

I N S I D E:

**A/C: THE STATE OF THE FORMAT**

In a special column, **Jeff Green** examines A/C radio in all its significant aspects — from listener appeal to relationships with record companies. Important input on the nation's leading format.

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**AOR'S VALUABLE PRODUCTION VALUES**

They slice, they splice, they transform familiar songs in a trice. They're AOR's production wizards, the folks who put the magic into radio. Learn how you too can convert "She Blinded Me With Science" to "She's Eating Lunch With Clients" — and these extra production efforts work for all formats.

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**DEREGULATION TALKS COLLAPSE**

The NAB has pulled out of deregulation negotiations with the House Telecommunications Subcommittee, and will take its case to the full Commerce Committee. **Brad Woodward** reports on the weakening chances of compromise.

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**PREPARING FOR FUTURE MANAGEMENT NEEDS**

**Gary Kaplan** emphasizes the need to cultivate promising managerial talent to fill key areas — so you're not caught flat-footed when a gap arises.

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**PEOPLE IN THE NEWS THIS WEEK**

- **Walter Lee Sr.** VP at Capitol as **Bruce Wendell** resigns
- **John Roberts** PD at **WNDE**
- **John Patton Sr.** VP at **Hiber & Associates**
- **Joe Grossman** PolyGram National Promotion Director
- **Tom Duffy** Station Manager at **WINN**
- **John O'Neill** Station Manager for **WCKO**
- **Kent Crawford, Bob Schneiders, Harold Sulman** VPs at **MCA Distributing**

Pages 3, 26

**DAYTIMER HIT WITH \$10,000 FINE**

**WVAB/Virginia Beach, VA** is fined for "willful and repeated overpower operation," but the station claims the FCC's new early evening authority guidelines are too confusing to follow.

Page 4

**FOUR-WAY CHR WAR FOR MILWAUKEE**

**WKTI, WRKR, Z95, and B97** battle it out for the CHR championship of Milwaukee, and **Joel Denver** airs the war cries of all four PDs.

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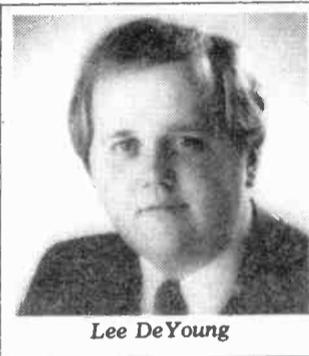
Newsstand Price \$3.50



**DeYoung Set To Program WCLR**

**WCUZ-AM & FM/Grand Rapids Operations Manager Lee DeYoung** has been named PD at **WCLR/Chicago**. DeYoung fills the vacancy left when former VP/PD **Dave Martin** departed six weeks ago to join **Doubleday** as VP/Programming.

**WCLR President/GM Chet Redpath** commented, "We're very heavily into research, and Lee's a computer whiz who's written software for both programming and sales in helping take **WCUZ** from nonentity to number one. What's particularly attractive about Lee is his great attitude; one can tell he is



Lee DeYoung

very empathetic about his own people. Frankly, a lot of the candidates wanted to come in and 'remake the wheel,' even

DeYOUNG/See Page 26

**FIRST INDIE LEASE**

**Westwood One, RCA Seal \$6.7 Million Satellite Deal**

**Westwood One** has agreed to a \$6.7 million, multi-year deal to lease four digital audio channels on **RCA's SATCOM 1-R** communications satellite. This move makes the company the first independent radio program producer and distributor to lease digital audio channels on a network satellite, and the first to uplink out of **RCA's** new West Coast facility in **Los Angeles**.

At present **NBC, ABC, CBS, and RKO** are the other radio networks using **SATCOM 1-R**. **RCA** estimates that more than 2600 U.S. radio stations have antennas directed at the satellite, and claims that this number is increasing as more stations access the satellite to receive programs.

Commenting on the deal that will make this live, satellite-distributed programming possible,

**Westwood One President Norman Pattiz** told **R&R**, "We're very excited for a number of reasons. This does more than just assure our access to **SATCOM 1-R**. Since we're committed to making access time available, it also assures access for other independent producers and distributors like ourselves to the thousands of radio stations that are currently — and will be in the future — hooked up with **1-R**. It also obviously opens up some very exciting new programming possibilities and virtually eliminates any kind of distinction between independents such as ourselves and the traditional networks."

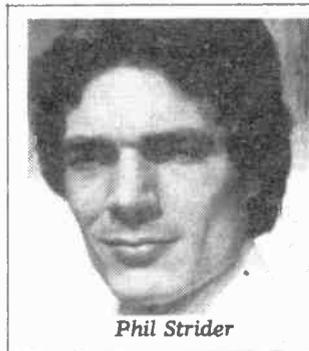
In welcoming **Westwood One** to **SATCOM 1-R**, **RCA America** VP/Audio Services **Harold Rice** said, "These plans further strengthen the concept that digital audio transmission technology is the preferred method of network radio distribution in the United States. We're pleased that **Westwood One** has selected the **SATCOM** system, and are looking forward to working closely with them in helping to increase their impact in national radio."

**Westwood One** will begin its satellite operations in July.

**KZOK & KJET Pick Strider As PD**

Former **KBPI/Denver** PD **Phil Strider** has become the Operations Manager/Program Director for **Sterling Recreation Organization's KZOK & KJET/Seattle**. Strider replaces **KZOK** PD **Jim Robinson**, who recently joined the airstaff at **WGRX/Baltimore**, and **KJET** PD **Steve Larson**, who has exited the station.

Commenting on Strider, **KZOK & KJET GM Gale Johnson** told **R&R**, "I think **Phil** will bring a depth to the radio stations that we're looking forward to. He understands the team concept that we have and will be able to make that grow. I

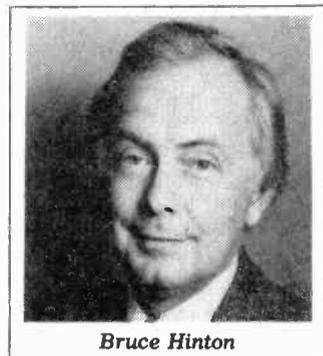


Phil Strider

can't say enough about **Rick Shannon** (interim PD/morning man) and the marvelous job he's done for us since **Jim** exited. STRIDER/See Page 26

**Hinton Sr. VP/GM For MCA/Nashville**

**Bruce Hinton** has been named Senior VP/GM for **MCA Records/Nashville**, directing the day-to-day operations of the division. Hinton has been one of the leading independent promotion executives in the country field, serving as a partner in **Hinton/Svendsen Promotions** as well as in record production firm **Hin-Jen Productions** (with producer **Jim Ed Norman**). He was previously a partner (with **Jimmy Bowen**, slated to head **MCA's Nashville** operations shortly) in **Amos Records**.



Bruce Hinton

to announce **Bruce's** addition to our team."

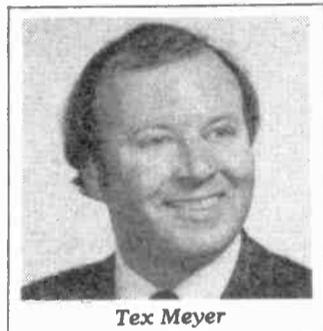
**MCA Records Group President Irving Azoff** commented, "I have known and worked with **Bruce Hinton** for many years, and I have the utmost respect and admiration for his insight into and understanding of artists. It is a banner day for **MCA**

Hinton told **R&R**, "I'm thrilled to be aboard at **MCA** and working with **Irving Azoff**. **Irving** has committed the resources necessary for **MCA** to be the number one country label in the business. With the team we're assembling, that is exactly what we plan to do."

**Meyer Named VP/GM At WBZZ**

**WWKX (KX104)/Nashville** VP/GM **Tex Meyer** will join **EZ Communications' WBZZ (B94)/Pittsburgh** as VP/GM on **March 26**. The **Pittsburgh CHR** outlet has been without a fulltime manager for the past 16 months, during which time **EZ's Bob Reich** split his time between **B94** and **WEZB (B97)/New Orleans**, serving as VP/GM of both stations.

**Reich**, who will now spend the



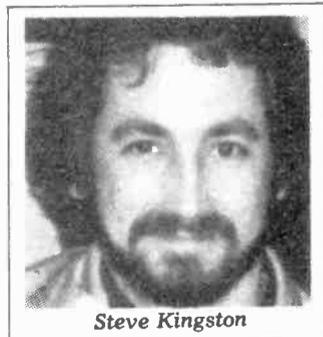
Tex Meyer

majority of his time at **WEZB**, will continue to oversee **B94** as part of his corporate responsibilities. He told **R&R**, "Tex is someone I've always thought of as one of the brightest and sharpest guys in radio. I've known him for years, have worked with him in the past, and have been trying to hire

MEYER/See Page 26

**Kingston PD At WBSB**

**WBZZ (B94)/Pittsburgh** PD **Steve Kingston** has accepted the programming post at **Scrapps-Howard's WBSB**



Steve Kingston

(**B104**)/**Baltimore**, replacing **Jan Jeffries**, who left to program **Cox's WXFM/Chicago (R&R 3-2)**.

**B104 GM Jim Fox** told **R&R**, "We're all very excited to have someone like **Steve** to continue the success of **B104**. We hated to

KINGSTON/See Page 26

# ATTENTION RECORD COMPANY EXECUTIVES & ARTIST MANAGERS



## ONE OF THESE PEOPLE WOULD BUY YOUR RECORD THE STREET PULSE GROUP CAN TELL YOU WHICH ONE

**The Street Pulse Group: Tools for targeting your market.** Today, it's more difficult than ever to know who is most likely to buy your product. Mistakes are very costly. So how do you know? Does he listen to AOR or CHR radio? Does he watch MTV or Magnum P.I.? Does he read Rolling Stone or TV Guide? Is he thirteen or nearly thirty? Is "he" more likely to be a "she"? The answers can sometimes be astounding, but knowing these things and more allows you to direct your marketing efforts to precisely the person who is most likely to buy. The bottom line is selling more product with fewer dollars. And only the Street Pulse Group has a number of services to help you do just that.

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### Air Personalities — A New R&R Column

R&R has special coverage for the radio GM, programmer, sales manager, and researcher. Next week **Dan O'Day**, noted humor service supplier and former personality, begins a new biweekly R&R column aimed directly at the air personality. Interviews with top on-air stars (like **Howard Stern** next week) and articles on the fundamentals make for useful and entertaining reading . . . every other week in R&R.



|  |    |  |    |
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## WNDE Names Roberts PD

WSNI/Philadelphia overnight personality **John Roberts** has been named PD at Oldies-formatted **WNDE/Indianapolis**. Roberts fills the vacancy left two months ago by the departure of former **WNDE & WFBQ OM Alan Edwards**. The appointment reunites Roberts with **Gulf Broadcast Group**; he previously was PD at the company's former station **WKAP/Allentown**.

**WNDE & WFBQ GM Denny Rossman** commented, "Because John worked for our company before, we've been able to observe his success. I really liked John's desire to get into a larger market as a program manager. He has a lot of expertise in many different formats, including some background in non-current formats. John's a tenacious, highly-motivated guy, and that's what the position is going to take."

Before joining **WNDE**, Roberts handled overnights at **WSNI** for a year. He worked weekends at **WSNI** for 12 of the 18 months he was PD at **WKAP**. His background also

includes PD terms at **KDWZ/Grand Forks, ND** and **WECQ/Geneva, NY**. Roberts told **R&R**, "I'd been getting itchy to program again, so I was very happy when (**Gulf Broadcast National PD**) **David McNamee** contacted me about the job. The company is really behind us, ready to give what we need to achieve our goals. **WFBQ PD Bill Wise** did a very good job keeping things going for the last couple of months. This is probably the strongest management team I've been lucky enough to be a PD for, and I feel really good about it."

## WENDELL EXITS AFTER 12 YEARS

# Capitol Elevates Lee To Sr. VP/Marketing & Promotion

In a surprising move, longtime **Capitol VP/Promotion Bruce Wendell** resigned his position last week. **VP/Marketing Walter Lee**, replacing Wendell, has been promoted to **Sr. VP/Marketing & Promotion**. At the same time, **Bill Burks, Director/Creative Services, Advertising & Merchandising**, has been upped to **VP/Creative Services & Merchandising**.

A 14-year **Capitol** veteran, Lee was previously a local promotion rep in **Boston**, moving into sales as **Capitol's Detroit**



Walter Lee Bruce Wendell

## "THEY HAD TO RUN FOR IT"

## KOSY Studios Gutted By Fire

The offices and studios of **KOSY-AM & FM/Texarkana, AR** were destroyed **March 6** by an electrical blaze which swept through the two-story building in a matter of minutes. Estimates on the damages are still being calculated.

**PD Don Michaels** told **R&R**, "It started around 5am between floors in the back of the station above some sales offices. The building was mostly empty at the time, so the fire wasn't noticed right away. It spread to the production rooms, and by the time flames broke through the ceiling into the control rooms, it was going pretty strongly. Because of the heavy smoke, the air personalities didn't have a chance to tell the

KOSY/See Page 26

Branch Manager. He was eventually named **VP/Sales**, adding the marketing responsibilities to his duties in 1981. He told **R&R**, "This certainly will be a new challenge for me. Knowing that I've got such a fine promotional team backing our product will insure a continuance of the fine efforts which **Bruce Wendell** began. Having marketing and promotion under one umbrella makes for a more expeditious handling of our projects, with greater benefit for all **Capitol** artists. I feel, as does (**Capitol President**) **Jim Mazza**, this will give us a decided advantage in the marketplace."

LEE/See Page 26

## Patton Joins Hiber Firm

**John Patton**, former **Chairman/CEO of Bonneville Broadcasting System**, has joined **Jhan Hiber's** research/marketing consultancy as **Senior Vice President**, following the resignation of **Larry Patrick**. At the same time, the **Pebble Beach, CA-based** firm announced a name change to **Jhan Hiber & Associates, Inc.**

**Jhan Hiber** said, "As we are on the eve of our fifth anniversary, it seems appropriate to reorient ourselves to reflect not only my expertise and involvement, but also to reflect the contribution of the 15 other key people in our two offices."



John Patton

PATTON/See Page 26

## Grossman Upped At PolyGram

**Joe Grossman** has been named **Director/National Promotion at PolyGram Records**. A six-year company veteran, Grossman was most recently **Director/National Secondary Promotion**. **PolyGram's Senior VP/Promotion Bob Edson** commented, "Joe Grossman's work has always been first-rate, and his new promotion should be viewed as further confirmation of our belief in his talent and expertise."

GROSSMAN/See Page 26



Joe Grossman

## TRANSACTIONS

### Price Buys WTIX, KOMA From Storz

**Price Communications** entered an agreement with **Storz Broadcasting** last week to purchase **WTIX/New Orleans** and **KOMA/Oklahoma City** for \$6 million, pending **FCC** approval. **A/C WTIX** operates at 690 kHz with 10 kw

TRANSACTIONS/See Page 26

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## WCOL Plans A/C Evolution

**WCOL/Columbus** has discontinued **Taft's "Primetime"** nostalgia format, and has begun a gradual shift to **A/C**. The station is presently programming oldies, and expects to complete the transition by **May 1**.

Explaining what led to the format change, recently-appointed **PD Bob Mitchell** told **R&R**, "First of all, the older listeners weren't of any sustaining value, and the format fared very poorly. Also, our focus groups showed that while **WCOL** still has a strong and favorable image, a lot of people who enjoyed its Contemporary tradition stopped listening because it was targeting 55+. So we've brought back the music the listeners grew up with; it's not limited to oldies. The 25-49 and 25-54 year-olds in **Columbus** feel **WCOL** is their radio station, and we're giving it back to them. Our new slogan is 'The Good Times Are Back.'"

**Mitchell** added that former **KPLZ/Seattle** air personality **Scott Norman** has joined **WCOL** for mornings.

## O'NEIL WCKO MANAGER

## Duffy Manages, Buys Into WINN

**WCKO/Miami-Ft. Lauderdale Station Manager Tom Duffy** has joined with **WCKO** owner **Bob Bell** in purchasing **WINN/Louisville** from **Bluegrass Broadcasting** for \$350,000. **Duffy** will serve as **Station Manager for WINN**, which will change formats from **Country to Century 21's MOR** Adult approach with new calls **WLLV (We Love Louisville)**.

**Bell** will serve as **President of Full Force Broadcasting**, while **Duffy** will join **Treasurer Tom Hurvis** and three **Chicago** businessmen as stockholders. **Bell** already owns, along with **WCKO, WRBG & WCGL/Jacksonville, WJLD/Birmingham, WXLL/Atlanta, and WWUS/Key West, FL**. Replacing **Duffy** as **WCKO Station Manager** is **John O'Neil**, a partner in that station.

**WINN** broadcasts on 1240 kHz with 1000 watts. Broker for the transaction was **Stan Raymond**.

# Washington Report

## FCC To Authorize 1 KW At Night For Class 4s

An across-the-board increase of nighttime power to 1 kw for Class 4 AM stations was expected to win approval from the FCC this week (3-15). However, it remains unclear how soon stations can begin taking advantage of the new level.

Before the 1 kw goes into effect, the United States must have a go-ahead from both Canada and Mexico. The U.S. has signed a new AM broadcasting agreement with Canada that includes the Class 4 item. Mexico has agreed "in principle" to the power increase, but a new pact might not be reached formally until late this year. Both countries must also agree on an effective date for the Class 4 action.

Currently, Class 4s are limited to 250 watts at night. There are over 1000 such stations broadcasting on 1230, 1240, 1340, 1400, 1450, and 1490 kHz.

## Appeals Court Upholds Broadcaster-Sponsored Debates

Broadcasters won a major victory Monday when the U.S. Court of Appeals in Washington upheld their right to sponsor major party political debates without having to worry about giving equal time to fringe candidates who are excluded.

The court upheld last November's FCC decision that such debates will be considered "on-the-spot coverage of bona fide news events," thus qualifying for an exemption from the equal time rule. The policy change was challenged by the League of Women Voters, which complained it "has left the American voters even more vulnerable to the influence of the TV networks."

But NAB President Eddie Fritts said "the American electorate benefits from this decision ... To preclude broadcasters from organizing debates is, in our thinking, inhibiting our industry from its right to inform the public."

## Colorado Broadcasters Rap Wirth As "Anti-Broadcast"

The Colorado Broadcasters Association (CBA) is asking its members to withhold a portion of their political contributions to NAB's Television-Radio Political Action Committee (TARPAC) to protest the PAC's donations to the campaign of Rep. Tim Wirth (D-CO). Unhappiness with TARPAC aid to Wirth results in Colorado broadcasters kicking in less than \$300 a year, despite a statewide goal of \$3100, according to CBA Executive Director Cliff Dodge.

In a letter to Wirth, Dodge wrote, "While the action is largely symbolic, it does express this Board's growing concern over the anti-broadcast bias you bring to the chairmanship of the House Telecommunications Subcommittee." Dodge said he and several CBA members will be in Washington this week and are willing to sit down with Wirth to try to "clear the air."

## 24-Hour Operation Set For KXL

Kaye-Smith Enterprises has won permission to turn daytime-only KXL/Portland into a fulltime station. FCC rules normally limit such a station to 1 kw at night, but law judge Frederic Coufal approved 10 kw for KXL under a policy granting waivers when "the higher power proposed is necessary to provide principal city service and will not impede our allocation objectives."

KXL's night operations will be directional, protecting the signal of WSB/Atlanta. A

new primary nighttime service will be provided to over 900,000 people.

At the same time, Judge Coufal ruled that KOAL/Price, UT may move from 1230 kHz to 750 kHz, also with a waiver for 10 kw of power.

## Edward M. Johnson Sells Consulting Firm

There was a sigh of relief in FCC corridors last week when word came that Edward M. Johnson had sold his Knoxville-based broadcast consulting firm. The buyer is a group headed by Knoxville attorney Stan Emmert, who will operate the firm under the name Omni Communications.

Johnson caused consternation at the Commission by filing thousands of applications — many of them inaccurately prepared — on behalf of clients and himself, first in low-power TV and then FM translators. Johnson told R&R, "I regard the FCC as a big store that hands out licenses, and I changed the word to franchise."

Although unsure what he'll do next, Johnson said he has no plans to be a broadcast applicant or consultant, and he anticipates Omni won't continue his massive filing techniques. Johnson said he sold out for "over seven figures" because Edward M. Johnson & Associates "is just too big."

## FM Subcarriers Face New TV Competition

It looks like FM subcarriers are about to face a new competitor. The FCC is proposing to let television stations get into the data transmission business by using their vertical blanking intervals — that portion of the television signal that shows up as a black bar when the picture rolls. Now the VBI can only be used for teletext transmissions of words or graphics intended for display on viewing screens.

Expanded uses under the new proposal include many of the same services carried on FM SCAs — paging, raw data transmission, computer software and video game delivery, utility load management, and facsimile transmissions.

An earlier plan now pending at the FCC also has competitive consequences for radio subcarriers. It would deregulate TV subcarriers for uses such as stereo sound, storecasting, background music, paging, electronic mail, facsimile services to offices, and control of traffic lights.

## Other Key Developments:

- NAB has lined up CBS Radio Network correspondent Charles Osgood as the speaker for the Radio Luncheon at this spring's annual convention in Las Vegas.

- Group W has agreed not to release exit polls over its ten radio and six TV stations until the polls for that particular office have closed.



**BROADCASTERS LOBBY FOWLER** — FCC Chairman Mark Fowler met last week with FM radio broadcasters, who urged the Commission to use its authority to prevent state public utilities commissions from regulating paging services on FM subcarriers. Those making the pitch to Fowler (center) included WMBC & WJYF/Columbus, MS President Don Furr (left), and Tom Wiens (right), President/Wiens Communications Corp., Grand Junction, CO.

## NAB'S EEO STANCE DISPUTED

# Angry NAB Bails Out Of House Deregulation Talks

Talks aimed at achieving a consensus on broadcast deregulation in the House Telecommunications Subcommittee were left in a shambles late last week when NAB withdrew its support and said it would try to win more favorable action by taking its case directly to the full House Commerce Committee.

Subcommittee Chairman Tim Wirth (D-CO), who was out of town early this week, hoped to schedule a private meeting of subcommittee members at midweek to regroup.

## Wirth-Leland Bombshell Letter

NAB's break came after Wirth and Rep. Mickey Leland (D-TX) wrote to their colleagues citing NAB's "recalcitrance" on EEO as the single remaining obstacle to a deregulation compromise.

In a retaliatory letter asking Commerce Committee members "to take action on this long-pending important legislation," NAB President Eddie Fritts denounced the charge as "simply inaccurate." At no time in its EEO talks with Rep. Leland, said Fritts, did NAB "issue an ultimatum on this issue or indicate an unwillingness to pursue further discussions." And he said NAB was unhappy with at least half a dozen parts of the bill that would make it "regulatory rather than deregulatory." A draft of the bill began circulating on Capitol Hill last week.

## Activist Group "Wish List"

NAB Executive VP John Summers told

R&R the draft reads like "a wish list for one of the activist groups." He added, "There's no way it would be acceptable to our membership." Summers objected to provisions such as codification of the personal attack rule, now set for abolition by the FCC, and giving subpoena or "discovery" rights to those filing petitions to deny. That power would only furnish "more leverage for pay-offs," Summers charged.

Summers said "we haven't decided" what legislative vehicle to attempt to pass in the House Commerce Committee. One possibility is the original Tauke-Tauzin bill (H.R. 2382) "with modifications." That measure, which has been cosponsored by over half the members of the House, would codify the FCC's radio deregulation, plus abolish comparative renewals. NAB is still willing to discuss EEO standards at the Commerce Committee level, he added, but "the subcommittee process has gone its route."

In the past, Rep. Wirth has vowed to block the Tauke-Tauzin proposal because it would abolish comparative renewals but substitute no new means of assuring that stations serve the public interest.



**BROADCAST FUNDRAISING DRIVE** — A goal of raising \$5 million in contributions from the broadcast industry has been set by the Broadcast Capital Fund (BROADCAST). The nonprofit group was established by NAB to make loans and loan guarantees to help minorities get into telecommunications ownership. Attending a recent reception for communications attorneys in Washington, DC are (l-r) BROADCAST President John Oxendine; BROADCAST Chairman and Berkshire Broadcasting President Don Thurston; FCC Commissioner Henry Rivera; former NAB President Vince Wasilewski, now with the law firm Dow, Lohnes & Albertson; former FCC Commissioner Tyrone Brown of the firm Steptoe & Johnson; and outgoing NAB Sr. VP/General Counsel Erwin Krasnow.

## DBA MERGER DELAYED

# Daytimer Fined \$10,000 For Excessive Post-Sunset Power

Daytime-only WVAB/Virginia Beach, VA has been fined \$10,000 by the FCC "for willful and repeated overpower operation." The Commission claims WVAB, while granted post-sunset authority of only 4.5 watts, operated with 175 to 231 watts on two dates last December, despite a prior warning from the FCC's Norfolk District Office.

Station VP Steven Soldingier declined to comment on the charges until he receives the FCC notice. But he said the station has stopped using its early evening authority because of confusion over what he termed a "ludicrous" formula the Commission gives stations to calculate their operating power. "They can't even explain it to you," he complained. Soldingier believes, because of the confusion, that few daytimers are taking advantage of their extended hours.

WVAB is being notified of an "apparent liability for forfeiture" and will be given a chance to explain itself prior to any final action by the Commission.

## Senate Hearing Postpones Merger Decision

Meanwhile, the Daytime Broadcasters Association (DBA) last week failed to come to a decision on merging with either NAB or

NRBA. The issue was under discussion at a board of directors meeting in Washington, but was tabled when word came that the Senate Commerce Committee will hold further hearings April 3 on S. 880, the daytimer relief measure passed by the panel last June.

The measure would guarantee two hours pre-sunrise and post-sunset for daytimers as long as no objectionable interference resulted, let the FCC set power levels for the new hours, end the requirement that daytimers seeking fulltime authority prove that no FM license is available or the area is underserved, and wipe out the "diversity demerit" for daytimers who are seeking a new fulltime license in their community but agree to divest the daytime-only station if successful.

# **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!"

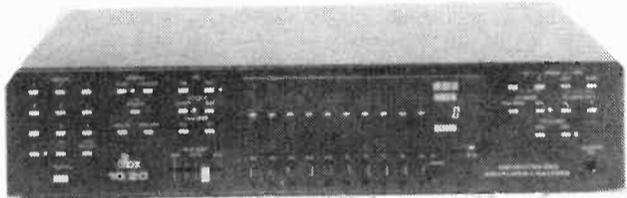
If your station had the choice, wouldn't you really rather be heard in the new Buicks? You can be. Just call Dick Harasek at (312) 576-2879, or Chris Payne (202) 862-1549.

**MOTOROLA AM STEREO. THE WINNING SYSTEM.**





## Unit Improves Sound Equalization Accuracy



Model 10/20

Conventional equalizers, step aside! Newton, MA-based **dbx Inc.** has introduced a new computerized equalizer/analyzer, Model 10/20. It can analyze as many as ten locations within a room and automatically adjust the equalization for flat response in seconds, with digitally-controlled computer accuracy. With a calibrated microphone and built-in pink noise generator, the unit is able to "voice" a room, store, and then recall the equalization settings. Automatic equalization may be achieved individually for left or right channels or in combination. Model 10/20 provides a quick readout of each frequency band's musical content. List price: \$1200.

## The Radio Medium Grows Smaller



Panasonic's Model RF-H5

Apparently "the smaller the better" is **Panasonic's** credo these days, as the electronics firm begins marketing its model RF-H5. Described as the smallest and lightest headphone radio in the world, the unit packs the FM dial on one ear-piece and volume control on the other. It uses two batteries, and folds in half for easy pocket or purse toting. There's also a stereo-mono selector, a removable antenna for distant stations, and jack/connection cord for RF-H5's use with other equipment. The price is small, too: \$69.95.

## NYMRAD Announces Big Apple Award Winners

Once a year, the **New York Market Radio Broadcasters Association** (NYMRAD) sponsors the "Big Apple Radio Awards" competition, honoring national/local agencies and clients, as well as local radio stations. The ninth edition of the awards ceremony was held March 14, at New York City's Sheraton Centre.



**APPLE-LAUDING THE WINNERS** — Gathered together are (l-r) WOR VP/GM Bob Biernacki, Judging Chairman; WCBS-FM VP/GM Nancy Widmann, NYMRAD Chairperson; and WPLJ VP/GM Joseph Parish, awards Chairman.

