

I N S I D E:

NEW EEO STANDARDS FOR RADIO?

Rep. Mickey Leland and the NAB are fighting it out over whether radio should have higher minority and women hiring standards to meet. And the struggle threatens to derail radio deregulation legislation. Page 4

STEPHEN KING ENTERS THE RADIO ZONE



Best-selling author Stephen King experiences the thrills and chills of owning a radio station, and Joel Denver, quaking with terror, is there to record the whole improbable story. Page 24

ECONOGRAPHICS — A DIFFERENT WAY TO LOOK AT SALES

Econographics means identifying the spending habits and economic profiles of your listeners. Sales and marketing consultant Tom McNulty explains how this sensible technique works. Page 12

A DEMOGRAPHIC AOR SCOREBOARD

Steve Feinstein looks at the key demographics for America's AOR stations and finds the format is healthier than even he thought. Page 30

PEOPLE IN THE NEWS THIS WEEK

- Kenny Puvogel, Dave Dannheisser upped in WB AOR
- Dan O'Neil PD at OK100
- Bill Wise WFBQ PD
- Ray St. James PD at KXZL
- Rowena Harris, Bob Gooding join PolyGram
- Dave Allison OM at WSGN
- Fred Holland WAPI PD
- Johnathan Crawford GSM for WMGF
- Bob Mason WPYX PD

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THE PERILS OF PROGRAMMING LIVE — NATIONALLY

Reed Bunzel begins a recurring series on aspects of network programming by taking a look at RKO's "Live At The Record Plant." Page 15

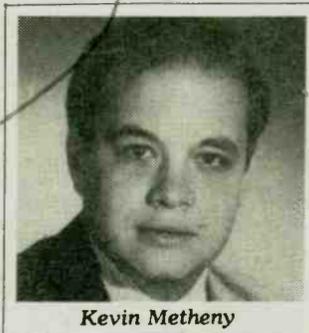
Newsstand Price \$3.50



RADIO & RECORDS

WNBC's Metheny Moves To MTV

After nearly four years programming WNBC/New York, Kevin Metheny has resigned to accept the newly-created position of Director Of Programming for MTV. Metheny will be responsible for the cable video network's music programming and developing/scheduling special programming projects.



Kevin Metheny

MTV VP/Programming Les Garland commented, "I have known and respected Kevin's work in the industry for years, and am eagerly looking forward to his joining MTV."

Metheny told R&R, "Due to the efforts and attitudes of three

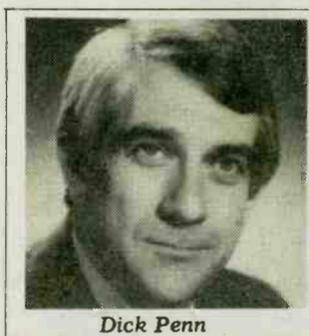
general managers and the management within the NBC Radio Division, my stay has been a wonderful experience in a fertile environment for growth and creativity. We're all proud of our accomplishments, and I'm confident of WNBC's future success. I'm of course thrilled at the opportunity to harness the programming and management skills developed in a lifetime of radio and apply it to this exciting growth period at MTV."

Over the years, Metheny has programmed KSLQ/St. Louis, WEFM/Chicago, WXXK/Pitts-

METHENY/See Page 23

Penn Upped To Sr. VP At NBC Radio

Dick Penn has been appointed to the newly-created position of Senior Vice President, NBC Radio Networks. Under his supervision in this new post are the three NBC radio networks — NBC Radio Network, the Source, and Talknet — and their respective sales operations.



Dick Penn

Penn told R&R, "Each of NBC's three networks is currently in a leadership position, and I think that's a tribute to the quality of affiliates and the quality of the people involved with each of those networks. I am very excited about participating in the future of all three of them."

Penn joined NBC in 1979 as GM of WKQX, NBC's FM station in Chicago. The following

year he was named Vice President, and in 1981 became VP/GM, NBC Radio Network. Subsequently he assumed similar responsibilities for NBC's new network, Talknet, and then was named VP/GM, NBC Radio Networks — the title he held prior to this latest appointment. Before coming to NBC, Penn

was with Combined Communications Corp., most recently as President/GM at WWWE & WDOK/Cleveland and KTAR & KBBC/Phoenix. He joined Combined in 1971 as Sales Manager of KKDJ/Los Angeles (now KIIS), and four years later was promoted to GSM for KIIS-AM & FM.

Emmis Sets Beck As KSHE General Manager

As KSHE/St. Louis officially changes hands from Century to Emmis Broadcasting, John Beck Jr. has been named GM. The former KKCI/Kansas City VP/GM replaces Nancy Pool-Leffler, who is reportedly moving to the manager's post at crosstown AOR rival KWK-AM & FM.

Commenting on his new location, Beck told R&R, "I never dreamed I'd have the opportunity to run KSHE. I'm particularly enthusiastic about working with (Emmis President) Jeff Smulyan and (Exec. VP) Steve Crane and the other

folks at Emmis. They're real professionals and I think you'll be hearing lots more about them in the future. At the same time, I'm sad to be leaving KKCI and Golden East Broadcasting." Smulyan said, "Every job that John has had he's performed spectacularly. We feel he's exactly what KSHE needs; he perfectly fits our management style — he's a people person and that's what we feel is the most important part of this business."

Simultaneous with Beck's appointment, Beck's ap- BECK/See Page 23

MIERENDORF WLUM GSM

McIntosh Becomes VP/GM At WLUM & WAWA

Richard McIntosh has been named VP/GM of All-Pro's WLUM & WAWA/Milwaukee. He joins the stations from the GM post at WRFD/Columbus.

All-Pro Exec. VP L. David Moorhead, who had been serving as acting GM for the stations, commented, "We were looking for a unique individual... one with a proven track record of major-market success as well as small-market, preferably daytime success with an AM station. Richard McIntosh fits our requirements

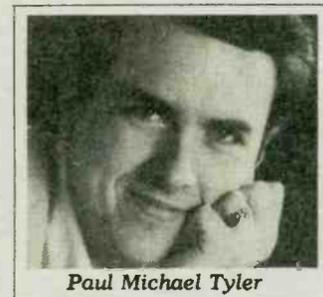
perfectly."

Simultaneous with his appointment, McIntosh announced that Tom Mierendorf, former GSM at WOKY & WMIL/Milwaukee, would become WLUM's new GSM. McIntosh commented, "We are fortunate to obtain an executive of Tom's caliber and experience in the Milwaukee market. His expertise in management will not only contribute to WLUM's growth, but add immeasurably to the strength and stability of our management team."

AM BECOMES GOLD WPGR

Tyler Promoted To WSNI-FM PD

WSNI-FM/Philadelphia afternoon personality Paul Michael Tyler has been elevated to PD. Tyler, who retains his airshift, will continue to report to Operations Manager Don Cannon. In making the appointment,



Paul Michael Tyler

Cannon stated, "In the year that Paul's been with us, he's demonstrated that he truly cares about the station. Aside from being an excellent jock, he's meticulous in production, music, critiquing, and format philosophy. Because I'm getting more into sales and the administrative work, this appointment gives him the opportunity to take over the day-to-day duties. Paul's a natural for this position."

TYLER/See Page 23



WHO ARE DEES PEOPLE? — When KIIS/Los Angeles morning man Rick Dees visited the station's rep firm, McGavren Guild, he was surprised by a roomful of Dees lookalikes. The masked McGavren marauders also presented Dees with a cake celebrating the No. 1 status of the station and his morning show in the L.A. market.

DAVID GILMOUR

ABOUT FACE



It's exactly what you hoped it would be.



Includes "ALL LOVERS ARE DERANGED" "BLUE LIGHT" "UNTIL WE SLEEP"

KSSK/Honolulu: Life After Aku

KSSK's longtime morning man **Aku** was an Islands institution, and when he died last year it was a profound shock to the station. But PD **Dale Machado** tells **Ron Rodrigues** and **Jeff Green** how the station has adapted successfully.

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NEW CALLS WDJY; URBAN DIRECTION

O'Neil Appointed PD At OK100

Longtime Washington DC Black outlet **WOOK (OK100)** has adopted new calls, **WDJY**, and shifted its format direction to Urban Contemporary. **Dan O'Neil**, most recently afternoon drive personality at United Broadcasting sister **WYST/Baltimore**, has been named Program Director, replacing

Chris Gardner, who exited the station several months ago. **John Turk**, who had been acting PD, will remain with the station as Operations Manager.

Outlining the station's new goals, O'Neil said, "The demographic lines that have

O'NEIL/See Page 23

Harris, Gooding Join PolyGram Urban/Black Division

Rowena Harris and **Bob Gooding** have joined PolyGram's Urban Contemporary/Black Music Division as National Promotion Director and National Marketing Director, respectively. Harris was most recently Regional District Manager at Arista, while Gooding formerly served as National Director/Promotion and Marketing, Progressive Music at Warner Bros.



Bob Gooding

Rowena Harris

Harold Childs, Sr. VP of the Urban/Black Music Division, told R&R, "Our staff is finally complete as far as having the marketing, publicity, and promotion people we need. With her knowledge and years of experience, we feel Rowena will be an asset to our overall department and in breaking and establishing new acts. Bob comes to us with vast radio and marketing knowledge. In these times when we need specialists in every area, Bob fills the mark for us, and we're thrilled about having him with us."

Prior to working at Arista, Harris was President of her own marketing/promotion firm, **Independent Marketing Promotional Services (IMPS Inc.)**, and held the Regional Promotion Director post at Polydor. Gooding's background includes a stint as National Director/Promotion and Marketing for Jazz at Arista, Director of News at **WCAU-FM/Philadelphia**, and VP/Programming at **WCOL/Columbus**.

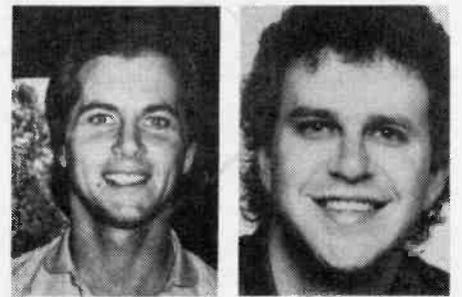
For The Record

Last week's **RADAR** ratings roundup article inadvertently and incorrectly described **ABC Entertainment** as "suffering the sharpest drop" (-17%) in the survey. Actually, as correctly depicted in the table accompanying the article, **ABC Entertainment** dropped just 1% from its previous figures, while **ABC-FM** fell 17%.

WB Ups Puvogel, Dannheisser To New AOR Promotion Positions

Warner Bros. has promoted two AOR promotion executives to new positions, with **Kenny Puvogel** becoming National Album Promotion Director and **Dave Dannheisser** moving up to Assoc. National Promotion Director. Puvogel, based in Los Angeles, had been National Album Promotion Coordinator, after several years as an East Coast Local and Regional Promotion Manager. Dannheisser had been an Atlanta Local and Regional Promotion Manager for eleven years, most recently serving as Southeast Regional Album Promotion Manager; he will remain in Atlanta in his new position.

WB Senior VP/Marketing & Promotion **Russ Thyret** commented, "Both Kenny and Dave have proved to be invaluable assets to



Kenny Puvogel

Dave Dannheisser

our promotion efforts over the long run. There are no two individuals better qualified to fill these vital posts. Their promotions are more than well-deserved."

VP/Promotion **George Gerrity** added, "Warner Bros. album promotion is very much a team effort, and Kenny and Dave are both exceptional talents whose individual abilities have greatly contributed to our success."

Wise Elevated To WFBQ PD

WFBQ/Indianapolis Assistant PD/Promotion Director **Bill Wise** has been promoted to PD, filling the vacancy left four weeks ago by the departure of former OM **Alan Edwards**.

Commenting on the advancement, **WNDE & WFBQ GM Denny Rossman** said, "Bill comes to us with a diverse programming background, having been involved in a variety of formats. He's a disciplined program manager, which is what we were looking for. Having seen his work over the past 30 days since Alan's departure, there's no question he's the one for the job." Rossman added that Wise will also act as interim PD for sister AM outlet **WNDE** until an appointment is made.

Wise joined **WFBQ** three months ago from **Gulf Broadcast Group** sister station **WKLS/Atlanta**, where he served as Promotion Director for 18 months. His background also includes one-year PD terms at Jacksonville outlets **WVOJ** and **WQIK**. Wise told R&R, "I've been with this company for almost three years, and they've been great to me. I also look forward to working with Denny. We're young, aggressive, and the ratings are in great shape, but I know there's more we can do."

Wise's first appointment was selecting former **WKLS** air talent the Bearman as MD/afternoon personality.

Holland Moves Crosstown To WAPI PD Post

After a year as Production Director at **WMJJ/Birmingham**, **Fred Holland** has resigned in order to become PD at crosstown **WAPI**. Holland replaces exiting PD **Jim Cassidy**, who left for an undisclosed programming position in another market.

Commenting on Holland's appointment, **WAPI-AM & FM GM Bernie Barker** told R&R, "We are delighted to have someone with Fred's background joining our station as PD. Even more exciting is that Fred already has a good feel for the market. The station has shown significant progress since changing to **Drake-Chenault's 'HitParade'** format last August, and under Fred's leadership, we anticipate a terrific year."

Barker added that widely-circulating rumors regarding a possible format change on AOR-formatted **WAPI-FM** were "completely false."

Prior to **WMJJ**, Holland worked as PD at **KAAY/Little Rock** and **Huntsville** stations **WAHR** and **WAAY**, as well as holding airshifts at **KNOW/Austin** and **WSGA/Savannah**. Holland said, "(**WMJJ** owner) **Capitol Broadcasting** is a fine company, and I've

HOLLAND/See Page 23

St. James New PD At KXZL

Ray St. James has been appointed PD at **KXZL/San Antonio**, filling the vacancy left four weeks ago by the departure of former PD **Dave Conley**.

KXZL VP/GM Jay Levine commented, "We chose Ray not only on the basis of his skills as an air personality and program director, but more importantly, on his ability to be able to motivate and communicate with people on all levels. He has a solid broadcast background, which we feel is very important in taking **KXZL** to where we have to go."

Most recently, St. James served 18 months as PD at **WNYS/Buffalo**, having previously worked as an air talent at **WSNI-FM/Philadelphia**. His programming experience also includes **WCKS/Cocoa Beach**, **WPFM/Panama City**, and **WQVE/Harrisburg**. St. James was unavailable for comment at presstime.

ALLISON NEW OM

WSGN Adopts Nostalgia Format

WSGN/Birmingham has discontinued its A/C format for Taft's "Primetime" nostalgia approach, naming **Dave Allison** as its new Operations Manager. **WSGN PD Steve Price** and News Director **Ted Randall** will now report to Allison.

Explaining the motive for the format change, VP/GM **Warren Merrin** said, "Everybody in this market seems to be either rocking or Country, and we see a real opportunity for this direction. We plan to maintain our full-service and promotional commitments - it won't be a background music service."

Regarding Allison's appointment, Merrin continued, "Dave brings varied experience and outstanding ability to our station. We're delighted to have him aboard."

WSGN/See Page 23

TRANSACTIONS

Midwest Sells Four To Brill

Brill Media has agreed to buy four stations from **Midwest Radio**. The deal, which is subject to FCC approval, includes the transfer of **WEBC & WAVC/Duluth, MN** for \$2 million, and the purchase of **KQWB/Fargo, ND** and **KQWB-FM/Moorhead, MN** for \$5 million.

Evansville, IN-based Brill Media also owns **KILK & KTXV/Jefferson City, MO**; **WYNT & WPVA/Colonial Heights, VA**; and **WHUM/Reading, PA**.

TRANSACTIONS/See Page 23

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Washington Report

Radio Concerns Top FCC Agenda

Now that the FCC has cleared away matters involving the AT&T breakup, it's about to address a number of radio concerns in the coming month. This week (2-24) the Commission launches an inquiry into "the general Fairness Doctrine obligations of broadcast licensees."

Mass Media Bureau Chief Jim McKinney says he expects to bring a number of items before the Commission in March. Those will include some kind of new radio logging for issue-oriented programming, possible repeal of the 100-mile regional concentration of control rule, and issuance of the Docket 80-90 rulemaking of 400-600 proposed sites for FM drop-ins. Also slated for action is clarification of the so-called "attribution" policy. That involves what level of ownership in or control over a station a group or person must have for purposes of the FCC's ownership restrictions.

50-YEAR REUNION

President Reagan Makes Nostalgic Trip To WHO

U.S. Presidents rarely visit radio stations or even grant exclusive radio interviews. But President Reagan made an exception Monday (2-20) when he returned to WHO/Des Moines, where he was a sportscaster from 1933 to 1937.

The Reagan visit was part of a four-hour Iowa blitz designed to upstage Democratic frontrunner Walter Mondale on the day of his expected triumph in the Iowa Democratic caucuses. Reagan faced no serious opposition in the day's Republican caucuses.

WHO Station Manager Talmage Thompson, who as a boy was a fan of "Dutch" Reagan, said Iowa GOP officials first broached the idea of a presidential appearance on WHO, a News & Information station, about two weeks before the caucuses. "Of course, we were excited and pleased," Thompson reports. "And we were optimistic from the very start that this would occur because Reagan has had association with people from our station over the years, and we felt he would be all for doing this. Happily, that's the way it worked out." Confirmation of the trip didn't come until last Thursday.

Auditions Play-By-Play Style

After his 5pm arrival, Reagan greeted station executives and then met privately with former WHO colleagues, now in their seventies. Among the survivors attending the brief reunion were Jack Shelley, Associate News Editor in Reagan's day and later News Director; 1930s News Editor H.R. Gross, who went on to serve 26 years in Congress; former WHO PD and Iowa Farm Dance Frolic performer Jack Kerrigan; and ex-Farm Director Herb Plambec, co-founder of the National Plowing Matches, where Harry Truman successfully tested his "Give 'Em Hell Harry" theme in 1948.

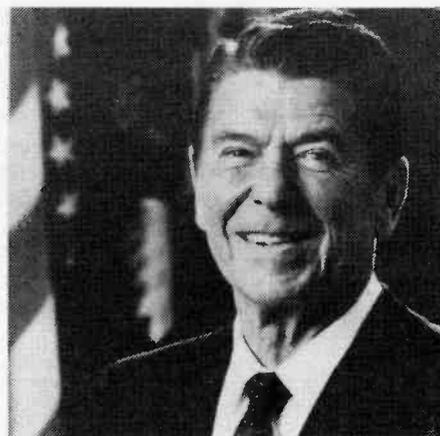
The President spent 12 minutes on the air with WHO Sports Director Jim Zabel, recalling how he was hired at the station, reminiscing about his four years calling Chicago Cubs baseball and University of Iowa football games, and giving a sample of his play-by-play "recreations" from wire accounts of games.

Conducted in the WHO-TV studios to accommodate security concerns and a 30-member pool of national and local reporters, the interview was aired live on WHO,

Tuneable SCA Receivers Get Nod

Dataspeed, Inc. has won permission from the FCC to build and market hand-held SCA (FM subcarrier) receivers that are "self-tuneable." Normally, FCC rules would prohibit such sets because they could be used to improperly intercept SCA broadcasts other than those sent out by the company leasing or selling the receivers.

Dataspeed was able to win a waiver of the rules by explaining that its sets are individually addressable. That means service can be turned off to any customer who falls behind on its bills. Also, Dataspeed said its sets "cannot, as designed, intercept other aural or digital SCA broadcasts, despite the fact that the receiver is self-tuneable." That was enough to allay any FCC fears that the new sets could be used to pirate subcarrier services.



WHO-TV, and sister station WOC/Davenport.

Halfway Down "Nostalgia Lane"

"We did a little recreation of a WHO studio," says Talmage. "We had the old Western Union sounder that Reagan used for his recreations of major league baseball games. And we had the microphone and the old Naval Observatory Clock that would have been used back in those days."

Talmage believes Reagan was "legitimately touched" and says the President remarked, "Darn you, I'm halfway down this nostalgia lane now. You give me about seven more minutes and I won't want to leave."

From WHO's standpoint, Talmage says for the 150 or so employees of Palmer Communications in Des Moines the event "reinforced and added to their pride in our organization." And while there may be no bottom-line payoff, Talmage speculated, "I think it will have longterm value as far as our identification is concerned, the impression people have of us."

WHO got some added national exposure last Friday night when C-Span, the public affairs cable channel, simulcast a two-hour talk show featuring Sen. Charles Grassley (R-IA) and former Governor and Senator Harold Hughes (D-IA).

NAB-LELAND IMPASSE

Minority, Female Hiring Stalemate: What's At Stake

The fate of broadcast deregulation in the House now hangs on stalemated talks between NAB and Rep. Mickey Leland (D-TX) over what standards will be set for minority and female hiring. No agreement has been reached, and both sides seem willing to let the deregulation package die rather than make major concessions. Meanwhile, a final deregulation draft will be finished this week, with a hearing set for March 8 in the House Telecommunications Subcommittee.

Leland wants broadcasters held to the same Equal Employment Opportunity (EEO) standards agreed to last year by the cable industry, in a bill that has yet to pass. Those levels are somewhat more stringent than the rules now imposed on radio and television by the FCC. The accompanying chart shows how four different-sized stations would fare under both plans in a market where the workforce is 20% minority and 40% female.

The key to the formulas is parity, defined as the percentage of minorities and women in the SMSA workforce, according to state-supplied figures. The FCC has no absolute quotas, but stations that fall below the parity guidelines undergo extra EEO scrutiny at renewal time.

Under both plans, stations with four or fewer employees are exempt from filing an annual EEO report (Form 395). Stations with 5-10 workers must meet a minority goal of 50% of parity for the entire staff and



Eddie Fritts

Mickey Leland

25% for the Upper Four categories, or all "professional" positions. Leland wants 50% of parity for both groups.

For stations with 11 or more employees, the FCC requires 50% of parity for both the overall staff and the Upper Four slots, while Leland would up the requirement to 60% in both areas.

Several negotiating sessions between NAB, Rep. Leland, and his Legislative Director/Counsel Larry Irving have been fruitless. "Basically, we're at an impasse," says Irving. Reports NAB President Eddie Fritts, "We came in with a pocketful of proposals and we were told that if they didn't match the cable proposals we might as well hit the door."

Irving insists Leland is "trying to be reasonable" and that, while refusing to budge from the cable bill standards, he has already compromised because he'd really like to see much higher figures for both cable and broadcast. Irving adds, "If a bill doesn't pass, it's only because the broadcast industry isn't willing to hire minorities and women."

Fritts retorts, "We can't go that far. There's not enough in this bill for us to go that far with numbers. It imposes mandatory quotas on stations which, universally, most broadcasters would not have problems with. However, broadcasters in some areas of the country would have extreme problems, especially in smaller markets."

As a nationwide industry, broadcasting is at 84% of parity for overall station staffs and 69% in the Upper Four categories, according to Fritts. "We think what's in place at the FCC is working and broadcasters are meeting their responsibilities and their obligations in the area of EEO and we don't need additional government quotas to meet," Fritts told R&R.

Moreover, he contends applying cable standards to broadcasting is unfair because 53% of cable systems are exempt for having four or fewer employees. The FCC EEO Branch says about 33% of radio and television stations now qualify for that exemption. Fritts also maintains cable has done little for minorities, while NAB has raised \$10 million through BROADCAST to fund minority ownership, has guaranteed minority seats on its Board of Directors, and is providing a free exhibition for minority TV programmers at this year's NAB Convention.

If the EEO impasse or other disagreements scuttle deregulation in the House, says Fritts, "We would pursue a radio-only bill." The probable route would be to attach it to a must-pass appropriations bill in the Senate.

Current EEO Rules Vs. Leland Plan

This chart shows how four hypothetical radio stations are affected by the FCC's current EEO standards and by the stricter rules pushed by Rep. Mickey Leland. The figures are for a market in which minorities make up 20% of the local workforce and women account for 40%. The numbers shown aren't absolute requirements, but any station falling below these levels would be flagged for a complete review of its minority and female recruitment and hiring practices at renewal time.

Station Size	Now Required	Leland Plan
4 Employees	Exempt From Reporting	Exempt From Reporting
10 Employees (9 Upper Four)	Overall Staff 1 minority 2 women	1 minority 2 women
Upper Four	0.45 minorities 0.9 women	0.9 minorities 1.8 women
20 Employees (18 Upper Four)	Overall Staff 2 minorities 4 women	2.4 minorities 4.8 women
Upper Four	1.8 minorities 3.6 women	2.4 minorities 4.32 women
50 Employees (40 Upper Four)	Overall Staff 5 minorities 10 women	6 minorities 12 women
Upper Four	4 minorities 8 women	4.8 minorities 9.6 women

BUICK IS ROLLING WITH MOTOROLA C-QUAM AM STEREO!

GM's Buick division is the first domestic automaker to offer AM Stereo radios.

Delco single-system radios, using the Motorola C-Quam® decoder integrated circuit, will be introduced in selected 1984 models.

But one of the most enthusiastic responses to this news came from a man who isn't even a Buick dealer. He's Tom Cassetty, General Manager of WSM, Nashville. "I heard the Delco playing C-Quam AM Stereo at the National Radio Broadcasters meeting in New Orleans, and I was really impressed. The sound was terrific! If they'd been playing WSM, I never would've gotten out of the car!"

If your station had the choice, wouldn't you really rather be heard in the new Buicks? You can be. Just call Dick Harasek at (312) 576-2879, or Chris Payne (202) 862-1549.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





Tracking Call Letter Changes

If you think it's easy to keep track of call-letter changes, consider the case of **WVON/Chicago**. Several years ago, WVON went from 1450 to 1390 and a new station, **WXOL**, moved onto 1450. Now the station on 1390 has become **WGCI (AM)**, and it appears WXOL will bring the WVON calls back to 1450. Complicated cases like this one (and those of **KOIT** and **KLOK** in San Francisco) began before the **FCC's** recent ruling making call letter change requests almost automatic. With deregulation and the faster turnover in calls that has already resulted, the entire situation threatens to become pure chaos.

With this in mind, the **Radio Information Center** is offering an "Encyclopedia of Call Letter Changes," listing every call change granted in the last two-and-a-half years. Because its computer assigns a control number to each license, it tracks changes even as calls move across the market or frequencies and licenses change. Call letters are filed six ways: by current calls, previous calls, date of assignment, city and state of license, metro area, and ADI.

The RIC book is updated quarterly and sold at \$300 for a year's subscription. Further information is available at (212) 371-4828.

Music TV Comes To Canada

Decision Pending On Three Competitors

While music video has had two-and-a-half years to become standard viewing in the U.S., it's still a novelty to Canadians. The **Canadian Radio-Telecommunications Commission (CRTC)** prohibits **MTV** on cable systems and existing video-programming is generally limited to a few hours on local stations or one or two videos — **HBO-style** — between programs.

Now the CRTC is considering applications from the final contestants for the country's first music video franchise. Two Toronto-based broadcasting chains, **Rogers** and the **CHUM Group**, are pitted against each other and **CMC**, a Quebec company tied to the local film industry. As with all Canadian licenses, approval hinges on detailed proposals submitted by each applicant.

Rogers President **Jim Sward** says his company's proposed **Music Channel** — co-funded by **Molson's Breweries** — would be modeled on MTV but based on local research and offering "a slightly less intense viewing experience." CHUM's self-funded **Much Music** service would also contain video jukebox segments, but would feature other block programming similar

promised to play all Canadian videos — save those considered obscene — at least once.

Puppet VJs?

CMC's **Canadian Music Channel** is unique in its proposed use of French and English soundtracks which would run simultaneously. Puppets — considered easier to lip-sync for — would replace live VJs.

Unlike MTV, the winner's service would be offered as a paid option to cable subscribers only, a restriction that CHUM has attacked as negatively limiting its potential market. The deciding factor in the CRTC award seems likely to be fiscal stability; Canada's cultural **C-Channel** folded after two months and the CRTC is said to be determined to avoid a repeat. As with most CRTC decisions, this one is open-ended, with no specific date mentioned for a decision. After the CRTC awards the music TV and other specialty franchises, it may consider allowing cable-operators to import the MTV signal.



to that offered by CHUM O&O **CITY-TV/Toronto**. Both services promise fiscal assistance to the fledgling Canadian video industry, and Rogers has

BLACK, A/C TOPS

Format Loyalty Measured

A recent study of radio stations by format, conducted by **Blair Radio** and **Custom Audience Consultants** and based on the 1983 spring sweeps, reveals Black and Adult Contemporary audiences to be the most loyal listen-

ers to their formats. CAC looked at all the nonexclusive diaries in which its client stations received mention and tabulated sharing based on that portion of the **Arbitron** sample. Among the statistical highlights:

1. 54% of Black station listeners also listened to another Black station, displaying the highest level of loyalty, while A/C ranked second with 32.1% of its audience also tuning to other A/C-formatted stations.

2. Pop music formats showed a high level of crossover listening among their audience. (The study listed "pop" music formats as: A/C, Contemporary, and AOR. It differentiated A/C from Contemporary by defining A/C as playing a blend of current pop and old favorites, while considering Contemporary as more youth-oriented programming.) Of those who tuned to a Contemporary station, 69% also tuned to another type of pop station. The analysis also shows that seven to eight of every ten people who listened to any one pop format also tuned to another pop format, indicating that they get most of the services they require from those stations.

3. 45% of Country listeners also tuned to other pop formats.

4. 44% of BM listeners tuned to pop stations, with most of them (36%) opting for A/C.

5. 27% of Black station listeners tuned to pop stations, while 38% of News/Talk listeners did so. Most of the N/T audience that chose a pop station (31%) picked A/C.

Family Unit Losing Ground In The '80s

A recent article in **American Demographics** about the changing American family reveals continuing negative trends for the 1980s. The analysis by **Paul C. Glick**, former Census Bureau demographer and professor of sociology at Arizona State University, notes the moderation of growth of families and increasing numbers for divorce, single-parent families, and unmarried-couple households.

Glick predicts that by 1990, households maintained by women without husbands will increase by 26 percent, while those kept by a man with no wife will grow by 35 percent.

As for baby-boom lifestyles, data shows that by 1990, those young adults will reach the age of 25-29 category, that period most likely to include divorce. In 1980, 31 percent of the men and 50 percent of the women in their early twenties had already married, as compared to 45 percent for men and 64 percent for women in 1970.

Other statistics link education with marriage habits. Glick says it seems that people motivated to reach the traditional goal of college graduation may also achieve the goal of a permanent marriage. The likelihood of their first marriage ending in divorce is approximately 60 percent for young adults with some college education but no bachelor's degree, as opposed

to 40 percent for those who graduated but with no graduate school training. Women who attend graduate school have a larger likelihood of divorce than less-educated women.

Glick also concluded that by 1990, only 69 percent of children will be raised by both parents, and that the longer young adults postpone marriage, the more likely they are to remain single for life.

Toss Your Receipts

Ever wish you could go into your glove-compartment after a business trip and blow-torch all your tax receipts? Now you can... maybe. **USA Today** reports the IRS has authorized new standard deductions for meals on business travel. \$14 a day can be deducted for shorter trips; \$9 a day for longer ones. Receipts for individual meals are no longer necessary. Of course, this is just between you and the IRS. Whether your employers' accountants will reimburse you without receipts is an entirely different matter.

Driving Made Easy



fits under the dashboard, monitoring up to 14 auto functions.

The VWS advises the driver on such matters as seatbelt connections, parking brake position, oil level, temperature, and headlights. Even diesel fuel contamination can be monitored. Both gasoline level and time are programmable: the exact point at which you want to be warned of low fuel may be set, while the clock will announce time on an hourly, half-hourly, or on-demand basis. As an added attraction, a pleasant, electronic female voice will whisper sweet nothings like "Don't forget your keys" or "Tail light malfunction." According to the manufacturers, it takes an hour to install the \$184.95 device into a car's existing electrical system.

For the PD or GM who's too busy checking out the car radio to check up on trivial details like a near-empty gas tank, now there's the Voice Warning System. Manufactured by **National Semiconductor**, and **Audio Systems Inc.** of Los Gatos, CA, the compact unit

W

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EARTH NEWS

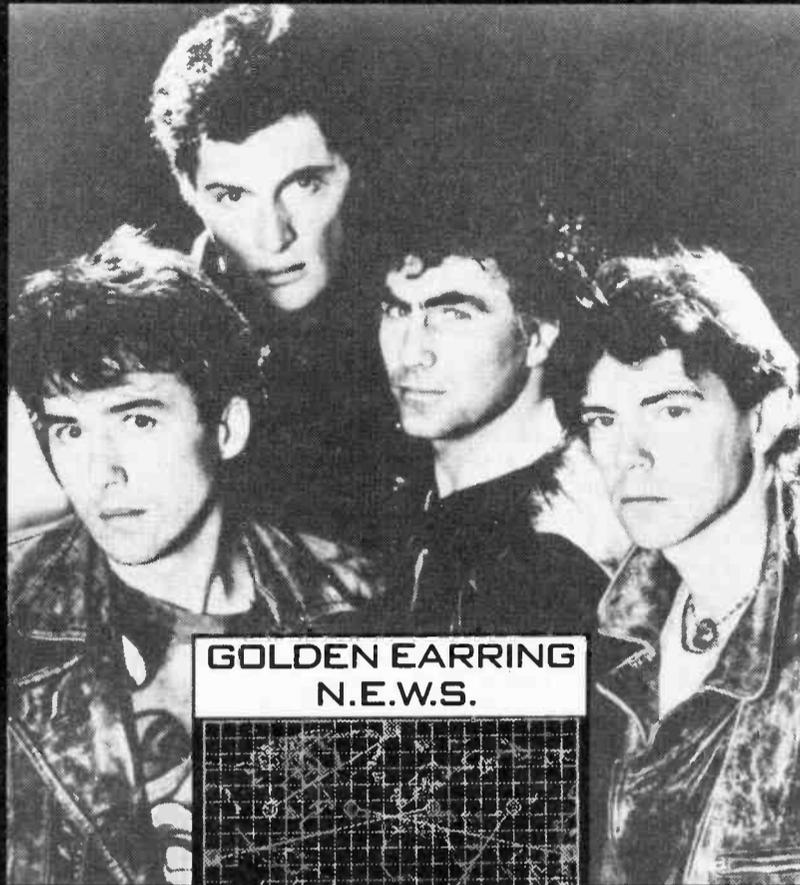
WITH JOEL DENVER

Another PolyGram AOR **BREAKER** Goes To CHR

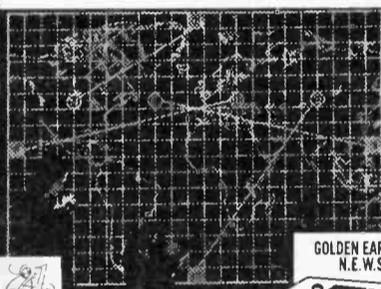
GOLDEN EARRING

"When The Lady Smiles"

44- **32** - **26**



GOLDEN EARRING
N.E.W.S.



GOLDEN EARRING
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R&R LP
Debut **28**

This Week **25**

CHR Blitz
Monday
February 27

PolyGram Records

PolyGram Records

SCORPIONS

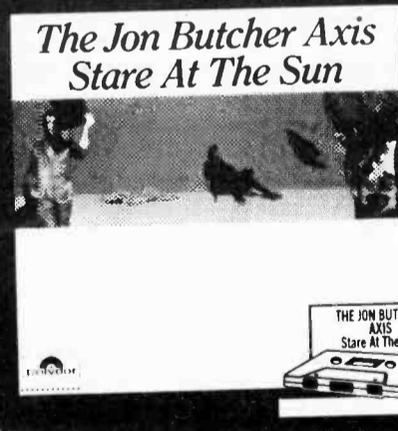


Rocking Radio Like
A Hurricane

150+ First Week Adds
LP Lands At AOR For
A Monday 2/27 Blitz!

Hot Tracks Debut **22**
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JON BUTCHER AXIS



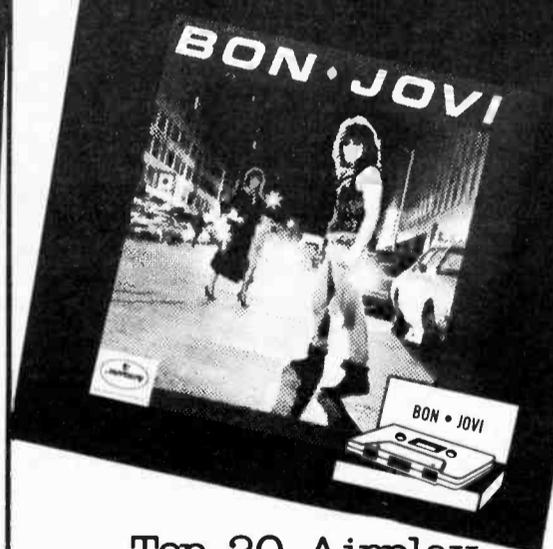
Keeping Good Company On Over
100 Stations Already, Including
WBCN, WYSP, WSHE, WYNF,
KSRR, KZEW, KTXQ, KSHE,
WMMS, WDVE, KGB-FM, KMEL,
KRQR, KOME, KSJO, KISW, KZOK.

LP 38- **34**

Hot Tracks 57- **44**

Management: Love Affair

BON JOVI



Top 20 Airplay
+
Reorders
+
Phones

Hit!

LP 22- **20** - **19**

Hot Track 23- **19** - **16**

Networks/Program Suppliers



SMOKEY THE GREAT — Smokey Robinson chatted with the crew of Syndicate It's "Music of Black America" following a recent tracking session. Pictured (l-r) are production manager Joe Garner, program host J.J. Johnson, Robinson, and writer Sandy Stert Benjamin.



TALKING IT UP — NBC Radio's Talknet recently celebrated its second year as a radio network. Surrounding Talknet producer Maurice Tunick (c) in New York are the network's resident gabbers (l-r) Bruce Williams, Dr. Harvey Ruben, Sally Jessy Raphael, and Bernard Meltzer.

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RADIO & RECORDS

Pro:Motions

CD Group Expands, Appoints Two



Emiel Petrone



Harlan Lippincott

Emiel Petrone, presently PolyGram VP/Compact Discs, has been appointed to the Chairman's post at the **Compact Disc Group**. **Harlan Lippincott**, Product Manager/Home Audio for **NAP Consumer Electronics/Magnavox**, has been named Vice Chairman. The new appointments are part of an expansion effort at the nonprofit trade group, which formed last year to represent manufacturers of CDs and related equipment, and recently split off from the **RIAA**. Petrone, who maintains his present job, is also searching for a new Director/Coordinator for the group.

Gore Launches Atlanta LaRue Office

Harold W. Gore is appointed Vice President at **H.B. LaRue** media brokers and will operate the company's new Atlanta office. He's a 30-year broadcast veteran and was most recently Exec. VP of **Sudbrink Broadcasters**. The new office is located at 6600 Powers Ferry Rd., Atlanta, GA 30339. Telephone is (404) 956-0673.

Glickenhau Given

XTRA Promotion

At **Noble Broadcasting's XTRA-AM & FM/San Diego**, **Michael Glickenhau** becomes Retail Sales Manager. He's been with the stations since 1980 as an Account Executive and Senior Account Executive.



Michael Glickenhau

RCA Creates Sosa DVP Slot

Manuel Sosa joins **RCA/Latin America-Spain** in the newly created position of Division VP/Operations. He comes to the record industry from **R.J. Reynolds**, where he was Regional VP/Latin America. His new position will relocate Sosa from Miami to New York.



Manuel Sosa

Carlson Sells Sports At KOA

Richard Carlson has returned to **KOA/Denver** as Sports Sales Manager. He was most recently President of cable-sports researcher **Jen-Tan Communications** and has held a wide variety of Sports Director and sportscaster positions, including one as color commentator for the Denver Broncos at KOA between 1969 and 1971.

Loupas Opens New Houston Offices

James Loupas Associates has announced the opening of new Houston offices. The firm, specializing in audiochain research, is now located at 7311 Bellerive #307, Houston, TX 77036. Phone is (713) 978-7311.

Medd Moves Up In Milwaukee



Jean Medd

Jean Medd has been upped to National Sales Manager at **Malrite's WLZZ & WZUU/Milwaukee**. She's been with the stations for two years as an Account Executive and also served in that capacity at **WISM/Madison**.

Watson Adds MCA VP Duties



Stuart Watson

Stuart Watson becomes Sr. International Director of **MCA Records**. He's been with the company for three years as Managing Director of UK operations and was responsible for developing the label's operating mechanisms in England. Watson remains based in London.

Tufo Returns With Red Label

Richard Tufo, formerly head of A&R at **Curton** as well as a veteran film producer, has formed Chicago-based **Red Label Records**. **Lee Young**, former VP/Creative Director at **Motown**, will be the label's creative consultant. Initial product from the **Emotions** will ship immediately with an album from **Linda Clifford** scheduled for late spring. The label can be reached at (312) 337-8190.

Barton's New Designs On CBS

At **CBS Records**, **Linda Barton**, previously VP/Advertising, has become VP/Advertising & Design, reflecting the consolidation of the Advertising Planning, Creative Services, and Package Design Departments. Barton has been with CBS for 14 years and in her present position for two.



Linda Barton

Spencer Upped

To RCA Nashville Media Manager

Cynthia Spencer has been promoted to Media Manager at **RCA Nashville**. She will be relocating from Nashville to Los Angeles and will oversee radio syndication, TV, and press activities; a Nashville-based media manager will be appointed shortly to handle similar duties for the Eastern half of the country. In addition, former **Billboard** staffer **Erin Morris** has been named Media Coordinator based in Nashville.



Cynthia Spencer

Brcwn Becomes KCSN GM

Veteran Southern California broadcaster **Jack Brown** has been named GM at **California State University's** noncommercial **KCSN/Northridge**. He had been a broadcasting school teacher for the last two years and also spent 30 years with the **Armed Forces Radio & TV Service**, becoming PD by the time he retired in 1981.

1984		MARCH
2-4	★	JACKIE WILSON
9-11	★	THE SEARCHERS
16-18	★	SEALS AND CROFTS
23-25	★	TEMPTATIONS
30-APR 1	★	DAVID GATES AND BREAD

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

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

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

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

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

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

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

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

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

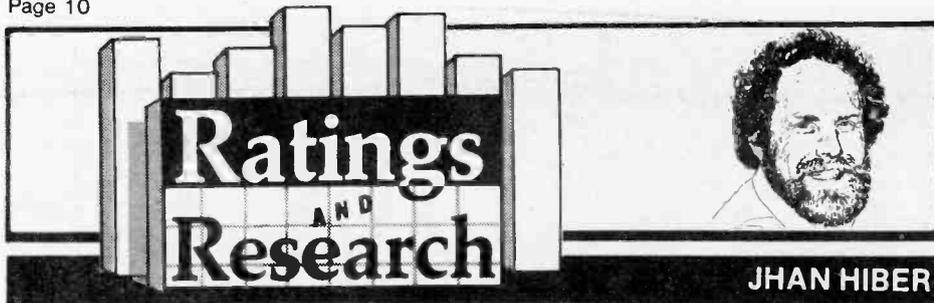
Interested? Call Sofia Mannos at (202) 955-7200 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

Ed will give your listeners plenty to talk about.

And give your talent the weekend off.



Associated Press Broadcast Services. Without a doubt.



A/C & Country: The Mainstream Formats

As I complete my overview of the recently released fall Arbitron sweep results, it's time to look at the two remaining major music formats. Adult/Contemporary and Country haven't been in the headlines as much as CHR or AOR, yet in their own way these formats are just as newsworthy.

I'll take a selection of markets and analyze these two sounds in terms of their fall scorecards. Basically, both A/C and Country appear to have not only held their own in the ratings derby but have, in numerous cases, improved their standings among the population mainstream — adults 25-54.

Five Markets Analyzed

In my quest for truth, justice, and eternal light I chose a cross-section of the fall Arbitrons for this week's piece. As it turned out some of the metros had a heavy Country bias, others were skewed towards A/C; a good portion of the ratings universe, in other words.

The markets selected for review included . . .

- Buffalo
- Las Vegas
- Nashville
- San Francisco
- Youngstown

It occurred to me that not only an overall peek but also a look at the key 25-54 demo cell would be instructive. As you'll note in the following paragraphs, in four of the five markets A/C looked improved over the fall '82 results.

"Both A/C and Country appear to have not only held their own in the ratings derby but have, in numerous cases, improved their standings among the population mainstream — adults 25-54."

Country, meanwhile, improved in three of the four markets where there was any significant ratings difference compared to the year before (in the fifth market there was little 12+ shift in the Country standings).

Given the relatively uncertain fates and fortunes of other formats described here in the last few weeks, it should serve as a comfort to those who are associated with A/C and Country to know that overall their sounds are in touch with the broad demos of America. Indeed, there is often much sharing of music between these formats, thus helping to assure that they are likely to rise and/or fall together.

Across-The-Board-Gains

Besides demonstrating the broad 12+ growth alluded to above, the 25-54 showing of these formats in the specified markets was most positive. The

following charts spell out the details . . .

Buffalo

total metro persons 12+,
AQH shares, by format

	fall '82	fall '83	%change
A/C (4 stations)	21.6%	24.4%	+13%
Country (1 station)	8.5%	8.1%	-5%

metro adults 25-54 AQH shares,
by format, fall '83

A/C 30% Country 10.3%

Interesting to note here that the A/C strength was more pronounced among 25-54s this book than among the 12+ populace as a whole (30% of the demo vs. 24.4% of the overall market).

Las Vegas

total metro persons 12+,
AQH shares, by format

	fall '82	fall '83	%change
A/C (3 stations)	13.3%	10.7%	-20%
Country (3 stations)	17.2%	17.0%	stable

metro adults 25-54 AQH shares,
by format, fall '83

A/C 15.6% Country 25.4%

Note in Las Vegas that both formats rose about 50% (in the 25-54 cell) over their respective 12+ shares. Proportionate and notable growth evidenced here.

Nashville

total metro persons 12+,
AQH shares, by format

	fall '82	fall '83	%change
A/C (1 station)	2.8%	6.4%	+129%
Country (4 stations)	21.3%	25.8%	+21%

metro adults 25-54 AQH shares,
by format, fall '83

A/C 7.2% Country 30.9%

As you might expect in the capitol of the Country music business, that sound is numero uno, while A/C per se is not as impressive as in many other metros. It seems that for Nashville, at least, Country is the mainstream music.

Week In Review

Arbitron Changes Simulcast Procedures

Stations now filling out their Station Information Packets for the spring Arbitron survey should be aware the ratings firm has implemented, effective immediately, a new policy regarding the reporting of simulcasting.

Rather than verifying simulcast times from previous surveys — which were listed on the AM forms received by stations — broadcasters must enter, from scratch, the current (spring sweep) simulcast schedule. A station must enter its simulcast schedule on the AM station information form. If no schedule is entered, Arbitron will assume the stations do not simulcast. As a reminder, the Station Information Packets are due in to Arbitron by March 5.

San Francisco

total metro persons 12+,
AQH shares, by format

	fall '82	fall '83	%change
A/C (6 stations)	11.9%	13.1%	+10%
Country (3 stations)	6.6%	7.4%	+12%

metro adults 25-54 AQH shares,
by format, fall '83

A/C 14% Country 8.5%

In an extremely diverse market such as San Francisco neither format is as dominant as in other metros. At least both showed growth in the last year and both have stronger 25-54 profiles than their 12+ numbers.

Youngstown

total metro persons 12+,
AQH shares, by format

	fall '82	fall '83	%change
A/C (6 stations)	19.2%	21.4%	+11%
Country (1 station)	9.4%	10.2	+9%

metro adults 25-54 AQH shares,
by format, fall '83

A/C 25.6% Country 11.9%

While A/C did well here overall, it's interesting to see that the one Country station has an overall share equivalent to half of the total A/C number. However, it remains to be seen whether the Country universe could be enlarged with the addition of another station in that format. During the Urban Cowboy phenomenon that may have been more likely than it is today.

Solid Growth, Solid Future

The fall Arbitron results, at least from the sample of markets reviewed here, bode well for these two sounds. The growth compared to 1982 has been worthwhile. Even more important, the future — for those who are looking at A/C or Country stations — appears to be rooted in solid ground. As the music industry appeals to the mass 25-54 population, these formats seem to be excellent vehicles to carry the message.

In speaking at an ad community seminar in Houston recently, I was asked (not in front of the entire gathering, I might add) what the difference was between a rating and a share. So often these terms are used interchangeably, when they are indeed most different.

Let me clarify. Both are percentages, but with different bases. Ratings, strictly speaking, are based on a percent of the available population in whatever demo you are talking about. Thus, in a book a rating of 2 for your station in a key demo means that 2% of all the people in the metro, in that demo (who could have listened), tuned to your station.

Shares are percentages of the people who were actually listening (a smaller number of people than could have been tuning). Thus, shares are a portion of the listening audience; ratings are a portion of the metro population (not necessarily listeners).

**“Men are treating women
better now.
Women are treating
men worse.”**

**“Sex is
good medicine.”**

**“It’s not American workers
who are unproductive.
It’s American bosses.”**

**Nick Alexander.
A very uncommon commentator.**

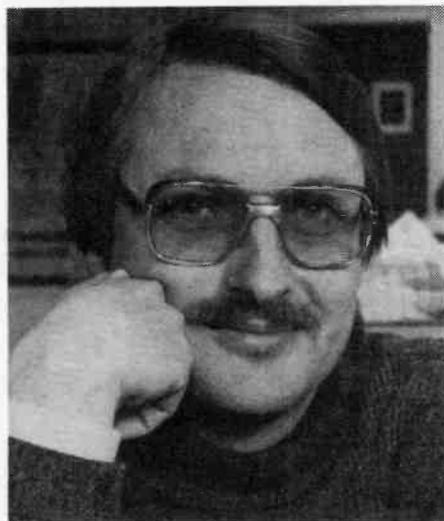


Photo: Mike Fuller/ABC

Nick Alexander thinks it's O.K. for a news commentator to be anything except dull. So sometimes he's serious, sometimes half-serious, and sometimes bananas. That's why young adults get involved in what he says.

His shows air 4 times daily, with 90 seconds of witty, wide-open comment on everything from surgical transplants through talking flowers to world affairs. If you think comment has to be commonplace, you haven't heard Nick. Call Julie Eisenberg at (212) 887-5690.



Sales

Econographic Radio: The Listener As Buyer

By Tom McNulty

Continued audience fragmentation combined with increasing advertiser insistence on results are gradually moving us into the age of econographic radio: programming, promotion, and sales based on the profile of the audience's buying power, pattern, and potential. From a sales perspective, that time is already here — witness the increasing availability and variety of "qualitative" information about listener purchases of clothes, cars, stereos, etc. Radio broadcasters have access to more and more data about the socioeconomic profiles of sections of the country, cities, and even specific census tracts. The information is used primarily for sales efforts but little of it has affected programming or promotion.

Econographics, Not Psychographics

To the advertiser, a radio station exists to deliver buyers of his product or service. Not just listeners. Not just 25-34-year-old females. Not just "cheer-me-up-trendies" or "roll-me-over-easies." But people who buy what the advertiser is trying to sell on radio. The value of psychographics aside, the advertiser could care less whether or not there are "romantic nostalgics" in the audience. More practically, his interest lies in whether or not they find

"To the advertiser, a radio station exists to deliver people who buy what the advertiser is trying to sell on radio."

solace in a box of Twinkies or a new pair of Bally's. The closer the "fit" between an audience's econographic profile and the advertiser's customer profile, the greater the likelihood of a sale taking place — both for the advertiser and the station. In essence, the relationship between an audience and an advertiser is similar to

"In the last analysis it is what an audience can and will buy that most concerns an advertiser."

that of citizens to a politician: if 60% of the 35-45-year-olds support Candidate X but 90% of them don't intend to vote, they don't do him much good politically. If an advertiser is reaching an audience, most of whom can't, won't, or don't buy his product, he's advertising inefficiently.

