)	42-	27-	15-	0=	0=
-	-	58	49	MANFRED MANN'S EARTH BAND/Demolition Man (Arista)	61+	5+	55+	1-	1-
12	22	41	50	MICHAEL STANLEY BAND/My Town (EMI America)	41-	15-	26-	0=	0=
DEBUT	58	53	51	U2/11 O'Clock Tick Tock (Island/Atco)	59+	8+	32+	16-	24-
58	53	53	52	P. McCARTNEY and M. JACKSON/Say Say Say (Col.)	39=	23=	16=	0=	1=
-	60	56	53	SIMON TOWNSHEND/I'm The Answer (21/PolyGram)	57+	3+	48+	6+	10+
16	26	40	54	MOTELS/Suddenly Last Summer (Capitol)	42-	19-	23+	0=	1+
34	41	48	55	ASIA/The Smile Has Left Your Eyes (Geffen)	48-	14-	34-	0=	1+
DEBUT	56	56	56	RE-FLEX/The Politics Of Dancing (Capitol)	54+	3+	38+	12+	27+
DEBUT	57	56	57	WAS (NOT WAS)/Knocked Down, Made Small... (Geffen)	39+	7+	29+	3-	6+
DEBUT	58	56	58	JOHN COUGAR MELLENCAMP/Play Guitar (Riva/PG)	30+	19+	11=	0=	3=
-	-	59	59	RICK SPRINGFIELD/Souls (RCA)	40-	8+	30-	2+	4-
37	50	50	60	GENESIS/It's Gonna Get Better (Atlantic)	28-	22-	6-	0=	0=

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Rank	Artist/Track	Total	Heavy	Medium	Add	Total Adds
1	GENESIS Genesis (Atlantic)	164+	157+	7-	0-	0-
7	BOB DYLAN Infidels (Columbia)	157+	119+	38-	0-	1-
5	ROLLING STONES/Undercover (Rolling Stones/Atco)	137+	101+	36+	0=	2+
6	MOODY BLUES . The Present (Threshold/PolyGram)	141+	95+	44-	2+	6=
2	JACKSON BROWNE Lawyers In Love (Asylum)	136=	99+	34-	3+	7-
15	YES 90125 (Atco)	133+	95+	38-	0=	1-
8	HUEY LEWIS & THE NEWS Sports (Chrysalis)	155+	49+	100-	5-	10-
10	PAUL SIMON Hearts And Bones (WB)	126+	104+	21-	1=	5-
11	J. COUGAR MELLENCAMP Uh-Huh (Riva/PolyGram)	119+	89+	30-	0=	1-
9	PAUL McCARTNEY Pipes Of Peace (Columbia)	134+	37+	95+	2-	4-
4	MOTELS Little Robbers (Capitol)	116+	67+	47+	2+	8+
3	POLICE Synchronicity (A&M)	135+	28+	103+	4-	7-
14	ALAN PARSONS PROJECT Best Of... (Arista)	125-	32+	91-	2-	4-
18	DOORS Alive, She Cried (Elektra)	122+	35+	66+	19-	51-
12	D. HALL & J. OATES Rock 'N Soul Part 1 (RCA)	92-	77-	15-	0=	0=
13	CULTURE CLUB Colour By Numbers (Virgin/Epic)	98-	64-	33+	1=	1=
16	BIG COUNTRY The Crossing (Mercury/PolyGram)	88-	69-	19+	0=	0=
17	BIG COUNTRY The Crossing (Mercury/PolyGram)	97-	53-	43-	1-	3=
18	DOORS Alive, She Cried (Elektra)	118=	21-	91=	6+	9=
19	DOORS Alive, She Cried (Elektra)	91+	59+	31+	1+	2-
20	DOORS Alive, She Cried (Elektra)	103+	29+	73+	1-	5-
21	DOORS Alive, She Cried (Elektra)	97+	28+	68+	1-	7-
22	DOORS Alive, She Cried (Elektra)	82-	37-	45-	0=	0=
23	DOORS Alive, She Cried (Elektra)	91-	22-	69-	0=	1=
24	DOORS Alive, She Cried (Elektra)	90-	47-	41-	2+	2=
25	DOORS Alive, She Cried (Elektra)	102+	19+	47+	36+	101+
26	DOORS Alive, She Cried (Elektra)	73-	41-	32-	0=	2+
27	DOORS Alive, She Cried (Elektra)	94-	22+	71-	1-	1-
28	DOORS Alive, She Cried (Elektra)	85-	27-	58-	0=	0=
29	DOORS Alive, She Cried (Elektra)	79-	26-	53-	0=	0=
30	DOORS Alive, She Cried (Elektra)	73+	42+	29+	2-	12-
31	DOORS Alive, She Cried (Elektra)	63+	43+	17+	2-	8-
32	DOORS Alive, She Cried (Elektra)	68-	16-	52-	0=	2+
33	DOORS Alive, She Cried (Elektra)	69+	21+	47-	1=	3-
34	DOORS Alive, She Cried (Elektra)	79+	5+	71+	3-	9-
35	DOORS Alive, She Cried (Elektra)	74+	16+	48+	10+	21+
36	DOORS Alive, She Cried (Elektra)	72+	10+	56+	6+	9+
37	DOORS Alive, She Cried (Elektra)	58-	24-	34-	0=	0=
38	DOORS Alive, She Cried (Elektra)	62-	32-	30-	0=	0=
39	DOORS Alive, She Cried (Elektra)	53-	33-	20-	0=	0=
40	DOORS Alive, She Cried (Elektra)	57-	30-	27-	0=	0=
41	DOORS Alive, She Cried (Elektra)	59-	20+	39-	0=	1-
42	DOORS Alive, She Cried (Elektra)	44-	31-	13+	0=	0=
43	DOORS Alive, She Cried (Elektra)	48+	28+	18+	1-	11-
44	DOORS Alive, She Cried (Elektra)	43=	23+	20-	0=	2+
45	DOORS Alive, She Cried (Elektra)	42-	27-	15-	0=	0=
46	DOORS Alive, She Cried (Elektra)	61+	5+	55+	1-	1-
47	DOORS Alive, She Cried (Elektra)	41-	15-	26-	0=	0=
48	DOORS Alive, She Cried (Elektra)	59+	8+	32+	16-	24-
49	DOORS Alive, She Cried (Elektra)	39=	23=	16=	0=	1=
50	DOORS Alive, She Cried (Elektra)	57+	3+	48+	6+	10+
51	DOORS Alive, She Cried (Elektra)	42-	19-	23+	0=	1+
52	DOORS Alive, She Cried (Elektra)	48-	14-	34-	0=	1+
53	DOORS Alive, She Cried (Elektra)	54+	3+	38+	12+	27+
54	DOORS Alive, She Cried (Elektra)	39+	7+	29+	3-	6+
55	DOORS Alive, She Cried (Elektra)	30+	19+	11=	0=	3=
56	DOORS Alive, She Cried (Elektra)	40-	8+	30-	2+	4-
57	DOORS Alive, She Cried (Elektra)	28-	22-	6-	0=	0=

CHART PARTICIPANTS: WERI/Westerly, WXRT/Chicago, KLYV/Dubuque, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, 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 **BOLD**. 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 **BOLD**. 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

JOURNEY
Ask The Lonely (MCA)
72% of our 12-24 reporters on it. Total reports: 122. Hot 35, Medium 66, Extra Adds 19, Total Adds 51. Moves 42-16 on the AOR Hot Tracks chart.

ROLLING STONES
Too Tough (Rolling Stones/Atco)
54% of our 12-24 reporters on it. Total reports: 91. Hot 59, Medium 31, Extra Adds 1, Total Adds 2. Moves 27-22 on the AOR Hot Tracks chart.

EDDIE MONEY
The Big Crash (Columbia)
58% of our 12-24 reporters on it. Total reports: 97. Hot 28, Medium 68, Extra Adds 1, Total Adds 7. Moves 32-24 on the AOR Hot Tracks chart.

OZZY OSBOURNE
Bark At The Moon (CBS)
60% of our 12-24 reporters on it. Total reports: 102. Hot 19, Medium 47, Extra Adds 36, Total Adds 101. Debuts at #28 on the AOR Hot Tracks chart.

Station Listings . . . See Page 57

SIGNIFICANT ACTION

JOHN HIATT/Riding With The King (Geffen) "I Don't Even Try"
Total Reports: 18(21)/Total Adds: 2(4); Hots: 3(3)/Hot Adds: 0(0); Mediums: 14(16)/Medium Adds: 1(2)/Extra Adds: 1(2).

STEWART COPELAND/Rumble Fish Soundtrack (A&M) "Don't Box Me In"
Total Reports: 16(11)/Total Adds: 8(10); Hots: 1(1)/Hot Adds: 0(1); Mediums: 8(2)/Medium Adds: 3(1)/Extra Adds: 5(8).

LIONEL RICHIE/Can't Slow Down (Motown) "All Night Long (All Night)"
Total Reports: 16(13)/Total Adds: 7(4); Hots: 4(4)/Hot Adds: 1(1); Mediums: 7(7)/Medium Adds: 2(1)/Extra Adds: 4(2).

INDUSTRY/Industry (Capitol) "State Of The Nation"
Total Reports: 16(15)/Total Adds: 4(2); Hots: 1(1)/Hot Adds: 0(0); Mediums: 12(12)/Medium Adds: 1(1)/Extra Adds: 3(1).

PAUL YOUNG/No Parlez (Columbia) "Come Back & Stay"
Total Reports

Hot Hits in 105 KITS

San Francisco

PD: Jeff Hunter
MD: Michelle Meisner

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS NONE
- ON NAKED EYES/When The Lights
- BARRY MANILOW/Read 'Em And Weep
- RAT PARKER JR./I Still Can't Get Ove
- MATTHEW WILDER/Break My Stride
- KIM CARNES/Invisible Hands
- EDDIE MONEY/The Big Crash
- REAL LIFE/Send Me An Angel
- ALAN PARSONS/New Man In Town
- PAUL SIMON/Allergias

KIQQ 100.7 FM

Los Angeles

PD: Paula Matthews
MD: Robert Moorhead

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS JUMP 'N' THE SADDL/The Curly Shuffle
- EDDIE MONEY/The Big Crash
- TALKING HEADS/This Must Be The Plac
- SHAMON/Let The Music Play
- KEITH SELLERS/Remember The Night
- KODOL & THE GANG/Joanna
- FRANCE JOLI/Blue Eyed Technology
- RE-PLAY/The Police Of Danc
- JENNIFER HOLLIDAY/I Am Love
- ON PAUL YOUNG/Come Back And Stay
- FOUR TOPS/I Just Can't Walk Awa
- RAT PARKER JR./I Still Can't Get Ove
- PAUL SIMON/Allergias
- ROCKY & BROWNS/All The Right Move
- ROCKY STUARDY CROW/Hey You! Rock Steady
- MELISSA MCCRACKEN/No One Can Love You I
- REAL LIFE/Send Me An Angel
- ELO/Don't Worry
- SINCE TOMORROW/It's The Answer
- NEW HORIZON/Hey! Like
- HOWARD JOHNSON/New Song
- FLIX/The Rip Of Fire
- 36 SPECIAL/If I'd Been The One
- LIONEL RICHIE/Running With The Nigh
- KIM CARNES/Invisible Hands
- STEVE NICKS/If Anyone Falls
- RYAN PARISH/Dance With Me Tonight
- CURTIS LOVE/Cats
- UM40/Red Red Mine

KWSS 94.5 FM

San Jose

PD: Dave Van Stone
MD: Robin Kipps

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS GENESIS/That's All
- ON STRAY CATS/I Won't Stand In Your
- ASIA/The Smile Has Left To
- PAUL SIMON/Allergias

KISFM 102.7

Los Angeles

PD: Gerry De Francesco
MD: Mike Schaefer

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS NAKED EYES/When The Lights
- SHAMON/Let The Music Play
- SPANDAU BALLET/Gold
- RICK JAMES/Don't Stop
- ON STRAY CATS/I Won't Stand In Your
- ELTON JOHN/I Guess That's why Th
- 36 SPECIAL/If I'd Been The One
- LIONEL RICHIE/Running With The Nigh
- JENNIFER HOLLIDAY/I Am Love

KEARTH 101 FM

Denver

PD: Doug Erikson
MD: Gloria Avila

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS JUMP 'N' THE SADDL/The Curly Shuffle
- EDDIE MONEY/The Big Crash
- TALKING HEADS/This Must Be The Plac
- SHAMON/Let The Music Play
- KEITH SELLERS/Remember The Night
- KODOL & THE GANG/Joanna
- FRANCE JOLI/Blue Eyed Technology
- RE-PLAY/The Police Of Danc
- JENNIFER HOLLIDAY/I Am Love
- ON PAUL YOUNG/Come Back And Stay
- FOUR TOPS/I Just Can't Walk Awa
- RAT PARKER JR./I Still Can't Get Ove
- PAUL SIMON/Allergias
- ROCKY & BROWNS/All The Right Move
- ROCKY STUARDY CROW/Hey You! Rock Steady
- MELISSA MCCRACKEN/No One Can Love You I
- REAL LIFE/Send Me An Angel
- ELO/Don't Worry
- SINCE TOMORROW/It's The Answer
- NEW HORIZON/Hey! Like
- HOWARD JOHNSON/New Song
- FLIX/The Rip Of Fire
- 36 SPECIAL/If I'd Been The One
- LIONEL RICHIE/Running With The Nigh
- KIM CARNES/Invisible Hands
- STEVE NICKS/If Anyone Falls
- RYAN PARISH/Dance With Me Tonight
- CURTIS LOVE/Cats
- UM40/Red Red Mine