On hand to welcome the 114 finalists and 11 award presenters were Mayor **Ed Koch** and master of ceremonies **Gordon Jump**, better known as GM of "WKRP." Eleven radio station-group chief executives were tapped as presenters: **Richard Harris, Norman Feuer, Michael Eskridge, Jim Champlin, Jim Arcara, Ben Hoberman, Robert Hosking, Gary Stevens, Robert Williamson, Carl Brazell, and Percy Sutton.** WPLJ/New York VP/GM **Joseph Parish** served as event Chairman; WOR VP/GM **Bob Biernacki** acted as Judging Chairman.

Entries rose 64% over the year previous. Commercial/public service announcements qualified if they were broadcast between September 1, 1982 and November 1, 1983 on any radio station located within the New York/New Jersey/Connecticut area or Orange and Dutchess County regions. First-place national winners (including sponsor and agency) appear below:

- National Open/Talk: "Bar"/**Martlet Importing Co./Rumrill-Hoyt, Inc.**
- National Musical: "Welcome Party/Southside Johnny"/**Miller Brewing Co./Backer & Spielvogel**
- National New Advertisers: "Commuters"/**Muzak/Slater, Hanft, Martin**
- National Public Service: "Jason Robards"/**National Council on Alcoholism/NW Ayer**
- National Humorous: "Call To Action"/**Callard & Bowser/Lord, Geller, Federico, Einstein**

A similar complement of local awards were handed out in the preceding categories as well, for a total of 11 top awards. The eleventh category, "Local Station Produced," is restricted to the local level. First-place honors went to **WGSM/Huntington, NY's** "The Complete Business Computer," second place WPLJ/New York's "Confession," and third place **WLIR/Garden City, NY's** "Reds Friday & Saturday."

## Sales Savvy Surveyed

Salespeople are a unique breed. For one thing, they must have thick skin; how else can they deal with rejection on a daily basis? If you're looking to round out your sales staff, or if you're a radio salesperson trying to remember why you entered this crazy business in the first place, listed below are seven traits that above-average salespeople generally possess. These motivational factors are culled from **Psychology Today's** March piece, "Going For The Gold In The Selling Game":

- **Need for status** — best salespeople search for recognition as proof of ability and importance; like power and authority
- **Need for control** — Good sellers enjoy people and get a kick out of influencing them; rarely care deeply whether others like them

- **Need for respect** — Want to be viewed as experts on what's right, best, or appropriate

- **Need for routine** — Rather than impulsive or undisciplined, most top salespeople enjoy routine and dislike that routine being interrupted

- **Need for accomplishment** — Though money and the material comforts it buys is a prime motivator, best salespeople are constantly creating new challenges (read "impossible sales") to keep enthusiasm up

- **Need for stimulation** — Top salespeople have more physical energy than most and crave outside stimulation to channel this energy.

- **Need for honesty** — Have strong need to believe in the product (station) they are selling; may switch jobs if there's a serious doubt.

## 3-D Busts Out In Print

Last week, "What's New" covered 3-D's invasion of the music video world. This week 3-D has moved into the print arena. On the cover of this month's **National Geographic**, an eagle hovers above the rest of the jacket, promoting an inside story about laser technology. The eagle's picture represents the first mass-produced, 3-D hologram and, according to a recent **New York Times** story, it won't be the last.

**American Bank Note Co.**, the printing firm which designed NG's cover, has also come out with a hologram series of greeting cards for **Hallmark**. A new foil-embossing process has made it possible for the company to

manufacture the images on a large scale. If the process is publicly accepted, it will be the first time in holograms' 35+ -year history that they've become consumer items.

There are still some problems. For one, holograms must be viewed at a certain angle under sunlight or a clear-white bulb. Then there's the little matter of cost. Even at three dollars a card, Hallmark expects to lose money — for now. And National Geographic is spending twice as much as usual to print its cover. Whether subscribers and buyers will want to pay for holography once the novelty wears off has yet to be determined.

# JAM PRODUCTIONS

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The Hottest Jingle Package Ever . . .

## "The Flame Thrower"

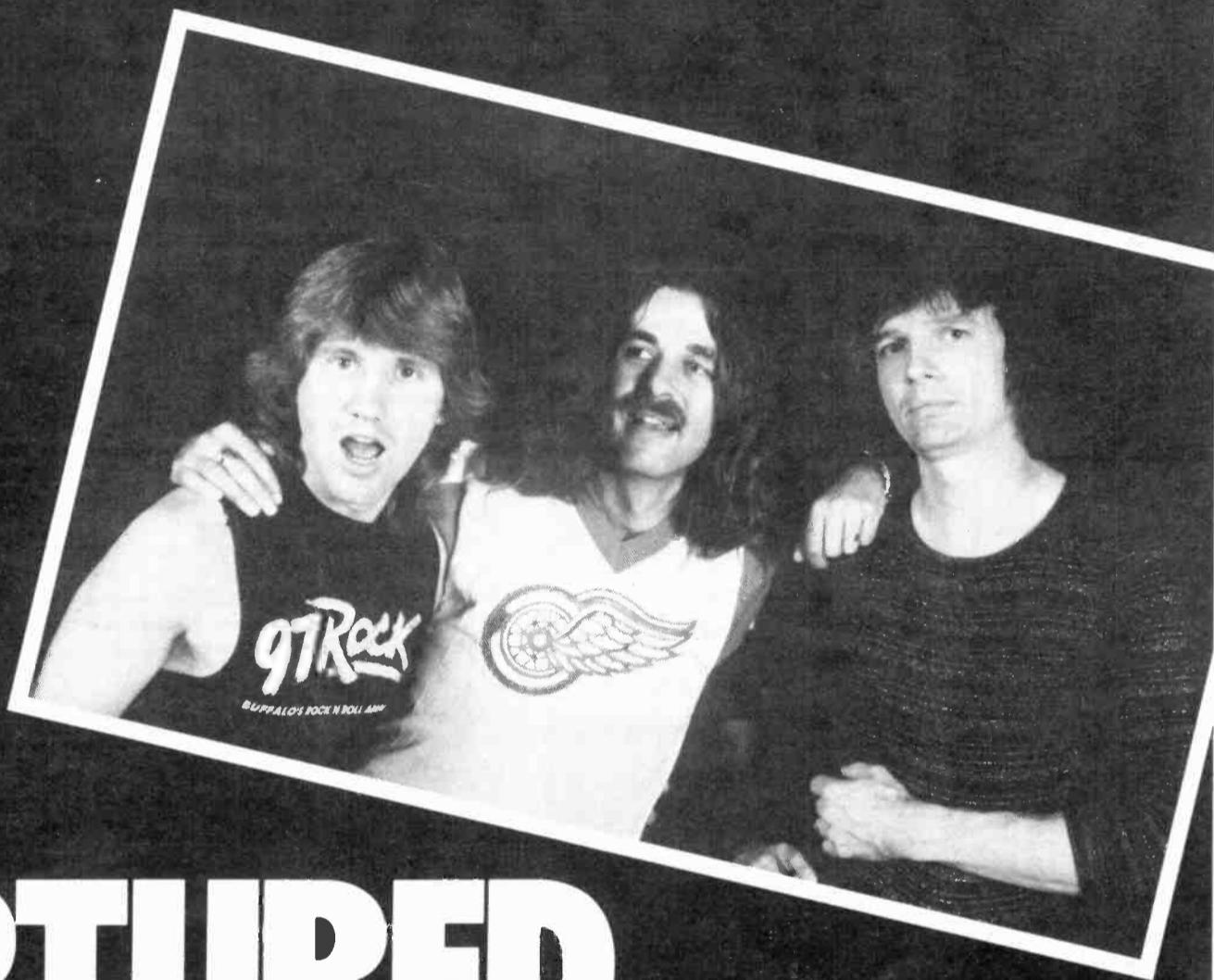
The only jingle you'll hear on

93 FM  
**KKHR**  
HIT RADIO

Los Angeles

If you can't be there to hear it call  
JAM Creative Productions in Dallas (214)526-7080

RKO  RADIOSHOWS



# CAPTURED LIVE!

PRESENTS  
**TRIUMPH**

The biggest acts recorded-live at America's premier rock arenas in a weekly one-hour format.

The weekend of March 24th features Triumph with hits from their two gold albums, "Never Surrender" and "Allied Forces."

Produced by Patrick Griffith Productions, Inc. for RKO.

Capture your market by calling (212) 764-6702.

## Networks/Program Suppliers



**A SOURCE OF SATISFACTION** — NBC Radio's *the Source* recently celebrated its fourth anniversary, and just about the entire *Source* team was on hand for the accompanying party. Pictured holding the anniversary cake is *Source* VP/GM Meredith Woodyard. Program Manager Rona Elliot stands to her left, and Denny Somach, whose production company is a program source for the *Source*, stands behind Elliot.



**THE MADMAN OF OZZ** — After Mark Tellier of Keauonee, IL, who listens to 97X/Davenport, won the grand prize in Rockline's "Ozzy Osbourne's Bark at the Moon" contest, Ozzy celebrated backstage at the show's Global Satellite Network headquarters. Pictured (l-r) are Rockline producer Cindy Tollin, Osbourne, and GSN GM Rachel Perkoff.



**DOTTIE TURNS ON TRANSTAR** — Country superstar Dottie West and Transtar President C.T. Robinson recently pulled the switch that officially launched the network's second live 24-hour satellite format, Transtar Country. The launch was followed, of course, by a party, which took place at the network's new Los Angeles complex, where Transtar Country and the new Transtar Format 41 will originate.

## Pro:Motions

### Chaisson Sets Up Own Firm

Former **ABC Talkradio Network** Managing Director **Robert A. Chaisson** has resigned to create **Robert A. Chaisson, Inc.** The newly-formed company is headquartered in New Canaan, CT and specializes in the radio brokerage business. Chaisson is a four-year veteran of the **ABC Radio Networks** and earlier held the post of Director/Network Development. Before joining ABC he worked at **Blair Radio** for 13 years, exiting as VP/New York Office Manager.

### Saindon Promoted At WGAN

At **Taylor Communications' WGAN-AM & FM/Portland**, **Lila Saindon** has been boosted to General Sales Manager. She's been with the station for four years, the last two as FM Sales Manager. She's also done sales at **WGUY/Bangor**.

### Thompson Advanced At WWWW

Three-year Account Executive **John Thompson** has been promoted to National Sales Manager at **Shamrock's WWWW/Detroit**.

### Shane Becomes Fulltime Consultant

**KTRH/Houston PD Ed Shane** will step down later this month to devote full attention to his **Shane Media Services** consultancy. Shane has operated the company since 1976, and can be reached at (713) 461-9958.

### Gustchen Named Enigma Regional Director

**Sandra Gustchen** has joined **Enigma Records** as Southern/Midwestern Regional Promotion Director, to be based out of Los Angeles. Gustchen previously worked for **Integrity Entertainment, Greenworld Distribution, and KROQ-FM/Pasadena**.

### Jones Returns To Arista

**Wayman Jones** has rejoined **Arista Records** as Northeast District Manager/R&B Promotion. Jones assumes the same post he held at Arista for three years before moving to **Schwartz Brothers** as Regional Promotion Manager last year.



Wayman Jones

### Benns Brings Beal Back To Norfolk

**Paige Beal** has returned to **WMYK/Norfolk** as Local Sales Manager. Beal had previously been National Marketing Director for parent company **Benns Communications** and PD at sister station **WHYW/Pittsburgh**. Four years ago, Beal worked at WMYK as Promotions Director.

### Case Joins McGavren Guild

**Cole Case** has joined rep firm **McGavren Guild** in its Los Angeles office. Prior to this, he worked at the **Eiseman, Johns & Law** agency for almost two years.

### Alpha To Handle Rogue Label

New York-based **Alpha Distributors** and its circuit of independent distributors will handle product for Southern California's **Rogue** label, beginning with new product by singer/songwriter **Bob Gulley**.

### Weiss To JEM West

**Robyn Weiss** is appointed to the newly-created post of Manager/West Coast Artist Development at **Jem Records**. She was previously Marketing Director for **Slash Records**.

### Greater Media Cools Out

**Colleen Cool** has been promoted to Director of Research in **Greater Media's** Radio Division. She's been with the company since mid-1982.

### DRAG Names Baker President

**WOMC/Detroit VP/GM Elaine Baker** has been named President of the **Detroit Radio Advertising Group (DRAG)**. Baker, who maintains her present duties, is the first woman president of DRAG in its eight-year history.

### Stephens Upped At WEA

Five-year **WEA** veteran **Scott Stephens** has been promoted to Regional Director/Black Music Marketing. Before joining the label as a field merchandiser, he served as an announcer at **WKTK/Baltimore**, worked as a manager at **For The Record** stores, and held a number of positions at **MCA Records** and **Atlantic/Cotillion Records**.



Scott Stephens

### Rebich Markets Nashville Network

**Laurence Rebich** has been promoted to VP/Marketing & Sales Promotion for **Group W's The Nashville Network (TNN)**. He'd previously been Director/Consumer & Trade Advertising for the service, and had joined Group W Satellite Communications last year as VP/Sales Promotion for the Satellite News Channel.

### Fehlig Joins Harris Satellite

**Mark Fehlig** has joined **Harris Satellite Communications** as Broadcast Sales Manager. Fehlig was previously Manager/Automation Sales Support for Harris's Broadcast Studio Division.



Mark Fehlig

### Marinoff Named NSC At WBCS

**Susan Marinoff** has been named National Sales Coordinator at **WBCS-AM & FM/Milwaukee** after a year of performing those duties unofficially. Marinoff's been with WBCS since late 1981.

### Landry To CBS Songs

**Suzanne Landry** has joined **CBS Songs** as Director/General & Copyright Administration. For the last twelve years, Landry's been Director/Business Affairs, Administration & Copyright Administration for **Frank Music Corp.** She's also worked in a similar capacity for **Sam Fox Publishing** and had been Business Manager and prima ballerina for the **Metropolitan Opera Ballet**.



Suzanne Landry

# W

**WESTWOOD ONE**

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

# BUDWEISER CONCERT HOUR

# Judge us by the companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members of our growing family.

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We at the Broadcast Services Division of AP are proud to be Associated with all of them.



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## Country Radio Seminar: Research Review

Well, the 15th annual Country Radio Seminar has come and gone. It's a most worthwhile gathering that keeps getting bigger and better. There were several research-oriented sessions and topics covered during this three-day get-together (not counting the informal focus groups in the bars). Whether or not your station features country music, I thought you'd appreciate an overview of these Nashville proceedings from your roving reporter.

Three spokespeople seemed to cover research areas of diverse but wide interest to the assembled broadcasters. **Bob Lion**, a VP of the **InterRep** company (Ralph Guild's umbrella for several leading rep firms), talked about research tools with sales payoff. **Jay Albright**, programming consultant to **Drake-Chenault**, had available examples of the music tests done recently for that firm. Finally, a presentation of actual sessions showed the highlights of what focus groups are all about. Details follow.

### "Yesterday's Selling Vs. Today's Selling"

In the discussion featuring honchos from several key rep firms, Lion's remarks stuck in this reporter's memory bank. Lion addressed several types of research that can be or are used in the buying/selling of radio, and offered his perspectives on the values of each.

He first went into the concept of the "electronic ratings book," namely either **Arbitrends** or **BirchScan**. Lion told the CRS audience that while ratings, electronic or not, will always be a part of the buy/sell equation, they are really "yesterday's selling."

The reference to "yesterday's selling" had to do with the reliance on *quantitative* numbers (ratings) as opposed to *qualitative* data. Lion cited research such as the **Simmons** qualitative/prod-

uct usage studies (which show consumption by radio format type) as a better example of "today's research."

In addition to his suggestion for the increasing use of qualitative/product usage-oriented research, Lion talked about another research product, known as "Matchmaker." This type of sales tool would involve researching and putting together a compilation of local accounts/businesses for which radio —

"While ratings, electronic or not, will always be a part of the buy/sell equation, they are really 'yesterday's selling.'"

and your station especially — had generated results. The rep could then use such a list to ferret out the accounts that would match the advertiser being pitched, using the customer satisfaction of others to sell the potential advertiser.

Lion's pitch on how to use research for selling was that while the electronic ratings are fine — as far as they go — more qualitative data will be necessary to keep radio apace in the race for ad revenues. **Simmons** and "Matchmaker" are two steps in that direction, as are **QualiScan** from **Birch** and **ClusterPlus** from **Arbitron**.

## Q&A

**Don Riley, PD at WASK/Lafayette, IN,** wrote to inquire "You used to have available small, blue Arbitron log books several years ago. May I have one? I found them very useful."

Sure, Don (and for anyone else who'd like to keep track of survey goings-on). The color is different now but my Survey Analysis Diary (SAD) is still a handy way to keep track of what your station — and the competition — are up to during a 12-week sweep. If you'd like a SAD (limit two per station please), just write to me at **R&R**.

## Week In Review

### EMRC Approves Arbitron Reliability

After reviewing Arbitron's procedures for estimating radio audiences, the Electronic Media Rating Council has pronounced them relatively accurate. According to the EMRC's Executive Director John Dimling, "The recently-completed Arbitron research provides users of Arbitron's radio data with increased confidence in the estimates provided in the Arbitron reports."

### Balon, McGavren Announce AM Study

Rob Balon has announced that his firm has been commissioned by McGavren Guild Radio to study the impact of AM stereo. Nine markets are being surveyed initially, and some early results indicate AM stereo still has a way to go before it becomes an asset to stations. According to Balon, some responses include, "Does that mean I'll be able to get it (an AM stereo station) on FM?" McGavren will present the Balon results at an AM radio conference in May.

### Birch Adds More Markets

Birch Radio President David Gingold has related to R&R the start-up of monthly/quarterly surveys in five new markets. The areas to receive Birch sweeps soon (or have already begun being surveyed by Birch) are Augusta, Charleston, SC; Pensacola, San Jose, and South Bend. According to Gingold this brings to more than 90 the number of markets surveyed on a monthly/quarterly basis by the firm, about double the total of one year ago.

### Focus Group Focus

**Lon Helton** and **Tom Miller** (of **WWVA/Wheeling**) emceed a panel on what focus groups are all about. Yours truly and Jay Albright were the featured participants. I presented excerpts of videotapes my research firm had shot of focus groups conducted on behalf of a Country client. Meanwhile, Jay and the audience viewed the action on a large-screen monitor and Jay acted as surrogate GM/PD for the assembled folks.

Jay played the client, viewing for the first time the focus groups "through the mirror" that separates the respondents/moderator from those watching the sessions. As I played each segment of the focus group videotape — topics dealt with included news, female DJs, the role of contests, etc. — Jay would react and then ask the "consultant" (me) how to make sense of what was going on. The researcher tried to put it all into the proper perspective. With focus groups, for example, it's important to look for threads of consistency among the responses in each of the discussion panels, not just to overreact to the comments of one person in one group.

Jay and I had some fun with this session, and more importantly the videotapes gave the CRS attendees a unique perspective on what this research tool was all about. In addition to the VTR presentation, by the way, I handed out a sheet outlining the 10 key "Dos and Don'ts" to keep in mind when considering focus groups. If you attended the RPC in San Francisco last fall, you may have gotten a copy of this list at my presentation there. However, if not, and if you'd like a copy of the 10 key focus group points, please write me here and I'll gladly send one of the sheets your way.

### Music Focus Groups

At the end of our panel on focus groups, Jay alerted the audience that they could pick up copies of music research done recently by **Drake-Chenault**. D-C was kind enough to show ex-

amples of the questionnaires used in its multi-market music tests, the so-called auditorium tests. D-C queried hundreds of folks regarding their music preferences, in essence a very large focus group series dealing exclusively with reactions to music hooks.

As a result of this nationwide research, D-C feels that it is now better able to advise clients regarding the music they should air. The "music focus groups" also help D-C to fine-tune its musical offerings to current and pro-

"With focus groups, for example, it's important to look for threads of consistency among the responses in each of the discussion panels."

spective clients. If you are interested in more details about the approach **Drake-Chenault** took in its music research effort, feel free to call Jay Albright or other key people at D-C. The studies seemed well set up and should be useful to the industry.

### Country's Challenges

Each of the research discussions noted above touched on one of the key concerns of Country broadcasters — and indeed probably all broadcasters. Selling with research is the wave of the future; having the right music to attract an audience is a key part; and positioning the station for ratings payoff (assuming the product is right) is a challenge for all. It's quite a compliment to the organizers of the CRS and its agenda (**Frank Mull**, **Susan Roberts**, **Charlie Cook**, et al) that this year's gathering managed to have research topics that covered all three major items and challenges.

Maybe that's one reason the CRS was so well attended this year (over 750) — compared to earlier, smaller turnouts for this worthwhile convention. At any rate, the Country folks thought research was hot — hope you think so too.

# NETWORKS

## PROGRAM SUPPLIERS



REED BUNZEL

# A Mailbag Grab-Bag

Since the inception of this column the mail from networks and program suppliers has been pouring in at a fast and furious rate. Seems every producer and distributor has a product or service that deserves to be immortalized in print — which is one of the express purposes of this column. Periodically I will take a smorgasbord look at the latest offerings and happenings in the wild world of webs; this week's ink is devoted to just that purpose.

A recent R&R survey of the top 100 markets in the U.S. shows that more than half of all commercial stations in the country are affiliates of at least one audio network. While most stations are signed primarily with one web, many rely on additional network news, sports, and entertainment coverage.

One of the strong features of network — and local — news coverage is its reliance on a wide range of national, regional, and statewide actualities. Unless a station dispatches its own team of reporters to cover every event of importance to its audience, it must depend on what the network(s) supplies. The network in turn depends on its affiliate stations around the country for usable news feeds. Spot news



contributions from stringers and staffers offer a lot more than the standard "rip and read" wire coverage, but there is a lot more to filing an audio report than simply hauling out the old Sony recorder and reporting the sights and sounds. Actualities and news reports do not just fall into a tape recorder, ready for nationwide broadcast — they are the products of experience, diligence, and professional care.

The following guidelines, courtesy of James Limbach, Assistant Managing News Editor at the AP Radio Network, suggest some standard story formats and recommended procedures for contributing features to the audio networks — as well as beefing up your own local newscasts.

• **Wraps:** These consist of short (35-40-second) reports with the reporter's voice introducing the newsmaker, followed by the tape of the newsmaker, and ending with a close by the reporter. A wrap should close with the reporter's name and city's name.

• **Voicers:** 30-35 second reports filed by the correspondent, which should end with reporter's name and city's name. A voicer should not include time references which will outdate the spot; these include "today," "this afternoon," "at noon," and so forth.

• **Sceners:** These are descriptive reports on breaking events, recorded at the scene

and including prerecorded background sound.

• **Actualities:** These are 10 to 25-second segments of taped voices of newsmakers. Length can be more or less, depending on substance of the report.

• **Raw Sound:** This is news noise — the sound of the event — such as the chanting of protesters or rush of flood waters. There should be no reporter commentary.

• **Overnighters:** These are second-day leads or setup pieces designed to retell or set up major stories in important drive-time newscasts.

Before feeding any report, the reporter should always billboard the spot. Tell the editor what is being sent, including type of spot, exact length, dateline, name of voice, and a slugline.

Prior to sending any news feed the reporter should cue directly to the actuality, using the counter on the tape recorder. The tape should be as near as possible to be ready to put on the air.

AP reports a wide acceptance for the "raw sound" actuality, and considers it an audio "on-scene action photo." It is simple to do, yet many stringers and reporters shy away from the technique. The reporter should go into the crowd or scene, turn on the tape recorder, and record about 60 seconds of noise before speaking. Next, the person should read or ad-lib a descriptive report right there on the spot, while the recorder also picks up the surrounding sounds. The microphone should be held about two inches from the mouth; this will be adequate to keep all but the loudest noises from drowning out the voice.

Much of this might seem elementary, but a quick review of these guidelines might save time, effort, and your news feed — in addition to making your own local newscasts just a little bit sharper.

## Network Spots . . .

Just a few of the networkings from around the country:



• On Tuesday, March 20, **NBC Radio News** correspondent **Mike Maus** will anchor the network's "Decision '84" coverage of the Illinois primary from Chicago. NBC will be providing 90-second "Decision '84" updates on an hourly basis, starting at 8:20pm and continuing at least through 12:20am. The following morning the network will continue the 90-second reports, from 6:20 through 11:20am.

## The British Invasion

You've seen this type of puzzle (below) before — featured in popular newsstand magazines — and you may have even taken a pencil and tried to apply your own cryptographic skill. The rules are simple: just solve the given clues and circle the "correct" names up, down, right, left, or diagonally.

What is the purpose of this puzzle, you might ask? Well, besides being designed for your personal amusement, it is also a (self-confessed) clever way of announcing the debut of a brand-new music program produced and distributed by **Nationally Syndicated Broadcasting Alliance (NSBA)** of Playa del Rey, California.

According to NSBA publicity, "The British Invasion" is a "fast-moving" 24-hour special, covering the 1962-70 era — that infamous, historical period of **Beatles** haircuts, **Topo Gigio** and **Ed Sullivan**, and **be-ins**.

Program content includes "the biggest hits by the most illustrious recording acts of the day," including the **Rolling Stones**, the **Searchers**, the **Kinks**, — and, of course, the **Fab Four**. Supplemented with popular and obscure cuts from these British artists



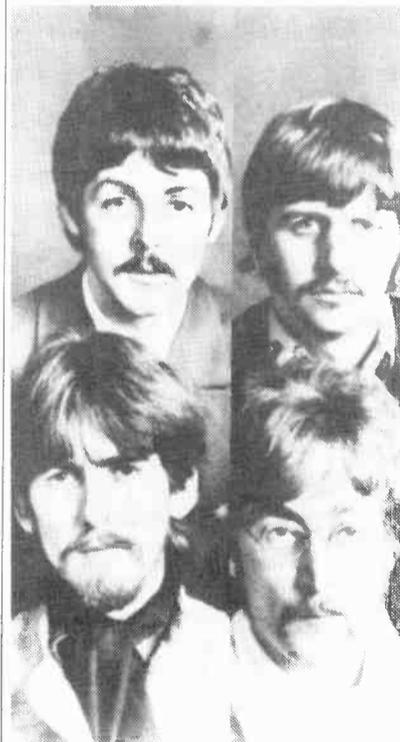
are interviews with many of the stars and personalities who experienced the invasion from this side of the Atlantic: the **Beach Boys**, **Bob Eubanks**, **James Brown**, **Martha Reeves**, and more.

"The British Invasion" has been designed to be flexible for the station, and is targeted to AOR, A/C, CHR, and Oldies audiences. The program has been mixed and mastered on state-of-the-art digital equipment, and is available at no charge on a barter basis.

The complete package comes with custom promos, cues and times for all music, intros and outros for each hour, and all breaks. In addition, NSBA will furnish trivia contests for each hourly segment, free posters for contest winners, and a list of marketing suggestions to assist in programming and sale of the package.

And, — if you order before midnight tonight — you might even get a set of **Ginsu** kitchen knives autographed by **Slim Whitman**, plus a **Popeil Pocket Fisherman**.

This puzzle contains 19 artists from the British Invasion. Clues to their identities are listed below; simply decipher the clue to get the answer (in whole or part), and circle the correct name(s). The prize for finishing is total self-gratification.



|   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|
| R | E | T | O | M | E | N | Y | A | W | T |
| S | S | E | N | O | T | S | D | I | P | R |
| Y | K | S | J | O | B | R | W | W | H | O |
| F | R | E | D | D | I | E | V | A | D | G |
| D | A | O | K | Y | X | K | H | Q | N | G |
| O | M | L | A | B | E | A | T | L | E | S |
| N | E | E | S | L | A | M | I | N | A | O |
| O | R | M | K | U | U | E | Y | A | R | D |
| V | L | E | N | E | C | C | I | L | L | A |
| A | Z | R | I | S | N | A | M | R | E | H |
| N | F | T | K | T | G | P | M | V | A | C |

1. They could see for miles and miles . . .
2. The "For Your Love" \_\_\_\_\_ birds
3. The Quarrymen.
4. The Rolling \_\_\_\_\_
5. Their roots began with the Alan Price Combo.
6. L-O-L-A . . .
7. Clark Five's first name.
8. These guys ferried across the Mersey.
9. "You're My World" Black.
10. Catch The Hurdy Gurdy Wind.
11. . . . And The Dreamers' first name.
12. Jeremy's other half.
13. "Love Is All Around" this quartet.
14. Billy J. with the Dakotas.
15. Mindbenders' lead's first name.
16. Peter Noone's Hermits.
17. With this first name "It's Not Unusual."
18. The Days of Future Passed these guys up.
19. Brian Pooled this group but left in 1966.