Audience econographics at present are being used mainly "after the fact," in that a station is programmed *first* and *then* the econographic profile is developed of the audience that the programming attracted. Econographic radio reverses that process by first describing the buying power, pattern, and potential of the desired audience-product and *then* programming and promoting to attract that segment. This underscores that fact that the audience, not the programming, is radio's (or any medium's) "real" product. It also reflects the basic

marketing principle by which every successful retailer operates: identify that market segment to which you want to sell, and then shape the product to attract it. Sears and Saks both sell men's suits but not to the same market segment.

Targeting Within The Format

Similarly, two stations could be in the same format but targeted to quite different econographic segments because of the particular "sound" and image that each station projects. Although it tends to lend itself more easily to popular stereotype, take the Country format as an example. One Country station decides to pursue a blue-collar, low-to-middle income and education segment. Its "sound" and image differ notably from another Country station targeted to a white collar, middle-to-high education and income group. Among its fans, the first station is described as a "comfortable, down-to-earth," a "just plain folks" kind of station. To this group, the second Country station sounds "too slick," "uppity," cold

"Similar formats and similar demographics do not automatically translate into equally efficient econographics as defined by buying patterns."

and impersonal. Conversely, the second group of listeners might find the first station too "twangy," too "hick," while they describe "their" station as "cool," and relaxing, enjoyable.

Why the different perceptions? The backgrounds, self-images, and social experiences of each group, certainly, but also the

"At present a station is programmed *first* and *then* the econographic profile is developed of the audience that the programming attracted. Econographic radio reverses that process."

sound and imaging that the stations project. Each station had set out to attract a different socioeconomic "slice" of the Country music audience. But it's a mistake to think that one segment is "better" than the other. The concept of "better" applies only to how well an advertiser's customer profile corresponds to each station's econographic profile.

Efficient Econographics

To follow the example through, suppose that both stations had just wanted to attract 25-34-year-old males. The majority of those who listen to station #1 have the skills for working on their own cars, enjoy doing so, and appreciate the money savings involved. For this audience, tuneup kits on sale at a local discount store represent a highly desirable item. However, their counterparts who listen to station #2 don't have the skills to work on their own cars, are not interested in doing so anyway, don't mind paying to have it done professionally, and can't stand the atmosphere of discount stores. The tuneup kit advertiser would be wasting his money on the second station. Even though its socioeconomic profile is "higher" than the first station, its econographic profile does not match the advertiser's product. Thus, similar formats and similar demographics do not automatically translate into equally efficient econographics as defined by buying patterns.

To be sure, age, sex, occupation, education, income, etc. all affect buying patterns, but none of these alone represent the definitive influence on econographic behavior. A sociology professor and a cardiologist are both highly educated, but the disparity in their respective incomes translates into substantially different buying patterns and potential. Even when incomes are the same, the econographics can be dissimilar. Two 35-year-old males each may have \$40,000 a year salaries, but one's idea of a "status car" is a customized van while the other covets a BMW. In the last analysis it is what an audience can and will buy that most concerns an advertiser. On the station side, that creates audience value not on the basis of size but of buying patterns.

Socioeconomic Factors

Planning for econographic radio means taking into account not just the format opportunities in a market but the whole socioeconomic — and retail — situation as well. Two cities may reflect rapidly growing economies — and thus prime opportunities for investing in radio stations — but the development patterns might be due to different reasons. One could be taking place because of heavy industry while the other might be increasingly dependent on high technology industries. Since each pattern requires a different type of labor force, the two cities will have different socioeconomic, and therefore, econographic profiles.

This type of investment or upper-management information needs to be shared with line management responsible for the programming, promotion and sales at the new station so that the data can be "translated" into operational form. The closer that line management is in touch, through observation, research, and living experience, with the socioeconomic and retail patterns of the community, the more the station's programming, promotion, and sales efforts will be in sync with its econographic target. If and when the projected 2000 new Docket 80-90 radio stations begin to make their appearance, this kind of econographic preplanning will be necessary for competitive and financial survival.

Even before that occurrence, however, sales-aggressive and forward-thinking stations will make use of econographic data in shaping their sound, image, and total marketing effort. The information is already available. It remains only to use it even more creatively and effectively.

Tom McNulty is President of full-service market research company McNulty Research Associates, Inc. Involved in the field since 1970, McNulty previously served as Senior Analyst at Frank Magid Associates and Director of Research at Orion (now Cosmos) Broadcasting. McNulty Research can be contacted at 1161 El Dorado Place, Suite 310, Tucson, AZ 85715; (602) 886-6663.

1984	MARCH
2-4	★ MEL TORME
9-11	★ TERESA BREWER
16-18	★ LAWRENCE WELK
23-25	★ CHRIS CONNOR
30-APR 1	★ AL HIRT

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NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

Live (And Kicking) From The Record Plant

The mere mention of putting another radio talk show on the air is just cause for any PD to climb onto a window ledge and threaten to jump. Who needs another throaty voice reminiscing into the night with some has-been music genius, right? Well, this week's Network column takes a look at the latest entry in the live-radio-talk-show field: RKO's fledgling "Live From The Record Plant."

When RKO first approached Patrick Griffith, president of P.G. Productions, and mentioned the words "talk show," he went nowhere near a window. When RKO expanded on the idea and said it wanted to do a music-oriented live call-in interview show, Griffith jumped at the chance.

Radio's "Tonight Show"?

"I always wanted to do a radio version of the 'Johnny Carson Show,'" he told R&R. "I had no patience for one of those typical things where you sit at a chipped formica table, hover over a couple of RE16s, and punch up callers. We discussed what we could accomplish by taking a different approach and very quickly decided on the Record Plant as the hook. The state-of-the-art technology exists only in a top-rated studio, and the name of the place could only be a great lure for the artists. If we didn't have the real 'name' artists, we knew the show wouldn't be a success. We even slanted the name for that very reason."

"Live From The Record Plant" airs every Sunday evening at 8pm Pacific Time, and is uplinked via a portable earth station parked in the lot behind the studio. Griffith claims to incorporate the newest technology in the production of the show. "We're transmitted digitally on a video bandwidth rather than an audio bandwidth, which allows our sound to be that much better. We use a DBX system, and all our music selections are on CDs."

Guest Comforts

One look at the set erases any preconceptions of the typical, dingy, smoke-filled talk-show production studio. The mauve furniture, plush carpeting, thriving greenery, and homelike atmosphere all signify a con-

scious effort to make the guests feel comfortable. "The artists who come on this show know right away it isn't going to be your typical thing," Griffith continued. "They arrive by limousine, are served drinks and hors d'oeuvres in the green room, and find themselves on a set far more relaxing than the 'Tonight Show'."

Because of the live aspect of the show, RKO researched the best time slot in which to air it. Laura Gorman, the program's producer, explained the network's ultimate decision. "Sunday turned out to be the best time for RKO and the affiliates. The only problem to my knowledge was on the East Coast, where we come on at 11 o'clock; this is the time a lot of stations do their public service programming. Those stations that did have a problem simply moved those other shows back an hour to midnight."

"Live From The Record Plant" is structured on a 50-50 music-to-talk formula. "We like to keep the program about half music, half chatter," Gorman went on. "We generally play four selections from the artist's albums, then mix it in with a lot of talk and phone calls. The comedy aspect with Guido Sarducci (and future cohosts) adds a lot to the flow, and (host) Jo Interrante is very reassuring for the artists and the listeners. She is the mediator between the two, and the comedy serves as a buffer."

Comic Relief

Griffith, who is also the executive producer of the show, agrees that the comedy is a vital element. "The mixture of Jo and Guido is the classic Johnny Carson-Ed McMahon foil," he said. "Jo is in charge of trafficking the show, while the comedy edge tends to draw the shy or withdrawn guests out. You can't play the Barbara Walters or Mike Wallace role all the time. You need the comedic relief, and that's what Guido — and our future guest hosts — provides."

While Jo Interrante plays the straight woman during the show, she also believes comedy helps the show move along. "Playing off the comedy end is a real joy," she told R&R. "Perhaps one-quarter of what comes out of Guido's mouth has been discussed before the show. You never know what he is going to say, like when he asked Linda Ronstadt, 'Where are those roller skates now?' or when he asked James Ingram, 'Just who is this Yah Mo guy, anyway?' The comedy adds a dynamism to the show."

Interrante's chief task is to develop communication between listener and artist, while maintaining the interest level of the non-participating audience. "Listening to the show provides a vicarious thrill to those who don't call in," she explained. "Those people who don't have the guts to phone live through those who do. That's why it is important that the caller is representative of a certain segment of the audience or a certain section of the country. Ultimately it is the job of the host to ask the right follow-up questions to make the show work."

The tricky part of any program or product is keeping the customer satisfied. Grif-

Catch A New Wave

Family Radio Programming, Inc. of New York, in association with McGavren Guild Radio, is producing a new program created and distributed especially for children. In a medium experiencing a shortage of youth-oriented programming, some PDs are looking to this PSA-rated production to help fill the "radio generation gap."

"New Waves" is a magazine-type show, described by program sponsor Ocean Spray as a "unique combination of entertainment and information suited to the particular interests of children." It is targeted to 9-14 year-olds and their parents, and features popular music, news, celebrity interviews, comedy, drama, contests, and lifestyle reports.

"New Waves" debuted Sunday, February 19. For more information, contact Erica Farber at McGavren Guild. The phone number is (212) 599-6500.

fith explained, "The people we're trying to please, outside of the audience, are the PDs. We've got to offer them something that can best use their time on Sunday nights. Obviously Sunday isn't a Mecca for the radio industry, but there are a lot of public affairs programs that we're asking to be moved, not to mention those stations which run syndicated programs. To get them to part with that and go with a live show that they can't schedule at their convenience is a big commitment. Talk about ratings — the only rating I'm concerned with is the PDs, and keeping them happy."

Keeping The Customer Satisfied

Are the local PDs happy? We checked with a few just to get an across-the-board evaluation of the program.

First on the list was Lorna Ozmon, PD at RKO's WROR/Boston. "Conceptually it is a good show," she commented. "It speaks to the changing adult contemporary audience." While the prime target format for the show is the broad-based CHR audience, several A/C outlets — including WROR — have found it suitable for their programming. Ozmon continued, "The concept that the A/C listener is not interested in new music is changing. This show speaks to that A/C listener, and gives him an opportunity to speak with people he otherwise wouldn't have contact with. The show itself is still developing and the balance of music to talk varies from week to week. With any show of this type the balance is going to change, and I don't think you'll ever get everyone to agree on whether the mix is right or consistent."

Don Nordine, Operations Manager at KKXL-FM/Grand Forks, would like to see a little more music. "I think it should be music-oriented," he said. "I think a 60-40 mix of music to talk is adequate. In the first few weeks there were a few rough edges in the mix, but the producers have been able to keep the program moving forward."

"Overall I'm quite pleased with the show. As with any new program the bottom line is what my competition is doing at this point, and how I would feel if my competition was running the show. This is the only program we air on Sunday nights, and I'm glad we've got it."

Likewise, WHTX/Pittsburgh PD Todd Chase is generally pleased with the show, but has some concern for the coming

months. "So far the artists are good, and the kids seem to be happy with it. If the artists continue to stay good, the show will survive. But if they start getting people I've never heard of, or yesterday's heroes, I'm not going to be very happy. With any show like this it's the guests that make it fly. The idea is for the stars to be big enough for someone to want to call them up. It's been my experience that without the big-name artists a show will just fade into the woodwork."

Will PG Productions be able to attract the "name" artists for an indefinite period, or will the appearance of artists like Billy Keenan & the Metric Geese send the show into the same tailspin experienced by other programs?

"It's like the old joke," Griffith explained. "I don't want to belong to any club that will have me as a member. I don't want to belong to the standard radio talk show club. The one thing I take pride in is our ability to get talent. That's what this company is all about, and just about the only reason RKO hired us. I can't imagine any other show coming out of the box with under 50 affiliates and having Linda Ronstadt on. She doesn't do radio. But we had her for our premiere. There's no doubt in my mind that we'll continue to line up top-name artists."

Future Plans

What lies on the horizon for "Live From The Record Plant," now that the show has gotten its sea legs? Live audiences, maybe, or live guest performances?

Possibly, according to Gorman. "Because we're in the recording studio we hope to do all those things. We have the capacity for a guest to pick up a guitar, go over to the piano, or pick up a flute, and the broadcast quality would be just as high as if they were recording an album. You'll even be seeing studio audiences, contests, and a little more of the celebrity flair."

Griffith is confident about the future of his baby. "You're going to see top names in the industry," he concluded, "and you'll see a rotation of the guest hosts. You've been seeing Guido for six weeks, and he'll be back. Meanwhile we'll be having other comedy talent from TV and films, and even some guest shots by some artists. Hey... this ain't some schlock show, you know. We're gonna make it!"

Survival? Only time will tell. We'll check back twelve months from now.

Election '84: Network Update

● CBS News travels to New Hampshire this weekend to cover the returns from that state's first primary on Tuesday (2-28). Correspondent Reid Collins will anchor 10 broadcasts from network headquarters in Manchester, while Chris Glenn will present special reports and provide summaries for News-On-The-Hour broadcasts.

● AP Network News has outlined its campaign coverage schedule, starting Tuesday with the New Hampshire primary and continuing through November 7, the day after the general election. Features of the network's coverage include daily two-minute campaign feeds, three-minute reports covering each of the 19 presidential primaries, three-minute reports from the Democratic and Republican National Conventions this summer, and full election-night coverage three times each hour, covering the presidential, gubernatorial, and congressional races.

Doing The Radio Backstroke

Remember the good old days of backward messages, satanic lures, and other tricky gimmicks? Just spin "Revolution -9" backwards and you'll hear some gruesome clue about Paul McCartney's unfortunate demise, right? Or listen real carefully to Led Zeppelin and your ears will catch some devilish, evil doings in the studio? Loads of great fun, huh?

Well, those days are back. Continuum Broadcasting Network's radio series "Don and Deanna on Bleeker Street" will feature "secret backwards messages" throughout each of its three one-hour Beatles music-interview specials being released in the next few weeks. Don and Deanna will be asking trivia questions in each backwards message, and those listeners who decipher the questions and come up with the correct answers

will win prizes including T-shirts, record collections, and videotapes.

The three Beatles specials will also contain some normal, frontwards programming, featuring interviews and press conferences from 1964-66, as well as exclusive comments from producer George Martin, the Righteous Brothers, Lulu, Peter and Gordon, and Del Shannon.

RKO  RADIOSHOWS



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Produced by Patrick Griffith Productions, Inc., for RKO.

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Networks/Program Suppliers

MUSIC FEATURES

ABC
Contemporary Net/Spotlight Special:
 The Rolling Stones (March 18)
Entertainment Net/Silver Eagle:
 Ed Bruce (March 10)
 Gary Morris (March 17)
Rock Net/Continuous History of Rock and Roll:
 More Heavy Metal w/Judas Priest, AC/DC (March 11)
 Black Sabbath/Blue Oyster Cult (March 18)

Lee Bailey Productions
Radioscope:
 Irene Cara/Fame (March 18)

Clayton Webster
Country Calendar:
 Don Williams (March 12)
 Larry Gatlin (March 13)
 Michael Murphey (March 14)
 Eddie Rabbitt (March 15)
 Ed Bruce (March 16)
 Freddy Fender (March 17)
 Charley Pride (March 18)

Rare Trax:
 Dire Straits/Deep Purple/Ogden Edsel (March 12)

Retro Rock:
 Roger Daltry (March 12)

London Wavelength

BBC Rock Hour:
 St. Patrick's Day w/ U2 (March 11)
 John Lennon special (March 18)

Rock Over London:
 Wang Chung (March 11)
 Frankie Goes To Hollywood (March 18)
 Roger Daltry (March 25)

Narwood Productions

Country Closeup:
 John Conlee (March 12)

Music Makers:
 Joe Stafford/Paul Weston (March 12)

NBC
Source:
 Saga concert (March 9-11)
 Men At Work/HBO Simulcast (March 10)
 U2 concert (March 16-18)

RKO Networks
Captured Live (PG Productions):
 Zebra (March 10)
 Fleetwood Mac (March 17)
 Triumph (March 24)

Countdown America w/ John Leader (IS Inc.):
 Huey Lewis and the News (February 25-26)
 Pointer Sisters (March 3-4)

Solid Gold Saturday Night (Dick Bartley):
 The Who (March 10)
 Great Hits of Goffin & King (March 17)

Rolling Stone Magazine Prod.

Guest DJ:
 Ozzy Osbourne (March 12)
 Todd Rundgren (March 19)

Spirit Productions
American Christian Countdown
 Scheree Sanders/Sandi Patti (March 3)
Strand Broadcast Services

Music & Memories:
 Frankie Avalon/Conrad Bain/Connie Stevens/Bob Lind (March 10-11)

Syndicate It, Inc.
Music Of Black America:
 Cheryl Lynn (March 5)

United Stations
Dick Clark's Rock, Roll & Remember:
 The Searchers (March 9-11)

The Great Sounds:
 Teresa Brewer (March 9-11)

Rick Dees' Weekly Top 40:
 Shannon (March 9-11)

Solid Gold Country:
 Sylvia (March 9-11)

Weekly Country Music Countdown:
 Statler Brothers (March 9-11)

Westwood One
Dr. Demento:
 10th Anniversary of Streaking (March 16-18)

Earth News:
 Kurt Russell/Dwight Twilley/Shannon (March 12-16)

Live From Gilley's:
 Tammy Wynette (March 5-11)

Off The Record:
 38 Special/Judas Priest/Don Felder (March 5-9)
 Christine McVie/Ted Nugent/Dwight Twilley (March 12-16)

Rock Chronicles:
 Guitar bands (March 9-11)

Special Edition:
 Patti Labelle (March 12-18)

Superstars Rock Concert:
 Loverboy (March 9-11)
 Pat Benatar (March 30-April 1)



THE SEARCH IS ON — Back in 1964 The Searchers knocked The Beatles from the top of the British music charts with their hit "Needles & Pins." Now, twenty years later, they're back — on United Stations' "Dick Clark's Rock, Roll, & Remember." Surrounding U.S. VP Ed Salamon (c) following a taping session are (l-r) group members John McNally, Frank Allan, Mike Pender, and Billy Adamson.

PEOPLE

● **Dom Giofre** has been appointed Corporate Press Manager at **NBC**. He will supervise the press activities for the NBC Radio Division, as well as other corporate departments. Giofre was formerly Administrator/Radio Press for the network, and first joined NBC in 1965.



Dom Giofre

● Several key promotions have been announced at **Communications Team, Inc.** **Garry Sklut** has been promoted to General Manager/Dial Services, and will oversee all operations of that department. In the Dial Sports Division, **Vic Monaco**, **Barry Lange**, **Rich Goldstein**, **Steven Linden**, and **Michael Mumbauer** have all been appointed to regional offices within the company.

● **RKO Radio Networks** has announced several staff promotions and additions: **Joe McConnell** has been promoted to the position of News Manager and will now supervise newscasters on both RKO One and RKO Two, having previously been Manager of RKO One. **Lou Millano** has been assigned to the network's London bureau as Bureau Manager. He was formerly an assignment editor in the New York office. Former correspondent **Dean Shepherd** is now the network's Economics Correspondent and host of "The Money File" on RKO Two. **Richard Davies**, former manager of RKO's London News Bureau, has been appointed Political Correspondent for the network. His reports will be featured on RKO election year features "Project '84" and "Campaign America." **Ross Klavan** joins RKO as a Correspondent/Newscaster for RKO One, and comes to the network from **WINS/New York**.

NEWS & INFORMATION FEATURES

ABC
Direction Net:
 "Let's Cope" w/Laura Schlessinger: decisions and opinions/rudeness/self control/growing old (Week of February 27)

Clayton Webster
Jack Carney Comedy Show:
 Good health (March 12)

Sporting News Report:
 Cliff Wiley/Tracy Austin/Rich Barry (March 12)

Donnelly Media
Hiney Wine:
 Hiney vacation kit (February 27)
 Hiney relatives (February 28)
 Dented & dimpled Hineys (February 29)

Narwood Productions
Minding Your Business:
 Joint-venture partnerships (February 27)
 Accounting software (February 28)
 Corporate growth (February 29)
 Business tax write-offs (March 1)
 Equity carve-outs (March 2)

Progressive Radio Net
Computer Program:
 Computers in schools & colleges/small business computers/portables/word processors (week of February 27)

Laugh Machine:
 Gallagher/George Carlin/Rich Little/Robert Klein/Rodney Dangerfield (week of February 27)

News Bilmp:
 Bosses/censorship/aqua-culture/space station (week of February 27)

Sound Advice:
 Tape recorders/open reels/tape decks/"L" decks/noise reduction (week of February 27)

Radio Entertainment Network
The Olympic Minute:
 Being there beats TV news (February 27)
 Sport worse than bullfighting (February 28)
 Eight starts and one finish (February 29)
 Second place but no silver (March 1)
 A Star-Spangled solo (March 2)



HAT TRICK — David Groh and Jacklyn Zeman, sudsy stars of ABC's "General Hospital," used a hat to pick the winner of the national "Soap Talk" competition. Five grand prize winners were selected to be flown to L.A. to meet with Jacklyn and other soap celebs.

Strand Broadcast Services
Something You Should Know:

Rumors (February 27)
 The art of being Important (February 28)
 Aerobic safety (March 2)

Syndicate It
Black Women: A Portrait In Dignity:

Lena Horne/Ruby Dee (week of February 27)

Westwood One
Brad Messer's Daybook:

Dog houses/pacemakers (February 27)
 Largest storm/Hitler (February 28)
 Leap Year Day/pulsars (February 29)
 Hairpieces/Lindbergh kidnapping (March 1)
 Babe Ruth/first black patent (March 2)

Playboy Advisor:
 Can't forget ex-husband/workaholics/he wears her clothes/out of synch/the sensitive guy (February 27-March 2)

Spaces & Places:
 Staying safe and sound (February 27-March 2)

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Street Talk



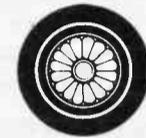
The RIAA Marketing Committee (made up of various label reps) has established a subcommittee of selected marketing executives "to focus on the development of (trade publication) chart criteria that could assure more authentic results." If you think that quote from an RIAA memo this week makes it sound like the organization is not too thrilled with published national music charts, you may be right. According to President **Stan Gortikov**, RIAA is feeling some frustration over "chart accuracy and timeliness," and is now taking action to let its feelings be known. The subcommittee will meet March 9 in New York and March 13 in Los Angeles, with any consensus to be presented to the complete RIAA Marketing Committee March 23 in Florida just prior to **NARM**.

And then there were four . . . one of the five major market Country PD openings is about to be filled. Nothing has been signed yet, but look for **WWJF(Joy 107)/Ft. Lauderdale's Doug Wilson** to take over **WPOC/Baltimore**.

After just five days, **Andy Carey** has exited as PD of **WSNE/Providence**. **Pete Salant** has been brought aboard as consultant, and the search for a new PD is on.

What's one of the most interesting PD jobs to come along in a while? The gig at **Cox's new WXFM/Chicago**. No format's been announced, but judging from the backgrounds of those on the PD candidate list, it won't take a statewide caucus to figure out WXFM is going to be CHR or A/C.

The restructuring of **MCA/ Nashville** is closer than ever. Most of the new players are in place (or will be very soon). Look for official announcements next week.



Will deposed **CKLW/Detroit** morning men **Tom Ryan** and **Tom Delisle** segue to **WOMC/Detroit**? That's the word on the street this week in the Motor City.

Two personalities at Country-formatted **KASI/Ames, IA** had a close call last week during a station promotion. News Director **Rick Fellingham** and PD **Dr. Johnny Gray** received electrical shocks while broadcasting from a hot tub at a downtown intersection. Apparently the tub wasn't grounded properly. Neither man was seriously hurt, although Gray was held overnight in the hospital.

When **KKCW(K103)/Portland** hits the air next week don't be surprised when the format turns out *not* to be what market observers thought it was going to be. With those calls, Country was the assumed format, but we hear it'll be "soft A/C" instead.

With **Michelle Robinson-Sayre** exiting the **KLOL/Houston** PD post, **Linda Silk** is serving as acting PD until a permanent replacement is found.

Another interim GM in AOR-land, as **WMMR/Philadelphia** GSM **Rhody Bosley** temporarily handles the management chores.



Todd Parker will be exiting the afternoon slot at **KKHR/Los Angeles** shortly, but filling the vacancy will be former **KFRC/San Francisco** personality **Jack Armstrong**. **Brian Phillips** leaves the PD slot at **WGLF/Tallahassee** for the programming chair at **WSSX/Charleston**, replacing **Bill Martin**, who moves to **WVIC/Lansing**.

Continued on Page 19

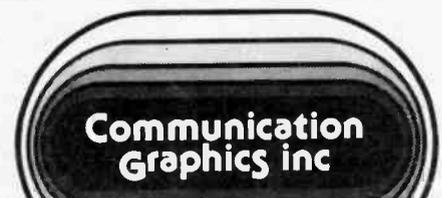


WICHITA RADIO NOSE HOW TO HAVE FUN — They called it the "Battle of The Media Stars," as radio personalities from various Wichita outlets gathered at a local shopping center. Forming the picket line pictured (for a reason we were unable to put our finger on) are (l-r): **KKRD's Rod Taylor**, **Tim Peters** of **KEYN**, **KQAM's Tom Land**, **KFDI-FM's John Speer**, **KFDI's Bekki Gardner**, and **Casey Jones** of **KFH**.

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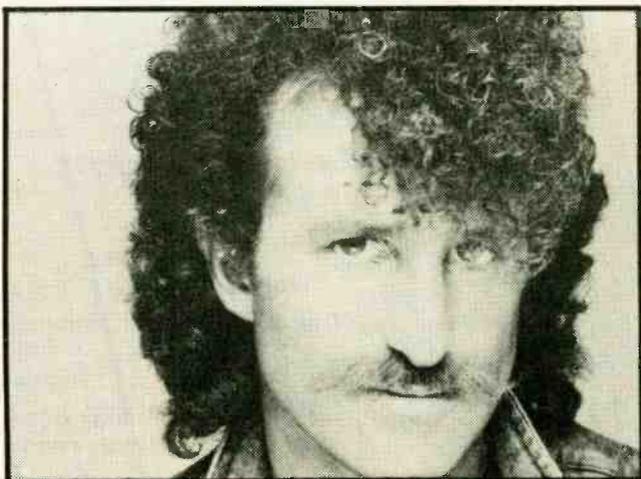
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#1 MOST ADDED!



MATTHEW WILDER "The Kid's American"

CHR NEW & ACTIVE 117/31 49%

Added This Week:

WBLI	98PXY	KSET-FM	WMEE	KQIZ-FM	KYYA
WLLOL-FM	WGFM	WANS-FM	WGRD	KNOE-FM	KKAZ
KMJK	WSSX	G100	WRKR	KCMQ	KOZE
KNBQ	WNOK-FM	KROK	KQXR	KRNA	KCAQ
WNYS	WDCG	WKAU	KHOP	KDVV	
			KHYT	KFMW	



ROMANTICS "One In A Million"

CHR NEW & ACTIVE 75/35 30%

Added This Week:

CHUM	98PXY	WZPL	WHOT-FM	WERZ	WBNQ
94Q	WSSX	WJXQ	KKXX	WQCM	KFMW
Z93	KITE	KJ103	KQXR	WJBQ	KGHO
B97	WRNO	KQKQ	KSKD	KQIZ-FM	KDZA
WNYS	WKDQ	WRQN	WZON	Q104	KBIM
			WIGY	KNOE-FM	KSLY
			103CIR	WHSL	

On MTV



ADAM ANT "Strip"

CHR NEW & ACTIVE

B94 10-6	KIIS-FM deb 39	KTFM add	KQMQ 28-20
94Q 18-13	XTRA deb 32	WGRD 26-19	KRSP add
Z93 25-13	WNYS 32-13	KQKQ add	Q104 23-11
WNVZ 26	98PXY 29-11	WRKR 4-4	KKQV 16-12
Q105 deb 29	WRCK add	KELI 7	KCAQ 20-15
B96 add 35	KZZB 26-18	KQXR 15-12	WXKS-FM on
WKTI deb 30	WOKI 14	KMGX add 31	WPHD 27
			Z100 on
			WCAU-FM deb 36

On MTV



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THURSDAY

Morning

Registration

- **Listening Skills**

*Dr. Elliott Ross, Director of Organizational Development
Sperry Computer Corporation*

- **Age Of The New**

Patricia Aburdene, Contributor to "Megatrends" and co-author with James Naisbitt of "Age of the New"

- **What Makes A Champion**

*Dr. Charles Garfield, Psychologist
President, Performance Sciences, Inc.*

Midday

All-Morning Speakers Available
For One-On-One Sessions

- **Recruitment — How to interview without the underground connection**

*Gary Kaplan, Managing VP
Korn/Ferry International*

- **Skills For Success — Time Management**

*Adele Scheele, Author and
Career Strategist*

- **Budgeting For Research And Promotion**

Jhan Hiber, President, Hiber, Hart & Patrick

Evening

Cocktail Party.

Case study team meetings and
solution planning.

FRIDAY

Morning

- **How To Manage The Creative Ego**

*Ron Saltzburg, Sr. VP
Group Creative Director
N.W. Ayer Advertising*

- **Relating To The Egos Around You**

Dr. Sharon Crain, Psychologist

- **Management Training And Organization**

*Don Payne,
VP Employee Relations
Mattel Electronics*

Midday

All-Morning Speakers Available
For One-On-One Sessions

- **Identifying Programming Trends**

*John Parikhal, VP
Joint Communications*

- **Venture Capital —**

*What, how, and why
Art DeVesco, General Partner,
Wind Point Partners*

- **Everything You Always Wanted To Know About Buying A Station But Were Afraid To Ask**

*Robert O. Mahlman, President
The Robert O. Mahlman Co.*

Evening

Wine & Cheese Party
Case study team meetings and
solution planning.

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1984**
Century Plaza Hotel,
Los Angeles

The time is right to bring a small group of top programmers together for a new kind of information exchange... a thought-provoking, intensive seminar. The group will be learning from the highest quality professionals in a range of subjects that affect the everyday business life of a program director. This seminar is designed to help today's PD continue to grow and meet the unique challenges of the future.

SATURDAY

Morning

- **Case Study Solution**

*Team Response
Dwight Case, President,
R&R Companies*

- **Where Is Cable Going In Relation To Radio**

Paul Bortz, Brown, Bortz, Coddington

Wrap-Up

Dwight Case, Jonathan Hall



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Make sure you're included. Call **(213) 553-4330** today.

Street Talk

Continued from Page 16



Jennifer Thomas exits as PD at **KDON-FM/Salinas**, with **Kirk Cliatt** moving up to fill the slot. **KAYI(K107)/Tulsa** PD **Phil Williams** segues across town to afternoons at **KRAV**. So, **KAYI** morning man **Johnny Rivers** assumes the PD chair in addition to wakeup service. Night jock **Sean Stephens** will now handle music.

Allen Jackson, Operations Manager at **WGRD/Grand Rapids**, has left for a similar slot at **WRKT/Cocoa Beach**. MD **J.J. Duling** is interim PD.

WZZP/Cleveland becomes **WLTF** on March 15

KIBE/Palo Alto becomes **KDFC**, matching **Stephenson Broadcasting's** San Francisco FM, which now adds the FM designation to become **KDFC-FM**.

They said it would happen, and it did. A new FM station in Dermott, Arkansas has asked for and received the call letters **KAKA**.

FM100/Memphis needs a nighttime air personality. For a shot at this rare opening, send T&Rs to PD **Robert John**.

Congratulations to newly married **KOMP/Las Vegas** PD **Charlie Morris** and his bride **Robin Leigh Sing**. The ceremony was held February 18.



Stork Stops: **KIIS/Los Angeles** VP/Programming **Gerry DeFrancesco** and wife **Carolyn** are the proud new parents of **Katie Marie**

... **KLLL/Lubbock** MD **Chuck Luck** (his real name) and his wife **Connie** had a daughter. They named her **Chesee LaHaya** even though many at the station lobbied for the monicker "Lotsa" ... **WGEE/Green Bay** MD **Randy Allen** and his wife **Sandy** welcomed new daughter **Sara Leanne**.

RBC & RAB Bring Chicagoland Together



Shown here at a "Rally for Radio" cosponsored by the Radio Advertising Bureau and the Radio Broadcasters of Chicago are (l-r back): Blair's **Bob Lobdell**, **WFMT's** **Ray Nordstrand**, **WEDC's** **Carmen Castro**, **WOJO's** **Athena Sophias**, **RAB President/CEO Bill Stakelin**, **RAB Sr. VP Ben Scrimizzi**, and **RAB Exec. VP Wayne Cornils**; (l-r) front: **RKO Spot Sales' Jerry Kelly**, **WFYR's** **Bernie Kvale**, **WAIT & WLOO's** **Harvey Wittenberg**, **WGCI's** **Marv Dyson**, **WUSN's** **Drew Horowitz**, **WLS GM John Gehron** (also **RBC President**), and **WXRT's** **Seth Mason**.

SCBA's First 1984 Meeting



Shown here at the first 1984 meeting of the Southern California Broadcasters Association are (l-r rear): **KFAC** President **George Fritzinger**, **KWKW** GM **Jose Cabrera**, **KNX** VP/GM **George Nicholas**, **KJOI** VP/GM **Gordon Mason**, **KTMS/Santa Barbara** GM **Mal Morehouse**, **KFWB** VP/GM **Frank Oxarart**, **Golden West** VP **Stan Spero**, **KDOL/Mojave** President/GM **Al Kennedy**, **KCAL/San Bernardino** VP/GM **Andy James**, and **KLOS** VP/GM **Bill Sommers**; (l-r seated) **KHTZ** VP/GM **Bob Moore**, **SCBA** President **Bob Light**, past and immediate Chairman and **KVEN & KHAY/Ventura** President/GM **Bob Fox**, current Chairman and **KABC** VP/GM **George Green**, Vice-Chairman and **KACE** VP/GM **Bill Shearer**, Secretary and **KKHR** VP/GM **Bob Nelson**, **KNOB/Long Beach** President **Jeannette Banoczi**, and **SCBA** VP **Harry Spitzer**.

Everlys Regroup, Sign To PolyGram



The recently-reformed **Everly Brothers** have signed with **PolyGram** worldwide, with a studio album of new material produced by **Dave Edmunds** scheduled for this summer. Shown at the signing (l-r): manager **Craig Benson**, **Phonogram** VP **Bas Hartong**, **Phil & Don Everly**, **PolyGram** Sr. VP **Jerry Jaffe**, and **PolyGram** VP **Ted Green**.

MADNESS

"The Sun And The Rain"

7-29350



CHR AIRPLAY 1ST WEEK!

B104	KQMQ
B97	KHOP
WVSR	KHYT
WRCK	WJAD
KZZB	WYKS
KTFM	WAEV
KMGK	KKQV
WHOT-FM	WBNQ
KMGX	WBWB
KIKI	KCDQ
	KZOZ

FROM THE ALBUM

Keep Moving

GHS 4022

Produced by **Clive Langer & Alan Winstanley**

Management: **Matthew Sztumpf, London**



ON GEFEN RECORDS AND CASSETTES
Manufactured By Warner Bros.



Datebook

MONDAY, FEBRUARY 27

Trading Places #1 - Patti Goes Mainstream

John Cougar's decision to use "Gloria" in "Play Guitar" as the one song that everybody learns to play was probably right on target. On this day in 1976, **Patti Smith**, then known primarily for her poetry (and cowriting a play with **Sam Shepard** before he became a film star), released the **Van Morrison** composition as her first single. **Arista** heralded the occasion with full-page ads stating that "A.M. Radio has never been more electrifying." Despite the push, and Smith's critical success, "Gloria" never made it into the "Significant Action" section, and Patti had to wait another two years before the punk/avant-garde stereotypes gave way and she made it on to the Back Page with "Because The Night."

Birthdays: **Paul Humphreys** of **Orchestral Maneuvres In The Dark** 1960.

TUESDAY, FEBRUARY 28

High Tech Birth

Consider the home-entertainment scene 18 years ago. Only wide industrial-strength videotape existed. The invention of half-inch tape was a year away and color videotape wasn't introduced until 1969. Even the first bulky home players were a rarity until the seventies. Rock video was a taped appearance on "Where The Action Is" or "Upbeat," and the only movies screened at home were usually in Bel-Air mansions or Park Avenue apartments. It was on this day in 1966 that one of the first breakthroughs came when **CBS Labs** developed a metal disc that reproduced motion pictures through the television. The new invention was one of the forerunners of the VCR's direct competition, the laser disc.

Birthdays: "Love Makes A Woman" soul singer **Barbara Acklin** 1943. **Joe South** was born this day in 1942, as was **Rolling Stone Brian Jones**, who would be 42 today.

WEDNESDAY, FEBRUARY 29

Trading Places #2 - Linda Goes Punk

Just as "How Do I Make You" was cracking the Back Page Top Ten, **Linda Ronstadt** completed her incursion into new wave by releasing the "Mad Love" album on this day in 1980. Along with two traditional remakes — which became the next singles — "Mad Love" contained two more **Elvis Costello** covers ("Alison" had been remade on the last LP), three songs by the **Cretones**, and the aforementioned single by **I-Ten's Billy Steinberg**. Four weeks later, with "Make You" still top ten, the **Pretenders** made the top 30 with "Brass In Pocket." Two weeks later, **Gary Numan** hit with "Cars." Two months after "Mad Love" 's release, the **Clash** finally broke with "Train In Vain." Incidentally, in the corner of the ad for that record in the February 29 **R&R**, **Epic** asked, "Have you heard the **Tourists**?" For most the answer was "no" until last summer when the nucleus of the group resurfaced as the **Eurythmics**.



THURSDAY, MARCH 1

Not "Just A Boy"

Despite the constant media attention given to **Pete Townshend's** impending middle-age, **Roger Harry Daltrey** becomes the first member of the **Who** to reach 40 today. (**John Entwistle** will follow in October; Townshend won't reach that mark until May 1985.) He formed the **Who** in 1960 by stealing Entwistle from Townshend's group for his **Detours**. In 1973, promising to do something that *didn't* sound like the **Who**, Daltrey released his first solo LP, "Just A Boy," made up of **Leo Sayer** covers before Leo surfaced as a solo artist later that year. It wasn't until 1980 that Daltrey had an American hit, "Without Your Love." With the effective breakup of his group, Daltrey is first out of the solo gate with his "Walking In My Sleep" single and the "Parting Should Be Painless" LP.

Birthdays: **Harry Belafonte** 1927, **Sonny James** 1929.

FRIDAY, MARCH 2

NARAS Overcome By "Superstition"

Like this year's big Grammy nominee, **Michael Jackson**, **Stevie Wonder** was also a child star who grew, physically and artistically, before our eyes. And, like Jackson, even ten years later, he was one of the few rock artists to break through with a big string of nominations and then Grammy Awards. On this day in 1974, **NARAS** cited Wonder five times for Best Album and Engineering (for "Innervisions," Best Pop Vocal Performance, and Best R&B Song and Vocal Performance) for "Superstition."

Birthdays: **Lou Reed** 1944 (although the year is a point of semi-constant argument.) **Karen Carpenter** would have been 34 today.

SATURDAY, MARCH 3

Expecting To Fly

Jerry Jeff Walker once complained about being stuck on the "L.A. Freeway"; a handful of his country-rock predecessors are probably glad they were. On March 2, 1966, legend holds that former East Coast folkies **Stephen Stills** and **Richie Furay** were stuck in a Southern California traffic jam when they spotted a hearse belonging to Toronto denizen **Neil Young** and also containing fellow Toronto rocker **Bruce Palmer**. The next day, they officially became the **Herd** and, later, **Buffalo Springfield** (after the tractor manufacturer), serving as the house band at L.A.'s **Whisky A-Go-Go** for about a year before touring with the **Byrds** and releasing their first LP. Another significant debut took place a year later when the **Jeff Beck Group** with **Rod Stewart**, **Ron Wood**, and **Aynsley Dunbar** played their first (critically panned) concert in London.

Birthdays: **Dennis Seaton** of **Musical Youth** 1967.

SUNDAY, MARCH 4

Bobby Womack Born

Twenty-two-year hitmaker **Bobby Womack** was born in Cleveland on this day in 1944. Womack and his brothers had a gospel group in the late '50s whose path often crossed that of **Sam Cooke**. When Cooke went secular, Womack joined his band, and the Womack brothers, renamed the **Valentinos**, signed with Cooke's **Sar** label. Their original "Looking For A Love" (later done by the **J. Geils Band** and Womack solo) was a minor pop crossover and 1964's "It's All Over Now" was immediately covered by the **Rolling Stones**. As a solo artist, Womack broke through with a restyled "Fly Me To The Moon," then alternated remakes like "California Dreaming" with originals like "Woman's Got To Have It." After a chart hiatus of several years, some MDs flipped his "Secrets" 45 in 1981 and gave him a comeback Black/Urban hit with "If You Think You're Lonely Now," followed by his current "Love Has Finally Come At Last" duet with **Patti Labelle**.

Birthdays: **Chris Squire** 1948.

SURVIVOR



"I Never Stopped Loving You"

CHR
SIGNIFICANT ACTION

WVSR

WGFM

WANS-FM

WZPL

WJXQ

WHTF

KIKI

WIGY

WERZ



WOMP-FM

Q101

WBNQ

KKLS-FM

KHTX

KBIM

KZOZ

OZZY



"So Tired"

You won't believe your ears!

WSPK

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KSET-FM

WRNO

WJXQ

WPFM

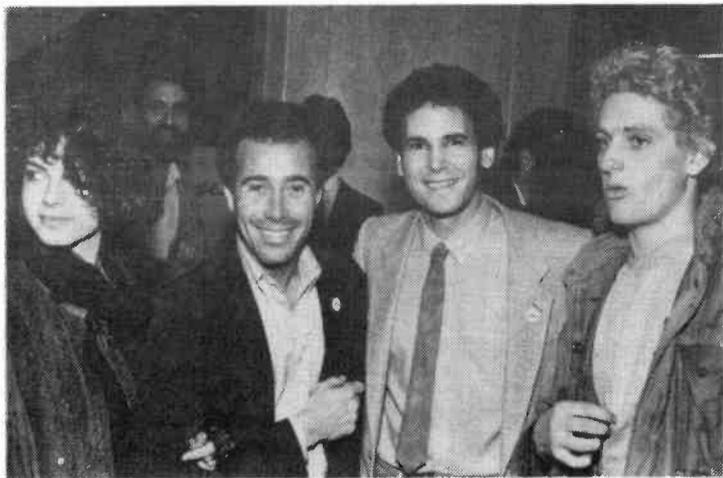
KFMW

KGHO

CBS ASSOC.
RECORDS

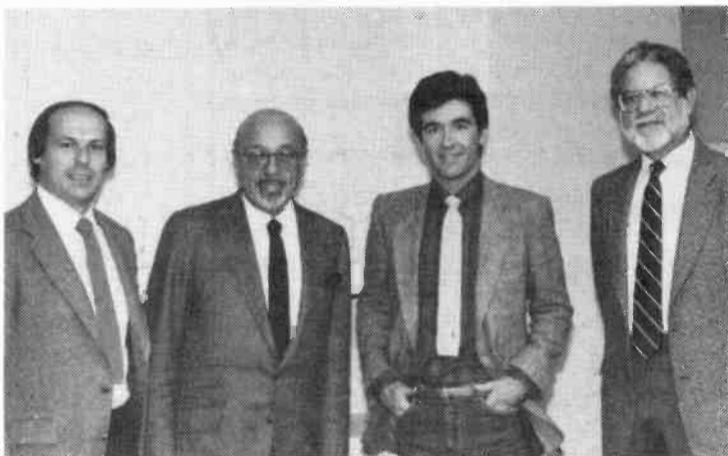
Distributed by CBS Records

Footloose Geffen



David Geffen, who lent his label's Sammy Hagar to the soundtrack of "Footloose," is shown here congratulating the film's co-producer Craig Zadan and star Christopher Penn following a recent preview of the film. Shown (l-r) Joyce Hizer, Geffen, Zadan, and Penn.

Atlantic Plots Thicke



Late-night TV host Alan Thicke has signed as a singer to Atlantic, with a first release of the show's theme song (which he also wrote) out now. Shown celebrating (l-r): Atlantic Exec. VP/GM Dave Glew, Atlantic Chairman Ahmet Ertegun, Thicke, and Atlantic Vice Chairman Sheldon Vogel.

HBO's Serious Moonlighting



HBO recently held a party in Los Angeles to screen its new David Bowie special "Serious Moonlight" for the first time. Shown during the festivities are EMI America/Liberty President Rupert Perry (l) and Capitol's Picture Music International President Mark Levinson.

Earons Here On Island



Spacesuit-clad members of former Boardwalk act the Earons, who use only decimal numbers for names, are shown here following their recent signing with Island Records. Shown (l-r) standing: Earons .18 & .33, manager Vernon Gibbs, and Island founder Chris Blackwell. Seated are Island North American President Ron Goldstein, Earon .69, Island VP Ruben Rodriguez, and the group's .22 and .28.

CALENDAR



BRAD MESSER

Seeking Hot News Promotion Ideas

Here's a question about one specialized aspect of broadcasting, a question that is being cast broadly into the professional community in the hope that some of you pros will respond with answers.

This is the question. Are there any fresh ways to promote a music station's News operation?

Cross off the old tried-and-true promo methods. We all already know about back-promoting great coverage triumphs with How-Wonderfully-We-Performed air promos, and front-promoting special scheduled coverage. It is no secret that money can be pipelined across to TV or print media to buy spots and billboards.

But what are some *fresh* ways to help a News department establish and promote its own identity?

The premise that News must be promoted isn't in question. A successful GM recently collared me and delivered an impressive speech about that. (It was a pleasure to hear someone other than a newsperson defending and justifying News with sincere enthusiasm.) He had calculated that deejays contribute to his station's identity by opening their mouths for a total of

around four minutes an hour. His newspeople are on the air twice that much. He concluded that, even ignoring many additional reasons, the airtime factor alone mandates that some special attention be given to promotion of News. The premise isn't a fresh idea. Most of us would call it a Basic. The purpose now is to discover new ways to accomplish the established goal.

How about giving a music station's News department its own campaigns? Would it be a good idea to let News solicit for the Statue of Liberty Fund? Would it serve a positive purpose to have News handle an emergency-assistance drive for food and clothing following a disaster?

Our potential talent bank is rich. Some of the world's most capable programmers and newspeople read these pages. If you have had a good experience with a fresh-idea News promotion, either a one-shot or an ongoing campaign, please jot down the facts and shoot 'em over to me.

The good ideas will be shared with everyone by printing them in this column.

The really excellent ones I will keep to myself and later claim that I thought of them.

Pisa Tower Leaning Too Far

MONDAY, FEBRUARY 27 — Italians launched a campaign in 1964 to raise a million dollars to prevent the Leaning Tower of Pisa from falling down, after ascertaining the 184-foot structure was 11 feet off-center and still moving. Engineers shored up the structure temporarily but said they lacked a permanent solution.

Cigar-rolling machine patented 1883. Neutron discovery announced 1932. Activist takeover of Wounded Knee, SD 1973. FDA recall of 1241 already-implanted heart pacemakers 1975.

Ralph Nader 50. Elizabeth Taylor 52. Joanne Woodward 54. John Connally 67.

Forty-Niners Abandon Ships

TUESDAY, FEBRUARY 28 — The California Gold Rush began in earnest 135 years ago when the first ship full of '49ers sailed into San Francisco Bay. Overcome by gold fever, even Captains and crews abandoned their ships to head for the hills, and harbor crowding became so serious a problem that abandoned vessels were eventually deliberately sunk.

Republican Party founded 1854. Yellowstone designated first National Park 1871. Hitler suspends German civil liberties 1933. "M*A*S*H" final episode 1983.

Bernadette Peters 36. Mario Andretti 44.

Leap Year Day

WEDNESDAY, FEBRUARY 29 — Before the dawn of sexual equality, Leap Year Day was traditionally the *one* day that a woman could propose to a man. In the year 1288, Scotland passed a law making it a crime for a man to refuse to marry a woman who made a Leap Year Day proposal.

On Leap Year Day of 1504, Chris Columbus was stranded on Jamaica with a sick and mutinous crew, and was having trouble getting the natives to continue trading trinkets for food and supplies. He consulted an almanac, then warned the Jamaicans that he was going to cause the moon to disappear. That night there was a full lunar eclipse. The next day the natives resumed trading.

Ex-football pro John Niland 40. Ex-hockey star Henri Richard 48.

Synthetics Kill Market For Human Hair

THURSDAY, MARCH 1 — Marjorie Lawrence made headlines 66 years ago today in New York City (1918) by auctioning off her golden hair to raise money for World War I bonds. If you wanted to sell your hair to a wigmaker today, there wouldn't be any money in it. Nearly all hairpieces are made of synthetics.

Swedish settlers arrived in America in 1638 and began constructing the first log cabins on the continent. Ohio 17th state 1803. Nebraska 37th state 1867. Lindbergh kidnapping 1932. First K-mart store 1962. Gerald Ford predicts Ronald Reagan cannot be elected President 1980.

Ron Howard 30. Roger Daltrey 40. Herb Alpert 49. Harry Belafonte 57. Dinah Shore 63.

Homerun King Grabs Major Bucks

FRIDAY, MARCH 2 — After 13 years in pro ball, Babe Ruth signed a history-making \$70,000 contract with the New York Yankees in 1927. (That year, the average working man's income was \$1300 and fellow baseball legend Lou Gehrig made \$8000.) In his 24-year career, the Babe's earning totaled about \$967,000. The sport's most famous player never made a million from baseball.

Texas independence from Mexico declared 1836. U.S. Forest service formed 1901.

Desi Arnaz 67. Theodore "Dr. Seuss" Geisel 80.

This'll be the last big weekend of Mardi Gras in New Orleans. *Tomorrow* (3-3) veteran golfer Julius Boros 64.

Sunday (3-4) Yes's Chris Squire 36. Barbara McNair 45.

TRANSACTIONS

Midwest Sells Four To Brill

Continued from Page 3

Midwest Radio is principally owned by **James and Larry Lakoduk**, who retain ownership of **KQBR/Brainerd, MN.**

WEBC broadcasts fulltime with 5kw on 560 kHz; **WAVC** has 100kw at 105.1 mHz with an antenna height 750 feet above average terrain. **KQWB** operates with 10kw days and 5kw nights at 1550 kHz; **KQWB-FM** is 100kw at 98.7 mHz with an antenna at 465 feet.

Cecil L. Richards handled the negotiations for all four stations.

Boston Promoter Law Buys WKSS

Sturgeon Corporation has sold **WKSS/Hartford** for \$3.4 million to a group headed by **Don Law** of Cambridge, MA, pending **FCC** approval.