KEARTH 101 FM

Los Angeles

PD: Bob Hamilton
MD: David Grossman

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

KOPA Phoenix

PD: Reggie Blackwell
MD: Art Morales

- 1 LIONEL RICHIE/All Night Long(All N)
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 DURAN DURAN/Union Of The Snake
- 4 BILLY JOEL/Upcom Girl
- 5 PAT BENATAR/Love Is A Battlefield
- 6 QUIET RIO/Cum On Feel The Noise
- 7 HALL & OATES/Say It Isn't So
- 8 CULTURE CLUB/Church Of The Poison
- 9 ROGERS & PARTON/Islands In The Stream
- 10 HUEY LEWIS & NEWS/Heart And Soul
- 11 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 12 JOHN COUGAR/Crumblin' Down
- 13 RICE SPRINGFIELD/Souls
- 14 JOHNSON/Just Got Lucky
- 15 JEFFREY OSBORNE/Stay With Me Tonight
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 IRENE CARA/Why Me?
- 19 POINTS SISTERS/I Need You
- 20 POLICE/Sync. II
- 21 YES/Owner Of A Lonely Heart
- 22 DEBARGE/Time Will Reveal
- 23 ELTON JOHN/I Guess That's Why Th
- 24 JENNIFER HOLLIDAY/I Am Love
- 25 HOTELS/Suddenly Last Summer
- 26 ROMANTICS/Talking In Your Sleep
- 27 HUMAN LEAGUE/Rizzor Man
- 28 DEBORAH ALLEN/Baby I Lied
- 29 ROLLING STONES/Undercover Of The Nig
- 30 KURT COBAIN/Smell Like Teen Spirit
- 31 DAVID BOWIE/Modern Love
- 32 STRAY CATS/I Won't Stand In Your
- 33 KODOL & THE GANG/Joanna
- 34 RUFUS & CHARRA/Ain't Nobody
- 35 36 SPECIAL/If I'd Been The One
- 36 BARBRA STREISAND/The Way He Makes Me P
- 37 JOURNEY/Send Her My Love
- 38 BARRY MANILOW/Read 'Em And Weep
- 39 MADONNA/Holiday
- 40 SHAMON/Let The Music Play

- ADDS STRAY CATS/I Won't Stand In Your
- DEBARGE/Time Will Reveal
- BARBRA STREISAND/The Way He Makes Me P

Phoenix FM 104

PD: Charlie Quinn
MD: Steve Goddard

- 1 BILLY JOEL/Upcom Girl
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 LIONEL RICHIE/All Night Long(All N)
- 4 PAT BENATAR/Love Is A Battlefield
- 5 QUIET RIO/Cum On Feel The Noise
- 6 HUEY LEWIS & NEWS/Heart And Soul
- 7 JOHN COUGAR/Crumblin' Down
- 8 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 9 HALL & OATES/Say It Isn't So
- 10 CULTURE CLUB/Church Of The Poison
- 11 JOURNEY/Send Her My Love
- 12 ROGERS & PARTON/Islands In The Stream
- 13 HOTELS/Suddenly Last Summer
- 14 JACKSON BROWNE/Tender Is The
- 15 DURAN DURAN/Union Of The Snake
- 16 ASIA/The Smile Has Left To
- 17 IRENE CARA/Why Me?
- 18 OMI/Twist Of Fate
- 19 FIVE/One Thing Leads To An
- 20 HUMAN LEAGUE/Rizzor Man
- 21 POLICE/Sync. II
- 22 RICE SPRINGFIELD/Souls
- 23 BIG COUNTRY/In A Big Country
- 24 PETER SCHILLING/Major Tom(Coming Home
- 25 DAVID BOWIE/Modern Love
- 26 ROLLING STONES/Undercover Of The Nig
- 27 YES/Owner Of A Lonely Heart
- 28 STEVE NICKS/If Anyone Falls
- 29 BRYSON & PLACE/Tonight I Celebrate
- 30 ELTON JOHN/I Guess That's why Th

KUBE 93 FM Seattle

PD: Bob Case
MD: Tom Hutylar

- 1 MCCARTNEY & JACKS/Say Say Say
- 2 BILLY JOEL/Upcom Girl
- 3 QUIET RIO/Cum On Feel The Noise
- 4 LIONEL RICHIE/All Night Long(All N)
- 5 PAT BENATAR/Love Is A Battlefield
- 6 HUEY LEWIS & NEWS/Heart And Soul
- 7 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 8 IRENE CARA/Why Me?
- 9 JOHN COUGAR/Crumblin' Down
- 10 HALL & OATES/Say It Isn't So
- 11 BIG COUNTRY/In A Big Country
- 12 CULTURE CLUB/Church Of The Poison
- 13 POLICE/Sync. II
- 14 ASIA/The Smile Has Left To
- 15 PETER SCHILLING/Major Tom(Coming Home
- 16 HOTELS/Suddenly Last Summer
- 17 ROLLING STONES/Undercover Of The Nig
- 18 OMI/Twist Of Fate
- 19 HUMAN LEAGUE/Rizzor Man
- 20 BRYSON & PLACE/Tonight I Celebrate
- 21 JACKSON BROWNE/Tender Is The
- 22 ELTON JOHN/I Guess That's why Th
- 23 DURAN DURAN/Union Of The Snake
- 24 RICE SPRINGFIELD/Souls
- 25 HUEY LEWIS & NEWS/Heart And Soul
- 26 YES/Owner Of A Lonely Heart
- 27 PAUL SIMON/Allergias
- 28 BARRY MANILOW/Read 'Em And Weep
- 29 KIM CARNES/Invisible Hands

690 XTRA San Diego

PD: Jim Richards
MD: Steve Sande

- 1 BILLY JOEL/Upcom Girl
- 2 MCCARTNEY & JACKS/Say Say Say
- 3 MICHAEL JACKSON/P.T.T.(Pretty Young T)
- 4 LIONEL RICHIE/All Night Long(All N)
- 5 QUIET RIO/Cum On Feel The Noise
- 6 DURAN DURAN/Union Of The Snake
- 7 PAT BENATAR/Love Is A Battlefield
- 8 JOHNSON/Just Got Lucky
- 9 HALL & OATES/Say It Isn't So
- 10 PETER SCHILLING/Major Tom(Coming Home
- 11 MATTHEW WILDER/Break My Stride
- 12 HUEY LEWIS & NEWS/Heart And Soul
- 13 JOHN COUGAR/Crumblin' Down
- 14 CULTURE CLUB/Church Of The Poison
- 15 IRENE CARA/Why Me?
- 16 BIG COUNTRY/In A Big Country
- 17 POLICE/Sync. II
- 18 RICE SPRINGFIELD/Souls
- 19 POLICE/Sync. II
- 20 OMI/Twist Of Fate
- 21 YES/Owner Of A Lonely Heart
- 22 CULTURE CLUB/Church Of The Poison
- 23 MADONNA/Holiday
- 24 ROLLING STONES/Undercover Of The Nig
- 25 ASIA/The Smile Has Left To
- 26 DEBARGE/Time Will Reveal
- 27 RUFUS & CHARRA/Ain't Nobody
- 28 RICE SPRINGFIELD/Souls
- 29 36 SPECIAL/If I'd Been The One
- 30 KODOL & THE GANG/Joanna
- 31 JEFFREY OSBORNE/Stay With Me Tonight
- 32 GENESIS/That's All
- 33 LIONEL RICHIE/Running With The Nigh
- 34 BARBRA STREISAND/The Way He Makes Me I
- 35 EDDIE MONEY/The Big Crash
- 36 KIM CARNES/Invisible Hands

610 KFCRC San Francisco

PD: Gerry Cagle
Music Assistant: Lynette Abraham

- 1 DURAN DURAN/Union Of The Snake
- 2 LIONEL RICHIE/All Night Long(All N)
- 3 CULTURE CLUB/Church Of The Poison
- 4 MCCARTNEY & JACKS/Say Say Say
- 5 HALL & OATES/Say It Isn't So
- 6 PETER SCHILLING/Major Tom(Coming Home
- 7 PAT BENATAR/Love Is A Battlefield
- 8 JOHN COUGAR/Crumblin' Down
- 9 RICE SPRINGFIELD/Souls
- 10 QUIET RIO/Cum On Feel The Noise
- 11 JEFFREY OSBORNE/Stay With Me Tonight
- 12 BILLY JOEL/Upcom Girl
- 13 PREES/I.O.S.
- 14 JOHNSON/Just Got Lucky
- 15 RICE SPRINGFIELD/Souls
- 16 DEBARGE/Time Will Reveal
- 17 IRENE CARA/Why Me?
- 18 POINTS SISTERS/I Need You
- 19 HUEY LEWIS & NEWS/Heart And Soul
- 20 HUMAN LEAGUE/Rizzor Man
- 21 ROGERS & PARTON/Islands In The Stream
- 22 JENNIFER HOLLIDAY/I Am Love
- 23 POLICE/Sync. II
- 24 PVP/Magnetic
- 25 JOURNEY/Send Her My Love
- 26 RAT PARKER JR./I Still Can't Get Ove
- 27 JAMES INGRAM/Party Animal
- 28 YES/Owner Of A Lonely Heart
- 29 KODOL & THE GANG/Joanna
- 30 CULTURE CLUB/Church Of The Poison
- 31 SHAMON/Let The Music Play
- 32 OMI/Twist Of Fate
- 33 LIONEL RICHIE/Running With The Nigh
- 34 36 SPECIAL/If I'd Been The One
- 35 HUEY LEWIS & NEWS/Heart And Soul
- 36 ROMANTICS/Talking In Your Sleep
- 37 QUIET RIO/Cum On Feel The Noise
- 38 TALKING HEADS/Burning Down The House
- 39 FIVE/One Thing Leads To An
- 40 PRINCE/Delirious

- ADDS 26, 30, 32, 34, 36
- SNOKEY ROBINSON/Don't Play Another
- COM FUNK SHUN/Baby I'm Knocked

JENNIFER HOLLIDAY

"I Am Love"

Produced By Maurice White for Kalimba Productions

The First Single From The Geffen LP FEEL MY SOUL GHS 4014



CHR NEW & ACTIVE

- B104 10-7
- WPKS-FM 18-15
- WNYS on WBLI add
- WQID add
- KXX106 deb 27
- KAMZ 24-16
- WANS-FM 33-29
- WFMI add
- KRGV 14-9
- KX104 add
- KTFM 31-29
- KIHK add
- WHOT 35
- KMGX 24-16
- KYNO-FM 26-20
- KIDD deb 33
- KHYT 39-32
- WGUY 16
- Q101 add 40
- WBWB add
- 99KG add
- KBIM add

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CHANGES & HOTS

EAST
Most Added® Hottest
Culture Club McCartney and Jackson
Genesis Daryl Hall & John Oates
Motels Duran Duran
Pat Benatar

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
Culture Club McCartney and Jackson
Genesis Daryl Hall & John Oates
Lionel Richie Duran Duran
Pat Benatar

EAST

PARALLEL TWO

WFLY/Albany, NY
Jack Lawrence
EDDIE MONEY
LINDA RONSTADT
CULTURE CLUB
ROBERT PLANT
MATTHEW WILDER
GENESIS
Hottest:
PAT BENATAR 3-1
QUIET RIOT 4-2
HALL & OATES 7-4
CULTURE CLUB 14-7
JOHN COUGAR 15-11

WTRY/Albany, NY
Bill Cahill
GENESIS (dp)
CULTURE CLUB
RAY PARKER JR.
NENA (dp)
JUMP 'N THE SADDL
Hottest:
PAT BENATAR 4-1
BILLY JOEL 6-4
MCCARTNEY & JACKS 7-5
CULTURE CLUB 9-6
HALL & OATES 13-8

Q100/Albany, NY
Dillon/Freeman
MATTHEW WILDER
38 SPECIAL
PAUL SIMON
GENESIS
Hottest:
QUIET RIOT 1-1
MCCARTNEY & JACKS 3-2
HALL & OATES 9-6
ROLLING STONES 20-14
YES 34-20

WVSR/Charleston, WV
Tim Larson
none
Hottest:
BILLY JOEL 1-1
PAT BENATAR 3-3
MCCARTNEY & JACKS 4-4
COMMODORES 5-5
QUIET RIOT 7-7

K104/Erie, PA
Bill Shannon
NIGHT RANGER (dp)
GLADYS KNIGHT
NAKED EYES
DEBORAH ALLEN
Hottest:
LOVERBOY 2-1
JOHN COUGAR 5-2
PAT BENATAR 6-3
EDDIE & THE CRUISE 8-5
DOORS 15-11

WYCR/Hanover, PA
Mark Richards
CULTURE CLUB
NAKED EYES
JOE JACKSON
DEBORAH ALLEN
LIONEL RICHIE
MADONNA
RE-FLEX
ALAN PARSONS
EW&F
KISS (dp)
Hottest:
BILLY JOEL 1-1
MCCARTNEY & JACKS 5-2
PAT BENATAR 8-4
MATTHEW WILDER 24-14
RICK SPRINGFIELD 26-20

WTIC-FM/Hartford, CT
Mike West
DURAN DURAN
GENESIS
EW&F
CULTURE CLUB
Hottest:
MCCARTNEY & JACKS 2-1
PAT BENATAR 8-5
MADONNA 20-11
ROMANTICS 26-17
SHANNON 25-20

WKEE/Huntington, WV
Gary Miller
CHRIS CROSS
GENESIS
LIONEL RICHIE
TALKING HEADS (dp)
FIXX (dp)
EDDIE MONEY (dp)
MOTELS
KISS (dp)
Hottest:
QUIET RIOT 2-1
HALL & OATES 5-2
MCCARTNEY & JACKS 3-3
MICHAEL JACKSON 7-4
JOHN COUGAR 11-5

WLAN-FM/Lancaster, PA
Todd Halliday
CULTURE CLUB
DOORS
RAY PARKER JR.
EDDIE MONEY
MATTHEW WILDER
Hottest:
PAT BENATAR 2-2
MCCARTNEY & JACKS 6-3
HALL & OATES 9-4
CULTURE CLUB 18-9
BIG COUNTRY 15-11

KC101/New Haven, CT
Stef Rybak
LIONEL RICHIE
PETER SCHILLING
SHANNON
BARBRA STREISAND
Hottest:
LIONEL RICHIE 1-1
HALL & OATES 7-5
RUFUS & CHAKA 9-8
DURAN DURAN 16-11
BARRY MANILOW 21-13

WSPK/Poughkeepsie, NY
Chris Leeds
ROLLING STONES
BARRY MANILOW
MADONNA
CULTURE CLUB
GENESIS
SHANNON
Hottest:
MCCARTNEY & JACKS 1-1
PAT BENATAR 2-2
PETER SCHILLING 16-11
ELTON JOHN 19-14
RUFUS & CHAKA 24-17

WHFM/Rochester, NY
Charley Lake
LINDA RONSTADT
GENESIS
FIXX
KOOL & THE GANG
ELTON JOHN
Hottest:
QUIET RIOT 1-1
ROLLING STONES 23-6
DURAN DURAN 22-10
BIG COUNTRY 16-12
YES 26-17