• **Mealticket Entertainment** is producing the annual "Country Music Festival" for the **National Kidney Foundation**. The theme of this year's ten-hour radio special is "The Greatest Country Hits Of The Past Ten Years," and features numerous artist interviews and the presentation of an "artist of the decade" award.

The program will be hosted once again by **Charlie Cook**, who worked with Mealticket president **Larry Boxer** on last year's festival. Cook and Boxer have also collaborated on two other nationally-syndicated programs, "Country News" and "Country Music's Top Ten."

The program will be sent to participating

stations on ten 12-inch stereo discs, with each segment designed to leave a ten-minute window for local use. For more information, contact Mealticket at (213) 557-8495.

• The **Sports Network**, a national sports wire service, has switched from groundline to satellite transmission. The new distribution, on **AP's Satnet**, is intended to provide faster, more reliable reporting service. Satnet now transmits the network's signal via Westar III, and is coordinating all the land lines necessary to connect subscribers to the nearest earth station.

# Networks/Program Suppliers

## MUSIC FEATURES

### ABC

**Contemporary Net/  
Spotlight Special:**

John Cougar Mellencamp (April 15)

**Entertainment Net/Silver Eagle:**

Merle Haggard (March 31)

**Rock Net/Continuous History  
of Rock and Roll:**

David Bowie/Sting/Mick Jagger (March 25)

**Rock Net/King Biscuit (DIR):**

Manfred Mann (March 25)

### Clayton Webster

**Country Calendar:**

Emmylou Harris (April 2)

Gall Davies (April 3)

Royce Kendall (April 4)

Jack Clement (April 5)

Merle Haggard (April 6)

Bobby Bare (April 7)

Connie Smith (April 8)

**Rare Trax:**

Trevor Rabin (April 2)

Detective (April 3)

Rockpile (April 4)

Boomtown Rats (April 5-6)

**Retro Rock:**

Duran Duran (April 2)

### Drake Chenault

**History Of Rock & Roll:**

Mamas & Papas/Who (April 2)

Beatles/Seals & Crofts (April 3)

Billy Joel/America (April 4)

Long distance love songs (April 5)

Record producers (April 6)

### Global Satellite Network

**Rockline:**

Sammy Hagar/Neil Schon (March 26)

### Mutual

**Lee Arnold On A Country Road:**

Ray Price w/Bobby Bare/Sylvia/Leon

Everett/Mel Tillis (March 26)

### Narwood Productions

**Country Closeup:**

Ed Bruce (April 2)

**Music Makers:**

Jule Styne Pt. II (April 2)

### NBC

**Source:**

The Fix (March 30-April 1)

### PIA/Program

**Services Group**

**Rare & Scratchy Rock 'n Roll:**

Folk Music Craze (March 30-April 1)

### RKO Networks

**Countdown America w/  
John Leader (IS Inc.):**

3B Special (March 17-18)

Culture Club (March 24-25)

**Solid Gold Saturday Night**

**(Dick Bartley):**

Dusty Springfield (March 31)

### Rolling Stone

**Magazine Productions**

**Guest DJ:**

Jim Messina (April 2)

Manfred Mann (April 9)

**"The Spirit" Productions**

**American Christian Countdown:**

Gary McSpadden/Don Francisco/Teri

DeSario/David Baroni (March 24)

### United Stations

**Dick Clark's Rock, Roll**

**& Remember:**

David Gates & Bread (March 30-April 1)

**The Great Sounds:**

Al Hirt (March 30-April 1)

**Solid Gold Country:**

Jerry Reed (March 30-April 1)

**Weekly Country Music Countdown:**

George Strait (March 30-April 1)

### Syndicate It

**Music Of Black America:**

Return To The Apollo (April 2)

### Westwood One

**Earth News:**

Robert Ulrich/KC/UB 40 (April 2-6)

**In Concert:**

Mick Fleetwood's Zoo (March 26-April 1)

**Live From Gilley's:**

Ronnie Milsap (March 26-April 1)

**Off The Record:**

Cars/Sammy Hagar/Madness (April 2-6)

**Off The Record Specials:**

Manfred Mann (April 2-8)

**Pop Concerts:**

Christopher Cross (April 2-8)

**Rock Album Countdown:**

Manfred Mann/Christine McVie (April 6-8)

**Rock Chronicles:**

Rock celebrates rock (April 6-8)

**Special Edition:**

Midnight Star (April 2-8)

**Superstars Rock Concert:**

Pat Benatar (March 30-April 1)

**The Countdown:**

Cameo/Dennis Edwards (March 30-April 1)

## NEWS & INFORMATION FEATURES

### ABC

**FM Net/Movie News:**

"Mike's Murder" (March 19)

The microphone mystery (March 20)

"Can She Bake A Cherry Pie" (March 21)

"This Is Spinal Tap" (March 22)

"Police Academy" (March 23)

### Rock Net:

"Lifelines" w/Bill Fantini: Hotel hospitals/National

Goof-off Day/Marilee Zdenck (March 19-23)

"Rocknotes" w/Pat St. John: Ian Whitcomb/

Todd Rundgren (March 19-20)

### Clayton Webster

**Jack Carney Comedy Show:**

Family Life (April 2)

### Narwood Productions

**Minding Your Business:**

IRS vs. accrual accounting (March 19)

Sky courier network (March 20)

Summer jobs for students (March 21)

Made-to-order mensons (March 22)

Team problem solving (March 23)

### Progressive Radio Net

**Computer Program:**

Computer intelligence/computers with sight/com-

puter music/computer art/shrinking circuitry

(week of March 19)

### Laugh Machine:

Rich Little/Tom Lehrer/Bill Cosby/George Carlin/

Joan Rivers (week of March 19)

### News Blimp:

Pronoia vs. paranoia/ultrasound/college and psychi-

atrics/predicting divorce/counterfeiting

(week of March 19)

### Sound Advice:

Reverb/slap echo/phasing and flanging/multi-track

recording (week of March 19)

### Public Information Affiliates

**PIA Public Affairs:**

Air and land safety (March 18)

### Medscan w/ Frank Blair:

Knuckle crackers (March 19)

Shake the salt habit (March 20)

Cholesterol reduction (March 21)

Tail-tale blood (March 22)

Hope for broken bones (March 23)

### Radio Entertainment Network

**Olympic Minute:**

A case of indignation (March 19)

The twain shall meet (March 20)

The muscles of his mind (March 21)

The best-known torchbearer (March 22)

VIPs reduced to Ps (March 23)

### Strand Broadcast Services

**Something You Should Know:**

Secrets of the face (March 19)

Disappointment (March 20)

Psychology of decorating (March 22)

### Syndicate It

**Radiorobics w/ Jayne Kennedy:**

Exercising the back muscles (March 19)

### Westwood One

**Brad Messer's Daybook:**

Henry comic strip (March 19)

Uncle Tom's Cabin (March 20)

Alcatraz escapes (March 21)

Stephen Sondheim (March 22)

WWII Japanese-American prisons (March 23)

**Playboy Advisor:**

Three-time marriage loser/favorite positions/hus-

band can't forgive affair/he fears custo-

dy/bondage/Chinese basket trick

(week of March 19)

**Spaces & Places:**

Dieting & the mind (March 19-23)

## PEOPLE

● **Rachel Perkoff** has been named General Manager for the **Global Satellite Network**, and **Mark Feist** has moved into Perkoff's previous position as Associate Producer of "Rockline." In a separate move **Christina Anthony** has been promoted to Director of Marketing and Promotion for the network, while "Rockline" producer **Cindy Tollin** will now also co-produce (with **Album Network**) a new Global Satellite live program, titled "Power Cuts."

● **Tom McKay**, who developed and anchored "Odyssey File" while News Director at **KNX-FM/Los Angeles**, will once again serve as writer and host of the 90-second commentary program. He previously worked for **CBS RadioRadio**, and held announcing positions at **KWST** and **KDAY** in Los Angeles.

● **Louise Palanker** has been appointed head writer and Director of Research for the "Rick Dees" Weekly Top 40 Countdown. She comes to the show from "PM Magazine." Also, **Paul Josephs** was named Associate Producer and talent coordinator for the Countdown. Josephs will continue to produce the Rick Dees morning show at **KIIS-FM/Los Angeles**.

Congratulations to the

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★ **24 KARAT** WAPI—Birmingham, AL ★  
★ **LITTLE SISTER** WQCR—Burlington, VT ★  
★ **SASSY JONES** KWXL—Albuquerque, NM ★  
★ **CITY LITES** WLRS—Louisville, KY ★

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| WBLI    | CHUM   | Q105 | KHTR |
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| Z100 on       | KHTR on       | WSPK add     | KQXR 6-6      |
| WCAU-FM 31    | WLLOL-FM 30   | 98PXY 8      | KQMQ 15       |
| B94 3-2       | KIIS-FM 28-24 | KHFI 18      | WOMP-FM 14-10 |
| 94Q 14        | KWOD 30-25    | KZZB 4-3     | WISE 18-15    |
| 93FM on       | XTRA 11-9     | WBCY 11      | WPFM 28-19    |
| B97 deb 27    | KITS 29-23    | WHHY-FM 15-9 | KKQV 6-6      |
| WNVZ 12       | KWSS deb 28   | KX104 10-8   |               |
| B96 25        | WNYS 5        | WKDQ 14      |               |



**'WEIRD AL' YANKOVIC**  
"Eat It"

ON MTV



**CHR CHART: 25**



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# Management

## GROOMING IN-HOUSE SUCCESSORS

# Introduction To Management Development And Training

by Gary Kaplan

"We are pleased to announce the promotion of Mr. Jones to General Manager. His appointment is especially gratifying since it is company policy to promote from within." You've probably read similar quotes in R&R's pages. Unfortunately, this is not always the norm. Radio management often hires from outside, resorting to an informal networking process (or the old guard buddy system).

In addition, there is the finger-in-the-dike school of management. A successful station executive in one market is transferred to a problem sister outlet in another market. The executive uses his expertise to plug the hole; the sister facility begins improving. Then another co-owned station sprouts problems, and the same executive is dispatched to yet another market to plug that station's leaking dike. This form of executive recycling does work — for a while. At best it is a short-term solution, because those stations still need help. They have not had adequate time to recruit or promote, as well as train and develop, a successor to the troubleshooter, who has been shipped off to another problem station.

This lack of a management development process is closely tied to human resources planning, or, as it has long been known, manpower planning. It is all-encompassing, ranging from policy and procedures to practices and legislation. Broadly defined, though, manpower planning is a system that insures a business

"True management means being cognizant of not only financial and operational resources, but people resources as well."

will have the right number of properly qualified and motivated employees in the right places, who can move up and carry on future work when the time arises. True management means being cognizant of not only financial and operational resources, but people resources as well. Effective implementation of manpower planning results in reduced turnover, positive morale, increased productivity, and (bottom line) profitability.

### Preparing Station Reserves

Radio is a high turnover industry. Check a radio executive's

background: usually it consists of multiple moves through a variety of positions, stations, markets, and companies. In fact, many a general manager began his radio career behind a microphone. It us-



Gary Kaplan

ed to be that the *only* way to move vertically into general management was to advance your way through the sales department. No longer is that always the case. Now program directors are side-stepping the traditional sales route and heading straight for the manager's chair. No matter the market size, there is no rule against cross-pollination. And that makes it more crucial than ever to direct attention at preparing and grooming employees for these changes.

"... direct attention at preparing and grooming employees."

Many stations are not large enough to justify a full-blown personnel department. Therefore, those tasks frequently fall under the general manager's jurisdiction. To cultivate key employees' potential, the GM must first clearly delineate job requirements. Say you're looking for someone in-house to fill a future manager's slot. Don Payne, Mattel Elec-

tronics VP/Employee Relations, explains, "We have to get better at defining what the job requires. And we have to define the require-

"To cultivate key employees' potential, the GM must first clearly delineate job requirements."

ments in terms where, if met, the person would be rated a superior performer."

Once these requirements are defined, Payne continues, the GM can then choose and prepare people for the time when that job becomes available. When these specific guidelines are drawn, the GM can be assured of selecting the right candidate and training him or her with the appropriate skills. Then that person is prepared to successfully perform the job when opportunity knocks. With the superior performance criteria in hand and agreed to by top management, Payne adds, the station in effect "has also designed its performance appraisal program and/or pay-for-performance program."

### Succession Planning

The manpower planning process basically includes four functions: forecasting future manpower requirements, keeping inventory and analyzing present resources, anticipating problems, and planning, a key ingredient in management development. For it is under this succession planning umbrella that the GM will recruit, select, promote, transfer, retire, and train.

As the GM moves into the planning stage, he or she also becomes involved in career planning. Known also as performance appraisal, CP is the at-least-once-a-year dialogue between management and employee. During this time a truthful evaluation of the employee's strengths, weaknesses, performance, potential, and aspirations will ideally meld together into a growth and development goal that will optimize both parties' mutual needs. That career planning discussion is then translated into training programs and procedures which not only represent longterm benefits for the station, but help answer the popular employee question, "What can I do to enrich myself and attain my career goal?"

# Manpower Planning Benefits

Effective manpower or human resource planning reaps benefits for the company, the manager, and the employee:

### Company

- Current talent reserves clearly identified
- Future talent deficiencies identified early
- High-potential and key employees can be protected during future reductions
- Reduced turnover
- Increased in-house promotions
- Improved use of potential and skills
- Valuable data on hand for organizational and resource planning
- Higher return on development investments

### Manager

- Development takes on a more specific approach

- Successor deficiencies in key areas spotlighted
- More information for planning made available
- Quicker assessment of whether a vacancy can be filled from in-house
- Responsibilities are better understood

### Employee

- Developmental and promotability needs outlined
- Chances for appropriate development increase
- Clear understanding of duties
- Skills and potential put to better use
- Improved employee-manager relations
- Increased attainment of promotions in a more timely manner

### Formal And Informal Resources

There are several ways to go when it comes to training, and the GM should be prepared to offer both internal and external options. Education via formal learning settings such as classrooms and technical programs/seminars usually heads the list of customary suggestions. However, informal resources should be developed as well.

"It is under the succession planning umbrella that the GM will recruit, select, promote, transfer, retire, and train."

One category managers can draw ideas from is *experience-based training*, otherwise referred to as "learning by doing." It includes:

- *On-the-job-training* — setting a specific training period, coupled with competency level targets and potential movement for trainees
- *Job rotation* — moving employees to various jobs at set intervals. People become cross-trained in various station operations, and are offered diversity and preparation for possible advancement
- *Special projects* — individuals or interdepartmental teams working on temporary assignments outside the normal work routine; i.e., in-house task force is created to analyze the feasibility of station or group restructuring or to assist in the development of a focus group study.

Another resource area worth exploring is *support-guided development*, which covers:

- *Mentor relationships* — informal or formal arrangements between a trusted superior and protégé; i.e., administrative assistant who aspires to become a salesperson may seek counsel

from a mentor who is an Account Executive

• *Groups and associations* — radio organizations such as the RAB, NAB, NRBA, RTNDA, and AWRT promote learning through shared experiences, provide personal contacts, offer seminars/workshops. Stations may finance membership dues for high-potential and key employees.

Additional training methods can take the form of guided reading and staff meetings on current issues. The availability of trade press coupled with other business-related reading material (Wall Street Journal, Business Week, Forbes, etc.) is a valuable asset.

### Optimizing Mutual Needs

Optimizing the mutual needs of the station (company) and the employee is management development's goal. Achieving that

"Optimizing the mutual needs of the station (company) and the employee is management development's goal."

goal relies upon the relationship between the manpower function of succession planning and the individual employee's career planning aims. Finding and training the right candidate for the right job involves more than just comparing his or her characteristics to successful executives' composite profiles. Before you go outside to hire, look around inside. The station's next sales or general manager may be sitting right there under your nose.

Gary Kaplan presently serves as Managing VP/Partner of search firm **Korn/Ferry International**. Based in the Los Angeles corporate offices, he also heads the company's international entertainment specialty practice.

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**WTVN-FM/Columbus**  
**WVOR-FM/Rochester**  
**WZZK-FM/Birmingham**

**WDBO-AM & WWKA-FM/Orlando**  
**KWEN-FM/Tulsa**  
**WAEB-AM/Allentown**  
**WSYR-AM & WYYY-FM/Syracuse**  
**WWIC-FM/Lansing**  
**WSSX-FM/Charleston**  
**WFTQ-AM/Worcester**  
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| <b>CKGM</b>    | <b>Q105</b> | <b>KWOD</b>    |
| <b>WCAU-FM</b> | <b>WCZY</b> | <b>KS103</b>   |
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- |                                       |  |
|---------------------------------------|--|
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| 3/17, 18 Los Angeles<br>The Palladium | 3/19 Long Beach<br>Long Beach Arena              |
| 3/21 Fresno<br>Santitas Arena         | 3/22 Chico<br>Univ. of Chico                     |
| 3/23 Oakland<br>Oakland Coliseum      | 3/26 Eugene, OR<br>Lane County Convention Center |
| 3/27 Seattle, WA<br>Paramount Theatre |  |



# Street Talk

Big changes this week at **MCA NASHVILLE**. Lots of people let go, including: President Jim Foglesong, A&R chief/staff producer Ron Chancey (whose contract will be allowed to expire), A&R assistant Janet Baker, promotion staffers Tony Tamburrano and Glenda Smyth-White, and publicist Jerry Bailey. Who are the survivors? Remaining are VP/Sales Chic Doherty, Katy Gillon (assistant to Jim Foglesong), and Dian Cash (publicity assistant).

**KITS/SAN FRANCISCO** is looking for a new PD. **JEFF HUNTER** has resigned owing to philosophical differences with management over the Hot Hits station's longterm strategies.

**SCOTT SHANNON** has inked what's being called "a significant multi-year agreement with Malrite," according to CEO/President

**CARL HIRSCH**. This in effect takes Scott off the market as a consultant, as he'll be working exclusively for Malrite.

What will Robinson Broadcasting do with **KWK-AM & FM/ST. LOUIS**? The company says it's spending over \$250,000 on research projects to determine just what format direction the stations should take.

**PAT REILLY** and **WALLY HINES**, the morning team at B104/Baltimore, have joined former PD Jan Jeffries at his new **WXFM/CHICAGO** address. Also exiting B104 is night jock Beau Richards.

**DAN DEELY** leaves his PD post at WLRS/Louisville to take over mornings at **WMJI/CLEVELAND**. Joining him as cohost at WMJI will be WHAS/Louisville midday personality **KIM SCOTT**, who also just happens to be Dan's wife. This will be the first time the couple has worked together for an extended period of time. Lee Masters, Henson Broadcasting VP and VP/OM of WLRS AM sister station WAVG, will take on the programming chores at WLRS in Deely's absence.

Popular WGAR/Cleveland midday talk host **STEVE CANNON** has been lured away to the afternoon show at **KMOX/ST. LOUIS**. The move leaves new WGAR PD Jay Clark high and dry for an immediate replacement. Call Jay at (216) 526-6700.

Maybe this line of speculation is too obvious, but with **KX104/Nashville** GM Tex Meyer becoming GM at **B94/PITTSBURGH** (see Page 1), and current B94 PD Steve Kingston heading to B104/Baltimore (see Page 1 one more time), who will Tex get to program B94? You don't suppose he'd

consider his **KX104 PD MICHAEL ST. JOHN**, do you?

**TOM LAMAIN** has exited WIP/Philadelphia, where he had been offered the afternoon slot vacated by Tom Moran. Lamaine elected to join KYW-TV as a weathercaster. He'd been with WIP for 16 years.

Despite "some financial problems," **KLEIN/RAY BROADCASTING's KPRO/Riverside, CA** won't be going dark, according to VP Shayle Ray. He says the News/Talk station was only saved by the sacrifice of its on-air staff, which has gone without paychecks for six weeks. The news is bleaker at the group's **KZNS & KTRD/Barstow, CA**. They went dark last Friday and Ray says he hopes to have them back in operation shortly.

Cox Broadcasting's new **WXFM/CHICAGO** will become **WAGO** on April 2.

In another call letter switch, **WIZD/FT. PIERCE, FL** (John Sebastian's first EOR client) has now become **WKGR**. Notice that new Baltimore EOR, **WGRX**, also contains the "GR" combination, which stands for "Gourmet Rock," a key EOR slogan.



Mark McKay

**"MARVELOUS" MARK McKAY**, last at at **KFRC/San Francisco**, has been named MD/Assistant PD at **KDWB-FM/MINNEAPOLIS**. In addition, he'll be doing afternoon drive opposite another former **KFRC** jock, Bill Lee, who's the afternoon guy at **WLOL-FM**.

Our sincere condolences to Epic VP/Promotion **FRANK DILEO** on the death of his mother last week in Pittsburgh.

**CRAMER HAAS** joins his former boss, Bill Tanner, at **WASH/WASHINGTON**. Haas, who handled middays at **Y100/Miami** for the past *ten years*, will now handle that same time period at **WASH**.

Now that Capitol's **BRUCE WENDELL** is on the loose (see Page 1), could the former Phillies batboy be the possible replacement for one East Coast-based major label's soon-to-be-vacant VP/promotion slot?

We knew these call letters wouldn't collect dust for long. **WPVA-FM/Colonial Heights/Petersburg, VA** has grabbed **WKHK** as its new calls. AM sister station **WYNT** became **WPVA** in the deal. The FM's Country format and the AM's Big Band approach were unaffected by the logo changes.

MORE STREET TALK/See Page 18

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INTRODUCING



# CITY RHYTHMS

WITH FRANKIE CROCKER

## IT CAPTURES THE BEAT OF THE STREET

Want Donna Summer and more of the hottest acts in urban contemporary music today? Get them on *City Rhythms*, a new series of six 90-minute specials hosted by Frankie Crocker, the man who's closest to the music and its stars. Frankie makes the magic happen on both sides of the mike because he stays at the cutting edge of today's music while capturing the artists in intimate conversation. *City Rhythms* breaks April 15 with special guest Donna Summer and runs monthly through September. For full information, call Julie Eisenberg at (212) 887-5690.

**RADI**abc  
**Networks**

Produced by Inner City Broadcasting Sponsored in part by **AVON**  
*You're hot!*

# IRENE CARA

# BREAKDANCE

Produced by **GIORGIO MORODER**

7-29328



## CHR AIRPLAY 1ST WEEK!

ONE OF THE MOST ADDED

|                |                |                |                |
|----------------|----------------|----------------|----------------|
| <b>WKBW</b>    | <b>WVSR</b>    | <b>KMGK</b>    | <b>WERZ</b>    |
| <b>WCAU-FM</b> | <b>K104</b>    | <b>WKDQ</b>    | <b>WZYQ</b>    |
| <b>94Q</b>     | <b>WKEE</b>    | <b>Z104</b>    | <b>WQCM</b>    |
| <b>Z93</b>     | <b>WLAN-FM</b> | <b>WRQN</b>    | <b>OK100</b>   |
| <b>Y100</b>    | <b>WSPK</b>    | <b>KELI</b>    | <b>WKHI</b>    |
| <b>WHYT</b>    | <b>98PXY</b>   | <b>WHOT-FM</b> | <b>95XIL</b>   |
| <b>KBEQ</b>    | <b>WBBQ</b>    | <b>13K</b>     | <b>WOMP-FM</b> |
| <b>KMJK</b>    | <b>WNOK-FM</b> | <b>KKXX</b>    | <b>WJAD</b>    |
| <b>FM102</b>   | <b>KAMZ</b>    | <b>KQXR</b>    | <b>Q104</b>    |
| <b>KS103</b>   | <b>WOKI</b>    | <b>KBBK</b>    | <b>KFYR</b>    |
| <b>WFLY</b>    | <b>WHHY-FM</b> | <b>KMGX</b>    | <b>KYTN</b>    |
| <b>WNYS</b>    | <b>KX104</b>   | <b>KQMQ</b>    | <b>99KG</b>    |
|                | <b>KTFM</b>    | <b>KLUC</b>    | <b>KGOT</b>    |
|                |                | <b>KSKD</b>    | <b>KCAQ</b>    |
|                |                | <b>KRSP</b>    | <b>KSLY</b>    |
|                |                | <b>KHYT</b>    | <b>KZOZ</b>    |
|                |                |                | <b>KIST</b>    |

**GRAMMY AWARD WINNER**

Best Pop Vocal Performance, Female  
**"FLASHDANCE... WHAT A FEELING"**

Best Album of Original Score  
**"FLASHDANCE"**

**GOLDEN GLOBE AWARD WINNER**

BEST SONG,  
**"FLASHDANCE... WHAT A FEELING"**

ACADEMY AWARD NOMINEE  
 BEST SONG,  
**"FLASHDANCE... WHAT A FEELING"**



From The Geffen/Network Album **WHAT A FEELIN'**

GHS 4021

Personal Management  
**Selma Rubin**



## Street Talk

Continued from Page 16



**FRED DISIPIO** has announced the formation of a new full-service video production wing of his Central Marketing & Promotion company. The new firm, VMPM (for Video Music Production and Marketing), will be headed by Greg Benedetti and Fred DiSipio Jr. Contact VMPM at (609)424-4500.

**WRQN/TOLEDO** has a new GM, **DAN DUDLEY**, from across the street at WIOT. Also, morning man Denny Shaffer is the new Assistant PD, and night jock Don Jardine has been named MD following the departure of Buck McWilliams and Chris O'Connor to Z95/Milwaukee.

**KRKO/EVERETT, WA** welcomes new President/GM **SPARKY TAFT** from KYYX/Seattle, where he was an Account Exec. Also new to the station are Operations Director Carol Larson and News Director Dale Good from KOMO/Seattle.



**JOHN PHILLIPS** and **MIKE REDDEN** are creating some very positive publicity from 300 feet above Cincinnati in the **WLW TRAFFIC HELICOPTER**. The duo have been known to land their chopper near freeways where motorists are in trouble and lend a helping hand. They've been getting a lot of favorable press in Cincinnati for stunts like draining a gallon of gas from the chopper's tank to give to a stranded driver who had come up empty.

Lots of good vibes coming from the just-completed CBS meetings in Hawaii, and some promotions as well. Street Talk has heard that **POLLY ANTHONY** and **JON KIRKSEY** will both be retitled and elevated within **EPIC** in the coming weeks. Our congratulations in advance.

After 11 years you won't have the name **JEFF LUCIFER** to kick around anymore. The former programmer of KS103 and KGB(AM), both San Diego, as well as WNDE/Indianapolis and KSFM/Sacramento, is now VP of the San Diego-based consultancy Global Communications, and hereafter will be known by his legal name Jeffrey K. Prahm.

WKFR/Kalamazoo PD **JACK SWART** is the new PD at **WGRD/GRAND RAPIDS**. No replacement named at WKFR.

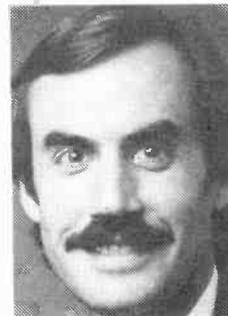


**KHOW/DENVER** has eliminated its MD position, leaving five-year MD **LEIGH STARNES** looking for a new gig in radio or records. Contact Leigh at (303) 696-6293.

At **WBNS/COLUMBUS, OH**, longtime morning team Jack Evans and Dick Zipf have departed. Also leaving was veteran midday man Jack Stewart. No replacements named yet.

On your list of people who might be buying **MUTUAL**, scratch off **RKO**. They've taken themselves out of the running.

On March 19 **KAKZ/WICHITA** will drop **MOYL** for a more MOR approach. **KAKZ-FM** will stay with A/C, but the two stations will begin simulcasting the morning show with **GENE RUMP** and **JOHN "HOOTER" MYERS**. This move marks Myers's return to radio. Myers and Rump worked together back when **KAKZ** was **KAKE**. In the transformation of the AM, four staffers were cut loose: OM Bill Miller, Production Director Charlie Whitworth, and personalities Steve Simmons and Ken Root.



John Gehron

Hats off to **WLS-AM & FM/Chicago VP/GM JOHN GEHRON** on being named General Manager of the Year for 1983 by the Chicago Area Broadcast Public Affairs Association.

Researcher **ROB BALON** has just signed an agreement with Broad Street Communications to do a large-scale research project for the company's **WELI/New Haven, WQUE-AM & FM/New Orleans, and KTOK & KJ103/Oklahoma City**. Additionally, Rob is looking for a programmer with a research background to join his growing firm. Qualified folks should contact Rob Balon & Associates in Austin, TX.