WKSS broadcasts a Beautiful Music format on 95.7 mHz with 14.5 kw and antenna height of 820 feet. President of Sturgeon Corp. is **Howard Tanger**, also a part owner of **WTMI/Miami**. Law, who has no other broadcast interests, is involved in concert tours, artist management, the music business, and facilities management.

Blackburn & Co. brokered.

GWB Sells Market

Buy Market

To Gil Bond, Inc.

Golden West Broadcasters has sold **Market Buy Market** to **Gil Bond, Inc.** for an undisclosed sum. **Gil Bond**, President of the new corporation, developed the **MBM** research system for **Golden West** over the last 12 years.

In announcing the sale, **GWB** Board Chairman **Gene Austry** said, "Market Buy Market should do even better as an independent company than it did for us. We have been very proud of the recognition it has brought **GWB** as a leader in radio research and marketing, and we wish **Gil** and his partners continued success."

Market Buy Market provides market research services for clients in a variety of fields, including advertising agencies, trade associations, publications, radio stations, and networks. The firm is located at 5800 Sunset Blvd., P.O. Box 500, Los Angeles, CA 90078.

WSGN

Continued from Page 3

Allison comes to **WSGN** after 18 months as Programming Assistant at **Harte-Hanks** sister stations **KKBQ-AM & FM/Houston**. He brings knowledge of **WSGN's** new format with him, having previously worked as **OM** at **Nostalgia**-formatted **WWZZ/Sarasota** for two years. Before that, **Allison** held airshifts at **Tampa** outlets **96KX** and **WLCY**. **Allison** told **R&R**, "Obviously, I'm very pleased that **Harte-Hanks** has seen fit to transfer me here in this position. I'm very excited about this opportunity, and

Holland

Continued from Page 3

really enjoyed handling production here. But I've always enjoyed full service radio, and I'm looking forward to programming in that area again. I've heard a lot of good things about **Bernie**, and I've worked with **GSM** **Walter Berry** before. I'm excited about joining their team."

Following **Holland's** departure, **WMJJ** announced that former **KOFM/Oklahoma City PD** **John Jenkins** has been named Assistant PD, while midday man **Scott Michaels** has assumed the Production Director's duties.

I'm eternally grateful to (**KKBQ PD**) **John Lander** and (**VP/GM**) **Pete Schulte** for their faith and confidence."

As part of the format change, **Allison** has temporarily taken over the morning show, as **WSGN's** former morning team **Tommy Charles & John Ed Willoughby** moved crosstown to handle the simulcast morning show at **WVOK & WRKK**. At the same time, **WRKK** announced it has switched call letters to **WQUS ("US99")**.

O'Neil

Continued from Page 3

been drawn in other cities don't apply. We're going to forget that they're even there and be an exciting radio station for everybody." **WDJY** will feature an integrated airstaff, an emphasis on currents, and what **O'Neil** called "a very upbeat mood for our listeners."

The station overhaul, **O'Neil** added, was necessary because "even though our research showed that **OK100** was well-known, there were still things that we didn't want to be associated with. If there are any negatives at all, we want to wipe the slate clean and start all over again."

Before joining **WYST** in 1981, **O'Neil** — a 21-year radio veteran — was PD at **CJOM/Windsor** and **CFOX/Montreal** (now **CKO**).

Bob Mason Promoted To PD At WPYX

WPYX/Albany has promoted morning man and veteran programmer **Bob Mason** to PD. **Mason** had been serving as acting PD following the departure of **Tim Smith**, who left three weeks ago to program **WGRQ/Bufalo**.

WTRY & WPYX GM **John Kelly** noted, "Bob's doing an excellent job for us. He not only hosts an outstanding radio show, but both previous PDs had commented to me on his input regarding promotions, music, and format direction. I've also been impressed with Bob's ability to delegate authority and work with the people around him. For all these reasons, I feel Bob can handle the reins by himself."

Mason had been morning man at **WPYX** for the past two and a half years, having previously programmed crosstown **WPTR & WFLY**, **WBUF/Bufalo**, and **WSEN/Syra-**

Beck

Continued from Page 1

pointment, **Smulyan** announced the hiring of **KYKY/St. Louis** **LSM Susan Wolin** as **KSHE** **GSM**. Also, **Jeff Pollack** has been retained as programming consultant. **Beck** takes his new post on March 1. Acting as interim GM at **KKCI** will be **WWDE/Norfolk** **VP/GM** **Joe Schwartz**.

Metheny

Continued from Page 1

burgh, **WZZD/Philadelphia**, **KMJC/San Diego**, and **WNOE/New Orleans**. He joined **WNBC** in 1980 as Program Manager and subsequently became Director/Programming & Operations. No replacement has been named at **WNBC**.

cuse. **Mason** told **R&R**, "I'm excited and thrilled, especially since **WPYX** is one of the top AORs in the country. Programming is what I enjoy doing most in this business, although it's a real kick being a ten-share AOR morning man. I love being on the air, and I'd never sacrifice doing that. But I've recognized for a while that I've wanted to move back into the management end, and consider this a significant step in my career. **John Kelly** is a super GM; I've never enjoyed working for anyone more than him."

Tyler

Continued from Page 1

Before joining **WSNI-FM**, **Tyler** spent five years as an air talent at **WNCI/Columbus**, having previously worked on-air at **WBEN/Bufalo** and **WHEN/Syracuse**. **Tyler** told **R&R**, "It's incredible, as things have been happening so quickly here for me. The ratings are finally starting to show that more and more people are listening. **Don** and **I** are splitting the duties right down the middle and it works out real well. I'm absolutely thrilled."

It was also announced that **AM** sister station **WSNI** has discontinued its **Beatles/Motown** format for a locally-oriented **Gold** format, changing call letters to **WPGR** ("Philadelphia Gold Radio"). Commenting on the specifics, **Cannon** noted, "It's the Philadelphia classic A/C doowop: indigenous Philly gold sprinkled with artists like **Chuck Berry** and **Fats Domino**, targeting 35-50. We are definitely offering this city something unique, and the reaction has been great."

Crawford Named GSM At WMGF

Johnathan Crawford has been appointed General Sales Manager of **WMGF/Milwaukee**, coming to the station from an Account Executive position at **WLUP/Chicago**. He replaces **Steven Gobel**, who left to become an Account Executive at **WUSN/Chicago**.

WMGF **VP/GM** **Tom Joerres**

told **R&R**, "Johnathan is an outstanding talent. We're fortunate to have him available to us. He brings with him a lot of major market experience, having worked at the Loop for 3½ years. He's an intelligent and creative person, which will transfer very nicely to his first management position."

Crawford, who was an Account Executive at **KGGO/Des Moines** before joining **WLUP**, stated, "I'm looking forward to the opportunity and challenge in **Milwaukee** — it's a competitive market and I'm confident we'll win big."



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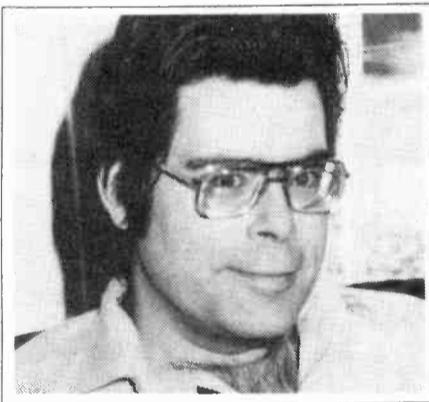
Stephen King Takes A Stand For Radio

From the moment I learned that Stephen King had purchased WZON (formerly WACZ/Bangor, ME), I wanted to interview the famed author. King is well known for his love of radio and rock & roll, and they form background material for many of his best-sellers, "Pet Sematary" and especially "Christine" among them.

I found the 36-year-old Bangor resident to be a down-to-earth kind of guy who's happiest when AC/DC is blaring at 120db on the stereo. For the purposes of this interview, I convinced him to crank down the volume and shelve the Doors' "Alive She Cried" album he was reviewing, and we began.

R&R: From the music in the background to the mentions of radio stations in just about every book to your purchase of WZON, it's obvious you have a love for music and radio.

SK: Yeah, I've somehow worked a radio station into just about everything I've written. In "Christine" I mention Rock 'n Roll Heaven, and quote lines from many of my favorite rock songs, but in others I have made a lot of mentions of WLAM/Lewiston, which is near to where I grew up. In my books I created the fictional town of Castle Rock, which is served by WLAM.



R&R: Why the constant mentions of radio and music?

SK: Well, for me radio, and in particular music, made me real as a kid. It's where I discovered my identity. You reach out and find something that belongs to you and it's yours. It's difficult to explain, but it's like a pair of shoes that fit you. My first record was a 78 rpm version of Elvis Presley's "Hound Dog." From that moment on I knew it's what I wanted, and I wanted all I could get.

I grew up listening to Joey Reynolds, Arnie Ginsberg, Cousin Brucie, Murray The K, all those guys. The essence of it for me was always AM rock. To me, FM rock, or as it's called now, AOR, was never exciting. The jocks generally sounded like they just dropped a lude and mumbled through their set. To me, this is contrary to the type of music they play and is still an outgrowth of the '60s. A sort of stoned outlook on the world.

Establishing A Radio Identity

R&R: When did you buy WACZ, and why the call letter change to WZON?

SK: I actually assumed control right around Halloween, oddly enough. The station belonged to a corporation called Acton, hence the "AC" part of the calls. I figured since I was paying a lot of money for this

"My first record was a 78 rpm version of Elvis Presley's 'Hound Dog.' From that moment on I knew it's what I wanted, and I wanted all I could get."

station, why do I want to keep their calls? Since it's my station, I thought I'd put my own identity on it. Because of my book "The Dead Zone" and my love for "The Twilight Zone," it seemed pretty natural.

The phrase "You're In The Rock Zone" fit in nicely, and people have picked up on it as well. Our bumper stickers and T-shirts have creepy logos and lettering to match. The idea for the skeleton with earphones wasn't my idea, but it sure works fine.

R&R: The station has always had a "Z" in the calls, right?

SK: Years ago, it was WLBZ, then WACZ, now WZON, so it's always been known as Z62. My Program Director Jim Marshall wanted to keep a "Z" in the calls because of the identification factor. He may be blowing smoke, but I pay him to make these decisions. I'd be a fool not to listen to him.

R&R: So you put a lot of trust in your people?

SK: The same can be said for people who say "I know nothing about art, but I know what I like." In fact, anyone who owns a station should trust in his people. Over the last few months I've begun to learn about ratings, sales, dayparts, and such. Jim knows what he's doing, and so does my GM Chris Bruce. They're both smart and aggressive, and so am I, but in my own line of specialization. In radio, I'm a babe in the woods, and would be foolish to monkey around with something I know very little about.

R&R: What are your thoughts on AM radio today?

SK: AM radio has turned into this hemophiliac that's bleeding to death in front of everyone's eyes. I hate to see it happen. These stations have turned into garden club interviews playing oleomargarine and such.

R&R: Why did you buy this radio station, knowing the problems of AM?

SK: I bought it because I could, for the first reason. I also bought it because it's in my hometown, for another, and because it was rocking on AM. This is important to me, since it's a part of my past. To rock on AM is such a brave and unusual thing, especially to rock as hard as we do. This station

Marshalling The Programming At WZON

WZON PD John Marshall has been in his current position since 1978 and has seen his station through all three call letter changes. "And I won't be here for any more call letter changes, because I think this will be the last one. I really felt this was a special change in the history of this station when Stephen King took over ownership. That it happened on Halloween made it kind of spooky, yet special as well."

John has only one minor complaint about working for Stephen. "He still wants to hear AC/DC at 8am, but he's learning why that won't work. In fact, he's like a sponge, soaking up knowledge about why we do certain things in certain manners. He puts a tremendous amount of trust in our decisions, and always has time for our questions and needs as well."

"Working for Stephen is great because he's so into rock & roll. I feel his buying the station will preserve a dying art-form, namely CHR on AM. He's always liked the sound of AM Top-40. Some other new owner might have brought in automation and this station would have ceased to exist as we know it. We've continued to be number one in our format in our coverage area market for years and feel with Stephen's help we'll continue to do so."

From Interviews To Ownership

John was able to point to one particular incident which he feels had a major hand in shaping Stephen's future. "Rock & roll is as big a

part of his life as is his writing. I got to know him when he wrote the article on Top-40 radio for *Playboy* a couple of years ago. He came to the station and interviewed me for the article. I'd have to say that the interview and my comments got him interested in buying WZON. The sound of this station has always been a throwback to his youth, and it seemed to just lock in as something he needed to do.

"Like Stephen, we find there's something magical at this station. Most of us at WZON used to be over at WGUY, and came over here years ago. There is a real challenge to winning on AM and more satisfaction than winning on FM. Being at 620 kHz with 5000 watts, we've got the largest coverage area in the state. The same airstaff that joined us in 1978 is still with us, and that says something."



John Marshall

rocks as hard as, if not harder than, some FM stations. Had I not bought it, I feared Acton would have sold it to another outside group who would have programmed it with some A/C or Country format.

This was also the chance to plow money into the community where I live. It's easy to

buy things all over the country for tax purposes, but I bought this station to make money and see it grow. When you own things long-distance, you can't deal with the problems directly. Here, if there's a major problem I'm available to act if the station's

Continued on Page 28



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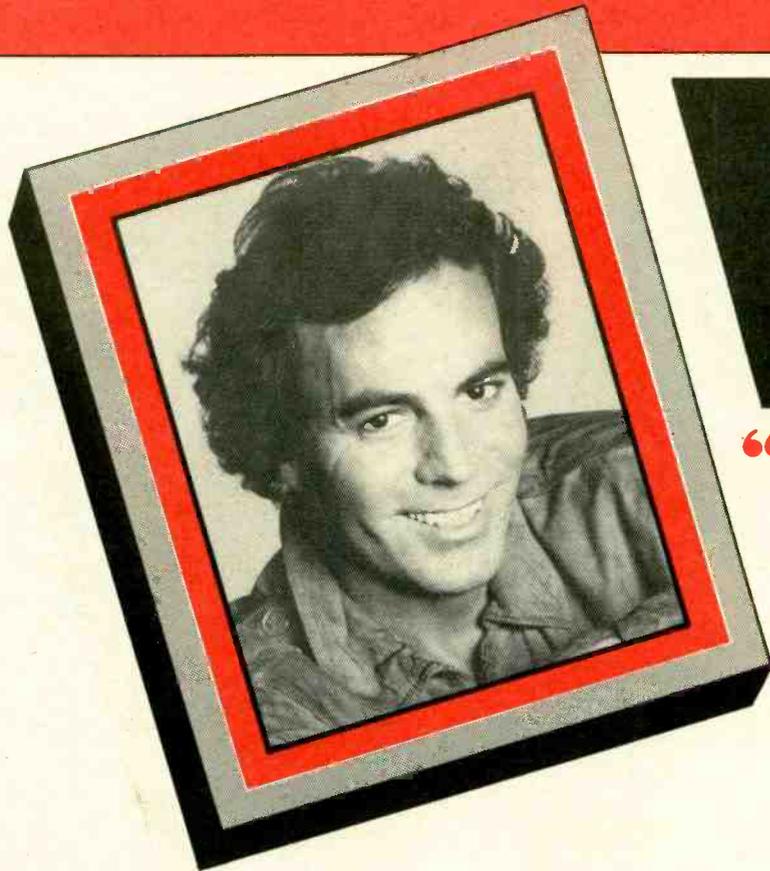
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Which Premiered In Over
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Added This Week: 89/37 37%

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KIMN
Q103
KS103
XTRA
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WANS-FM
G100
KTFM
92X
KMGK
WZPL
KJ103
KELI
KQXR
KLUC
WZON
WIGY
WERZ

WJBQ
KNOE-FM
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KKQV
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Y94
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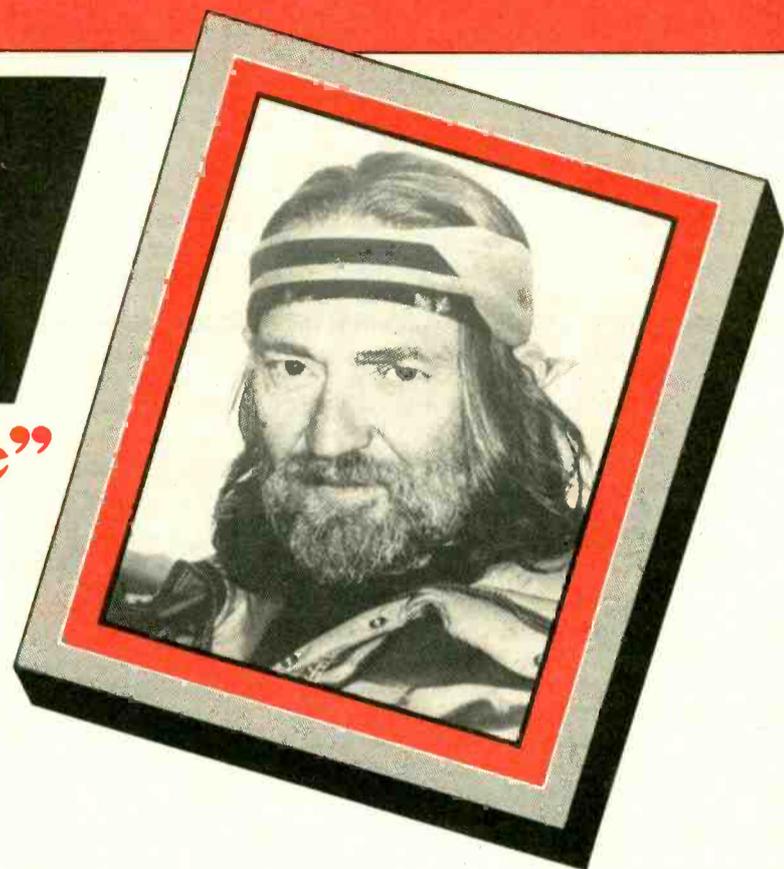


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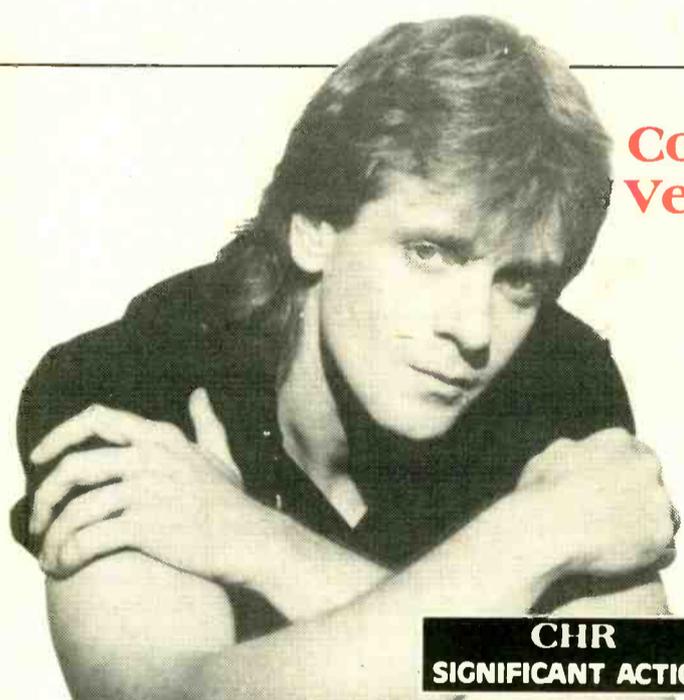
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- | | | |
|------|-------|------|
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| KROK | 13FEA | Z102 |
| KQXR | WJAD | KKQV |
| WFBG | KISR | KTRS |

- | | |
|------|------|
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| WKNE | WJBC |
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| WPHD | KBBK | Q101 |
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| K104 | KHOP | KKQV |
| WRCK | KSKD | WBNQ |
| WOKI | WFBG | WBWB |
| KRGV | WIGY | KYTN |
| WGRD | WERZ | 99KG |
| WZPL | OK100 | KCDQ |
| WJXQ | WKHI | KHTX |
| Z104 | 95XIL | KZOZ |
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JUDAS PRIEST
"Some Heads Are Gonna Roll"
From The Top 20 Album
"DEFENDERS OF THE FAITH"
**JUST
RELEASED!**



Stephen King Takes A Stand For Radio

Continued from Page 24

hot water heater leaks and is going to short out the transmitter and electrocute everyone. It's also served as a bonus to my sales-people, who've been able to introduce me to clients. That's a bit tough for me, because I'm a bit on the shy side.

Self-Expression

R&R: Obviously you're not shy about putting your thoughts on paper. Will WZON become another form of your self-expression?

SK: Yes, it will become that. There are things we're going to do with WZON to make it an interesting station, and I've got to be able to harness some of my own talents to it. This is like the dry-run period where I'm studying how everything runs. It's like I'm on my student driver's permit.

"AM radio has turned into this hemophiliac that's bleeding to death in front of everyone's eyes. I hate to see it happen. These stations have turned into garden club interviews playing oleomargarine and such."

Eventually, we want to do some radio drama, or theater of the mind programming. I used to listen to that stuff when I was a kid, and have also been listening to the "CBS Mystery Theaters." I don't think they're very good, and now I understand why. You've got to learn to image a story for a blind person, since radio is only an aural medium. Even worse is the point of view. A camera can define that for you as a viewer, where all you have is the microphone in radio, so you've got to be very specific about the setting.

I've been working on the screenplay of "The Stand" with longtime friend George Romero. Actually, it would make an incredible serial for a radio drama. We've tried to hang on to the radio rights for all of my books, so this may be something to work on down the road.

R&R: Is WZON broadcasting in AM stereo yet?

SK: No, but it's going to as soon as possible, probably by fall. I think AM is going to have a tough struggle going into the '80s, so I've not chosen an easy road for my first venture into broadcasting.

R&R: Do you have thoughts on purchasing an FM sister station, or other FM properties outside of the market?

SK: Yes, these are things I've been thinking about all along, but for the near future they aren't in the picture. One step at a time. If I can buy an FM in Bangor, then fine. Eventually a TV station too. I'm interested in all phases of communication, but I don't want to interfere with my writing career.

R&R: Aside from interviews, have you ever spent any time as a disc jockey?

SK: No, I can't do it. In fact I've got to do

a stint for WHSN, a college station, very soon. I'm not able to carry it off. I stumble around and am not able to put that sunshine in my voice that's necessary. I have an extreme admiration for those folks who do, including my own at WZON. They work very hard, and I think they're the best.

R&R: Your Music Director, Michael O'Hara, told me the first thing you wanted WZON to do was rock harder.

SK: True. Little by little I've learned they're right about not playing AC/DC in the morning. I'd love to wake people up to that because it just seems natural to hear something lively and loud at that time of day. I love AC/DC, Motley Crue, Twisted Sister, and such. I'm just not into classy rock music.

R&R: Do you think there are other closet-rockers out there in your generation?

SK: I sure do. WZON rocks hard and it sets us apart. When the ratings come out, I think we'll be on top as always. Over at WGUY, they play a lot more black music than we do. It's a carryover from the '50s and '60s when Dow Air Force Base (now Bangor International) was in existence; the population of the base was about 75% black. As a result the area became accustomed to a lot of R&B, so we play it as well. Finally, Prince on WZON.

Keeping A Light Hand In

R&R: Other than suggestions to rock harder, have you made any other contributions to the programming of WZON?

SK: Just a few. I don't even maintain an office at the station because I don't want to make them think I'm looking over their shoulders. First of all, my writing sucks up so much of my time I don't have the time or desire to meddle in the programming. Second, I've got a tremendous manager in

Chris Bruce. Third, these guys were totally on their own for a long time when Acton didn't take much of an interest in the station and they did fabulous. If I was in there every day they might ask themselves, "Doesn't that son of a bitch ever go home?" They know I listen and that I'm in control, but I've got to let the radio professionals run the station.

R&R: But you have left your mark on the station by airing a couple of humorous editorials.

SK: Yeah, and we've gotten our share of responses from them. We did one on the "Napkin Barrens," which is an area in Maine where they grow linen napkins for restaurants. We also did one on the missing three miles of the turnpike. There was one on a new fast food franchise called "Corpus Delicious," featuring fast food served by the dead. I delivered most of them in a flat Paul Harvey type of voice. They were more for entertainment than anything. The editorials ran for six weeks and were stopped for fear of beating them into the ground.



My wife Tabitha also did one, calling herself Ruta Magowan, using a real Maine down-eastern accent. She talked about Santa being a Commie because of his red suit, and how NORAD was powerless to stop him. It really got a lot of laughs. This one was dayparted so it wouldn't upset children, which is something I wouldn't have considered before coming into this business.

Motion

93KHJ/Los Angeles welcomes Kim Amidon to late nights from across town at KUTE . . . Brad Edwards, from 93FM/Houston, joins KEZB/EI Paso for mornings, replacing Jim Wellborn . . . Tom Johnson is now PD at KJMO/Jefferson City, MO . . . Steve Dahlman is now morning news anchor at KMGK/Des Moines . . . Eddie Coyle leaves WDOQ/Daytona Beach to do nights at B97/New Orleans . . . KCPX-FM/Salt Lake City welcomes Tony D from the PD slot at KLRZ to mornings . . . WZPL/Indianapolis hires Carolyn Gracie from WAZY-FM/Lafayette as Assistant PD and late-night rocker . . . Z98/Tampa switches Dave Mann from middays to mornings and Bryan Thomas from mornings to middays . . . Judy Kiley leaves WZON/Bangor to do afternoons at WWMJ.

Jerry Michaels is new to overnights at WLAN-FM/Lancaster, as MD Todd Halliday moves to middays, replacing R.J. Heim, who leaves to pursue a TV career . . . KWES/Odessa signed on in early January with a CHR format and several staffers from KRIG/Odessa coming along for the ride, including GM Mike Deardorff, PD John Clay, Sales Manager Pat Ross, Production Manager

Jim Scott, and MD Larry Morgan . . . And for the record, Annette Lai has been named Music Administrator at KYUU/San Francisco, not Michelle Meisner, as previously reported.

Some new lineups: At KRSP/Salt Lake City: 6-10am PD Steve Carlson, 10am-3pm Mark Holmes, 3-7pm Bob Jennings, 7pm-midnight Mike McKay (from K96/Provo), midnight-6am Lyle Morris . . . At WMR/Rumford, ME: 6-10am Brian McGarry, 10am-2pm Gary Roberts, 2-6pm Mike Rivers, 6pm-midnight Chuck Knight, with Lou Douglas in overnights . . . Rocking KPKE/Denver: 6-10am Chris Knight, 10am-1pm PD Tim Fox, 1-5pm Craig Jackson, 5-9pm Marsha McAlvey, 9pm-1am Jay Walker, and Jim Stoner overnights. Ron Brooks and Assistant PD Mark Adams are handling weekends.

WL0L-FM/Minneapolis reports a new lineup, as PD Tac Hammer comes off the air: 5:30-9am John Hines & Bob Berglund, 9am-noon Jay Philippott, noon-3pm Bob Lange, 4-8pm Bill Lee (formerly KFRC/San Francisco), 8-11pm Phil Huston, 11pm-2am Karen Wong, and Buddy Hollis 2-5:30am.

R&R: What kind of reaction have you evoked from other Bangor broadcasters?

SK: I'm sure some of them think this is just Stephen King's new little play toy. But WZON is very important to me. While I'm not optimistic about the future of AM overall, I've got a good situation here in terms of audience, marketing, and the number of AM-only cars and homes. We're holding our breath and hoping everything will be cool.

R&R: From your experience as an author, you realize the value of promotion. How do you feel about spending promotional dollars when they come out of your pockets?

"In radio, I'm a babe in the woods, and would be foolish to monkey around with something I know very little about."

SK: When WZON comes to me for money for a good purpose, I simply sign the check. If I put \$10,000 into a contest in a market this size, I'd be using a "money club" to win listeners. Sure, we give away money tying in with our bumper stickers, but we do it in smaller, easy-to-handle doses. They only win if ours is the only radio bumper sticker. We tell the audience we don't want to share you with anyone. In addition we have "Z-Cards" which are good for discounts all over the area.

R&R: What about salaries? Are your wages comparable to bigger markets?

SK: Nah, slave wages; most of them are on food stamps! Actually, I think I pay them very well when matched against the standards of the market, and by comparison to what they made under Acton. You've got to pay for good people, and I believe in making my people happy.

Bits

• KIMN/Denver has recently been awarded first place in best news coverage of a single event by the Colorado Broadcasters Association for its coverage of last year's nitric acid spill.

• KHFI/Austin MD Ed Volkman has assembled another in a continuing series of song parodies. The new one, "Flu Virus," celebrates a recent influenza epidemic to the tune of "Elvira." Because the bug has hit statewide, Volkman reports that he's just finished customizing the song for KKBQ/Houston.

• KFRC/San Francisco is scouting for a new player for the Oakland Invaders USFL team. The winner will be determined by entries of 20 words or less as to why the entrants want to become an Oakland Invader. A bonus of \$610 goes to the winner, who will actually sign a USFL contract and report to training camp in Mesa, AZ. Negotiations will be handled by KFRC, which would neither confirm or deny the possibility of the new player being put on permanent waivers after the March 4 game against the Breakers.

1984	MARCH
2-4	★ MADONNA
9-11	★ SHANNON
16-18	★ SHEENA EASTON
23-25	★ THE CLASH
30-APR 1	★ DURAN DURAN

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STEVE FEINSTEIN

AOR In A Clear Light

Fall Sweep Proves It Delivers The Demos In Demand

Can we talk? Can we have a chat that should clear up a mess of misconceptions about a radio format that has been much maligned of late? I'm referring to AOR, and I've got a story that will put a bounce in your step and a song in your heart.

Before we begin, I must ask a small favor. I'd like us to adjust the way we look at ratings. Let's view them in the manner in which they're designed to be analyzed, concentrating on demographic cells, as advertisers do.

Instead of focusing on 12+ numbers, we'll see exactly how AOR is faring with the specific audience it's expected to deliver — 18-34 men and 18-34 adults. With our ratings-vision adjusted, I think we'll have a more accurate view of just what's happening to the format. When you set aside the teen numbers that pump up 12+ figures, we find AOR in glowing health.

AOR's Position With 18-34 Men

In the fall sweep, Arbitron surveyed 101 standard markets with AOR stations. In 84 of those 101 markets, an AOR is #1 in 18-34 men. An AOR station is the most effective way for an advertiser to reach 18-34 men in 84% of those markets.

Additionally, AOR finishes in either first or second place for 18-34 men in 90% of those markets.

AOR's Position With 18-34 Adults

In 53 of the 105 surveyed markets with AORs, including an additional four condensed markets for which 18-34 breakdowns by gender are not available, an AOR station is #1 in 18-34 adults. AOR is the most effective way to reach young adults in over half the markets surveyed.

AOR places either first or second for 18-34 adults in 78% of those markets.

AOR's Position With Teens

In 36% of the 101 standard markets, AOR is #1 in teens. It places either first or second in 74% of those markets.

TEAM	W	L	T	GB
		2	-	-
	2	1	1/2	



Obviously, AOR is not a powerhouse for teens, largely due to the gains CHR's on the FM band have made.

12+ Numbers

156 stations were surveyed. 61 stations were up, 89 down, 5 flat, 1 debuted. 12 stations were #1 in their market.

Consultant Comparison

When comparing consultants, pay attention to the makeup of their client lists. The bigger the market, the more heated the competition due to increased fragmentation from rival AORs and other formats. Always check the nature of the markets where a consultant has found success before making your evaluation.

Burkhart/Abrams: 50 stations surveyed, with 16 up, 32 down, 2 flat (12+ numbers). In 18-34 adults, 46% of the company's stations were #1 and 70% were in either first or second place. In 18-34 men, 68% were #1 and 80% were either first or second. The firm notched six first place finishes in 12+.

Jeff Pollack: 22 stations surveyed, with 4 up, 17 down, 1 flat. In 18-34 adults, 36% were #1 and 73% were in either first or second place. In 18-34 men, 67% were #1 and 81% were either first or second. The firm captured four first place finishes.

Bob Hattrik: 6 stations surveyed, with 3 up, 3 down. In 18-34 adults, none was #1 and

33% finished in second place. In 18-34 men, 33% were #1 and 83% were either first or second. No first place finishes.

John Sebastian: 5 stations surveyed, with 1 up, 4 down. In 18-34 adults, one client was #1 and none finished second. In 18-34 men, 60% were #1 and 80% finished either first or second. No first place finishes.

Rick Carroll: 3 stations, with all 3 down. In 18-34 adults, no first or second place

Continued on Page 33

LEGEND: Consulted stations are noted by (A) for Abrams; (BPI) Beau Phillips; (C) Carroll; (EG) Ern Gladden; (F) Fellix; (GB) Gary Burns; (H) Hattrik; (P) Pollack; (PC) Paul Christy; (S) Sebastian. All stations indicated as such were consulted during the Fall 1983 rating period. Co-consultations are noted. Some stations may have terminated or begun consultation arrangements afterwards.

*The Burkhart/Abrams organization serves WMMR/Philadelphia in a research only capacity. The nature of consultant/client relationships vary from station to station.

Stations that were #1 in their market show 12+ figures in **bold**. Ties are noted in *italics*. Figures not available in condensed market books are indicated by "na."

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Station/Market	12+	18-34 Adults	18-34 Men	T	Rating	12+	18-34 Adults	18-34 Men	T	Rating
WPYX/Albany (A)	13.4-11.9	1	1	1	1	13.4-11.9	1	1	1	1
WQBK/Albany	3.4-2.6	-	-	-	-	3.4-2.6	-	-	-	-
KFMG/Albuquerque (P)	9.0-8.3	2	2	1	1	9.0-8.3	2	2	1	1
KWXL/Albuquerque (A)	9.8-6.7	-	1	2	2	9.8-6.7	-	1	2	2
WZZO/Allentown (A)	10.1-11.3	1	1	1	1	10.1-11.3	1	1	1	1
KEZY/Anaheim	1.1-9	-	-	-	-	1.1-9	-	-	-	-
KWHL/Anchorage (P)	15.7-14.9	1	1	2	2	15.7-14.9	1	1	2	2
WAPL/Appleton	12.8-9.7	1	1	2	2	12.8-9.7	1	1	2	2
WKLS/Atlanta (A)	7.1-6.2	-	-	2	2	7.1-6.2	-	-	2	2
KLBJ/Austin	11.3-9.9	-	1	2	2	11.3-9.9	-	1	2	2
WIYY/Baltimore (A)	6.9-6.5	1	1	2	2	6.9-6.5	1	1	2	2
WAPI/Birmingham (A)	8.6-7.9	2	2	2	2	8.6-7.9	2	2	2	2
WBCN/Boston	7.2-7.8	1	1	-	-	7.2-7.8	1	1	-	-
WGRQ/Bufalo (A)	4.4-4.1	-	2	-	-	4.4-4.1	-	2	-	-
WRXT/Bufalo (WZIR)	2.5-3.2	-	-	2	2	2.5-3.2	-	-	2	2
WOOS/Canton	7.2-9.3	1	1	1	1	7.2-9.3	1	1	1	1
WKTMI/Charleston, SC	6.1-3.7	-	-	-	-	6.1-3.7	-	-	-	-
WROQ/Charlotte (A)	8.4-8.2	2	1	1	1	8.4-8.2	2	1	1	1
WOWE/Chattanooga	3.1-3.0	-	-	-	-	3.1-3.0	-	-	-	-
WMET/Chicago (H)	3.6-3.2	-	-	-	-	3.6-3.2	-	-	-	-
WXRT/Chicago	3.5-2.7	-	1	-	-	3.5-2.7	-	1	-	-
WLUP/Chicago	2.3-2.3	-	-	-	-	2.3-2.3	-	-	-	-
WEBN/Cincinnati	8.8-7.2	1	1	-	-	8.8-7.2	1	1	-	-
WSKS/Cincinnati (H)	2.7-4.5	-	2	2	2	2.7-4.5	-	2	2	2
WMMS/Cleveland (P)	8.9-10.2	1	1	2	2	8.9-10.2	1	1	2	2
KILO/Colorado Springs	8.4-14.5	1	1	2	2	8.4-14.5	1	1	2	2
WLVQ/Columbus (A)	12.6-12.6	1	1	2	2	12.6-12.6	1	1	2	2
KNCN/Corpus Christi	12.6-10.1	1	1	2	2	12.6-10.1	1	1	2	2
KZEW/Dallas (P)	5.0-4.9	2	1	-	-	5.0-4.9	2	1	-	-
KEGL/Dallas	5.4-4.7	-	-	2	2	5.4-4.7	-	-	2	2
KTXQ/Dallas (A)	4.3-4.5	-	2	-	-	4.3-4.5	-	2	-	-
WRKI/Danbury (A)	13.3-10.8	1	na	na	na	13.3-10.8	1	na	na	na
WTUE/Dayton (A)	12.6-12.4	1	1	1	1	12.6-12.4	1	1	1	1
KBCO/Denver-Boulder	3.7-5.2	1	1	-	-	3.7-5.2	1	1	-	-
KBPI/Denver (P)	6.7-5.1	2	2	-	-	6.7-5.1	2	2	-	-
KAZY/Denver (A)	5.6-4.0	-	-	2	2	5.6-4.0	-	-	2	2
KGGO/Des Moines	9.1-13.3	1	1	1	1	9.1-13.3	1	1	1	1
WRIF/Detroit	5.2-5.3	1	1	-	-	5.2-5.3	1	1	-	-
WLLZ/Detroit (H)	5.7-5.3	-	2	1	1	5.7-5.3	-	2	1	1
KLAQ/EI Paso (A)	11.7-11.5	1	1	1	1	11.7-11.5	1	1	1	1
KZEL/Eugene (A)	17.3-12.8	1	1	1	1	17.3-12.8	1	1	1	1
WWCK/Flint (A)	12.8-12.0	1	1	1	1	12.8-12.0	1	1	1	1
WXKE/Ft. Wayne	13.1-11.0	2	1	2	2	13.1-11.0	2	1	2	2
KKDJ/Fresno (A)	10.9-10.9	1	1	2	2	10.9-10.9	1	1	2	2
WRUF/Gainesville (P)	16.0-14.2	1	na	na	na	16.0-14.2	1	na	na	na
WLAV/Grand Rapids (A)	14.2-9.5	1	1	-	-	14.2-9.5	1	1	-	-
WKZL/Greensboro/Winston-Salem	3.4-6.5	2	1	-	-	3.4-6.5	2	1	-	-
WCKN/Greenville, SC	6.9-7.7	2	1	2	2	6.9-7.7	2	1	2	2
WTPA/Harrisburg (A)	11.4-10.3	1	1	1	1	11.4-10.3	1	1	1	1
WHCN/Hartford (A)	5.8-5.7	2	1	-	-	5.8-5.7	2	1	-	-
WCCC/Hartford	4.4-4.1	-	-	2	2	4.4-4.1	-	-	2	2
KPOI/Honolulu (A)	9.1-9.0	2	2	1	1	9.1-9.0	2	2	1	1
KSRH/Houston (P)	5.8-5.6	2	1	-	-	5.8-5.6	2	1	-	-
KLOL/Houston (A)	4.6-4.9	-	2	2	2	4.6-4.9	-	2	2	2
WFBQ/Indianapolis (A)	9.1-9.9	2	1	2	2	9.1-9.9	2	1	2	2
WFYV/Jacksonville (A)	11.4-10.8	1	1	1	1	11.4-10.8	1	1	1	1
WZXY/Johnson City	2.0-6.1	-	-	2	2	2.0-6.1	-	-	2	2
KYYS/Kansas City (A)	6.0-8.7	1	1	-	-	6.0-8.7	1	1	-	-
KKCI/Kansas City	3.8-5.6	-	2	2	2	3.8-5.6	-	2	2	2
WIMZ/Knoxville (A)	10.3-11.5	1	1	2	2	10.3-11.5	1	1	2	2
WILS/Lansing (A)	6.6-8.9	2	1	-	-	6.6-8.9	2	1	-	-
KOMP/Las Vegas (A)	12.6-11.3	1	1	2	2	12.6-11.3	1	1	2	2
WKQQ/Lexington	13.3-13.7	1	1	2	2	13.3-13.7	1	1	2	2
KMJX/Little Rock	5.8-8.6	2	1	-	-	5.8-8.6	2	1	-	-
KMET/Los Angeles (A)	3.3-3.8	-	2	-	-	3.3-3.8	-	2	-	-
KLOS/Los Angeles (P)	4.3-3.6	2	1	-	-	4.3-3.6	2	1	-	-
KROQ/Los Angeles (C)	3.5-2.6	-	-	-	-	3.5-2.6	-	-	-	-
WQMF/Louisville	8.1-10.0	1	1	1	1	8.1-10.0	1	1	1	1
WLRS/Louisville (P)	4.5-4.3	-	-	-	-	4.5-4.3	-	-	-	-
KFMX/Lubbock (A)	17.2-12.2	2	1	1	1	17.2-12.2	2	1	1	1
WIBA-FM/Madison (F)	8.5-10.8	1	1	2	2	8.5-10.8	1	1	2	2
KRIX/McAllen-Brownsville	9.6-8.6	-	1	2	2	9.6-8.6	-	1	2	2
WZXR/Memphis (A)	11.5-8.6	1	1	1	1	11.5-8.6	1	1	1	1
WSHE/Miami (A)	3.3-3.0	-	2	-	-	3.3-3.0	-	2	-	-
WCKO/Miami	1.4-1.5	-	-	-	-	1.4-1.5	-	-	-	-
WQFM/Milwaukee (S)(P)	6.3-8.5	1	1	1	1	6.3-8.5	1	1	1	1
KQRS/Minneapolis (P)	5.4-4.6	-	-	-	-	5.4-4.6	-	-	-	-
WZEW/Mobile	2.1-1.6	-	-	-	-	2.1-1.6	-	-	-	-
KFIV-Modesto	9.5-12.0	1	1	1	1	9.5-12.0	1	1	1	1
WKDF/Nashville (A)	12.9-11.7	1	1	2	2	12.9-11.7	1	1	2	2
WAPP/Nassau-Suffolk (H)	5.0-4.0	2	2	2	2	5.0-4.0	2	2	2	2
WBAB/Nassau-Suffolk	2.7-3.8	-	1	-	-	2.7-3.8	-	1	-	-
WLIR/Nassau-Suffolk	2.2-1.9	-	-	-	-	2.2-1.9	-	-	-	-
WRCN/Nassau-Suffolk	1.0-5	-	-	-	-	1.0-5	-	-	-	-
WPLR/New Haven	6.1-7.5	1	1	-	-	6.1-7.5	1	1	-	-
WAPP/New York (H)	3.4-3.2	-	1	-	-	3.4-3.2	-	1	-	-
WNEW-FM/New York (A)	2.1-2.3	-	-	-	-	2.1-2.3	-	-	-	-
WNOR/Norfolk	8.6-9.5	1	1	2	2	8.6-9.5	1	1	2	2
WEZX/Northeast PA (A)	6.0-6.6	2	1	2	2	6.0-6.6	2	1	2	2
KATT-FM/Oklahoma City (P)	12.3-14.2	1	1	1	1	12.3-14.2	1	1	1	1
KEZO/Omaha (A)	12.2-9.8	2	1	2	2	12.2-9.8	2	1	2	2
WDIZ/Orlando (A)	5.4-9.6	1	1	1	1	5.4-9.6	1	1	1	1
WWCT/Peoria	8.5-7.9	2	1	2	2	8.5-7.9	2	1	2	2
WMMR/Philadelphia (*A)	4.8-5.2	-	1	-	-	4.8-5.2	-	1	-	-
WYSP/Philadelphia (P)	4.2-3.5	-	-	-	-	4.2-3.5	-	-	-	-
KDKB/Phoenix (P)	8.9-6.3	1	1	-	-	8.9-6.3	1	1	-	

THE ALARM HAS SOUNDED. THE STAND HAS BEEN MADE.
NOW THE DECLARATION.

THE ALARM

DECLARATION



ALBUM AND CASSETTE NOW.
INCLUDES SIXTY-EIGHT GUNS.

NEW & ACTIVE #1 LP
NEW & ACTIVE #3 HOT TRACK

WBCN
WRXT
WBAB
WLIR
CHOM-FM
WHJY
CHUM-FM

Q107
DC101
KEGL
WSHE
WXRT
WMMS
KYYS

KBCO
KAZY
KROQ
91X
KMEL

KQAK
WAAL
WTPA
WPLR

WDHA
CHEZ-FM
WPDH
WAQY

WAQX
KRIX
KNCN
WIMZ

WCKO
KQDS
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KMOD
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WMGM
WRKI

KUFO
WDEK
KKRQ
KSQY
KFMF
KTCL
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WE MAKE 'EM TO BREAK 'EM

QUEEN



"RADIO GA GA"

AOR /HOT TRACKS BREAKERS. 2/8

"RADIO GA GA"

Contemporary Hit Radio MOST ADDED. 2/8

THE WORKS

A/R /ALBUM BREAKERS. 2/15

"RADIO GA GA"

CHR #1 NEW & ACTIVE 2/15

"RADIO GA GA"

Contemporary Hit Radio BREAKERS 2/22

"TEAR IT UP"

AOR /HOT TRACKS NEW & ACTIVE 2/22



TINA TURNER



"LET'S STAY TOGETHER"

Black/Urban BREAKERS. 2/1

"LET'S STAY TOGETHER"

CHR #3 NEW & ACTIVE 2/15

"LET'S STAY TOGETHER"

DANCE/DISCO CHARTS: 5* BILLBOARD 6 CASHBOX

"LET'S STAY TOGETHER"

Contemporary Hit Radio CHART DEBUT 38 2/22



APRIL WINE



"THIS COULD BE THE RIGHT ONE"

AOR /HOT TRACKS BREAKERS. 2/1

"THIS COULD BE THE RIGHT ONE"

CHR NEW & ACTIVE 2/8

ANIMAL GRACE

A/R /ALBUM BREAKERS 2/22

"THIS COULD BE THE RIGHT ONE"

CHR 2/22

B104, WBEN-FM, WPHD, CKGM, CKOI, WCAU-FM, CFTR, WIYY, WGRQ, WRXT, WBAB, WKLS, KEGL, KTXQ, KZEW, KLOL, KSRR, WMET, WSKS, WMMS, WLLZ, WRIF, KKCI, KYYS, KAZY, KBPI, KMET, KUPD, KGON, KRCK



THOMAS DOLBY



"HYPER-ACTIVE!"

AOR /HOT TRACKS #3 MOST ADDED. 2/15

"HYPER-ACTIVE!"

CHR SIGNIFICANT ACTION 2/15

WNEW, WMMR, WLIR, WLUP, WKLS, WXRT, KFOG, KBCO, 91X, KROQ, KQAK, WCKO

CHR SIGNIFICANT ACTION 2/22

WPHD, CKGM, CKOI, WCAU-FM, CFTR, CHUM



THESE SUCCESS STORIES HAVE BEEN BROUGHT TO YOU BY CAPITOL. *Capitol*

AOR In A Clear Light

Continued from Page 30

finishes. In 18-34 men, one second place finish.

Frank Felix: 3 stations, all 3 up. All clients were #1 in 18-34 adults and 18-34 men.

Both of the stations **Beau Phillips** consults were up, and single stations consulted individually by **Gary Burns** and **Ern Gladden** were down. See the scoreboard for details.

The UnConsulted

If you've any doubt of the pervasiveness of consultants in AOR, get a load of this figure: consultants advise 98 of the 156 stations surveyed, or 63%. The percentage would be lower in a spring summary, when Arbitron surveys a broader selection of small and medium market stations who don't employ consultants.

36% of the consulted stations were #1 in 18-34 adults, compared to 31% of the independents. 57% of the consulted stations were #1 in 18-34 men, compared to 48% of the independents.

Two independents, **WXLN/Davenport** and **KILO/Colorado Springs**, were #1 overall in their markets.

Careful With Those Numbers, Eugene

Looking at 12+ numbers without examining demographics results in oversimplifications and crass generalizations, whether in regard to an individual station or the health of a format. As you look down the scoreboard, you'll find many stations that are down in 12+ but still dominant in demos that are money in the bank. Examples include **WEBN/Cincinnati**, **WLAV/Grand Rapids**, **WZXR/Memphis**, and **KDKB/Phoenix**.

Since arriving in California, I've avoided indoctrination into any of the bizarre cults that abound. However, I have created my own mantra, which I chant (silently, of course) before rushing to judgment on the showing of any station in a given book. It won't enable you to glimpse the clear white light of utter serenity, but it does aid in making some sense of the numbers game that runs our lives. It goes like this: "Look at the book . . . look at the book." May it guide you in your pursuit of the eternal Arbitron master.



KROQ GETS A TASTE OF REAL LIFE — Curb/MCA's *Real Life* stopped by KROQ/Pasadena to show how choked up MCA personnel are over the band's "Heartland" album. Pictured are (l-r) West Coast Promotional Director Billy Brill, *Real Life*'s David Sterry and Richrad Zatorski, KROQ MD Larry Groves, and Branch Manager Rod Linnum.



KRVV HONORED — KRVV/Vail won seven awards from the Colorado Broadcasting Association, capturing the most awards of any station in the state in its category. Pictured in front of the honors for advertising, promotions, and news are (l-r) staffers Rich Teeters, Maro Selby, Operations Director Fred Moore, and Fritz Mott.

RADIO ACTIVITY

• **Radio Romance:** Playing love songs and doing dedications on Valentine's Day seemed like a tired idea to **WPYX/Albany PD Bob Mason**. He wanted to do something *really* romantic, so he decided to make an on-air marriage proposal during his morning show. Bob's happily married himself, so he solicited entries from listeners who would let him pose the question on their behalf. His proposal by proxy to a listener's girlfriend met with a stunned silence initially, but after Mason explained that the would-be groom wasn't sure how to do the asking himself, the young lady accepted. Ever the diehard romantic, Mason delivered flowers and candy later in the day, receiving local TV coverage. Leap Year Day is coming up, and Mason's considering proposing to a man on behalf of a female listener.

• **Hit The Road, Jack . . . And Bring Spare Parts, Too:** If your car's going to break down soon, try to have it happen in Columbus. For three weeks, **WLVQ's** van will cruise highways during drive time, looking for stranded motorists. The van carries spare parts provided by an auto parts outlet, and a trained mechanic, as well as station personalities, will be on board to provide assistance.

• **Marriage For Money:** When **Eddie Money** got married in San Francisco on Valentine's Day, **KMEL** got the exclusive on carrying live interviews with members of the Mahoney (Eddie's real name) clan before the ceremony and during the reception.

• **Cum On Hear The Noize:** We've all heard jocks "sing" along to music that only they can hear on their cans. It's usually about as melodic as the sound of a cat in heat. **KKRQ/Iowa City**, no doubt inspired by the vocal talents of its own air staff, staged a promotion built around this unfortunate phenomenon. They put 15 lucky listeners in a soundproof booth at a local bar, then brought them out one by one to sing along to **Quiet Riot's** "Cum On Feel The Noize" while wearing headphones cranked up to the max. What the contestants didn't know was that the audience was hearing only their off-key voices, sans the music. The singer whose vocalizing caused the fewest members of the audience to howl with laughter or flee in auditory agony received prizes, including backstage passes to meet **Quiet Riot**.

• **Today Is The First Day Of The Rest Of Your Diary:** You'll hear Commercial-Free Thursdays on **KLOS/Los Angeles** these days. Why Thursday, rather than a week-

end day? Presumably because ARB diaries begin on Thursday, and 18-24 males tend to be more conscientious in filling out diaries on that day than others.