18PXY/Rochester, NY
Tom Mitchell
MATTHEW WILDER
DEBARGE
SHANNON
CULTURE CLUB
GENESIS
Hottest:
MCCARTNEY & JACKS 2-1
HALL & OATES 6-4
CULTURE CLUB 9-6
PETER SCHILLING 10-9
IRENE CARA 11-10

WGFM/Schenectady, NY
Tom Parker
RUFUS & CHAKA
GENESIS
CULTURE CLUB
MATTHEW WILDER
RAY PARKER JR.
Hottest:
MCCARTNEY & JACKS 4-1
HALL & OATES 6-5
IRENE CARA 16-11
DURAN DURAN 18-14
RICK SPRINGFIELD 20-16

WKFM/Syracuse
John Carucci
DEBARGE
JENNIFER HOLLIDAY
LIONEL RICHIE
SHANNON
MOTELS
RAY PARKER JR.
RUFUS & CHAKA
JUMP 'N THE SADDL
HERB ALPERT (dp)
Hottest:
LIONEL RICHIE 1-1
JOHN COUGAR 6-4
JACKSON BROWNE 9-6
ROLLING STONES 20-11
BARBRA STREISAND 18-15

WTSN/Dover, NH
Jim Sebastian
ROMANTICS
RAY PARKER JR.
RUFUS & CHAKA
JUMP 'N THE SADDL
HERB ALPERT
Hottest:
LIONEL RICHIE 1-1
JOHN COUGAR 6-4
JACKSON BROWNE 9-6
ROLLING STONES 20-11
BARBRA STREISAND 18-15

WERZ/Exeter, NH
Scott MacKay
BARRY MANILOW
LIONEL RICHIE
MOTELS
DOORS
NIGHT RANGER
BONNIE TYLER
HERB ALPERT (dp)
Hottest:
MCCARTNEY & JACKS 6-1
JOHN COUGAR 7-3
BIG COUNTRY 13-8
DURAN DURAN 21-15
YES 26-19

WZYQ/Fredrick, MD
Kemoasbi Joe
BILLY SOUIER
RUFUS & CHAKA
INDUSTRY
CULTURE CLUB
RE-FLEX
CULTURE CLUB
NENA
Hottest:
MCCARTNEY & JACKS 1-1
BIG COUNTRY 8-6
HALL & OATES 10-7
DURAN DURAN 19-9
ONJ 16-11

WQCM/Hagerstown, MD
Will Kaufman
PETER SCHILLING
CULTURE CLUB
SHEENA EASTON (dp)
MOTELS
JUMP 'N THE SADDL
BONNIE TYLER
RE-FLEX
KISS (dp)
Hottest:
BILLY JOEL 2-1
HALL & OATES 9-4
YES 20-12
IRENE CARA 19-14
ELTON JOHN 35-26

OK100/Idaho, NY
Danny Alexander
NIGHT RANGER
GLADYS KNIGHT
NAKED EYES
DEBORAH ALLEN
22 TOP
Hottest:
BILLY JOEL 3-1
HUEY LEWIS & NEWS 8-7
MCCARTNEY & JACKS 12-9
PETER SCHILLING 16-11
HALL & OATES 14-12

13FEA/Manchester, NH
Rick Ryder
ELTON JOHN
POINTER SISTERS
MOODY BLUES
MOTELS
BONNIE TYLER
Hottest:
MCCARTNEY & JACKS 2-1
BILLY JOEL 4-2
JOHN COUGAR 7-3
HALL & OATES 9-6
PAT BENATAR 18-9

WKHI/Ocean City, MD
Jack Gillen
CULTURE CLUB
LIONEL RICHIE
MADONNA
KOOL & THE GANG
ROBERT PLANT
HERB ALPERT
Hottest:
MCCARTNEY & JACKS 2-1
PAT BENATAR 5-3
HALL & OATES 9-5
JACKSON BROWNE 12-10
ROMANTICS 20-15

98XII/Parkersburg, WV
Paul DeMille
SHANNON
PAUL RODGERS
GLADYS KNIGHT
NIGHT RANGER
Hottest:
MCCARTNEY & JACKS 9-1
MEN AT WORK 5-2
HALL & OATES 10-6
HEART SCROLLING 12-7
NEART 16-8

WJBQ/Portland, ME
Phoenix O'Neil
JUMP 'N THE SADDL
ALAN PARSONS
CRYSTAL GAYLE
MOTELS
FIXX
BARRY MANILOW
Hottest:
QUIET RIOT 1-1
JOHN COUGAR 11-8
BIG COUNTRY 14-10
ROLLING STONES 20-14
RAINBOW 22-18

EAST

PARALLEL TWO

WVIR/Beckley, WV
Jim Martin
CULTURE CLUB
GENESIS
JUMP 'N THE SADDL
LIONEL RICHIE
NAKED EYES
POINTER SISTERS
LINDA RONSTADT
HERB ALPERT (dp)
Hottest:
BILLY JOEL 1-1
MCCARTNEY & JACKS 7-2
HUEY LEWIS & NEWS 4-3
MICHAEL JACKSON 6-4
CULTURE CLUB 12-6

WKIZ/Chambersburg, PA
Matthews/Alexander
CHRIS CROSS
RAY PARKER JR.
GENESIS
CULTURE CLUB
MADONNA
LIONEL RICHIE
Hottest:
QUIET RIOT 2-1
BILLY JOEL 3-2
DURAN DURAN 14-9
ONJ 28-14

WTSN/Dover, NH
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ROMANTICS
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Hottest:
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GLADYS KNIGHT
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HEART SCROLLING 12-7
NEART 16-8

WJBQ/Portland, ME
Phoenix O'Neil
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CRYSTAL GAYLE
MOTELS
FIXX
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PARALLEL TWO

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RE-FLEX
CULTURE CLUB
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PETER SCHILLING
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SHEENA EASTON (dp)
MOTELS
JUMP 'N THE SADDL
BONNIE TYLER
RE-FLEX
KISS (dp)
Hottest:
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ROMANTICS 20-15

98XII/Parkersburg, WV
Paul DeMille
SHANNON
PAUL RODGERS
GLADYS KNIGHT
NIGHT RANGER
Hottest:
MCCARTNEY & JACKS 9-1
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HALL & OATES 10-6
HEART SCROLLING 12-7
NEART 16-8

WJBQ/Portland, ME
Phoenix O'Neil
JUMP 'N THE SADDL
ALAN PARSONS
CRYSTAL GAYLE
MOTELS
FIXX
BARRY MANILOW
Hottest:
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EAST

PARALLEL TWO

WVIR/Beckley, WV
Jim Martin
CULTURE CLUB
GENESIS
JUMP 'N THE SADDL
LIONEL RICHIE
NAKED EYES
POINTER SISTERS
LINDA RONSTADT
HERB ALPERT (dp)
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MCCARTNEY & JACKS 7-2
HUEY LEWIS & NEWS 4-3
MICHAEL JACKSON 6-4
CULTURE CLUB 12-6

WKIZ/Chambersburg, PA
Matthews/Alexander
CHRIS CROSS
RAY PARKER JR.
GENESIS
CULTURE CLUB
MADONNA
LIONEL RICHIE
Hottest:
QUIET RIOT 2-1
BILLY JOEL 3-2
DURAN DURAN 14-9
ONJ 28-14

WTSN/Dover, NH
Jim Sebastian
ROMANTICS
RAY PARKER JR.
RUFUS & CHAKA
JUMP 'N THE SADDL
HERB ALPERT
Hottest:
LIONEL RICHIE 1-1
JOHN COUGAR 6-4
JACKSON BROWNE 9-6
ROLLING STONES 20-11
BARBRA STREISAND 18-15

WERZ/Exeter, NH
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BARRY MANILOW
LIONEL RICHIE
MOTELS
DOORS
NIGHT RANGER
BONNIE TYLER
HERB ALPERT (dp)
Hottest:
MCCARTNEY & JACKS 6-1
JOHN COUGAR 7-3
BIG COUNTRY 13-8
DURAN DURAN 21-15
YES 26-19

WZYQ/Fredrick, MD
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CULTURE CLUB
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Hottest:
MCCARTNEY & JACKS 1-1
BIG COUNTRY 8-6
HALL & OATES 10-7
DURAN DURAN 19-9
ONJ 16-11

WQCM/Hagerstown, MD
Will Kaufman
PETER SCHILLING
CULTURE CLUB
SHEENA EASTON (dp)
MOTELS
JUMP 'N THE SADDL
BONNIE TYLER
RE-FLEX
KISS (dp)
Hottest:
BILLY JOEL 2-1
HALL & OATES 9-4
YES 20-12
IRENE CARA 19-14
ELTON JOHN 35-26

OK100/Idaho, NY
Danny Alexander
NIGHT RANGER
GLADYS KNIGHT
NAKED EYES
DEBORAH ALLEN
22 TOP
Hottest:
BILLY JOEL 3-1
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13FEA/Manchester, NH
Rick Ryder
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POINTER SISTERS
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BONNIE TYLER
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MCCARTNEY & JACKS 2-1
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JOHN COUGAR 7-3
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WKHI/Ocean City, MD
Jack Gillen
CULTURE CLUB
LIONEL RICHIE
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ROBERT PLANT
HERB ALPERT
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MCCARTNEY & JACKS 2-1
PAT BENATAR 5-3
HALL & OATES 9-5
JACKSON BROWNE 12-10
ROMANTICS 20-15

98XII/Parkersburg, WV
Paul DeMille
SHANNON
PAUL RODGERS
GLADYS KNIGHT
NIGHT RANGER
Hottest:
MCCARTNEY & JACKS 9-1
MEN AT WORK 5-2
HALL & OATES 10-6
HEART SCROLLING 12-7
NEART 16-8

WJBQ/Portland, ME
Phoenix O'Neil
JUMP 'N THE SADDL
ALAN PARSONS
CRYSTAL GAYLE
MOTELS
FIXX
BARRY MANILOW
Hottest:
QUIET RIOT 1-1
JOHN COUGAR 11-8
BIG COUNTRY 14-10
ROLLING STONES 20-14
RAINBOW 22-18

EAST

PARALLEL TWO

WVIR/Beckley, WV
Jim Martin
CULTURE CLUB
GENESIS
JUMP 'N THE SADDL
LIONEL RICHIE
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POINTER SISTERS
LINDA RONSTADT
HERB ALPERT (dp)
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BILLY JOEL 1-1
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MICHAEL JACKSON 6-4
CULTURE CLUB 12-6

WKIZ/Chambersburg, PA
Matthews/Alexander
CHRIS CROSS
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CULTURE CLUB
MADONNA
LIONEL RICHIE
Hottest:
QUIET RIOT 2-1
BILLY JOEL 3-2
DURAN DURAN 14-9
ONJ 28-14

WTSN/Dover, NH
Jim Sebastian
ROMANTICS
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RUFUS & CHAKA
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HERB ALPERT
Hottest:
LIONEL RICHIE 1-1
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ROLLING STONES 20-11
BARBRA STREISAND 18-15

WERZ/Exeter, NH
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MOTELS
DOORS
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Hottest:
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JOHN COUGAR 7-3
BIG COUNTRY 13-8
DURAN DURAN 21-15
YES 26-19

WZYQ/Fredrick, MD
Kemoasbi Joe
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RUFUS & CHAKA
INDUSTRY
CULTURE CLUB
RE-FLEX
CULTURE CLUB
NENA
Hottest:
MCCARTNEY & JACKS 1-1
BIG COUNTRY 8-6
HALL & OATES 10-7
DURAN DURAN 19-9
ONJ 16-11

WQCM/Hagerstown, MD
Will Kaufman
PETER SCHILLING
CULTURE CLUB
SHEENA EASTON (dp)
MOTELS
JUMP 'N THE SADDL
BONNIE TYLER
RE-FLEX
KISS (dp)
Hottest:
BILLY JOEL 2-1
HALL & OATES 9-4
YES 20-12
IRENE CARA 19-14
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OK100/Idaho, NY
Danny Alexander
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PARALLEL TWO

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230 Reporters
223 Current Reports

The following stations reported a frozen playlist this week

KITS/San Francisco
WVSR/Charleston
WVNZ/Norfolk
KNOE-FM/Monroe
KISR/Ft. Smith

The following stations failed to report this week and therefore their playlists were frozen:

WSPT/Stevens Point
KDZA/Pueblo

MIDWEST Most Added Hottest

Culture Club McCartney and Jackson Lionel Richie Billy Joel Pat Benatar

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

Culture Club McCartney and Jackson Genesis Duran Duran Lionel Richie Daryl Hall & John Oates

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick
LIONEL RICHIE
CULTURE CLUB
ROBERT PLANT
FIXX
TALKING HEADS
DEBARGE
Hottest:
MCCARTNEY & JACKS 5-1
ASIA 7-3
ROMANTICS 13-7
NAKED EYES 20-14
ROLLING STONES 22-17

WNAM/Appleton-Oshkosh

Chris Caine
LIONEL RICHIE
GENESIS
RAINBOW
FIXX
REAL LIFE
MADONNA
Hottest:
MCCARTNEY & JACKS 1-1
BILLY JOEL 2-2
YES 22-12
ELTON JOHN 30-14
BARRY MANILOW 32-20

82X/Columbus, OH

Teri Nutter
ELTON JOHN
GENESIS
ROBERT PLANT
Hottest:
QUIET RIOT 5-1
PAT BENATAR 8-6
HALL & OATES 13-8
DURAN DURAN 23-11
IRENE CARA 24-19

K11K/Davenport, IA

Jim O'Hara
ROMANTICS
LIONEL RICHIE
GENESIS (dp)
BONNIE TYLER
KOOL & THE GANG
JENNIFER HOLLIDAY
ALAN PARSONS
Hottest:
BILLY JOEL 1-1
CULTURE CLUB 10-5
BARRY MANILOW 15-7
JOHN COUGAR 14-9
DURAN DURAN 23-15

KMGK/Des Moines, IA

Jim Roberts
GENESIS
MOODY BLUES
REAL LIFE
FIXX
SHEENA EASTON
Hottest:
MCCARTNEY & JACKS 2-1
HALL & OATES 7-2
JOHN COUGAR 5-3
PAT BENATAR 9-6
ASIA 18-15

WEBC/Duluth

Dick Johnson
RUFUS & CHAKA
ROMANTICS
DEBORAH ALLEN
DURAN DURAN (dp)
Hottest:
MCCARTNEY & JACKS 2-1
HALL & OATES 3-2
BILLY JOEL 1-3
MICHAEL JACKSON 6-5
ELTON JOHN 11-6