After 11 years with **KVIC/Victoria, TX, PD DAVE JAGGER** departs for overnights at **KLLS-FM/SAN ANTONIO**. At the same time, **KVIC** announced a format switch from A/C to CHR.



A couple of AORs are shifting more CHR, or certainly more hit-oriented in their presentations. They are **KTMS-FM/SANTA BARBARA** and **WOAY/BECKLEY, WV**. At **WOAY**, OM Charlie Jennings will be exiting by June 1 with current MD Jim Martin set to take over as PD then.

Promotion person **DANA MORRIS**, most recently with **Oz/A&M** in New York, is available and looking for something new and different. She can be contacted at (212) 496-1554.

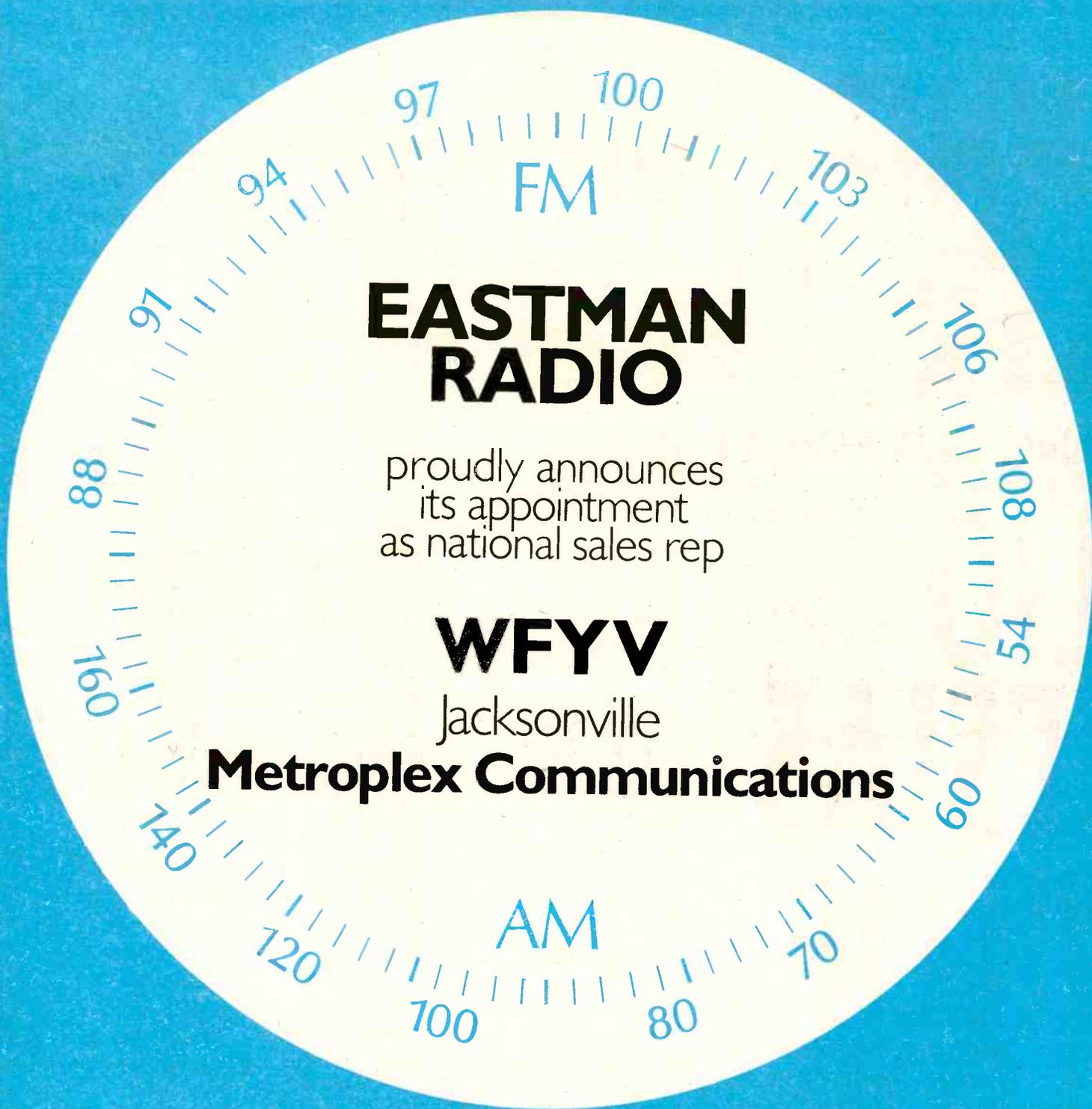
Looking for a morning job? Joe Montione has a personality opening at his **WILK(AM)/Wilkes-Barre**. Call him at (717) 655-6893.

**CHARLIE MINOR** and his bride-to-be Danica are not going to be wed . . . in Hollywood! Instead the happy couple will exchange vows in Venice, Italy during the first week in June.

Best wishes to **WHTX/Pittsburgh** afternoon personality **BOB SAVAGE** on his marriage to Marilyn Bozigar.



**STORK STOPS**: Congrats to **Q107/Washington's JIM ELLIOTT** and wife Pamela on the birth of Paige Lynn . . . Also to **DEREK SHULMAN** and his wife Sharon on the arrival of Noah Michael. Derek is the former lead singer of Gentle Giant and current Director/A&R of PolyGram's Rock Division . . . Let's not leave out **KGOT/Anchorage** President/owner **BOB BINGHAM** and wife Deb on the birth of Brett Charles.



# EASTMAN RADIO

proudly announces  
its appointment  
as national sales rep

## WFYV

Jacksonville

### Metroplex Communications



Selling spot for 25 years.

# Big NAMES

FOR

## BONNIE TYLER

NOW ON OVER  
143  
CHR  
STATIONS  
59%

Including:

|         |         |      |       |
|---------|---------|------|-------|
| WHTT    | CKOI    | WASH | KIMN  |
| WXKS-FM | Z100    | KAFM | Q103  |
| WBEN-FM | WCAU-FM | Q105 | KWOD  |
| WPHD    | PRO-FM  | WGCL | KS103 |
| WBLI    | CFTR    | WHYT | XTRA  |
| CKGM    | CHUM    | WKTI |       |

“HOLDING OUT FOR A HERO”

## JULIO IGLESIAS & WILLIE NELSON

|               |               |             |         |
|---------------|---------------|-------------|---------|
| B104 25       | WANS-FM add   | KRQ add     | KTRS 34 |
| WKBW 21-16    | 94TYX 23-20   | KTKT add    | KIST 35 |
| 94Q 13-7      | WOKI deb 34   | WFBG deb 36 | WKEE    |
| Z93 10-6      | FM100 25-22   | WZON 36-30  | WLAN-FM |
| 93FM deb 27   | G100 28       | 103CIR add  | WDOQ    |
| 195 add       | WHHY-FM 20-16 | WIKZ deb 31 | KROK    |
| Y100 19-14    | KBFM deb 27   | WTSN 26-22  | WHOT-FM |
| Q105 29-18    | KRGV 4        | 13FEA 28    | KSKD    |
| WKTI deb 28   | KX104 add     | WKHI deb 39 | KHYT    |
| Q103 deb 32   | WSFL deb 34   | Q104 30-23  | WISE    |
| KZZP on       | KITY 21-11    | KILE deb 40 | WCGQ    |
| KITS add      | KTFM 8-1      | KTDY add    | KISR    |
| KC101 deb 29  | Z98 deb 29    | KNOE-FM add | WFOX    |
| WHTF deb 31   | K11K deb 27   | WXLK add    | KKXL-FM |
| WBBQ 26-12    | WEBC add      | WAEV deb 34 | KKRC    |
| WFMF add      | KKXX deb 27   | Z102 34     | KYYA    |
| KXX106 deb 30 | KIKI 40-28    | WGLF add    | KCAQ    |
| KAMZ deb 27   | KQMQ deb 38   | KFYR deb 20 | KDZA    |
| WRQK deb 37   | KO93 31       | KXSS add    | KBIM    |
|               |               |             | KSLY    |

### CHR NEW & ACTIVE

“TO ALL THE GIRLS I’VE LOVED BEFORE”

## BILLY JOEL

ONE OF THE  
MOST ADDED

|      |       |         |      |         |      |
|------|-------|---------|------|---------|------|
| WPHD | WMAR  | WRQK    | 13K  | WZON    | KILE |
| WHTX | WNYS  | WOKI    | KBBK | 103CIR  | Q101 |
| 94Q  | WVSR  | WHHY-FM | KKFM | WERZ    | WPFM |
| B97  | K104  | KX104   | KIKI | WZYQ    | WXLK |
| WGCL | WYCR  | KROK    | KQMQ | WQCM    | WIXV |
| KBEQ | WSPK  | WKDD    | KLUC | OK100   | Z102 |
| KIMN | 98PXY | K11K    | KHOP | WKHI    | KFYR |
| Q103 | WPST  | WKFR    | KSKD | 95XIL   | KYTN |
| KMJK | KHFI  | KJ103   | KHYT | WJBQ    | KRNA |
| XTRA | WBCY  | KELI    | KTKT | WOMP-FM | KCDQ |
| KNBQ | KAMZ  | WHOT-FM | WFBG | Q104    | KKAZ |
|      |       |         |      |         | KIST |

### CHR NEW & ACTIVE

“THE LONGEST TIME”



# Big RATINGS

## SHALAMAR

"DANCING IN THE SHEETS"

**CHR NEW & ACTIVE**

Black/Urban Chart: **29**

WXKS-FM add  
WCAU-FM add  
B97 add 30  
WKTI add  
KIIS-FM add  
WKEE add  
FM106 add 36  
WSPK add  
WKRZ-FM add  
KHFI add  
WSSX add  
94TYX add  
WHHY-FM add  
KQXR add

KLUC add  
KSKD add  
WISE add  
WGLF add 34  
KKQV add  
KSLY add  
KIST add  
B94 deb 26  
WASH 32-28  
Y100 20-17  
WGCL 23-21  
KCI01 27-21  
KZZB 40-33

WSFL 33-30  
Z98 deb 28  
WKDD 30-25  
KQMQ 40-32  
WQCM 32-26  
WFOX deb 40  
WPFM deb 40  
CKOI  
93 FM  
WNVZ  
K104  
WPST  
WHTF

WNOK-FM  
WOKI  
WRVQ  
KITY  
WHOT-FM  
OK100  
95XIL  
WJAD  
Q104  
WIXV  
KCDQ  
KCAQ  
KHTX  
KZOZ

## EDDIE MONEY

"CLUB MICHELLE"

**CHR NEW & ACTIVE**

WXKS-FM  
WPHD  
WCAU-FM  
PRO-FM  
WGCL  
Q103  
KFRC  
K104  
WYCR  
WSPK  
WKFM  
WKRZ-FM  
WSSX

KSET-FM  
WOKI  
WKDD  
WGRD  
WZPL  
WJXQ  
Z104  
WRQN  
WHOT-FM  
KBBK  
KQMQ  
KLUC  
KSKD

KDON-FM  
WFBG  
WGUY  
WIGY  
WERZ  
OK100  
WKHI  
95XIL  
WJBQ  
WSQV  
WFOX  
Q101  
WXLK

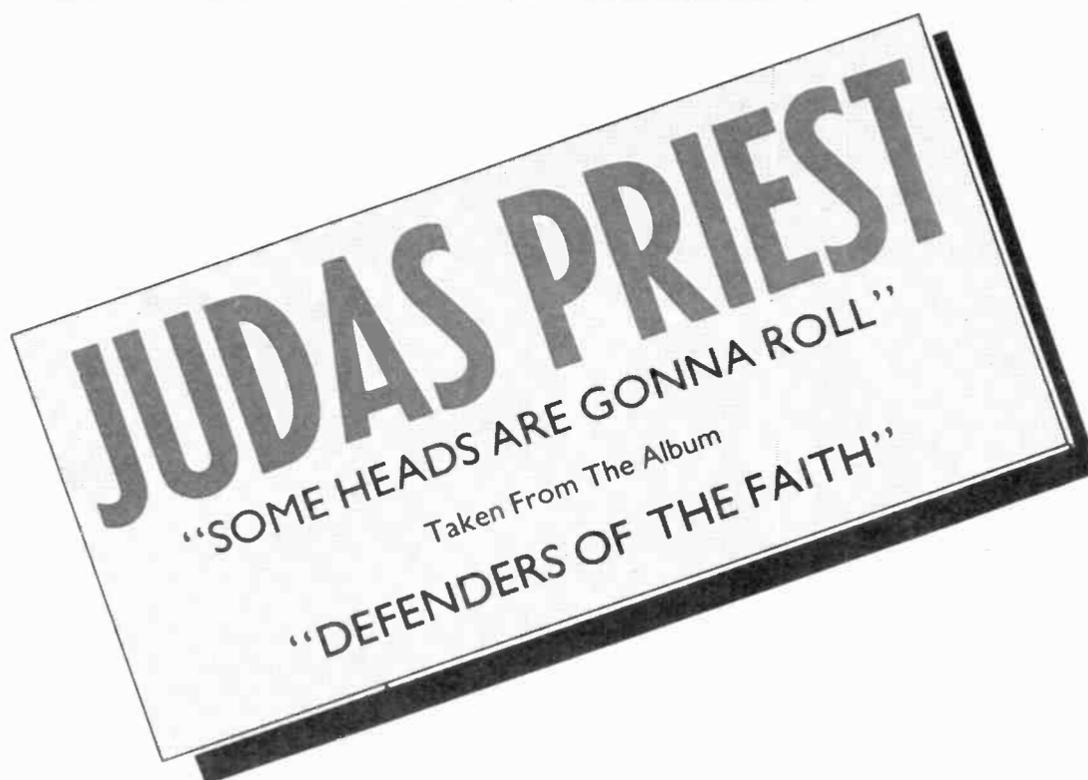
WIXV  
WHSL  
WBNQ  
WBWB  
WCIL-FM  
KYTN  
99KG  
KHTX  
KBIM  
KSLY  
KZOZ  
KIST

## DAVID GILMOUR

"BLUE LIGHT"

AOR Albums: **13**

WPHD  
WOKI  
KOZE  
KZOZ



ON COLUMBIA RECORDS



# On The Records



KEN BARNES

## Germany Makes Its Mark In Rock

Hits by Nena and Peter Schilling indicate that German artists are making world-class records — and even that some stations are willing to break the language barrier and play the records in German. It's a big breakthrough for a long-established but usually-overlooked music scene.

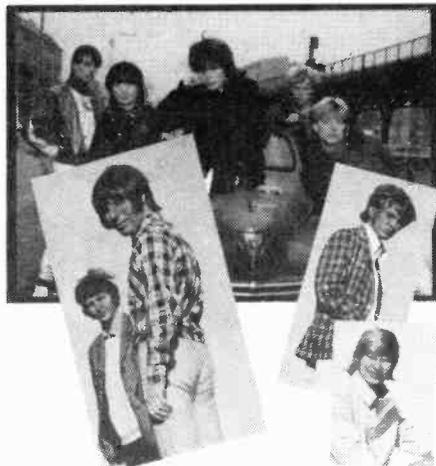
There were a few Teutonic MOR hits in the U.S. in the late '50s/early '60s, but they're not really germane to this discussion. The real impetus for German rock was the Liverpool-Hamburg connection which opened up about 1961, with groups like the Beatles, the Swinging Blue Jeans, Gerry & the Pacemakers, and even Liverpool's own all-female band, the rather unattractively-named Liverbirds, playing Hamburg clubs and inspiring a generation of German musicians.

Early German beat groups like the Rattles, the Rackets, and the semi-legendary Boots generally (though not always) sang in English. One graduate of that scene was Klaus Voorman, who designed the Beatles' "Revolver" cover, played bass for Manfred Mann, and now produces Trio. (Giorgio Moroder was another singer-turned producer.) But the most successful were the Rattles, who endured well into the '70s and actually had a regional 1970 hit in the U.S. with "The Witch" (whose string arrangement was borrowed by Cheap Trick for "Dream Police").

Germany developed a strong experimental, progressive scene with Tangerine Dream, Can, and Kraftwerk, all major influences on the synthesizer bands of today.

### TV News

In the continuing saga of the MTV "Video Music Countdown" debut, the latest change has it bowing Mar. 16 ... **Laurie Anderson** on "The New Show" Mar. 16 ... **Al Jarreau** on "Saturday Night Live" Mar. 17 ... **Bobby Womack & Patti LaBelle** on "Soul Train" Mar. 17 ... **Eurythmics** in concert on **Showtime** Mar. 17



Rattles to Nena: The German beat goes on

At about the same time (early '70s) the Scorpions formed, later giving birth to the Michael Schenker Group and establishing a niche for German heavy metal (again in English). And let's not overlook disco's Silver Convention and Boney M. In the early '80s a punk-inspired "German New Wave" stressed singing in German, and acts like Nina Hagen, Trio, Falco (actually Austrian), Nena, and Schilling, although not strictly part of the now-dormant new wave movement, continued the trend toward native-language recording. In doing so, they've succeeded in broadening the pop culture boundaries a little, and adding Germany to the small but growing list of non-American nations to reckon with in the rock sweepstakes.

**Late Grammy Addition:** The unnamed Chrysalis staffer who predicted six of the seven Grammy categories in the contest last week turned out to be Director of National Publicity Rhonda Shore. And 6-for-7 winner J.J. Sanford is from K104/Erie, PA. Belated congratulations!

## McCartney: I've Got A Cigarette



I should have known better than to mess with Beatles trivia in any form. Recently I offhandedly commented that Capitol reissued "I Want To Hold Your Hand" in the identical 20-year-old picture sleeve. But eagle-eyed Transtar air personality and "Saturday Super Gold" producer **Laura Seaton** immediately smoked out a variance — in the original **Paul McCartney** is holding a cigarette, while on the new sleeve the offending cancer stick has been airbrushed out. (See illustration). The new version may not be historically accurate, but it does make holding Paul's hand a more attractive proposition.

# United Kingdom Rockers (Part V)

**BRITISH INVASION**  
20TH ANNIVERSARY

Interestingly, all three acts in this week's British Invasion time capsule are still active, and two of them have enjoyed American hits in the past year.



Kourty Kinks

**Kinks:** Of all the British groups no one in 1964 would have expected to endure for 20 years, the Kinks would have topped the list (well, maybe behind the **Hullabaloo**s). Constant fights, a four-year ban on touring the U.S., and frequent commercial declines all contributed to a dangerous instability, but the Kinks battled on and reaped the rewards of (first) concert and LP sales success and then hit singles with last year's "Come Dancing" and "Don't Forget To Dance." Along the course of their turbulent career they also invented heavy rock (with 1964's "You Really Got Me"), integrated Indian music with rock ("See My Friends," 1965), and delved into social commentary ("Well Respected Man"), concept albums ("Arthur," "Preservation"), and transvestitism ("Lola").



Manfred Mann display their love for photo sessions

**Billy J. Kramer & The Dakotas:** Billy (William Ashton) was a Liverpool vocalist protege of **Brian Epstein**. When his backing group the **Coasters** (no relation to the "Yakety Yak" group) declined to go professional, Billy was teamed up with the skillful Manchester instrumental band the Dakotas. As an Epstein project, Billy received the benefit of several **Lennon-McCartney** songs the Beatles weren't using: "Bad To Me," "I'll Keep You Satisfied," "From A Window," and the first version of "Do You Want To Know A Secret." But his biggest hit, "Little Children," was not a Beatles composition. Despite a few lengthy layoffs and little record success, Billy is still recording; his last British single was a musical autobiography called "You Can't Live On Memories."



Billy J. Kramer, and who could forget those Dakotas?

**Manfred Mann:** I profiled them recently in this column, but should add that their first U.S. hits were skillful covers of American girl group records ("Do Wah Diddy" from the **Exciters**, "Sha La La" from the **Shirelles**, "Come Tomorrow" by **Marle Knight**); they covered "My Little Red Book" before **Love** had the hit with it, and later turned to **Bob Dylan** songs ("The Mighty Quinn" being the most popular). Manfred Mann himself has continued this policy with his **Earth Band**, covering **Bruce Springsteen** ("Blinded By The Light," "Spirit In The Night"), the **Police** ("Demolition Man"), and now **Ian Thomas** with "Runner."



### ONE YEAR AGO TODAY

- **NORM FEUER NAMED PRESIDENT AT VIACOM RADIO**
- **JACK CRAIGO BECOMES PRESIDENT OF CHRYSALIS**
- **FRANK HOLLER NEW PD AT WCOZ/BOSTON**
- **JIM HARDY NAMED VP/GM AT KBPI/DENVER**
- **GARY SWARTZ APPOINTED GM FOR KLBB & KEELY/MINNEAPOLIS**
- **SANDY BEACH BECOMES WKBW/BUFFALO PD**
- **#1 CHR:** "Billie Jean" — Michael Jackson (Epic) (2nd week)
- **#1 A/C:** "You Are" — Lionel Richie (Motown) (7th week)
- **#1 COUNTRY:** "Swingin'" — John Anderson (WB) (2nd week)
- **#1 BLACK:** "Too Tough" — Angela Bofill (Arista)
- **#1 AOR TRACK:** "Photograph" — Def Leppard (Mercury/PolyGram)
- **#1 LP:** "Frontiers" — Journey (Columbia) (5th week)

### FIVE YEARS AGO TODAY

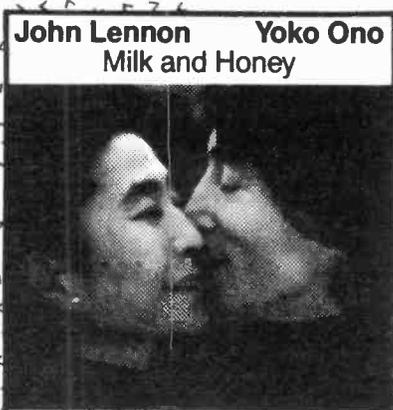
- **BEN HOBERMAN NAMED PRESIDENT OF ABC RADIO**
- **JIM FOGLESONG HEADS MCA/NASHVILLE**
- **UA, EMI AMERICA CONSOLIDATE**
- **KEVIN METHENY APPOINTED PD AT WEFM/CHICAGO**
- **BOBBY CHRISTIAN NAMED PD AT 96KX/PITTSBURGH**
- **#1 CHR:** "Tragedy" — Bee Gees (RSO) (2nd week)
- **#1 A/C:** "I Just Fall In Love Again" — Anne Murray (Capitol) (3rd week)
- **#1 BLACK:** "He's The Greatest Dancer" — Sister Sledge (Cotillion/Atco)
- **#1 COUNTRY:** "I Just Fall In Love Again" — Anne Murray (Capitol)
- **#1 LP:** "Dire Straits" — Dire Straits (WB) (4th week)

### TEN YEARS AGO TODAY

- **#1 CHR:** "Seasons In The Sun" — Terry Jacks (Bell) (6th week)
- **#1 A/C:** "The Lord's Prayer" — Sister Janet Mead (A&M) (2nd week)
- **#1 COUNTRY:** "Honky Tonk Angel" — Conway Twitty (MCA)

# "I'm Stepping Out"

The Second Hit Single From  
**JOHN LENNON**  
and  
**YOKO ONO's**  
"Milk and Honey" Album



***On Your Desk Now!***



Manufactured and Marketed by  
**PolyGram Records**  
\*\*\*\*\*

# BERLIN



**THE RECORD SPEAKS FOR ITSELF...**

**"No More Words"**

Produced By **GIORGIO MORODER AND RICHIE ZITO** 7-29360

**ONE OF THE MOST ADDED**

**ADDED THIS WEEK:**

- |         |         |         |
|---------|---------|---------|
| WBLI    | WSSX    | WZYQ    |
| CKOI    | WBCY    | WJBQ    |
| PRO-FM  | WNOK-FM | WHEB    |
| CHUM    | WANS-FM | KQIZ-FM |
| B97     | WZYP    | WISE    |
| Q103    | KBFM    | WFOX    |
| KMJK    | KIHK    | WYKS    |
| KS103   | WKDQ    | KILE    |
| KWSS    | WMEE    | Q101    |
| WKEE    | KJ103   | KNOE-FM |
| KC101   | KKFM    | WGLF    |
| FM106   | KO93    | WBNQ    |
| WGFM    | KRSP    | KRNA    |
| WKFM    | WFBG    | WAZY-FM |
| WPST    | WGUY    | KFMW    |
| WKRZ-FM | WZON    | KYYA    |
| WHTF    | WIGY    | KOZE    |
| KHFI    | WIKZ    | KDZA    |
|         |         | KCBN    |

**From The BERLIN Album LOVE LIFE** GHS 4025

Produced by **MIKE HOWLETT**  
 Personal Management: **PEREGRINE WATTS-RUSSELL**  
 On Geffen Records & Cassettes.



## Datebook

**MONDAY, MARCH 19**

**Rock's Unlucky Day**

Attention, superstitious rock guitarists. This would be a good day to avoid drugs and airplanes, not necessarily in that order. On this day in 1976, **Paul Kossoff**, charter member of **Free** and front-man for **Back Street Crawler**, died on a New York-bound flight after a long battle with heart disease. On the same day, former **Uriah Heep** bassist **Gary Thain** died of a drug overdose. Both men had been through close brushes with the reaper before. Kossoff was pronounced clinically dead in 1975 when his heart stopped beating for more than a half-hour, and Thain's near-fatal electric shock during a concert in 1974 figured in his departure from Heep. One person who probably wasn't expecting bad luck was **Ozzy Osbourne's** lead guitarist **Randy Rhoads**. He was one of three people killed in Leesburg, Florida on this day in 1982 when the plane he was riding in buzzed the tour bus carrying the rest of the band and crashed into a house.

Birthdays: **Clarence "Frogman" Henry** 1937, **Terry Hall**, formerly of **Fun Boy Three** (now with **Colour Field**), 1959, and **Journey's Ross Valory** 1942 . . . maybe. (Confusion exists about both the date — some think it's March 22 — and the year, which is occasionally set as the unlikely year of 1950.)

**TUESDAY, MARCH 20**

**The Birth Of Jerry Reed**

**Jerry Reed**, born **Jerry Hubbard** in Atlanta on this day in 1937, had been a country artist for 15 years by the time he broke through in 1970 with "Amos Moses." He wrote a handful of songs for **Brenda Lee** and one for **Gene Vincent** before being drafted in 1959. In the '60s, his biggest writing credits were "Guitar Man" and "U.S. Male," two of **Elvis Presley's** stronger singles in the mid-'60s. In the seventies, Reed went topical with songs like "Lord Mr. Ford" and "Who Put The Line In Gasoline." He's made two big country chart comebacks, first in 1977 with "East Bound & Down" from the film he costarred in, "Smokey & The Bandit," and then in 1981 with "She Got The Goldmine (I Got The Shaft)."

**WEDNESDAY, MARCH 21**

**Invasion Of The Novelities**

The past four months have been unusually good to novelty records. Having "The Curly Shuffle," "Rappin' Rodney," "Make My Day" and "Eat It" out in succession recalls the mid-'70s when "The Streak" went to #1, **Cheech & Chong** reeled off a string of hits, and even a 29-year-old party record could chart. That song, "Shaving Cream," featured ex-vaudevillian **Benny Bell** getting cutesy with one of the more common four-letter words. It debuted on **R&R's** Back Page chart on this day in 1975, peaking at #36. Legend holds that **Bruce Morrow**, then at **WNBC/New York**, had played an old 78 of the song on his show; it was spotlighted frequently on **Dr. Demento's** syndicated radio show. The massive response encouraged **Vanguard** to reissue it and bring Bell out of obscurity. Before returning there, Bell, issued another "it sounds like I'm about to say something filthy but I'm not" song, "Ikey & Mikey," which **WNBC** played during the summer of 1979.



**THURSDAY, MARCH 22**

**Benson Burns It Up**

**George Benson**, who celebrates his 41st birthday today, became famous as a pop and soul artist by resuming his singing. He became famous as a jazz guitarist by giving it up. He'd been fronting a handful of Pittsburgh vocal groups, the **Altairs** and **George Benson & His All Stars**, before switching to the guitar only. For ten years, Benson issued LPs on **CTI**, **Columbia**, and **A&M** (including a jazz-takeoff on "Abbey Road" and worked at becoming a jazz great like his hero **Wes Montgomery**). In 1976, he moved to **WB**, where his success with **Leon Russell's** much-covered "This Masquerade" was undoubtedly an influence in the decision of other jazz artists like **Narada Michael Walden**, **Al Jarreau**, and **George Duke** to start singing and/or heading for the soul mainstream. Whether the proximity in birthdays (see below) has anything to do with it is unknown, but he's also recorded duets with **Chaka Khan** and **Aretha Franklin**.