• **Of Great Import:** You'll find an extended live version of **Genesis's** "Turn It On Again," including a snatch of "In The Midnight Hour," on the "Illegal Alien" **British 12.** For live recordings of **Judas Priest's** "Breaking The Law" and "You've Got Another Thing Coming," see the "Freewheel Burning" import 12." Credit vinyl sleuth **Mark Felsot** of the **Global Satellite Network** for these discoveries.

• **Odds 'N Sods:** The music mix at **WQBK/Albany** is changing from 80% new, 20% old to 40% new, 60% old in search of older demos . . . Get ready for the latest tie-in to the Summer Olympics: **WIBZ/Parkersburg** jock **Roger Wilko** has declared himself "The Official Disk Jockey Of The 1984 Summer Olympics." Roger awaits confirmation from the Olympic committee, saying "Ever since I was a young boy, I wanted to grow up and be an Olympic sponsor" . . . Anniversaries: **Lucky 7th** at **WLVQ/Columbus**, where (PD Pat) Still waters run deep, and a lucky 13th (superstition be damned) at **WRIF/Detroit**.



MIDNIGHT MADNESS — Shown celebrating after a **KLOS/Los Angeles**-sponsored free concert with **Camel/MCA's Night Ranger** are (l-r) **KLOS** personality **Bob Coburn**, band manager **Bruce Cohn**, *Night Ranger's* **Jack Blades**, producer **Pat Glasser**, and group member **Brad Gillis**.

SEGUES

The **Bearman** joins **WFBQ/Indianapolis** for afternoons and and the MD post, as **Robin Luce** exits . . . **Jonah Denz**, formerly of **KOME/San Jose** and **KLRB/Monterey**, joins **KROY/Sacramento** to be Assistant PD and handle middays, as **Dorian McKenzie** moves to overnights. Also, **Adrian Bolt** exits **KROY** mornings . . . **Gene Romano** assumes MD duties at **WZZO/Allentown**

as **Cinda Holt** leaves for a sales position at sister stations **WZAI-WUSQ/Winchester, VA** . . . **Debbie Dalton** will be handling the MD duties at **WIQB/Ann Arbor** . . . **Scott Paulsen** moves to **WIMX/Knoxville** as MD . . . **Frank Jackson** replaces the exiting **Doug Davis** as MD of **KWXL/Albuquerque** . . . A raft of changes at **WKZL/Winston-Salem**, as **Chuck Holloway** moves from mornings to middays and steps down as MD. Joining 'KZL from **Z104/Norfolk** are **Steve Kelly** as MD/morning man and **Don Joseph** for 6-10pm, as **Kitty Kinnen**, **Charlie Austin**, and **Tim Hogan** exit.

Bob Gelms will be exiting 10pm-2am at **WLUP/Chicago** within a month . . . Former **WZXR/Memphis** PD **Redbeard** moves to **KTXQ/Dallas** for afternoons . . . **Bill Prescott** goes to **KRCK/Portland** for evenings from **KZAP/Sacramento**, where **Dale Kelley** from **KOZZI/Reno** takes Prescott's place 10pm-2am . . . **Liz West** exits nights at **WDIZ/Orlando** . . . **Charlie Wrobbel** is upped from parttime to evenings at **KTCL/Ft. Collins**, replacing the exiting **Lisa Sidor** . . . The **Metal Shop** show at **KISS/San Antonio** is now hosted by market vet **Joe Anthony** . . . **Jeff Levine** is appointed Research Director at **WBAB/Long Island** from **WAQX/Syracuse**.

Adult / Contemporary



JEFF GREEN

KSSK: New Life For An Enduring Tradition

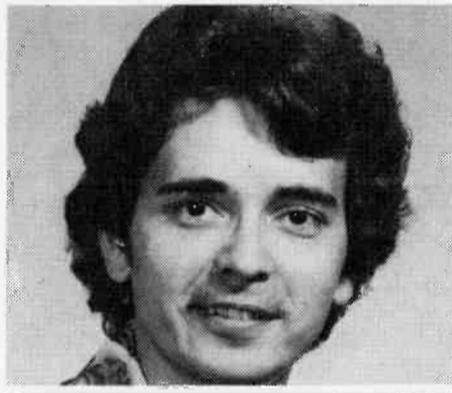
For more than 35 years, Honolulu residents woke to the voice of Hal Lewis, better known as "Aku." His unexpected death last summer not only left his listeners saddened, but left his station, KSSK, without the big weapon it used to influence the market for decades. Below, PD Dale Machado tells R&R's Ron Rodrigues how his station weathered the loss, how it turned \$20,000 into a million, and why it needed a ten-point rise in the ratings.

KSSK is rich in tradition. It was the first link in Congressman Cecil Heftel's radio chain. Its call letters were uttered by Steve McGarrett in countless episodes of "Hawaii Five-O"; and, according to legend, even the Japanese bomber pilots used the station's signal to home in on the islands to bomb Pearl Harbor!

Aku's arrival in the early '60s provided KSSK (then known as KGMB) with its most rewarding tradition. His quarter-million dollar annual salary earned him the label of the world's highest-paid air personality. But his long relationship with his audience was interrupted last spring for cancer surgery. While recovering, Aku suffered a relapse and succumbed.

Shifting Image

"It was a sad, very sad time for us," recalls Dale, "but once we got over that, we had to let people know that even after his death, there was still a radio station here. Aku's audience was decidedly older than the listeners during the rest of the day. He played real MOR, including big band music, while our other personalities reflected a more modern A/C. However, this really provided us the opportunity to make all the dayparts consistent. We could finally ap-



"We needed to prove to ourselves and to everyone else that without Aku, we still had a good product." —Dale Machado

peal to the same audience all the time. To speed that process, we teamed our afternoon guy Michael W. Perry and Aku's former substitute host Larry Price as the new morning hosts."

To advertise these changes, and to create new interest in the station, KSSK gave away a million dollars. That's right... a million dollars!

The station used full-page print ads publicizing the contest. Four coupons were printed at the bottom of the ad; listeners filled them out and mailed them to the station. Contestants were allowed to enter as often as they wished. The coupons were drawn and names announced throughout the day, with listeners given ten minutes to call in. These finalists were then invited to a breakfast at a local hotel, where the grand prize winner was drawn.

"Of course," admitted Dale, "we didn't give away all that money at once. The winner will receive \$20,000 over the next 50 years. But the sound of a million dollars being given away created an incredible amount of interest in the station."

Even before the ratings were released, station officials realized they had a winning promotion. They received more than four million coupons — five entries for every resident in the market! "We encouraged our audience to form networks," he explained,

VALENTINE'S RECAP

A/C Offers "Heartfelt" Promotions

K101/San Francisco sponsored a "Valentine Love Cruise." Listeners were invited by "Love Boat" bartender Ted "Isaac" Lange to call in and recite the correct titles of a love song montage. The grand prize winner will cruise the Mexican Riviera... Seattle listeners were invited to a free Valentine's Day breakfast hosted by KLSY. The station played nothing but love songs that day... WMJI/Cleveland held a Valentine's party in a downtown bar. Roses, diamonds, & movie passes were among the items given away... KKLVI/Anchorage issued K-Love "Kupid Kapers" buttons



KSSK59 Superstation Will Give \$1,000,000 To ONE Lucky Winner!
\$20,000 PER YEAR FOR FIFTY YEARS

Here is how to win one million dollars:

MILLION DOLLAR WINNER — KSSK/Honolulu's morning team of (l-r) Larry Price and Michael W. Perry whoop it up with their million-dollar winner, who'll receive \$20,000 annually for the next 50 years. Behind them are some of the 4,000,000 entries received. Also shown is KSSK's newspaper ad promoting the contest.

LISTENER'S CHOICE

A Look At The Winners

"so they could listen for each other's names. This generated lots of new listening to our station."

Keeping Full Service

Dale knew it was vital to reinforce his station's image as Honolulu's only full-service station. "We have a traffic helicopter, for example, that costs us \$100,000 a year. Although each report is sponsored, it barely meets expenses."

"We also have a news reputation that began with Aku's trust. People came to us with news stories because they felt so comfortable with him and the station. That's a feeling that goes all the way to the top. We're the only station that our governor chose to appear on to speak to his electorate. We're also presenting a greater proportion of local news in this market than any other station, including the all-News outlet. We get people on the street more often than they can. Even without Aku," he emphasized, "our morning team will often break news stories. Larry is also an investigative reporter for a television station here."

The station used some television during the rating period. The locally-produced spot featured a man-on-the-street interviewing listeners about the million-dollar contest. It also highlighted KSSK's new "Superstation" logo. Dale said he employed no special promotions to encourage recycling, but he was pleased with the way his afternoon audience began regularly listening in the mornings.

Will the station be giving away a million dollars again? "We won't be doing that promotion again for awhile," Dale said. "We haven't yet completed our plans for

maintaining our high numbers, but we'll be doing something dramatic."

Dale explained that his station needed the best numbers possible, because Honolulu is a tough-sell market. "You can buy morning drive spots for as low as seven dollars at some stations. It's ridiculous but true. Most stations here lose money. The best way to avoid that is to generate the most dominant numbers we can."

Dale was successful in that quest. The station just missed a 20-share in 25-49 demos, more than doubling its figure from the previous rating period. "We needed to prove to ourselves and to everyone else that without Aku, we still had a good product."

Station Profile

F M 1 0 3
WRKA

WRKA/Louisville
10001 Linn Station Road
Louisville, KY 40223
(502)423-9752

Owner: Capitol Broadcasting
Rep: Blair
General Manager: Joe Koetter
Corporate PD: Dan O'Toole
Assistant PD: Lee Tobin
MD: Jeff Crawford
103.1 MHz
3 kw

"WRKA is Louisville's most popular A/C music station. Our 'Music between Rock & Rocking' is a unique blend designed to attract the 22-44 year old, with an emphasis on 25-34 females. In-house research assures us that our sound is properly targeted. Although we stress music, each jock is allowed to express his genuine personality.

"Morning man **Drew Phinny** and ND **Howard Modell**, known as 'Phinny & Friends,' mix a bright, upbeat sound with pertinent information. We round out the rest of the day with **Joe Fedele**, **Rick Donahue**, **Lee Tobin**, **Gary Moore**, and **Jeff Crawford**.

"Music highlights feature such shows as the 'Thursday Night Music Special' (which features an hour of music by a popular artist), and a Top 30 countdown on Sundays. During February, WRKA is presenting the 'Month of Remember' — A/C's answer to AOR's 'Rocktober'.

"WRKA is very community-oriented, too. We work closely with the University of Louisville, the Louisville Redbirds, the Jaycees & other charitable organizations. WRKA is both a fun and established part of life in "Kentuckiana."

— Jeff Crawford



Video Fulfills The Radio Stars

For one week of the year, WJYC/Detroit's morning team of Jeff Elliott and Jerry St. James broadcast their "Jeff & Jer" show from a different location to let a live audience join in the fun. This year, "Jeff & Jer" tried what the station claims is a local first: for a week they simulcast an hour of their show on WXON-TV (Channel 20) at a local dinner club in front of 250 loyal listeners. Jerry St. James brought his carload of characters to life, as he dressed up as the All-American Bill Biceps, Murphy the Janitor, Guido from Detroit's Eastern Market, Barney the Bus Driver, and (shown here) Gloria from Grosse Pointe.



LON HELTON

WAMZ — NO. 1 12 +

Howlin' In Louisville

You can look high and low, north or south, and you won't find many Country stations that are No. 1 (12+) in their markets. And yet, for the third time in the last four books that is exactly what WAMZ/Louisville has pulled off. A great deal of the credit — although he insists it is a group effort — has to go to PD Coyote Calhoun, and it's Coyote who supplies the details on one of the winningest Country stations around. But first, some history.

Coyote spent 1973 through 1978 at WAKY/Louisville and went to KULF/Houston for three years before returning to Louisville as WAMZ PD in 1981. Over the past five books (12+), the spring '82 ARB showed WAMZ with a 7.3, fall '82 was 13.4, winter '83 11.8, spring '83 11.7, and fall '83 is 12.2. The first thing I asked Coyote was why the sudden jump in numbers between the spring and fall '82 books.



Coyote Calhoun

"When you talk about success, you start at the top and work your way down. You have to have support from the top to go anywhere. The big jump in numbers," Coyote continued, "coincided with Mike Crusham becoming the GM. Mike is the greatest GM in the world. I'm not going to say he's in a class by himself — but it sure doesn't take long for roll call. At any rate, up until Mike came in we were automated. He came in and said we were going to quit spinning our wheels, that he was going to give me all the power I wanted to hire jocks and set things up for a live station just the way I wanted. We hired Lee Bayley as a consultant about that same time, and the numbers have been great ever since."

Winning People

Coyote also attributed a great deal of WAMZ's success to the people on the air and the backing they get from the parent company.

"More than anything else, the staff gets along with one another tremendously — we don't have any ego problems here. I have a great staff that works with — not for — me and I haven't had any turnover in staff for the past two and a half years. By the way, all of the staff — except for my morning man, who has been here for the past 15 years, and myself (eight of the last 11 years in Louisville) — are from this part of the country. Without question this is a big part of our success. The fact they like it here and don't want to leave is also attributable to our working for a great company, Bingham, Inc. They believe in paying people for a job well done. Another thing they have allowed me to do is to give each jock every third weekend off — paid. We all know radio is notorious for its six-day weeks. I feel that if I can guarantee a guy the entire weekend off on a regular basis, he will return re-

juvenated and will work that much harder for you, and it gives a tremendous boost to morale. This is just one of those little things in dealing with people that ultimately results in overall good for everyone involved."

Information

"We run a couple minutes of local news an hour and a minute of national headlines. Our sister station WHAS does such a fantastic job with news, we feel if the audience wants news they will go there for it. I would rather build on our strengths, but at the same time, I do feel it is important to have some sort of news on the station in case something major breaks."

Music

"We're not playing a lot of old oldies — it really comes down to the sound of the record. We are a modern, clean-sounding station, but we still play the George Joneses and Moe Bandys, along with the Michael Murpheys and Crystal Gayles. We just make sure that the records are balanced in each set."

I asked Coyote where he would place his station in the genre of more-music FM Country stations.

"We are not laid-back at all even though we play three in a row. It's after the three-in-a-row that our personality comes out. When a guy backsells a set, I want him to be up and to have life in what he is doing. Between sets the jocks are pretty free to do what they want. I don't mean two-minute bits, but I want them to sound like real people. If something excites them — whether a song or that they are giving something away — I want them to sound like they are excited, because real people get excited about things that make them happy. I don't want my jocks to sound like they are working at a Beautiful Music station — we already have one of those in the market. I want them to stand out, and I would put my

Alone (Again) In The Apple

It was only a couple of weeks ago that WKHK/New York dropped its Country format to become WLTW, playing the light hits. That, of course, left the Big Apple with only one Country outlet, Mutual's WHN. Going on its 11th year as a Country station, WHN has been alone in the Apple before, but not under these circumstances. PD Joel Raab told me about the post-WKHK WHN.

"The first thing we did was get liners on the air like 'You're listening to the Country music station you can always depend on' and 'Welcome home to our Country,' that kind of stuff. Hopefully, these were phrases that had some meaning to current listeners as well as subtle implications to WKHK listeners that maybe had not listened to us for a long time or were perhaps trying us for the first time.

"We also went pretty heavily into TV with 30-second spots saying 'If you've been kicked out of your Country, come home to our Country.' We mentioned 'KHK by name, saying 'In case you didn't know, WKHK isn't playing Country music any more but WHN still is . . . etc.'"

I asked Joel about any on-air changes for WHN, and he told me, "We have been cleaning up the clutter — this has been going on even before WKHK changed formats — eliminating a lot of the stuff that we found listeners leaving us for. We have streamlined our commercial and news load and we're not going to change it, because we don't want to make ourselves vulnerable to FM competition again."

The next question for Joel seemed obvious: does he think New York City can support two Country stations?

"I don't think that it can. There are not enough advertising dollars — actually there's not enough audience to generate enough advertising dollars to support two radio stations competing against each other. The only way there could be two Country stations in New York is if they were co-owned and sold as a combination."

I said to Joel that since WKHK spent a lot of money and made a concerted effort to bump off WHN, it seems as if it might be a while before anybody tries it again.

"I would think so," he replied. "I think we also demonstrated to the market that we were serious about winning this battle — that it was not going to be easy for an FM to come in and roll over us as has been done in so many markets. We had a



very aggressive ad campaign last spring and summer — and even this past fall — along with fine-tuning our program elements to ensure that there would be a minimum of erosion among music listeners."

Coincidentally enough, as this was being written, Dene Hallam, formerly the PD of both WKHK and WHN, stopped by this office on his way back from Hawaii. I put the question about New York supporting two Country stations to Dene, and his response was very different from that of Joel.

"I think that two well-programmed, properly-promoted Country stations can survive in New York. The strength of Country music in the New York area is in the suburbs where the more affluent people are. If advertisers were smart they would realize that. Unfortunately, when you combine the suburbs with the city as the New York metro ARB does, the numbers tend to get watered down. For example, WKHK was number two in men 25-54 on Long Island. Viacom didn't feel there was a future for Country — I disagree — but I respect their decision."

Who's right? All we can do is wait to see if and when another major company will put up the ante to go head to head with WHN.

staff up against any in town when it comes to personality."

Different TV Spots

Interestingly enough, one of the major television ad campaigns run by WAMZ re-

involved around the personalities, not the music! As described by Coyote:

"The setting was a poker game and the plug was 'Boy do we have a hand for you.'"

Continued on Page 36

Have You Heard?

Ma Bell must be making a fortune as PDs and would be PDs from all over the country burn up the phone lines to the GMs at KLAC/Los Angeles, KCQB/San Diego, KLZ/Denver, WPOC/Baltimore, and WIL/St. Louis. Hard to believe, but all those stations are without PDs! New PDs, include Steve McNea joining WUSQ/Winchester, VA from sister station WZZO/Allentown; Jimmy Vinyard crossing town from WIVK/Knoxville to WNOX; Tommy Lee taking over at WOKK/Meridian; and Ed Sobotor, who is upped from MD at WIXL/Newton, N.J. Johnny Fox, former PD at WIXL, is now the MD at the station. Also, WQIK-FM/Jacksonville Program Manager Brian Mitchell goes off the air, as he is upped to OM for WQIK-AM & FM . . . Ron Scott, MD and air personality at KBMR/Bismarck, ND has finally gotten tired of his car not starting and is departing for middays at WPAP/Panama City, FL. Ron's MD

slot will be filled by KBMR morning personality Doug Roberts . . . Jim Randall is upped to MD at KIX106/Washington, DC . . . Afternoon personality Shelley James is now MD at WKMF/Ft. . . The new MD and midday personality at WSIX/Nashville is Liz Cavanaugh. Do you realize that with the addition of Liz all three MDs in Nashville are women? With Liz, Cathy Martindale at WSM and Janet Bozeman at WJKZ, it's no wonder those record guys are always smilin' . . . Jim DuBois promoted to Asst. MD at WDG/Minneapolis . . . Meanwhile, on the air, Penny Reeves takes her half of the KVET/Austin morning show and goes into real estate . . . KZLA/Los Angeles hires Tom Storey for afternoons with Gary Campbell and Stoney Richards coming aboard to do weekends . . . KISS-FM/Miami has Tom Kennedy from WIL/St. Louis joining for afternoons . . . New to mornings at WKKN/Rock-

ford is B.J. Thomas . . . Keith McDonald segues from a parttime shift at WMZQ/Washington, DC to fulltime evenings . . . Amy is the new overnight jock at KRAK/Sacramento . . . Doug McKinnon has left mornings at KJYY/Des Moines and PD Beverlee Bleisch is looking for a replacement . . . Art Saunders is looking for a jock with lots of personality to do weekends at WBAP/Ft. Worth . . . Jimmy Vinyard is looking for a night jock at WNOX/Knoxville . . . For the record, Betty Lou Pardue is PD at KSKX/Topeka . . . And, a final familial footnote, congrats to my youngest brother, Greg Helton, who has been named Station Manager at WMCR/Monmouth College, IL. He's not even in the chair yet and he's already asking if I can improve his record service! See you at the seminar next week in Nashville and don't forget to always let me know what it is you have heard!

Nashville This Week



SHARON ALLEN

Barbara Mandrell: Country's Clowning Glory

For a few days country music's own Barbara Mandrell ran off to join the circus. The result will be her participation in the "Ringling Bros. & Barnum and Bailey Circus" special to be aired March 3 on network TV. She delightedly rode an elephant into the ring, made the ringmaster's opening announcement, but what she loved best were her experiences as a clown. She relates, "They let me be a part of their family."



Barbara Mandrell:
Clowning around

Frosty Little, the clown master, and two other clowns applied her makeup. "Professional clowns never have a top lip in makeup," she learned. "They also make their own costumes." (Frosty let her keep hers). She participated in the burning house and "Tarzan/King King" skits, and was amazed by the dedication and precision of their work, commenting, "They are artists in every sense of the word." And then there was her trip into the audience dressed as a clown. She sat down, watched the show. No one recognized her... that is, until an eight-year-old girl saw her, looked for a moment, then with big eyes asked, "Are you Barbara Mandrell?" Guess you just can't fool kids.

Louise: What A Card!

Louise Mandrell was home, due to a recent illness which forced her to cancel several concerts, including one in Tulsa, OK. It



Louise Mandrell:
King-size card

was 4pm. Dressed in blue jeans and her "Too Hot" red sweatshirt, she was in her kitchen cooking dinner for her husband (RC Bannon) and expected a guest (her mother Mary), when the doorbell rang. Federal Express - delivering the biggest (3-part) get-well card she had ever seen. Station KWEN/Tulsa sent it, and numerous fans signed it.

Louise, overwhelmed, sends her thanks. "Everyone likes a little attention when they've been sick, but this is really extra-special. It's wonderful to know that I have all these friends in Tulsa even when the chips are down." Good news. She'll be back in action beginning in March.

Putting The Cart Before The Disc

When several independent minds get together you know something's got to happen. And when they're promotion minds a new promotion technique can emerge. One has... and it's already given Ed Hunnicutt's new single, "In Real Life," an extra boost. The idea began with Gene Hughes. Driving home after a dinner conversation which revolved around promotional ideas for the single and radio station carting, he thought, "Why don't we send the stations a precarted tape?" Once home, he called Jack Pride, also on the project. Jack loved the idea. Wanting to be sure it was done right, Jack called Mark Damon (ex-PD for WMAK/Nashville). Mark supervised the individual dubbing (direct from a 15IPS master) of about 80 precarted tapes. Jack mailed them out. And the reaction? According to Jack, they got five adds they weren't expecting yet and Rick Johnston, WSLC/Roanoke, told him that it was "the best-sounding cart in the station quality-wise. Even his engineer wanted to know what equipment was used." Are they planning to do it again? What do you think?

Willie & Julio Down By The Pedernales

Julio Iglesias and Willie Nelson recorded their current single "To All The Girls I've Loved Before," in Willie's Pedernales Studio, Austin. According to Bobby Arnold (from the studio), "The event was pretty magical. Julio and Willie are compatible as human beings as well as artists. They're both open, honest, compassionate... real people. Of course, we know Willie and love him, but Julio, too, was so real. He's someone you'd want as a friend." Nice to know about an artist who has (according to Julian Shapiro,

CBS International) sold about 300 platinum and gold or about 100 million records internationally, in his 15-year career.

Artists In Disguise

A few artists dropped by the studio when Pinkard & Bowden were cutting their current single and upcoming album "Writers in Disguise." Who were they? What did they do??? Read on. Steven Railsback, fingersnaps "That's That"... Anne Murray, piano "Arkansas Dog"... The Osmonds, knee slap/boot dance, "That's That"... Michael Murphey, harmonica, "Blue Hairs

Driving In My Lane," and harmony, "What's a W-4"... Don Henley, lead bubbles, "I Lobster But I Never Flounder"... Glen Frey/Jackson Browne/Dan Fogelberg/Michael Rubini, better known as the "Wolf Tones," on "Delta Dog"... David Carradine/David Summerville, weird religious screaming, "Shake A Snake"... Larry Mahan, pull bells, "Woman With A Gun"... Jennifer Warnes birdcall, "Catbird Song"... and someone you know well, Bruce Hinton, piano, "Somebody Done Somebody's Song Wrong."

Howlin' In Louisville

Continued from Page 35

Each player would throw down a card which named each jock and his timeslot. Then I came out of the smoke and said 'WAMZ, with a winning hand in personality and the best Country music in Kentucky. Let's face it, if the good Lord intended for us to listen to Country in mono, we'd only have one ear.'"

Coyote told me the only thing you can do to stay on top is "work harder. Also, you can't begin to screw around with the commercial load by running more spots per hour. You can't cut back the amount of money you are spending for promotion. We run 12 units/10 minutes max - breaking four times an hour - and that's the way it stays. We guarantee a six-pack every hour, and a lot of times we are able to run 30 minutes of commercial-free music."

Looking at the overall Country picture in Louisville, not only is WAMZ up, but Coyote told me the Country numbers now are healthier than they were during the Urban Cowboy movement. Country has a 20.1 share of the market, with WCII (AM) up from 4.7 to

6.2 and WINN up to 1.7. The success of WAMZ, however, is especially amazing when you see that over the past two books its 12-17 rank is up from 6 to 5, 18-34 is up from 3 to 2, 18-49 went 2 to 1, and it has remained No. 1 25-54.

All the way through our chat, Coyote passed around the credit for the success of the station, and the end of our talk was no exception. I asked him if there was anything I didn't cover that he wanted to get in. His response was:

"Whenever you get into programming, you have to learn from somebody, and I feel I was lucky to work at WAKY in 1973 with a guy who I feel taught me a lot of the right things to do, especially when it comes to handling people - which I feel is more than 50% of a PD's job. I learned everything I know from this man and he's my radio hero. I think whatever I have been able to do here is a reflection of what I learned from John Randolph, and I just want to publicly tell him 'thanks.'"

Consider it done, Coyote, and continued great numbers.



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Black/Urban radio is far from dead. Granted, the format has taken its lumps, but when you consider the positive gains made by stations such as WWWW (Z93)/Charleston, SC, you know there's life. Z93's sharp 12+ increase in the fall Arbitron (9.4-15.3) took the station from fifth to first in the market.

Why It Took Awhile

Z93 has had an Urban format since the beginning of '81. Previously, there was a station known as WPXI, which never called itself Urban, yet used an Urban approach. What took WWWW so long to surface? Owner/GM Ken Goodman explained, "WPXI be-



Ken Goodman

came WSSX at 95.1 MHz—right next to us. Since they once played Urban music, people got confused about which station they were listening to. They'd say, 'Yes, I listen to WPXI.' This meant WSSX would get the credit from Arbitron because that was their old call letters with the same frequency. So, it's really taken some time for the figures to catch up with our true popularity. With 31% of the population being black, we should have gotten higher ratings sooner. On the other hand, DST has perhaps helped us capture some of the people who've been there all along."

Balance Of The Sexes

In the Charleston metro, Z93 is second with 18+ men and third in 18+ women. Ken offered an interesting perspective on why his station is so well-balanced between the sexes. "Through my years in ownership, I've observed that for some reason most black jocks always talk to women when they're on the air. I've always felt this was a turnoff to male listeners. The old 'Hey baby, you sure look good' type of stuff is not what we're looking for. Our announcers are black, articulate, and fun-loving. Their on-air approach is of a general market nature, and they basically direct comments to the entire listening audience without singling out females. Occasionally a personality will make a special dedication to a particular woman, but that's a different situation. We just play the music and do the other things that men in this area seem to enjoy."

The Message Is In The Mix

What is it that makes Z93 so appealing to Charlestonians? "It's our unique mixture of music," said Ken. "We include music by white artists who appeal to black people, just as Black stations always have. We play 70% black music and 30% white, but the songs are all hits. Because there's this integrated sound to our music, we now have a strong crossover audience. There's a solid black base, but whites also like our overall sound."

Ken did mention that an AOR competitor has been exposing some black artists such as Michael Jackson, DeBarge, George Ben-

son, Diana Ross, etc. His comment was, "They still play the heavy metal stuff but mix the black music with it. That's like mixing oil and water, and it won't work."



Z93's "Big" Personality

Z93 PD Connie McPhaul is affectionately known as "Big Mac." A "giant" among men, Connie checks in at close to 300 pounds of personality. We immediately started to exchange banter; he calls me "Baby Love," I call him "Heavy Duty."

Connie credits the influence of other jocks to his own success. "One of my mentors was Waymond 'Slick Slack' Johnson, who worked for daytimer WEAL/Greensboro, NC. He was respected by both blacks and whites, so I decided I wanted to be like him. My other favorite jock was Wolfman Jack, and when I was a youngster I would listen to both of them and do my own impersonation. I've got it perfected now, and it is unique. Personality is really my thing. Let's face it — who could turn away from a big lovable guy like me? In this business you have to be unique for people to really pay attention to what you do on and off the air."

"Big Mac" continued, "My show is a mixture of elements. One morning it might be all music, another might feature talk combined with music. We do have a format to follow, but there are times when I feel there's a subject that needs addressing on the air at that very moment. We have the latitude to bend our format and jump into it right there and then. We always get the audience involved so they can air their views. By being flexible, we've been able to cross all racial barriers. Good positive exciting radio has no hangups."

Community Involvement

"Big Mac" then told me about some of Z93's community involvement. "We've done Roof-A-Thons for the United Negro



GET WELL MICHAEL — KMJQ/Houston had thousands of listeners sign a get-well card for Michael Jackson—outside its studios. Listeners from five years old to 50 autographed the card; some even drove from as far as a hundred miles away. From left, Majic 102's Loni Taylor, Joe Martel, John Walker, and station security guard Gil Williams.



WQQK CO-SPONSORS "FRIENDS FOR FISK" BENEFIT — 92Q/Nashville (sporting its new call letters), Compleat Entertainment, and the Miller Brewing Company co-sponsored a fundraiser for the financially-troubled Fisk University. Backstage after the successful event are (l-r), 92Q MD Doug Ellis, PD Dan Jaynes, Compleat artist Jesse Boyce, and concert co-chairman Tony Jones. The concert raised over \$7000 for the University.



Connie McPhaul

College Fund, Muscular Dystrophy, as well as local civic organizations. I've also been deeply involved in converting the problem of drag racing on city streets and highways to authorized drag strips. By taking a personal interest in this issue, it's carried over as a positive on Z93. Every little bit helps."

Sticking With It

"Big Mac" can also be found out in the streets on promotional campaigns. "I've actually gone out and stuck bumper stickers on cars myself (with the owners' permission, of course!) When I'm out in public and I see someone with a competing station's logo on their car, I get on their case! If they say, 'Hey, Big Mac! I heard what you said on the air this morning,' I say, 'Where's your bumper sticker, Brother? I got one right here that will fit your car.' Personality is where it's at! My philosophy is that we don't have to buy our listeners. If you get out in the public, have one-on-one relationships, it'll all pay off in the long run."

Be Unique!

Connie summarized his points, "Most black jocks these days sound like robots and puppets. Everything is so heavily-formatted that the uniqueness of Black/Urban radio has been taken away. We have a format, as I mentioned before, but our jocks are responsible for their music and for making their shows sound good. We give the people what they want. Our music mix includes the hits, plus the best crossover music from artists like Pat Benatar, Police, and Talking Heads. It not only sounds good, but we also keep our black identity intact."



WXYV WELCOMES PATTI LABELLE — Philadelphia International recording artist Patti Labelle posed for this photo at V103/Baltimore between shows while in town for five concerts. From left, WXYV PD Tim Watts, concert promoter Mark Corwin, and V103 MD Mark Williams.

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Free sample from radio's complete show prep service!
HUMOR, CONVERSATION, CALLS, CALENDAR & MORE

Write on station letterhead or call: 5727 Indianola Dr.
(804) 270-7206 9AM-5PM EST Richmond, VA 23228

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

Opportunities

Openings

EAST

WBBF News/Talk seeks enterprising newspeople for future openings. T&R: Bob Lynch, ND, 500 Forman Bldg., Rochester, N.Y. 14604. EOE M/F (2-24)

Small market PA A/C needs night air personality. Rush T&R: WGET, Box 280, Gettysburg, PA 17325. EOE (2-24)

Evening announcer, plus run board for sports & syndicated programming. T&R: Joe Corcoran, PD, WCAP, 243 Central St., Lowell, MA 01852. EOE M/F (2-24)

Full-service A/C has openings. 3 yrs. experience & production. T&R: C.R. Stewart, WGVA, Lenox Rd., Geneva, NY 14456. No calls. EOE M/F (2-24)

KEY-95 still seeking ND. At least 1 yr. commercial experience. Large company with liberal benefits. T&R: Mike Farrow, WKYE-FM, 109 Plaza Dr., Johnstown, PA 15905. (2-24)

Openings

Join growing chain of aggressive CHR stations. Rush T&R: Jim Zippo, 96KISS, U.A. Tower, 50 Music Sq., Suite 901, Nashville, TN 37203. EOE M/F (2-24)

Accepting T&R's for future full & parttime openings for A/C entertainers only. Bryan Chase, 96 KVKI, 515 Marshall St., Shreveport, LA 71115. EOE M/F (2-24)

WRMI-FM hot CHR seeking top-flight jocks, all shifts. 3 yrs. experience. T&R: Charlie Fox, Box 927, Lexington, KY 40588. EOE (2-24)

KVOP/KATX needs air personality with sports & PBP experience. Good salary & benefits. T&R: Steve Coulter, Box 1420, Plainview, TX 79073. 806-296-2771 EOE M/F (2-24)

100kw sunbelt A/C-CHR seeking air talent. T&R: Greg Herpin, WTGI, Box 3067, Hammond, LA 70404. 504-345-5922. (2-24)

WZXY 105 looking for PM drive personality. CHR experience a must. T&R, photo: Reggie Jordan, WZXY, Box 9, Kingsport, TN 37662. EOE (2-24)

Openings

Small market station looking for aggressive PD. Learn from one of the country's leading consultants. Call 308-635-1320. EOE M/F (2-24)

Top-rated 100kw seeking team player with personality full & parttime openings. T&R: Ken Carson, WHNN, Box 96, Saginaw, MI 48606. No calls. EOE M/F (2-24)

TOP 5 MARKET FORMAT LEADER

Seeks afternoon drive personality. AOR, CHR experience . . . up, natural delivery . . . immediate opening, great dollars for the right person. T&R to: Radio & Records, 1930 Century Park West, #637, Los Angeles, CA 90067. Equal Opportunity Employer M/F

RARE OPENING!

Upper Midwest CHR FM. 19K+ for PM drive personality. Excellent benefits. Solid company. No beginners. Top rated station. T&R to Radio & Records, 1930 Century Park West, #639, Los Angeles, CA 90067.

Openings

WKAU/Appleton P2 CHR has PM drive DJ/MD opening. If you're good, rush T&R: Ron Ross, PD, 1765 Block Rd., Kanhauna, WI 54130. (2-24)

N/T 1210 WAVI now accepting T&R from qualified talk hosts. Steve Hall, OM, WAVI, 1400 Cincinnati St., Dayton, OH 45408. EOE M/F (2-17)

News Director Medium Market

Locating, writing, broadcasting news and directing small news staff at a leading, progressive and solid station. Enthusiasm, several years experience and stable job history required; News Director and larger market experience preferred. EOE M/F. Doug Whitman, KIX-104, PO Box 1104, Fayetteville, AR 72702.

Future openings for airshifts at A/C KRBA. T&R: Roger Shannon, PD, 104 S. Emporia, Wichita, KS 67202. EOE M/F (2-17)

"P.T. BARNUM" was the Master of Promotion!!

You think you're better? If so, we want to hear from you. If you're frustrated with not having the money you need for successful promotions, we want to hear from you. If you can make a top 10 broadcast operation shine, this is your chance to prove it.

Let us hear from you. All replies confidential. Grab our attention by sending your philosophies and samples of your latest creations to: Radio & Records, 1930 Century Park West, No. 635, Los Angeles, CA 90067. EOE M/F

Southern New England AOR station seeks experienced PD familiar with format. T&R, cover letter: David Malm, Box 3707, Providence, RI 02912. EOE M/F (2-24)

92 Star wants announcer. Extensive music/production capabilities. Excellent future group operation. T&R: Gary Mercer, WYST, 1111 Park Ave., Baltimore, MD EOE M/F (2-24)

Immediate opening, ND. US-Canadian A/C. Killer station. Rush T&R: Paul James, WYBG, 162 E. Orris, Massena, NY 13662. EOE (2-24)

Announcers, fast growing suburban NYC accepting T&R for future. Top island signal. Pros only. Sean Casey, WALK AM-FM, Box 230, Patchogue, NY 11772. No calls. EOE (2-24)

Cross to sales. 50kw FM CHR needs sales executives with production & programming experience. Great bucks & benefits. T&R: GM, 96 WMR, 89 Congress St., Rumford, ME 04276. (2-24)

Central Jersey's 'Magic' seeks newperson for AM/PM drive. T&R: Joe De Rose, WMGO-FM, Box 100, New Brunswick, NJ 08903. EOE M/F (2-24)

Opening for ND in SE New York on MOR-AM/CHR-FM. Experience a must. WVNR/WSPK. T&R: Al Lessne, 475 S. Ave., Beacon, N.Y., 12508. 914-831-8000. EOE M/F (2-24)

Organized, aggressive Promotion Director for WINE/WRKI, A/C & AOR. Resume: Buzz Knight, Housatonic Valley Broadcasting, Box 11, Brookfield, CT 06804. No calls. EOE M/F (2-17)

ND needed for AM/FM stations in beautiful college community home of Penn State. T&R: Joe Trimarchi, GM, WMHA/WXLR, Box 888, State College, PA 16804. (2-17)

Suburban NYC A/C needs smooth midday personality with good production. T&R: WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (2-17)

Top 10 Major Market Operation

Needs production wizard to add finishing touches to a Contemporary Radio Leader. If you've got magic fingers and great mike techniques, we'd love to hear from you. Outside agency work also very possible. All replies strictly confidential. Send samples and resumes to: Radio & Records, 1930 Century Park West, #634, Los Angeles, CA 90067. EOE M/F

Utica/Rome NY's most listened-to station, 50kw WRCK needs overnight rocker. Rush T&R: Jim Reitz, Box 781, Utica, NY 13503. EOE M/F (2-17)

SOUTH

Looking for air talent. Experience in Urban or R&B beneficial. Also MD. Reg Henry, WJZX, Box 3387, Coco, FL 32922. EOE M/F (2-24)

Seeking PM drive personality. Good salary & benefits. T&R: Dave Jagger, KVIC, Box 3487, Victoria, TX 77903. EOE M/F (2-24)

Country KDJW/KBUY have immediate openings for PM drive talents. T&R: Shotgun Kelly, Box 5844, Amarillo, TX 79117. EOE M/F (2-24)

Morning Drive

The Space Coast's #1 station is looking for a creative, warm, relatable, morning drive pro. Tapes & Resumes to: Allen Jackson, WRKT AM & FM, P.O. Box 3845, Cocoa, FL 32924-3845. EOE M/F

NEED 2ND HALF OF MORNING TEAM

Medium market Modern Country station seeking personality to complement morning show team. Must be friendly and outgoing. Good benefits and opportunity for growth. Also seeking afternoon drive talent. T&R: Radio & Records, 1930 Century Park West, #638, Los Angeles, CA 90067. EOE M/F

Wanted: Morning personality with production skills. T&R: Bill Wynn, WEED, Box 2267, Rocky Mount, NC 27801. EOE M/F (2-24)

Ready to move up to mornings? Friendly, local, topical & a little bent. New Orleans area Top Tracks. T&R, salary: Mark Seger, WHMD, Box 1829, Hammond, LA 70401. EOE M/F (2-24)

NEWS DIRECTOR

Top 50 FM looking for strong delivery and people manager. Great facilities and stable company. Tapes and resume in confidence to: Radio & Records, 1930 Century Park West, #633, Los Angeles, CA 90067. EOE

NATIONAL BROADCAST TALENT COORDINATORS needs announcer, sales & newspeople, male/female for immediate openings. For registration form, enclose \$2.00. Box 20551, Birmingham, AL 35216. (2-17)

MIDWEST

B106/WBWA seeks morning A/C communicator. Remote, phones, humor. Beautiful great lakes coast. Good pay & benefits. T&R: Jim Lien, Box 207, Washburn, WI 54891. EOE M/F (2-24)

RADIO HELP WANTED ANNOUNCERS

MAJOR MIDWEST CHR LEADER is seeking Fun and Entertaining morning personality with a proven track record and a "CREATIVE MIND/STRONG VOICE" Production "WIZ." Must be a team player. Send tape and resume to: Radio & Records, 1930 Century Park West, #632, Los Angeles, CA 90067. EOE

Midwest Medium Market

Full service A/C needs bright, entertaining personality with warmth & relatability. Pay around 20k. Cassette, resume, present salary and ratings history to: Radio & Records, 1930 Century Park West, #636, Los Angeles, CA 90067. EOE

TOP RATED 100,000-WATT FM CHR

Is looking for a newsmen/personality/second banana to join our morning show. Must be off beat and able to deliver bizarre stories in an entertaining manner. Rush tape and resume to: Radio & Records, 1930 Century Park West, #628, Los Angeles, CA 90067.

1430 KTYN

Production specialist creative copy a must! This position will include the designing of ad campaigns and working hand in hand with our sales staff and clients. Excellent pay and benefits. State-of-the-art facilities. Station located in beautiful college town with excellent schools and recreations areas. T&R to Bob Simmons, Program Manager, KTYN, Box 637, Minot, ND 58701.

OUTSTANDING OPPORTUNITY!

Midwestern medium market personality A/C needs warm, adult communicator for morning drive. If you can tie into the community and relate to 30+, we want to hear from you! Excellent pay/benefits. T&R to: Radio & Records, 1930 Century Park West, #627, Los Angeles, CA 90067. EOE M/F

THE BEST WANTS THE BEST!

Major Midwest Powerhouse is accepting tapes for an entertaining personality who knows how to have fun! If you are ready to perform on a major market state-of-the art facility, we're ready to listen to you. Tapes & resumes only to: P.O. Box 41459, Chicago, IL 60641. An Equal Opportunity Employer.

Experienced GM for 5kw AM/100kw FM in the Upper Peninsula of Michigan. Must be strong in sales. Call nights: (517) 321-1763. (2-17)

WEST

New Southern CA CHR seeks enthusiastic production, news, sales, & air talent. T&R: J.L. Martinez, Box 55641, Valencia, CA 91355. EOE M/F (2-24)

Top L.A. Urban station seeking announcers for all shifts. Must be youthful, tight, energetic cooks. T&R: Willie Jones, 3847 Crenshaw Bl., LA, CA 90008. EOE M/F (2-24)

RARE OPENING

Perform and grow as a morning entertainer at one of America's leading CHR's. KYNO-FM/Fresno has an immediate opening for a witty and energetic personality who is fun to listen to. T&R to: Wayne Decker, P.O. Box 6029, Fresno, CA 93703. EOE M/F

KMIX needs creative production director. T&R, scripts: Steve Amari, Box 979, Modesto, CA 95351. No calls. EOE M/F (2-24)

WE WANT WINNERS!

Western Cities Broadcasting is a young growing company that looks for winners! If you want to work with a company that's "Career Oriented" and not just another "Job," then we need to talk. I am looking for program and news directors, air talent & news people for future openings in our markets. Send tape, resume, programming profile to: Dave Van Stone, VP/Programming Western Cities Broadcasting, PO Box 9686, San Jose, CA. 95157, EOE M/F. No Calls Please.



Opportunities

Openings

AM/FM in brand new facility. Need stable CHR AM drive jock. Pretty university town. T&R: Box 267, Logan, UT 84321. EOE M/F (2-24)

Talk host for N/T KVOR, the voice of the Rockies. Rush T&R: Mark Murray, 615 E. Brookside, Colorado Springs, CO 80906. EOE M/F (2-24)

KIST is looking for a midday & evening personality. T&R: Dick Williams, KIST, Box 1169, Santa Barbara, CA 93102. EOE M/F (2-24)

One of the U.S. top-rated CHRs needs qualified parttimers. T&R: Bill Cody, PD, KTRS, 251 W. 1st., Casper, WY 82601. EOE (2-24)

Central Oregon's top A/C needs AM drive personality. Experienced only. T&R: Chip Lewis, KBND, Box 5037, Bend, OR 97708. EOE M/F (2-24)

KUDO-FM has future A/C openings. T&R: Bill Bauman, Tropicana Country Club, 66 E. Tropicana, Las Vegas, NV 89109. No calls. (2-17)

MORNING ENTERTAINER

Canada's first AOR is looking for entertainment in the mornings. Must be street smart and know what promotion and marketing is all about. Cassette and resume to: Don Shafer, CFOX/FM, 1006 Richard Street, Vancouver, BC V6B 1S8. EOE M/F (A division of Moffat Communications LTD)

KWAV seeks air talent for possible future openings. A/C format. Pros only. T&R: Box 1391, Monterey, CA 93940. EOE M/F (2-17)

Alaska's newest Country taking T&R for immediate openings. Steve Chapman, PD, KTNX, 1549 E. Tudor Rd., Anchorage, AK 99507. EOE M/F (2-17)

NEWS DIRECTOR.
MAJOR MARKET AM-FM
Radio's best broadcast group seeks take charge individual to assign staff duties, critique department performance, co-anchor morning news. Good writing, editing ability, and credible delivery a must. Excellent salary/benefits and growth opportunities for the right person.

Send tape, resume, picture & references to: Radio & Records, 1930 Century Park West, #631, Los Angeles, CA 90067. EOE

KMGG needs an AM drive personality. We are looking for a top-line talent & will pay what it takes. Jeff Salgo, 8430 Sunset Bl. #418, Los Angeles, CA 90028. EOE M/F (2-17)

Positions Sought

2-time assistant PD with 3 yrs. on-air seeks PD/DJ in small or medium market. CHR, A/C, oldies. 415-964-5030. (2-24)

Looking West. Short on paper, strong in real life. Proven money productions. Seasoned pipes, tight board, humor. PD phone home! Honest talk. REX 414-637-8102. (2-24)

Better yet, hire a pro! 6 yrs. big-market experience, production, awards, publication, etc. Outspoken, silly, or straight. \$18k+. NE preferred. BRIAN 203-225-0085. (2-24)

New York, New York! Creative copywriter/producer looking for syndicated program writer/production gig in NYC. humor a specialty. Gus Davis 518-783-7365. (2-24)

Available immediately. Excellent announcer, good production, copywriting. Broadcast school graduate. 319-355-4212. JOHN (2-24)

Superman news dude with top ratings from NYC to San Diego looking to make your mornings a winner. Call 505-885-4920. (2-24)

12 yrs. PD with WNAP/Indianapolis. 15 yrs. as top personality. Specialized in increasing station revenues & marketing. CHRIS CONNER 317-842-0404. (2-24)

Positions Sought

WISN/WLPX, WMGF/Milwaukee. On-air, promotions including morning drive. Looking for medium, large promotion director or airshift. 414-482-9797. (2-24)

9 yr. Country pro, PD, MD, creative air personality. Top ratings. CA & SW, medium-major market. 602-747-5364. (2-24)

Looking for Southeastern station looking for me. More than 10 yrs. medium market. AOR, CHR, Country. PD. Research. J.C. 815-929-0772. (2-24)

Just the voice you were looking for. Experienced pro, Country, CHR formats. Looking for permanent home in medium, large markets. MARK STEPHENS 714-888-7974. (2-24)

Medium/major market Country-A/C personality seeks position in Southeast. 1st phone & 6 yrs. experience. TERRY. 502-845-4392. (2-24)

Presently working but looking for a people-oriented organization. 7 yrs. experience with CHR, A/C, Country. Call 215-435-4283. (2-24)

First female PM drive in Philly & Baltimore wants fulltime challenge. Warm, funny, with 8 yrs. Country experience. Let's win. 615-833-4177. (2-24)

Western states newsmen for hire. 5 yrs. experience as reporter-anchor, writer-producer & talk show host. TV too. Seeking stability. ED. 206-523-4495. (2-24)

Experienced PD, European experience, Scandinavian languages. Available March 1st. TONY DENMARK, 24671 Del Prado #9, Dana Point, CA 92679. 714-240-0308. (2-24)

Get me out of the Vallejo shack. Saturday midday man at KNBA eager for major market gig. Call FRANK BUTERA at 415-223-1534. (2-24)

Top 100 market high energy communicator wants to help your station to win. Great numbers, good production, excellent references. Call C.R. 409-769-2871 or 860-3385. (2-24)

Strictly professional PD seeking fresh opportunity. 12 yrs. BA, proven on-air, multi-track production, references. JOHN. 303-687-6983. (2-24)

5 year professional. Good pipes, Urban & Black formats. Willing to relocate in medium market. Call MIKE. 704-865-7166. (2-24)

Chicago DJ seeks position Midwest area. Smooth delivery-versatile. MARK NAPOLEON. 312-824-5778. (2-24)

JIM McCLOUD, former PM drive personality at KLAC/Los Angeles. Seeks mornings or afternoons in top-50 market, preferably Midwest or South. Country/CHR. 818-784-0570. (2-24)

Do You Need An Extra Ear?

Proven medium market Country programmer ready to help with ideas on formatics, music, research, air talents. Call Bob Ryan at Tulsa's #1 station. (918) 587-9595.

3 yr. announcer from WI wants to relocate. Looking for air-shift, production & copy. Small, medium markets. Also knows live-assist. GARY RAY. 715-752-4217. (2-24)

PD/AM announcer in Lake Tahoe seeking step up. 7 1/2 yrs. experience. Excellent production & knowledgeable formats. GARY. 916-544-6471 M-F, 6am-2pm. (2-24)

Where has all the talent gone? Adventurous GM's & PD's try me. MD a specialty. ROD. 213-654-8067 or 857-8472. (2-24)

Automation wins again. Hardworking team player. 3 1/2 yrs. experience seeks promotionally-active A/C or CHR in West. Any shift. CHRIS. 415-652-4420 anytime or 915-646-6739 after 6 CST. (2-24)

Friendly, personal sounding announcer. 7 yrs. BB, Country, & Contemporary experience. 33 Richmond Pl., Akron, OH 44303. (2-24)

Creative & enthusiastic 2-man team with program & music experience available immediately. TERRY FISHER. 704-255-0553. (2-24)

Stuck in traffic. 24-carat news personality hates big rigs, wants back into big market news. Ace writer, top references, heavy experience. 713-784-6007. (2-24)

Enthusiastic male DJ looking for a home somewhere in the upper midwest. Team worker. Call ROB at 218-681-6364. (2-24)

PD/OM automation, promotion & sales experience looking for same position in small market with growth potential. DON. 919-552-9035 after 3. (2-24)

Articulate, mature, recent college grad with 2 yrs. commercial experience seeking western states opportunity. JEFF DOYLE. 206-454-9659. (2-24)

Experienced & pleasant A/C announcer seeking shift. Pittsburgh or NE area. MARK. 703-986-0898. (2-24)

Experienced communicator with sterling ratings wants new top-50 market challenge. CHR, A/C, Country, PD award winner. Working now. JIM ADAMS. 716-647-9222. (2-24)

Bill Hickok delivers. Ratings, mornings, fun, 75 voices. Phones, experience, reliability, basics, lifestyle — and he's still available. He's hot. 504-769-3096. (2-24)

Positions Sought

15 yr. pro with extensive knowledge of Country music. Good pipes. Looking for position with organization that knows how to win. 504-927-9259 or 344-2686. (2-24)

Me again! 7 1/2 yrs. experience as DJ & MD looking to relocate in small to medium CHR or A/C in NE. STEVE. 914-331-0354. (2-24)

Doctor X is ready to make your station a winner. Are you? Call 312-272-2430. Let's talk. (2-24)

ND/DJ, 5 yrs. on air, original comedy, news satire, strong production, seeking major market. AOR, CHR, N/T. RICH ALCOTT. 707-937-0719 or 964-7277. (2-24)

JEFF SCOTT, top morning man in Stockton, CA is available immediately for Hot Hits or CHR station in West. Also sports. 818-448-1767. (2-24)

Morning Show

A/C pro who can deliver! A strong, colorful, hard working personality with plenty of humor and friendly one-to-one communication. Currently in West. Call (415) 586-5830 or (213) 306-8430.