WKDQ/Evanville, IN

Hobbs/Payne
ROMANTICS
CULTURE CLUB
LIONEL RICHIE
RAY PARKER JR.
GENESIS
FIXX
KOOL & THE GANG
Hottest:
MICHAEL JACKSON 1-1
BILLY JOEL 2-2
MCCARTNEY & JACKS 4-3
JOHN COUGAR 7-4
HALL & OATES 11-6

WSTO/Evansville, IN

Chris Taylor
PAT BENATAR
RICK SPRINGFIELD
Hottest:
MCCARTNEY & JACKS 5-1
HUEY LEWIS & NEWS 6-5
QUIET RIOT 9-6
HALL & OATES 11-8
CULTURE CLUB 16-12

WMEE/Fort Wayne

Tony Richards
LIONEL RICHIE
JOURNEY
RAINBOW (dp)
ROMANTICS
SPANDAU BALLET
ROBERT PLANT
Hottest:
MCCARTNEY & JACKS 2-1
QUIET RIOT 5-3
DURAN DURAN 18-10
RICK SPRINGFIELD 20-14
IRENE CARA 26-20

WGRD/Grand Rapids, MI

J.J. Duling
CULTURE CLUB
MOTELS
FIXX
RAY PARKER JR.
TALKING HEADS
Hottest:
QUIET RIOT 1-1
MCCARTNEY & JACKS 3-2
HALL & OATES 11-7
GENESIS 13-8
DURAN DURAN 17-11

WZZR/Grand Rapids, MI

Don Schuler
LIONEL RICHIE
WARNES & THOMPSON
MOTELS
CULTURE CLUB
SIMON TOWNSHEND
KOOL & THE GANG
FIXX
DEBARGE
Hottest:
HUEY LEWIS & NEWS 1-1
PAT BENATAR 5-3
JACKSON BROWNE 15-10
MCCARTNEY & JACKS 21-18
RAINBOW 28-24

WZPL/Indianapolis, IN

Hoffmann/Browning
DURAN DURAN
TALKING HEADS
FIXX
BONNIE TYLER
MOTELS
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 3-2
MICHAEL JACKSON 6-6
JOHN COUGAR 10-8
EDDIE & THE CRUIZ 17-15

WJXQ/Jackson, MI

Ryan/Cheeks
NIGHT RANGER
FIXX
MOTELS
TALKING HEADS (dp)
NENA (dp)
DANNY SPANOS (dp)
CASPAR (dp)
SHANNON (dp)
CULTURE CLUB (dp)
Hottest:
QUIET RIOT 1-1
ROMANTICS 5-5
BILLY JOEL 9-7
RAINBOW 14-11
PETER SCHILLING 17-14

WKFR/Kalamazoo, MI

Swart/Chapman
CULTURE CLUB
GENESIS
LIONEL RICHIE
SPANDAU BALLET
ALDO NOVA (dp)
Hottest:
MCCARTNEY & JACKS 1-1
CULTURE CLUB 14-8
ROMANTICS 18-10
IRENE CARA 22-11
DURAN DURAN 27-12

ZZ99/Kansas City, MO

Rowlands/Benson
MATTHEW WILDER
TALKING HEADS
MOTELS
CULTURE CLUB
Hottest:
MCCARTNEY & JACKS 1-1
JOHN COUGAR 3-2
CULTURE CLUB 4-3
DURAN DURAN 5-4
POLICE 7-5

WVIC/Lansing, MI

Stevens/Kitterage
GENESIS
Hottest:
ROMANTICS 5-3
JOHN COUGAR 7-4
RAINBOW 16-7
ELTON JOHN 19-12
38 SPECIAL 28-18

WZEE/Madison

Little/Hudson
CULTURE CLUB
MADONNA
ELTON JOHN
SPANDAU BALLET
38 SPECIAL (dp)
Hottest:
ROGERS & PARTON 1-1
BILLY JOEL 4-2
MCCARTNEY & JACKS 5-4
AIR SUPPLY 8-5
HALL & OATES 10-7

KJ103/Oklahoma City, OK

Dan Wilson
KOOL & THE GANG
ROBERT PLANT
FIXX
CULTURE CLUB
JUMP 'N THE SADDL
Hottest:
PAT BENATAR 3-1
DURAN DURAN 11-7
NENA 12-8
ONJ 20-16
YES 27-21

KQKQ/Omaha, NE

Taylor/Dean
CULTURE CLUB
RAY PARKER JR.
GENESIS
DEBORAH ALLEN (dp)
Hottest:
MCCARTNEY & JACKS 2-1
HALL & OATES 7-3
PAT BENATAR 5-4
CULTURE CLUB 9-6
DURAN DURAN 17-8

KZ93/Peoria, IL

Edwards/Maloney
38 SPECIAL
ROMANTICS
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 2-2
BILLY JOEL 4-3
PAT BENATAR 11-6
JACKSON BROWNE 16-9

WRKR/Racine-Milwaukee

Pat Martin
LESLIE ASHPORD
ROBERT PLANT
NENA
CULTURE CLUB
DEBBIE HARRY
Hottest:
BILLY JOEL 1-1
DURAN DURAN 9-2
ROLLING STONES 15-6
YES 19-10
PETER SCHILLING 28-13
KISS 5-5
WZOK/Rockford

KCMQ/Columbia, MO

Dave McCormick
MATTHEW WILDER
LIONEL RICHIE
FIXX
JEFFREY OSBORNE
RUFUS & CHAKA
Hottest:
MCCARTNEY & JACKS 2-1
QUIET RIOT 5-3
CULTURE CLUB 12-8
DURAN DURAN 30-12
PETER SCHILLING 21-14

Y94/Fargo, ND

Collins/Anderson
GENESIS
ROBERT PLANT
FIXX
TALKING HEADS
CULTURE CLUB
DEBORAH ALLEN
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 3-2
PAT BENATAR 6-5
HALL & OATES 10-7
JOHN COUGAR 12-9

WRQN/Toledo

Buck McWilliams
LIONEL RICHIE
BARRY MANILOW
DEBORAH ALLEN
FIXX
RAINBOW
MOTELS
SIMON TOWNSHEND
Hottest:
MCCARTNEY & JACKS 3-1
HALL & OATES 8-5
CULTURE CLUB 11-8
IRENE CARA 20-11
DURAN DURAN 34-15

KAYI/Tulsa, OK

Phil Williams
KOOL & THE GANG
CULTURE CLUB
SPANDAU BALLET
FIXX
GENESIS
Hottest:
LIONEL RICHIE 1-1
MICHAEL JACKSON 2-2
PAT BENATAR 5-3
RICK SPRINGFIELD 8-5
CULTURE CLUB 20-12

KEYN-FM/Wichita, KS

Taylor/Pearman
LIONEL RICHIE
GENESIS
RAY PARKER JR.
SPANDAU BALLET
ROMANTICS
BARBRA STREISAND (dp)
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 2-2
BILLY JOEL 4-3
PAT BENATAR 6-4
HALL & OATES 11-7

WHOT/Youngstown

Dick Thompson
MADONNA
RAY PARKER JR.
REAL LIFE
MOTELS
FIXX
TALKING HEADS
GENESIS
DOORS
BONNIE TYLER
Hottest:
none

WYFM/Youngstown

Jeff Tobin
HUEY LEWIS & NEWS
JOHN COUGAR
Hottest:
BILLY JOEL 1-1
QUIET RIOT 2-2
MCCARTNEY & JACKS 6-5
PAT BENATAR 17-7
HUEY LEWIS & NEWS D-12

PARALLEL THREE

KFYR/Bismarck, ND

Brannen/Hardt
SHEENA EASTON
PETER SCHILLING
CULTURE CLUB
DEBORAH ALLEN
SPANDAU BALLET
Hottest:
QUIET RIOT 1-1
MCCARTNEY & JACKS 4-2
HALL & OATES 11-8
IRENE CARA 16-10
ASIA 17-13

WBNO/Bloomington

Mike Justin
STRAY CATS
SPANDAU BALLET
ALDO NOVA (dp)
REAL LIFE (dp)
BLUE OYSTER CULT (dp)
Hottest:
BILLY JOEL 1-1
MCCARTNEY & JACKS 2-2
PAT BENATAR 3-3
CULTURE CLUB 10-5
DURAN DURAN 19-9

WBWB/Bloomington

John Helmann
NIGHT RANGER (dp)
JENNIFER HOLLIDAY (dp)
BARRY MANILOW (dp)
LIONEL RICHIE
REAL LIFE
CULTURE CLUB
CHARLIE
Hottest:
JOHN COUGAR 3-1
MCCARTNEY & JACKS 9-4
ASIA 11-8
YES 25-19
ROLLING STONES 29-24

WCIL-FM/Carbondale, IL

Tony Waitek
JUMP 'N THE SADDL
38 SPECIAL
Hottest:
QUIET RIOT 1-1
NEW EDITION 3-2
MCCARTNEY & JACKS 4-4
KISS 5-5
PAT BENATAR 7-7

KCMQ/Columbia, MO

Dave McCormick
MATTHEW WILDER
LIONEL RICHIE
FIXX
JEFFREY OSBORNE
RUFUS & CHAKA
Hottest:
MCCARTNEY & JACKS 2-1
QUIET RIOT 5-3
CULTURE CLUB 12-8
DURAN DURAN 30-12
PETER SCHILLING 21-14

Y94/Fargo, ND

Collins/Anderson
GENESIS
ROBERT PLANT
FIXX
TALKING HEADS
CULTURE CLUB
DEBORAH ALLEN
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 3-2
PAT BENATAR 6-5
HALL & OATES 10-7
JOHN COUGAR 12-9

KKXL-FM/Grand Forks, ND

Don Nordine
ROMANTICS
RUFUS & CHAKA
BARRY MANILOW
GENESIS
LIONEL RICHIE
KISS (dp)
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 5-2
PAT BENATAR 7-5
PETER SCHILLING 16-11
ELTON JOHN 35-19

KYTN/Grand Forks, ND

Tom Fricke
LIONEL RICHIE
ALAN PARSONS
FIXX
TALKING HEADS
CULTURE CLUB
MOTELS
DON FELDER
Hottest:
QUIET RIOT 1-1
BILLY JOEL 2-2
PETER SCHILLING 17-9
ROLLING STONES 25-12
YES D-29

KRNA/Iowa City, IA

Johany Goyshor
JUMP 'N THE SADDL
LIONEL RICHIE
DEBBIE HARRY
CULTURE CLUB
MOTELS
FIXX (dp)
Hottest:
MCCARTNEY & JACKS 3-1
QUIET RIOT 4-2
JOHN COUGAR 8-6
BIG COUNTRY 17-9
ROLLING STONES 25-12

WAZY-FM/Lafayette, IN

Stacy/Greer
MADONNA
FIXX
EDDIE MONEY
REAL LIFE
PAUL RODGERS
DEBORAH ALLEN
JOE JACKSON
Hottest:
BILLY JOEL 1-1
MCCARTNEY & JACKS 4-2
PAT BENATAR 5-4
QUIET RIOT 12-8
HALL & OATES 17-12

KFRX/Lincoln

Tracy Johnson
GENESIS
CULTURE CLUB
SPANDAU BALLET
RAINBOW (dp)
MATTHEW WILDER
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 3-2
PAT BENATAR 6-4
HALL & OATES 15-9
ONJ 18-14

KXSS/Lincoln, NE

Tim Kelly
POLICE
LIONEL RICHIE
BARRY MANILOW
DURAN DURAN
GENESIS
BIG COUNTRY
YES
RUFUS & CHAKA
DEBARGE
KOOL & THE GANG
EDDIE MONEY
SPANDAU BALLET
Hottest:
MCCARTNEY & JACKS 4-1
BILLY JOEL 3-2
HALL & OATES 5-3
LIONEL RICHIE 1-4
IRENE CARA 17-10

KKLS-FM/Rapid City, SD

Sherrin/Piper
NAKED EYES
LIONEL RICHIE
GENESIS
CULTURE CLUB
Hottest:
PAT BENATAR 5-1
HUEY LEWIS & NEWS 9-4
ELTON JOHN 19-12
PETER SCHILLING 23-14
ROLLING STONES 29-19

99K6/Salina, KS

Denny Collier
LIONEL RICHIE
MANHATTAN TRANSFE
JENNIFER HOLLIDAY
NIGHT RANGER (dp)
FIREFALL
Hottest:
QUIET RIOT 4-1
MICHAEL JACKSON 5-2
PETER SCHILLING 23-15
MATTHEW WILDER 28-21
ROLLING STONES 33-22

KKRC/Sioux Falls

Dan Kleiely
GENESIS
KISS
LIONEL RICHIE
BARRY MANILOW
RUFUS & CHAKA
Hottest:
MCCARTNEY & JACKS 4-3
MICHAEL JACKSON 7-5
CULTURE CLUB 8-6
HALL & OATES 10-7
PETER SCHILLING 15-8

KWTO-FM/Springfield, MO

Bob Hammond
SPANDAU BALLET
TALKING HEADS
LIONEL RICHIE
REAL LIFE (dp)
FIXX
Hottest:
MCCARTNEY & JACKS 2-1
PAT BENATAR 5-2
BILLY JOEL 6-4
JOHN COUGAR 7-5
HALL & OATES 12-9

WSPT/Stevens Point

Bouley/Tracy
none
Hottest:
BILLY JOEL 1-1
QUIET RIOT 3-3
PAT BENATAR 5-5
HALL & OATES 16-16
ROLLING STONES 21-21

KDVV/Topeka, KN

Tony Stewart
SPANDAU BALLET
ROMANTICS
REAL LIFE
FIXX
Hottest:
QUIET RIOT 1-1
BILLY JOEL 2-2
PAT BENATAR 4-3
JOHN COUGAR 9-6
CULTURE CLUB 10-7

KFMW/Waterloo, IA

Mark Potter
JUMP 'N THE SADDL
MOTELS
CULTURE CLUB
GENESIS
REAL LIFE
Hottest:
BILLY JOEL 2-1
POLICE 30-18
ROLLING STONES 29-19
DURAN DURAN 35-27
YES 39-29