Also born this day in 1947, **Easybeat** turned producer **Harry Vanda**.

**FRIDAY, MARCH 23**

**Chaka Tears It Up**

**Chaka Khan** was born **Yvette Marie Stevens** near Chicago on this day in 1953. She had a working band, the **Crystallettes**, at age 11 and others afterwards, but kept up her schooling and became president of the Chicago Black Students Union by age 16. She joined **Rufus** in the late '60s, and they enjoyed several '70s hits before parting in 1978. After that, her ability to alternate between intellectual and visceral projects became even clearer. At one point she was dueting with **Rick James** on her own albums and singing jazz standards with **Chick Corea** and others on the "Echoes Of An Era" LP. Even if it weren't her birthday, this would still be a good week for Khan; the 22nd is the fifth birthday of her son **Damien Milton Patrick Holland**.

**SATURDAY, MARCH 24**

**Lou Reed Attacked From Behind**

As **Ian Anderson**, **Steven Tyler**, and others injured onstage have learned, sometimes the biggest danger to performers is overzealous fans. On this day in 1973, **Lou Reed** was between songs in Buffalo when an overzealous fan broke through security, ran on stage, and bit him on the posterior. America, Reed commented afterwards, "seems to breed real animals." Some additional evidence for that viewpoint was provided nearly three years later at the New York punk club, **CBGB's**, when famed rock transvestite **Wayne County** (now **Jayne County**) bashed **Dictators** lead singer **Handsome Dick Manitoba** with a mike stand and broke his collarbone. On this day in 1976, the charges against Wayne/Jayne were reduced to a misdemeanor.

**SUNDAY, MARCH 25**

**Aretha Gets It Right**

On **Aretha Franklin's** 44th birthday, it seems that the key to her success has been lack of restraint . . . specifically, vocal restraint. When she made her comeback in the summer of 1982 with **Luther Vandross's** "Jump To It," it wasn't just trading the piano for synths that did the job, it was hearing her fired up again after years of relatively muted ballads. The same held true in 1967 when, after seven years of being promoted by **Columbia** as the next great torch singer, she crossed to **Atlantic** and issued the revved-up "I Never Loved A Man (The Way I Love You)." Besides being generally credited as the first female vocalist to fuse gospel and Memphis R&B, Franklin was also the queen of the instant remake. For years, she was capable of putting songs like "The Weight" and "Gentle On My Mind" back on the charts within months of their originals just so people could hear how she did them. Franklin's new LP is due out in roughly four months; no word on whether Vandross will be along for this one.

Birthdays: **Elton John** 1947, **Nick Lowe** 1949, **Hoyt Axton** 1948.

—Sean Ross



NDC Radio's Young Adult Network

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# Contemporary Hit Radio



JOEL DENVER

WKTT, WRKR, B97, AND Z95

## Milwaukee's 4-Way CHR Slugfest

It must have been nice for WKTI/Milwaukee OM Dallas Cole when he returned to the market 18 months ago. WKTI had nowhere to go but up, and up it went, moving 4.1-4.7-6.5-6.9, 12+. All was well: ratings were up, billing was increasing, and best of all, no direct CHR competition, save for suburban WRKR/Racine.

But all good things must come to an end. WRKR became more aggressive with PD Pat Martin, WLPX (97X) dropped its ailing AOR presentation for CHR, and six weeks ago WZUU (Z95) abandoned its A/C format and returned to CHR. This week, the PDs from each of these stations explain how they perceive their own CHR, along with observations on the four-way format fight.

### Making It Without TV

Until now, WKTI has won without a lot of television advertising. "I'm proud that



Dallas Cole

we've made great gains without extensive TV," said Dallas. "Instead, we've run high-visibility promotions with bumper stickers and billboards. Concert tie-ins, remote broadcasts, and listener parties at bars and clubs have also helped us. Additionally, we're tied in heavily with the Milwaukee Brewers.

"Why the Brewers? Since they draw over 2 million in attendance a year, we'd simply be foolish not to. What's worked well is sending out our WKTI Gator to tailgate parties in the stadium with giveaway prizes. In short, WKTI lives up to its image as 'Milwaukee's Party Station' by making everything we do fun. We're very aggressive, and no one will outpromote us."

### Not Sterile, Not Bland

To those criticizing WKTI's presentation as sterile and bland, Dallas simply responded, "As KIQQ/Los Angeles VP/GM George Wilson once said when he was programming WOKY here, 'If you come to my town, you may not like my station because it's programmed for this city, not yours.' Our air talents talk about what the people of Milwaukee are talking about."

Dallas is particularly excited about WKTI's morning team of Reitman and Mueller. "They're funny, witty, and very topical. They've done some really funny

things, such as the B-29 bomber spoof we did with Cabbage Patch dolls, and the 'Nuke Nancy' campaign to get the cartoon strip out of the local newspaper. The masses are bored, and we give them a reason to feel good! Beyond the morning show, our air staff is absolutely fabulous. They're adult-oriented personalities who don't scream at the audience, yet sound bright and up. They don't do tons of phone bits, but they're not lined out, either.

"Overall," Dallas concluded, "I want WKTI to be the People magazine or USA Today of the radio... something for everyone. A good description of WKTI would be a combination of Ronald Reagan, Mick Jagger, and the Brewers' Robin Yount. This is a tongue-in-cheek radio station, with a feel not unlike the David Letterman show."

### Careful With Music

WKTI's music policy is considered to be conservative, and Dallas discussed his philosophy about it. "We're not likely to step out too often on something unknown, but compared to the rest of the country, we're really not that far behind. This is a conservative, blue-collar, Midwest market and rock 'n roll gets over. WKTI plays the rock crossovers, the pure CHR hits, and yes, you will hear the hit dance crossovers.

"You have to be careful with music because in any given year, there aren't more than 40-50 smashes out of the 150-175 titles one may add. With this in mind, I personally don't think it wise to step out. I don't believe those stations with 40 or 50-record playlists give a fair shake to record companies. One thing all promotion people who deal with WKTI know is that a song gets lots of airplay when it's added.

"Because I don't spend a lot of time socializing, record people falsely consider me as unapproachable. I'm here to learn, grow, and do what it takes for WKTI to stay on top, and part of that process is communication. We may not go out-of-the-box on a lot of records, but that doesn't mean I've got my head in the sand."

### Assessing The Market

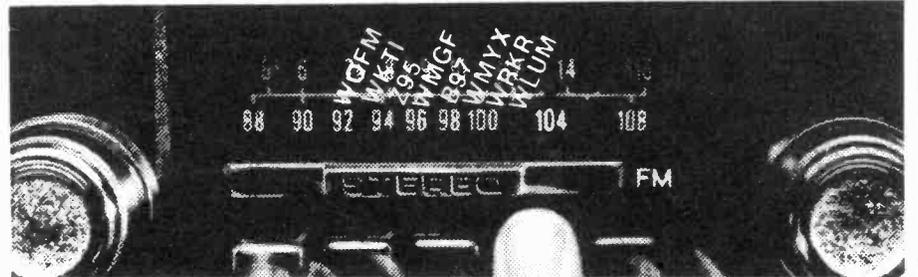
Commenting on his rival PDs, Dallas noted, "They're a great bunch. Rick Harris has had a tough situation to overcome at WLPX, but he's making improvements. Z95 PD Steve Schram has done a great job in turning the station around with the help of Scott Shannon (PD of Malrite sister station Z100/New York).

"With all of the competition, radio has dramatically improved in this market. We're at each other's throats, but we're not into a 'who can top who' contest. I'd be less than candid in saying I'm looking forward to more stations playing the same music, but we're certainly not going to roll over and play dead."

## Milwaukee Contemporary Radio At A Glance

After being considered a sleepy radio market for the past several years, Milwaukee has suddenly exploded with a hotbed of Contemporary competition. In this market of just over 1.3 million (metro 12+), a contemporary FM listener has many choices.

### FM RADIO IN MILWAUKEE



Note the close proximity of the market's only AOR station, WQFM at 93.3, to the CHR leader WKTI at 94.5. Then moving up the dial it's CHR newcomer Z95 (WZUU) at 95.7, A/C WMGF at 96.5, recent CHR entry 97X (soon to be B97) at 97.3. Just up a ways is soft A/C WMYX at 99.1, with hard-rocking CHR outlet WRKR next door at 100.7, and up a bit more at 102.1 it's Urban Contemporary outlet WLUM. Quite a crowded field of FM contemporary radio!

### Ready To Win

Dallas summed up his feelings by saying, "Our guns are loaded and ready for action. Besides our tremendous staff, I've also got full support and commitment from one of the best GMs in America, Steve Smith. He'll supply us with whatever it takes to win. Even with all the direct competition and sharing going on, the best days are still ahead for WKTI, although our growth may not be as dramatic as it has been."

### Live From Racine, It's WRKR

WRKR PD Pat Martin is geared up to face the big guns in Milwaukee. WRKR's suburban signal isn't limited except in the



Pat Martin

northernmost reaches of the metro. In fact, 48% of the station's diary mentions in the fall book came from Milwaukee proper. "This isn't a Johnny-come-lately station," said Pat.

More liberal musically than WKTI, WRKR has a playlist of 40 records, plus adds and extras — quite aggressive for such a conservative town. Pat said, "This approach will work for a number of reasons: Unemployment is high, and these people need something up and exciting. In any market, there are those who are leaders and they want to hear the latest product. While Milwaukee is conservative, the suburbs are less so, and infinitely more affluent. Milwaukee proper has very little cable, whereas the suburbs do. They're more aware of MTV and are really more of our target."

### A Lead From MTV

"I know from MTV airplay that the listeners want to hear 'Strip' by Adam Ant, 'Cum On Feel the Noize' by Quiet Riot, and Billy

Idol's 'Rebel Yell.' We've got a definite advantage over our competitors by playing these records first. I listen to what the listeners have to say. Request line input is very important to us as is sales. If Grandmaster Flash, Motley Crue, or Bette Midler is selling and they're phoning for it, we'll play it. We're broader than anyone else in town, positioned on the leading edge; that separates us from everyone else. There are few leaders, but lots of followers."

### Promotional Handicap

Since WRKR is a suburban station fighting for its share of the metro CHR pie, the dollars are slim and must be used judiciously until the ball gets rolling. Pat admits, "Promotionally we're handicapped by budget, so we've got to rely on innovative ideas and promotions. They're usually topical or musical in nature, aimed at an active audience. Lots of album giveaways and limo rides to concerts.

"Since we don't have a big budget, ours is more a word-of-mouth type station. We call ourselves '1-007.' We also have 'Secret Agent 1-007' giving away \$50 cash for radios tuned to WRKR. We didn't grow in quarter-hours this past book, but our cume was up about 18% and I'm confident we'll grow even more this spring. We're doing the best job we can, and with the support of owner Joel Thrope, we're going to keep improving. Our business is picking up, as February was sold out."

### Hit Radio Hodgepodge

Speaking of the other contemporary stations, Pat said, "With six stations playing a lot of the same music, it'll be interesting to see how it shakes down; I'd be hard-pressed to make any predictions. It's as if there are six Secretariats racing between WLPX, WKTI, WQFM, WRKR, Z95 and WLUM.

"I have a great deal of respect for all the other PDs in town, especially Dallas Cole, (WLUM PD) Marc Driscoll, and (WQFM PD) Lee Arnold. I've never seen a battle like this since the '60s. This is the most fun I've ever had with my clothes on! I guess the one station I don't see moving much is WLPX. It's kind of funny: we're listed with Arbitron as having 'Hit Radio' as our slogan, yet 97X continues to promote that same slogan. Every time it's written down, we get the credit, not them! Thank you, Rick Harris.

"It's too early to predict what Z95 will do, as they're going right after WKTI. This market is a tough nut to crack. I've never seen anyone come in and take over the town immediately, and I don't think it'll happen this time with Z95. WKTI took time to grow to its present position, and it'll take time to wear that down. WKTI's morning show is fabulous, and Z95 hasn't firmed that end of

Continued on Page 30

# A ROCK SOLID DEBUT!

"I've never heard a syndicated show that sounds this good. It's one of the best shows ever."

**Kenny Lee,  
WAXY, Miami**

"A terrific show...the production is so great!"

**Michael Neff,  
WGY, Albany, N.Y.**

"It is so good, it sounds like Entertainment Tonight for radio!"

**Bryce Wilson,  
WEWO, Laurinburg, N.C.**

"After one day, tremendous listener response...by Wednesday, sponsors were talking about it...sold out for the complete year by Friday, at twice morning drive rates.

I'd hate like hell if a competitor had it."

**Terry Duffie, V.P./G.M.,  
WKMX, Dothan, Alabama**

"The balance of artists and music is perfect. The custom intros and tags make it sound like we do the show."

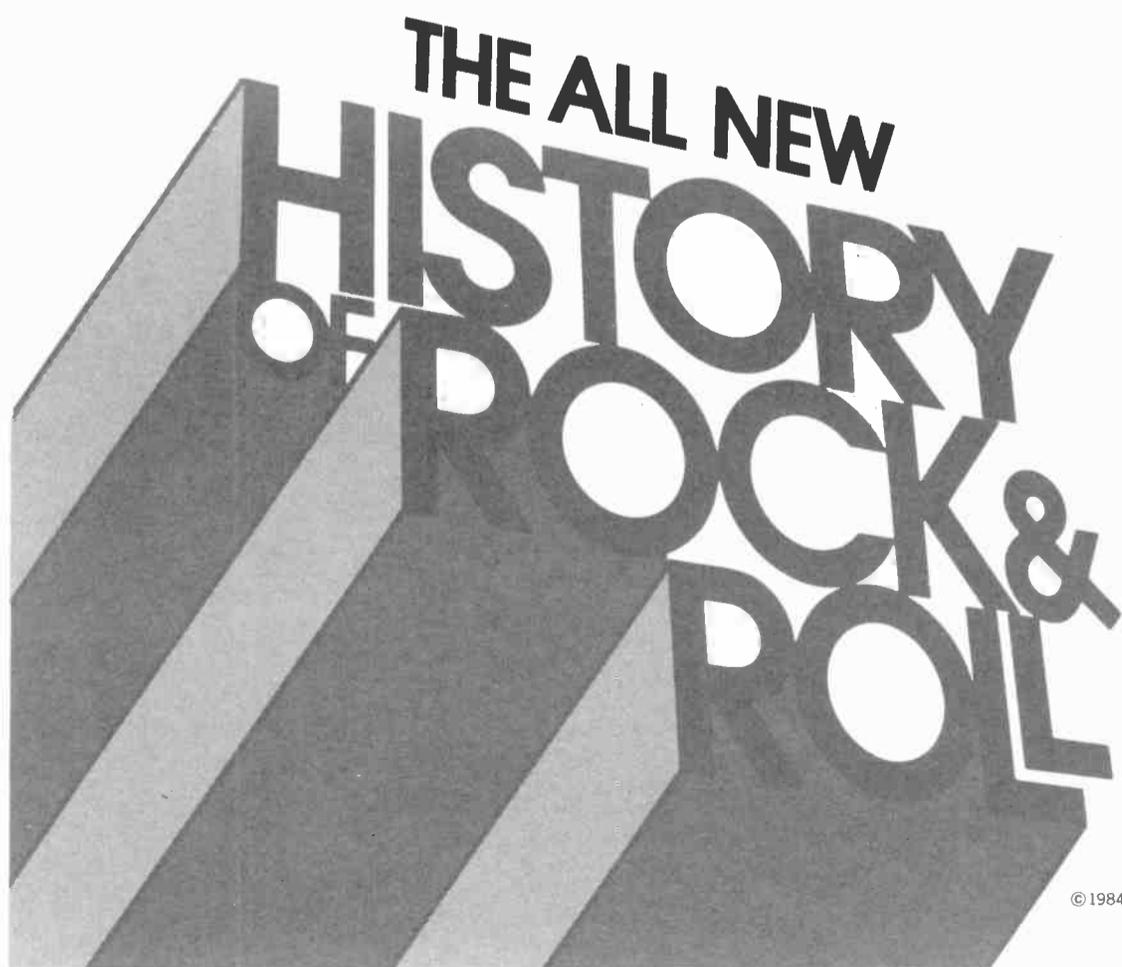
**Doc Fiddler,  
WOKI, Knoxville**

"Excellent...will bring listeners back every day."

**Jack Kelly,  
WFYR, Chicago**

"Beautifully produced...cohesive... moves along briskly."

**Jay Cook, Gannett  
Radio Group PD  
GM, WIQI, Tampa**



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# Milwaukee's 4-Way CHR Slugfest

Continued from Page 28

their effort up as yet. Any way you look at it, this is a hot market."

## Z95 Debuts

Z95 PD Steve Schram explained the format flip-flop back to CHR. "It was prompted by six months of discussion, and the suc-



Steve Schram

cess of Z100. We knew the market would be crowded, but looking at the competition, we felt our chances for success were great. Our main competitor, WKTI, has some vulnerabilities, as would any station which goes virtually unchallenged. Combine this with our access to Scott Shannon's input, and we've been able to put together a fresh-sounding station never heard before in Milwaukee.

"As an A/C station," Steve went on, "WZUU had reached its zenith, as had the format. CHR was definitely the way to go, and we realize Z100's success was a big influence. You'll see baby Z100s all over the place. Even WHYT/Detroit is taking on this

## Motion

Mark McKay, last at KFRC/San Francisco, has joined KDWB-FM/Minneapolis for an on-air position... Shaun McCoy (aka Bill Matthews) is now doing late nights at WRQC/Cleveland, from mornings at WOOS-FM/Canton... Mike Newman named MD at KSND/Eugene, OR... At K107/Tulsa, Reed Walker moves to middays and assumes Assistant PD duties. Meanwhile, Shawn Stephens becomes MD and handles afternoon drive... Aidy Swanson exits KCRG-TV/Cedar Rapids, IA as News Director to host a public affairs program for KYUU/San Francisco.

Dick Reeves departs WBUF/Buffalo for mornings across town at WNY5, replacing Jim Cooke, who segues to mornings with the "Captain" at Q106/York, PA... Mike Boyle leaves WMGM/Atlantic City to become OM down the street at WAYV... Steve Stone takes over as PD at KHTX/Reno and John Chommlie becomes Operations Manager... WGSP/Charlotte, NC welcomes Assistant PD/midday man Bill Connell from WTGR/Myrtle Beach, SC, along with new air personality Tom Miller... Joe Garrett exits KORQ/Abilene, TX for an engineering position at WNBC/New York.

WOCQ/Ocean City, MD's new lineup: Assistant PD Jeff Newman mornings, Mari Lou mid-days, PD/MD Dave Allan afternoons, night rocker Chris Hudson, formerly of WJDY/Sallsbury, and Capt. Paul Butler overnights... KBBK/Boise's new lineup: Morning man and former KINK/Portland staffer Less Sernoff; PD Bobby King mid-days; Mark Allen afternoons, after leaving cross-town KBOI; night man Carl Valence from KBNY/Nampa, ID; and Jim Edwards overnights.

approach. 'Rockin' the universe from the top of the Motor City, this is hot-rockin', flame-throwin' WHYT.' It's imagery, show-biz, and the production values of the station which make the differences.

"Being the fourth CHR doesn't concern us in the least. We're the one with the most momentum, and with our company's expertise, we've got the most to gain by our format change. Listener reaction has been great! If they want to listen to soft hits they can go right next door to WMGF and pick it up where we left off. Personally, I'm glad we're no longer in the A/C race. CHR is where the active and vital audience in America is.

"The basic concept of Z95 is the excitement and energy level. Most stations get lazy and comfortable with success, as WKTI has. We're going to rattle their cage, and being right next to them on the dial is going to help a lot. Even when we were A/C we shared with them, so it's not going to be hard to keep our cume together."

## Young Street Fighters

Describing Z95's personalities, Steve said, "Our jocks are young street fighters with a hungry desire to win. That premise is one Malrite has always operated from; it goes back to the early days of WZUU and WMMS/Cleveland. We've just hired Chris O'Connor and Buck McWilliams to launch our 'Z-Zoo' morning show."

Many have questioned Z95's music policy of playing numerous black records. Steve replied, "It's true we're playing more black records than the other CHRs, but we're by no means a clone of Z100. Scott lends a lot of input, but we're not being remote-controlled from New York. Scott and I are in complete harmony with what's happening."

## Let The Games Begin

One sure way to know you're making impact on a market is when your competition reacts. Steve observed, "WKTI is beginning to respond to our efforts. They've never had jingles before in their history, and now they just put this horrible jingle package on the air. We also started giving away \$100 bills by asking for callers to tell us the last song played by Duran Duran, etc. All of a sudden WKTI is doing 'Record Recalls' with cash - another first.

"I know Dallas is talking to himself a bit, and he's probably had a few sleepless nights over this challenge. We're looser than WKTI, which is molded very much in Dallas's image. This is shaping up to be a big battle, and to a certain degree, we may both win, as the ones that could be most affected are WLUM, WRKR, and 97X."

Steve gave a rather harsh assessment of 97X. "When they came on in the fall, they were laughable. Execution was pathetic and it seemed a good excuse to get into another format. Now they sound a lot better since the company seems committed to the format. They still don't offer anything unique to keep ahead of the rest of us. Most of their promotions are the stock efforts by the Burkhardt/Abrams folks, such as 'Make It Or Break It.' The TV spot they ran took shots at all of us, so I'd bet they're not real popular with the other PDs."

Steve turned his comments to Z95's promotional efforts. "We're doing some light ten-second TV spots, giving away cash and Z-shirts, and we'll become more involved in specific record album giveaways and concert tie-ins as time goes on. A lot will depend on how we impact the market in the ratings. Z95 is the station with the buzz! We're the new guys and plan to take advantage of being fresh."

## WLPX Regroups

Last August, Rick Harris called to tell me WLPX was changing formats from AOR to CHR. Ever since, it's been a tough struggle, as the fall book showed WLPX slipping

3.2-1.7 12+. By Rick's own admission, the new sound of WLPX didn't turn a lot of heads in town. "It's true - we made a tragic mistake by not changing the calls when we changed formats," he reflected. "I recommended it, but it never happened. The other thing we failed to do was to come up with an effective media blitz. WLPX was positioned as an AOR, and it maintained that image. In fact, in a recent research study conducted by Jhan Hiber, we found that 56% of the 18-34s sampled haven't listened to this station for over five months. Most still think we're an AOR heavy metal monster. So the Hearst Corporation has gone to bat for us, and we're going to spend the kind of money needed to get this property up and rolling."

## From 97X To B97

Rick detailed a few of his turnaround plans. "First and foremost, we're changing the calls to WBTT, and will be known as B97



Rick Harris

as of March 19. We feel it's a unique-sounding ID for the market. In addition, we'll be hitting with media and contest blitzes unequalled by anyone in town. We're going to spend more in this next book than has been spent any previous year - it's a considerable amount."

Aside from the image/call letter changes, Rick revealed, "We've begun a teaser campaign to let our available cume know something exciting is coming. Our current cume is really pleased with our product, and the new campaign will help increase the awareness of those who don't know about the excitement at B97. We have the ability to sizzle like a new radio station, putting the 'X' in our past, where it belongs."

## On The Air Again

If you've picked up that Rick is taking matters into his own hands, you're right! "I'm replacing Steve York as morning man, and I've delegated some of the day-to-day operational duties, so I can concentrate on the show and the creative end of the programming department. Jackie Ruczak will handle promotions and Jeff McKee will take care of the music."

## Four In A Row

Working with approximately 30 currents, some recurrents, and very few oldies, the soon-to-be B97 uses the four-in-a-row theory. "That doesn't limit us to four records, but serves as a minimum. Our position is 'fewer interruptions and more rock 'n' roll,' and it works. Now, (consultant) Dwight Douglas doesn't think we should talk during the four-in-a-row, but call letter identification is important. To say 'no talk' is much like saying 'commercial-free,' which can

come back to haunt you. We have humans on the radio, not robots."

## Taking A Swipe Or Two

Rick has heard a number of negative comments from the competing programmers about his station's sound, and he has his own views about the other CHRs. "At this moment, we're a better-sounding station than WRKR or Z95. WRKR doesn't have Milwaukee-quality jocks, and their promotions are on the same level. Z95 is trying to do an imitation of Z100. Sure, they've got the flame-throwin' IDs and all that, but they don't have the jocks to pull it off. They are where we were last August. They sound as if they have a long way to go in refining their product.

"WKTI is a good-sounding station for what they do. But the music borders on A/C, their promotions border on AOR, and as a result they talk a lot. The tragic mistake CHR made in the '70s was to go after too many upper demos. WKTI is falling right into that trap, since they're pretty soft in middays. When you've got two hot-rocking stations like ours and Z95, plus WRKR to the south, that's no time to be getting soft."

## The Real "Hit Radio"

When asked about using the slogan "Hit Radio" on the air after Pat Martin logged it as a late slogan entry, Rick replied, "Pat Martin is living in the past. In looking over the fall diaries, not one of them had listed 'Hit Radio' as an entry for WRKR! Also, the station spending the most to promote 'Hit Radio' is the one most likely to get credit for it, so that leaves him out.

"Milwaukee, like many other markets, will be one where the shares are going to come closer together. Instead of six and seven shares, there'll be more threes and fours. B97 is going to be a fun situation to turn around. If our competitors think this station is over, all the better, because we're going to make them eat our dust. Now, I'm not going to sit here and tell you we're going to be number one 18-34 when the spring book comes back. I know we've got a mountain to climb, but we'll do it."

## Bits

• King Kong Gets New Home. KJ103/Oklahoma City is raising money to build a new primate area for one of the state's largest collections. The "Great Escape" promo included a giant King Kong attached to a downtown office building and a Faye Ray lookalike contest. The prize, of course, was a trip to New York to see the Empire State Building.

• Campaign '84 For Michael Jackson. KNBQ/Tacoma-Seattle, in an effort to secure a Michael Jackson & Jacksons concert date for the Pacific Northwest, undertook a "We want the Jacksons" letter-writing campaign. Morning man John Murphy contacted tour sponsor Pepsi Cola, which donated an all-expenses-paid trip for two to the opening American concert.

• I Do! I Do! KSKD/Salem, along with a local mall, brought television personality Bob Eubanks into town to host their own version of "The Newlywed Game." After interviewing 96 couples, KSKD chose four pairs for the show and five alternate couples for brunch with Bob. The winners were treated to an all-expenses-paid trip to San Diego. The remaining three couples were given gift certificates to redeem at the mall.

• From DeeJay To VeeJay. KS103/San Diego's Ron Jordan and Wendy Ross became San Diego's first television veejays on the "KS103 Video Hit Parade," aired on television station KUSI-TV. The show, featuring a half-hour of contemporary hit music, airs weekdays at 7am and 11pm.



STEVE FEINSTEIN

## RADIO'S UNSUNG HEROES

# Creative Production Wizards

Ask somebody how a certain station sounds, and he's likely to analyze components such as music, jocks, and promotions. An area that's often overlooked, though, is one which contributes as greatly, if not more, to the overall character of a station: *creative production*.

A hot piece of production usually leaves me with my mouth agape, shivers down my backbone, and tears of laughter streaming down my face. It's exhilarating to hear unfettered imagination and wit at play; it serves as an inspirational reminder of what a magical medium for sound and vision radio can be.

The production director who can lend sparkle to an airsound is a treasured commodity. Because his work runs around the clock, he provides a station with a personality and image, above and beyond the music and the collective talents of the airstaff. He has to be kind of a radio Renaissance man, with highly developed skills in three areas: writing, performing, and hands-on production technique.

(To illustrate how highly sought-after these splice-meisters are, two of the four production prodigies we'll profile this week have switched jobs since I started to research this article two months ago.)

### WBCN's Production Power

No station has a greater reputation for creative production than WBCN/Boston. The station's history of illustrious production aces includes Steve Lushbaugh, now at WMMR/Philadelphia, and Tom Couch, now at WNEW-FM/New York. You might remember a few years back when Epic committed to vinyl a dazzling sample of 'BCN lunacy called "The Good Ship WBCN" on the back of a David Werner promo sampler.

The man in the production director's chair at 104 FM these days is Tom Sandman. He arrived in September 1982 from WEBN/Cincinnati, itself well known for outstanding production talent such as Jay Gilbert, who now has his own production company in Cincinnati.

The production department at WBCN also includes Assistant Producer Bill Kates and man-of-1000-voices Billy West. A seasoned Boston-area musician, West works daily on Charles Laquidara's morning show, and then assists Sandman in creating the brilliant song parodies and station promos that give 'BCN its zany, madcap attitude. West and Sandman write together, with West performing many of the uncanny vocal impersonations and Sandman assembling the final product.