Fresh Country music jock with New York experience & communications degree seeks fulltime position. Have job will travel. RICH GABRIEL. 212-459-2655. (2-24)

BM announcing background includes Bonneville's KOIT & WRFM. Also KJOI/Los Angeles. Want to relocate in large market. Call 602-956-6677. (2-24)

10 year pro, last 2 1/2 as OM/PD. I'm not looking for just a job, I want a learning situation. Call JOHN. 303-336-3017. (2-24)

STEPHEN C. BROWN is available. Send your sealed bids to Box 13672, Tucson, AZ 85732. Or call 602-885-1997. (2-24)

Workaholic in cold turkey after new management cleaned house. Please cure me. AOR, CHR or A/C. Strong production. Call TIM BROUGH at 717-374-5111 or 1155. Will relocate. (2-24)

Love OHIO. Current Asst. PD-MD at AOR. 6 yrs. experience. Any shift, any position. Production. Versatile radioholic. M.J. 614-593-7248. (2-24)

Fun radio? Let's talk. Major market CHR formats only. Let's win together. MYKE KROSS. (805) 489-1280 after 5 PST. (2-24)

East Coast DJ seeks entry-level position anywhere. Preferably R&B or U/C format. Excellent music knowledge, fine production work. DENNIS JAMES. 716-893-8978. (2-24)

Radio — brimful of qualities that make it the perfect medium. Energy, warmth, charm & chutzpah! Major market female personality for top-20 CHR. 312-777-6054. (2-24)

Male entry-level broadcasting grad seeks urban contemporary or black format anywhere SE or SW. Excellent production skills & creative. DENNIS. 716-894-1322. (2-24)

ND/anchor. Great voice, crisp writing style. Interviews, features, lifestyle reporting. 10 yrs. experience. DON. 615-842-1188. (2-24)

Billboard Award Winner

Billboard AOR personality Of The Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstars" outlet. Over 7 years experience on-air; programming; production; promotions. BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

MIKE BUTTS, 14 yr. major market drivetime pro. KIQQ, KCBO, KDWB, KIMN, KXOK, KPPL, WTIC. Marketable, community-involved. Call (303) 444-5600 or 694-3324. (2-17)

Experienced PD looking for small, medium station that needs good help. Works well with inexperienced talent. SHAWN (206) 282-3765. (2-17)

Give me a chance to NUKE your competition! DC101, WKLS, WQXM, 95YNF. AOR preferred. Available now. RICK ANDERSON (813) 595-6584. (2-17)

OK, it's time to pull off the gloves & get down to brass knuckles. Small market A/C, CHR jock wants to move up. Hard-working team player, any shift. (415) 652-4420. CHRIS (2-17)

Indiana personality seeks new challenge. Prefer A/C personality, drive shift. Call JOHN DIAL (317) 849-5533. (2-17)

Top share PM drive latest book. Open to new & interesting AOR/CHR challenges/opportunities. MARK LYONS (805) 528-6449. (2-17)

Ambitious, experienced announcer seeking fulltime position with your station in a small/medium market. Will relocate. DEAN SEVERANCE (517) 872-5445. (2-17)

Top-50 morning man with humor, phones, involvement & superb 25-54 ARB's. Interested? (502) 425-5874. (2-17)

Positions Sought

MD, experienced CHR & A/C. Willing to learn more from good PD. On-air, with little chance to move up. GARY (609) 387-4067, before 4pm, EST. (2-17)

3 yr. pro seeks secondary/medium market break. Will consider small market with opportunity in programming. A/C, CHR, AOR. Will travel. JOE (904) 786-7577. (2-17)

Talented & energetic A/C DJ seeking air shift. Pittsburgh or NE desired. Excellent production. Call MARK at (703) 986-0898 after 4pm. (2-17)

Changes

RADIO

Lynn Rego joins KGO/San Francisco as Account Executive.

Phyllis Jacobs joins the sales staff at KHFI-FM/Austin.

Fred Smith joins the sales staff at KHFI-FM/Austin.

RECORDS

Maryann Gabledon appointed Payroll Manager at WEA/Burbank.

Leroy Barry Choice named Advertising Administrative Assistant at WEA/Burbank.

Beebe Jennings promoted to Licensing & Contract Administrator, Special Projects; PolyGram Records/New York.

Marguerite Renz appointed Administrator, Communications Services, RCA Records/New York.

INDUSTRY

Woo Chun appointed Business Manager of Hillier, Newmark, Wechsler and Howard/New York.

Harriet Lapidus promoted to Account Executive, Hillier, Newmark, Wechsler & Howard/New York.

Frank Mandel promoted to Director of Copyright & Royalties, Chappel/Intersong Music/New York.

Miscellaneous

WAKS/Raleigh, NC, new southern Gospel needs record service from all labels. Calvin, 919-552-2263 after 1pm. (2-24)

WABK needs CHR & Country service. Ryan Cote, Box 1280, Gardner, ME 04345. 207-582-3303. (2-24)

Z-93 dropped automation & went live with CHR format. We need service, singles & LP's. Send to: Tom Grier, WIZM-FM, Box 99, La Crosse, WI. 54601. 608-782-1230. (2-24)

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

R&R Opportunities Advertising

Radio & Records provides **free** listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listings by phone on **Wednesday, Thursday & Friday 9am-5pm (PST).**

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$20 per inch per week (maximum 35 words per inch). Includes **border and logo.**

Blind Box: \$35 per inch per week (maximum 35 words per inch). \$20 for **border, box number, \$15 for postage/handling.**

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in **advance.**

For Opportunities, call (213) 553-4330 (Wednesday, Thursday, or Friday only) or mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

WANG CHUNG "Don't Let Go"
THOMPSON TWINS "Hold Me Now"
MATTHEW WILDER "The Kid's American"
BILLY IDOL "Rebel Yell"
ROMANTICS "One In A Million"
PHIL COLLINS "Against All Odds
(Take A Look At Me Now)"

Contempo 300

THOMPSON TWINS "Hold Me Now"
PHIL COLLINS "Against All Odds
(Take A Look At Me Now)"

Great American Country

OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes"
KENDALLS "Thank God For The Radio"
JOHNNY RODRIGUEZ "Too Late To Go Home"

Concept Productions

Dick Wagner (916) 782-7754

CHR

MATTHEW WILDER "The Kid's American"
BONNIE TYLER "Holding Out For A Hero"
KOOL & THE GANG "Tonight"
ROMANTICS "One In A Million"
BON JOVI "Runaway"

Century 21

Greg Stephens (214) 934-2121

The Z Format

TRACEY ULLMAN "They Don't Know"
KOOL & THE GANG "Tonight"
DWIGHT TWILLEY "Girls"
BONNIE TYLER "Holding Out For A Hero"
BON JOVI "Runaway"
QUEEN "Radio Ga Ga"
ROMANTICS "One In A Million"

The A/C Format

PHIL COLLINS "Against All Odds
(Take A Look At Me Now)"
STEPHEN BISHOP "Unfaithfully Yours
(One Love)"
JEFFREY OSBORNE "We're Going All The Way"
PAUL YOUNG "Come Back And Stay"

Super-Country

JOHN CONLEE "As Long As I'm Rockin' With You"
WAYLON JENNINGS "I May Be Used
(But Baby I Ain't Used Up)"
DAN SEALS "God Must Be A Cowboy"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

STEPHEN BISHOP "Unfaithfully Yours
(One Love)"
PAUL YOUNG "Come Back And Stay"
POINTER SISTERS "Automatic"
LIONEL RICHIE "Hello"
MINOR DETAIL "Take It Again"

Your Country

T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"
HANK WILLIAMS, JR. "Man Of Steel"
OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes"
McCLAIN & GILLEY "Candy Man"
CRYSTAL GAYLE "I Don't Want To Lose
Your Love"
JOE STAMPLEY "Brown Eyed Girl"
ANNE MURRAY "That's Not The Way
(It's S'posed To Be)"

Hit Rock

THOMPSON TWINS "Hold Me Now"
PAUL YOUNG "Come Back And Stay"
DWIGHT TWILLEY "Girls"
OLIVIA NEWTON-JOHN "(Livin' In)
Desperate Times"
WANG CHUNG "Don't Let Go"

Bonneville Broadcasting System

Dave Verdery (800) 631-1600

Easy Listening

CARPENTERS "Your Baby Doesn't
Love You Anymore"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"
BARBARA MANDRELL
"Happy Birthday Dear Heartache"
OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes"

The Great Ones

JIMMY BUFFETT "Brown Eyed Girl"
LINDA RONSTADT "I've Got A Crush On You"
GARY PORTNOY "Theme From Cheers
(Where Everybody Knows Your Name)"
EARTH, WIND & FIRE "Touch"
THOMPSON TWINS "Hold Me Now"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

LINDA RONSTADT w/NELSON RIDDLE ORCH.
"I've Got A Crush On You"
CLIFF RICHARD "Donna"
STEPHEN BISHOP "Unfaithfully Yours
(One Love)"

Country Coast-To-Coast

OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes."
CRYSTAL GAYLE "I Don't Want To Lose
Your Love"
JOE STAMPLEY "Brown Eyed Girl"
RONNIE McDOWELL "I Dream Of Women Like You"

Rock America

DWIGHT TWILLEY "Girls"
HOWARD JONES "New Song"
QUEEN "Radio Ga Ga"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

TRACEY ULLMAN "They Don't Know"
HOWARD JONES "New Song"
KOOL & THE GANG "Tonight"
PHIL COLLINS "Against All Odds
(Take A Look At Me Now)"

TM A/C

PHIL COLLINS "Against All Odds
(Take A Look At Me Now)"
ANNE MURRAY "That's Not The Way
(It's S'posed To Be)"

TM Country

WAYLON JENNINGS "I May Be Used
(But Baby I Ain't Used Up)"
OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes"
CRYSTAL GAYLE "I Don't Want To Lose
Your Love"
GEORGE STRAIT "Right Or Wrong"
T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"

BPI

John Iles (800) 426-9082

Adult Contemporary

CLIFF RICHARD "Donna"
MICHAEL SEMBELLO "Talk"
LINDA RONSTADT w/NELSON RIDDLE ORCH.
"I've Got A Crush On You"
ANNE MURRAY "That's Not The Way
(It's S'posed To Be)"

Country Living

GAIL DAVIES "Boys Like You"
DAVID WILLS "Lady In Waiting"
T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"
McCLAIN & GILLEY "Candy Man"
RAZZY BAILEY "In The Midnight Hour"
OAK RIDGE BOYS "I Guess It Never
Hurts To Hurt Sometimes"

1984	MARCH
2-4	★ MICKEY GILLEY
9-11	★ SYLVIA
16-18	★ BILLY CRASH CRADDOCK
23-25	★ CHARLY McCLAIN
30- APR 1	★ JERRY REED

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Black/Urban

BREAKERS

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

DENNIS EDWARDS featuring SIEDAH GARRET

Don't Look Any Further (Motown)

70% of our reporting stations on it. Rotations: Heavy 10/0, Medium 27/5, Light 15/7, Extra Adds 0, Total Adds 12, WAMO, WOOK, WHUR, WVEE, WDRQ, WKND, WGIV, WKXI, WPDQ, WANT, KOKA, WAAA, WVKO. Debuts at number 27 on the Black/Urban chart.

STARPOINT

It's All Yours (Elektra)

70% of our reporting stations on it. Rotations: Heavy 1/0, Medium 20/3, Light 29/12, Extra Adds 2, Total Adds 17, KRNB, WJMO, WDRQ, WJLB, KDAY, XHRM, WKND, WNHC, WATV, WJMI, WKXI, KJCB, WLOU, WLVW, KHYS, KDKO, KUKQ. A Most Added Record. Debuts at number 35 on the Black/Urban 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.

LAI D BACK "White Horse" (Sire/WB) 42/11

Rotations: Heavy 15/1, Medium 12/4, Light 12/3, Extra Adds 3, Total Adds 11, KRNB, WBMX, WZEN-FM, WGIV, WJMI, WQOK, WANT, WAAA, WLUM, KDIA, KUKQ. Heavy: WILD, WDAS, WJLB, WHRK, WGCI, WDRQ, WJLB, KDAY, WATV, WLVW, WJMO, WLOU, WKWM, WVOI. Medium: WRKS, KRLY, WZAK, KSOL, WKND, WOIC, WANM, WWWW. Debuts at number 32 on the Black/Urban chart.

S.O.S BAND "For Your Love" (Tabu/CBS) 41/7

Rotations: Heavy 3/0, Medium 17/1, Light 18/3, Extra Adds 3, Total Adds 7, WBMX, WGPR, XHRM, WLVW, WQOK, WPLZ, WWWW. Heavy: WRDW, WATV, WJMO, WJLB, WZAK, WDRQ, KDAY, KJLB, WPEG, WNOO, WOIC, WPDQ, KOKA, WANM, WDAO, WTLK, KDIA.

DIONNE WARWICK "Got A Date" (Arista) 40/3

Rotations: Heavy 5/0, Medium 24/1, Light 10/1, Extra Adds 1, Total Adds 3, KKDA-FM, WJMO, WLOU. Heavy: WVEE, KACE, WLVW, WTLK, KUKQ. Medium: WILD, WAMO, KRNB, WEDR, WAIL-FM, WCIN, WZAK, WJLB, WZEN-FM, KJLB, XHRM, KNOW, WPEG, WNOO, WKXI, WPDQ, KJCB, WJMO, WAAA, WDAO, WLTH, WVOI. Remains at number 34 with a bullet on the Black/Urban chart.

JOHNNY MATHIS with DENIECE WILLIAMS "Love Won't Let Me Wait" (Columbia) 39/21
Rotations: Heavy 1/1, Medium 11/5, Light 25/13, Extra Adds 2, Total Adds 21, WXYV, WILD, WAMO, KRLY, WYLD-FM, WZAK, KDAY, XHRM, WNHC, WJAX, WPDQ, KJCB, WJMO, WAAA, WLTH, WKWM, WVOI, KDIA. Medium: WJLB, WTLK, WPDQ, KOKA, WANM, KUKQ.

CON FUNK SHUN "Don't Let Your Love Grow Cold" (Mercury/PolyGram) 38/6

Rotations: Heavy 4/0, Medium 17/0, Light 14/3, Extra Adds 3, Total Adds 6, WDMT, WGIV, WPEG, WOIC, WKXI, WPLZ. Heavy: WAMO, WJLB, WATV. Medium: WXYV, WHRK, WJMO, WZAK, WZEN-FM, KDAY, XHRM, WENN, WNOO, WPDQ, KJCB, WBLX, WANT, WANM, WLTH, WWWW, KUKQ.

TYRONE DAVIS "Let Me Be Your Pacifier" (Ocean Front) 37/6

Rotations: Heavy 9/0, Medium 17/2, Light 11/4, Extra Adds 0, Total Adds 6, WDAS, WOOK, WGCI, WZEN-FM, WKND, WLVW. Heavy: KRNB, WJMO, WKXI, WPDQ, KJCB, KOKA, WANM, WDAO, WTLK. Medium: WXYV, WAO, WVEE, WEDR, WCIN, WGPR, KACE, WATV, WENN, WBLX, WPLZ, WLTH, WKWM, KUKQ. Debuts at number 39 on the Black/Urban chart.

KENNY G "Hi, How Ya Doin'?" (Arista) 35/12

Rotations: Heavy 0/0, Medium 18/2, Light 15/8, Extra Adds 2, Total Adds 12, WAMO, KRNB, WYLD-FM, WBMX, KDAY, KJLB, KSOL, WPEG, WQOK, WAAA, WLTH, KDKO. Medium: WRKS, WGCI, WDMT, WGPR, XHRM, WNOO, WOIC, WBLX, WLVW, WJMO, WKWM, WTLK, WWWW, WVOI, KDIA, KUKQ.

PEABO BRYSON "D.C. Cab" (MCA) 32/2

Rotations: Heavy 0/0, Medium 7/0, Light 20/2, Extra Adds 0, Total Adds 2, WGPR, WVOI. Medium: WDAS, WZEN-FM, KDAY, KJLB, XHRM, KNOW, WPEG, WKXI, KJCB, WBLX, KOKA, WWWW.

SHALAMAR "Dancing In The Sheets" (Columbia) 31/10

Rotations: Heavy 0/0, Medium 13/4, Light 18/6, Extra Adds 0, Total Adds 10, WHUR, KKDA-FM, KJLB, XHRM, WNHC, WGIV, WPDQ, KHYS, WDAO, KUKQ. Medium: WDAS, WAO, KACE, KSOL, WRDW, WKXI, KJCB, KOKA, WLTH.

ART OF NOISE "Beat Box" (Island/Atco) 30/8

Rotations: Heavy 5/0, Medium 7/0, Light 16/6, Extra Adds 2, Total Adds 8, WJMO, KJCB, WJJS, KOKA, WDAO, WLTH, WKWM, WWWW. Heavy: WRKS, KKDA-FM, WDMT, WZAK, WLUM. Medium: WXYV, WDAS, WOOK, WJAX, WANM.

DeBARGE "Love Me In A Special Way" (Gordy/Motown) 29/19

Rotations: Heavy 9/1, Medium 8/6, Light 10/10, Extra Adds 2, Total Adds 19, WILD, KRLY, KRNB, WHRK, WGCI, WCIN, KJLB, XHRM, WENN, WOIC, WJAX, WPDQ, KJCB, WJMO, WDAO, WKWM, WTLK, WLUM, WWWW. Heavy: WJLB, WZAK, WDRQ, WJLB, KMJM, WZEN-FM, KACE, WQOK. Medium: WBLX, KSOL.

GLADYS KNIGHT & THE PIPS "When You're Far Away" (Columbia) 28/6

Rotations: Heavy 2/0, Medium 11/1, Light 15/5, Extra Adds 0, Total Adds 6, XHRM, WKND, WPDQ, WAAA, WTLK, WWWW. Heavy: WJMI, WANM. Medium: WVEE, WJMO, WZAK, KDAY, WATV, WJAX, KOKA, WDAO, KDIA.

TOM BROWNE "Cruisin'" (Arista) 28/1

Rotations: Heavy 4/0, Medium 13/0, Light 11/1, Extra Adds 0, Total Adds 1, KOKA. Heavy: WCIN, WNOO, WBLX, WWWW. Medium: WVEE, KRNB, WAIL-FM, WDRQ, WZEN-FM, KDAY, XHRM, WKND, WNHC, WLOU, WLVW, WLTH, WKWM.

MALCOLM McLAREN "World Famous" (Island/Atco) 28/0

Rotations: Heavy 4/0, Medium 13/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WROU, WAIL-FM, WYLD-FM, WPDQ. Medium: WXYV, WDAS, WVEE, KRNB, WHRK, WEDR, WDMT, WENN, WKXI, KOKA, WAAA, WTLK.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 27/5

Rotations: Heavy 7/0, Medium 8/0, Light 12/5, Extra Adds 0, Total Adds 5, WGCI, WCIN, WKXI, WLVW, KHYS. Heavy: WZAK, WZEN-FM, WRDW, WOIC, WBLX, WANT, WANM. Medium: WDRQ, KDAY, KSOL, WNHC, WATV, WPDQ, WDAO, KUKQ.

RAY PARKER JR. "Woman Out Of Control" (Arista) 27/3

Rotations: Heavy 1/0, Medium 14/0, Light 11/2, Extra Adds 1, Total Adds 3, WHUR, WDMT, WJAX. Heavy: WAMO. Medium: WEDR, WZAK, WDRQ, KDAY, XHRM, KSOL, KNOW, WNOO, WJMI, WLVW, WDAO, WLTH, WWWW, KUKQ.

SIGNIFICANT ACTION

HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 25/5

Rotations: Heavy 0/0, Medium 11/1, Light 13/3, Extra Adds 1, Total Adds 5, WXYV, WGPR, KDAY, WOIC, KOKA. Medium: WHRK, XHRM, WRDW, WGIV, WLVW, WJMO, WAAA, WLUM, WWWW, KDIA.

GEORGE CLINTON "Last Dance" (Capitol) 24/11

Rotations: Heavy 1/0, Medium 6/0, Light 15/9, Extra Adds 2, Total Adds 11, WILD, WCIN, WJMO, WKND, WNOO, WPDQ, KHYS, WDAO, WWWW, WVOI, KUKQ. Heavy: KRNB. Medium: WHRK, KDAY, WOIC, KJCB, WLVW.

MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 24/3

Rotations: Heavy 6/0, Medium 10/1, Light 8/2, Extra Adds 0, Total Adds 3, WZAK, KSOL, KOKA. Heavy: WVEE, KJLB, WATV, WENN, WKXI, WANM. Medium: KRLY, XHRM, WNOO, WJMI, KJCB, KHYS, WJMO, WDAO, WTLK.

YES "Owner Of A Lonely Heart" (Atco) 24/1

Rotations: Heavy 7/0, Medium 11/1, Light 6/0, Extra Adds 0, Total Adds 1, KDKO. Heavy: WDAS, WVEE, KRNB, WGCI, WKWM, WLUM, WWWW. Medium: WOOK, WHUR, KKDA-FM, KMJQ, WBLZ, WDRQ, XHRM, KSOL, WVKO, KDIA.

CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 23/13

Rotations: Heavy 1/0, Medium 3/2, Light 16/8, Extra Adds 3, Total Adds 13, WVEE, KRNB, WAIL-FM, WJMO, WZEN-FM, KSOL, WNHC, WATV, WOIC, WKXI, WQOK, WAAA, WDAO. Heavy: KOKA. Medium: WWWW.

CURTIS HAIRSTON "We All Are One" (Spring) 21/5

Rotations: Heavy 1/0, Medium 4/0, Light 15/4, Extra Adds 1, Total Adds 5, WHUR, WYLD-FM, WGPR, WTLK, WWWW. Heavy: WBMX. Medium: WDAS, WOOK, WVEE, WLTH.

JIMMY CLIFF "We All Are One" (Columbia) 20/4

Rotations: Heavy 0/0, Medium 5/0, Light 15/4, Extra Adds 0, Total Adds 4, WXYV, WLOU, WTLK, KDIA. Medium: WILD, KJLB, WKND, WLVW, KOKA.

ALFIE SILAS "Be Yourself" (RCA) 20/1

Rotations: Heavy 0/0, Medium 4/0, Light 16/1, Extra Adds 0, Total Adds 1, WXYV. Medium: XHRM, WGIV, WLTH, WTLK.

SYLVESTER "Too Late" (Megatone) 20/0

Rotations: Heavy 3/0, Medium 6/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WPEG, WTLK. Medium: WJMO, KSOL, KOKA, WJMO, WAAA, WWWW.

MOST ADDED

J. MATHIS with D. WILLIAMS (21)
Love Won't Let Me Wait (Columbia)
DeBARGE (19)
Love Me In A Special Way (Gordy/Motown)
STARPOINT (17)
It's All Yours (Elektra)
EMOTIONS (16)
You're The One (Red Label)

HOTTEST

ROCKWELL (45)
Somebody's Watching Me (Motown)
CHERYL LYNN (36)
Encore (Columbia)
J. BLACKFOOT (20)
Taxi (Sound Town/Allegiance)
MICHAEL JACKSON (18)
Thriller (Epic)
PATTI LABELLE (18)
If Only You Knew (Phil. Int./CBS)

ENCHANTMENT "Don't Fight The Feeling" (Columbia) 20/0

Rotations: Heavy 3/0, Medium 12/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WYLD. Medium: WILD, WAO, WJMO, WZAK, WGPR, WGIV, WKXI, KHYS, KOKA, WLTH, WKWM, KDKO.

LUTHER VANDROSS "Superstar/Until You Come Back" (Epic) 19/7

Rotations: Heavy 7/0, Medium 4/3, Light 7/3, Extra Adds 1, Total Adds 7, KRNB, WDRQ, WNHC, WOIC, WANT, WANM, WKWM. Heavy: KMJQ, KRLY, WHRK, WGCI, WJLB, KACE, KDAY. Medium: KJLB.

WORLD PREMIERE "Share The Night" (Easy Street) 19/2

Rotations: Heavy 0/0, Medium 7/0, Light 12/2, Extra Adds 0, Total Adds 2, KRNB, WBLX. Medium: WDAS, WVEE, WJMO, WNHC, WOIC, WPDQ, WAAA.

SYSTEM "I Wanna Make You Feel Good" (Mirage/Atco) 18/8

Rotations: Heavy 2/0, Medium 5/2, Light 10/5, Extra Adds 1, Total Adds 8, WBMX, WZAK, WKND, WNHC, WRDW, WJAX, KJCB, WANM. Heavy: WVEE, KDAY. Medium: KSOL, WWWW, KDIA.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 18/1

Rotations: Heavy 5/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, KOKA. Heavy: WVEE, WZEN-FM, WGIV, WLVW, WANM. Medium: WILD, WJMO, WNOO, WPDQ, WBLX, KHYS.

ZAPP "Spend My Whole Life" (WB) 18/1

Rotations: Heavy 11/0, Medium 5/1, Light 2/0, Extra Adds 0, Total Adds 1, KKDA-FM. Heavy: KRNB, WJLB, WHRK, WATV, WENN, WGIV, WPEG, WBLX, WLTH, WTLK, KUKQ. Medium: XHRM, WNOO, WJMI, KJCB.

ROCKERS REVENGE "There Goes My Heart" (Streetwise) 18/1

Rotations: Heavy 0/0, Medium 9/0, Light 9/1, Extra Adds 0, Total Adds 1, WPEG. Medium: WDAS, WEDR, KJLB, WNHC, WATV, WKXI, KOKA, WAAA, WTLK.

EMOTIONS "You're The One" (Red Label) 17/16

Rotations: Heavy 0/0, Medium 2/1, Light 13/13, Extra Adds 2, Total Adds 16, WXYV, WHUR, WYLD-FM, WBMX, WGCI, WGPR, KJLB, WENN, WOIC, WPDQ, WAAA, WDAO, WLTH, WKWM, WTLK, WWWW. Medium: WDRQ.

TEMPTATIONS "Sail Away" (Gordy/Motown) 17/4

Rotations: Heavy 1/0, Medium 6/2, Light 9/1, Extra Adds 1, Total Adds 4, KKDA-FM, WJLB, WBMX, WGIV. Medium: WVEE. Medium: WOIC, WBLX, WLTH, KDKO.

ASHFORD & SIMPSON "I'm Not That Tough" (Capitol) 17/1

Rotations: Heavy 0/0, Medium 10/0, Light 6/0, Extra Adds 1, Total Adds 1, WJMO. Medium: WAIL-FM, WZAK, WGIV, WOIC, KJCB, WPLZ, WAAA, WDAO, WWWW.

GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 17/1

Rotations: Heavy 2/0, Medium 5/0, Light 10/1, Extra Adds 0, Total Adds 1, WJAX. Heavy: WDAS, WGCI. Medium: WAO, WHRK, WEDR, WYLD-FM, WLUM.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 16/13

Rotations: Heavy 1/1, Medium 2/0, Light 9/8, Extra Adds 4, Total Adds 13, WXYV, KMJQ, WBLZ, WZAK, KSOL, WNHC, WJMI, WJAX, WPDQ, WQOK, WVKO, KDIA, KUKQ. Medium: WDRQ, WLUM.

AFRIKA BAMBATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 16/5

Rotations: Heavy 1/0, Medium 1/1, Light 11/1, Extra Adds 3, Total Adds 5, WDMT, WZAK, WJJS, WPLZ, WKWM. Heavy: KDAY.

FREESTYLE "Freestyle Express" (Sunnyview) 16/5

Rotations: Heavy 1/0, Medium 7/2, Light 8/3, Extra Adds 0, Total Adds 5, WOOK, WVEE, KDAY, WATV, WAAA. Heavy: WEDR. Medium: WXYV, WAIL-FM, WZAK, WJAX, WPDQ.

BRYAN LOREN "Lollipop Luv" (Philly World) 16/4

Rotations: Heavy 3/0, Medium 6/2, Light 6/1, Extra Adds 1, Total Adds 4, KRLY, WJLB, KDAY. Heavy: WEDR, WZAK, KJLB. Medium: KKDA-FM, WGCI, WJMO, WANM.

HOMI & JARVIS "I'm In Love Again" (GRP) 16/3

Rotations: Heavy 0/0, Medium 4/0, Light 12/3, Extra Adds 0, Total Adds 3, WJLB, WPEG, WLTH. Medium: WDMT, WJMO, KJLB, WWWW.

LILLO THOMAS "Just My Imagination (Running Away With Me)" (Capitol) 16/0

Rotations: Heavy 1/0, Medium 10/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WNOO. Medium: WRKS, WJMO, WNHC, WPDQ, KJCB, WLVW, WPLZ, KHYS, KOKA, WDAO.

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 15/2

Rotations: Heavy 3/0, Medium 5/0, Light 7/2, Extra Adds 0, Total Adds 2, WGPR, WDRW. Heavy: WHRK, WGCI, WLUM. Medium: WHUR, WDRQ, KMJM, KSOL, WKWM.

CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 15/0

Rotations: Heavy 9/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WRKS, WOOK, WHUR, WHRK, WGCI, WANT, KOKA, WLUM, KUKQ. Medium: WVEE, WBLZ, KSOL, WOIC, WBLX.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 14/10

Rotations: Heavy 0/0, Medium 6/3, Light 5/4, Extra Adds 3, Total Adds 10, WVEE, KMJQ, WZAK, WENN, WNOO, WJMI, WKXI, WJJS, WDAO, WWWW. Medium: WDRQ, WRDW, WANM.

MARY JANE GIRLS "Jealousy" (Gordy/Motown) 14/3

Rotations: Heavy 3/0, Medium 3/0, Light 8/3, Extra Adds 0, Total Adds 3, KRNB, WJLB, KHYS. Heavy: WVEE, WOIC, WJMI. Medium: WDRQ, WLVW, WDAO.

DAMARIS "What About My Love?" (Columbia) 14/3

Rotations: Heavy 2/0, Medium 4/2, Light 8/1, Extra Adds 0, Total Adds 3, WOOK, WGPR, KSOL. Heavy: WRDW, WLVW. Medium: WILD, WGCI.

SKYY "Married Man" (Salsoul/RCA) 14/2

Rotations: Heavy 0/0, Medium 3/0, Light 11/2, Extra Adds 0, Total Adds 2, WGPR, WNHC. Medium: WBMX, WLVW, WLTH.

BARBARA MASON "Another Man" (West End) 14/0

Rotations: Heavy 5/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WRKS, WZEN-FM, WBLX, WANM. Medium: WDAS, WDMT, KDAY, WNHC, WWWW.

DAYTON "The Sound Of Music" (Capitol) 13/6

Rotations: Heavy 2/0, Medium 2/2, Light 9/4, Extra Adds 0, Total Adds 6, KJCB, WLVW, KHYS, WAAA, WDAO, WWWW. Heavy: WRDW, WOIC.

GRANDMASTER FLASH & MELLE MEL "Jesse" (Sugar Hill) 13/2

Rotations: Heavy 3/0, Medium 2/0, Light 8/2, Extra Adds 0, Total Adds 2, KJCB, WLVW. Heavy: WBMX, WZEN-FM, WLTH. Medium: XHRM, WNOO.

KLEER "Next Time It's For Real" (Atlantic) 12/6

Rotations: Heavy 0/0, Medium 1/1, Light 10/4, Extra Adds 1, Total Adds 6, KKDA-FM, WKND, WOIC, KJCB, WANM, WLTH.

DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 12/3

Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Extra Adds 2, Total Adds 3, WRKS, WDAS, WDMT. Medium: KRNB, WHRK, KDAY, WANM.

WES PHILLIPS "Sucker For A Pretty Face" (Quality) 12/1

Rotations: Heavy 2/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adds 1, WATV. Heavy: WNHC, WANM. Medium: WZEN-FM, WTLK, WOIC.

G.T. "Just What I Have In Mind" (A&M) 11/1

Rotations: Heavy 0/0, Medium 6/0, Light 5/1, Extra Adds 0, Total Adds 1, KDKO. Medium: WEDR, WJMO, KDAY, KNOW, WATV, WDAO.

XENA "On The Upside" (Emergency) 11/1

Rotations: Heavy 3/0, Medium 5/0, Light 3/1, Extra Adds 0, Total Adds 1, KJLB. Heavy: WDAS, WDRQ, WJMO. Medium: WOOK, WJLB, KMJM, WNHC, WRDW.

STEEL PULSE "Steppin' Out" (Elektra) 11/1

Rotations: Heavy 1/0, Medium 6/0, Light 4/1, Extra Adds 0, Total Adds 1, KSOL. Heavy: WNOO. Medium: WHRK, WGCI, WKND, WJMI, KJCB, WLTH.

KC "Give It Up" (Meca) 11/1

Rotations: Heavy 4/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1, KNOW. Heavy: KRNB, WDMT, WZAK, WJAX. Medium: WVEE, KJLB, WJJS.

WILLIE CLAYTON "Tell Me" (Compleat/PolyGram) 11/0

Rotations: Heavy 0/0, Medium 4/0, Light 7/0, Extra Adds 0, Total Adds 0. Medium: WEDR, WENN, WANM, WLTH.

SUN "Dance, Let's Shake It Tonight" (Air City) 11/0

Rotations: Heavy 1/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WCIN. Medium: WJLB, WBMX, WKWM.

CITISPEAK "I Don't Need Your Handouts" (Partytime/Streetwise) 10/6

Rotations: Heavy 0/0, Medium 0/0, Light 9/5, Extra Adds 1, Total Adds 6, WYLD-FM, WCIN, WJMO, WPDQ, KOKA, WAAA.

WOMACK & WOMACK "T.K.O." (Elektra) 10/2

Perfect Combination 90136

Announcing the new album from Stacy Lattisaw and Johnny Gill



Featuring the first single, "Perfect Combination" 7-99785

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For Perfection Light Productions
Stacy Lattisaw Management:
Buddy Allen Management
Johnny Gill Management:
Bill Underwood, Bill Underwood
Associates.

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R&R
Country's Most Current Music

NATIONAL AIRPLAY/50

February 24, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
5	1	1	1 ALABAMA/Roll On (Eighteen Wheeler) (RCA)	156/0	140	16	0
11	5	4	2 KENNY ROGERS/Buried Treasure (RCA)	155/0	115	38	2
6	4	3	3 STEVE WARINER/Lonely Women Make Good Lovers (RCA)	148/0	120	23	5
4	2	2	4 LEE GREENWOOD/Going Going Gone (MCA)	149/0	120	21	8
9	6	5	5 EXILE/Woke Up In Love (Epic)	148/0	114	22	12
16	13	8	6 JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	155/0	101	49	5
15	11	7	7 DOLLY PARTON/Save The Last Dance For Me (RCA)	147/0	101	40	6
14	12	10	8 MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	151/1	94	52	5
12	10	9	9 STATLER BROTHERS/Elizabeth (Mercury/PG)	139/2	95	33	11
17	14	12	10 CONWAY TWITTY/Three Times A Lady (WB)	143/0	71	54	18
7	7	6	11 SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	137/0	98	24	15
23	20	16	12 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	150/2	69	68	13
19	16	15	13 WILLIE NELSON/Without A Song (Columbia)	130/2	58	54	18
24	21	17	14 L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	137/1	52	69	16
32	27	22	15 DEBORAH ALLEN/I've Been Wrong Before (RCA)	152/5	33	97	22
21	19	18	16 REBA McENTIRE/There Ain't No Future (Mercury/PG)	131/1	57	58	16
31	25	21	17 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	151/2	32	99	20
25	22	20	18 JUDDS/Had A Dream (For The Heart) (RCA/Curb)	140/3	46	67	27
22	17	14	19 WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	136/1	54	56	26
39	30	26	20 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	146/7	29	82	35
29	26	23	21 JOHN ANDERSON/Let Somebody Else Drive (WB)	133/0	48	65	20
20	18	19	22 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	125/1	60	48	17
30	28	25	23 KENDALLS/Thank God For The Radio (Mercury/PG)	143/3	35	74	34
43	34	27	24 GEORGE STRAIT/Right Or Wrong (MCA)	145/2	25	88	32
-	37	31	25 BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	151/11	16	89	46
3	8	13	26 B.J. THOMAS/Two Car Garage (Clev.Int./Columbia)	101/0	53	30	18
33	31	28	27 TOM JONES/I've Been Rained On, Too (Mercury/PG)	118/4	33	59	26
38	33	30	28 JIM GLASER/If I Could Only Dance With You (Noble Vision)	140/5	25	74	41
40	35	32	29 LEON EVERETTE/I Could'a Had You (RCA)	140/7	20	74	46
1	3	11	30 DON WILLIAMS/Stay Young (MCA)	103/0	47	36	20
42	36	33	31 JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	114/5	7	63	44
-	39	35	32 ATLANTA/Sweet Country Music (MCA)	143/14	12	74	57
-	49	38	33 T.G. SHEPPARD with C. EASTWOOD/Make My Day (WB/Curb)	135/18	16	71	48
-	-	43	34 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	135/30	10	53	72
-	44	40	35 HANK WILLIAMS JR./Man Of Steel (WB/Curb)	125/11	10	59	56
45	40	37	36 DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	119/7	4	61	54
44	41	39	37 MARK GRAY/Left Side Of The Bed (Columbia)	110/6	7	59	44
-	-	45	38 MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	122/24	5	53	64
2	9	24	39 RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)	86/3	34	31	21
-	-	47	40 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	115/25	4	37	74
18	23	29	41 EDDIE RABBITT/Nothing Like Falling In Love (WB)	65/0	21	26	18
10	15	34	42 GARY MORRIS/Why Lady Why (WB)	63/1	17	29	17
-	-	49	43 JOE STAMPLEY/Brown Eyed Girl (Epic)	93/11	2	48	43
34	32	36	44 BILL MEDLEY/Till Your Memory's Gone (RCA)	67/2	12	35	20
8	24	42	45 MERLE HAGGARD/That's The Way Love Goes (Epic)	51/0	15	19	17
-	-	50	46 GAIL DAVIES/Boys Like You (WB)	84/21	1	26	57
-	-	50	47 ANNE MURRAY/That's Not The Way (It's S'posed To Be)(Capitol)	70/3	8	31	31
47	46	44	48 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA)	70/2	5	35	30
50	48	46	49 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA)	66/1	1	35	30
46	43	41	50 OSMOND BROTHERS/Where Does An Angel Go When She Cries (WB/Curb)	59/1	3	33	23

MOST ADDED

- WAYLON JENNINGS (37)
I May Be Used (But Baby I Ain't...) (RCA)
- OAK RIDGE BOYS (30)
I Guess It Never Hurts To Hurt... (MCA)
- CRYSTAL GAYLE (25)
I Don't Wanna Lose Your Love (WB)
- MICKEY GILLEY & CHARLY McCLAIN (24)
Candy Man (Epic)
- RAZZY BAILEY (21)
In The Midnight Hour (RCA)
- GAIL DAVIES (21)
Boys Like You (WB)
- RONNIE McDOWELL (20)
I Dream Of Women Like You (Epic)
- MEL McDANIEL (19)
Where'd That Woman Go (Capitol)
- MOE BANDY (19)
It Took A Lot Of Drinkin'... (Columbia)

HOTTEST

- ALABAMA (94)
Roll On (Eighteen Wheeler) (RCA)
- KENNY ROGERS (55)
Buried Treasure (RCA)
- EXILE (35)
Woke Up In Love (Epic)
- LEE GREENWOOD (35)
Going Going Gone (MCA)
- STEVE WARINER (31)
Lonely Women Make Good Lovers (RCA)
- STATLER BROTHERS (29)
Elizabeth (Mercury/PolyGram)
- SYLVIA (22)
I Never Quite Got Back... (RCA)
- JOHNNY LEE with LANE BRODY (20)
Yellow Rose (Full Moon/WB)
- T.G. SHEPPARD with C. EASTWOOD (19)
Make My Day (WB/Curb)

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 Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

CRYSTAL GAYLE

I Don't Wanna Lose Your Love (WB)

On 73% of reporting stations. Rotations: Heavy 4, Medium 37, Light 74, Total Adds 25 including WPOC, WPOR, WFNC, WSM, WUBE, WWWW, WITL, WHBF, WTOD, KIK-FM, KMAK, KWJJ. A Most Added Record. Moves 47-40 on the Country chart.

JOE STAMPLEY

Brown Eyed Girl (Epic)

On 59% of reporting stations. Rotations: Heavy 2, Medium 48, Light 43, Total Adds 11, WPOR, KLLL, WUBE, KCJB, WXCL, WTHI, KFRY, KEIN, KWJJ, KCKC. Moves 49-43 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Friday, 2-17-84.

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

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NEW & ACTIVE

GAIL DAVIES "Boys Like You" (WB) 84/21
 Rotations: Heavy 1, Medium 26, Light 57, Total Adds 21 including WCAO, WMZQ, WYNN, WXBQ, WOKK, WRNL, WWWVV, WHBF, WTOD, KGHL, KGA. Medium: WXCL. Debuts at number 46 on the Country chart.

RAZZY BAILEY "In The Midnight Hour" (RCA) 82/21
 Rotations: Heavy 3, Medium 21, Light 58, Total Adds 21 including WAJR, CHOW, WILQ, WXBQ, WCMS, WONE, WFMS, WXCL, KKAL, KKCS, KEIN, KSON. Heavy: WSEN, KASE, WHOO.

MOE BANDY "It Took A Lot Of Drinkin' (To Get That Woman Over Me)" Columbia) 79/19
 Rotations: Heavy 1, Medium 21, Light 57, Total Adds 19 including WIXY, KASE, WKLO, KSSN, WCMS, KRRK, WITL, WXCL, WWJO, KYAK, KEIN, KFTN, KCBQ. Heavy: KVOO.

VINCE GILL "Victim Of Life's Circumstances" (RCA) 78/8
 Rotations: Heavy 0, Medium 25, Light 53, Total Adds 8, WPOC, CHOW, KHEY, WESC, WFMS, KKAL, KCKC, KSON. Medium: WAJR, WTVY, WAMZ, KKYX, WCXI, KFDI, KMPS.

RONNIE McDOWELL "I Dream Of Women Like You" (Epic) 72/20
 Rotations: Heavy 2, Medium 16, Light 54, Total Adds 20 including WSEN, WMZQ, KLRA, WLWI, KKYX, WUSQ, WAXX, KFGO, WTSO, KEBC, KRKT, KQIL. Heavy: WAMZ, WXCL.

WAYLON JENNINGS "I May Be Used (But Baby I Ain't Used Up)" (RCA) 70/37
 Rotations: Heavy 3, Medium 15, Light 52, Total Adds 37 including WGNA, WNYR, KXYL, WFNC, WESC, WNOX, WPAP, WUSQ, WGEE, WTHI, KKCS, KCKC, KMPS. Heavy: KASE, KFDI, KTOM.

MAC DAVIS "Most Of All" (Casablanca/PolyGram) 70/15
 Rotations: Heavy 0, Medium 29, Light 41, Total Adds 15 including WKZZ, KISS-FM, KBMR, WUSN, KRRK, KWMT, WITL, KIK-FM, KLZ, KGA. Medium: WKYG, WMZQ, WOKK, KFGO, WTOD, KUZZ.

DAN SEALS "God Must Be A Cowboy" (Liberty) 67/18
 Rotations: Heavy 1, Medium 19, Light 47, Total Adds 18 including WBGW, WIXY, WKZZ, WONE, KRRK, KOMA, KIK-FM, KGHL, KMAK, KCBQ. Heavy: WYNN. Medium: KISS-FM, WSM, KFDI, KKCS, KTOM.

LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 66/7
 Rotations: Heavy 1, Medium 26, Light 39, Total Adds 7, WFNC, WESC, WITL, WXCL, KIK-FM, KEIN. Heavy: WTVY. Medium: WSEN, KLVI, KSSN, WLWI, KVOO, KQIL.

DAVID WILLS "Lady In Waiting" (RCA) 65/15
 Rotations: Heavy 0, Medium 19, Light 46, Total Adds 15 including WAJR, KMML, WAMZ, WLWI, WHBF, WTOD, KYAK, KKAL, KFRY, KFTN. Medium: WTVY, KKYX, WFMS, KFDI, KRKT, KIK-FM.

KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 51/14
 Rotations: Heavy 0, Medium 7, Light 44, Total Adds 14 including WOKQ, WIXY, WYNN, WGTO, KLRA, WPAP, WUBE, KFGO, KEBC, WWJO, KKCS. Medium: WSEN, WLWI, WFMS, WXCL.

BILLIE JO SPEARS "Midnight Blue" (Parliament) 48/0
 Rotations: Heavy 3, Medium 21, Light 24, Total Adds 0. Heavy: WGNA, WPTR, KKYX. Medium: WSNO, WEZL, WTVY, KLRA, WCMS, WCXI, KEBC, WHBF, KTPK, KUGN, KMPS.

SIGNIFICANT ACTION

JAN GRAY "Bad Night For Good Girls" (JameX) 46/0
 Rotations: Heavy 2, Medium 15, Light 29, Total Adds 0. Heavy: WGNA, KBMR. Medium: WPTR, WCAO, KHEY, KKYX, WTOD, KEIN, Q92.

MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 42/8
 Rotations: Heavy 0, Medium 7, Light 35, Total Adds 8, WSNO, WIXY, WNYR, KMML, WOKK, WLWI, KQIL, KRSY. Medium: KKYX, KBMR, WWJO, KRKT, Q92, KIGO.

VICTORIA SHAW "Break My Heart" (MPB) 32/10
 Rotations: Heavy 0, Medium 7, Light 25, Total Adds 10, WOKQ, WRKZ, WIXL, WSEN, KMML, KEBC, WXCL, WTOD, KMAK, KRWQ. Medium: WBGW, WYII, WWWV, KIOV, KTOM.

FAMILY BROWN "Repeat After Me" (RCA) 31/10
 Rotations: Heavy 0, Medium 5, Light 26, Total Adds 10, KMML, KHEY, KLRA, WOKK, WUSQ, WXCL, KVOO, KUGN, KMAK, KGA. Medium: WTVY, WCXI, KRKT, KSOP, KMPS.

STEVE CLARK "That It's All Over Feeling (All Over Again)" (Mercury/PolyGram) 30/8
 Rotations: Heavy 0, Medium 7, Light 22, Total Adds 8, WSEN, WYII, KHEY, WKZZ, KRRK, KFGO, KIOV, WTOD. Medium: WKLO, KFDI, KRKT, KUZZ, KSOP.

RAY STEVENS "My Dad" (Mercury/PolyGram) 26/5
 Rotations: Heavy 0, Medium 4, Light 22, Total Adds 5, WCAO, WSEN, WESC, KEBC, KRKT. Medium: WYII, WTVY, KKYX.

JIM STAFFORD "Little Bits And Pieces" (Columbia) 26/0
 Rotations: Heavy 2, Medium 10, Light 14, Total Adds 0. Heavy: WWVA, KIKK. Medium: WSNO, CHOW, KRRV, WKSJ, WCMS, WKKQ, KEBC, KUGN, KCCY.

PINKARD & BOWDEN "Adventures In Parodies" (WB) 25/6
 Rotations: Heavy 0, Medium 1, Light 24, Total Adds 6, WPOC, WMZQ, WUSQ, KJJY, WITL, KKAL. Light: WPTR, WKYG, WMC, WQHK, KRKT, KTOM, KGA.

MEL McDANIEL with OKLAHOMA WIND "Where'd That Woman Go" (Capitol) 21/19
 Rotations: Heavy 0, Medium 1, Light 20, Total Adds 19 including WSNO, WYII, WSOC, WCMS, KSO, KEBC, KUGN, KWJJ, KMPS, KGA.

REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 21/15
 Rotations: Heavy 0, Medium 1, Light 20, Total Adds 15 including WSEN, KXYL, KKYX, WKKQ, KEBC, KFDI, KRWQ, KQIL.

JIMMY BUFFETT "Brown Eyed Girl" (MCA) 19/0
 Rotations: Heavy 1, Medium 7, Light 11, Total Adds 0. Heavy: WHOO. Medium: WPTR, WBGW, KLLL, WKSJ, KRKT, KSON, KIGO.

SHELLY WEST "Now I Lay Me Down To Cheat" (Viva) 16/15
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 15 including WBGW, WYII, WTVY, WKSJ, WKKQ, KOMA, K102, KRST, KKCS, KRFY, KTOM.

PAULETTE CARLSON "Can You Fool" (RCA) 16/10
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 10, WSEN, WYII, WGTO, WLWI, KKYX, WAXX, KFGO, KEBC, KVOO, KWJJ.

JULIO IGLESIAS & WILLIE NELSON "To All The Girls We've Loved Before" (Columbia) 14/14
 Rotations: Heavy 1, Medium 2, Light 11, Total Adds 14 including WSNO, WKKW, WXBQ, WHK, KSO, WCXI, KFDI, KRKT, KYGO, KTOM, KKPS.

JOHNNY LEE "Say When" (Full Moon/WB) 14/0
 Rotations: Heavy 4, Medium 2, Light 8, Total Adds 0. Heavy: WXCL, WTHI, KCCY. Medium: WKMF, KTTS. Light: WOKQ, KASE, WKZZ, KRSY.

MAINES BROTHERS BAND "You Are A Miracle" (Mercury/PolyGram) 13/3
 Rotations: Heavy 0, Medium 4, Light 9, Total Adds 3, KHEY, KKYX, WUSQ. Medium: KMML, KLLL, KRKT, KSOP.

LORRIE MORGAN "Don't Go Changing" (MCA) 11/10
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 10, WYII, KRRV, WGTO, KHEY, KISS-FM, KKYX, WTOD, KVOO, KQIL, Q92. Medium: KRKT.

SIERRA "Branded Man" (Cardinal) 10/7
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 7, WGNA, CHOW, KRRV, WTOD, KVOO, KRKT, KRWQ.

BRENTWOOD "Anything For Your Love" (Hot Schatz) 10/6
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 6, KHEY, WPAP, KKYX, KIOV, KRKT, KRWQ.

CON HUNLEY "Deep In The Arms Of Texas" (Prairie Dust) 9/2
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, WPAP, KEBC. Medium: KBMR, KFDI.

TONY JOE WHITE "We Belong Together" (Columbia) 9/1
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 1, WUSQ. Medium: KMML. Light: WVAM, WEZL, KVOO, KUUY.