KIDD/Monterey, CA

John Morgan
CULTURE CLUB
GENESIS
REAL LIFE
JEFFREY OSBORNE
MADONNA
Hottest:
MCCARTNEY & JACKS 4-1
ONJ 14-8
YES 24-15
RAY PARKER JR. 32+25

KBBK/Boise, ID

Tom Evans
LIONEL RICHIE
GENESIS
JOURNEY
ROBERT PLANT
BONNIE TYLER
FIXX
Hottest:
QUIET RIOT 1-1
PETER SCHILLING 6-5
MCCARTNEY & JACKS 10-6
DURAN DURAN 15-10
SS 25-18

KKFM/Colorado Springs, CO

Finney/Ryan
DEBORAH ALLEN (dp)
MOTELS
RAY PARKER JR.
GENESIS
ASIA
Hottest:
PAT BENATAR 1-1
HALL & OATES 7-2
MCCARTNEY & JACKS 4-4
IRENE CARA 11-7
CULTURE CLUB 16-9

KMGX/Fresno, CA

Carey Edwards
GENESIS
NIGHT RANGER (dp)
CULTURE CLUB
SPANDAU BALLET (dp)
DEBORAH ALLEN (dp)
Hottest:
DURAN DURAN 2-1
QUIET RIOT 7-2
DEBARGE 4-3
MCCARTNEY & JACKS 5-4
MADONNA 27-18

KYNO-FM/Fresno

Walker/Davis
CULTURE CLUB
ROMANTICS
SHANNON
FIXX
BARBRA STREISAND (dp)
Hottest:
QUIET RIOT 1-1
PAT BENATAR 2-2
MCCARTNEY & JACKS 5-4
CULTURE CLUB 7-5
JOHN COUGAR 8-6

KIKI/Honolulu, HI

Kong/Siahido
CULTURE CLUB
ROMANTICS
MUSICAL YOUTH
WIZ KIDZ
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 4-3
HALL & OATES 11-9
BRYSON & FLACK 23-13
COMMODORES 21-15

KQMQ/Honolulu, HI

Kimo Akane
RAINBOW
BONNIE TYLER
JOE JACKSON
HERB ALPERT
RICK JAMES
SOS BAND
LIONEL RICHIE
Hottest:
MCCARTNEY & JACKS 1-1
BILLY JOEL 2-2
PAT BENATAR 5-3
RUFUS & CHAKA 6-5
HALL & OATES 9-6

KLUC/Las Vegas, NV

Dave Anthony
CULTURE CLUB
SHEENA EASTON
ROBERT PLANT
MOTELS
DEBORAH ALLEN
MADONNA
Hottest:
MCCARTNEY & JACKS 2-1
ROMANTICS 7-2
BILLY JOEL 4-3
JACKSON BROWNE 14-10
DURAN DURAN 30-20

KOSO/Modesto, CA

Ausham/Main
QUIET RIOT
PETER SCHILLING
ONJ
SHEENA EASTON
MOTELS
Hottest:
LIONEL RICHIE 2-1
ROMANTICS 10-9
QUIET RIOT D-10
RICK SPRINGFIELD 20-14
YES 30-17

KHOP/Modesto-Stockton

David Kraham
RAY PARKER JR.
LIONEL RICHIE
DEBORAH ALLEN
FIXX (dp)
GENESIS
REAL LIFE (dp)
Hottest:
LIONEL RICHIE 1-1
BILLY JOEL 2-2
HALL & OATES 9-5
CULTURE CLUB 13-6
DURAN DURAN 33-21

KIDD/Monterey, CA

John Morgan
CULTURE CLUB
GENESIS
REAL LIFE
JEFFREY OSBORNE
MADONNA
Hottest:
MCCARTNEY & JACKS 4-1
ONJ 14-8
YES 24-15
RAY PARKER JR. 32+25

K96/Provo, UT

Gentry/Greer
CULTURE CLUB
ROMANTICS
MATTHEW WILDER
KOOL & THE GANG
REAL LIFE
Hottest:
MCCARTNEY & JACKS 4-1
LIONEL RICHIE 1-2
PAT BENATAR 9-6
ASIA 10-7
MICHAEL JACKSON 11-8

KGGI/Riverside-S. Bernardino

Volpe/O'Neil
BARRY MANILOW
MIDNIGHT STAR
RUFUS & CHAKA
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 5-3
DEBARGE 7-4
BILLY JOEL 18-13
RODNEY DANGERFIELD 25-22

KWOD/Sacramento

Mr. Ed
LIONEL RICHIE
CULTURE CLUB
JEFFREY OSBORNE
Hottest:
BILLY JOEL 1-1
PAT BENATAR 7-4
JOHN COUGAR 8-5
CULTURE CLUB 11-9
IRENE CARA 16-11

KSKD/Salem, OR

Len E. Mitchell
GENESIS
BONNIE TYLER
MOTELS
SHANNON (dp)
LIONEL RICHIE (dp)
DOORS (dp)
KISS (dp)
NIGHT RANGER (dp)
Hottest:
BILLY JOEL 1-1
MCCARTNEY & JACKS 3-2
MICHAEL JACKSON 5-4
PETER SCHILLING 7-5
DURAN DURAN 20-15

KRSP/Salt Lake City

Carlaon/Moll
CULTURE CLUB
SPANDAU BALLET
KOOL & THE GANG
Hottest:
LIONEL RICHIE 1-1
MICHAEL JACKSON 4-2
ONJ 22-16
DURAN DURAN 26-18
PETER SCHILLING 31-21

KHYT/Tucson

Sherman Cohen
TALKING HEADS
SOS BAND
BONNIE TYLER
ROBERT PLANT
ALAN PARSONS
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 2-2
MCCARTNEY & JACKS 6-3
CULTURE CLUB 4-4
DURAN DURAN 29-10

KRQ/Tucson, AZ

Zapoleon/Norris
CULTURE CLUB
GENESIS
BONNIE TYLER
MOTELS
Hottest:
PETER SCHILLING 1-1
LIONEL RICHIE 2-2
MATTHEW WILDER 10-7
ROMANTICS 16-10
HALL & OATES 13-11

PARALLEL THREE

KGOT/Anchorage, AK

Kay Taylor
LIONEL RICHIE
MATTHEW WILDER
BONNIE TYLER
GENESIS
FIXX
MADONNA
CULTURE CLUB
EW&F
Hottest:
MCCARTNEY & JACKS 1-1
IRENE CARA 4-2
DURAN DURAN 18-10
PETER SCHILLING 21-11
YES 22-16

KYYA/Billings, MT

Charlie Fox
RUFUS & CHAKA
CULTURE CLUB
ROMANTICS
Hottest:
BILLY JOEL 2-1
MCCARTNEY & JACKS 3-2
HALL & OATES 8-4
ONJ 19-13
ROLLING STONES 24-17

KCDQ/Bozeman

Greg Williams
RE-FLEX
CRYSTAL GAYLE
BONNIE TYLER
CULTURE CLUB
MANHATTAN TRANSFE
HERB ALPERT
SHANNON
Hottest:
BILLY JOEL 1-1
PAT BENATAR 4-2
HALL & OATES 23-13
PETER SCHILLING 21-14
ROLLING STONES 32-24

KTRS/Casper, WY

Jerry Gebhard
LIONEL RICHIE
KOOL & THE GANG
DEBORAH ALLEN
Hottest:
MCCARTNEY & JACKS 3-1
HALL & OATES 4-2
BILLY JOEL 2-3
MICHAEL JACKSON 11-5
JACKSON BROWNE 8-7

KKAZ/Cheyenne

John Ramsey
RUFUS & CHAKA
ROMANTICS
STRAY CATS
RAY PARKER JR.
LIONEL RICHIE
BARBRA STREISAND
Hottest:
MCCARTNEY & JACKS 1-1
QUIET RIOT 4-2
JOHN COUGAR 8-6
CULTURE CLUB 14-7
HALL & OATES 17-11

KGHO/Hoquiam

Steve Larson
CULTURE CLUB
DEBARGE
SPANDAU BALLET
ROBERT PLANT
JEFFREY OSBORNE
KOOL & THE GANG
Hottest:
MCCARTNEY & JACKS 2-1
PAT BENATAR 4-3
CULTURE CLUB 6-5
HALL & OATES 13-7
ROLLING STONES 30-20</

PARADES

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

230 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	National Summary	44%	UP	51
E 33%		DEBITS	20		
M 21%		Same	4		
S 56%		Down	0		
W 19%		Adds	25		

EXAMPLE

100/25 — 100 CHR reporting stations on this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

DEBORAH ALLEN
"Baby I Lied (RCA)"
LP: Cheat The Night

Regional Reach	90/27	National Summary	39%	UP	23
E 49%		DEBITS	8		
M 20%		Same	30		
S 31%		Down	2		
W 39%		Adds	27		

ASIA
"The Smile Has..." (Geffen)
LP: Alpha

Regional Reach	180/2	National Summary	78%	UP	134
E 73%		DEBITS	10		
S 77%		Same	31		
M 86%		Down	0		
W 74%		Adds	21		

(Asia continued)

SOUTH	WDBO 27-35	WFTS 11-11	WWSB 11-11	WWSR 11-11	WWSW 11-11	WWSY 11-11	WWSZ 11-11
WEST	WWSB 11-11	WWSR 11-11	WWSW 11-11	WWSY 11-11	WWSZ 11-11	WWSB 11-11	WWSR 11-11

PAT BENATAR
"Love Is A..." (Chrysalis)
LP: Live From Earth

Regional Reach	218/4	National Summary	95%	UP	3
E 95%		DEBITS	2		
M 98%		Same	30		
S 98%		Down	0		
W 96%		Adds	4		

IRENE CARA
"Why Me?"
LP: What A Feelin'

Regional Reach	207/6	National Summary	90%	UP	172
E 89%		DEBITS	5		
M 93%		Same	24		
S 98%		Down	1		
W 89%		Adds	5		

DEBORAH ALLEN
"Baby I Lied (RCA)"
LP: Cheat The Night

Regional Reach	90/27	National Summary	39%	UP	23
E 49%		DEBITS	8		
M 20%		Same	30		
S 31%		Down	2		
W 39%		Adds	27		

BIG COUNTRY
"In A Big..." (Mercury/PolyGram)
LP: The Crossing

Regional Reach	189/3	National Summary	82%	UP	143
E 84%		DEBITS	10		
M 83%		Same	29		
S 83%		Down	5		
W 83%		Adds	3		

(Big Country continued)

WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20

CULTURE CLUB
"Church Of The..." (Virgin/Epic)
LP: Colour By Numbers

Regional Reach	211/1	National Summary	82%	UP	77
E 95%		DEBITS	3		
M 97%		Same	11		
S 98%		Down	5		
W 96%		Adds	1		

IRENE CARA
"Why Me?"
LP: What A Feelin'

Regional Reach	207/6	National Summary	90%	UP	172
E 89%		DEBITS	5		
M 93%		Same	24		
S 98%		Down	1		
W 89%		Adds	5		

DEBORAH ALLEN
"Baby I Lied (RCA)"
LP: Cheat The Night

Regional Reach	90/27	National Summary	39%	UP	23
E 49%		DEBITS	8		
M 20%		Same	30		
S 31%		Down	2		
W 39%		Adds	27		

BIG COUNTRY
"In A Big..." (Mercury/PolyGram)
LP: The Crossing

Regional Reach	189/3	National Summary	82%	UP	143
E 84%		DEBITS	10		
M 83%		Same	29		
S 83%		Down	5		
W 83%		Adds	3		

CULTURE CLUB
"Karma Chameleon (Virgin/Epic)"
LP: Colour By Numbers

Regional Reach	120/17	National Summary	62%	UP	0
E 58%		DEBITS	1		
M 51%		Same	1		
S 51%		Down	1		
W 52%		Adds	1		

KIM CARNES
"Invisible Hands (EMI America)"
LP: Cafe Racer

Regional Reach	152/3	National Summary	66%	UP	43
E 61%		DEBITS	4		
M 67%		Same	6		
S 74%		Down	6		
W 74%		Adds	3		

DEBORAH ALLEN
"Baby I Lied (RCA)"
LP: Cheat The Night

Regional Reach	90/27	National Summary	39%	UP	23
E 49%		DEBITS	8		
M 20%		Same	30		
S 31%		Down	2		
W 39%		Adds	27		

BIG COUNTRY
"In A Big..." (Mercury/PolyGram)
LP: The Crossing

Regional Reach	189/3	National Summary	82%	UP	143
E 84%		DEBITS	10		
M 83%		Same	29		
S 83%		Down	5		
W 83%		Adds	3		

CULTURE CLUB
"Karma Chameleon (Virgin/Epic)"
LP: Colour By Numbers

Regional Reach	120/17	National Summary	62%	UP	0
E 58%		DEBITS	1		
M 51%		Same	1		
S 51%		Down	1		
W 52%		Adds	1		

KIM CARNES
"Invisible Hands (EMI America)"
LP: Cafe Racer

Regional Reach	152/3	National Summary	66%	UP	43
E 61%		DEBITS	4		
M 67%		Same	6		
S 74%		Down	6		
W 74%		Adds	3		

CULTURE CLUB
"Church Of The..." (Virgin/Epic)
LP: Colour By Numbers

Regional Reach	211/1	National Summary	82%	UP	77
E 95%		DEBITS	3		
M 97%		Same	11		
S 98%		Down	5		
W 96%		Adds	1		

IRENE CARA
"Why Me?"
LP: What A Feelin'

Regional Reach	207/6	National Summary	90%	UP	172
E 89%		DEBITS	5		
M 93%		Same	24		
S 98%		Down	1		
W 89%		Adds	5		

DEBORAH ALLEN
"Baby I Lied (RCA)"
LP: Cheat The Night

Regional Reach	90/27	National Summary	39%	UP	23
E 49%		DEBITS	8		
M 20%		Same	30		
S 31%		Down	2		
W 39%		Adds	27		

BIG COUNTRY
"In A Big..." (Mercury/PolyGram)
LP: The Crossing

Regional Reach	189/3	National Summary	82%	UP	143
E 84%		DEBITS	10		
M 83%		Same	29		
S 83%		Down	5		
W 83%		Adds	3		

CULTURE CLUB
"Karma Chameleon (Virgin/Epic)"
LP: Colour By Numbers

Regional Reach	120/17	National Summary	62%	UP	0
E 58%		DEBITS	1		
M 51%		Same	1		
S 51%		Down	1		
W 52%		Adds	1		