They're particularly skillful at song parodies, for which Sandman electronically removes the vocals from a recording, after which their own lyrics are sung over the remaining instrumental. Thus, the Beatles' "Baby, You're A Rich Man" becomes "Baby Likes The Rock Shops," promoting the vendor for 'BCN merchandise. Brenda Lee's "Rockin' Around The Christmas Tree" changes to "Rockin' Around The Rock Of Boston" for the holidays, while Thomas Dolby's "She Blinded Me With Science" metamorphosizes into "She's Eating Lunch With Clients" to spoof station account execs.

To keep fresh WBCN's ongoing "Concert Connection" promotion, in which the station gives away tickets to every Boston show, the team comes up with consistently hilarious vignettes. At the end of a promo for Kenny Loggins tickets, a perfect imper-

sonation of Casey Kasem promises to tell us "how a tragic shark-fishing accident changed the Bee Gees' careers forever" on next week's "American Top 104," advising us to "keep reaching for your feet and keep your head in a paper bag" until then. An ersatz Bing Crosby informs us that he'll be appearing with his "old pals, Professors Stills and Nash," with tickets available from "W-Buh-Buh-Buh-Buh-Buh-B-C-N" delivered with vocal mannerisms just like the old Bingle's.

### Tasty Lunch Songs

They've also continued the 'BCN tradition of noon-hour lunch songs on the topics of food and eating. "I Want To Hold Your Hand" becomes "I Wanna Hold The Ham" for those folks who aren't bullish on pork products, and West is a dead-ringer for Bowie as "Modern Love" becomes a paean to junk food, "Modern Lunch." You'd swear it's really Elvis Costello singing "Everyday I Hate To Cook," Roy Orbison doing "Only Baloney," Cyndi Lauper squealing "Girls Just Wanna Eat Buns," and Willie Nelson crooning "Lunch Was Always On My Mind." All the songs plug midday man Ken Shelton, and are repeated according to listener response.

Perhaps the duo's *piece de resistance* is a side-splitting K-Tel style spot for an im-



Billy West (2nd from left) and Tom Sandman (2nd from right) surrounded by hosers

aginary "The Three Stooges Meet The Beatles" record. Beatles songs are cleverly juxtaposed with Stooges bits; e.g., the chorus of "Dr. Robert" is back to back with "Dr. Howard, Dr. Fine, Dr. Howard," while the "Hello Goodbye" chorus segues into the Stooges singing "Hello... hello... hello." Incidentally, the bogus offer predated Jump 'N The Saddle's "The Curly Shuffle" by almost a year.

Sandman's mastery of the blade has yielded some stunning song collages that effectively image WBCN. To localize the station, he strings together snatches of lyrics that mention Boston by artists all the way from Boston to the Kingston Trio, or will repeat the line "They're really rockin' in Boston" from various versions of Chuck Berry's "Sweet Little Sixteen." The collages are tagged with imaging statements like "The Rock Of Boston... WBCN" delivered in a tough, street-smart snarl, or "Boston is the home of the four-letter word that means rock... WBCN." Snippets of tunes from the '50s, '60s, '70s, and '80s are arranged to highlight 'BCN's broad spectrum of rock, lyrics about weekends promote the station's "Weekend Warriors" air lineup, and thematic collages are put together for holidays such as Labor Day and Valentine's Day.

### Generating Response

Sandman's objective is "to catch listeners' attention, and both entertain them and generate response for clients and the station's promotions." He feels "a good production department can give a radio station a personality in and of itself that goes on 24 hours a day, and complements the station's air personalities."

In doing so, he seeks to tap the collective consciousness of the audience and "cut through the microphones and VU meters to reach out and touch the listeners. We try to keep our finger on the pulse of the listener. What is he thinking about right now? What's hot these days? We try to be topical and base our ideas on things the listener is familiar with."

### Get The Message?

Sandman warns against the hazard of cleverness for cleverness's sake, emphasizing that "no matter how creative we get, we try to be aware that there's a *message* that has to be delivered, and delivered succinctly. Stan Freberg is one of the funniest radio producers ever, but a lot of his commercials didn't sell. The message was lost in the comedy, and that's why Heinz Great American Soups don't exist today. That beautiful spot with Anne Miller dancing on top of a can was loved by everybody, but nobody could remember exactly what he was trying to sell.

"We try to use being funny and creative merely to get our points across. We try to take pride in our bits being not only funny but, more important, *effective*, as well."

In the case of station promos, that means using "as many mnemonics and memory devices as we can to reinforce 'BCN and the dial location." Hence, "104 Motors" and "American Top 104" in the bits mentioned above.

Ratings are the primary gauge of the success of his work. 'BCN's numbers are at an all-time high, with its 7.8 12+ share in the fall book second by a hair to WXKS's 7.9. "Our front line of air personalities has basically stayed the same since I got here. The ratings went up, though, 'cause we became more careful and organized about how we promote ourselves both on the air and off. Our promotions department gives me all the details I need early enough so I can produce a good promo."

### Organization Man

"There's no way we could do all this funny, ear-catching stuff if we didn't organize ourselves. Billy and I do things assembly-line style whenever we can. If we've got seven promos to do in two days, we'll sit down and write all seven scripts, then do the voices for all seven, then the final production. It's much more time-efficient than completing each piece separately before starting on the next."

It's easy to assume that the production director's hardest work is done behind the microphone or on the splicing block. At least as much effort is applied outside the production studio *writing* material. "It all

Continued on Page 32

## How To Remove The Vocals From Records

Like a master magician performing feats of awe, a production director's acumen at stripping a recording of its vocals for song parodies often elicits the dumfounded query of "How does he do that?" Let's take a peek in their studios and see how they get vocals to "cancel."

### Tom Sandman

"If you have a stereo record with instruments on the left and right and nothing but vocals right in the middle, you take it 360 degrees out of phase electronically and press the mono button. Everything that is common to both channels, those sounds recorded in the middle of the stereo spectrum, will mostly electronically cancel out. What remains in the left and right channels will mix, and that's your music bed.

"The little bit of vocal that's left can be covered up by a little delay on your voice echo, which the harmonizer can do. Equalization can help restore the bass, which is frequently right in the middle of the spectrum along with the vocals.

"Groups releasing instrumental versions of their songs, like the **Romantics**, **Queen**, and **Michael Jackson**, is a great help, of course."

### Bob Stroud

"The way it sounds the best is to find a piece of music with enough instrumental passage so that you can splice it and make a bed and then sing over it.

"With '60s records like **Beatles** and **Beach Boys** songs where they put the vocals in one channel and the music in the other, you just drop the channel with the vocals."

When it comes to taking records out of phase, Stroud says "the discouraging part is when you have to accommodate for the bass dropoff by boosting the low end of the equalizer. With today's records that are so bottom-heavy, you just can't get it to sound good because it still lacks punch and depth. You've got to be picky and choosy; some records work better than others."

He uses a reverb unit to give depth to his voice on song parodies, since the original vocals have usually been recorded with an echo chamber. "Without echo or reverb, your voice is going to come out really dry and flat. A reverb or echo unit will help shape and blend your voice with the music track."

Stroud also uses an effects box called a harmonizer to get close to the original vocal. The box helps with effects such as echo, slapback, reverb, delay, flanging, and phasing.

## Coast To Coast, Radio's Rocking To Atlantic's New Hits



### RATT "OUT OF THE CELLAR" Including 45/Promotional 12" "Round And Round"

Over 40 RATT Fanciers Including WYSP, KZEW, KTXQ,  
KLOL, KMET, KLOS, WQFM, KISS, KLAQ, KISW and More!  
**AOR New & Active LP and Hot Track**

KGB MD TED EDWARDS

"The album debuted strongly in local sales and has moved up from there. With an indicator like that, plus lots of requests, this one looks like a winner!"

WDVE MD RON NENNI

"'Wanted Man' is the cut that stands out for WDVE'S 'Metal Shop.' It has all the raw metal energy that makes it perfect for the show."

KGON MD GLORIA JOHNSON

"It's out of the cellar and into the race for Ratt! 'Round and Round' could be the one to put them across the finish line. And they definitely get bonus points for putting Uncle Miltie in the video!"

**WATCH FOR THEIR VIDEO ON MTV**

### DEMON "THE PLAGUE" Featuring the Title Track Promotional 12"

Hot As Hell at WMMS, WBAB, WNEW-FM, KLAQ,  
KNCN and More!

WQFM PD LEE ARNOLD

"What a smash record! If metal or orchestral rock do well in your market, here's the perfect blend. Demon was our top-selling import and its American release has followed suit. It's one of my highest-testing records."

WBCN MD BOB KRANES

"With mesmerizing guitar licks and piercing vocals, Demon is getting great response. 'The Plague' and its conceptual aspects certainly attracts the attention of a vast audience."

KISS MD TEMPIE LINDSEY

"We've gotten immediate phone response to 'The Plague,' which appeals to both metal heads and rock and rollers. It's the kind of flavor record that helps to separate us an AOR from the CHR stations."



On Atlantic Records and Cassettes



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## Creative Production Wizards

Continued from Page 31

comes out of a typewriter first," states Sandman. "You can't take a bad script and turn it into a good piece of work. It's all ideas."

"We try not to get hung up on the writing too much because we understand that radio is a disposable medium. What's on this week, whether it's a client's sale or a station promotion, is not necessarily going to be on next week. So we try to do things as time-efficiently as possible."

Neither West nor Sandman have traditional announcer voices, offering hope to those of us who haven't been blessed with heavy-duty pipes. He observes that people with ballsy voices are often unable to sound like anybody other than themselves, and limited in their ability to mimic with versatility.

Why not be a fulltime freelancer for big bucks? In addition to his disdain for having to hire a salesman/agent to "hit the agencies and production companies and say, 'Hey, this guy's great,'" Sandman likes "working inside a radio atmosphere, and having a nonstop, 24-hour outlet for people to hear your work."

### Environment

The same atmosphere provides Sandman with the support and encouragement necessary to nurture creativity. WBCN management is "generous with their time to hear and critique things, to tell us when things aren't working and how we can improve on them."

It's that collaboration that also makes working in a station setting appealing to Sandman. PD Oedipus provides the message he wants to get across — "I want people to know that 'BCN is the rock of the '50s, '60s, '70s, and '80s" or "I want people to know that we're #1" — and Sandman is charged with finding the ideas to execute the message.

Sandman accepts good idea from anywhere and anyone: salespeople, jocks, interns, secretaries. He and Billy West keep a file of ideas they can't use at the moment, but save for the right concept. He also is not averse to recycling his own ideas. "You steal from yourself. I've used ideas at 'BCN that I first used ten years ago in college radio."

Besides influences like Stan Freberg, Bob And Ray, Jonathan Winters, Dick And Bert's "Chickenman," Sandman credits the six years he spent working for WEBN owners Frank Wood Sr. and Frank (Bo) Wood Jr. as his greatest inspiration. "They were doing loony stuff on the radio 15 years ago. Brute Force Cybernetics was a fictional company that cranked out ridiculous products like Milk Of Amnesia and TV Fast Forward . . . things that don't exist but create funny images."



Marty Manning

### Manning Productions At WEBN

Those funny images are being created for WEBN these days by Marty Manning, who succeeded Sandman as Production Director. Marty's 15 years in radio include stints

at KDKB/Phoenix; KFAT/Gilroy, CA; KOKE/Austin; and KPFT, the Pacifica station in Houston.

Continuing 'EBN's tradition of lampooning the media, Manning put together a series of teaser promos for slightly warped versions of network TV shows. Manning's mellifluous pipes and smooth delivery make him sound just like a topflight voiceover man as he deadpans, "J.R. erects a plot to nail Bobby's wife, while Miss Ellie tries to get Jock to rise again on Phal-lus . . . Join Karl Malden, Jamie Farr, and John DeLorean on the Cable Nose Network . . . The fun really begins after the game when it's Bowling For Pharmaceuticals. This week's top prize — a prescription grab-bag."

"We try to take what people are talking about and twist it around a little bit to give them a laugh."

—Marty Manning, WEBN

Manning also does spoof-spots for movie sequels you'll never see at your neighborhood Bijou. "Ghandi With The Wind" stars Ben Kingsley-Gable and is rated "PG (some non-violence)," and in "Psycho III" patrons call the front desk at the Norman Bates Adult Motel to complain that there's no body in their shower.

These bits run just as legitimate commercials do on 'EBN — they receive set schedules, and are logged directly onto the program schedule by continuity.

### Topicality

"We try to take what people are talking about and twist it around a little bit to give them a laugh," is how Manning explains WEBN's topical humor. "People here are very involved with what's going on the world and have a poke-fun-at-life spirit. That comes from Bo Wood on down. We get together and say, 'What's swimming around in people's minds? What can we latch on to?'"

"The immediacy of radio is a beauty for doing parody. We can watch the Grammys and come in the next day and produce a piece while it's fresh in people's minds."

Manning makes sure "that we don't get too cerebral. We strive to be broad. I'm always reminding myself to be more simple. If we create a piece that we realize isn't rock 'n' roll enough, we'll put it in the morning show and say 'That one's for the upper demos.'"

He enjoys the creative give-and-take that goes along with working in a team setting. This is particularly the case with 'EBN's annual "Fool's Parade," an all-day affair in which the station provides theater-of-your-mind coverage for an imaginary April Fool's Day parade. Staffers produce their own takeoffs for floats and sponsors, with Manning and PD Denton Marr providing the general framework and script. Last year, when April 1 fell on Good Friday, they made mock calls to the Pope and tried to arrange for him to bless the parade.

### On The (Tom) Couch

Manning replaced Sandman at 'EBN, who left the station to replace Tom Couch at 'BCN. After working at WBCN for almost ten years, Couch went to write for SCTV along with another 'BCN alumnus, Eddie Gorodetsky. After three months in Toronto, Couch returned to radio fulltime at WCOZ/Boston, and recently joined WNEW.

Continued on Page 34

# NEW MATH FOR SIMPLE MINDS.

**The numbers tell the story:**

- #1 Gavin Report/Alternative Action
- #1 CMJ's New Music Report/College Radio
- #1 Rockpool/College Radio
- #1 The Ward Report/Matrix Chart
- #2 CMJ's New Music Report/Progressive Top 100
- #2 Rockpool/Retail
- #3 Rockpool/Commercial Radio
- #4 CMJ's New Music Report/Commercial Radio
- #5 CMJ's New Music Report/Retail
- #7 Rockpool/Clubs

Album Network's Retail Bin Burner two weeks in a row!  
Retail Consensus: **40-37**  
**100,000** sold, and going strong  
Billboard: **93-87**

"Waterfront," "Speed Your Love To Me," and "Up On The Catwalk" lighting up phones and selling albums wherever they're played.

**and Around the World:**

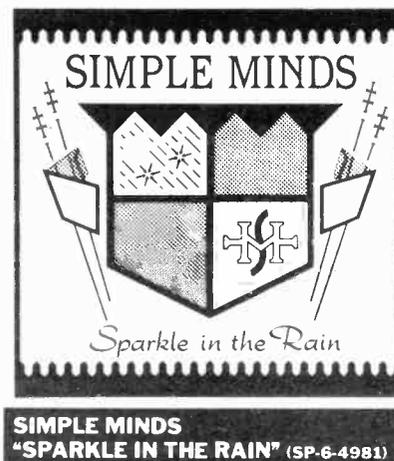
- #1 debut in UK and New Zealand album charts
  - #2 in Sweden
  - #3 in Holland
  - #5 in Australia
- and Top **15** in Germany and Italy.

European and British tour sold out in advance of first date!

Watch for Simple Minds' "Waterfront" video on MTV, the nationwide Simple Minds Club Video Tour throughout March and April, and the Simple Minds Tour of America beginning in May.

"This album jumped to No. 1 on the British pop charts in its first week of release, and little wonder. It not only sparkles, but stands like the Hope Diamond amid the jumble of fine gems and costume jewelry that comprises British post-punk music."

—Terry Atkinson,  
THE LOS ANGELES TIMES



**SIMPLE MINDS**  
"SPARKLE IN THE RAIN" (SP-6-4981)

PRODUCED BY STEVE LILLYWHITE



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# Creative Production Wizards

Continued from Page 32

FM/New York as Production Director. Gorodetsky now writes for the "David Letterman Show."

Why did Couch come back to radio after the rarified air of television writing? "I missed being in control of the final product," he says. "In TV production, there are all sorts of people who decide what happens to your material. What you write often ends up being changed along the way. When you're a radio production director, it's all up to you."

Couch is the first fulltime production director in 'NEW-FM's history, and is working with PD Charlie Kendall to give the station a higher production profile. Kendall is a "real motivator," according to Couch. "He rushes into the studio, says 'I've got a great idea. Let's do it.' His energy inspires you to get it done right away."



Tom Couch

Couch is just settling into his new post, rearranging the studio and waiting to receive some new equipment. So far, he's added his humor to the station with an O'Jays parody for OM/afternoon driver Scott Muni called "For The Love Of Muni," and a takeoff on the region's Carvel ice cream spots for late night jock Dan Carlisle.

When I hear a nicely done vocal impersonation, I wonder, in the words of the Fire-sign Theater (no relation to your editor), "How does he make his voice do that?" Couch says, "You just listen to their every inflection and lose yourself in it. You try to imitate everything — their breathing, the way their pitch goes."

"You must listen to their every inflection and lose yourself in it."

—Tom Couch, WNEW  
(on doing impersonations)

Sometimes a piece of creative production will elicit less than unanimous raves. Understandably, Couch was not the most popular guy in Boston's Italian neighborhood when he put together a takeoff on M's "Pop Music" called "Wop Music." A congressman from the district considered it something other than a tribute to Italian-Americans, and was granted debate time during WBCN's Sunday morning public affairs programming. Couch also confesses that a number called "Popeless" sung to the tune of Neil Young's "Helpless" raised a stir when aired after the death of Pope John Paul III.

## The Stroud Crowd

The closest Bob Stroud has come to incurring any wrath from listeners was when he substituted WMET/Chicago's request line number for "867-5309" in Tommy Tutone's "Jenny." For some reason, that ticked off the audience, while other bits he's done while serving as production director at

WMET and WYSP/Philadelphia have been roaring successes.

In fact, a detective character that Stroud created for a series of 'YSP recorded promos proved so popular that Stroud was called upon to make a personal appearance in the guise of "Steve Wednesday." In the promos, the Nick Danger-style private eye roams Philly neighborhoods, awarding \$94 to listeners who sport 'YSP bumper stickers on their cars. Listener response led to a Steve Wednesday night at a local club, with Stroud performing "Bumper Sticker Man" to the tune of "Secret Agent Man" while wearing trench coat, hat, and dark glasses, as befits any self-respecting shamus.

Though Stroud is returning to Chicago to join WLUP, he has agreed to continue cutting the Steve Wednesday spots for 'YSP. His successor in Philly is R.D. Steele, who returns to the production director slot at 'YSP after co-producing Rolling Stone's "Continuous History Of Rock 'N' Roll" for two years. Steele is yet another WEBN graduate, and in his first stint with 'YSP succeeded the aforementioned Jay Gilbert. There seems to be a coterie of talented production directors that have passed through stations in Cincinnati, Boston, and Philadelphia.

## Studio Study Hall

Stroud jumped into production waters head first. With his only radio experience two years of jocking in Sarasota, he landed his first production gig at WMET in 1979. He embarked on a crash course in production, "sitting in the studio 18 hours a day, practicing and rehearsing over and over to a level where I felt I could handle straight production. I didn't even have any creative production in mind; I was just trying to bring my voice and my delivery up to the standards of the rest of the city."

When he branched out to creative stuff at 'MET, Stroud was able to apply seven years of experience he had logged in Florida musical theater. Doing voices, singing skills, and comedic timing all come into play when he has to peg everyone from ZZ Top to Jerry Lewis.

'MET at that time was owned by Metro-media, and was using the "Who-ya" expression pioneered by sister station KMET/Los Angeles. Stroud's initial foray into creative production was an a cappella, four-part harmony version of the "Ah-lay-who-ya Chorus" for Christmas. It went over like gang busters, with listeners calling in requests.

## The Competition Is Listening

A few months later, Stroud found himself singing Peter Gabriel's "Games Without Frontiers" with his own lyrics about 'MET's jock line-up. At that point, he didn't know how to remove the vocals from recordings, and called Steve Lushbaugh at WMMR to find out. When it reached the air, response was great. In fact, the GM at a rival station "was so furious that he called Mercury Records in New York and demanded to know why Peter Gabriel would sing a jingle for 'MET and not his station. I knew I was onto something then."

Stroud always aims to localize a radio station through his work. In Chicago, he cut a collage using scores of songs mentioning the toddlin' town. In Philly, he took Mungo Jerry's "In The Summertime" and came up with a set of lyrics that mentioned the Phillies, local foods, clubs and hangouts, neighborhoods, seaside resorts, etc.

How does Stroud get his ideas? "My job is always kind of in the back of my mind. If I'm out or watching TV, listening to the radio or records, something will just click and I'll write it down. I'm always thinking subconsciously of different angles and avenues."

## PD/PD Relationship

The ideal relationship between a PD and a creative production director is one of "trust and confidence," says Stroud. "It

works both ways. The PD's got to have confidence in me that I'll give him what he's looking for in a unique, creative way. I've got to trust that he'll let me do it."

Outside work has been very very good to Stroud. During his time in Philadelphia, he continued to do concert spots for Jam Productions in Chicago. He also sold WLUP his popular "Rock 'N' Roll Roots" weekly oldies show that had run on 'MET for years.

As lucrative as fulltime freelancing could possibly be, Stroud chooses to work for ra-

dio stations. Listening to him explain why probably will remind many of us why we do it. "I have a real feeling of freedom, of being able to come and go as I please, but at the same time knowing that I'm working with other people. I like the excitement of working for a radio station, the team spirit and camaraderie that goes on. I've always been a closet rock 'n' roll star, and I get a chance to live that fantasy every day in this studio by stepping in front of the microphone, strapping on my guitar, and letting loose. I can get all of those ya-yas in here."

## SEGUES

WRCN/Long Island inks with Jeff Pollack Communications for consultation services . . . Carroll, Schwartz & Groves sign KCCN/Honolulu for consultation services.

Al Hofer passed his audition as KSHE/St. Louis interim MD, and is appointed permanent MD . . . Lynn Wells takes over the MD slot and evenings at KBPI/Denver as Zak Phillips exits.

Dave Cooper joins the station for afternoons from KISW/Seattle, and Tim Jeffries moves from overnights to late nights . . . Eric Johnson is WMGM/Atlantic City's new MD, coming from WPST/Trenton . . . As Bruce Kenyon devotes more time to his Assistant PD duties, Ted Kennedy is upped to MD from Special Programs Director at K97/Edmonton . . . Ted Edwards adds Research Director to his Assistant PD/MD titles at KGB/San Diego . . .

Morning man/Assistant PD Fred Brennan is acting PD at WYFE/Rockford.

KSRR/Houston brings aboard Greg Fitzgerald from WDIZ/Orlando for 10pm-2am and moves Garth Hemp to 6pm-10pm . . . The new morning man at WGRQ/Buffalo is Harvey Kojan from WPYX/Albany . . . KFMG/Albuquerque now has Kidd Stewart from crosstown KRZY doing evenings, and Michael Davis from KAWY/Casper on overnights, and Jeff Johnson doing parttime . . . Steve Laramée joins Debbie Hoy for KWXL/Albuquerque mornings from KBPI weekends . . . Changes at WWCK/Filint: Debbie Gilbert from crosstown WTRX replaces Susie Essex as News Director, while Kevin Finnerty is named Production Director

WYFE/Rockford.

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HE'S THE ANSWER — That's what DC101/Washington's Adam Smasher seems to be indicating during Simon Townshend's visit.

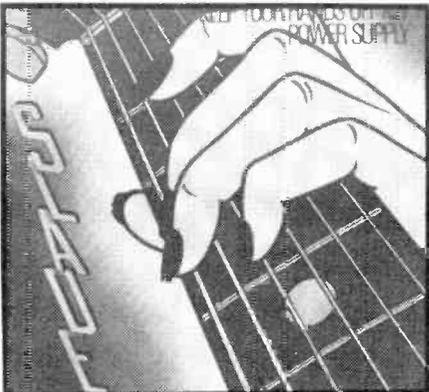


AN EYEFUL OF A TOWER — While enjoying the loveliness of Paris, consultant Jeff Pollack (left) and KLOS/Los Angeles PD Tommy Hedges (right) scouted out a new tower site for KLOS.



# The Most Added Rock Is From EPA

CBS ASSOCIATED RECORDS



## SLADE

### "Keep Your Hands Off My Power Supply"

**AOR NEW & ACTIVE LP #1, #2 Most Added Album**

Added At 41 AORs, Including WNEW-FM, WMMR, KEGL, WMET, WLLZ  
Playing At WKLS, WMMS, KISW, KUPD, WNOR, KMET and more.



## CHEAP TRICK

### "Up The Creek"

**AOR Hot Tracks 59**

Added At 30 AORs, Including WYSP, WGRQ, DC101, WKLS, KYYS  
Playing At KGON, KGB, KRQR, KISW, WNOR, WQFM and more.



**NENA**  
**99 LUFTBALLONS**  
including:  
99 Red Balloons/?? Just A Dream  
99 Luftballons/Rette Mich

## NENA

### "99 Luftballons"

Added At WEZX, WKLC

Playing At WBCN, WAPP, WMMR, WMMS, WXRT, KMET and more.



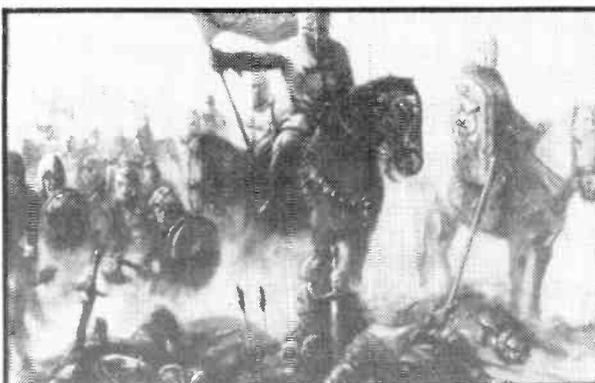
## MI-SEX

### "Where Do They Go?"

Added At WBAB, KSRR, WSHE, WFBQ, KLBJ and more.

Playing At WDVE, DC101, WQFM, KBCO, KAZY, KGB and more.

**AOR NEW & ACTIVE Hot Track #2**



## SAXON

### "Crusader"

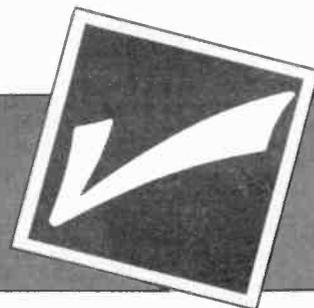
Added At KRCK, KZOK, KNCN, WOVE, WTUE and more.

Playing At KTXQ, KZEW, KLOL, WSKS, WQFM, KGON, and more.

**AOR NEW & ACTIVE LP 30/9**

**CARRERE**  
RECORDS

**Make Sure These Albums  
Are On Your Airplay Checklist**



DISTRIBUTED BY CBS RECORDS

# Adult/ Contemporary



JEFF GREEN

## STATE OF THE FORMAT

### Time For A Fireside Chat

Over the past three years, I've conducted interviews with A/C broadcasters over a wide variety of issues, and this year we have many more interesting topics to cover. This week, I'd like to have a "fireside chat" — to sit down and discuss in a casual, one-to-one setting what's happening in A/C. Because it's impossible to review *everything* about A/C in one sitting, I've selected topics of frequent interest, including today's successful FM formats, record-radio relationships, and R&R's reporting methodology. Your comments, as always, are highly encouraged.

#### What Kind Of A/C Are You?

A/C is quite clearly the most diverse of all formats, and one which, try as we might, is difficult to even loosely classify. Some A/C's play music 20% of the time, others 100%. Some play mostly currents, while others feature oldies. The range of target demos includes females and/or males 25-34, 25-44, 25-49, 25-54, 35-44, 35-49, 35-54, and 35+. To list all the types of full-service and full-music formats could take up this whole page. A good way to illustrate how diverse this format is would be to tell you that in the past three years, only *three* hits have been played at *all* of R&R's reporting stations at the same time. That's how hard it is to find uniformity under the general "A/C" umbrella.