ED HUNNICUTT "In Real Life" (MCA) 8/8
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 8, WSEN, WPAP, KSO, KFDI, KRKT, KQIL, KTOM, KGA.

JOHN CONLEE "As Long As I'm Rockin' With You" (MCA) 8/7
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WTVY, WKSJ, KSO, KOMA, KRKT, KRST, KTOM. Medium: WCXI.

MARSHALL TUCKER BAND "I May Be Easy But You Make It Hard" (WB) 8/7
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WSNO, KBMR, WTOD, KFDI, KRKT, KRWQ, KGA.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE JONES/Radio Lover (Epic)	Jones Country
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
RICKY SKAGGS/Honey (Open That Door) (Epic)	Don't Cheat In Our Hometown
DOLLY PARTON/Downtown (RCA)	The Great Pretender
EXILE/Take Me To The River (Epic)	Exile
JUDDS/Blue Nun Cafe (RCA)	Wynonna And Naomi: The Judds
ALABAMA/Food On Your Table (RCA)	Roll On
HANK WILLIAMS JR./Lovesick Blues (WB/Curb)	Man Of Steel
DOLLY PARTON/Turn Turn Turn (RCA)	The Great Pretender
JUDDS/Mama He's Crazy (RCA)	Wynonna and Naomi: The Judds
ALABAMA/Carolina Mountain Dewe (RCA)	Roll On
ALABAMA/Fire In The Night (RCA)	Roll On
DOLLY PARTON/The Great Pretender (RCA)	The Great Pretender
DOLLY PARTON/She Don't Love You (RCA)	The Great Pretender
ALABAMA/The End Of The Lyin' (RCA)	Roll On
RICKY SKAGGS/Uncle Pen (Epic)	Don't Cheat In Our Hometown

1984 MARCH

- 2-4 ★ BARBARA MANDRELL
- 9-11 ★ THE STATLER BROTHERS
- 16-18 ★ JOE STAMPLEY
- 23-25 ★ THE KENDALLS
- 30-APR 1 ★ GEORGE STRAIT

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Country's Most Current Music

Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Includes station names and artist names like Oak Ridge Boys, Alabama, Waylon Jennings.

Table for EAST region, listing stations like WGNA-FM Albany, NY and WYX Springfield, MA, along with their current and hottest music.

Table for MIDWEST region, listing stations like WSLR Akron, OH and KJZY Des Moines, IA, along with their current and hottest music.

Table for SOUTH region, listing stations like KIOV-FM Sloua Falls, SD and WBCS Milwaukee, WI, along with their current and hottest music.

Table for WEST region, listing stations like KRKT Albany, OR and KGMK/JD Boise, ID, along with their current and hottest music.

Table for WEST region, listing stations like KCCK San Bernardino, CA and KQ2 Powell, WY, along with their current and hottest music.

Table for SOUTH region, listing stations like KASE Austin, TX and KXXL Brownwood, TX, along with their current and hottest music.

Table for SOUTH region, listing stations like WNOX Knoxville, TN and KLL Lubbock, TX, along with their current and hottest music.

Table for SOUTH region, listing stations like KISS-FM Miami, FL and WSM Nashville, TN, along with their current and hottest music.

Table for SOUTH region, listing stations like WPAP-FM Panama City, FL and KXXY San Antonio, TX, along with their current and hottest music.

Table for SOUTH region, listing stations like KTKP/Topeka and KLV/Beaumont, along with their current and hottest music.

159 Reporters
137 Current Reports
The following stations reported no change in their rotations this week:
KTPK/Topeka, KLV/Beaumont, KNEW/Oakland, KNIX/Phoenix, KSN/San Francisco, KSOP/Salt Lake City, KUUY/Cheyenne, KVEG/Las Vegas.
The following stations did not report this week and therefore their playlists were frozen:
WHOO/Orlando, WIRK/West Palm Beach, WMC/Memphis, WQYK/Tampa-St. Petersburg, WTKR/Winston-Salem, WZZK/Birmingham, KPLX/Dallas-Ft. Worth, KCUB/Tucson, KJOT/Boise, KUZB/Bakersfield, WPTK/Albany, WVAM/Altoona, WCUX/Grand Rapids, WDAF/Kansas City, WIL/St. Louis, WIRE/Indianapolis, WKMF/Flint, WMNI/Columbus, KTS/Springfield, WEZL/Charleston.
The following stations failed to report new playlists for two consecutive weeks and were not used in this week's data:
WOW/Omaha, KRMD/Shreveport.

Adult / Contemporary

Continued from Back Page

BREAKERS

MICHAEL JACKSON Thriller (Epic)

54% of our reporters on it. Rotations: Heavy 27/0, Medium 37/2, Light 5/2, Extra Adds 0, Total Adds 4, KS94, KEY103, KPPL, WEIM. Moves 26-24 on the A/C chart.

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

THOMPSON TWINS Hold Me Now (Arista)

Rotations: Heavy 2/0, Medium 43/4, Light 33/2, Extra Adds 0, Total Adds 6, WPRO, KOST, WAEB, KRBE-FM, KFI, WTKO. Heavy: WGY, KVIC. Medium: WFBR, KVIL-FM, KGW, WMAZ, WRVR, WSRZ, WTRX, WMGN, 3WM, WMHE, KRAV, KPPL, KUDO, KQAV, WWRN, WEIM, WSKI, WTNV, WPPA, WSKY WCKQ, WCHV, WGSV, WAGE, WJBC, WCIL, KCRG, WFSB, KEEZ, WHNN, WJON, KKJO, WBOW, KFQD, KTWO, KRNO, KQSW, KRBS, KALE.

NEW & ACTIVE

PHIL COLLINS "Against All Odds (Take A Look At Me Now)" (Atlantic) 56/23

Rotations: Heavy 1/0, Medium 24/7, Light 29/14, Extra Adds 2, Total Adds 23, WPIX, KHOW, KOST, KGW, WAEB, WGY, WKGW, WTRX, WENS, WFMK, WMHE, KRAV, KPPL, KFI, WWRN, WPPA, WJBC, KFSB, KEEZ, WJON, KFQD, KTWO, KRNO. Heavy: 97AIA. Medium: WFBR, WAHR, WRVR, WHBY, WMGN, KUDO, WEIM, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, KVIC, WBOW, KALE, WTNV.

LIONEL RICHIE "Hello" (Motown) 53/26

Rotations: Heavy 11/2, Medium 23/14, Light 19/10, Extra Adds 0, Total Adds 26, WFBR, WPIX, Y97, WSB-FM, WCLR, WHB, WISN, KS94, KGW, KBEST, WAEB, WPJB, WMJJ, WRVR, WRVA, WING, WENS, KRAV, KKUA, KMJJ, KSL, WEIM, WPPA, KVIC, WCIL, KFSB. Heavy: WAXY, 97AIA, KOST, WGY, WBT, WLTE, KFI, WCKQ, WBOW. Medium: B100, WKGW, WMAZ, WHHY, WSKI, WSKY, WGSV, WAGE, WNGS.

EARTH, WIND & FIRE "Touch" (Columbia) 53/0

Rotations: Heavy 0/0, Medium 28/0, Light 25/0, Extra Adds 0, Total Adds 0. Medium: WFBR, KUDL, KHOW, KGW, WPJB, WGY, WKGW, WMAZ, WSRZ, WMHE, KKUA, WWRN, WEIM, WKNE, WSKI, WTNV, KORQ, WCKQ, WAGE, WCIL, KFSB, WJON, KTWO, K99, KRNO, KQSW, KRBS, KALE.

BARBRA STREISAND "Papa Can You Hear Me" (Columbia) 51/12

Rotations: Heavy 3/0, Medium 20/2, Light 27/9, Extra Adds 1, Total Adds 12, WSB, WICC, KRBE-FM, WING, WTRX, KKUA, WPPA, KORQ, WAGE, WCIL, KFSB, WBOW. Heavy: WBEN, WCCO, WEIM, Medium: WISN, KGW, WRIE, WMAZ, WRVA, WHBC, KUGN, KSL, WTKO, WKNE, WSKI, WSKY, WCKQ, KEEZ, WJON, KFQD, KRBS, KCRG.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 49/12

Rotations: Heavy 0/0, Medium 20/2, Light 29/10, Extra Adds 0, Total Adds 12, 97AIA, KHOW, B100, KFMB, WGY, WKGW, WBT, WENS, WTKO, WJBC, KEEZ, WHNN. Medium: KGW, WAHR, WMAZ, WRVA, WMGN, KSL, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, KVIC, WJON, KFQD, KTWO, K99, KQSW.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 40/4

Rotations: Heavy 3/0, Medium 12/1, Light 24/2, Extra Adds 1, Total Adds 4, WGY, WTRX, KORQ, WJON. Heavy: WFBR, WAHR, WEIN. Medium: KHOW, KGW, WMAZ, WRVA, WING, KRNT, KKUA, WSKI, WCKQ, WCIL, KRNO.

CRYSTAL GAYLE "I Don't Want To Lose Your Love" (WB) 37/13

Rotations: Heavy 1/0, Medium 9/1, Light 26/11, Extra Adds 1, Total Adds 13, WFBR, KHOW, WVLLK, KRNT, WFMK, WMHE, WWRN, WTKO, WGSV, WJBC, KKJO, KTWO, KQSW. Heavy: WCCO. Medium: WAHR, KSL, WSKI, KORQ, WCKQ, WAGE, KFQD, WMAZ.

ALAN PARSONS PROJECT "Don't Answer Me" (Arista) 31/31

Rotations: Heavy 0/0, Medium 7/7, Light 23/23, Extra Adds 1, Total Adds 31, WFBR, WVLLK, KRVA, WSRZ, WHBY, KRNT, WTRX, WFMK, KSL, WWRN, WEIM, WTKO, WSKI, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, KVIC, WNGS, WCIL, KFSB, KEEZ, WHNN, WJON, KKJO, WBOW, KFQD, KQSW, KALE.

PAUL YOUNG "Come Back And Stay" (Columbia) 31/4

Rotations: Heavy 1/0, Medium 15/2, Light 15/2, Extra Adds 0, Total Adds 4, WAEB, KMJJ, KUDO, KVIC. Heavy: WGY. Medium: WCCO, WMAZ, KQAV, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WCIL, KKJO, KRBS, KALE.

SIGNIFICANT ACTION

POINTER SISTERS "Automatic" (Planet/RCA) 29/7

Rotations: Heavy 1/0, Medium 16/1, Light 11/5, Extra Adds 1, Total Adds 7, KHOW, KOIL, WWRN, KVIC, WHNN, WBOW, KTWO. Heavy: WPPA. Medium: WFBR, KVIL-FM, WMGN, KMJJ, KUDO, WEIM, WSKI, KORQ, WCKQ, WCHV, KEEZ, KQSW, KRBS, KALE, KRBE-FM. Light: WQUE-FM, WCCO, V100, WTRX, KKUA, KRNO.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 28/0

Rotations: Heavy 2/0, Medium 14/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WKNE, KALE. Medium: KHOW, WVLLK, KOIL, WMHE, WWRN, WCKQ, WCHV, WAGE, WCIL, KFSB, KWEB, K99, KRNO, KRBS. Light: WCCO, WKGW, WAHR, 2WD, WNAM, KBOI, KORQ, WVBS, KEEZ, WJON, KTWO, KQSW.

DeBARGE "Love Me In A Special Way" (Motown) 25/15

Rotations: Heavy 0/0, Medium 6/1, Light 18/13, Extra Adds 1, Total Adds 15, WRVA, WTRX, WWRN, WEIM, WSKI, WSKY, WCHV, WGSV, KFSB, KKJO, WBOW, KFQD, KTWO, KQSW. Medium: WAHR, WMAZ, WCKQ, WAGE, KVIC. Light: WKNE, WPPA, KORQ, WCIL, KRBS.

CULTURE CLUB "Miss Me Blind" (Virgin/Epic) 23/22

Rotations: Heavy 1/0, Medium 10/10, Light 11/11, Extra Adds 1, Total Adds 22, WFBR, 97AIA, WPJB, WSRZ, WHBY, WTRX, WLTE, KOIL, KPPL, KFI, KORQ, WSKY, WCHV, WGSV, KVIC, WNGS, WJON, KKJO, WBOW, KRNO, KQSW, KALE. Heavy: WQUE-FM.

JOHNNY MATHIS with DENIECE WILLIAMS "Love Won't Let Me Wait" (Columbia) 23/9

Rotations: Heavy 1/0, Medium 2/0, Light 20/9, Extra Adds 0, Total Adds 9, B100, WMHE, KWAV, WKNE, WSKI, WCKQ, WAGE, WJBC, KFQD. Heavy: WRIE. Medium: WBEN, WMGN. Light: WFBR, WSB-FM, 97AIA, WCCO, WFSM, WHBY, WHBC, KKUA, WEIM, KKJO, KRBS.

MOST ADDED

ALAN PARSONS PROJECT (31)
Don't Answer Me (Arista)
LIONEL RICHIE (26)
Hello (Motown)
PHIL COLLINS (23)
Against All Odds (Take A Look...) (Atlantic)
CULTURE CLUB (22)
Miss Me Blind (Virgin/Epic)
TRACEY ULLMAN (19)
They Don't Know (MCA)
JULIO IGLESIAS & WILLIE NELSON (17)
To All The Girls I've Loved Before (Columbia)

HOTTEST

KENNY ROGERS (70)
This Woman (RCA)
BILLY JOEL (63)
An Innocent Man (Columbia)
GENESIS (54)
That's All (Atlantic)
CHRISTINE McVIE (53)
Got A Hold On Me (WB)
PAUL McCARTNEY (52)
So Bad (Columbia)
SHEENA EASTON (41)
Almost Over You (EMI America)

HOMI & JARVIS "I'm In Love Again" (GRP) 23/0

Rotations: Heavy 1/0, Medium 7/0, Light 15/0, Extra Adds 0, Total Adds 0. Heavy: WCCO. Medium: KUDL, WRVA, WSKI, WAGE, WCIL, KEEZ, KRBS. Light: WFSM, WAHR, WHBY, WHBC, WENS, WFMK, KOIL, KBOI, WTKO, WCHV, WNGS, WJBC, WJON, KTWO, KQSW.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 22/12

Rotations: Heavy 0/0, Medium 6/2, Light 16/10, Extra Adds 0, Total Adds 12, WFBR, WAEB, WBT, WTRX, WFMK, WEIM, WSKY, WCKQ, KFSB, KEEZ, KFQD, KRNO. Medium: WCCO, WRVA, KRNT, WJON. Light: WICC, WKGW, WHBY, KORQ, WAGE, K99.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 21/1

Rotations: Heavy 0/0, Medium 5/0, Light 16/1, Extra Adds 0, Total Adds 1, WVOR. Medium: KS94, WING, KRNT, WKNE, WHNN. Light: WBEN, WAEB, WFSM, WKGW, KEY103, WHBY, WTRX, WENS, KBOI, WJBC, KEEZ, KWEB, WJON, KTWO, KRNO.

MODERN ROMANCE "Just My Imagination" (Atlantic) 21/1

Rotations: Heavy 0/0, Medium 11/1, Light 10/0, Extra Adds 0, Total Adds 1, KRNT. Medium: WCCO, WMAZ, WHBC, KUGN, KSL, WEIM, WSKI, WCHV, K99, KRBS. Light: WAHR, WHBY, KKPL, WKNE, WGSV, WAGE, WNGS, KEEZ, WJON, KFQD.

GEORGE FISCHOFF "Boogie Piano Man" (Reward/CBS) 20/4

Rotations: Heavy 0/0, Medium 2/0, Light 18/4, Extra Adds 0, Total Adds 4, WVOR, WVLLK, WHBY, WHNN. Medium: WCCO, WKNE. Light: WAHR, WHBC, KPPL, KUGN, WEIM, WCKQ, WJBC, WCIL, KFSB, WJON, KKJO, KTWO, K99, KRBS.

TRACEY ULLMAN "They Don't Know" (MCA) 19/19

Rotations: Heavy 0/0, Medium 5/5, Light 14/14, Extra Adds 0, Total Adds 19, WFBR, WGY, WHBY, WTRX, KWAV, WEIM, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WAGE, KVIC, WCIL, KEEZ, KKJO, WBOW, KQSW.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 18/3

Rotations: Heavy 3/0, Medium 2/0, Light 8/0, Extra Adds 0, Total Adds 3, WTAE, KGW, WRVR. Heavy: WAXY, WAEB, WCHV. Medium: WROR, 97AIA, WFYR, WMJJ, WSRZ, KPPL, KMJJ, KFSB, KEEZ, WHNN, WTNV. Light: WQUE-FM.

JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 17/17

Rotations: Heavy 0/0, Medium 5/5, Light 12/12, Extra Adds 0, Total Adds 17, WICC, WTKO, WPJB, WRVR, WHHY, WRVA, WHBY, WTRX, WEIM, WTKO, WKNE, WCKQ, WGSV, WAGE, WJBC, KQSW, KALE.

MINOR DETAIL "Take It Again" (Polydor/PolyGram) 16/0

Rotations: Heavy 0/0, Medium 1/0, Light 15/0, Extra Adds 0, Total Adds 0. Medium: WAGE. Light: WCCO, WAHR, WHBC, WEIM, WSKI, WCKQ, WCHV, KVIC, WCIL, KFSB, KEEZ, WBOW, K99, KQSW, KRBS.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 15/2

Rotations: Heavy 1/0, Medium 7/0, Light 7/2, Extra Adds 0, Total Adds 2, WSRZ, WEIM. Heavy: WGY. Medium: KVIL-FM, KWAV, WSKI, WPPA, WSKY, WCHV, KQSW. Light: WQUE-FM, WAEB, 2WD, KVIC, KEEZ.

MOODY BLUES "Running Water" (Threshold/PolyGram) 14/7

Rotations: Heavy 0/0, Medium 1/0, Light 12/6, Extra Adds 1, Total Adds 7, WTRX, WKNE, WSKI, WCKQ, KFQD, KTWO, KALE. Medium: WAGE. Light: WCCO, WSRZ, WEIM, WCHV, WBOW, KRBS.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 13/0

Rotations: Heavy 3/0, Medium 2/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: 97AIA, KOST, KFI. Medium: WCLR, WRVR. Light: Y97, WSB-FM, W101, B100, WHHY, WEZS, WNGS, WHBC.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 12/4

Rotations: Heavy 1/0, Medium 2/1, Light 9/3, Extra Adds 0, Total Adds 4, 97AIA, WMHE, KWAV, WPPA. Heavy: KWEB. Medium: WCHV. Light: WTKO, WSKY, WAGE, KFSB, WJON, KQSW.

HOWARD JONES "New Song" (Elektra) 12/0

Rotations: Heavy 1/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WCKQ. Medium: 97AIA, WCCO, WHHY, WMGN, WEIM, WSKI, WSKY. Light: KUDO, WPPA, KEEZ, KRBS.

JOHN DENVER "World Games" (RCA) 11/4

Rotations: Heavy 0/0, Medium 3/0, Light 8/4, Extra Adds 0, Total Adds 4, WEIM, WSKI, WJBC, KEEZ. Medium: KVIL-FM, WMAZ, WRVA. Light: WCCO, WSKY, KRNO, KALE.

ROCKWELL "Somebody's Watching Me" (Motown) 11/3

Rotations: Heavy 1/0, Medium 5/1, Light 5/2, Extra Adds 0, Total Adds 3, WAEB, WMHE, KPPL. Heavy: WGY. Medium: WFBR, WQUE-FM, WPPA, WSKY. Light: 97AIA, V100, KEEZ.

KC "Give It Up" (Meca) 11/1

Rotations: Heavy 2/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 1, WGY. Heavy: KFI, WPPA. Medium: WQUE-FM, WZZP, WMHE, WSKI. Light: V100, WHHY, WNAM, KEEZ.

JIMMY CLIFF "We All Are One" (Columbia) 11/0

Rotations: Heavy 0/0, Medium 2/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: KHOW, WSRZ, KKUA, WEIM. Light: WCCO, 2WD, WCKQ, WCHV, WAGE, KTWO, KRBS.

STARBUCK "Another Beat Of My Heart" (AVI/MCA) 11/0

Rotations: Heavy 0/0, Medium 2/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: WHHY, KFSB. Light: WAHR, WTRX, WWRN, KORQ, WCKQ, WCHV, WCIL, KFQD, KTWO.

MAC DAVID "Most Of All" (Casablanca/PolyGram) 10/1

Rotations: Heavy 1/0, Medium 4/0, Light 5/1, Extra Adds 0, Total Adds 1, WJON. Heavy: WRVA. Medium: KVIL-FM, WCCO, KRNT, WEIM. Light: WICC, WLAC-FM, WSKY, KWEB.

GARY PORTNOY "Theme From 'Cheers' (Where Everyone Knows...)" (Earthtone) 10/1

Rotations: Heavy 0/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adds 1, KEEZ. Medium: WROR, WCCO, WAHR. Light: WTAE, KBEST, WFSM, KUGN, WNGS, WJON.

OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" (MCA) 10/0

Rotations: Heavy 1/0, Medium 2/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WGY. Medium: WTKO, WPPA. Light: 97AIA, WQUE-FM, WAEB, V100, WKNE, KORQ, KQSW.

TINA TURNER "Let's Stay Together" (Capitol) 9/1

Rotations: Heavy 2/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, KRBE-FM. Heavy: 97AIA, WGY. Medium: WFBR, WEIM. Light: WQUE-FM, KEY103, KWAV, KVIC.

KENNY LOGGINS "Footloose" (Columbia) 9/0

Rotations: Heavy 1/0, Medium 7/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WQUE-FM. Medium: WFBR, WPJB, WSRZ, KMJJ, WSKI, WTNV, WPPA. Light: WEIM.

MANHATTAN TRANSFER "Mystery" (Atlantic) 7/6

Rotations: Heavy 0/0, Medium 2/1, Light 3/3, Extra Adds 2, Total Adds 6, WHBY, KUGN, KSL, WAGE, WJON, KTWO. Medium: WMGN.

VICTORIA SHAW "Break My Heart" (MPB) 7/1

Rotations: Heavy 0/0, Medium 1/0, Light 6/1, Extra Adds 0, Total Adds 1, KKJO. Medium: WTKO. Light: WCCO, WTRX, WAGE, KFSB, KFQD.

MATTHEW WILDER "The Kid's American" (Private I/CBS) 7/1

Rotations: Heavy 0/0, Medium 6/1, Light 1/0, Extra Adds 0, Total Adds 1, KUDO. Medium: WCCO, WSKI, WCHV, KQSW, KFSB. Light: KEEZ.

B.J. THOMAS "Two Car Garage" (Cleveland International/Epic) 7/0

Rotations: Heavy 1/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KSL. Medium: WSB, KOY, WMAZ, KRNT. Light: WAHR, WGSV.

ALABAMA "Roll On (Eighteen Wheeler)" (RCA) 6/0

Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WBEN, WBT, WHHY, WEIM. Light: WAHR, WGSV.

A/C Regional Adds & Hots

EAST Parallel One

WBFB/Baltimore
Andy Szulinski

ALAN PARSONS
CULTURE CLUB
LIONEL RICHE
CRYSTAL GAYLE
ELBOW BONES & RAC
TRACY ULLMAN
Hottest:
MICHAEL JACKSON
KENNY ROGERS
JAMES INGRAM
SHEENA EASTON

WROR/Boston
Lorne Ozmon
none
Hottest:
NENA
ELTON JOHN
BILLY JOEL
KOOL & THE GANG
CULTURE CLUB

WBEN/Buttalo
Roger Christian
none
Hottest:
CHRISTINE MCVIE
BILLY JOEL
CHRIS CROSS
KENNY ROGERS
KOOL & THE GANG

GR55/Buttalo
Joe Galush
LINDA RONSTADT
Hottest:
KENNY ROGERS
PAUL MCCARTNEY
BILLY JOEL
GENESIS
CHRISTINE MCVIE

WPX/New York
Alan Anderson
PHIL COLLINS
LINDA RONSTADT
LIONEL RICHE
Hottest:
BRYSON & FLACK
CHRISTINE MCVIE
KENNY ROGERS
BILLY JOEL
GENESIS

Y87/Pittsburgh
Jay Cresswell
LIONEL RICHE
ANNE MURRAY
Hottest:
BILLY JOEL
JAMES INGRAM
PAUL MCCARTNEY
KOOL & THE GANG
CHRISTINE MCVIE

WTAE/Pittsburgh
Don Berna
EURYTHMICS
NENA
Hottest:
BILLY JOEL
JOHN LENNON
MICHAEL JACKSON
CULTURE CLUB
DAN FOGELBERG

WWSW (JWSW)/Pittsburgh
Crown/Waltzel
none
Hottest:
CULTURE CLUB
MICHAEL JACKSON
CHRISTINE MCVIE
GENESIS
JAMES INGRAM

WPRO/Providence
Tom Cuddy
EURYTHMICS
THOMPSON TWINS
Hottest:
SHEENA EASTON
KENNY ROGERS
BRYSON & FLACK
JOHN LENNON
CHRISTINE MCVIE

WLTT/Washington, D.C.
Bob Cummings
none
Hottest:
GENESIS
LIONEL RICHE
BILLY JOEL
PAUL MCCARTNEY
CHRIS CROSS

Parallel Two

WAEB/Allentown
Neal Newman
ROCKWELL
THOMPSON TWINS
STEPHEN BISHOP
ANNE MURRAY
ELBOW BONES & RAC
PHIL COLLINS
PAUL YOUNG
Hottest:
JOHN LENNON
POLICE
VAN HALEN
KENNY ROGERS
DURAN DURAN

WCCB/Ridgeway
Pantano/Broadbin
BARBARA STREISAND
IGLESIAS & NELSON
Hottest:
BILLY JOEL
KENNY ROGERS
SHEENA EASTON
GENESIS
CHRISTINE MCVIE

V100/Charleston, WV
Spence/Jarvis
CLIFF RICHARD
STEPHEN BISHOP
Hottest:
BILLY JOEL
CHRISTINE MCVIE
KENNY ROGERS
GENESIS

WRIE/Erie
Ted Abbott
none
Hottest:
CULTURE CLUB
DEBARGE
BILLY JOEL
ELTON JOHN
ONJ & TRAVOLTA

WSFM/Harrisburg
Bob Palva
DAN FOGELBERG
LINDA RONSTADT
Hottest:
BILLY JOEL
CHRISTINE MCVIE
GENESIS
KENNY ROGERS
LIONEL RICHE

Parallel Three

WVBC/Canton
Mike Dorn
none
Hottest:
BILLY JOEL
SHEENA EASTON
CHRISTINE MCVIE
GENESIS
PAUL MCCARTNEY

WVBC/Carbondale, IL
Matt McCann
TRACY ULLMAN
ALAN PARSONS
BARBARA STREISAND
LIONEL RICHE
Hottest:
KENNY ROGERS
SHEENA EASTON
MICHAEL JACKSON
ANNE MURRAY
LINDA RONSTADT

MIDWEST Parallel One

WCLR/Chicago
Gary Price
LIONEL RICHE
CULTURE CLUB
Hottest:
SHEENA EASTON
CHRISTINE MCVIE
POLICE
EURYTHMICS
KENNY ROGERS

WFYR/Chicago
John Wetherbee
none
Hottest:
POLICE
JOHN LENNON
SHEENA EASTON
MICHAEL JACKSON
NENA

WVOR/Rochester
Gary Smith
PAUL MCCARTNEY
JAMES INGRAM
AMERICAN COMEDY N
GEORGE FISCHOFF
Hottest:
CHRIS CROSS
LIONEL RICHE
CULTURE CLUB
GENESIS
KOOL & THE GANG

WVGR/Rochester
Walter Fritz
STEPHEN BISHOP
IGLESIAS & NELSON
TRACY ULLMAN
DEBARGE
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
GENESIS

WVMI/Cleveland
Popovich/Levers
YES
STALLONE & RHODES
MICHAEL SEMBELLO
Hottest:
GENESIS
BILLY JOEL
MICHAEL JACKSON
SHEENA EASTON
PAUL MCCARTNEY
POLICE

WZZP/Cleveland
Dunphy/Georgeson
none
Hottest:
BILLY JOEL
KOOL & THE GANG
CHRIS CROSS
PAUL MCCARTNEY
GENESIS

Parallel Two

WVMA/Atlanta
Monte/Wyrostok
CLIFF RICHARD
STEPHEN BISHOP
Hottest:
SHEENA EASTON
BILLY JOEL
PAUL MCCARTNEY
BRYSON & FLACK

WVMD/Atlanta
Greg Picciano
CLIFF RICHARD
BARBARA STREISAND
Hottest:
BILLY JOEL
PAUL MCCARTNEY
KENNY ROGERS
SHEENA EASTON
CHRISTINE MCVIE

WVMD/Atlanta
Donna Brake
LIONEL RICHE
ANNE MURRAY
Hottest:
BILLY JOEL
PAUL MCCARTNEY
KENNY ROGERS
SHEENA EASTON
CHRISTINE MCVIE

WVMD/Atlanta
Chris Gable
KOOL & THE GANG
JEFFREY OSBORNE
CULTURE CLUB
ROMANTICS
POLICE
Hottest:
LIONEL RICHE
PATTI LABELLE
EURYTHMICS
TINA TURNER
PHIL COLLINS

WVMD/Atlanta
Kris O'Kelly
none
Hottest:
VAN HALEN
KENNY ROGERS
KENNY LOGGINS
CYNDI LAUPER
DEBIE

Parallel Three

WVBC/Bloomington, IL
Stew Salowitz
JOHN DENVER
JEFFREY OSBORNE
JOHNNY MATHIS
CRYSTAL GAYLE
PHIL COLLINS
IGLESIAS & NELSON
Hottest:
BRYSON & FLACK
SHEENA EASTON
CHRISTINE MCVIE
DONNA SUMMER

WVBC/Bloomington, IL
Matt McCann
TRACY ULLMAN
ALAN PARSONS
BARBARA STREISAND
LIONEL RICHE
Hottest:
KENNY ROGERS
SHEENA EASTON
MICHAEL JACKSON
ANNE MURRAY
LINDA RONSTADT

SOUTH Parallel One

WVMD/Atlanta
Monte/Wyrostok
CLIFF RICHARD
STEPHEN BISHOP
Hottest:
SHEENA EASTON
BILLY JOEL
PAUL MCCARTNEY
BRYSON & FLACK

WVMD/Atlanta
Greg Picciano
CLIFF RICHARD
BARBARA STREISAND
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95 Current Reports
Due to the Presidents Day holiday, the following stations reported frozen playlists this week:

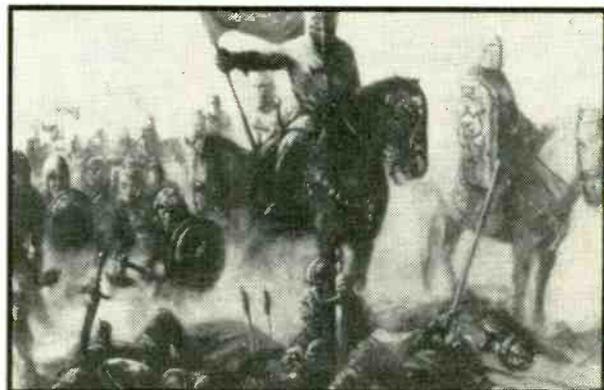
- WROR/Boston
- WBEN/Buttalo
- WRIE/Erie
- WLTT/Washington
- WTNY/Watertown
- WNAM/Appleton-Oshkosh
- WHBC/Canton
- KCRG/Cedar Rapids
- WFYR/Chicago
- WZZP/Cleveland
- WOMC/Detroit
- KUDL/Kansas City
- WGMG/Madison
- WCCO/Minneapolis
- KWEB/Rochester
- 3WM/Toledo
- WAFB/Baton Rouge
- KVIL-FM/Dallas
- WAXY/Ft. Lauderdale
- WVHJ/Huntsville
- WVY/Jacksonville

MORE EXTRAORDINARY ROCK FROM EPA



NENA 99 Luftballons

Including "Just A Dream"



SAXON Crusader

Including "Just Let Me Rock"

CARRERE
RECORDS



SLADE

"My Oh My" and "Run Run Away"

AOR 12" On Your Desk Now —
45 Ships March 13

CBS ASSOC.
RECORDS

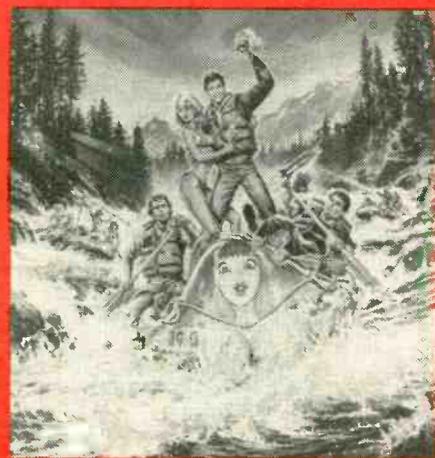


"WEIRD AL" YANKOVIC

Weird Al Yankovic In 3-D

Including "Eat It"

ROCK'N'ROLL
RECORDS



CHEAP TRICK "Up The Creek"

12" From The Upcoming "Up The Creek"
Rock And Roll Soundtrack

PASHA

FUTURE BREAKERS FROM THE EXTRAORDINARILY
PLAYED
ALBUM COMPANY



AOR / ALBUMS

February 24, 1984

177 REPORTERS

Three Weeks Two Last Weeks Weeks Weeks

Three Weeks	Two Weeks	Last Weeks	Album	Label
1	1	1	1 VAN HALEN/1984 (WB)	(WB)
12	9	5	2 FOOTLOOSE/Soundtrack (Columbia)	(Columbia)
2	2	2	3 PRETENDERS/Learning To Crawl (Sire/WB)	(Sire/WB)
8	7	6	4 MANFRED MANN'S EARTH.../Somewhere In... (Arista)	(Arista)
11	8	8	5 CHRISTINE McVIE/Christine McVie (WB)	(WB)
3	3	3	6 J. LENNON & Y. ONO/Milk And Honey (Polydor/PG)	(Polydor/PG)
5	4	4	7 YES/90125 (Atco)	(Atco)
6	6	7	8 38 SPECIAL/Tour De Force (A&M)	(A&M)
4	5	9	9 GENESIS/Genesis (Atlantic)	(Atlantic)
24	15	10	10 DAN FOGELBERG/Windows & Walls (Full Moon/Epic)	(Full Moon/Epic)
21	14	11	11 DWIGHT TWILLEY/Jungle (EMI America)	(EMI America)
14	11	12	12 A NIGHT IN HEAVEN/Soundtrack (A&M)	(A&M)
19	17	14	13 EURYTHMICS/Touch (RCA)	(RCA)
-	-	19	14 QUEEN/The Works (Capitol)	(Capitol)
13	16	15	15 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	(Chrysalis)
DEBUT			16 APRIL WINE/Animal Grace (Capitol)	(Capitol)
18	19	18	17 JUDAS PRIEST/Defenders Of The Faith (Columbia)	(Columbia)
9	10	13	18 DURAN DURAN/Seven And The Ragged Tiger (Capitol)	(Capitol)
27	22	20	19 BON JOVI/Bon Jovi (Mercury/PG)	(Mercury/PG)
15	18	16	20 MOTLEY CRUE/Shout At The Devil (Elektra)	(Elektra)
25	21	21	21 TED NUGENT/Penetrator (Atlantic)	(Atlantic)
7	12	17	22 JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)	(Riva/PG)
DEBUT			23 ROGER DALTRY/Parting, Should, Be, Painless (Atlantic)	(Atlantic)
36	30	25	24 WANG CHUNG/Points On The Curve (Geffen)	(Geffen)
-	-	28	25 GOLDEN EARRING/N.E.W.S. (21/PG)	(21/PG)
-	36	30	26 DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)	(RCA)
29	28	23	27 ACCEPT/Balls To The Wall (Portrait/CBS)	(Portrait/CBS)
26	26	26	28 UTOPIA/Oblivion (Passport)	(Passport)
23	25	27	29 NIGHT RANGER/Midnight Madness (Camel/MCA)	(Camel/MCA)
10	13	22	30 ROLLING STONES/Undercover (RS/Atco)	(RS/Atco)
20	23	29	31 BILLY IDOL/Rebel Yell (Chrysalis)	(Chrysalis)
-	-	34	32 BILLY RANKIN/Growin' Up Too Fast (A&M)	(A&M)
17	20	24	33 OZZY OSBOURNE/Bark At The Moon (CBS Associated)	(CBS Associated)
-	-	38	34 JON BUTCHER AXIS/Stare At The Sun (Polydor/PG)	(Polydor/PG)
28	31	33	35 ROMANTICS/In Heat (Nemperor/CBS)	(Nemperor/CBS)
32	29	32	36 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	(Portrait/CBS)
22	24	31	37 REAL LIFE/Heartland (Curb/MCA)	(Curb/MCA)
33	34	35	38 POLICE/Synchronicity (A&M)	(A&M)
30	33	37	39 RE-FLEX/The Politics Of Dancing (Capitol)	(Capitol)
DEBUT			40 GREAT WHITE/Great White (EMI America)	(EMI America)

Album	Total Reports	Heavy Rotation	Medium Rotation	Total Adds All Rotations
"Jump" (152) "Panama" (123) "I'll Wait" (117)	168+	163-	5+	1+
"Footloose" (152) "Girl" (80) "Paradise" (15)	162-	134+	28-	2-
"Time" (123) "Middle" (108) "Thumbelina" (21)	161-	128-	33+	2=
"Runner" (158)	161-	111+	50-	1-
"Got A Hold" (131) "Million" (83) "Love Will" (12)	151-	118+	33-	2-
"Nobody" (134) "Stepping" (62) "Borrowed" (20)	148-	121-	27+	0=
"Leave It" (91) "Happen" (78) "Changes" (54)	156-	109-	47=	3-
"Back Where" (132) "If I'd" (28) "One Time" (17)	147=	102-	44+	4+
"Home" (79) "Illegal" (58) "That's All" (40)	149+	94-	55+	6-
"Language" (149) "Gone Too Far" (52)	154+	89+	65-	5-
"Girls" (155)	158-	60+	97-	5-
"Heaven" (118)	118-	81-	37-	1-
"Here Comes The Rain Again" (116)	118-	77+	41-	1-
"Radio Ga-Ga" (114) "Tear" (39) "Hammer" (17)	141+	48+	85+	17-
"Drug" (70) "R&R" (45) "Walking" (21)	119+	64-	54+	12+
"This Could" (131) "Sons" (12)	136+	34+	98-	10+
"Heads" (106) "Rock" (18) "Duty/Defend" (10)	118-	42-	76+	3+
"New Moon" (102) "Union" (11)	106-	67-	39-	1+
"Runaway" (126)	130+	24+	104=	6-
"Looks" (98) "Shout" (38)	107-	43-	64-	1+
"Tied Up In Love" (116)	123-	16+	107-	1-
"Authority" (55) "Guitar" (42) "Pink" (34)	108-	40-	67-	5-
"Walking In My Sleep" (114)	121+	21+	91+	22-
"Dance Hall" (83) "Don't Let Go" (43)	114+	25+	87+	12-
"When The Lady Smiles" (107)	113+	10+	99+	10-
"Adult Education" (86)	86+	31+	54+	8-
"Balls To The Wall" (98)	99-	12+	86-	2-
"Crybaby" (88)	92-	21-	69-	3=
"Rumours" (42) "Sister" (31) "America" (18)	77-	27-	46-	12+
"She Was Hot" (68) "Tough" (10)	73-	33-	40-	1-
"Rebel Yell" (49) "Blue Highway" (25)	70-	27-	38-	7-
"Baby Come Back" (73)	85+	4+	70+	13-
"Bark" (47) "Rebel" (30) "Tired" (17)	73-	17-	56-	1-
"Don't Say Goodnight" (69)	78+	8+	60+	17-
"Million" (35) "Talking" (22) "Rock You" (13)	66+	17-	43+	11+
"Girls" (54) "Time" (12)	59-	28-	29-	3+
"Send Me An Angel" (54)	58-	16-	40-	5+
"Wrapped" (40)	41-	24-	17-	0-
"Politics Of Dancing" (41)	43-	17-	25-	1-
"Stick It" (46)	48+	0=	42+	14+

CHART EXTRAS

No albums qualified as Chart Extras this week.

BREAKERS

APRIL WINE
Animal Grace (Capitol)

77% of our reporters on it. 136/10, including adds at WNEW-FM, Q107, WHCN, WCKN, WZXR, WDIZ, WAPL, WLVO. Debuts at #16 on the Albums chart.

ROGER DALTRY
Parting Should Be Painless (Atlantic)

68% of our reporters on it. 121/22, including adds at KTXQ, KYYS, KINK, KGB, WZZO, WRXL, WWCK. Debuts at #23 on the Albums chart.

SHOUT-SHOUT



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AOR / ALBUMS

MOST ADDED

MODERN ENGLISH (25)
Ricochet Days (Sire/WB)
ROGER DALTRY (22)
Parting Should Be Painless (Atlantic)
JON BUTCHER AXIS (17)
Stare At The Sun (Polydor/PolyGram)
QUEEN (17)
The Works (Capitol)
MI-SEX (15)
Where Do They Go? (Epic)
MADNESS (15)
Keep Moving (Geffen)
GREAT WHITE (14)
Great White (EMI America)

MOST HOTS

VAN HALEN (163)
1984 (WB)
FOOTLOOSE (134)
Soundtrack (Columbia)
PRETENDERS (128)
Learning To Crawl (Sire/WB)
JOHN LENNON & YOKO ONO (121)
Milk And Honey (Polydor/PolyGram)
CHRISTINE McVIE (118)
Christine McVie (WB)
MANFRED MANN'S EARTH BAND (111)
Somewhere In Afrika (Arista)
YES (109)
90125 (Atco)

NEW & ACTIVE

- ALARM/Declaration (IRS/A&M) 45/11 (38/21)**
 Adds include WBCN, Q107, KBCO, WPLR, WAQY, WWCK. Hots: 3 WLIR, CHUM-FM, KTCL. Mediums: 36 include WBAB, WXRT, WMMS, KYYS, 91X, WIMZ, KLPX.
- JASON & THE SCORCHERS/Fervor (EMI America) 39/13 (31/13)**
 Adds include WYNF, WLUP, KSHE, KMEL, KQAK, KXZL, WLAV. Hots: 1 KTYD. Mediums: 28 include WBCN, WYSP, KBCO, WPDH, WKDF, WKZL, WAPL, KFIV-FM.
- WIRE TRAIN/In A Chamber (415/Columbia) 39/2 (42/7)**
 Adds: WWTR, KOZZ. Hots: 8 include WLIR, KBCO, KROQ, 91X, KQAK. Mediums: 30 include WBCN, WXRT, WMMS, KFOG, KMEL, WKLC, WAAF, KLAQ, KMJX, WLAV, KWFM.
- PAUL YOUNG/No Parlez (Columbia) 35/4 (34/4)**
 Adds: KBPI, WKLC, WXKE, WBLM. Hots: 8 include WXRT, WMMS, KBCO, WTKX, WQDR, KFIV-FM. Mediums: 25 include WBCN, WBAB, WHCN, WAPI, WCKN, KMBQ, KQDS.
- ROCKWELL/Somebody's Watching Me (Motown) 34/7 (32/14)**
 Adds: WRXT, KROQ, KDKB, WAAL, WCKN, WWCK, KWXL. Hots: 13 include WLIR, WLUP, WMET, WMMS, 91X. Mediums: 17 include WBCN, WXRT, KWK.
- MI-SEX/Where Do They Go? 31/15 (24/16)**
 Adds: KBPI, KROQ, WPLR, WAQY, WKLC, WYMX, WFYV, WQMF, KGGO, WXKE, WWCT, KWFM, WYER, WCPZ, KSPN. Hots: 4 include CHUM-FM, KBCO, CITI-FM. Mediums: 18 include WSKS, WPDH, KISS, KQDS.
- MICHAEL SCHENKER GROUP/Built To Destroy (Chrysalis) 27/2 (29/4)**
 Adds: WBCN, Q107. Hots: 3 KRCK, KZOK, CITI-FM. Mediums: 22 include KTXQ, KLLO, KGON, KOME, KSJO.
- MODERN ENGLISH/Ricochet Days (Sire/WB) 26/25 (1/1)**
 Adds include WRXT, WXRT, KBCO, KQAK, KXZL. Hots: 2 CHUM-FM, KTCL. Mediums: 7 include WQBK, WPDH, WCKN, WQDR, WLAV, KKDJ.
- MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 26/0 (28/2)**
 Adds: 0. Hots: 2 WNEW-FM, WXRT. Mediums: 24 include WBAB, WAPP, KKCI, KSHE, KBCO.
- ROBERT HAZARD/Wing Of Fire (RCA) 22/0 (22/2)**
 Adds: 0. Hots: 2 WMGM, KTYD. Mediums: 19 include WMMR, WYSP, KBCO, KROQ, WZZO, WTPA, KWFM.
- SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 20/3 (20/3)**
 Adds: KTXQ, KQAK, KILO. Hots: 11 include KBCO. Mediums: 7 include WRXT, WXRT, KROQ, 91X, KFOG.
- EXPRESSION/The Expression (A&M) 18/2 (20/2)**
 Adds: WCKO, KKDJ. Hots: 3 CHUM-FM, KBCO. Mediums: 13 include WBCN, DC101, WSHE, KROQ, KUPD, KFOG, KQAK, WCMF.
- MADNESS/Keep Moving (Geffen) 15/15 (0/0)**
 Adds include WRXT, WBAB, WXRT, WMMS, KBCO, 91X, KQAK, WTKX, KKDJ. Hots: 2 WLIR, KTCL. Mediums: 3 KROQ, WPDH, KTYD.
- UB40/Labour Of Love (Virgin/A&M) 15/1 (15/2)**
 Adds: WZXY. Hots: 8 include WBCN, WMMS, K97, 91X, WPDH. Mediums: 6 include WRXT, WBAB, KQAK.
- XTC/Mummer (Geffen) 14/1 (14/1)**
 Adds: WBCN. Hots: 6 include WXRT, KROQ. Mediums: 7 include WRXT, WBAB, WLIR, KBCO, 91X, KQAK.
- EBN-OZN/Feeling Cavalier (Elektra) 12/5 (8/7)**
 Adds: WRXT, KQAK, WCMF, KSQY, KTCL. Hots: 1 WLIR. Mediums: 6 include WBAB, KBCO.
- CHINA CRISIS/Working With Fire And Steel (WB) 10/2 (8/0)**
 Adds: KBCO, KTCL. Hots: 3 WLIR, CHUM-FM, 91X. Mediums: 6 include WXRT, KROQ, KQAK.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

CHART EXTRAS — Records that have fallen off the chart but continue to receive substantial airplay.

AOR BREAKERS — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

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BIG EVENTS

BARBRA STREISAND in her first national radio interview of the '80s, ASIA live from Tokyo, the US FESTIVAL '83, HBO Simulcasts with KENNY ROGERS, DOLLY PARTON, OLIVIA NEWTON-JOHN, HALL & OATES, WILLIE NELSON, and BILLY JOEL, 1984 concert exclusives with JOURNEY, STEVIE NICKS, THE PRETENDERS, JOE WALSH, CHRISTINE McVIE, MICHAEL McDONALD, CHRISTOPHER CROSS, and FLEETWOOD MAC, The Royal

Albert Hall benefit concert featuring JEFF BECK, ERIC CLAPTON, KENNEY JONES, ANDY FAIRWEATHER LOW, JIMMY PAGE, CHARLIE WATTS, STEVE WINWOOD and BILL WYMAN, the exclusive NARAS GRAMMY AWARDS SPECIAL . . . all from America's largest producer and distributor of nationally sponsored radio programs, concerts and specials. Over 3,000 U.S. radio stations carry our events and programs . . . programs like the SUPERTRAMP

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R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	177 REPORTERS			Total	Heavy	Medium	Total Adds
1	1	1	1	VAN HALEN/Jump (WB)	152-	146-	6+	1+	
11	6	5	2	KENNY LOGGINS/Footloose (Columbia)	152=	127+	25-	3-	
5	5	3	3	MANFRED MANN'S EARTH.../Runner (Arista)	158-	109+	49-	1-	
2	2	2	4	JOHN LENNON/Nobody Told Me (Polydor/PG)	134-	115-	19-	0=	
27	15	8	5	DAN FOGELBERG/The Language Of Love (FM/Epic)	149+	88+	61-	3-	
12	7	7	6	CHRISTINE McVIE/Got A Hold On Me (WB)	131+	109+	22-	1=	
4	4	6	7	38 SPECIAL/Back Where You Belong (A&M)	132-	96-	36+	1=	
19	12	9	8	DWIGHT TWILLEY/Girls (EMI America)	155-	58+	96-	5=	
3	3	4	9	PRETENDERS/Middle Of The Road (Sire/WB)	108-	98-	10-	0=	
8	9	10	10	BRYAN ADAMS/Heaven (A&M)	118-	81-	37-	1-	
7	10	11	11	VAN HALEN/Panama (WB)	123-	66-	57+	3+	
18	14	14	12	EURHYTHMICS/Here Comes The Rain Again (RCA)	116-	75+	41-	1-	
23	18	13	13	VAN HALEN/I'll Wait (WB)	117+	68+	49-	2-	
15	16	15	14	PRETENDERS/Time The Avenger (Sire/WB)	123+	62+	61+	2=	
34	20	16	15	APRIL WINE/This Could Be The Right One (Capitol)	131-	35+	92-	5-	
32	23	19	16	BON JOVI/Runaway (Mercury/PG)	126+	23+	101=	6-	
6	8	12	17	DURAN DURAN/New Moon On Monday (Capitol)	102-	66-	36-	1+	
-	37	22	18	QUEEN/Radio Ga-Ga (Capitol)	114=	41+	72+	5-	
24	19	17	19	JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)	106-	39-	67-	0-	
-	-	38	20	PHIL COLLINS/Against All Odds (Atlantic)	118+	27+	81+	34-	
25	22	20	21	TED NUGENT/Tied Up In Love (Atlantic)	116-	16+	100-	1-	
DEBUT	-	-	22	SCORPIONS/Rock You Like A... (Mercury/PG)	119+	24+	66+	109+	
-	38	28	23	ROGER DALTREY/Walking In My... (Atlantic)	114+	20+	86+	14-	
38	33	26	24	YES/Leave It (Atco)	91+	53+	38+	2-	
16	17	18	25	MOTLEY CRUE/Looks That Kill (Elektra)	98-	40=	58-	1+	
56	44	32	26	GOLDEN EARRING/When The Lady... (21/PG)	107+	9=	94+	9-	
DEBUT	-	-	27	DAVID GILMOUR/All Lovers Are... (Columbia)	110+	9+	80+	67+	
13	13	21	28	YES/It Can Happen (Atco)	78-	50-	28-	0-	
33	31	25	29	ACCEPT/Balls To The Wall (Portrait/CBS)	98-	12+	85-	2-	
35	29	27	30	GENESIS/Home By The Sea (Atlantic)	79=	44+	35-	3-	
14	21	24	31	HUEY LEWIS & THE NEWS/I Want... (Chrysalis)	70-	48-	22-	0-	
59	42	30	32	CHRISTINE McVIE/One In A Million (WB)	83=	36+	47-	2-	
-	53	37	33	D. HALL & J. OATES/Adult Education (RCA)	86+	30+	54+	9-	
-	41	31	34	SAMMY HAGAR/The Girl Gets Around (Columbia)	80-	26+	53-	3-	
30	30	29	35	UTOPIA/Crybaby (Passport)	88-	20-	66-	3=	
60	54	39	36	WANG CHUNG/Dance Hall Days (Geffen)	83+	18+	64+	9-	
54	45	34	37	NENA/99 Luftballons (Epic)	67-	36=	28-	8-	
39	35	35	38	JOHN LENNON/I'm Stepping Out (Polydor/PG)	62-	32=	30-	0-	
9	11	23	39	ROLLING STONES/She Was Hot (RS/Atco)	68-	31-	37-	1=	
-	60	47	40	THOMPSON TWINS/Hold Me Now (Arista)	78+	17+	55+	18+	
-	-	50	41	BILLY RANKIN/Baby Come Back (A&M)	73+	3+	60+	12-	
26	26	33	42	YES/Changes (Atco)	54-	34-	20+	0=	
-	-	42	43	GENESIS/Illegal Alien (Atlantic)	58+	28-	30+	5-	
-	-	57	44	JON BUTCHER AXIS/Don't Say... (Polydor/PG)	69+	8+	56+	12-	
42	40	41	45	CYNDI LAUPER/Girls Just Want... (Portrait/CBS)	54-	27-	26-	2+	
-	-	53	46	JOHN COUGAR.../Authority Song (Riva/PG)	55+	18-	35+	6=	
22	27	46	47	BILLY IDOL/Rebel Yell (Chrysalis)	49-	19-	30-	0=	
49	49	48	48	HOWARD JONES/New Song (Elektra)	64-	10-	50-	5-	
DEBUT	-	-	49	DAN FOGELBERG/Gone Too Far (Full Moon/Epic)	52+	17+	35+	3-	
21	25	36	50	REAL LIFE/Send Me An Angel (Curb/MCA)	54-	16-	38-	1+	
47	50	51	51	POLICE/Wrapped Around Your Finger (A&M)	40-	24-	16-	0-	
-	-	60	52	THOMAS DOLBY/Hyperactive (Capitol)	53+	13+	36+	13-	
29	36	44	53	OZZY OSBOURNE/Bark At The Moon (CBS Associated)	47-	10-	37-	0-	
DEBUT	-	-	54	TONY CAREY/A Fine Fine Day (MCA)	64+	3+	37+	63+	
DEBUT	-	-	55	ALAN PARSONS PROJECT/Prime Time (Arista)	59+	6+	36+	59+	
44	47	52	56	VAN HALEN/Hot For Teacher (WB)	41-	23=	18-	1+	
36	39	45	57	NIGHT RANGER/Rumours In The Air (Camel/MCA)	42-	17-	25-	0-	
DEBUT	-	-	58	ALAN PARSONS PROJECT/Don't Answer Me (Arista)	61+	8+	31+	59+	
10	24	41	59	GENESIS/That's All (Atlantic)	40-	25-	15-	0=	
DEBUT	-	-	60	HUEY LEWIS & THE NEWS/The Heart Of... (Chrysalis)	45+	13+	30+	12+	

CHART EXTRAS

No tracks qualified as Chart Extras this week.