KIM CARNES
"Invisible Hands (EMI America)"
LP: Cafe Racer

Regional Reach	152/3	National Summary	66%	UP	43
E 61%		DEBITS	4		
M 67%		Same	6		
S 74%		Down	6		
W 74%		Adds	3		

CULTURE CLUB
"Karma Chameleon (Virgin/Epic)"
LP: Colour By Numbers

Regional Reach	120/17	National Summary	62%	UP	0
E 58%		DEBITS	1		
M 51%		Same	1		
S 51%		Down	1		
W 52%		Adds	1		

KIM CARNES
"Invisible Hands (EMI America)"
LP: Cafe Racer

Regional Reach	152/3	National Summary	66%	UP	43
E 61%		DEBITS	4		
M 67%		Same	6		
S 74%		Down	6		
W 74%		Adds	3		

DeBARGE
"Time Will..." (Gordy/Motown)
LP: In A Special Way

Regional Reach	139/8	National Summary	80%	UP	70
E 64%		DEBITS	11		
M 67%		Same	8		
S 67%		Down	8		
W 67%		Adds	8		

DeBARGE
"Time Will..." (Gordy/Motown)
LP: In A Special Way

Regional Reach	139/8	National Summary	80%	UP	70
E 64%		DEBITS	11		
M 67%		Same	8		
S 67%		Down	8		
W 67%		Adds	8		

DeBARGE
"Time Will..." (Gordy/Motown)
LP: In A Special Way

Regional Reach	139/8	National Summary	80%	UP	70
E 64%		DEBITS	11		
M 67%		Same	8		
S 67%		Down	8		
W 67%		Adds	8		

(DeBARGE continued)

WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20

DURAN DURAN
"Union Of The..." (Capitol)
LP: Seven And The Ragged Tiger

Regional Reach	214/10	National Summary	93%	UP	175
E 96%		DEBITS	13		
M 98%		Same	16		
S 98%		Down	0		
W 98%		Adds	10		

DURAN DURAN
"Union Of The..." (Capitol)
LP: Seven And The Ragged Tiger

Regional Reach	214/10	National Summary	93%	UP	175
E 96%		DEBITS	13		
M 98%		Same	16		
S 98%		Down	0		
W 98%		Adds	10		

DURAN DURAN
"Union Of The..." (Capitol)
LP: Seven And The Ragged Tiger

Regional Reach	214/10	National Summary	93%	UP	175
E 96%		DEBITS	13		
M 98%		Same	16		
S 98%		Down	0		
W 98%		Adds	10		

DURAN DURAN
"Union Of The..." (Capitol)
LP: Seven And The Ragged Tiger

Regional Reach	214/10	National Summary	93%	UP	175
E 96%		DEBITS	13		
M 98%		Same	16		
S 98%		Down	0		
W 98%		Adds	10		

DURAN DURAN
"Union Of The..." (Capitol)
LP: Seven And The Ragged Tiger

Regional Reach	214/10	National Summary	93%	UP	175
E 96%		DEBITS	13		
M 98%		Same	16		
S 98%		Down	0		
W 98%		Adds	10		

EARTH, WIND & FIRE
"Magnetic (Columbia)"
LP: Electric Universe

Regional Reach	60/10	National Summary	28%	UP	6
E 38%		DEBITS	4		
M 38%		Same	4		
S 38%		Down	0		
W 35%		Adds	10		

EARTH, WIND & FIRE
"Magnetic (Columbia)"
LP: Electric Universe

Regional Reach	60/10	National Summary	28%	UP	6
E 38%		DEBITS	4		
M 38%		Same	4		
S 38%		Down	0		
W 35%		Adds	10		

EARTH, WIND & FIRE
"Magnetic (Columbia)"
LP: Electric Universe

Regional Reach	60/10	National Summary	28%	UP	6
E 38%		DEBITS	4		
M 38%		Same	4		
S 38%		Down	0		
W 35%		Adds	10		

FIXX
"The Sign Of Fire (MCA)"
LP: Reach The Beach

Regional Reach	89/52	National Summary	39%	UP	101
E 38%		DEBITS	4		
M 38%		Same	4		
S 38%		Down	0		
W 35%		Adds	10		

FIXX
"The Sign Of Fire (MCA)"
LP: Reach The Beach

Regional Reach	89/52	National Summary	39%	UP	101
E 38%		DEBITS	4		
M 38%		Same	4		
S 38%		Down	0		
W 35%		Adds	10		

(Fixx continued)

WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20
WVSR 20-20	WVSR 20-20	WVSR 20-20	WVSR 20-20

GENESIS
"That's All (Atlantic)"
LP: Genesis

Regional Reach	172/83	National Summary	76%	UP	10
E 85%		DEBITS	39		
S 71%		Same	40		
M 80%		Down	0		</

(Police continued)

Radio station listings for 'Police' including call letters, frequencies, and program details.

(Lionel Richie continued)

Radio station listings for 'Lionel Richie' including call letters, frequencies, and program details.

Radio station listings for 'RUFUS & CHAKA KHAN Ain't Nobody (WB)' including call letters, frequencies, and program details.

Radio station listings for 'SPANDAU BALLET Gold (Chrysalis)' including call letters, frequencies, and program details.

Radio station listings for 'STRAY CATS continued' including call letters, frequencies, and program details.

Radio station listings for '38 Special continued' including call letters, frequencies, and program details.

Radio station listings for 'RAINBOW Street Of... (Mercury/PolyGram)' including call letters, frequencies, and program details.

Radio station listings for 'ROLLING STONES Undercover Of The Night (Rolling Stones/Atco)' including call letters, frequencies, and program details.

Radio station listings for 'MATTHEW WILDER Break My... (Private/CBS)' including call letters, frequencies, and program details.

Radio station listings for 'BARBRA STREISAND The Way He Makes... (Columbia)' including call letters, frequencies, and program details.

Radio station listings for 'PETER SCHILLING Major Tom... (Elektra)' including call letters, frequencies, and program details.

Radio station listings for 'RICK SPRINGFIELD Souls (RCA)' including call letters, frequencies, and program details.

Radio station listings for 'REAL LIFE Send Me An Angel (MCA)' including call letters, frequencies, and program details.

Radio station listings for 'ROMANTICS Talking In... (Nemperor/CBS)' including call letters, frequencies, and program details.

Radio station listings for 'TALKING HEADS This Must Be... (Sire/WB)' including call letters, frequencies, and program details.

Radio station listings for 'YES Owner Of A Lonely... (Atco)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'PAUL SIMON Allergies (WB)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'STRAY CATS I Won't Stand... (EMI America)' including call letters, frequencies, and program details.

Radio station listings for '38 SPECIAL If I'd Been The One (A&M)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

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Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Radio station listings for 'LIONEL RICHEL Running With... (Motown)' including call letters, frequencies, and program details.

Contemporary Hit Radio

Continued from Back Page

BREAKERS

GENESIS

That's All (Atlantic)

75% of our reporters on it. Moves: Up 10, Debuts 39, Same 40, Down 0, Adds 83 including WBLI, Q105, Q102, WHYT, KOPA, KMJK, KWSS. See Parallels, debuts at number 40 on the CHR chart.

LIONEL RICHIE

Running With The Night (Motown)

74% of our reporters on it. Moves: Up 16, Debuts 44, Same 41, Down 0, Adds 70 including WXKS-FM, Q107, WGCL, KHTR, Q103, KZZP, XTRA. See Parallels, debuts at number 36 on the CHR chart.

RAY PARKER JR.

I Still Can't Get Over Loving You (Arista)

70% of our reporters on it. Moves: Up 35, Debuts 44, Same 55, Down 0, Adds 27 including B104, Q107, WGCL, WHYT, KIMN, KNBQ. See Parallels, debuts at number 37 on the CHR chart.

DeBARGE

Time Will Reveal (Gordy/Motown)

60% of our reporters on it. Moves: Up 70, Debuts 11, Same 48, Down 2, Adds 8 including 98PXY, WKRZ-FM, WKDD, WZZR, WXLK, KXSS, KGHO. See Parallels, debuts at number 33 on the CHR chart.

NAKED EYES

When The Light Go Out (EMI America)

60% of our reporters on it. Moves: Up 48, Debuts 17, Same 61, Down 1, Adds 11 including KIMN, KIIS-FM, KWSS, K104, WYCR, WQID, G100. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

SPANDAU BALLET "Gold" (Chrysalis) 135/30

Moves: Up 20, Debuts 22, Same 62, Down 1, Adds 30 including WHTT, WXKS-FM, CFTR, KHTR, Q103, KEARTH, KIIS-FM, XTRA, WPST, WANS-FM, WKFR, KRSP, WHEB, WBNQ, KGHO.

KOOL & THE GANG "Joanna" (De-Lite/PolyGram) 131/23

Moves: Up 41, Debuts 30, Same 37, Down 0, Adds 23 including WCAU-FM, B94, 94Q, KIQQ, WHFM, WZLD, WANS-FM, WKAU, KJ103, K96, KRSP, WIGY, KXSS, KTRS, KOZE.

CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 120/117

Moves: Up 0, Debuts 1, Same 27, Down 1, Adds 117 including WHTT, WNYC, Z100, WHTX, PRO-FM, 94Q, Z93, KAFM, 93FM, B96, WKTI, KIMN, KEARTH, KMJK, KNBQ.

ROBERT PLANT "In The Mood" (Es Paranza/Atlantic) 109/29

Moves: Up 12, Debuts 17, Same 51, Down 0, Adds 29 including CHUM, Z93, KAFM, WGCL, WHYT, Q103, WFLY, WQID, KITE, KRGV, WKAU, WRKR, KHYY, Y94, KGHO.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 108/17

Moves: Up 40, Debuts 6, Same 42, Down 3, Adds 17 including CKGM, WPLJ, KAFM, WABX, KXX106, FM100, WHYY-FM, KITY, KIDD, KWOD, KQIZ-FM, WFOX, WPFM, KCMQ, KGHO.

MADONNA "Holiday" (Sire/WB) 105/29

Moves: Up 32, Debuts 15, Same 27, Down 1, Adds 29 including WHTX, 94Q, B97, KNBQ, WYCR, Q106, WRKQ, WANS-FM, Z104, WHOT, KLUC, KIDD, WIKZ, WCGQ, WAZY-FM, KOZE.

POINTER SISTERS "I Need You" (Planet/RCA) 94/2

Moves: Up 38, Debuts 7, Same 45, Down 2, Adds 2, 103CIR, 13FEA, Z93 25-23, WABX 34-28, WKEE 37-34, KXX106 18-16, FM100 20-17, WHYY-FM 20-11, WRVQ 30-26, KIJK 35-32, KGGI 11-9, WZYQ 36-31, WKHI 29-25, WCGQ 29-23, WPFM 29-21.

DEBORAH ALLEN "Baby I Lied" (RCA) 90/27

Moves: Up 23, Debuts 8, Same 30, Down 2, Adds 27 including WCAU-FM, 94Q, Z93, K104, WYCR, KXX106, WBCY, G100, WEBC, KMGX, KLUC, OK100, WCGQ, Y94.

FIXX "The Sign Of Fire" (MCA) 89/52

Moves: Up 1, Debuts 11, Same 25, Down 0, Adds 52 including WBNF-FM, WNYC, WCAU-FM, WABX, KMJK, WKRZ-FM, KSET-FM, WGRD, K107, KBBK, KHOP, WJBQ, WISE, KYTN, KGOT.

BARBRA STREISAND "The Way He Makes Me Feel" (Columbia) 85/7

Moves: Up 45, Debuts 2, Same 30, Down 0, Adds 7, KUBE, KC101, WDOQ, KEYN-FM, KYNO-FM, KTDY, KKAZ, WXKS-FM 24-19, PRO-FM 28-23, 94Q 30-25, WKFM 32-17, WRKQ 38-2, KITY 40-36, WTSN 18-15, KIST 31-28.

REAL LIFE "Send Me An Angel" (MCA/Curb) 83/28

Moves: Up 4, Debuts 10, Same 41, Down 0, Adds 28 including PRO-FM, Z93, 93FM, KIMN, Q103, WANS-FM, KMGK, WHOT, KIDD, WIGY, WCGQ, KILE, KDVV, KFMW, KOZE.

JENNIFER HOLLIDAY "I Am Love" (Geffen) 82/12

Moves: Up 18, Debuts 6, Same 45, Down 1, Adds 12, WBLI, KIQQ, WKFM, WQID, 94TYX, WFMI, KX104, KIJK, WBWB, 99KG, KBIM, B104 10-7, WPLJ 23-18, KRGV 14-9.

ALAN PARSONS PROJECT "You Don't Believe" (Arista) 73/14

Moves: Up 18, Debuts 6, Same 35, Down 0, Adds 14, CKGM, Q103, WYCR, WZLD, WRKQ, WOKI, KIJK, KHYY, WJBQ, WHEB, WOMP-FM, KILE, KYTN, KIST, KZZB 35-29.

RAINBOW "Street Of Dreams" (Mercury/PolyGram) 68/5

Moves: Up 25, Debuts 8, Same 29, Down 1, Adds 5, WNAM, WMEC, WRQN, KOMQ, KFRX, WPHD 31-29, WLOL-FM 19-13, K104 32-29, WKRZ-FM 36-31, WSSX 12-10, WZZR 28-24, WVIC 16-7, KRQ 28-25, WIGY 22-18, 95XIL 33-27, WAZY-FM 29-24.

MOST ADDED

CULTURE CLUB (117)
Karma Chameleon (Virgin/Epic)
GENESIS (83)
That's All (Atlantic)
LIONEL RICHIE (70)
Running With The Night (Motown)
FIXX (52)
The Sign Of Fire (MCA)
MOTELS (46)
Remember The Nights (Capitol)
SPANDAU BALLET (30)
Gold (Chrysalis)

HOTTEST

P. McCARTNEY and M. JACKSON (159)
Say Say Say (Columbia)
DARYL HALL & JOHN OATES (97)
Say It Isn't So (RCA)
PAT DENATAR (77)
Love Is A Battlefield (Chrysalis)
BILLY JOEL (75)
Uptown Girl (Columbia)
DURAN DURAN (72)
Union Of The Snake (Capitol)
CULTURE CLUB (55)
Church Of The Poison Mind (Virgin/Epic)

EARTH, WIND & FIRE "Magnetic" (Columbia) 60/10

Moves: Up 6, Debuts 4, Same 40, Down 0, Adds 10, I95, WYCR, WTC-FM, WNOK-FM, KITE, WIGY, Q101, WIXV, KGOT, KSLY, Q107 d-33, KFRC 28-24, KRGV 29-17, KHYY 26-23, 103CIR 40-36.