The definition of the term "A/C" itself has been modified and processed into permutations tinted with the colors of nearly every other format. The concepts of "Soft CHR," "Beautiful Contemporary," "Adult Rock," "Crossover Country," "EOR," and "Jazz-A/C" point to how variegated the format really is. Clinical terms such as these try to serve as illustrative key words for intra-industry communication. It's unclear how *effective* they are, however, as I have enough trouble as it is distinguishing "Modern Mellow" from "Contemporary Adult!" To the ad agencies, it's all A/C.

Outside the industry, A/C music stations communicate in a different language. The stiff broadcasting format codes give way to

"A/C is quite clearly the most diverse of all formats, and one which, try as we might, is difficult to even loosely classify."

visual concepts of sound and texture: Light, Warm, Soft, Cuddly, Cozy, Kiss, and possibly soon thanks to FCC call-letter deregulation, an image progression towards even more (ahem!) intimate descriptions.

#### Today's FM A/C's

Musically-speaking, the state of A/C on FM today is essentially that of an easy background format, sometimes described as "today's Beautiful Music." Many A/C's, especially in major markets, are only playing between 10-20 currents, mostly by big-name artists. That figures out to be around 70-75% gold or recurrent.

The fact is that liner-card, gold-oriented FM is what's working these days with 25-49 demos, and working quite well indeed. Adults are not getting tired of the oldies... at least not yet. What will PDs do when/if

their gold libraries start burning out? Some stations will begin playing more current material, some will add more news and information. But no one seems to know how to solve that problem, and frankly, because it isn't much of a problem yet, few are looking to solve it.

Perhaps it's a good idea to start thinking longterm about how much longer your gold library will last without exposing more fresh product. Many stations avoid a significant degree of current music because it takes so long to register as familiar. Since effective passive research usually requires title recognition by the audience, a PD can help himself (and the labels, too) by billboarding and backannouncing the new music he plays — it's startling to see how frequently A/C ignores this important fundamental.

Maybe someday A/C stations will not always wait for, nor expect, the labels to show them which the real hits are. A/C sta-



tions somewhat reluctantly played Lionel Richie's "Running With The Night" before "Hello" because "Running" happened to be the single. Even though "Hello" will turn out to be a much bigger hit, A/C wouldn't get behind it until it arrived with a big hole in the middle. If "Hello" had not been released as a 45, it's highly unlikely this instant #1 song would have even been added at most A/C stations.

Are you concerned about the risks of

playing album cuts? Many PDs argue that one need to look only at Lionel's streak of number one records to know that those who played "Hello" prior to its release as a single were operating from *strength*, not weakness. Most programmers, however, choose only from those records being promoted to the format that particular week. It's possible, even likely, that they are overlooking some very useful material.

Continued on Page 38

## How Do Record Companies See A/C?

After extensive discussions with record company promotion executives and representatives, I must conclude their attitude towards the A/C format is one of frustration. Alarmed by the proliferation of tight (10-25 currents) playlists, the labels wonder if their paltry purse appropriated to promoting A/C properties is even worth its present investment.

As recently as two years ago, most of the major labels were staffed with a national rep whose work centered chiefly on A/C stations. Today, not a single company has someone specializing in A/C alone! Several companies simply eliminated the position. Why?

The truth is that they feel A/C stations do not participate enough in the music-making machinery. They understand that adults buy a lot of records; that dispute is long dead. But while radio motivates adults to buy albums, it's usually unclear if it's A/C that sparks the purchase. Since the record wholesalers and label sales departments can immediately grasp the sales impact of CHR, AOR, Urban, and Country exposure (formats which also emphasize much more current product than A/C), it's not surprising that record companies are slower to address the increasingly louder cries of attention from A/C stations. The question "They won't help me, so why should I help them?" echoes in the empty mailboxes of stations expecting free service. "Who needs 'em?" is the response to those stations which intend to play only one out of every 40 records they get, and that one *only* after its commercial value is scientifically authenticated.

The labels see A/C's utility as a link for hits to spread from one format to another — particularly Urban and Country hits to CHR. Of



course, there are some artists which do sell exclusively off A/C airplay, and occasionally A/C will even break a mass-appeal hit. But the format's overall conservatism, however justified, is saddled with the burden of label disinterest. And that, in all candor, might be putting it politely.

#### A Message To The Record Companies

Regarding the battle of breaking records on A/C radio, here's the bottom line: A/C will play the hits, sooner or later — it's the *timing* that's the main variable. The record companies are geared to breaking hits overnight (or certainly within a few weeks), because if a song isn't a Breaker within a month or so, PDs say "something's wrong." Because for

new music A/C operates much slower than the rest of the radio industry, the labels should concentrate on A/C for developing obvious crossovers and maximizing the sales of the adult superstars, which the format generally readily accepts. A/C usually moves too slowly to break new artists in sync with typical marketing schedules.

Although the big names may not provide the profits that new groups can generate, the headliners are the lifeblood of all labels. It seems there are millions of additional dollars which could be squeezed out of A/C radio by increasing the promotional emphasis on those artists.

Labels can take further advantage of A/C's huge impact on the American public by reaching the "silent majority" — the group of hundreds of quality A/C stations which need basic record service.

Because providing a radio station with every single, LP, 12-incher, EP, and special issue is an expensive investment, general selectivity is essential. But furnishing the *major priorities* — the bread-and-butter acts — to stations *willing to pursue and maintain a rapport* with the promotion reps might make for a happy compromise.

By concentrating on an all-or-nothing policy and attending only to the needs of an elite group of stations, there's a lot of extra airplay either forfeited or left sputtering behind the brief marketing, promotion, and publicity schedules. Ironically, stations without service end up reversing the marketing process, because they must wait for local retail to react to product so they can buy it and *then* expose it.

# PD POP QUIZ #1

Q: If I am between the ages of 9 and 15, how old are my Mom and Dad?

A: 30-50 years old.

Q: Which weekly 2-hour public affairs program targets both me and my parents?

A: New Waves

Q: Why do we tune in to New Waves?

A: **New Waves** is the first entertainment and information program that covers all the things that interest me, and that my parents like to know more about, too! It's a mix of popular music and exclusive lifestyle features, news, comedy, short serialized drama and celebrity interviews.



The public affairs show that sounds as good as the rest of your programming.



McGAVREN GUILD RADIO

For information on exclusivity in your market,  
please call:

MG Media (212) 599-6500

# Fireside Chat

Continued from Page 36

## AM A/C's: Full Service Is The Key

Due to FM fragmentation, the days of AM A/C's as primarily music stations are nearly over. The AM stations playing music and doing well in the ratings know their full-service commitments are crucial to their success. That's why these stations use image phrases such as "Your Good Neighbor," "Where Your Friends Are," and "For The Good Times." Such slogans promote the companionship appeal their formats offer. AM music A/C's without a strong news/talk, sports, or community image are, frankly speaking, sitting ducks for FM competition. There have been many Beautiful Music outlets successfully converted to A/C at the expense of unprepared AMs.

## Creative Vs. Boring Radio

All it takes is a few newer stations enjoying huge success with CHR, and suddenly it seems everybody's worried about the health of A/C. Of course, there is nothing to fear, as long as your station has as many reasons to listen to it as those CHRs. Long-time CHR leaders such as WLS/Chicago and Y100/Miami, along with more recent giants (KIIS/Los Angeles, Z100/New York) provide generous portions of personality,

## Adult/Contemporary

popular music, and promotion. Simply put, the most interesting radio gets the most listeners. The only A/C's that need to be concerned are those which are boring.

A/C stations which basically play one record after another with liner-card intermissions are inevitably the most vulnerable to creative radio. Most research remedies stress the extermination of potential irritants. So, gold libraries are trimmed to the best cuts. Personality "rap," which might be construed as "dumb" by the listeners, is eliminated. Promos remind the listener how "commercial-free" the station is. "Less talk." Fewer interruptions. Tangle-free radio.

It just isn't that difficult to take 500 all-too-familiar oldies, the top 20 A/C songs from R&R's Back Page, and an assortment of geographical and image liners, and throw it all on the air. Such a format is attractive to management because it's usually not expensive and requires very little maintenance. And these stations usually start off well in the ratings because they're so clearly positioned. But stations that operate this way face potential problems of

burnout and boredom (internally as well as externally), and from, above all else, duplication.

## Can You Spell "Saturation?"

As a ratings-getter, A/C is as strong as ever — perhaps even at its peak. Sometimes the only reason A/C stations in a market lose ratings is because a new A/C has come to town and cut the pie into smaller slices. As a whole, the format is certainly growing. In fact, it seems A/C's popularity is starting to get out of hand. Incredibly, the top 35 Arbitron metros are bulging with 200 A/C stations! Nearly 80% of them have a one share or better (25-49 adults, metro). Including all metro stations, over half of the major markets have at least

"Advertising and promotion . . . often make the difference in the ratings, and A/C programmers would do well to broaden their marketing skills."

six A/C's. Imagine 12 A/C stations in Providence! There are nine in Boston and Milwaukee, eight in San Francisco, San Diego, and Portland. Ironically, even with some 70 signals, Los Angeles has merely three A/C's — the fewest in the top 35 metros. Don't look for wide-open spaces in the secondaries, either. You'll find nine A/C's in Springfield, MA, eight in Rochester and Salt Lake City, seven in West Palm Beach, six in Dayton, and it goes on and on. With ad agencies insisting on 25-54 numbers, it's no wonder this format sprouts new contenders every week. How many A/C's can survive? Fragmentation and the inevitable saturation which follows have steered A/C away from the personality approach of MOR's "heyday" to scientific positioning. Unfortunately for both broadcasters and listeners, this "positioning" is duplicated with only slight variations across the dial, particularly on FM. Today, the main elements which distinguish one A/C from the next are advertising and promotion. It is the creative developments in these areas which often make the difference in the ratings, and therefore A/C programmers would do well to broaden their marketing skills.

The formatic frontier which few adult stations are presently exploring, yet hints of potential, is in 25-44 year-old men. The embryonic formats, which combine LP cuts and jazz into the music mix, have yet to demonstrate national momentum. Still, several stations are beginning to experiment in this direction, and we'll be studying it in the weeks ahead.

# R&R's Reporter Selection Process

Those "good old days" of free record service for everyone are long over, if they ever even existed. The labels' accounting departments say providing service to all stations is too expensive, and so they've gradually become highly selective about who will get free records.

When requested for service, labels routinely require that the station report to R&R. While that reply may generally be true, it is not unconditional. Label executives regularly remind me that weekly playlists and telephone rapport can make a big difference, and there are many non-reporting stations receiving good service to prove it.

Nonetheless, stations call R&R format editors every day asking to become reporters. Obviously, R&R cannot make every A/C station a reporter, for then the newspaper's purpose of providing accurate, meaningful music information would be defeated.

The general understanding that it takes "format-dominant" ratings to be an R&R reporter is indeed general. Each format carries its own specific set of criteria, and owing to format diversity, reporters are chosen essentially on a case-by-case basis. This is also true in A/C, where a field of 130-150 reporters must be determined from hundreds of successful stations.

In the smaller secondaries and particularly in the tertiary markets, R&R also pays attention to the percentage of current music at the station. Why doesn't R&R consider ratings as the only factor in determining its reporters? Because in A/C, ratings alone don't tell you enough about what the station is doing.

For the sake of other broadcasters and ad agencies, R&R categorizes any station playing any amount of current A/C music as A/C (as long as the overall music content doesn't emphasize material from another format). That percentage could be as little as 5% current to as much as 75%. Most stations using playlists of fewer than 15 currents would probably be more accurately described as Gold-A/C than A/C. Featuring 70-80% gold or recurrent material, these stations' ratings are rooted in non-current music — product at least 16 weeks old.

For reporting purposes, R&R seeks leading A/C stations which use current music as a "significant" part of their programming. What classifies as significant is only as much as leading stations can offer. There's no point in searching for "aggressive" playlists among the major market A/C's, because they're practically nonexistent. At last check, only two of the 200 major market A/C's play even 40 currents! If that surprises you, consider that most of the leading A/C's in the top ten markets run 15 or less. No A/C in Boston plays more than that. Same is true in Philadelphia, San Francisco, and Buffalo. Despite protests from the record industry, R&R must recognize the overwhelming clout of major market radio.

Of course, it doesn't take a rocket scientist



to figure out that if all of R&R's reporters were like those in major markets, there wouldn't be a 30-song list on the Back Page, nor would there be an additional 30-40 songs finding their way up to the chart. R&R would have a 10-song chart with a handful of leftovers, rendering it worthless. So R&R moves on to smaller markets for the newer music.

In other formats, the secondaries are where records are broken, but not in A/C. The A/C's in medium markets are just as tight as the majors, sometimes even tighter! R&R cannot ignore the reality that the average P2 playlist is only a few songs longer than the P1's. However, you won't see P2s with 12-song playlists reporting to R&R, because that would just duplicate information gathered from the P1s. Even though a higher percentage of current to noncurrent music is the goal R&R seeks from P2 stations, these stations often don't tell you much about music that's less than eight weeks old.

Therefore, to find out what's happening with the newest music, R&R looks to the tertiaries, which have less at stake by playing a few extra unfamiliar or unproven records. To use 15-record A/C's in small markets as reporters would be both redundant and useless. With only 35-40 slots available for P3 reporters, those selected are usually among the most aggressive winning stations.

R&R could just as easily ignore the "Contemporary" half of the Adult/Contemporary definition and opt instead for the tight-playlisted P3s, but then what would we learn from them that we don't already glean from the majors? These 35-40 P3s do not carry enough weight in R&R's methodology to "speed up" the chart, but they are responsible for starting the vast majority of A/C hits. Thankfully, there are some brave and talented ears out there in the small markets. Indeed, where would we be without them?



# Johnny Mathis with Deniece Williams

## "Love Won't Let Me Wait"

- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| WFBR   | WRIE | WFMK | WEIM | WGSV | KFSB |
| WSB-FM | WAHR | WMGN | WKNE | WAGE | KEEZ |
| 97AIA  | WVLK | WMHE | WSKI | WKYX | KWEB |
| WCCO   | WHBY | KBOI | WWPA | KVIC | WJON |
| KGW    | WNAM | KKUA | KORQ | WVBS | KFQD |
| B100   | WHBC | KWAV | WSKY | WJBC | KTWO |
| KBEST  | WTRX | WWNR | WCKQ | WCIL | K99  |
|        |      |      |      |      | KRSB |



# CALENDAR



BRAD MESSER

## Alternative To News Overload

If you're overloaded with media input and have too much local news to assimilate, here's a report from the Grass Is Greener file.

Usually the fickle finger of fate, in dealing with your humble correspondent, has been a poorly-lubricated digit that has unceremoniously stuck it to me. But a couple of years ago I got on an inexplicably good roll, and out of the blue, fate gave me the high sign to become an "escaped newsman" making my living away from big cities, up in the remote Blue Ridge mountains near the North Carolina-Tennessee border.

Old ways aren't dead here. They tell me there are still a few hidden moonshine operations in hollers in the woods, up behind the picturesque hillside tobacco patches, and on steep terrain, tractors haven't completely replaced teams of horses. People here raise their own food, cut their own firewood, and even the town dentist will consider bartering tooth-fixin' for goods or services.

Tradition is mixed with progress. Over on Shake Rag road and along Upper Pig Pen road, one now begins to see home satellite dishes beside century-old hand-hewn log farmhouses, so news is available from around the world.

But there is very little professional local news in my tiny town. Despite the presence of one local radio station and one weekly newspaper, there is virtually no coverage of city or county decision-making. Tax assessments skyrocketed and no one reported how or why the decision was made. County Commissioners called a special meeting (a local reporter says media people weren't notified) and fired the County Manager without public explanation, and got away with it. A major local landmark building was auctioned off, but the buyer wasn't identified in the newspaper. How shabby. The newspaper owner was the buyer.

Escaping to the boondocks has its compensations, but a glaring disadvantage is that local news is much more likely to come from the grapevine rather than from the news media. Community leaders have leeway to establish private little kingdoms without being held accountable. "No news is good news?" Au contraire! No news is the perfect environment in which abuse of power can flourish.

We folks in a no-news village envy you who occasionally complain of media overload. Here in tiny town we citizens are merely overloaded with ignorance. The value of local news coverage is emphasized by its absence.

### Final Day Of Winter

**MONDAY, MARCH 19** — Edward Smith became America's first bank robber in 1831, when he hit the Wall Street vault of City Bank of New York for \$245,000. His \$10,000-a-week spending spree was interrupted by his arrest six weeks later. The court and prosecutors, having never dealt with such a crime before, decided that a prison sentence of five years was appropriate.

The comic strip "Henry" is 52.

The last day of winter, traditionally the day the swallows end their 6000-mile migration flight from Argentina and return to San Juan Capistrano, CA.

Ursula Andress 46. Phyllis Newman 49. Irving Wallace 68.

### Kidnapper Barely Misses Abe Lincoln

**TUESDAY, MARCH 20** — In 1865 a would-be kidnapper was waiting for President Abe Lincoln, who was scheduled to make a public appearance in suburban Washington, DC. Because of a lucky scheduling mixup, Lincoln was a no-show. The frustrated kidnapper was actor John Wilkes Booth, who caught up with the President less than a month later and assassinated him.

America's first fiction best-seller "Uncle Tom's Cabin" published 1852. Nevada legalized six-week divorce and gambling 1931. Spring begins 5:25am EST.

Hockey vet Bobby Orr 36. Hal Linden 53. Fred McFeely Rogers (TV's Mister Rogers) 56. Jerry Reed 47.

### Alcatraz Wasn't Escape-Proof

**WEDNESDAY, MARCH 21** — Alcatraz Prison, the isolated island surrounded by the cold currents of San Francisco Bay, was reputed to be "escape-proof." Al Capone didn't escape. Neither did Machine Gun Kelly nor Robert "Birdman" Stroud, but others did. In its early days as a military prison, four inmates escaped by forging release papers and bribing a guard to mail them to the warden. Later, as a maximum security federal prison, Alcatraz lost five men who swam for it: four drowned, the fifth was never found. Alcatraz was closed 21 years ago today in 1963.

Beatles first Cavern Club performance 1961. Selma-to-Montgomery, AL civil rights march began 1965.

Eddie Money 36.

### Spring Planet Display

**THURSDAY, MARCH 22** — Grand Coulee Dam began producing electrical power from the Columbia River in 1941. There's enough concrete in the dam to build a highway completely encircling the continental United States.

Free sky show: the two brightest objects near the moon are the planets Mars and Jupiter; the morning star is Venus.

Broadway lyricist Stephen Sondheim ("Maria", "Tonight", "Send in the Clowns") 54. William Shatner 53. Marcel Marceau 61. Karl Malden 71.

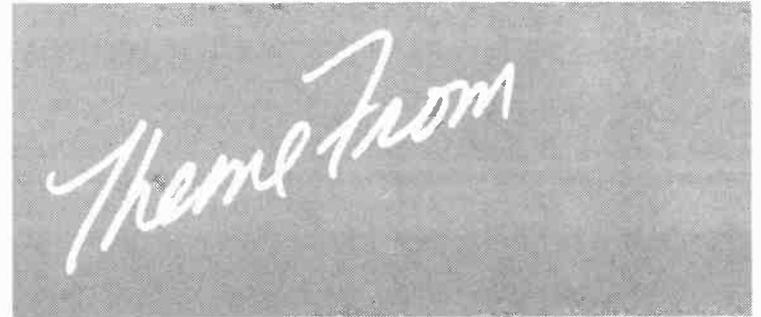
### Americans Locked Up Without Trials

**FRIDAY, MARCH 23** — About three months after the Pearl Harbor attack drew America into World War II, U.S. leaders panicked at the thought that West Coast Japanese-Americans might become spies and saboteurs. On this date in 1942, without hearings or trials, the first of 110,000 people were ordered to abandon their businesses, leave their homes, and move to prison camps, where they sat out the war in isolated tarpaper shacks under armed guard.

Patrick Henry's "Give me liberty or give me death" speech 1775. Rivet patented 1794. America's first two-man space shot 1965.

Moses Malone 30. Maynard Jackson 46. Dr. Roger Bannister (first 4-minute-mile runner 1954) is 55.

Sunday (3-25) Elton John 37. Aretha Franklin 42. Anita Bryant 44. Gloria Steinem 48.



## TERMS OF ENDEARMENT



## MICHAEL GORE

A/C Breaker 3/16

No. 1 A/C Most Added 3/16

No. 1 A/C Most Added 3/9

A/C Debut No. **29**

WFBR

97AIA

KOST

WBEN

WCLR

KOY

WPRO

WFYR

KGW

WLTT

WISN

B100

WSB

WMYX

KBEST

WSB-FM

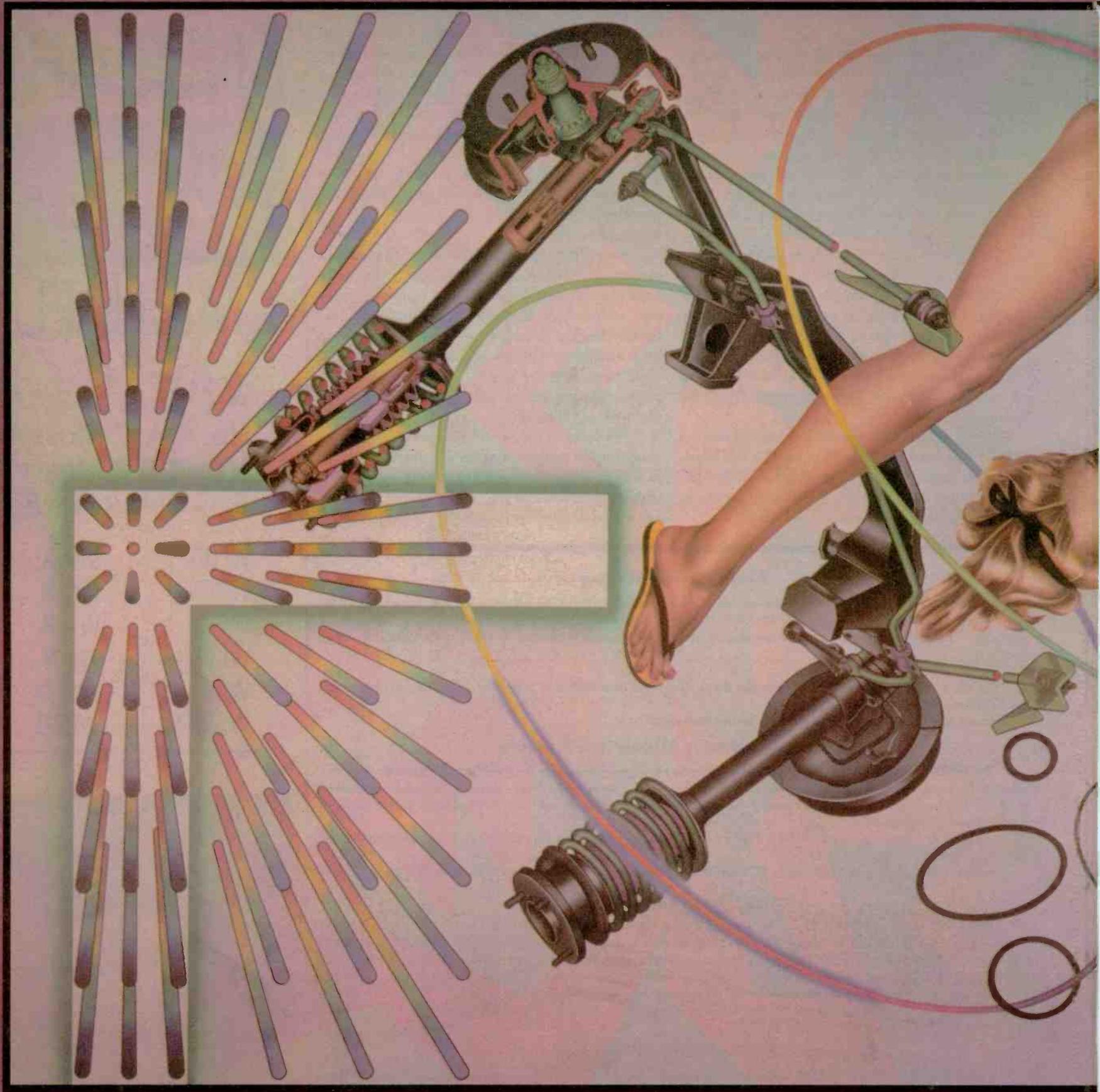
WCCO

KFMB



Capitol®

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# THE CARS *Heartbeat City*



PRODUCED BY ROBERT JOHN "MUTT" LANGE AND THE CARS  
ELLIOT ROBERTS/BILL GERBER FOR LOOKOUT MANAGEMENT

AVAILABLE ON ELEKTRA MUSIC CASSETTES AND RECORDS  
© 1984 ELEKTRA/ASYLUM RECORDS, A DIVISION OF WARNER COMMUNICATIONS INC. 



# Black/Urban Radio



WALT LOVE

## WWDM/Sumter Makes Its Move

Sumter, SC, approximately 45 miles east of the capital city of Columbia, is the home of WWDM, which nearly doubled in the fall '83 Arbitron ratings to climb into second place in the Columbia market 12+. PD Kevin Fleming, who previously programmed WXAG/Athens, GA, described why WWDM has been performing so well.

### WWDM's Target Audience

A graduate in mass communications from Clark College, Kevin began by discussing WWDM's target audience. "It's 18-34 adults primarily, but we're looking for everyone we can get. All dayparts were up, and the ratings also show us very strong with teens and 25-54 year-olds."

### More Programming Structure

Kevin relied on his five years' experience at Atlanta stations WAOK, WIGO, and WAJA-TV to bring a sense of structure to WWDM. "I became PD about three months after I got here, and at that time, the station had no design or form — it was pretty loose. So I began monitoring what was happening hour-by-hour, day after day, cleaning up the sound from head to toe."

Often when there's a PD change, that "cleaning up" process includes drastic staff changes. In Kevin's case, that didn't happen. "Our personnel changes were very light. We only let one individual go, and added one new personality. That was it."



Kevin Fleming

Kevin's next job was to relate the restructuring ideas to the air personalities. "We gave them some guidelines, and helped them understand why they were supposed to do certain things. Before, they were simply asked to be personalities and get numbers. We cut back on the personality aspect by putting more emphasis on the music."



### Effective Promotions

Entertaining promotions were also part of the WWDM success plan. Kevin said, "A great fall promotion which really helped us was called 'On The Go.' Listeners were encouraged to call in to identify the last three songs played. The prizes weren't that large, but people seemed to enjoy playing the game. We gave away albums, T-shirts, and portable stereo radios with headphones. Our grand prize was an Apple 2-E home computer; the second prize was an album a week for a year."

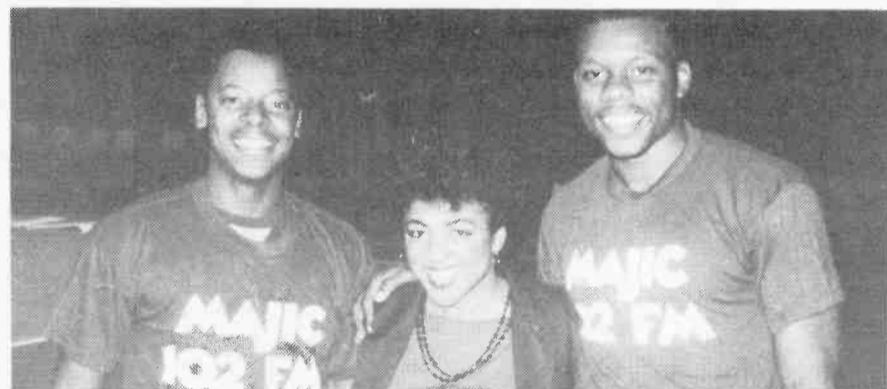
### Positive Image Change

Kevin mentioned how important it was to get away from the old Black radio stereotype. "A very wise man once told me, 'Just because you play black music doesn't mean it has to sound so black in presentation that it becomes a negative to others who aren't black.' So we cut the talk down, increased the music flow, and started using drop-ins instead of talking between every record. Just good, basic radio has helped us open the minds of the public, and they've responded positively."

Kevin added, "I must mention that we didn't cut our commercial load, but we did change the presentation, moving the spots around to make it sound like less commercials and more music."



**WKTU OPENS ITS DOORS FOR ATLANTIC STARR** — At a recent visit to WKTU/New York, Atlantic Starr members paused for a pose with personality Carlos De Jesus. From left, band member Wayne Lewis, Carlos, and the group's Sharon Bryant and Porter Carroll.