BREAKERS

SCORPIONS

Rock You Like A Hurricane (Mercury/PolyGram)

67% of our reporters on it. 119/109, including adds at WMMR, WYSP, WDVE, WYNF, WRIF, KYYS, KLOS, KDKB, KZAP, KGB, KRQR. Debuts at #22 on the Tracks chart.

PHIL COLLINS

Against All Odds (Atlantic)

67% of our reporters on it. 118/34, including adds at WYNF, KBPI, KFOG, WCMF, WAPI, WXLP, KGGG, KRSP. Moves 38-20 on the Tracks chart.

DAVID GILMOUR

All Lovers Are Deranged (Columbia)

62% of our reporters on it. 110/67, including adds at WIYY, WBCN, KLOL, WXRT, WSKS, KYYS, KGB, KFOG, KRQR. Debuts at #27 on the Tracks chart.

YES

Leave It (Atco)

51% of our reporters on it. 91/2. Adds at KRIX, WWTR. Moves 26-24 on the Tracks chart.

NEW & ACTIVE

- ✓ **GREAT WHITE "Stick It" (EMI America) 46/12 (35/10)**
Adds include KTXQ, KOLA, KGB, WTPA, KLB, WZXY, WAPL, WTUE, KEZE, KWFM. Hots: 0. Mediums: 42 include WIYY, WDVE, KSHE, KLOS, KRQR, WLVO, WXLX.
- ✓ **WANG CHUNG "Don't Let Go" (Geffen) 43/5 (42/7)**
Adds: WPYX, WKQQ, WWCK, KWHL, KTMS. Hots: 13 include KBPI, KQAK, WAQX, WTKX. Mediums: 29 include WBCN, WBAB, WMMS, KDKB, WAPI, KLAQ, WZXY, WLVO, KWFM.
- ✓ **ALARM "Sixty Eight Guns" (IRS/A&M) 41/7 (37/20)**
Adds include WBCN, WPLR, WAQY, KRIX, WWCK, KMOD. Hots: 2 WLIR, CHUM-FM. Mediums: 34 include WRXT, WBAB, KEGL, WXRT, KAZY.
- ✓ **JASON & SCORCHERS "Absolutely..." (EMI America) 39/13 (31/13)**
Adds include WYNF, WLAV, KLPX. Hots: 1 KTYD. Mediums: 28 include WBCN, WYSP, KBCO, WSCY, WKTU, WCKN, WZXR, WQDR, WKZL, WAPL, KFIV-FM.
- ✓ **QUEEN "Tear It Up" (Capitol) 39/11 (28/24)**
Adds include KMEL, KIDQ, KILQ. Hots: 11 include WMMR, WAAF, WTKX, WAPL, WLVO. Mediums: 24 include DC101, KQRS, KLOS, KUPD, KGON, KRQR, WPLR, WAQY, WOVE, KMOD, KWFM.
- ✓ **ROMANTICS "One In A Million" (Nemperor/CBS) 35/12 (23/8)**
Adds include WMMS, WPYX, WKZL, KGGG. Hots: 3 KSRR, WRIF, KUPD. Mediums: 26 include WDVE, WYNF, WSKS, KLOS, WCMF, KATT, KILQ.
- ✓ **PAUL YOUNG "Come Back & Stay" (Columbia) 35/4 (34/4)**
Adds: KBPI, WKLC, WXKE, WBLM. Hots: 8 include WXRT, WMMS, KBCO. Mediums: 25 include WBCN, WBAB, KEGL, KMEL, KQAK.
- ✓ **ROCKWELL "Somebody's Watching Me" (Motown) 34/7 (32/14)**
Adds include WRXT, KROQ, KDKB, WAAL, WCKN, WWCK, KWXL. Hots: 13 include WLIR, WMET, WMMS, 91X. Mediums: 17 include WBCN, WLUP, WXRT.
- ✓ **ROLLING STONES "Think I'm..." (Rolling Stones/Atco) 33/12 (30/24)**
Adds include WHJY, KFOG, WKDF, KEZO, KREM, KWFM. Hots: 7 include WXRT, KBCO, WWCT, KMOD. Mediums: 24 include KLOL, WMMS, KRQR, WAAF, WQDR, WLVO.
- ✓ **NIGHT RANGER "Sister Christian" (Camel/MCA) 31/13 (12/2)**
Adds include WTPA, WHCN, WOVE, WFYV, WCKO, WRXL, WTUE, KFMM, KZEL. Hots: 5 KRCK, KMEL, KRQR, WAAF, WDIZ. Mediums: 23 include WDVE, WYNF, WMMS, KSHE, WEZX, WAQY, WIOT, KWXL, KILQ.
- ✓ **MR. MISTER "Hunters Of The Night" (RCA) 27/12 (22/21)**
Adds include KTXQ, WEBN, KBPI, WPDH, WOVE, WTKX. Hots: 0. Mediums: 20 include WDVE, WMMS, KBCO, KLB, KLAQ.
- ✓ **MI-SEX "Castaway" (Epic) 26/15 (16/11)**
Adds include WPLR, WAQY, WKLC, WYMX, WFYV, WQMG, KGGG, KWFM. Hots: 3 CHUM-FM, KBPI, CITI-FM. Mediums: 14 include WSKS, WPDH, KQDS.
- ✓ **WIRE TRAIN "Chamber Of Hellos" (415/Columbia) 26/0 (29/5)**
Adds: 0. Hots: 8 include WLIR, KBCO, KROQ, 91X, KQAK. include 18 include WBCN, WXRT, WKLC, KLAQ, WCKN, KMJX.
- ✓ **MODERN ENGLISH "Hands Across..." (Sire/WB) 25/24 (0/0)**
Adds include WRXT, WXRT, KBCO, KQAK, WAAL, WDHA, WCKO, KXZL, KQDS, WWWV. Hots: 1 KTCL. Mediums: 8 include WQBK, WPDH, WCKN, WQDR, WLAV, KKDJ.
- ✓ **BILLY IDOL "Blue Highway" (Chrysalis) 25/7 (23/10)**
Adds include WNEW-FM, WTKX, KMOD, KFIV-FM. Hots: 9 include WDVE, WRIF, KSHE, KMEL, WKQQ, KKDJ. Mediums: 11 include WYSP, KRQR, WZZO, KISS, WXKE, KFMM, KLPX, KWFM.
- ✓ **SANDY STEWART "Saddest Victory" (Modern/MCA) 25/6 (21/9)**
Adds: WQBK, WAAL, WSCY, WYMX, KMJX, WLAV. Hots: 3 KBCO, WCPZ, KSPN. Mediums: 20 include KLOL, WMMS, WPDH, WAQX, WXLX, WTUE, WXKE, KIDQ.
- ✓ **EDDIE MONEY "Club Michelle" (Columbia) 25/5 (20/7)**
Adds include WRXT, WEBN, KMBQ, WXKE, KICT. Hots: 4 KMEL, KRQR, KMOD. Mediums: 18 include WBAB, KKCI, KBCO, KSJO, WCMF, WQMF, KATT.
- ✓ **MINK DEVILLE "Each Word's A Beat..." (Atlantic) 24/0 (25/2)**
Adds: 0. Hots: 2 WNEW-FM, WXRT. Mediums: 22 include WBAB, WAPP, WHJY, KKCI, KSHE, KBCO.
- ✓ **PRETENDERS "Show Me" (Sire/WB) 20/2 (17/1)**
Adds: CHUM-FM, KMEL. Hots: 13 include WRXT, WSHE, WLUP, WXRT, KLOS, WLVO, KILQ. Mediums: 6 include WBAB, Q107, K97, WQDR, WWCT.
- ✓ **JUDAS PRIEST "Rock Hard, Ride Free" (Columbia) 18/3 (8/0)**
Adds: WPYX, WTUE, KFMM. Hots: 6 WIYY, WDVE, KTXQ, WYNF, WIOT, KZEL. Mediums: 12 include DC101, KRCK, KZAP, WAPI, WDIZ, KEZO.
- ✓ **ZZ TOP "Legs" (WB) 18/3 (19/4)**
Adds: KZOK, WZXY, WTKX. Hots: 8 include KTXQ, KLOS, KGON, KRCK. Mediums: 10 include Q107, WXKE, KMOD, KICT, KIDQ, KKDJ, KEZE.

MOST ADDED

- SCORPIONS (109)
Rock You Like A... (Mercury/PolyGram)
- DAVID GILMOUR (67)
All Lovers Are Deranged (Columbia)
- TONY CAREY (63)
A Fine Fine Day (MCA)
- ALAN PARSONS PROJECT (59)
Don't Answer Me (Arista)
- ALAN PARSONS PROJECT (59)
Prime Time (Arista)
- PHIL COLLINS (34)
Against All Odds (Atlantic)
- MODERN ENGLISH (24)
Hands Across... (Sire/WB)

MOST HOTS

- VAN HALEN (146)
Jump (WB)
- KENNY LOGGINS (127)
Footloose (Columbia)
- JOHN LENNON (115)
Nobody Told Me (Polydor/PolyGram)
- CHRISTINE McVIE (109)
Got A Hold On Me (WB)
- MANFRED MANN'S EARTH BAND (109)
Runner (Arista)
- PRETENDERS (98)
Middle Of The Road (Sire/WB)
- 38 SPECIAL (96)
Back Where You Belong (A&M)

NEW & ACTIVE — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports/total adds for this week and last; for example, 40/20 means 40 total station reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have more than 10 adds this week.

THE CARS



**'YOU MIGHT THINK' YOU'RE A CARS FAN
BUT YOU'LL SOON BE A CARS FANATIC!**

**'YOU MIGHT THINK' SINGLE #7-69744
HEARTBEAT CITY ALBUM #1-60296**

**PRODUCED BY ROBERT JOHN "MUTT" LANGE AND THE CARS
SINGLE IS ON YOUR DESK NOW!**



MANAGEMENT : ELLIOT ROBERTS, DAVID GERBER, AND LOOKCUT MANAGEMENT

Available on Elektra Music Cassettes and Records



EAST
Most Added Hottest

Culture Club "Miss"
Yes "Leave"
Lionel Richie

Van Halen
Rockwell
Nena

CHRADS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest

Culture Club "Miss"
Lionel Richie
Yes "Leave"

Van Halen
Rockwell
Cyndi Lauper

EAST
PARALLEL TWO

WFLY/Albany, NY
Jack Lawrence
Lionel Richie
ALAN PARSONS
YES
CULTURE CLUB
KOO & THE GANG
TRACEY ULLMAN
Hottest: VAN HALEN 1-1
POLICE 3-2
HUEY LEWIS & NEWS 8-6
CYNDI LAUPER 9-7
ROCKWELL 21-13

Q100/Allentown, PA
Dillon/Freeman
Dwight Twilley
QUEEN
ROLLING STONES
UB40
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
NENA 6-3
CYNDI LAUPER 11-4
ROCKWELL 24-15

WMAR/Baltimore, MD
Franklin/Payne
TRACEY ULLMAN
PHIL COLLINS
LIONEL RICHEL
KOO & THE GANG
Hottest: VAN HALEN 3-2
CYNDI LAUPER 4-3
ROCKWELL 27-17
POINTNER SISTERS 29-18
DAN FOGELBERG 34-22

WNYS/Buffalo, NY
Bill Tod
MATTHEW WILDER
ROMANTICS
CULTURE CLUB
KOO & THE GANG
BILLY RANKIN
Hottest: VAN HALEN 1-1
CYNDI LAUPER 11-6
HUEY LEWIS & NEWS 15-7
ROCKWELL 18-6
EURYTHMICS 16-9

WVSR/Charleston, WV
Bailey/Larson
CULTURE CLUB
LIONEL RICHEL
YES
ALAN PARSONS
BILLY RANKIN
XTC
MADNESS
DAVID BOWIE
KOO & THE GANG
Hottest: VAN HALEN 1-1
POLICE 2-2
JOHN LENNON 7-5
HUEY LEWIS & NEWS 8-7
ROCKWELL 20-11

WVFM/Syracuse, NY
Steve O'Brien
YES
BONNIE TYLER
POINTNER SISTERS 19-11
ROCKWELL 25-13
KENNY LOGGINS 30-20
HALL & OATES 38-25

K104/ Erie, PA
Bill Shannon
HOWARD JONES
LIONEL RICHEL
TONY CAREY
ALAN PARSONS
MR. MISTER
DAVID BOWIE
BILLY RANKIN
Hottest: MICHAEL JACKSON 4-1
YES 3-2
VAN HALEN 5-3
TITMAY 12-7
KENNY LOGGINS 16-9

WYCR/Hanover, York, PA
Mark Richards
YES
LIONEL RICHEL
ALAN PARSONS
CULTURE CLUB
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
CYNDI LAUPER 3-3
NENA 10-5
ROCKWELL 17-10

WTIC-FM/Hartford, CT
Mike West
QUEEN
LIONEL RICHEL
KOO & THE GANG
Hottest: VAN HALEN 2-1
HUEY LEWIS & NEWS 6-5
ROCKWELL 10-6
EURYTHMICS 14-10
KENNY LOGGINS 19-13

WKEE/Huntington, WV
Gary Miller
CULTURE CLUB
LIONEL RICHEL
PHIL COLLINS
TRACEY ULLMAN (dp)
KOO & THE GANG
ANDY FRASER (dp)
Hottest: VAN HALEN 2-1
CYNDI LAUPER 3-2
NENA 5-3
POLICE 10-5
ROCKWELL 9-6

WLAN-FM/Lancaster, PA
Todd HaHiday
CULTURE CLUB
LIONEL RICHEL
TRACEY ULLMAN
YES
ALAN PARSONS
Hottest: VAN HALEN 2-1
NENA 9-4
CYNDI LAUPER 15-7
HUEY LEWIS & NEWS 22-13
ROCKWELL 26-16

KC101/New Haven, CT
Stef Rybak
THOMPSON TWINS
TRACEY ULLMAN
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
CYNDI LAUPER 3-3
NENA 4-4
HUEY LEWIS & NEWS 11-7

FM106/Philadelphia, PA
Rich Tiller
QUEEN
SHEENA EASTON
YES
ALAN PARSONS
Hottest: MICHAEL JACKSON 1-1
CYNDI LAUPER 2-2
ROCKWELL 4-3
VAN HALEN 5-4
POINTNER SISTERS 14-9

WSPK/Poughkeepsie, NY
Chris Leide
BRYAN ADAMS
KOO & THE GANG
TRACEY ULLMAN
CULTURE CLUB
ALAN PARSONS
TONY CAREY
Hottest: VAN HALEN 3-1
EURYTHMICS 7-3
CHRISTINE MCVIE 12-9
KENNY LOGGINS 21-12
JACKSON BROWNE 28-19

Q92/Rochester, NY
Jay Stevens
UB40
ROCKWELL
KC
CULTURE CLUB
DWIGHT TWILLEY
Hottest: VAN HALEN 3-1
NENA 2-2
POLICE 4-4
JAMES INGRAM 6-5
BILLY JOEL 9-7

88PX/Rochester, NY
Tom Mitchell
CULTURE CLUB
MATTHEW WILDER
KOO & THE GANG
ROMANTICS
BILLY RANKIN
Hottest: VAN HALEN 1-1
ROCKWELL 8-6
DURAN DURAN 14-8
KENNY LOGGINS 27-10
ADAM ANT 29-11

WGFM/Schenectady, NY
Tom Parker
KC
MATTHEW WILDER
TRACEY ULLMAN
CULTURE CLUB
Hottest: VAN HALEN 1-1
POLICE 2-2
JOHN LENNON 7-5
HUEY LEWIS & NEWS 8-7
ROCKWELL 20-11

WKFM/Syracuse, NY
Steve O'Brien
YES
BONNIE TYLER
POINTNER SISTERS 19-11
ROCKWELL 25-13
KENNY LOGGINS 30-20
HALL & OATES 38-25

WPST/Trenton, NJ
Tom Taylor
ALAN PARSONS
CULTURE CLUB
LIONEL RICHEL
BONNIE TYLER
TRACEY ULLMAN
YES
MATTHEW WILDER
Hottest: CYNDI LAUPER 9-3
POLICE 10-4
KC 19-11
KENNY ROGERS 20-14
KENNY LOGGINS 26-16

WRCK/Utica, NY
Jim Reitz
PHIL COLLINS
CULTURE CLUB
YES
THOMAS DOLBY
BONNIE TYLER
MADNESS
TONY CAREY
BILLY RANKIN
ADAM ANT
Hottest: VAN HALEN 1-1
CYNDI LAUPER 7-5
NENA 12-7
DAN FOGELBERG 24-15
KENNY LOGGINS 25-16

WKRL-FM/Wilkes-Barre
Jim Rialing
none
Hottest: VAN HALEN 1-1
CYNDI LAUPER 5-5
NENA 7-7
MICHAEL JACKSON 8-8
POINTNER SISTERS 15-15

WHTF/York, PA
Montone/Sarzynski
BILLY IDOL
POINTNER SISTERS
38 SPECIAL
BETTE MIDLER
YES
THOMAS DOLBY
ALAN PARSONS
JEFFREY OSBORNE
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 4-2
NENA 12-5
LIONEL RICHEL D-18
KENNY LOGGINS D-20

Q106/York, PA
Dan Steele
HALL & OATES
TRACEY ULLMAN
BON JOVI
TONY CAREY
T.G. SHEPPARD (dp)
Hottest: MICHAEL JACKSON 2-1
VAN HALEN 7-2
EURYTHMICS 21-11
DURAN DURAN 22-12
ROCKWELL 30-14

Q100/Allentown, PA
Dillon/Freeman
Dwight Twilley
QUEEN
ROLLING STONES
UB40
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
CYNDI LAUPER 11-4
ROCKWELL 24-15

WVSR/Charleston, WV
Bailey/Larson
CULTURE CLUB
LIONEL RICHEL
YES
ALAN PARSONS
BILLY RANKIN
XTC
MADNESS
DAVID BOWIE
KOO & THE GANG
Hottest: VAN HALEN 1-1
POLICE 2-2
JOHN LENNON 7-5
HUEY LEWIS & NEWS 8-7
ROCKWELL 20-11

PARALLEL THREE

WFBG/Ahtona, PA
Tony Booth
WANG CHUNG
LIONEL RICHEL
CULTURE CLUB
HOWARD JONES
YES
IGLESIAS & NELSON
ALAN PARSONS
BILLY IDOL
TONY CAREY
Hottest: VAN HALEN 6-1
JAMES INGRAM 9-5
SHANNON 11-8
CYNDI LAUPER 18-13
ROCKWELL 26-19

WGUY/Bangor, ME
Jim Randall
ROLLING STONES
JEFFREY OSBORNE
MANFRED MANN
THOMPSON TWINS
BILLY IDOL
BON JOVI
Hottest: VAN HALEN 2-1
NENA 5-2
CYNDI LAUPER 9-5
JAMES INGRAM 11-8
HUEY LEWIS & NEWS 17-10

WZON/Bangor, ME
Michael O'Hare
CULTURE CLUB
YES
ROMANTICS
BONNIE TYLER
IGLESIAS & NELSON
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 3-2
CYNDI LAUPER 8-4
NENA 14-9
ROCKWELL 39-30

WIGY/Bath, ME
Scott Robbins
HOWARD JONES
BONNIE TYLER
ANDY FRASER
MOTLEY CRUE
ROMANTICS
BONNIE TYLER
Hottest: VAN HALEN 1-1
JOHN LENNON 7-5
RE-FLEX 8-6
ROCKWELL 16-7
KENNY LOGGINS 21-14

103CIR/Beckley, WV
Bob Spencer
BIG COUNTRY
CULTURE CLUB
HOWARD JONES
ROMANTICS
T.G. SHEPPARD
TIM TURNER
TRACEY ULLMAN
YES
Hottest: VAN HALEN 5-1
NENA 3-2
DURAN DURAN 12-7
KENNY LOGGINS 16-8
KC 15-10

WIKZ/Chambersburg, PA
Matthew/Alexander
CULTURE CLUB
KOO & THE GANG
PHIL COLLINS
Hottest: VAN HALEN 3-1
CYNDI LAUPER 6-4
HUEY LEWIS & NEWS 7-5
TITMAY 12-7
KENNY LOGGINS 14-6
ROCKWELL 19-10

WTSN/Dover, NH
Jim Sebastian
IGLESIAS & NELSON
LIONEL RICHEL
CULTURE CLUB
TRACEY ULLMAN
KOO & THE GANG
YES
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
NENA 9-3
DURAN DURAN 10-7
HUEY LEWIS & NEWS 26-16

WERZ/Exeter, NH
Scott MacKey
CULTURE CLUB
YES
BONNIE TYLER
ROMANTICS
PHIL COLLINS
ALAN PARSONS
DAVID BOWIE
JEFFREY OSBORNE
COMBO AUDIO (dp)
Hottest: VAN HALEN 2-1
NENA 13-6
KENNY LOGGINS 20-12
ROCKWELL 24-17
HALL & OATES 40-21

WZVQ/Fredrick, MD
Kemosabi Joe
LIONEL RICHEL
CULTURE CLUB
KC
PHIL COLLINS
ALAN PARSONS
TRACEY ULLMAN
BILLY RANKIN
SCORPIONS
Hottest: MICHAEL JACKSON 2-1
ROCKWELL 16-5
KENNY ROGERS 30-25
HALL & OATES 37-28
ONJ 35-29

WQCM/Hagerstown, MD
Will Kaufman
LIONEL RICHEL
CULTURE CLUB
SHALAMAR
TRACEY ULLMAN
JEFFREY OSBORNE
KOO & THE GANG
ROMANTICS
HOWARD JONES
Hottest: VAN HALEN 1-1
CYNDI LAUPER 9-4
ROCKWELL 16-5
EURYTHMICS 11-6
KENNY LOGGINS 18-10

13FEA/Manchester, NH
Rick Ryder
B.E. TAYLOR GROUP
IGLESIAS & NELSON
UB40
Hottest: MICHAEL JACKSON 2-1
VAN HALEN 5-2
NENA 10-4
CYNDI LAUPER 18-10
JOHN LENNON 19-15

OK100/Ithaca, NY
Bill Weston
HOWARD JONES
BILLY RANKIN
DAVID BOWIE
MR. MISTER
ALAN PARSONS
TONY CAREY
LIONEL RICHEL
Hottest: VAN HALEN 5-1
HALL & OATES 14-9
KENNY LOGGINS 23-16
SHEENA EASTON 34-26
BONNIE TYLER D-35

WKHI/Ocean City, MD
Jack Gillen
KC
TRACEY ULLMAN
KOO & THE GANG
CULTURE CLUB
MADONNA
ALAN PARSONS
HOWARD JONES
THOMPSON TWINS
Hottest: MICHAEL JACKSON 1-1
NENA 5-4
CYNDI LAUPER 14-9
ROCKWELL 21-11
HUEY LEWIS & NEWS 24-17

96XII/Parkersburg, WV
Paul DeMille
Dwight Twilley
DAVID BOWIE
MR. MISTER
ALAN PARSONS
TONY CAREY
HOWARD JONES
LIONEL RICHEL
TIGGI CLAY
BILLY RANKIN
Hottest: MICHAEL JACKSON 1-1
VAN HALEN 4-2
NENA 6-3
YES 7-4
POLICE 10-5

WJBO/Potomand, ME
Phoenix/O'Neil
CULTURE CLUB
YES
ANDY FRASER
MOTLEY CRUE
ROMANTICS
BONNIE TYLER
Hottest: VAN HALEN 1-1
JOHN LENNON 7-5
RE-FLEX 8-6
ROCKWELL 16-7
KENNY LOGGINS 21-14

WHEB/Portsmouth
Rick Bean
GENESIS
ALAN PARSONS
JON BUTCHER AXIS
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 3-2
HUEY LEWIS & NEWS 5-3
EURYTHMICS 13-7
KENNY LOGGINS 17-11

WJZR/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WQID/Bloxi, MS
Mickey Coulter
TRACEY ULLMAN
HOWARD JONES
PHIL COLLINS
BILLY IDOL (dp)
Hottest: VAN HALEN 3-1
HUEY LEWIS & NEWS 15-9
CYNDI LAUPER 22-12
ROCKWELL 26-17
KC 37-27

KXX106/Birmingham, AL
Kevin McCarthy
IGLESIAS & NELSON
PHIL COLLINS
CULTURE CLUB
LIONEL RICHEL
TRACEY ULLMAN
THOMPSON TWINS
Hottest: MICHAEL JACKSON 1-1
NENA 5-4
CYNDI LAUPER 14-9
ROCKWELL 21-11
HUEY LEWIS & NEWS 24-17

WSSX/Charleston, WV
Bill Martin
KOO & THE GANG
MATTHEW WILDER
BONNIE TYLER
ALAN PARSONS
POINTNER SISTERS
ROMANTICS
CULTURE CLUB
Hottest: VAN HALEN 1-1
HUEY LEWIS & NEWS 2-2
CHRISTINE MCVIE 3-3
NENA 4-4
CYNDI LAUPER 15-5

WBCY/Charlotte, NC
Bob Chaghan
TRACEY ULLMAN
PAUL YOUNG
CULTURE CLUB
ALAN PARSONS
LIONEL RICHEL
WANG CHUNG
Hottest: VAN HALEN 1-1
CYNDI LAUPER 4-2
HUEY LEWIS & NEWS 5-4
KENNY LOGGINS 12-6
ROCKWELL 20-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WJZZ/Charlotte, NC
Chrysler/Radford
UB40
BILLY IDOL
TRACEY ULLMAN
BRYAN ADAMS
LIONEL RICHEL
THOMAS DOLBY
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

KSET-FM/EI Paso, TX
Cat Simon
MATTHEW WILDER
CULTURE CLUB
PHIL COLLINS
BALL & OATES
TRACEY ULLMAN
LIONEL RICHEL
Hottest: JOHN COUGAR 3-1
VAN HALEN 4-2
ROCKWELL 8-3
EURYTHMICS 12-8
ROCKWELL 16-9

WRQK/Greeneboro, NC
Jones/Conrad
TRACEY ULLMAN
ANDY FRASER
CRYSTAL GAYLE
LIONEL RICHEL
KOO & THE GANG
PHIL COLLINS
DEELE
Hottest: VAN HALEN 3-1
JOHN LENNON 13-7
EURYTHMICS 28-18
ROCKWELL 37-27
THOMPSON TWINS 38-28
ROCKWELL 19-12

WANS-FM/Greenville, SC
Rod Metz
LIONEL RICHEL
CULTURE CLUB
MATTHEW WILDER
KOO & THE GANG
BONNIE TYLER
ALAN PARSONS
Hottest: VAN HALEN 4-2
NENA 8-3
CYNDI LAUPER 17-13
ROCKWELL 23-14

WZYP/Huntsville, AL
Scott Mitchell
CULTURE CLUB
BON JOVI
JEFFREY OSBORNE
YES
TRACEY ULLMAN
LIONEL RICHEL
ALAN PARSONS
Hottest: VAN HALEN 1-1
MICHAEL JACKSON 2-2
CYNDI LAUPER 12-5
ROCKWELL 23-12

94TYX/Jackson, MS
Jim Chck
CULTURE CLUB
LIONEL RICHEL
IGLESIAS & NELSON (dp)
ALAN PARSONS
DAVID BOWIE
Hottest: VAN HALEN 1-1
SHANNON 14-4
JAMES INGRAM 11-5
POLICE 12-6
PATTI LABELLE 15-9

WQUT/Johnson City, TN
Rod Hampton
KC
BALL & OATES
EURYTHMICS
ONJ
SHANNON
Hottest: RAY PARKER JR. 9-4
VAN HALEN 13-8
PAUL MCCARTNEY 22-17
DURAN DURAN 23-18
KENNY LOGGINS 32-25

WOKI/Knoxville, TN
Gary Adkins
CULTURE CLUB
LIONEL RICHEL
YES
TONY CAREY
JEFFREY OSBORNE
DAVID BOWIE
MOTLEY CRUE
ALAN PARSONS
Hottest: CYNDI LAUPER 1-1
NENA 3-2
VAN HALEN 6-3
JOHN LENNON 11-10
MICHAEL JACKSON 16-13

WFMJ/Lexington, KY
Fox/Mosley
none
Hottest: VAN HALEN 1-1
NENA 4-4
CYNDI LAUPER 7-7
HUEY LEWIS & NEWS 14-14
DAN FOGELBERG 28-28

KKYK/Little Rock, AR
Mark McCain
HUEY LEWIS & NEWS
HALL & OATES
HOWARD JONES
Hottest: VAN HALEN 1-1
NENA 13-2
KC 12-7
POLICE 14-9
DAN FOGELBERG 24-17

FM100/Memphis, TX
John/Prestigiacomo
KC
TRACEY ULLMAN
Dwight Twilley
IGLESIAS & NELSON
Hottest: JAMES INGRAM 3-1
NENA 1-1
KENNY LOGGINS 20-13
CHRISTINE MCVIE 22-15
LIONEL RICHEL 27-22

WABB-FM/Mobile, AL
Frank Fuller
CULTURE CLUB
PHIL COLLINS
TRACEY ULLMAN
HOWARD JONES
UB40
Hottest: VAN HALEN 1-1
NENA 3-2
CYNDI LAUPER 8-4
ROCKWELL 9-5
POINTNER SISTERS 19-10

G100/Mobile, AL
Scott Griffith
IGLESIAS & NELSON
BONNIE TYLER
KOO & THE GANG (dp)
MIDNIGHT STAR (dp)
PHIL COLLINS
Hottest: VAN HALEN 4-1
NENA 8-4
CYNDI LAUPER 19-10
ROCKWELL 21-12
KENNY LOGGINS 22-13

KAMZEI Paso, TX
Bob West
HUEY LEWIS & NEWS
WANG CHUNG (dp)
TRACEY ULLMAN
MADONNA
JEFFREY OSBORNE
CULTURE CLUB
APRIL WINE
Hottest: VAN HALEN 3-1
MICHAEL JACKSON 1-2
NENA 8-4
CYNDI LAUPER 19-10
ROCKWELL 21-12
KENNY LOGGINS 22-13

WHHY-FM/Montgomery
Mark St. John
LIONEL RICHEL
CULTURE CLUB
IGLESIAS & NELSON
PHIL COLLINS
ALAN PARSONS
TONY CAREY
TRACEY ULLMAN
YES
Hottest: VAN HALEN 2-1
ROCKWELL 8-3
JOHN LENNON 15-7
CYNDI LAUPER 17-10
HUEY LEWIS & NEWS 16-13

KBFM/McAllen-Brownsville
Anna DeHaro
KC
HOWARD JONES
THOMPSON TWINS
QUEEN
Dwight Twilley
CULTURE CLUB
Hottest: VAN HALEN 2-2
CYNDI LAUPER 7-3
NENA 8-4
HUEY LEWIS & NEWS 10-6
ROCKWELL 19-12

KRGV/McAllen-Brownsville
Bob Perry
CULTURE CLUB
LIONEL RICHEL
IGLESIAS & NELSON
BALL & OATES
CHRISTINE MCVIE
TRACEY ULLMAN
YES
Hottest: VAN HALEN 6-1
CYNDI LAUPER 4-2
MICHAEL JACKSON 1-3
POLICE 8-5
NENA 17-9

KX104/Nashville, TN
Shannon
James Ingram
KC
POLICE
RE-FLEX
MATTHEW WILDER
PHIL COLLINS (dp)
TRACEY ULLMAN
ROMANTICS
BON JOVI
Hottest: VAN HALEN 4-1
NENA 23-2
HUEY LEWIS & NEWS 10-3
CYNDI LAUPER 7-4
ROCKWELL 30-5

WJAD/Bainbridge, GA
Elliot Osborne
CULTURE CLUB
LIONEL RICHEL
PHIL COLLINS
QUEEN

MIDWEST Most Added Hottest

Culture Club "Miss" Van Halen
Yes "Leave" Nena
Phil Collins Rockwell

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 "Miss" Van Halen
Yes "Leave" Nena
Phil Collins Rockwell
Cyndi Lauper

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick
LIONEL RICHIE CULTURE CLUB
PHIL COLLINS CULTURE CLUB
DAVID BOWIE YES
Hottest: MICHAEL JACKSON 1-1
VAN HELEN 3-2
ROCKWELL 22-16
HALL & OATES 28-19
QUEEN D-25

WKAU/Appleton-Oshkosh, WI Ron Ross
PHIL COLLINS CULTURE CLUB
MATTHEW WILDER ROMANTICS
HOWARD JONES BILLY IDOL (dp)
Hottest: VAN HELEN 2-1
MICHAEL JACKSON 1-2
CYNDI LAUPER 8-6
DURAN DURAN 13-7
KENNY LOGGINS 20-10

WKMG/Des Moines, IA Al Brock
KOOL & THE GANG BONNIE TYLER
TRACEY ULLMAN CULTURE CLUB
PHIL COLLINS Hottest: VAN HELEN 2-1
POLICE 7-2
NENA 8-3
JOHN LENNON 10-5
CYNDI LAUPER 15-7

WKDQ/Evanville, IN Hobbs/Payne
CULTURE CLUB LIONEL RICHIE
RE-FLEX (dp) ROMANTICS
YES Hottest: VAN HELEN 2-1
NENA 3-3
POLICE 5-4
CYNDI LAUPER 9-5
KENNY LOGGINS 18-9

WSTO/Evanville, IN Chris Taylor
HOWARD JONES PHIL COLLINS
KENNY LOGGINS ROCKWELL Hottest: VAN HELEN 2-1
NENA 10-2
CYNDI LAUPER 5-3
POLICE 16-11
HUEY LEWIS & NEWS 27-17

WKDQ/Evanville, IN Hobbs/Payne
CULTURE CLUB LIONEL RICHIE
RE-FLEX (dp) ROMANTICS
YES Hottest: VAN HELEN 2-1
NENA 3-3
POLICE 5-4
CYNDI LAUPER 9-5
KENNY LOGGINS 18-9

WSTO/Evanville, IN Chris Taylor
HOWARD JONES PHIL COLLINS
KENNY LOGGINS ROCKWELL Hottest: VAN HELEN 2-1
NENA 10-2
CYNDI LAUPER 5-3
POLICE 16-11
HUEY LEWIS & NEWS 27-17

WSTO/Evanville, IN Chris Taylor
HOWARD JONES PHIL COLLINS
KENNY LOGGINS ROCKWELL Hottest: VAN HELEN 2-1
NENA 10-2
CYNDI LAUPER 5-3
POLICE 16-11
HUEY LEWIS & NEWS 27-17

WSTO/Evanville, IN Chris Taylor
HOWARD JONES PHIL COLLINS
KENNY LOGGINS ROCKWELL Hottest: VAN HELEN 2-1
NENA 10-2
CYNDI LAUPER 5-3
POLICE 16-11
HUEY LEWIS & NEWS 27-17

WSTO/Evanville, IN Chris Taylor
HOWARD JONES PHIL COLLINS
KENNY LOGGINS ROCKWELL Hottest: VAN HELEN 2-1
NENA 10-2
CYNDI LAUPER 5-3
POLICE 16-11
HUEY LEWIS & NEWS 27-17

WGRD/Grand Rapids, MI J.J. Dulling
GENESIS CULTURE CLUB
YES LIONEL RICHIE
MATTHEW WILDER ALAN PARSONS
Hottest: VAN HELEN 1-1
HUEY LEWIS & NEWS 2-2
KENNY LOGGINS 10-3
CHRISTINE MCVIE 15-9
ROCKWELL 22-11

WZPL/Indianapolis, IN Hoffmann/Browning
ROMANTICS YES
BONNIE TYLER TRACEY ULLMAN
MOTLEY CRUE ALAN PARSONS
Hottest: VAN HELEN 2-1
KENNY LOGGINS 16-8
EURYTHMICS 15-11
HALL & OATES 21-14
CULTURE CLUB D-35

WJXQ/Jackson, MI Ryan/Cheeks
ALAN PARSONS ROGER DALTRY
TONY CAREY DAVID BOWIE (dp)
THOMAS DOLBY (dp) BILLY RANKIN (dp)
ROMANTICS (dp) TRACEY ULLMAN (dp)
Hottest: VAN HELEN 1-1
CHRISTINE MCVIE 14-7
NENA 25-8
DAN FOGELBERG 16-12
MOTLEY CRUE 20-15

WKFR/Kalamazoo, MI Swart/Chapman
LIONEL RICHIE DWIGHT TWILLEY (dp)
KC UB40
ALAN PARSONS CULTURE CLUB
Hottest: MICHAEL JACKSON 1-1
NENA 2-2
VAN HELEN 3-3
JOHN LENNON 6-4
CYNDI LAUPER 10-6

WVIC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WRKR/Racine-Milwaukee Pat Martin
YES TONY CAREY
MATTHEW WILDER RE-FLEX
CULTURE CLUB Hottest: VAN HELEN 1-1
HUEY LEWIS & NEWS 5-2
ROCKWELL 8-5
KENNY LOGGINS 13-9
DAN FOGELBERG 22-14

WZOK/Rockford, IL Geoff Davis
CYNDI LAUPER HALL & OATES
DAN FOGELBERG PAUL YOUNG
ROLLING STONES DURAN DURAN
RE-FLEX DWIGHT TWILLEY
Hottest: VAN HELEN 2-1
KENNY LOGGINS 16-8
EURYTHMICS 15-11
HALL & OATES 21-14
CULTURE CLUB D-35

WJXQ/Jackson, MI Ryan/Cheeks
ALAN PARSONS ROGER DALTRY
TONY CAREY DAVID BOWIE (dp)
THOMAS DOLBY (dp) BILLY RANKIN (dp)
ROMANTICS (dp) TRACEY ULLMAN (dp)
Hottest: VAN HELEN 1-1
CHRISTINE MCVIE 14-7
NENA 25-8
DAN FOGELBERG 16-12
MOTLEY CRUE 20-15

WKFR/Kalamazoo, MI Swart/Chapman
LIONEL RICHIE DWIGHT TWILLEY (dp)
KC UB40
ALAN PARSONS CULTURE CLUB
Hottest: MICHAEL JACKSON 1-1
NENA 2-2
VAN HELEN 3-3
JOHN LENNON 6-4
CYNDI LAUPER 10-6

WVIC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WBNQ/Bloomington, IL Justin/Robbins
CULTURE CLUB MADNESS
HOWARD JONES PHIL COLLINS
ALAN PARSONS DAVID BOWIE (dp)
ROMANTICS (dp) BON JOVI (dp)
Hottest: VAN HELEN 2-1
NENA 4-2
POLICE 5-3
JOHN LENNON 9-6
CYNDI LAUPER 16-8

WZOK/Rockford, IL Geoff Davis
CYNDI LAUPER HALL & OATES
DAN FOGELBERG PAUL YOUNG
ROLLING STONES DURAN DURAN
RE-FLEX DWIGHT TWILLEY
Hottest: VAN HELEN 2-1
KENNY LOGGINS 16-8
EURYTHMICS 15-11
HALL & OATES 21-14
CULTURE CLUB D-35

WJXQ/Jackson, MI Ryan/Cheeks
ALAN PARSONS ROGER DALTRY
TONY CAREY DAVID BOWIE (dp)
THOMAS DOLBY (dp) BILLY RANKIN (dp)
ROMANTICS (dp) TRACEY ULLMAN (dp)
Hottest: VAN HELEN 1-1
CHRISTINE MCVIE 14-7
NENA 25-8
DAN FOGELBERG 16-12
MOTLEY CRUE 20-15

WKFR/Kalamazoo, MI Swart/Chapman
LIONEL RICHIE DWIGHT TWILLEY (dp)
KC UB40
ALAN PARSONS CULTURE CLUB
Hottest: MICHAEL JACKSON 1-1
NENA 2-2
VAN HELEN 3-3
JOHN LENNON 6-4
CYNDI LAUPER 10-6

WVIC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

KFRX/Lincoln Tracy Johnson
YES LIONEL RICHIE
TONY CAREY CULTURE CLUB
QUEEN Hottest: VAN HELEN 2-1
NENA 4-2
POLICE 5-3
JOHN LENNON 9-6
CYNDI LAUPER 16-8

WZOK/Rockford, IL Geoff Davis
CYNDI LAUPER HALL & OATES
DAN FOGELBERG PAUL YOUNG
ROLLING STONES DURAN DURAN
RE-FLEX DWIGHT TWILLEY
Hottest: VAN HELEN 2-1
KENNY LOGGINS 16-8
EURYTHMICS 15-11
HALL & OATES 21-14
CULTURE CLUB D-35

WJXQ/Jackson, MI Ryan/Cheeks
ALAN PARSONS ROGER DALTRY
TONY CAREY DAVID BOWIE (dp)
THOMAS DOLBY (dp) BILLY RANKIN (dp)
ROMANTICS (dp) TRACEY ULLMAN (dp)
Hottest: VAN HELEN 1-1
CHRISTINE MCVIE 14-7
NENA 25-8
DAN FOGELBERG 16-12
MOTLEY CRUE 20-15

WKFR/Kalamazoo, MI Swart/Chapman
LIONEL RICHIE DWIGHT TWILLEY (dp)
KC UB40
ALAN PARSONS CULTURE CLUB
Hottest: MICHAEL JACKSON 1-1
NENA 2-2
VAN HELEN 3-3
JOHN LENNON 6-4
CYNDI LAUPER 10-6

WVIC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WVVC/Lansing, MI Raed Klitredge
ROCKWELL QUEEN
DWIGHT TWILLEY PHIL COLLINS
Hottest: HUEY LEWIS & NEWS 4-1
POLICE 3-3
NENA 9-5
JAMES INGRAM 11-7
KENNY LOGGINS 16-11

WEST PARALLEL TWO

13K/Bakersfield, CA Simon/Ryan
PHIL COLLINS LIONEL RICHIE
BON JOVI MADONNA
MIDNIGHT STAR Hottest: VAN HELEN 1-1
SHANNON 2-2
MICHAEL JACKSON 4-3
HUEY LEWIS & NEWS 9-6
DADDY BAND 23-10

KKXX/Bakersfield, CA Squires/Kemper
TRACEY ULLMAN LIONEL RICHIE
ROMANTICS Hottest: VAN HELEN 2-1
CYNDI LAUPER 4-2
SHANNON 6-5
ROCKWELL 16-9
MOTLEY CRUE 17-10

KQXR/Bakersfield, CA Bob Harlow
PHIL COLLINS CULTURE CLUB
ROMANTICS TONY CAREY
JEFFREY OSBORNE MATTHEW WILDER
IGLESIAS & NELSON BONNIE TYLER
ALAN PARSONS BIG COUNTRY
Hottest: ROCKWELL 6-1
VAN HELEN 2-2
CYNDI LAUPER 3-3
UB40 10-8
PAUL YOUNG 14-10

KBBK/Boise, ID Tom Evans
YES ALAN PARSONS
TONY CAREY KOOL & THE GANG
Hottest: VAN HELEN 5-1
EURYTHMICS 13-9
KENNY LOGGINS 14-11
POINTNER SISTERS 20-17
HALL & OATES 23-19

KKFM/Colorado Springs, CO Finney/Ryan
QUEEN KOOL & THE GANG
YES PHIL COLLINS
UB40 Hottest: VAN HELEN 2-1
EURYTHMICS 8-4
PAUL MCCARTNEY 10-7
NENA 14-8
CYNDI LAUPER 19-11

KMGX/Fresno, CA Carey Edwards
ADAM ANT CULTURE CLUB
YES (dp) LIONEL RICHIE
LATTISAN & GILL PATTI AUSTIN
MADNESS THOMAS DOLBY (dp)
Hottest: MICHAEL JACKSON 2-1
VAN HELEN 3-2
ROCKWELL 5-4
DADDY BAND 14-5
KENNY LOGGINS 26-13

KVNO/Fresno Walker/Oviss
JEFFREY OSBORNE BON JOVI
KOOL & THE GANG Hottest: SHANNON 3-2
CYNDI LAUPER 4-4
YES 9-7
HUEY LEWIS & NEWS 16-8

KIKI/Honolulu, HI Kong/Shishido
LIONEL RICHIE CULTURE CLUB
BARRY MANILOW EURYTHMICS
YES Hottest: MICHAEL JACKSON 1-1
VAN HELEN 5-2
NENA 4-3
CYNDI LAUPER 12-7
ROCKWELL 20-8

KQMQ/Honolulu, HI Kim Akane
SHANNON CULTURE CLUB
THOMPSON TWINS YES
ALAN PARSONS MADNESS
DAVID BOWIE TONY CAREY
Hottest: CULTURE CLUB 1-1
NENA 2-2
SOS BAND 3-3
POLICE 5-4
CYNDI LAUPER 6-5

KLUC/Las Vegas, NV Dave Anthony
ROCKWELL YES
BONNIE TYLER EDDIE MONEY
PHIL COLLINS B.E. TAYLOR GROUP (dp)
Hottest: NENA 4-1
MICHAEL JACKSON 2-2
KENNY LOGGINS 14-5
RE-FLEX 16-9
ROCKWELL D-34

KLUC/Las Vegas, NV Dave Anthony
ROCKWELL YES
BONNIE TYLER EDDIE MONEY
PHIL COLLINS B.E. TAYLOR GROUP (dp)
Hottest: NENA 4-1
MICHAEL JACKSON 2-2
KENNY LOGGINS 14-5
RE-FLEX 16-9
ROCKWELL D-34

KO93/Modesto, CA Ausham/Malin
POINTNER SISTERS KOOL & THE GANG
Hottest: VAN HELEN 1-1
MICHAEL JACKSON 11-3
HUEY LEWIS & NEWS 13-7
ROCKWELL 18-8
KENNY LOGGINS 36-18

KHOP/Modesto-Stockton David Kraham
KC KOOL & THE GANG
MATTHEW WILDER ALAN PARSONS
MADNESS CULTURE CLUB
Hottest: VAN HELEN 1-1
DURAN DURAN 4-3
HUEY LEWIS & NEWS 5-4
ROCKWELL 7-5
KENNY LOGGINS 15-9

KQXR/Bakersfield, CA Bob Harlow
PHIL COLLINS CULTURE CLUB
ROMANTICS TONY CAREY
JEFFREY OSBORNE MATTHEW WILDER
IGLESIAS & NELSON BONNIE TYLER
ALAN PARSONS BIG COUNTRY
Hottest: ROCKWELL 6-1
VAN HELEN 2-2
CYNDI LAUPER 3-3
UB40 10-8
PAUL YOUNG 14-10

KBBK/Boise, ID Tom Evans
YES ALAN PARSONS
TONY CAREY KOOL & THE GANG
Hottest: VAN HELEN 5-1
EURYTHMICS 13-9
KENNY LOGGINS 14-11
POINTNER SISTERS 20-17
HALL & OATES 23-19

KKFM/Colorado Springs, CO Finney/Ryan
QUEEN KOOL & THE GANG
YES PHIL COLLINS
UB40 Hottest: VAN HELEN 2-1
EURYTHMICS 8-4
PAUL MCCARTNEY 10-7
NENA 14-8
CYNDI LAUPER 19-11

KMGX/Fresno, CA Carey Edwards
ADAM ANT CULTURE CLUB
YES (dp) LIONEL RICHIE
LATTISAN & GILL PATTI AUSTIN
MADNESS THOMAS DOLBY (dp)
Hottest: MICHAEL JACKSON 2-1
VAN HELEN 3-2
ROCKWELL 5-4
DADDY BAND 14-5
KENNY LOGGINS 26-13

KVNO/Fresno Walker/Oviss
JEFFREY OSBORNE BON JOVI
KOOL & THE GANG Hottest: SHANNON 3-2
CYNDI LAUPER 4-4
YES 9-7
HUEY LEWIS & NEWS 16-8

KIKI/Honolulu, HI Kong/Shishido
LIONEL RICHIE CULTURE CLUB
BARRY MANILOW EURYTHMICS
YES Hottest: MICHAEL JACKSON 1-1
VAN HELEN 5-2
NENA 4-3
CYNDI LAUPER 12-7
ROCKWELL 20-8

KQMQ/Honolulu, HI Kim Akane
SHANNON CULTURE CLUB
THOMPSON TWINS YES
ALAN PARSONS MADNESS
DAVID BOWIE TONY CAREY
Hottest: CULTURE CLUB 1-1
NENA 2-2
SOS BAND 3-3
POLICE 5-4
CYNDI LAUPER 6-5