EDDIE MONEY "The Big Crash" (Columbia) 59/12

Moves: Up 8, Debuts 7, Same 32, Down 0, Adds 12, WCAU-FM, KIQQ, WFLY, WKEE, WLAN-FM, WRKQ, WOKI, WGUY, KQIZ-FM, WISE, WAZY-FM, KXSS, WPHD 38-35, WRCK 35-29, WJXQ 29-24.

MOODY BLUES "Blue World" (Threshold/PolyGram) 57/4

Moves: Up 14, Debuts 6, Same 33, Down 0, Adds 4, KSET-FM, KMGK, WGUY, 13FEA, WPHD 34-31, WYCR 38-31, WOKI d-40, WJXQ 39-36, Z104 d-38, KSKD 38-35, KHYY 40-34, WIGY 32-27, KQIZ-FM 29-23, WCIL-FM 31-29, KZOZ 38-36.

TALKING HEADS "This Must Be The Place" (Sire/WB) 51/24

Moves: Up 0, Debuts 3, Same 24, Down 0, Adds 24 including WXKS-FM, KIQQ, WKEE, WKRZ-FM, KZZB, KBFM, WKDD, WJXQ, WHOT, KHYY, KQIZ-FM, WYKS, Y93, KYTN, KWTO-FM, KBIM.

SIGNIFICANT ACTION

KISS "Lick It Up" (Mercury/PolyGram) 47/8

Moves: Up 19, Debuts 2, Same 17, Down 1, Adds 8, WPHD, WYCR, WKEE, KSKD, WQCM, WISE, KKXL-FM, KKRC, KHTR 30-25, WLAN-FM 20-16, 94TYX 20-18, WOKI 19-17, KRGV 27-15, KJ103 18-15, KBBK 25-18.

LINDA RONSTADT & THE NELSON RIDDLE ORCHESTRA "What's New" (Asylum) 47/5

Moves: Up 17, Debuts 7, Same 17, Down 1, Adds 5, Q105, WFLY, WHFM, WRQN, 103CIR, WXKS-FM 35-33, 94Q 5-4, KEARTH 17-15, WTRY d-27, KTFM 23-20, KTSa 19-15, WNAM 35-33, WTSN 22-19, Q104 22-21, WAEV 22-19.

MOTELS "Remember The Nights" (Capitol) 46/46

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 46 including WBNF-FM, WNYC, WPHD, 93FM, KEARTH, KIQQ, XTRA, 98PXY, WKFM, WRCK, WSFL, WGRD, WJXQ, WHOT, KO93.

NIGHT RANGER "(You Can Still) Rock In America" (MCA) 41/26

Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 26 including WABX, K104, WKFM, KZZB, WSSX, WZLD, WOKI, KRGV, KROK, WKAU, WJXQ, KMGX, KSKD, WIGY, 95XIL.

BONNIE TYLER "Take Me Back" (Columbia) 41/25

Moves: Up 0, Debuts 3, Same 13, Down 0, Adds 25 including WXKS-FM, WPHD, WABX, WKFM, WRCK, KX104, KIJK, WZPL, WHOT, KBBK, KQMQ, KSKD, KHYY, KRQ.

SHANNON "Let The Music Play" (Mirage/Atco) 41/15

Moves: Up 7, Debuts 3, Same 16, Down 0, Adds 15, WCAU-FM, KIIS-FM, KIQQ, KC101, WSPK, 98PXY, WKFM, WZLD, WNFJ, WJXQ, KYNO-FM, KSKD, 95XIL, KCDQ, KZOZ.

RE-FLEX "The Politics Of Dancing" (Capitol) 37/16

Moves: Up 1, Debuts 1, Same 19, Down 0, Adds 16 including WXKS-FM, CKGM, KIQQ, WYCR, WKRZ-FM, KFHI, WRKQ, WOKI, WIGY, WQCM, WYKS, WXLK, KKQV, WHSL, KZOZ.

JOE JACKSON "Memphis" (A&M) 33/5

Moves: Up 3, Debuts 3, Same 22, Down 0, Adds 5, WYCR, KSET-FM, KQMQ, KTDY, WAZY-FM, WPHD d-40, WABX on, WRCK 39-32, KHFI 37-36, WHOT on, KIKI 33-32, WOMP-FM d-34, WIXV d-40.

JUMP 'N THE SADDLE "The Curly Shuffle" (Atlantic) 29/21

Moves: Up 2, Debuts 0, Same 6, Down 0, Adds 21 including WHTX, B97, WLS-FM, WABX, KIQQ, XTRA, WTRY, WRCK, WZLD, FM100, KJ103, U93, WSQV, WCIL-FM, KRNA.

FOUR TOPS "I Just Can't Walk Away" (Motown) 29/0

Moves: Up 6, Debuts 1, Same 22, Down 0, Adds 0, WBNF-FM 31-30, WCAU-FM d-39, WGCL on, KHTR on, KEARTH 18-17, K104 25-24, WOKI 40-37, KMGX on, KGGI 22-20, 95XIL 32-31.

DOORS "Gloria" (Elektra) 28/12

Moves: Up 2, Debuts 4, Same 10, Down 0, Adds 12, WLAN-FM, WKFM, WZLD, WNFJ, KRGV, KTFM, WHOT, KSKD, WERZ, WHEB, KZOZ, KIST, WBNF-FM d-39, WPHD d-38, K104 15-11.

SAGA "The Flyer" (Portrait/CBS) 26/2

Moves: Up 2, Debuts 1, Same 21, Down 0, Adds 2, WOKI, WIGY, WPHD 37-34, 93FM on, WABX on, WRCK on, WJXQ 37-33, KHYY on, WERZ d-40.

PAUL RODGERS "Cut Loose" (Atlantic) 22/3

Moves: Up 2, Debuts 1, Same 16, Down 0, Adds 3, WIGY, 95XIL, WAZY-FM, WPHD on, K104 on, WRCK on, KRGV d-28, WJXQ 31-28, KQMQ 37-27, KZOZ on.

ALDO NOVA "Always Be Mine" (Portrait/CBS) 21/3

Moves: Up 7, Debuts 1, Same 10, Down 0, Adds 3, WKFR, WOMP-FM, WBNQ, WPHD 33-32, CKGM on-dp, CFTR on, WABX 39-35, WOKI on, KRGV d-29, WGRD 38-33, WZZR 33-29, WJXQ 32-29, KQIZ-FM 32-27, KKQV 39-36.

STREETS "If Love Should Go" (Atlantic) 21/1

Moves: Up 2, Debuts 0, Same 18, Down 0, Adds 1, WRCK, WPHD on, WKFM on, KSET-FM on, WFMI on, WJXQ 35-34, WHOT on, KQIZ-FM 20-19, KFMW on.

INDUSTRY "State Of The Nation" (Capitol) 20/2

Moves: Up 4, Debuts 0, Same 14, Down 0, Adds 2, 93FM, KHFI, WHTT on, WXKS-FM on, WCAU-FM on, WKFM on, WZLD 33-31, WZZR 8-6, WGUY 33-26, WERZ 37-32.

ALABAMA "Lady Down On Love" (RCA) 15/0

Moves: Up 9, Debuts 1, Same 3, Down 2, Adds 0, Q105 23-21, WDOQ 30-25, WNFJ 35-28, KAMZ 28-25, 94TYX 19-15, KITY 7-6, KTFM 8-3, KROK d-38, 103CIR 24-17, WFOX 10-6.

HERB ALPERT "Red Hot" (A&M) 14/12

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, WXKS-FM, WKFM, KQMQ, WGUY, 103CIR, WERZ, WKFI, WOMP-FM, WISE, WJAD, WAEV, KCDQ, KIKI on, WFBG on.

CHRISTOPHER CROSS "Think Of Laura" (WB) 14/12

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, I95, Y100, WKEE, WDOQ, WNFJ, KITY, KTFM, KROK, WIKZ, Q104, WPFM, WGLF, KXX106 on, KTSa on.

SIMON TOWNSHEND "I'm The Answer" (21/PolyGram) 14/5

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 5, WABX, WNFJ, WZZR, WRQN, WFBG, WPHD on, WRCK on, WKRZ-FM, WNOK-FM, KIQQ on, WSQV on, KGOT on.

RODNEY DANGERFIELD "Rappin' Rodney" (RCA) 13/0

Moves: Up 1, Debuts 1, Same 11, Down 0, Adds 0, WFLY on, Q100 d-34, WPST on, G100 on-dp, KJ103 on, KGGI 25-22.

ELO "Stranger" (Jet/CBS) 13/0

Moves: Up 5, Debuts 1, Same 6, Down 1, Adds 0, KIQQ on, K104 21-18, KSET-FM on, WKFR on, WIGY 35-31, OK100 35-31, OK100 25-24, 95XIL 36-34, WIXV 29-23, KYTN d-40, KXSS 7-7.

NENA "99 Luftballons" (Epic) 12/6

Moves: Up 5, Debuts 0, Same 1, Down 0, Adds 6, WABX, WTRY, KHFI, KSET-FM, WJXQ, WRKR, 93 FM 14-13, Z104 35-22, KJ103 12-8, KMGX 6-5, KZOZ 7-6.

MIDNIGHT STAR "Wet My Whistle" (Solar/Elektra) 12/2

Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 2, KRGV, KGGI, WPLJ 31-22, I95 on, Y100 on, WZLD d-38, KITY 36-32, KYNO-FM 21-16.

SHEENA EASTON "Almost Over You" (EMI America) 11/9

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 9, B104, 94Q, KMGK, KLUC, KO93, WQCM, WJAD, WAEV, KFJR, Q104 on, WFOX on-dp.

More CHR Music Information See Page 61

AIR™

"IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

NATIONAL AIRPLAY
November 25, 1983 THE BACK PAGE
Contemporary Hit Radio



Three Weeks	Two Weeks	Last Week	
3	3	1	1 P. McCARTNEY and M. JACKSON/Say Say Say (Col.)
2	2	2	2 BILLY JOEL/Uptown Girl (Columbia)
7	4	4	3 PAT BENATAR/Love Is A Battlefield (Chrysalis)
17	10	5	4 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
1	1	3	5 LIONEL RICHIE/All Night Long (All Night) (Motown)
14	8	7	6 JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PolyGram)
24	13	8	7 CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic)
8	6	6	8 HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
38	29	16	9 DURAN DURAN/Union Of The Snake (Capitol)
10	9	9	10 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)
15	11	10	11 MICHAEL JACKSON/P.Y.T. (Pretty Young Thing) (Epic)
27	18	14	12 IRENE CARA/Why Me? (Network/Geffen)
39	33	21	13 OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)
38	31	22	14 POLICE/Synchronicity II (A&M)
-	36	25	15 YES/Owner Of A Lonely Heart (Atco)
30	25	19	16 RICK SPRINGFIELD/Souls (RCA)
26	21	17	17 ASIA/The Smile Has Left Your Eyes (Geffen)
34	27	20	18 PETER SCHILLING/Major Tom (Coming Home) (Elektra)
-	39	24	19 ROLLING STONES/Undercover Of The Night (Rolling Stones/Atco)
35	28	23	20 BIG COUNTRY/In A Big Country (Mercury/PolyGram)
4	5	11	21 K. ROGERS with D. PARTON/Islands In The Stream (RCA)
22	16	15	22 JACKSON BROWNE/Tender Is The Night (Asylum)
16	12	12	23 JOURNEY/Send Her My Love (Columbia)
40	37	27	24 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
-	36	28	25 RUFUS & CHAKA KHAN/Ain't Nobody (WB)
25	19	18	26 HUMAN LEAGUE/Mirror Man (Virgin/A&M)
5	7	13	27 MOTELS/Suddenly Last Summer (Capitol)
-	-	35	28 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
-	-	36	29 MATTHEW WILDER/Break My Stride (Private I/CBS)
32	30	29	30 JoBOXERS/Just Got Lucky (RCA)
37	35	34	31 KIM CARNES/Invisible Hands (EMI America)
-	-	37	32 38 SPECIAL/If I'd Been The One (A&M)
BREAKER	-	-	33 DeBARGE/Time Will Reveal (Gordy/Motown)
-	-	39	34 STRAY CATS/I Won't Stand In Your Way (EMI America)
-	-	40	35 BARRY MANILOW/Read 'Em And Weep (Arista)
BREAKER	-	-	36 LIONEL RICHIE/Running With The Night (Motown)
BREAKER	-	-	37 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
-	40	38	38 PAUL SIMON/Allergies (WB)
BREAKER	-	-	39 NAKED EYES/When The Light Go Out (EMI America)
BREAKER	-	-	40 GENESIS/That's All (Atlantic)

IT ALL STARTS WITH LISTENING . . .

The entire process, from the recording studio to the radio station, at each level, someone has to listen.

Listening is the basis of Active Industry Research's second Best Ears competition. As in our first competition, there are 40 weeks of active listening. LISTENING! Then predicting those records that have the potential to be Top 25 in the Radio & Records CHR National Airplay Chart (the only numerical qualification for the 2nd Best Ears Competition). Our top predictor will win the Grand Prize, a 1985 Mercedes-Benz 380 SL. The next twenty runners-up will be awarded \$1000.00 each (check the rules for the complete scoring and awards procedure). If you haven't enrolled in AIR's competition, it's not too late. Anyone in a music decision making position in CHR Radio is eligible. Call AIR at (301) 964-5544 NOW! If you're one of the 253 who've enrolled and are ready to go, listen to the selections listed below and follow the directions. The 2nd Best Ears Competition begins . . . GOOD LUCK!!!

WEEK
1

AIR Response Records

WEEK
1

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, November 30, 1983.