KLUC/Las Vegas, NV Dave Anthony
ROCKWELL YES
BONNIE TYLER EDDIE MONEY
PHIL COLLINS B.E. TAYLOR GROUP (dp)
Hottest: NENA 4-1
MICHAEL JACKSON 2-2
KENNY LOGGINS 14-5
RE-FLEX 16-9
ROCKWELL D-34

KLUC/Las Vegas, NV Dave Anthony
ROCKWELL YES
BONNIE TYLER EDDIE MONEY
PHIL COLLINS B.E. TAYLOR GROUP (dp)
Hottest: NENA 4-1
MICHAEL JACKSON 2-2
KENNY LOGGINS 14-5
RE-FLEX 16-9
ROCKWELL D-34

KLUC/Las Vegas, NV Dave Anthony
ROCKWELL YES
BONNIE TYLER EDDIE MONEY
PHIL COLLINS B.E. TAYLOR GROUP (dp)
Hottest: NENA 4-1
MICHAEL JACKSON 2-2
KENNY LOGGINS 14-5
RE-FLEX 16-9
ROCKWELL D-34

PARALLEL THREE

KGOT/Anchorage, AK Kay Taylor
THOMAS DOLBY MADONNA
UB40 PHIL COLLINS
CULTURE CLUB KOOL & THE GANG
JON ST. JAMES BON JOVI
Hottest: VAN HELEN 1-1
DURAN DURAN 4-3
HUEY LEWIS & NEWS 5-4
ROCKWELL 7-5
KENNY LOGGINS 15-9

KYVA/Billings, MT Charlie Fox
UB40 MATTHEW WILDER
PHIL COLLINS CULTURE CLUB
BIG COUNTRY (dp) Hottest: VAN HELEN 1-1
NENA 2-2
CYNDI LAUPER 15-8
ROCKWELL 27-19

KCDQ/Bozeman Greg Williams
YES ALAN PARSONS
EDDIE MONEY MADONNA
MADNESS DAVID BOWIE
TONY CAREY CULTURE CLUB
ANDY FRASER Hottest: VAN HELEN 1-1
JAMES INGRAM 5-2
POLICE 6-3
SHANNON 7-4
NENA 8-5

KTRR/Casper, WY Cody/Lane
UB40 YES
ALAN PARSONS PHIL COLLINS
IGLESIAS & NELSON Hottest: MICHAEL JACKSON 1-1
VAN HELEN 3-2
POLICE 2-3
JOHN LENNON 5-4
NENA 9-5

KKAZ/Cheyenne John Ramsey
DWIGHT TWILLEY QUEEN
MATTHEW WILDER CULTURE CLUB
Hottest: VAN HELEN 2-1
NENA 6-4
CYNDI LAUPER 10-5
HUEY LEWIS & NEWS 12-9
EURYTHMICS 25-15

KGHO/Hoquiam, WA Steve Larson
CULTURE CLUB YES
BILLY RANKIN T.G. SHEPPARD
Hottest: MICHAEL JACKSON 1-1
VAN HELEN 4-2
NENA 3-3
CYNDI LAUPER 5-4
ROCKWELL 12-5

KRSP/Salt Lake City, UT Carlson/Moill
LIONEL RICHIE RE-FLEX
KOOL & THE GANG ADAM ANT
PHIL COLLINS BON JOVI
Hottest: MICHAEL JACKSON 1-1
VAN HELEN 5-2
NENA 4-3
CYNDI LAUPER 12-7
ROCKWELL 20-8

KOZE/Lewiston, ID Jay McCall
MISSING PERSONS THOMPSON TWINS
ANDY FRASER LIONEL RICHIE
TRACEY ULLMAN CULTURE CLUB
Hottest: VAN HELEN 2-1
MICHAEL JACKSON 1-2
HUEY LEWIS & NEWS 3-3
JOHN LENNON 8-4
ROCKWELL 16-9
UB40 35-21

KIST/Santa Barbara, CA Dick Williams
HOWARD JONES CULTURE CLUB
JEFFREY OSBORNE PHIL COLLINS
YES EDDIE MONEY
BONNIE TYLER Hottest: VAN HELEN 2-1
CYNDI LAUPER 7-2
HUEY LEWIS & NEWS 11-8
ROCKWELL 14-10
DAN FOGELBERG 28-16

KOZE/Lewiston, ID Jay McCall
MISSING PERSONS THOMPSON TWINS
ANDY FRASER LIONEL RICHIE
TRACEY ULLMAN CULTURE CLUB
Hottest: VAN HELEN 2-1
MICHAEL JACKSON 1-2
HUEY LEWIS & NEWS 3-3
JOHN LENNON 8-4
ROCKWELL 16-9
UB40 35-21

KOZE/Lewiston, ID Jay McCall
MISSING PERSONS THOMPSON TWINS
ANDY FRASER LIONEL RICHIE
TRACEY ULLMAN CULTURE CLUB
Hottest: VAN HELEN 2-1
MICHAEL JACKSON 1-2
HUEY LEWIS & NEWS 3-3
JOHN LENNON 8-4
ROCKWELL 16-9
UB40 35-21

KCAQ/Oxnard-Ventura, CA Thomas/Amos
RUN D.M.C. UB40
JEFFREY OSBORNE THOMPSON TWINS
BONNIE TYLER MATTHEW WILDER
Hottest: VAN HELEN 2-1
CYNDI LAUPER 3-2
LIONEL RICHIE 4-3
ROCKWELL 5-4
HUEY LEWIS & NEWS 10-8

KDZA/Pueblo, CO Rip Avina
PHIL COLLINS TRACEY ULLMAN
MOTLEY CRUE (dp) BON JOVI (dp)
YES ROMANTICS T.G. SHEPPARD
Hottest: VAN HELEN 4-1
NENA 12-3
POLICE 10-5
ROCKWELL 19-8

KCBN/Reno, NV Jim O'Neal
PAUL YOUNG ALAN PARSONS
LIONEL RICHIE TONY CAREY
PHIL COLLINS MICHAEL JACKSON 1-1
VAN HELEN 2-2
DURAN DURAN 13-7
MANFRED MANN 23-15
EURYTHMICS 24-16

QUEEN
Radio Ga Ga (Capitol)
LP: The Works

Regional: 159/23 86% National Summary
Reach: 5774 DEBITS 34
S 774 SAME 48
D 555 DOWN 0
W 694 ADDS 23

BREAKER

ROCKWELL
Somebody's... (Motown)
LP: Somebody's Watching Me

Regional: 223/8 83% National Summary
Reach: 924 DEBITS 15
S 924 SAME 12
D 924 DOWN 1
W 964 ADDS 5

BREAKER

RE-FLEX
The Politics... (Capitol)
LP: The Politics Of Dancing

Regional: 168/9 70% National Summary
Reach: 704 DEBITS 10
S 704 SAME 5
D 674 DOWN 4
W 784 ADDS 9

BREAKER

KENNY ROGERS
This Woman (RCA)
LP: Eyes That See In The Dark

Regional: 170/1 71% National Summary
Reach: 824 DEBITS 11
S 824 SAME 2
D 804 DOWN 6
W 824 ADDS 1

BREAKER

LIONEL RICHIE
Hello (Motown)
LP: Can't Slow Down

Regional: 96/73 40% National Summary
Reach: 438 DEBITS 10
S 438 SAME 6
D 318 DOWN 1
W 308 ADDS 73

N & A

ROLLING STONES
She Was Hot (Rolling Stones/Atco)
LP: Undercover

Regional: 138/5 56% National Summary
Reach: 608 DEBITS 15
S 608 SAME 43
D 578 DOWN 0
W 438 ADDS 5

N & A

38 SPECIAL
Back Where You Belong (A&M)
LP: Tour De Force

Regional: 201/4 83% National Summary
Reach: 848 DEBITS 15
S 848 SAME 29
D 778 DOWN 0
W 828 ADDS 4

N & A

WANG CHUNG
Don't Let Go (Geffen)
LP: Points On The Curve

Regional: 104/8 68% National Summary
Reach: 574 DEBITS 11
S 574 SAME 9
D 574 DOWN 1
W 764 ADDS 9

CHART EXTRA

SHANNON
Let The Music... (Mirage/Atco)
LP: Let The Music Play

Regional: 191/4 79% National Summary
Reach: 874 DEBITS 2
S 874 SAME 5
D 804 DOWN 0
W 904 ADDS 4

BREAKER

TINA TURNER
Let's Stay Together (Capitol)

Regional: 131/7 54% National Summary
Reach: 614 DEBITS 10
S 614 SAME 3
D 574 DOWN 0
W 634 ADDS 39

BREAKER

UB40
Red Red Wine (Virgin/A&M)
LP: Labour Of Love

Regional: 138/19 57% National Summary
Reach: 674 DEBITS 22
S 674 SAME 30
D 574 DOWN 1
W 634 ADDS 19

N & A

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

THOMPSON TWINS
Hold Me Now (Jive/Arista)
LP: Into The Gap

Regional: 197/26 82% National Summary
Reach: 874 DEBITS 56
S 874 SAME 44
D 804 DOWN 0
W 924 ADDS 25

BREAKER

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

New and Active
Parallels continued

(Wang Chung continued)

B

BRYAN ADAMS
Heaven (A&M)
LP: Soundtrack A Night In Heaven

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

C

BLUE OYSTER CULT
Shooting Shark (Columbia)
LP: Revolution By Night

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

D

DAVID BOWIE
Without You (EMI America)
LP: Let's Dance

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

E

DEELE
Body Talk (Solar/Elektra)
LP: Body Talk

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

F

DAZZ BAND
Joystick (Motown)
LP: Joystick

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

G

CHERYL LYNN
Encore (Columbia)
LP: Preppie

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

H

MADNESS
The Sun And The Rain (Geffen)
LP: Keep Moving

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

I

JEFFREY OSBORNE
We're Going All The Way (A&M)
LP: Stay With Me Tonight

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

J

BILLY RANKIN
Baby Come Back (A&M)
LP: Growin' Up Too Fast

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

K

MADONNA
Borderline (Sire/WB)
LP: Madonna

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

L

THOMAS DOLBY
Hyperactive (Capitol)
LP: Flat Earth

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

M

TONY CAREY
A Fine Fine Day (MCA)
LP: Some Tough City

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

N

PAUL YOUNG
Come Back And Stay (Columbia)
LP: No Parlez

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

O

TIGGI CLAY
Flashes (Morocco/Motown)
LP: Tiggi Clay

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

P

ANDY FRASER
Do You Love Me (Island/Atco)
LP: Branded

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

Q

MIDNIGHT STAR
No Parking (On...) (Solar/Elektra)
LP: No Parking On The Dance Floor

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

R

EDDIE MONEY
Club Michelle (Columbia)
LP: Where's The Party?

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

S

B. E. TAYLOR GROUP
Vitamin L (Sweet City/MCA)
LP: Love On The Fight

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

T

ROGER DALTREY
Walking In My Sleep (Atlantic)
LP: Parting Should Be Painless

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

U

JULIO IGLESIAS & WILLIE NELSON
To All The Girls... (Columbia)

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

V

SHALAMAR
Dancing In The... (Columbia)
LP: Soundtrack Footloose

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

W

SURVIVOR
I Never... (Scott Bros./CBS)
LP: Caught In The Game

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

X

YES
Leave It (Atlantic)
LP: 90125

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

Y

JEFFREY OSBORNE
We're Going All The Way (A&M)
LP: Stay With Me Tonight

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

Z

DAVID BOWIE
Without You (EMI America)
LP: Let's Dance

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AA

DEELE
Body Talk (Solar/Elektra)
LP: Body Talk

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AB

DAVID BOWIE
Without You (EMI America)
LP: Let's Dance

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AC

DEELE
Body Talk (Solar/Elektra)
LP: Body Talk

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AD

DAVID BOWIE
Without You (EMI America)
LP: Let's Dance

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AE

DEELE
Body Talk (Solar/Elektra)
LP: Body Talk

P1	P2	P3
EAST WYFF 32-31	EAST K104 31-25	WEST WICY 21-20
SOUTH WWSX 29-28	MIDWEST WVNB 16-16	SOUTH WVIX 34-29
MIDWEST WVNO 21-20	WEST WVNB 16-16	MIDWEST WVNB 16-16
WEST WVNO 21-20	WEST WVNB 16-16	WEST WVNB 16-16

AIR™

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"IT ALL STARTS WITH LISTENING"

ACTIVES IN RADIO

" I look at AIR from a unique perspective having moved back into radio from record promotion. I know how hard it is to get someone to really listen to a record. Ultimately, that's what this is all about. Using our ears to pick the best music. AIR has re-introduced the concept of basing music decisions on the way records sound and I believe its very healthy for our industry. AIR is challenging and fun and I look forward to it every week. "

Mark St. John, PD
WHHY-FM/Montgomery

NORTHEAST

KEITH ABRAMS	WHTX
DENNY ALEXANDER	WOKW
RICK ALEXANDER	WIKZ
DALE ANDREWS	WFBR
CHRIS BAILEY	WKPE
JOHN BARAB	WAYU
RICK BEAN	WHEB
MARIE BONACCI	CONS
JOHN CARUCCI	WKFM
COLLEEN CASSIDY	WASH
BOBBY CHRISTIAN	CONS
ROGER CHRISTIAN	WREN
MARC W. CRONIN	WHFM
DAVE DEAN	WMGX
ANGELA FERRALOLO	KKO
GARY FRANKLIN	WMAK
JEFF FREEMAN	WQUQ
JACK GILLEN	WKHI
WILL KAUFFMAN	WQCM
BRUCE KELLY	WBZZ
STEVE KINGSTON	WBZZ
CHARLIE LAKE	WHFM
CHUCK LAKEFIELD	WKFM
JACK LAWRENCE	WFLY
BARRY LUCKKOWEC	RKO
SCOTT MACKAY	WERZ
JIM MARTIN	WQAY
BILL MATTHEWS	WKZ
BILL McUREATH	WVAQ
BOB McNEIL	WRVQ
TOM MITCHELL	WPXY
HARV MOORE	WPHD
JOE MOSS	WZDZ
MICHAEL O'HARA	WZBN
DON O'SHEA	WXLK
CARY PALL	WNTX
JIM PAYNE	WMP
BRIAN PHOENIX	WJBO
JOHN PICCILLO	WPHD
JIM REITZ	WCKK
WAYLON RICHARDS	WQSR
SCOTT ROBBINS	WIGY
PAUL ROBERTS	WUKC
BOB SAINT	CFTR
SCOTT SHANNON	WHIZ
BILL SHANNON	WCKK
BOB SPENCER	WCKR
DAN STEELE	WQXA
DON TANFLER	WHTF
TOM TAYLOR	WFST
BILL TERRY	WBLI

HENRY Van DEN HOOGEN	CFTR
FAGE BEAL	WHYW
LARRY WACHS	WBLI
GARRY WALL	WTIC
DOUG WELLDON	WXTU
MIKE WEST	WTIC
JEFF WHITEHEAD	WFHG

SOUTHEAST

CHRIS ANDREWS	WZYP
*SKIP BISHOP	WPFM
*AL BROCK	KMGK
*LARRY CANNON	WFLB
RALPH CARROLL	WCGO
*STEVE DAVIS	WZNE
LEO DAVIS	WQEN
KENNY DAVIS	WHEX
SKIP ELTOT	WJAD
DAVE FOSTER	WHSI
LESLEY FRAM	WABB
ROGER GAITHER	WQEN
DAVE HARGROVE	WQAY
J. J. HEMINGWAY	WORD
J. P. HUNTER	WGGF
J. J. JACKSON	WQXI
ELLEN R. JAFFE	WAXY
*BOB KAGHAN	WBCY
STEVE KELLY	WNUZ
SCOTT KERR	WQSL
KENNY LEE	WAXY
MICHAEL W. LOWE	WCKS
BILL MARTIN	WSSX
SCOTT MATEER	WYXX
KEVIN MCCARTHY	WXXX
JEFF MCCARTNEY	WQXI
CHRIS MILLER	WIOI
GARY MITCHELL	WBJW
SCOTT MITCHELL	WZYP
JIM MORRISON	WQXI
*J.D. NORTH	WAEV
JOHN PATRICK	WHSI
LOU PATRICK	WYNS
BILL PHIPPS	WMPZ
JERRY ROGERS	WZAT
MARK ST. JOHN	WHHY
DAVE SCOTT	WIVY
MARK SHANDS	WINZ
*RANDI SOMMERS	WZAT
*BRUCE STEVENS	WBRQ

SOUTH

GARY ADKINS	WOKI
NICK BAZOO	B97
JOHN BETTS	NIXY
CHRIS BLAKE	WNSZ
CHRIS BRYAN	WQDE
DAVE BIQUESENE	KDFM
CHARLIE FOX	WPMI
TOM FRICKE	NYTN
ROGER GARRETT	KHFI
JAY GLASS	KRIO
JIM GOLDEN	WJJJ
PATTY HAMILTON	KRRR
RJD HAMPTON	WQUT
RICHARD HARKER	CUNS
RICK HAYES	KISR
JOHN LANGER	KRBQ
MARK McCAIN	KRYK
JOHN MICHAELS	WQDQ
CHIP MOSLEY	WFMI
ERIC PABE	WCKZ
RON PAYNE	WQDQ
PHILIP R. RANKIN	WVUL
GARY W. REYNOLDS	KRAV
LARRY RHYMES	WNOE
MICHAEL ST. JOHN	WUKX
JOHN SHOMBY	KAFM
PETER STEWART	KROK
SCOTT TAYLOR	KILE
CHRIS TAYLOR	WSTO
JOHNIC TESTA	WFMN
PETE THOMPSON	KAFM
BILL THORMAN	KTFM
ED VOLKMAN	NHFI
FRANK WALSH	KITY
JAYNE WATKINS	WQNO
DAN WILSON	KJYO

MIDWEST

MICHAEL AINGER	CUNS
*SCOTT ALEXANDER	KWK

WZGC	RICH ALLEN	WGBF
WMPZ	CINDY BARTON	KBUZ
WZAT	JACK BELL	KYYA
WQOO	MIKE BENSON	KZZC
WBWJ	JAY BOULEY	WSFT
WZGC	DOUG BURTON	WILS
	PAUL CHRISTY	WABX
	DENNIS D. COLLIER	KSNQ
	JERRY DEAN	KOKO
	J.K. DEARING	WHDU
	J.J. DULING	WGRU
	TOM EVANS	KBBK
	BILL FLINT	WLSO
	BRADLEY FUHR	CONS
	PETER J. GEORGESON	WZZP
	BART A. GOYNSHOR	KRNA
	TAC HAMMER	WLUL
	BOB HAMMOND	KWTO
	JOHN HELMANN	WBWB
	JACK HICKS	KDWB
	MATT HUDSON	WZEE
	JOHN HUTCHINSON	KWK
	DICK JOHNSON	WBCB
	TRACY JOHNSON	KFRX
	CARRIE KANKA	WABX
	TIM KELLY	KXSS
	KURT KELLY	WKQX
	DAN KIELEY	KKRC
	KIT KIGGLEDGE	WVIC
	DOUG KOEHN	KNEN
	CHRIS KOSHIOL	KDWB
	GENE KUNTZ	WITZ
	GREG MAGNUSON	KYTN
	HANK HAROLT	WGLL
	FAT McRAY	KBEQ
	CHUCK MORGAN	WQDX
	DON NORDINE	KYXL
	DYNNY O'HARA	KIKK
	LORRIN PALAGI	KDWB
	DAN PEARMAN	KEYN
	ROGER PIPER	KKLS
	KEVAN RABAT	KYTN
	TONY RICHARDS	WHEE
	*DAN SEEMAN	WLUL
	RANDY SHERWYN	KALS
	GREG SWEDBERG	WLUL
	RON ERIC TAYLOR	KEYN
	JAY TAYLOR	KQKQ
	DIANE TRACY	WSFT
	KATIE VANFELT	.ONS
	TONY WAITEKUS	WCIL
	STEVE WARREN	CONS
	*PAUL WESTRY	KELO

WEST

GLORIA AVILA-PEREZ	KIMN
RIP AVINA	KDZA
JON BARRY	KJKK
TODD CAVANAH	KTAG
SHERMAN COHEN	KHYT
SUBS COLEMAN	KZOK
GARY CUMMINGS	KRPL
JEFF DAVIS	KYNO
DOUG DEROD	KUXR
JIM DONOVAN	KTRS
DOUG ERICKSON	KIMN
ERIC GESSNER	KATA
STEVE GODDARD	KZZP
STEVE GRAZIANO	KFHQ
*DAVID GROSSMAN	KRTH
GARY GUTHRIE	KDPA
GEINA HORTON	KSKE
TOM HUBBARD	KNUS
JEFF HUNTER	KITS
*TOM HUTYLER	KUBE
ELVIN ICHIYAMA	CONS
KIMO KAIUWAILANI	KQMQ
KAMASAMI KONG	KMIK
KIMBERLEE A. LARRABE	KENI
*STEVE LARSON	KGHO
CAROL LARSON	KYYX
BOB LAURENCE	CONS
FRED N. LEEMHUIS	KATI
JEFF LUCIFER	KSDO
SCOTT MARCUS	KATA
BILL MCBRIDE	KTRS
LILIA MILLER	KQMA
ART MORALES	KDPA
KELLY MORRIS	KRQD
JAMES O'NEAL	KCBN
STEVE PAOLI	KSKE
DON POTTER	KZUZ
MIKE PRESTON	KSDO
BILL RICHARDS	KREO
MINE SCHAEFER	KIIS
ROB SHERWOOD	KTAC
MICHAEL T. SHISHIDO	KINJ
BRIAN THOMAS	KCAQ
PAUL THOMPSON	KTAC
JOHN LEE WALKER	KYNO
GREG WILLIAMS	KCBQ
GUY ZAPOLAN	KROU

* Denotes Competition #1 winners circle.

Listening Is Discovering

AIR's participants are listening and discovering the hits early. Take the first step. Call Alan Smith at (301) 964-5544. You can't take listening for granted unless you run it through AIR!

WEEK

11

AIR Response Records

WEEK

11

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, February 29, 1984.

#	TITLE	ARTIST	LABEL
2147	NO MORE WORDS	BERLIN	GEFFEN
2148	HEROES NEVER DIE	Q-FEEL	JIVE/ARISTA
2149	DO YOU LOVE ME	ANDY FRASER	ISLAND
2150	MISS ME BLIND	CULTURE CLUB	VIRGIN/EPIC
2151	DANCING IN THE SHEETS	SHALAMAR	COLUMBIA

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

DWIGHT TWILLEY Girls (EMI America)

74% of our reporters on it. Moves: Up 32, Debuts 59, Same 63, Down 0, Adds 25 including PRO-FM, CHUM, WASH, 93FM, WCZY, KWSS. Complete airplay in Parallels.

WANG CHUNG Don't Let Go (Geffen)

68% of our reporters on it. Moves: Up 51, Debuts 41, Same 62, Down 1, Adds 9 including WLOL-FM, KITS, KWSS, KNBQ, WBCY, KAMZ, WEBC, WFBG. Complete airplay in Parallels.

BREAKERS

CULTURE CLUB Miss Me Blind (Virgin/Epic)

66% of our reporters on it. Moves: Up 8, Debuts 8, Same 2, Down 0, Adds 141 including WHTT, WPLJ, Q107, Z93, I95, KZZP, XTRA. Complete airplay in Parallels.

QUEEN Radio Ga-Ga (Capitol)

66% of our reporters on it. Moves: Up 34, Debuts 54, Same 48, Down 0, Adds 24 including Z100, Q100, WDCG, BJ105, WVIC, KKFM, KFRX. Complete airplay in Parallels.

PHIL COLLINS Against All Odds (Take A Look At Me Now) (Atlantic)

65% of our reporters on it. Moves: Up 5, Debuts 46, Same 25, Down 0, Adds 80 including WBLI, WASH, 94Q, B96, KDWB-FM, FM102, KWSS. Complete airplay in Parallels.

TRACEY ULLMAN They Don't Know (MCA)

61% of our reporters on it. Moves: Up 5, Debuts 23, Same 48, Down 0, Adds 71 including WXKS-FM, B94, KAFM, WCZY, WKTI, KS103, KNBQ. Complete airplay in Parallels.

NEW & ACTIVE

UB40 "Red Red Wine" (Virgin/A&M) 138/19
Moves: Up 46, Debuts 22, Same 50, Down 1, Adds 19 including WNVZ, KHTR, KMJK, KNBQ, Q100, Q92, WJZR, WABB-FM, KTFM, WKFR, KCFM, KCPX-FM, 13FEA, WHSL, KFMW.

ROLLING STONES "She Was Hot" (Rolling Stones/Atco) 136/5
Moves: Up 73, Debuts 15, Same 43, Down 0, Adds 5, PRO-FM, WNVZ, Q100, WZOK, WGUU, WPHD 18-15, WCAU-FM 37-23, KZZP d-29, KMJK 31-25, WNYS 27-19, KZZB 37-31, WRNO 29-26, WZPL 36-31, KJ103 30-25, KLUC 34-30.

TINA TURNER "Let's Stay Together" (Capitol) 131/7
Moves: Up 75, Debuts 10, Same 39, Down 0, Adds 7, KITS, KNBQ, KTKT, 103CIR, WHSL, KCMQ, 99KG, Z100 22-16, WASH 34-26, Z93 7-5, I95 5-5, Y100 10-6, KFRC 19-14, WBBQ 26-17, KHFI 26-19. Debuts at number 38 on the CHR chart.

MATTHEW WILDER "The Kid's American" (Private I/CBS) 117/31
Moves: Up 13, Debuts 23, Same 50, Down 0, Adds 31 including WBLI, WLOL-FM, KMJK, KNBQ, WNYS, 98PXY, WGF, WSSX, WNOK-FM, WME, WGRD, WRKR, KHYT, KQIZ-FM.

YES "Leave It" (Atco) 106/98
Moves: Up 4, Debuts 1, Same 2, Down 1, Adds 98 including WHTT, WPHD, WCAU-FM, WASH, KAFM, KHTR, KS103, WKFM, WHHY-FM, KDON-FM, WZON, Q101, WBNQ, KCDO.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 102/50
Moves: Up 2, Debuts 18, Same 32, Down 0, Adds 50 including WBN-FM, WBLI, PRO-FM, B97, KIMN, KIIS-FM, FM102, KS103, XTRA, WTIC-FM, WANS-FM, G100, KMGK, KHOP, KNOE-FM.

BILLY IDOL "Rebel Yell" (Chrysalis) 97/15
Moves: Up 40, Debuts 5, Same 33, Down 4, Adds 15, WXKS-FM, WKTI, KS103, WHTE, WQID, WJZR, WKAU, 92X, WFBG, WGUU, Q101, WPFM, WGLF, KKXL-FM, KKRC.

LIONEL RICHIE "Hello" (Motown) 96/73
Moves: Up 10, Debuts 6, Same 6, Down 1, Adds 73 including WXKS-FM, WBN-FM, WCAU-FM, 94Q, KBEO, Q103, KIIS-FM, FM102, XTRA, KFRC, WYCR, WBCY, KRSP, Q104.

BIG COUNTRY "Fields Of Fire" (Mercury/PolyGram) 90/3
Moves: Up 26, Debuts 8, Same 53, Down 0, Adds 3, KQXR, 103CIR, KYA, WXKS-FM d-40, WCAU-FM 39-35, WLAN-FM 38-35, WRCK 31-29, KHFI 29-26, KZZB 39-35, WHOT-FM 27-23, WIGY 33-28, WQCM 35-32, WYKS 30-27, WGLF 32-28, KOZE 34-30.

BONNIE TYLER "Holding Out For A Hero" (Columbia) 89/37
Moves: Up 5, Debuts 15, Same 32, Down 0, Adds 37 including WBN-FM, WBLI, WASH, KIMN, Q103, KS103, XTRA, WKFM, KITE, 92X, WZPL, KQXR, KLUC, WERZ, Y94.

JACKSON BROWNE "For A Rocker" (Asylum) 86/2
Moves: Up 36, Debuts 3, Same 37, Down 8, Adds 2, WAVA, KITE, WLAN-FM 29-25, WSPK 28-19, KZZB 18-15, WZLD 29-25, WRNO 34-30, WKDD 26-22, WGRD 14-12, WZPL 26-23, WJBO 15-12, WXLK 31-23, KXSS 31-29, WSPT 27-23, KCBN 15-10.

ADAM ANT "Strip" (Epic) 84/12
Moves: Up 23, Debuts 14, Same 31, Down 4, Adds 12, B96, WRCK, KTFM, KQKQ, KMGX, KRSP, WPFM, WIXV, WGLF, KKXL-FM, KFMW, KBIM, B94 10-6, 94Q 18-13, Z93 25-13.

APRIL WINE "This Could Be The Right One" (Capitol) 81/4
Moves: Up 13, Debuts 8, Same 56, Down 0, Adds 4, CFTR, KAMZ, KLI, WXLK, WBN-FM 34-32, WPHD 36-34, K104 40-34, WKEE 37-29, WRCK 35-32, WOKI d-38, WRNO 36-32, WGRD 28-24, WJXQ 19-16, KJ103 d-34, WZON 37-32, WQCM 38-36, 95XIL d-38, KYTN 36-34, KCDO 35-31.

MOST ADDED

CULTURE CLUB (141)
Miss Me Blind (Virgin/Epic)
YES (98)
Leave It (Atco)
PHIL COLLINS (80)
Against All Odds... (Atlantic)
LIONEL RICHIE (73)
Hello (Motown)
TRACEY ULLMAN (71)
They Don't Know (MCA)
ALAN PARSONS PROJECT (62)
Don't Answer Me (Arista)

HOTTEST

VAN HALEN (219)
Jump (WB)
ROCKWELL (129)
Somebody's Watching Me (Motown)
NENA (119)
99 Luftballons (99 Red Balloons) (Epic)
CYNDI LAUPER (117)
Girls Just Want To Have Fun (Portrait/CBS)
MICHAEL JACKSON (85)
Thriller (Epic)
HUEY LEWIS & THE NEWS (75)
I Want A New Drug (Chrysalis)

ROMANTICS "One In A Million" (Nemperor/CBS) 72/35
Moves: Up 1, Debuts 13, Same 23, Down 0, Adds 35 including CHUM, 94Q, Z93, B97, 98PXY, WSSX, KITE, WRNO, WZPL, WHOT-FM, KKXX, KQXR, KSKD, 103CIR, Q104, KFMW.

MOTLEY CRUE "Looks That Kill" (Elektra) 64/8
Moves: Up 25, Debuts 6, Same 23, Down 2, Adds 8, KZZB, WOKI, WZPL, Z104, WJBO, WOMP-FM, WSPT, KDZA, WCAU-FM 30-27, B96 22-19, KHTR 17-14, XTRA 31-29, WHTE 23-19, WJXQ 20-15, KKXX 17-10.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 64/7
Moves: Up 11, Debuts 3, Same 43, Down 0, Adds 7, WCAU-FM, Q106, KCPX-FM, 103CIR, WOMP-FM, KDZA, KBIM, WNYS d-34, 98PXY 37-30, WZLD on, KSKD 29-24, WJBO 23-18, WISE 27-20, KCBN 37-30, KIST 36-31.

ALAN PARSONS PROJECT "Don't Answer Me" (Arista) 62/62
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 62 including WPHD, WCAU-FM, 94Q, Z93, WFLY, WLAN-FM, WPST, WSSX, WHOT-FM, KBBK, 95XIL, WCGO, WIXV, KRNA, KCBN.

BON JOVI "Runaway" (Mercury/PolyGram) 61/29
Moves: Up 1, Debuts 6, Same 25, Down 0, Adds 29 including WXKS-FM, WCAU-FM, WKFM, Q106, KITE, WZYP, WRNO, KJ103, WHOT-FM, 13K, K96, KSKD, KRSP, WSQV, WAZY-FM.

KIM CARNES "You Make My Heart Beat Faster (And That's All That Matters)" (EMI America) 61/2
Moves: Up 19, Debuts 4, Same 32, Down 4, Adds 2, KITY, WCIL-FM, WRQK 33-30, WZYP 35-33, WSFL 40-35, KROK 30-26, WKDD 14-12, WHOT-FM 30-27, KSKD 18-15, WGUU 28-25, WERZ 25-22, WAEV d-33, WHSL 26-22, WBWB 28-25, KSLY 32-30.

BETTE MIDLER "Beast Of Burden" (Atlantic) 53/3
Moves: Up 9, Debuts 9, Same 32, Down 0, Adds 3, CFTR, WHTE, WZLD, WXKS-FM d-39, WCAU-FM d-37, K104 24-18, KHFI 32-28, WRKR 32-23, KQXR 40-36, KLUC d-35, OK100 33-27, 13FEA d-29, WIXV 32-25, KYTN d-39, KFMW d-40, KBIM d-40.

SIGNIFICANT ACTION

JEFFREY OSBORNE "We're Going All The Way" (A&M) 49/19
Moves: Up 0, Debuts 5, Same 25, Down 0, Adds 19 including WHTE, KAMZ, WZYP, WOKI, KROK, KQXR, KYNO-FM, WGUU, WQCM, WOMP-FM, WCGO, Q104, KKQV, KCAQ, KIST.

TONY CAREY "A Fine Fine Day" (MCA) 44/43
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 43 including WHTT, WXKS-FM, WPHD, WCAU-FM, PRO-FM, 94Q, Z93, K104, Q106, WHHY-FM, KX104, WRKR, KQXR, KQMO, WISE, KFRX.

THOMAS DOLBY "Hyperactive" (Capitol) 42/16
Moves: Up 2, Debuts 6, Same 18, Down 0, Adds 16 including WPHD, WCAU-FM, KPKE, WRCK, WHTE, WJZR, WZLD, KROK, WJXQ, WRQN, KELI, WHOT-FM, KMGX, WHSL, KGOT.

ROGER DALTRY "Walking In My Sleep" (Atlantic) 41/4
Moves: Up 4, Debuts 4, Same 29, Down 0, Adds 4, KITE, WJXQ, WRQN, KXSS, WHTT 39-35, WPHD d-39, WRCK d-37, WRNO on, WGRD 30-25, WRKR 40-36, KBBK d-40, WQCM d-38, WJBO 34-29, WFOX on, KYTN on.

DAZZ BAND "Joystick" (Motown) 40/3
Moves: Up 10, Debuts 12, Same 15, Down 0, Adds 3, KITS, WBBQ, WSFL, WXKS-FM 36-35, WHTE 25-23, FM102 d-28, XTRA 34-31, KFRC 14-12, WJZR d-30, 13K 23-10, KMGX 14-5, WZYQ d-36, WPFM 39-27, Z102 38-31, KCAQ d-29.

EDDIE MONEY "Club Michelle" (Columbia) 39/10
Moves: Up 3, Debuts 7, Same 19, Down 0, Adds 10, WCAU-FM, KLUC, KSKD, WIGY, WSQV, WBWB, 99KG, KCDQ, KHTX, KIST, WPHD d-40, WGRD 40-35, WJXQ 24-21, WXLK d-37, KYTN 40-36.

B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 38/5
Moves: Up 10, Debuts 2, Same 17, Down 4, Adds 5, KITY, K107, KLUC, WIGY, 13FEA, WHTT 24-23, WCAU-FM d-39, PRO-FM 30-26, KZZB 19-14, WOKI 23-21, WKDD 15-11, KELI 8-6, WHOT-FM 38-29, WGUU 23-20, WERZ 26-24.

ANDY FRASER "Do You Love Me" (Island/Atco) 32/11
Moves: Up 0, Debuts 5, Same 16, Down 0, Adds 11, WCAU-FM, WKEE, WKFM, WRQK, KTFM, KELI, KSKD, WJBO, KFMW, KCDQ, KOZE, KZZB d-38, WJXQ d-29, KQXR d-40, KKQV d-35.

TIGGI CLAY "Flashes" (Morocco/Motown) 30/1
Moves: Up 0, Debuts 1, Same 28, Down 0, Adds 1, 95XIL, WPHD on, WCAU-FM on, WVSR on, K104 on, WRCK on, WBBQ on, WANS-FM on, 13K on, KHOP on, WJBO on, Q101 on, WGLF on, 99 KG on, KFMW d-39, KBIM on.

JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 29/29
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including B104, WKWB, 94Q, Z93, Q103, KZZP, WBBQ, KXX106, FM100, G100, KITY, WZON, KISR, KTRS.

BLUE OYSTER CULT "Shooting Shark" (Columbia) 25/1
Moves: Up 6, Debuts 0, Same 17, Down 1, Adds 1, KITE, WHTT on, WLOL-FM 35-33, WKFM on, WHTE 32-31, WSSX 29-28, WKDD on, WIGY 35-32, OK100 21-19, 95XIL 29-26, WYKS on-dp, WIXV on, WBNQ on-dp, KCDQ 39-39, KSLY on.

DAVID BOWIE "Without You" (EMI America) 23/23
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including WPHD, KAFM, WVSR, K104, WOKI, WSFL, WKDD, WJXQ, WRQN, WHOT-FM, KQMQ, KSKD, KDON-FM, WSPT, KHTX.

BRYAN ADAMS "Heaven" (A&M) 22/3
Moves: Up 12, Debuts 2, Same 5, Down 0, Adds 3, KBEO, WSPK, WJZR, KAFM 19-15, 93FM d-26, KDWB-FM 3-2, WLOL-FM 9-4, KPKE 12-6, K104 31-25, WHTE 40-26, WJXQ 27-24, KZ93 25-19, OK100 28-21, WIXV 34-29, KYTN 34-24.

MADNESS "The Sun And The Rain" (Geffen) 21/19
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 19 including B97, WVSR, WRCK, KZZB, KTFM, WHOT-FM, KMGX, KIKI, KQMQ, KHOP, KHYT, WJAD, WAEV, KCDQ, KZOZ.

PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 21/1
Moves: Up 4, Debuts 2, Same 14, Down 0, Adds 1, KMGX, FM102 29-25, FM106 27-25, WSPK on, WNOK-FM on, KAMZ 27-23, KSET-FM on, WRQK on, KROK on, WHOT-FM on, KIKI d-39, KHYT d-37, WJAD on, WBWB on, KTRS 39-36.

CHERYL LYNN "Encore" (Columbia) 17/0
Moves: Up 8, Debuts 2, Same 6, Down 1, Adds 0, WXKS-FM 34-28, WBLI on, WPLJ 15-14, Z100 19-17, WASH 35-29, I95 d-29, WNVZ 28-33, WMAR 28-24, WNOK-FM on, WZLD on, WHOT-FM on, KYNO-FM 29-25, KQMQ 39-35, WGUU 35-31, KCAQ d-30.

SURVIVOR "I Never Stopped Loving You" (Scotti Bros./CBS) 16/1
Moves: Up 2, Debuts 4, Same 9, Down 0, Adds 1, WOMP-FM, WVSR on, WGF, WANS-FM d-39, WZPL d-37, WJXQ on-dp, KIKI on, WIGY on, WERZ on, Q101 39-23, KKLS-FM on, KHTX d-39, KBIM on, KZOZ d-40.

BILLY RANKIN "Baby Come Back" (A&M) 15/14
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 14, WBN-FM, WPHD, WNYS, WVSR, K104, 98PXY, WRCK, WBBQ, WJXQ, KCPX-FM, WZYQ, OK100, 95XIL, WIXV, KBBK d-33.

SHALAMAR "Dancing In The Sheets" (Columbia) 14/8
Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 8, CKOI, Y100, WNOK-FM, WVRQ, KQMQ, WQCM, WFOX, KHTX, WTIC-FM 32-28, KC101 on, WSFL d-39, KIKI on, WJAD on, WPFM on.

DEELE "Body Talk" (Solar/Elektra) 13/2
Moves: Up 6, Debuts 1, Same 3, Down 1, Adds 2, WZLD, WRQK, I95 19-12, WNVZ 33-20, Q102 9-7, FM102 15-9, KFRC 11-11, WRVQ 26-16, KITY 4-3, WKDQ d-33, KMGX on, KCAQ 6-6.

MADONNA "Borderline" (Sire/WB) 12/12
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, WXKS-FM, KMJK, KAMZ, WHOT-FM, 13K, KQMQ, KHYT, WKHI, KNOE-FM, WGLF, KGOT, KCDQ.

MIDNIGHT STAR "No Parking On The Dance Floor" (Solar/Elektra) 11/3
Moves: Up 4, Debuts 1, Same 3, Down 0, Adds 3, G100, 13K, WCIL-FM, I95 on, Q105 on, WNOK-FM 33-28, WZLD d-35, KITY 35-30, KMGX on, KRSP 28-24, KCAQ 19-17.

More CHR Music Information See Page 60



BORDERLINE IS THE NEW SINGLE FROM MADONNA

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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
4	2	1	1 VAN HALEN/Jump (WB)
13	6	3	2 NENA/99 Luftballons (99 Red Balloons) (Epic)
3	1	2	3 MICHAEL JACKSON/Thriller (Epic)
17	8	5	4 CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
9	5	4	5 POLICE/Wrapped Around Your Finger (A&M)
15	9	7	6 JOHN LENNON/Nobody Told Me (Polydor/PG)
26	17	11	7 HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
39	25	15	8 ROCKWELL/Somebody's Watching Me (Motown)
30	24	13	9 EURYTHMICS/Here Comes The Rain Again (RCA)
24	16	12	10 DURAN DURAN/New Moon On Monday (Capitol)
16	12	9	11 SHANNON/Let The Music Play (Mirage/Atco)
34	26	19	12 KENNY LOGGINS/Footloose (Columbia)
28	23	16	13 CHRISTINE McVIE/Got A Hold On Me (WB)
1	3	6	14 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
19	15	14	15 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
10	7	10	16 BILLY JOEL/An Innocent Man (Columbia)
2	4	8	17 GENESIS/That's All (Atlantic)
-	35	25	18 DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
-	37	30	19 POINTER SISTERS/Automatic (Planet/RCA)
-	-	34	20 DA'YL HALL & JOHN OATES/Adult Education (RCA)
33	28	24	21 KENNY ROGERS/This Woman (RCA)
14	13	17	22 PRETENDERS/Middle Of The Road (Sire/WB)
36	33	28	23 KC/Give It Up (Meca)
7	14	21	24 KOOL & THE GANG/Joanna (De-Lite/PG)
5	10	18	25 LIONEL RICHIE/Running With The Night (Motown)
-	40	37	26 38 SPECIAL/Back Where You Belong (A&M)
-	39	36	27 MANFRED MANN'S EARTH BAND/Runner (Arista)
6	11	20	28 CHRISTOPHER CROSS/Think Of Laura (WB)
38	36	32	29 SHEENA EASTON/Almost Over You (EMI America)
-	38	35	30 RE-FLEX/The Politics Of Dancing (Capitol)
8	19	22	31 YES/Owner Of A Lonely Heart (Atco)
18	18	23	32 PAUL McCARTNEY/So Bad (Columbia)
-	-	40	33 HOWARD JONES/New Song (Elektra)
DEBUT	▶	▶	34 THOMPSON TWINS/Hold Me Now (Arista)
DEBUT	▶	▶	35 PAUL YOUNG/Come Back And Stay (Columbia)
29	27	31	36 QUIET RIOT/Bang Your Head (Metal Health) (Pasha/CBS)
11	21	26	37 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
DEBUT	▶	▶	38 TINA TURNER/Let's Stay Together (Capitol)
DEBUT	▶	▶	39 OLIVIA NEWTON-JOHN/(Livin' In) Desperate Times (MCA)
20	22	29	40 RAY PARKER JR./I Still Can't Get Over Loving ... (Arista)

N&A Begins on Page 70

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
7	3	1	1 KENNY ROGERS/This Woman (RCA)
6	2	2	2 PAUL McCARTNEY/So Bad (Columbia)
16	10	5	3 CHRISTINE McVIE/Got A Hold On Me (WB)
8	6	4	4 SHEENA EASTON/Almost Over You (EMI America)
1	1	3	5 BILLY JOEL/An Innocent Man (Columbia)
10	7	6	6 GENESIS/That's All (Atlantic)
12	11	9	7 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
15	12	10	8 P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
3	4	7	9 CHRISTOPHER CROSS/Think Of Laura (WB)
2	5	8	10 KOOL & THE GANG/Joanna (De-Lite/PG)
18	15	13	11 POLICE/Wrapped Around Your Finger (A&M)
22	18	14	12 JOHN LENNON/Nobody Told Me (Polydor/PG)
24	20	15	13 DONNA SUMMER/Love Has A Mind Of... (Mercury/PG)
5	9	11	14 LIONEL RICHIE/Running With The Night (Motown)
28	23	18	15 DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
4	8	12	16 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
-	30	24	17 ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)
25	21	19	18 LANI HALL/Send In The Clowns (A&M)
-	29	25	19 JIMMY BUFFETT/Brown Eyed Girl (MCA)
11	16	20	20 ELTON JOHN/I Guess That's Why They Call It... (Geffen)
30	24	22	21 MICHAEL SEMBELLO/Talk (WB)
-	25	23	22 CARPENTERS/Your Baby Doesn't Love You Any (A&M)
-	-	27	23 EURYTHMICS/Here Comes The Rain Again (RCA)
-	27	26	24 MICHAEL JACKSON/Thriller (Epic)
13	13	16	25 DOLLY PARTON/Save The Last Dance For Me (RCA)
DEBUT	▶	▶	26 STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)
-	-	29	27 L. RONSTADT & N. RIDDLE.../I've Got A Crush... (Asylum)
-	-	30	28 CLIFF RICHARD/Donna (EMI America)
9	14	17	29 RAY PARKER JR./I Still Can't Get Over Loving (Arista)
20	19	21	30 F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG)

N&A Begins on Page 48

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
1	1	1	1 VAN HALEN/Jump (WB)
11	6	5	2 KENNY LOGGINS/Footloose (Columbia)
5	5	3	3 MANFRED MANN'S EARTH.../Runner (Arista)
2	2	2	4 JOHN LENNON/Nobody Told Me (Polydor/PG)
27	15	8	5 DAN FOGELBERG/The Language Of Love (FM/Epic)
12	7	7	6 CHRISTINE McVIE/Got A Hold On Me (WB)
4	4	6	7 38 SPECIAL/Back Where You Belong (A&M)
19	12	9	8 DWIGHT TWILLEY/Girls (EMI America)
3	3	4	9 PRETENDERS/Middle Of The Road (Sire/WB)
8	9	10	10 BRYAN ADAMS/Heaven (A&M)
7	10	11	11 VAN HALEN/Panama (WB)
18	14	14	12 EURYTHMICS/Here Comes The Rain Again (RCA)
23	18	13	13 VAN HALEN/I'll Wait (WB)
15	16	15	14 PRETENDERS/Time The Avenger (Sire/WB)
34	20	16	15 APRIL WINE/This Could Be The Right One (Capitol)
32	23	19	16 BON JOVI/Runaway (Mercury/PG)
6	8	12	17 DURAN DURAN/New Moon On Monday (Capitol)
-	37	22	18 QUEEN/Radio Ga-Ga (Capitol)
24	19	17	19 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)
BREAKER	▶	▶	20 PHIL COLLINS/Against All Odds (Atlantic)
25	22	20	21 TED NUGENT/Tied Up In Love (Atlantic)
BREAKER	▶	▶	22 SCORPIONS/Rock You Like A... (Mercury/PG)
-	38	28	23 ROGER DALTRY/Walking In My... (Atlantic)
BREAKER	▶	▶	24 YES/Leave It (Atco)
16	17	18	25 MOTLEY CRUE/Looks That Kill (Elektra)
56	44	32	26 GOLDEN EARRING/When The Lady... (21/PG)
BREAKER	▶	▶	27 DAVID GILMOUR/All Lovers Are... (Columbia)
13	13	21	28 YES/It Can Happen (Atco)
33	31	25	29 ACCEPT/Balls To The Wall (Portrait/CBS)
35	29	27	30 GENESIS/Home By The Sea (Atlantic)

Complete Tracks Chart on Page 54

Black/Urban

Three Weeks	Two Weeks	Last Week	Artist/Track (Label)
10	4	1	1 ROCKWELL/Somebody's Watching... (Motown)
17	14	5	2 POINTER SISTERS/Automatic (Planet/RCA)
11	7	3	3 JEFFREY OSBORNE/Plane Love (A&M)
14	11	7	4 MELBA MOORE/Livin' For Your Love (Capitol)
2	1	2	5 CHERYL LYNN/Encore (Columbia)
23	17	9	6 TINA TURNER/Let's Stay Together (Capitol)
-	31	15	7 B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
20	16	10	8 EARTH, WIND & FIRE/Touch (Columbia)
26	20	13	9 MICHAEL JACKSON/Thriller (Epic)
-	32	20	10 PATTI AUSTIN/It's Gonna Be Special (Qwest/WB)
-	-	27	11 CAMEO/She's Strange (Atl. Art./PG)
34	26	19	12 TYRONE BRUNSON/Fresh (Believe In A Dream/CBS)
8	8	8	13 J. BLACKFOOT/Taxi (Sound Town/Allegiance)
15	15	14	14 DREAMBOY/Don't Go (Qwest/WB)
3	3	6	15 PATTI LABELLE/If Only You Knew (Phil. Int./CBS)
1	2	4	16 J. INGRAM with M. McDONALD/Yah Mo... (Qwest/WB)
22	18	17	17 JENNY BURTON/Remember What You Like (Atlantic)
35	28	22	18 DELLS/You Just Can't Walk Away (Private I/CBS)
13	13	12	19 RUN D.M.C./Hard Times (Profile)
-	33	29	20 RUFUS & CHAKA KHAN/One Million Kisses (WB)
28	24	21	21 SHALAMAR/Deadline U.S.A. (MCA)
6	6	11	22 DAZZ BAND/Joystick (Motown)
-	-	33	23 KOOL & THE GANG/Tonight (De-Lite/PG)
-	38	31	24 ATLANTIC STARR/More, More, More (A&M)
4	5	16	25 LIONEL RICHIE/Running With The Night (Motown)
29	27	26	26 STEVE ARRINGTON'S.../Hump To The Bump (Atlantic)
BREAKER	▶	▶	27 D. EDWARDS f/S. GARRET/Don't Look... (Motown)
39	29	28	28 IMAGINATION/This Means War... (Elektra)
-	-	40	29 S. LATTISAW & J. GILL/Perfect... (Cottillion/Atco)
-	-	36	30 BILLY GRIFFIN/Serious (Columbia)
19	19	23	31 ANITA BAKER/You're The Best Thing Yet (Beverly Glen)
DEBUT	▶	▶	32 LAID BACK/White Horse (Sire/WB)
5	9	18	33 'D' TRAIN/Something's On Your Mind (Prelude)
-	35	34	34 DIONNE WARWICK/Got A Date (Arista)
BREAKER	▶	▶	35 STARPOINT/It's All Yours (Elektra)
9	22	32	36 SHANNON/Let The Music Play (Mirage/Atco)
12	12	24	37 PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
7	10	30	38 EVELYN "CHAMPAGNE" KING/Action (RCA)
DEBUT	▶	▶	39 TYRONE DAVIS/Let Me Be Your Pacifier (Ocean Front)
36	34	37	40 TEENA MARIE/Midnight Magnet (Epic)

N&A Begins on Page 42

Lionel
Collins

B Tyler
Kod
ONE DESP.
DO UIN
New
TT

Crystal
IG
of Ghee
EWF
Lionel
Melissa
P Young
P Collins
Pointers
APP
C Culture mix
F 080