#	TITLE	ARTIST	LABEL
2101	SIGN OF FIRE	THE FIXX	MCA
2102	KNOCKED DOWN, MADE SMALL	WAS (NOT WAS)	GEFFEN
2103	SPEND MY LIFE WITH YOU	CHARLIE	MIRAGE
2104	CRY BOY CRY	BLUE ZOO	RCA
2105	THE POLITICS OF DANCING	RE-FLEX	CAPITOL

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Contemporary Hit Radio

Three Weeks Two Last Weeks Weeks

- | | | | | |
|---------|----|----|----|---|
| 3 | 3 | 1 | 1 | P. McCARTNEY and M. JACKSON/Say Say Say (Col.) |
| 2 | 2 | 2 | 2 | BILLY JOEL/Uptown Girl (Columbia) |
| 7 | 4 | 4 | 3 | PAT BENATAR/Love Is A Battlefield (Chrysalis) |
| 17 | 10 | 5 | 4 | DARYL HALL & JOHN OATES/Say It Isn't So (RCA) |
| 1 | 1 | 3 | 5 | LIONEL RICHIE/All Night Long (All Night) (Motown) |
| 14 | 8 | 7 | 6 | JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PolyGram) |
| 24 | 13 | 8 | 7 | CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic) |
| 8 | 6 | 6 | 8 | HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis) |
| 38 | 29 | 16 | 9 | DURAN DURAN/Union Of The Snake (Capitol) |
| 10 | 9 | 9 | 10 | QUIET RIOT/Cum On Feel The Noize (Pasha/CBS) |
| 15 | 11 | 10 | 11 | MICHAEL JACKSON/P.Y.T. (Pretty Young Thing) (Epic) |
| 27 | 18 | 14 | 12 | IRENE CARA/Why Me? (Network/Geffen) |
| 39 | 33 | 21 | 13 | OLIVIA NEWTON-JOHN/Twist Of Fate (MCA) |
| 36 | 31 | 22 | 14 | POLICE/Synchronicity II (A&M) |
| - | 38 | 25 | 15 | YES/Owner Of A Lonely Heart (Atco) |
| 30 | 25 | 19 | 16 | RICK SPRINGFIELD/Souls (RCA) |
| 26 | 21 | 17 | 17 | ASIA/The Smile Has Left Your Eyes (Geffen) |
| 34 | 27 | 20 | 18 | PETER SCHILLING/Major Tom (Coming Home) (Elektra) |
| - | 39 | 24 | 19 | ROLLING STONES/Undercover Of The Night (Rolling Stones/Atco) |
| 35 | 28 | 23 | 20 | BIG COUNTRY/In A Big Country (Mercury/PolyGram) |
| 4 | 5 | 11 | 21 | K. ROGERS with D. PARTON/Islands In The Stream (RCA) |
| 22 | 16 | 15 | 22 | JACKSON BROWNE/Tender Is The Night (Asylum) |
| 16 | 12 | 12 | 23 | JOURNEY/Send Her My Love (Columbia) |
| 40 | 37 | 27 | 24 | ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen) |
| - | 36 | 28 | 25 | RUFUS & CHAKA KHAN/Ain't Nobody (WB) |
| 25 | 19 | 18 | 26 | HUMAN LEAGUE/Mirror Man (Virgin/A&M) |
| 5 | 7 | 13 | 27 | MOTELS/Suddenly Last Summer (Capitol) |
| - | - | 35 | 28 | ROMANTICS/Talking In Your Sleep (Nemperor/CBS) |
| - | - | 36 | 29 | MATTHEW WILDER/Break My Stride (Private I/CBS) |
| 32 | 30 | 29 | 30 | JoBOXERS/Just Got Lucky (RCA) |
| 37 | 35 | 34 | 31 | KIM CARNES/Invisible Hands (EMI America) |
| - | - | 37 | 32 | 38 SPECIAL/If I'd Been The One (A&M) |
| BREAKER | - | - | 33 | DeBARGE/Time Will Reveal (Gordy/Motown) |
| - | - | 39 | 34 | STRAY CATS/I Won't Stand In Your Way (EMI America) |
| - | - | 40 | 35 | BARRY MANILOW/Read 'Em And Weep (Arista) |
| BREAKER | - | - | 36 | LIONEL RICHIE/Running With The Night (Motown) |
| BREAKER | - | - | 37 | RAY PARKER JR./I Still Can't Get Over Loving You (Arista) |
| - | 40 | 38 | 38 | PAUL SIMON/Allergies (WB) |
| BREAKER | - | - | 39 | NAKED EYES/When The Light Go Out (EMI America) |
| BREAKER | - | - | 40 | GENESIS/That's All (Atlantic) |

N&A Begins On Page 70

Adult/Contemporary

- | | | | | |
|---------|----|----|----|---|
| 2 | 2 | 1 | 1 | BILLY JOEL/Uptown Girl (Columbia) |
| 4 | 3 | 3 | 2 | P. McCARTNEY and M. JACKSON/Say Say Say (Columbia) |
| 1 | 1 | 2 | 3 | LIONEL RICHIE/All Night Long (All Night) (Motown) |
| 9 | 5 | 4 | 4 | BARBRA STREISAND/The Way He Makes Me Feel (Columbia) |
| 15 | 9 | 5 | 5 | DARYL HALL & JOHN OATES/Say It Isn't So (RCA) |
| 10 | 8 | 7 | 6 | MATTHEW WILDER/Break My Stride (Private I/CBS) |
| - | 21 | 10 | 7 | BARRY MANILOW/Read 'Em And Weep (Arista) |
| 6 | 6 | 6 | 8 | D. WARWICK & L. VANDROSS/How Many Times Can... (Arista) |
| 29 | 20 | 11 | 9 | ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen) |
| 17 | 15 | 13 | 10 | DeBARGE/Time Will Reveal (Gordy/Motown) |
| 18 | 16 | 14 | 11 | CARPENTERS/Make Believe It's Your First Time (A&M) |
| 14 | 12 | 12 | 12 | DEBORAH ALLEN/Baby I Lied (RCA) |
| 23 | 18 | 15 | 13 | L. RONSTADT & N. RIDDLE ORCHESTRA/What's New (Asylum) |
| 3 | 4 | 8 | 14 | K. ROGERS with D. PARTON/Islands In The Stream (RCA) |
| 7 | 7 | 9 | 15 | COMMODORES/Only You (Motown) |
| 28 | 23 | 19 | 16 | POINTER SISTERS/I Need You (Planet/RCA) |
| 19 | 17 | 16 | 17 | MOTELS/Suddenly Last Summer (Capitol) |
| - | 30 | 24 | 18 | CRYSTAL GAYLE/The Sound Of Goodbye (WB) |
| - | 28 | 23 | 19 | FOUR TOPS/I Just Can't Walk Away (Motown) |
| 26 | 22 | 20 | 20 | JACKSON BROWNE/Tender Is The Night (Asylum) |
| DEBUT | - | - | 21 | O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA) |
| - | - | 28 | 22 | J. WARNES/C. THOMPSON/All The Right Moves (Casablanca/PG) |
| - | - | 30 | 23 | KOOL & THE GANG/Joanna (De-Lite/PolyGram) |
| - | - | 27 | 24 | JOURNEY/Send Her My Love (Columbia) |
| 11 | 14 | 17 | 25 | P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol) |
| BREAKER | - | - | 26 | LIONEL RICHIE/Running With The Night (Motown) |
| 5 | 10 | 21 | 27 | MANHATTAN TRANSFER/Spice Of Life (Atlantic) |
| 13 | 13 | 18 | 28 | ANNE MURRAY/A Little Good News (Capitol) |
| 30 | 29 | 29 | 29 | MELISSA MANCHESTER/No One Can Love You More... (Arista) |
| BREAKER | - | - | 30 | RAY PARKER JR./I Still Can't Get Over Loving You (Arista) |

N&A Begins On Page 53

AOR / HOT TRACKS

Three Weeks Two Last Weeks Weeks

- | | | | | |
|---------|----|----|----|---|
| 4 | 2 | 1 | 1 | YES/Owner Of A Lonely Heart (Atco) |
| 7 | 1 | 2 | 2 | ROLLING STONES/Undercover Of The Night (RS/Atco) |
| 19 | 7 | 4 | 3 | 38 SPECIAL/If I'd Been The One (A&M) |
| 1 | 3 | 3 | 4 | JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PG) |
| 8 | 6 | 5 | 5 | JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG) |
| 17 | 12 | 11 | 6 | ROMANTICS/Talking In Your Sleep (Nemperor/CBS) |
| 11 | 8 | 6 | 7 | DURAN DURAN/Union Of The Snake (Capitol) |
| - | 14 | 8 | 8 | ROLLING STONES/She Was Hot (Rolling Stone/Atco) |
| 42 | 16 | 12 | 9 | BILLY IDOL/Rebel Yell (Chrysalis) |
| 31 | 31 | 13 | 10 | GENESIS/That's All (Atlantic) |
| 14 | 11 | 10 | 11 | GENESIS/Just A Job To Do (Atlantic) |
| 23 | 18 | 14 | 12 | NIGHT RANGER/(You Can Still) Rock In... (Camel/MCA) |
| 20 | 19 | 18 | 13 | HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis) |
| 50 | 29 | 20 | 14 | ALAN PARSONS PROJECT/You Don't Believe (Arista) |
| 32 | 24 | 17 | 15 | PAUL RODGERS/Cut Loose (Atlantic) |
| BREAKER | - | - | 16 | JOURNEY/Ask The Lonely (MCA) |
| 3 | 4 | 9 | 17 | HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis) |
| 6 | 9 | 16 | 18 | BIG COUNTRY/In A Big Country (Mercury/PolyGram) |
| 2 | 5 | 7 | 19 | PAT BENATAR/Love Is A Battlefield (Chrysalis) |
| 13 | 15 | 15 | 20 | PETER SCHILLING/Major Tom (Coming Home) (Elektra) |
| 29 | 25 | 21 | 21 | STREETS/If Love Should Go (Atlantic) |
| BREAKER | - | - | 22 | ROLLING STONES/Too Tough (Rolling Stone/Atco) |
| 51 | 37 | 24 | 23 | BLUE OYSTER CULT/Take Me Away (Columbia) |
| BREAKER | - | - | 24 | EDDIE MONEY/The Big Crash (Columbia) |
| 5 | 10 | 19 | 25 | RAINBOW/Street Of Dreams (Mercury/PolyGram) |
| 21 | 21 | 23 | 26 | DOORS/Gloria (Elektra) |
| 26 | 30 | 28 | 27 | DARYL HALL & JOHN OATES/Say It Isn't So (RCA) |
| BREAKER | - | - | 28 | OSZY OSBOURNE/Bark At The Moon (CBS) |
| 28 | 27 | 29 | 29 | POLICE/Synchronicity II (A&M) |
| 45 | 36 | 31 | 30 | ZZ TOP/TV Dinners (WB) |

AOR / ALBUMS

- | | | | | |
|---------|----|----|----|---|
| - | 2 | 1 | 1 | ROLLING STONES/Undercover (RS/Atco) |
| - | - | 3 | 2 | YES/90125 (Atco) |
| 2 | 3 | 4 | 3 | GENESIS/Genesis (Atlantic) |
| 1 | 1 | 2 | 4 | JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram) |
| - | - | 7 | 5 | 38 SPECIAL/Tour De Force (A&M) |
| 3 | 4 | 5 | 6 | HUEY LEWIS & THE NEWS/Sports (Chrysalis) |
| 8 | 6 | 6 | 7 | ROMANTICS/In Heat (Nemperor/CBS) |
| BREAKER | - | - | 8 | DURAN DURAN/Seven And The Ragged Tiger (Capitol) |
| - | - | 10 | 9 | BILLY IDOL/Rebel Yell (Chrysalis) |
| 11 | 10 | 9 | 10 | EDDIE MONEY/Where's The Party? (Columbia) |
| 26 | 17 | 12 | 11 | BLUE OYSTER CULT/The Revolution By Night (Columbia) |
| 20 | 18 | 13 | 12 | NIGHT RANGER/Midnight Madness (Camel/MCA) |
| 7 | 8 | 11 | 13 | BIG COUNTRY/The Crossing (Mercury/PolyGram) |
| 40 | 28 | 19 | 14 | ALAN PARSONS PROJECT/Best Of The Alan... (Arista) |
| - | 26 | 15 | 15 | PAUL RODGERS/Cut Loose (Atlantic) |
| BREAKER | - | - | 16 | TWO OF A KIND/Soundtrack (MCA) |
| 29 | 24 | 17 | 17 | ZZ TOP/Eliminator (WB) |
| 4 | 5 | 8 | 18 | PAT BENATAR/Live From Earth (Chrysalis) |
| 27 | 25 | 20 | 19 | STREETS/1st (Atlantic) |
| 17 | 15 | 14 | 20 | PETER SCHILLING/Error In The System (Elektra) |
| 6 | 9 | 16 | 21 | RAINBOW/Bent Out Of Shape (Mercury/PolyGram) |
| BREAKER | - | - | 22 | OSZY OSBOURNE/Bark At The Moon (CBS) |
| 23 | 23 | 23 | 23 | DARYL HALL & JOHN OATES/Rock 'N Soul Part I (RCA) |
| 5 | 7 | 18 | 24 | MOTELS/Little Robbers (Capitol) |
| 14 | 14 | 22 | 25 | POLICE/Synchronicity (A&M) |
| BREAKER | - | - | 26 | BOB DYLAN/Infidels (Columbia) |
| 13 | 12 | 24 | 27 | QUIET RIOT/Metal Health (Pasha/CBS) |
| 19 | 20 | 26 | 28 | DOORS/Alive, She Cried (Elektra) |
| 9 | 11 | 21 | 29 | SAGA/Heads Or Tales (Portrait/CBS) |
| 10 | 13 | 25 | 30 | ALDO NOVA/Subject . . . Aldo Nova (Portrait/CBS) |
| BREAKER | - | - | 31 | U2/Under A Blood Red Sky (Island/Atco) |
| 36 | 33 | 32 | 32 | MOTLEY CRUE/Shout At The Devil (Elektra) |
| 16 | 22 | 28 | 33 | KISS/Lick It Up (Mercury/PolyGram) |
| - | - | 35 | 34 | DON FELDER/Airborne (Elektra) |
| 28 | 27 | 27 | 35 | CULTURE CLUB/Colour By Numbers (Virgin/Epic) |
| 12 | 16 | 30 | 36 | JACKSON BROWNE/Lawyers In Love (Asylum) |
| 18 | 21 | 29 | 37 | SURVIVOR/Caught In The Game (Scotti Bros./CBS) |
| DEBUT | - | - | 38 | MANFRED MANN'S EARTH.../Somewhere In... (Arista) |
| - | 37 | 36 | 39 | PAUL McCARTNEY/Pipes Of Peace (Columbia) |
| 15 | 19 | 33 | 40 | MICHAEL STANLEY.../You Can't Fight... (EMI America) |

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