**MAJIC 102FM JAMS THE COUGARS** — While taking a break at a recent University Of Houston Cougar practice session, teammates "jammed" KMJQ personality Loni Taylor. From left, players Alvin Franklin and Michael Young. That's Loni in the middle!

### Community & News Commitments

Kevin noted that WWDM's statewide news commitment didn't hurt a bit. "Our national news is supplied by SBN, but our local news is unique. We're licensed to Sumter, but our news must be informative to Columbia residents because our signal is very strong there. With 100 kw, we're heard as far north as Charlotte, south to Augusta and Savannah, and further east to Charleston. So we need to appeal statewide, as well as local. Our news has played a big part in helping us be a winner."

Regarding community involvement, Kevin said, "It paid off to increase our visibility through support of various youth groups. We've also added an information show called '60 Seconds,' as well as a 'kaleidoscope' show featuring community leaders on various issues. With our strong signal, we've had requests from community leaders all over the state to be on the program."

It's always nice to see positive thinkers get positive results, and I asked Kevin if he had any "pearls of wisdom" for broadcasters. "It takes a lot of hard work, dedication, concentration, and sincerity to make it happen in any profession. If you're trying to build your numbers, take a close look at your station — don't lie to yourself! Clean

up the problems with your own methodology and stick to what you believe in. And always remember, you can't fool the people!"

## ACTION

This week, we warmly welcome four new reporting stations:

**WWWZ (Z93)/Charleston, SC**  
PD Connie McPhaul; MD Barry Kaye

**WQKS/Williamsburg, VA**  
PD Steve Crumbley  
Asst. PD/MD Robert Wideman

**WQMG/Greensboro, NC**  
MD Shelly Bynum

**WWIN-FM/Baltimore**  
PD/MD Keith Newman

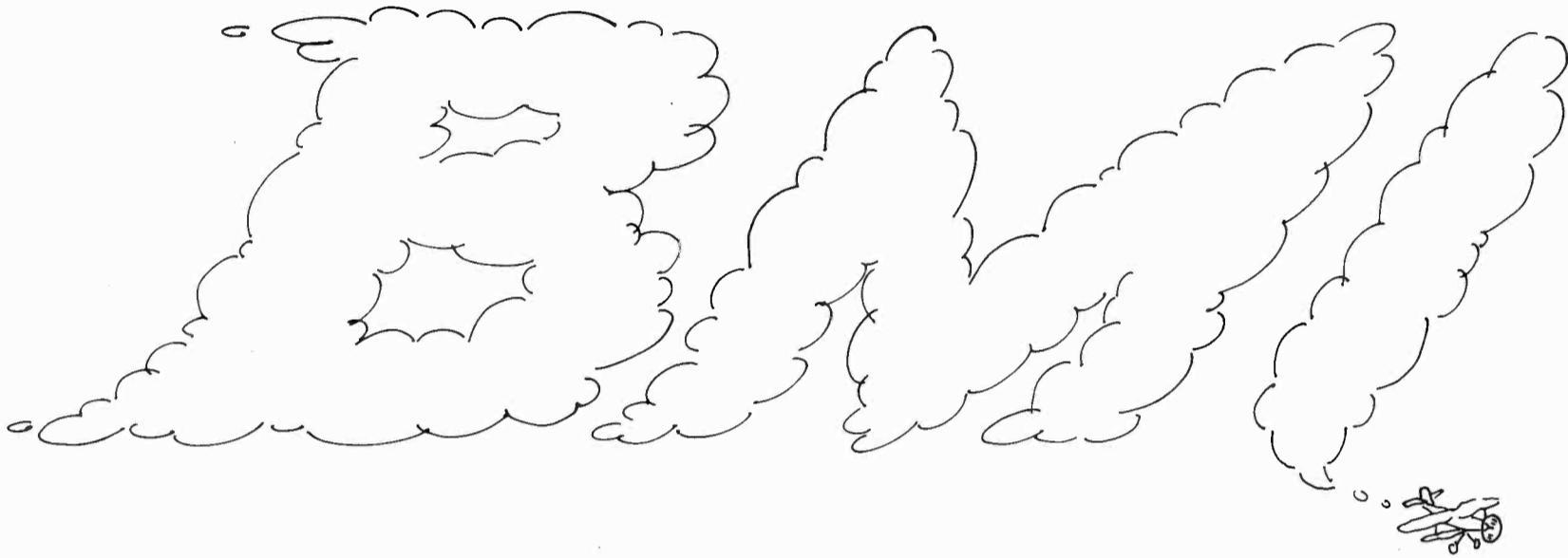
All stations begin reporting immediately, except WWIN-FM, which commences next week. The total number of reporting stations is now 78.



**WCRX/CHICAGO WELCOMES SHARON REDD** — While in Chicago on a promotional visit, Prelude recording artist Sharon Redd stopped by the WCRX studios for a live interview with air personality/MD Steve Harris. WCRX belongs to Columbia College.



**WZAK SALUTES BLACK HISTORY** — Former Cleveland Browns wide receiver and NBC announcer Reggie Rucker (right) stopped by to visit Production Director K.C. Stewart (left) and record some promos for the station's "Salute To Black History" promotion. The special program featured a quiz on moments in black history.



## BMI rules the air.

Others may try to sell you pie in the sky, but the down-to-earth truth is this: most of the music played on radio is licensed by BMI. That's the way it's been for almost 20 years. And that's what gives us air superiority.



Wherever there's music, there's BMI.



LON HELTON

## NOTES FROM ALL OVER

# Country Closeup

Bouquets, brickbats, and assorted novelty items from the cluttered desk of a Country editor:

• **CRS Kudos** — On behalf of everyone who attended and learned from Country Radio Seminar XV, here's a salute to the people who made it happen. Frank Mull and Susan Roberts are two of the nicest and hardest-working folks you will find; thanks for putting up with missed deadlines, et al. Thanks also go to CRB President Jim Ray and Agenda Chairman Charlie Cook for putting together a group of talented, dedicated people who voluntarily served as the agenda committee. Congrats to all on a job extremely well done!

• **Say What!** — KZ Country/Nashville PD Don Keith passes along a few of the more bizarre listener requests received at the station: "Wings Beneath My Feet" ("Wind Beneath My Wings"); "Our Love Is On The Fourth Down" ("Our Love Is On The Fault-line"); "Islands In The Street" ("Islands In The Stream"); "Lady Way Down" ("Lady Down On Love"); "We Want It But We Can't Have It" ("Why Do We Want What We Know We Can't Have"); and "Send A Medal To You" ("Sentimental Ol' You"). This from people you are trying to get to fill out diaries correctly. Sounds like they should write for Pinkard & Bowden.

• **People** — Richard Lee joins KIML/Gillette, WY as PD from KUUY/Cheyenne . . . Changes at KXYL/Brownwood, TX as Greg Gack becomes new PD and Teresea Gober steps in as new MD. Former PD John Swan moves to airshift at KJNE/Waco . . . KCBQ/San Diego still looking for a PD. In the interim, GM Peter Moore has officially named Jeff Harris as Acting PD . . .

• **Add CRS** — Congrats to new CRB President Al Greenfield and new Agenda Committee chairperson Beverlee Bleisch. Both these folks are looking for input on making CRS XVI better than ever before. For those of you who would like to get involved, let Beverlee know that you have all kinds of unlimited time and resources to devote to the agenda committee. Contact her at KJJY, Box 270, Ankeny, IA, 50021; she'd love to hear from you!

• **Historical Reminder** — The recent column on the success of WAMZ/Louisville brought a note in the mail from country refugee Bruce Nelson. "Lon, FYI . . . KENR/Houston was the first ever top 10 market Country station to garner a number one 12+ in the ARB. Even though I'm playing the oldies but goodies here at KNUZ/Houston (where Bruce is PD), those of us that were there are still proud of that big breakthrough more than ten years ago."

• **More People** — Upped to PD at KYOU/Greeley is Kent Smith, and other changes there include Mary Jo Rogers segueing from afternoon drive to morning drive and Don Dana moving from evenings to afternoons. This leaves evenings vacant, and Kent is looking for T&Rs to fill that gap as well as a parttime opening . . . Jonathan Stewart is the new morning personality and MD at KECK/Lincoln while Keith Cornelius is now handling afternoons . . .

• **Final Adds, CRS** — The dates for next year's seminar are March 7-9, 1985. Plan ahead and build it into the budget now. One word of caution to the CRS planners: the

dates for the seminar are creeping later and later. Remember, the spring book starts the third week in March and many people may not be able to take time away from prebook preparation to attend. Just a thought . . .

• **Guest DJs, With A Twist** — John Randolph at WKLO/Danville, KY passed along this great idea to boost sales over "soft" periods. The station invites local merchants to come and do a shift as a guest DJ. The listeners vote for their favorite and the winner gets a trip to Florida! What a great way to increase client awareness of the station while having some fun and picking up a few bucks, too. I'm sure John would be glad to share details with you.

• **Still More People** — KFKF/Kansas City OM Rusty Walker reports morning team Cheryl Hill and Dan Roberts have signed an extended contract with the station. Also, afternoon personality Dave Matthews has been upped to MD while John St. John has joined the station from WNAF/Indianapolis for middays . . . WSM/Nashville has also undergone some changes, as PD Gregg Lindahl told me Charlie Chase is now hosting



**Republican Ticket '88?** — While I don't think WMZQ/Washington, DC PD Bob Cole has any political aspirations, since losing over 100 pounds he has been giving out his clothes to the needy. Actually, he was summoned to the White House to talk about Vice President George Bush's favorite kind of music — country! The VP was especially interested in the lyrics to "A Little Good News," which he said he wanted to share with the President. Bob presented Mr. Bush with a WMZQ T-Shirt, which he told Bob he would wear while running. Bob is just a bit upset he didn't see the T-Shirt during network coverage of the New Hampshire primary. (Not that kind of running, Bob.)

the "Waking Crew" section of the morning show, 7:45-9am, live at the Opryland Hotel's Stage Door Lounge. Al Wyntor has just arrived from WHK/Cleveland to do 5-7:45am and 9-10am on the station, while Mark Mabry moves to the 2-5pm shift . . .

• **Satellit'in** — Transtar's Country network has been up and operating the past couple of weeks with the following lineup: Starting at 5am PST is Beau Weaver, followed by OD Tom Casey, Charlie Cook, Janine Wolf, Ed Chandler, and Greg Crawford. Weekends include Terry Moss and Jim Rose.

• **Add Transtar** — Is it true that a couple major market stations are at least contemplating signing on with the net? Stay uplink . . .

• **Absolutely Final Adds, CRS** — This was the first year for an exhibit hall at the seminar, and it was a huge success. The hall, supervised by Dave Donahue, featured

25 exhibitors, including a demonstration of AM stereo in a 1984 Buick. Dave told me that already 20 of the exhibitors have signed up for next year, and the current plans are for the hall to be expanded for Seminar 16.

• **The Question** — The single question asked me the most — both on the phone and at the CRS — is "What is going on at KLAC?" I do have a little bit of feeling for the situation since I do a weekend shift at the station, but I called GM Howard Bloom to check out the PD situation and he told me that yes, his phone line was burning up and he would probably make an announcement some time in the next three or four weeks, one that would get everybody's attention. As far as the air sound is concerned, immediately after Howard took over, the music took a decidedly country turn — both in current music and oldies. A couple of other changes have Chris Lane taking over the 7-midnight slot, morning man Deano Day beginning his shift at 5:30 am ('til 10), the addition of the USFL's L.A. Express broadcasts, and the inauguration of a half-hour sports/news block with perennial L.A. favorite Jim Healy continuing his sports commentary from 5:30-5:50pm and newsman John North immediately following with 10 minutes of news. Also, congrats to morning anchor Phil Jennrich on winning the Greater L.A. Press Club Award for "Best Newscast Under Fifteen Minutes."

• **Even More People** — KVOO/Tulsa has two new players, as former KRMG/Tulsa PD Jerry Vaughn comes aboard for middays and Jim Hill moves to evenings from WBAP/Ft. Worth . . . Danny Williams has been a radio and TV personality in Oklahoma City for more than 34 years. The last 17 have been spent as host of a TV show called "Dannysday." The show ended its run February 29, but Danny segued right into the morning show at KEBC/Oklahoma City . . . Some changes for the Mack Sanders stations in Birmingham. WRKK has changed calls to WQUS and will be known as US-99. WQUS will now be simulcasting with sister AM WVOK in the morning — and there's now a new team, as the longtime Birmingham morning team of Tommy Charles and John Ed Willoughby join the stations after being together the past nine years at WSGN/Birmingham.

• **Yawn** — Finally, for those of you who really enjoy getting up at 4 am, a couple morning openings. Beverlee Bleisch is looking for someone at KJJY/Des Moines (see address earlier in this section) and Cat Sloan is looking for someone to make a long term commitment to do mornings at KFMR/Stockton. T&Rs to Cat at 555 West Benjamin Holt, Suite 312, Stockton, CA, 95207.

That's it for now . . . always keep me posted as to what your station is up to and don't forget to let me know what you have heard!

## Hats Off To ACM

The Academy of Country Music has announced final nominees for its 19th annual "Hat" awards, to be aired "live" on NBC television, Monday, May 14. Eleven categories of awards will be presented during the broadcast, and those nominees are:

### Entertainer Of The Year:

Alabama  
Barbara Mandrell  
Willie Nelson  
Oak Ridge Boys  
Hank Williams, Jr.

### Top Female Vocalist:

Janie Fricke  
Crystal Gayle  
Barbara Mandrell  
Reba McEntire  
Sylvia

### Top Male Vocalist:

John Anderson  
Earl Thomas Conley  
Lee Greenwood  
Merle Haggard  
Ricky Skaggs

### Top Vocal Group:

Alabama  
Exile  
Larry Gatlin & The Gatlin Brothers  
Oak Ridge Boys  
The Whites

### Top Vocal Duet:

Bellamy Brothers  
Merle Haggard & Willie Nelson  
Charley McClain & Mickey Gilley  
Kenny Rogers & Dolly Parton  
T.G. Sheppard & Karen Brooks



### Top New Female Vocalist:

Lane Brody  
Amy Grant  
Gus Hardin  
Kathy Mattea  
Lorrie Morgan

### Top New Male Vocalist:

Darrell Clanton  
Craig Dillingham  
Jim Glaser  
Mark Gray  
Wayne Massey

### Single Record Of The Year:

"A Little Good News"  
"Islands In The Stream"  
"Jose' Cuervo"  
"Pancho & Lefty"  
"Swingin'"

### Song Of The Year:

"I.O.U."  
"I Always Get Lucky With You"  
"Lady Down On Love"  
"Swingin'"  
"The Wind Beneath My Wings"

### Album Of The Year:

"Going Where The Lonely Go"  
"Highways & Heartaches"  
"Pancho & Lefty"  
"The Closer You Get"  
"Wild & Blue"

# Country Radio Seminar Pictures



Pictured (l-r) Kris Robbins, PD WNOW/New Orleans; Joe Stampley, and Elizabeth Burns, Burns Media.



WTST/Madison PD Andy Witt (l) with Ed Hunnicutt.



Norro Wilson of RCA Records makes a point during a Music Industry Professional Seminar session.



The "Shoot Out On Music Row" panel included KMPS/Seattle PD Ron Norwood and independent promoter Carolyn Parks,



Johnny Gray (l), WPLO Atlanta MD, chats with Katy Moffatt and Permian Records President Chuck Robinson.



Partygoers included (l-r) Dave Smith, PolyGram; Jessica James, WOKK/Meridian; and Donna Fargo.



Panel moderators Debbie Pipia (KILT/Houston) (r) and Charlie Cook (Transtar) (l) listen to points made by attorney Jim Weitzman of the Washington, DC law firm Shrinsky, Weitzman & Eisen during the FCC/Legal session at the CRS. Also on the panel is Michael Zincer of the Nashville based law firm King, Ballow & Little.



A number of country music artists attended this year's seminar. Shown chatting in the Jim Halsey suite are William Lee Golden of the Oak Ridge Boys, Marie Osmond, Lee Greenwood, Larry Wiloughby and Richard Sterban of the Oaks.



MIPS session panellists (l-r) Dave Wheeler (RCA) and Nick Hunter (WB) listen to KRAK/Sacramento PD Don Langford during a panel entitled "Selling It Through: Guiding Your Record Down The Merchandising Stream."



Tammy Wynette was one of the many stars welcoming broadcasters to this year's CRS.



The finale of the New Faces Show featured the return to the stage of all the acts appearing on the show joining Hosts Eddie Rabbitt, Janie Fricke and T.G. Sheppard in rousing final song.

# MICHAEL MARTIN Murphey



## "WILL IT BE LOVE BY MORNING"

B-1515

From the LP, *The Heart Never Lies*. LT-51150  
Produced by Jim Ed Norman for HIN-JEN Productions.  
Direction: Gary Borman Management.

# DAN Seals



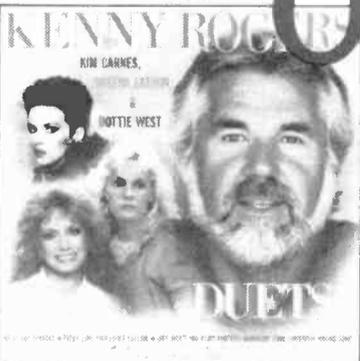
## "GOD MUST BE A COWBOY"

B-1514

From the LP, *Rebel Heart*. LT-51149 Produced by Kyle Lehning.

# KENNY Rogers

and Dottie West



## "TOGETHER AGAIN"

B-1516

Produced by Larry Butler.  
From the LP, *Duets with Kim Carnes, Sheena Easton and Dottie West*.  
LO-51154



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## Nashville This Week



SHARON ALLEN

# The Oaks Deliver

In their Hendersonville office, the Oak Ridge Boys recently delivered . . . Southern food and hospitality and American sentiments taped for worldwide use to Voice Of America representatives.

In their 1984 tour covering 125 cities, the Oaks will deliver — a new show with some major production changes, particularly in the area of lighting.



**OAKS HOST VOA** — Pictured (l-r) are Marta Cantella, Spanish/Latin America Division VOA; Oaks' William Lee Golden; Hetty Badroen, Indonesian/Korean/Chinese/Japanese Division VOA; Peter Fedzinsky, Ukrainian/U.S.S.R. Division VOA; group's Richard Sterban; Rose Novotarska, Polish/European Division VOA; group's Duane Allen; Roger Guy Folly, African/French/European Division VOA; group's Joe Bonsall; Judith Massa, Worldwide Music Editor VOA; Jawahar Kalhi, Indian/Pakistan/Near East Division VOA.

### National Gospel Radio Seminar

Frances Preston (BMI) chaired the 12th annual National Gospel Radio Seminar, held in Nashville during the week following the Country Radio Seminar. The week, which addressed relevant issues in Gospel radio programming, management, promotion, etc., ended with the 15th annual Dove Awards. "More Than Wonderful" (Lanny Wolfe) won Gospel song of the Year. Gospel music Male Vocalist went to Russ Taff, Female Vocalist to Sandi Patti. And Gospel Music Artist of the Year — Sandi Patti.

### John Changes Pace With "Amazing Grace"

Sunday night, Louisville, 2600 people were stompin' and cheerin'. John Anderson was swingin'. He paused. On request from promoter Joe Gehl, he eased into "Amazing Grace." 2600 people, with flickering cigarette lighters in the air, were so quiet, you could hear a pin drop. He finished. A moment of silence. Then 2600 people started stompin' and cheerin' again. Anderson returned to swingin'.

### Morris: Man Behind The Balloons

Liz Cavanaugh (WSIX-FM/Nashville) was doing her midday show, as she does every day. Suddenly a bunch of brightly colored balloons, singing "Happy Birthday" walked into the control room. Behind the balloons: Gary Morris. Liz, a great fan of Gary's,



**Gary Morris & Liz Cavanaugh:**  
Birthday balloons

thinking quick, put his single "Wind Beneath My Wings" on the air. Liz, not thinking straight, forgot to turn her mike off. Along with everyone at her surprise party and everyone listening to the party — happy birthday, Liz.

### Clower Makes The Grass Greener

Jerry Clower (and the Mississippi Chemical Co.) donated 10 tons of "Triple-13" fertilizer to the Williamson County Humane Association. Tom T. Hall and his wife "Miss Dixie," active volunteers for the shelter, thanked Clower personally for his contribution to its "growth."



Pictured (l-r) are Clower, Dixie & Tom T. Hall, and CPS Industries' Jim Barnes.

### Bits & Pieces

Since youngest brother Jim decided to go it alone, the Glaser Brothers had to look for a new tenor. They found Shaun Nielsen, known for his harmonies on Elvis Presley records and tours . . . Congratulations Ricky and Sharon White Skaggs — on the birth of 7lb., 9oz. daughter Molly Kate (March 8, 1984, 9:15pm).



### Country News

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- **YESTERDIAL #3:** A Tribute to Alan Freed; Bobby Mitchell at KYA/1961; Carl Mann/Tom West at KOMA/1971 and MORE! **\$5.00**
- **VUOLO VIDEO #5:** (VSH) LOOK at Z-100's MORNING ZOO with SCOTT SHANNON & ROSS BRITAIN! **\$24.00**

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# Opportunities

## Openings

### EAST

**Major Eastern A/C** needs tapes for parttime & future fulltime. Friendly adult personalities wanted. No beginners. T&R: Box 1002, Bela Cynwyd, PA 19004. EOE M/F (3-16)

**WXKS/Boston** is looking for experienced Continuity Director with prod. experience. Call Office Manager: (617) 396-1430 (3-16)

**WTSN AM**, adult CHR, NH seacoast needs personality for five day a week shift. Insurance + benefits. T&R: Jim Sebastian, Box 400, Dover, NH 03820. EOE M/F (3-16)

**WAEB/Allentown** has rare opening. T&R: Neal Newman, Box 2727, Leigh High Valley, PA 18001. EOE M/F (3-16)

### WANTED: NEWSPERSON!

To cover, write and air news . . . also wanted: production genius for fastest growing market in U.S. Send tape & resume to: D. Ryan, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

**WAGE** seeks aggressive, community-minded morning talent. Strong prod., remote & promotion skills a must. T&R: Steve Porter, Box 1290, Leesburg, VA 22075. EOE M/F (3-16)

**WEEW/WQQQ** looking for parttime news staff & future fulltime. T&R: Joanne Jebran, Box 190, Easton, PA 18042. No calls. EOE M/F (3-16)

**Spend the summer** at the shore MD coast, hot Country seeks personality for summer opening. T&R: Jerry Nicholas, WDMV, Box 210, Pocomoke City, MD 21851. EOE M/F (3-16)

**Hot AM CHR** at Jersey shore looking for midday jock. T&R: Kevin Carr, WOBM AM, Box 1170, Lakewood, NJ 08701. EOE M/F (3-16)

**NH/MA/ME**. Seacoast WHEB AM has present & future parttime openings. Easy listening. Mature delivery. T&R: Scott Hooper, Box 120, Portsmouth, NH 03801. EOE M/F (3-16)

**FM97** has opening for PM Drive. No beginners. T&R: 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-16)

**WLAN-AM (A/C)** has an opening for a midday personality/MD. No beginners. T&R: 252 N. Queen St., Lancaster, PA 17603. EOE M/F (3-16)

## WNLK 1350

### PROGRAM DIRECTOR

Immediate opening at WNLK, Norwalk, CT. Station is full service A/C in dynamic, suburban, market just 40 miles from NYC. We're looking for a mature, community oriented individual with broad interest, great ideas and strong leadership, and organizational skills. Position includes M-F airshift. EOE. Tape and resume to: Mike Hanson, WNLK Box 1350, Norwalk, CT 06852.

**Corporate promotion** creates afternoon air opening. T&R: Greg Price, WCVR, Box 445, Randolph, VT 05080. Calls accepted. EOE M/F (3-9)

**WKXA** wants morning drive/talk show host. T&R: Hank Dole, OM, Box 900, Brunswick, ME 04011. EOE M/F (3-9)

Mid-sized New England looking for good on-air talent. T&R: Box 960, Fitchburg, MA 01420. EOE M/F (3-9)

**Mornings at leading regional rocker.** Prod. a must. T&R: WHEB-FM, Box 120, Portsmouth, NH 03801. (3-9)

### SOUTH

**WFMI/Lexington** looking for top flight CHR jocks. T&R: Charlie Fox, Box 927, Lexington, KY 40588. (3-16)

**Engineer needed** for small market group. Must be experienced, some air work. Salary, car, perks. Pay based on experience. Resume: Box 1478, Burger, TX 79007. EOE M/F (3-16)

**Sunbelt CHR FM** needs morning talent. Strong voice, creative prod. Must be hot. T&R: 4740 Rodeo Rd., Montgomery, AL 36116. No calls. EOE M/F (3-16)

**Orlando's new 100kw CHR**, Y106, seeks uptempo entertainers. T&R: Rick Stacy, PD, 435 W. Story Rd., Winter Garden, FL 32787. EOE M/F (3-16)

**New 50kw AM stereo** needs a staff. Target date mid-April. T&R: Kelly McCann, KSJL, 217 Alame Plaza Suite 200, San Antonio, TX 78205. (512) 271-0972 EOE M/F (3-16)

## Openings

**54K looking** for adult communicator within driving distance for weekends & fill-ins. T&R: Bob Raleigh, WDAK, Box 1640, Columbus, GA 31994. (404) 322-5447 (3-16)

**Afternoons at Contemporary AM** near University of Georgia. Experience/prod./stability important. T&R: Jerry Marshall, WRFC, 255 S. Millidge, Athens, GA 30605. No calls. EOE M/F (3-16)

## 84 WHAS Louisville

Looking to fill a critical mid-morning airshift after losing a very talented lady to major market morning drive. We need a unique individual with experience in personality A/C, familiar with working phones and playing hits. Must be great at relating one-on-one. T&R only to: 84 WHAS Radio, Box 1084, Louisville, KY 40201. No calls please, EOE M/F

**EZ104** seeks adult communicator to join one of the nation's hottest radio groups. T&R: Sam Church, 12 Wyck St. #300, Richmond, VA 23225. No calls. EOE M/F (3-9)

Top-rated KYKS-FM needs a pro to help us stay that way. Beautiful piney woods & Texas lake country. Good bucks. T&R: John Defee, Box 2209, Lufkin, TX 75901. EOE M/F (3-9)

**Warm, witty adult communicator** needed for Houston A/C. Team player, great benefits. T&R: Rick Stencato, P.O. Box 1237, Humble, TX 77338. EOE M/F (3-9)

Two openings. Major market. T&R: Gene Martin, Box 120981, Nashville, TN 37212. EOE M/F (3-9)

**Award winning news department** afternoon anchor/reporter. Two years minimum, journalism background. T&R: Angela Jones, WQID, Box 4606, Biloxi, MS 39531. EOE M/F (3-9)

**Programmer needed A/C & CHR.** Possible air shift. Gene Martin, Box 120981, Nashville, TN 37212. EOE M/F (3-9)

**WXQR/AOR** seeks personality. Proven ability or convincing potential in prod. Minorities/females encouraged. T&R: Kris Kelly, Box 760, Jacksonville, NC 28540. (3-9)

**T&R's for future openings.** WEIZ-FM. Val McGinness, Box 1640, Columbus, GA 31994. EOE M/F (3-9)

**Need maintenance oriented chief engineer** for stereo AM & FM. Allen Woodall (800)554-5454 In GA (800)222-5454 (3-9)

## MIDWEST

## Openings

Our competition is Chicago. Looking for top notch afternoon drive news anchor. T&R: Jim Holly, WZBN, 1000 E. 80th Pl., Merrillville, IN 46410. EOE M/F (3-9)

**WBNO/Bloomington** looking for experienced Production Director. T&R, copy samples: Craig Jacobus, WBNO, P.O. Box 8, Bloomington, IL 61702. EOE M/F (3-9)

**Hlt 105FM** has a personnel/MD opening. Move the hits, communicate. Great company. Chuck Knight, WLXR-FM, Box 2017, La Crosse, WI 54601. (608)782-8335. EOE M/F (3-9)

**KFEQ AM** has rare opening for newscaster/reporter. Salary negotiable. Experience counts. T&R: ND, KFEQ AM, 4305 Frederick, St. Joseph, MO 64502. EOE M/F (3-16)

**Top-rated news/talk/info** seeks experienced ND. T&R + salary history: Don Hess, OM, KDTH, 8th & Bluff St., Dubuque, IA 52001. EOE M/F (3-16)

**KDWB FM** seeks talented & experienced CHR air personalities for present & future. Quality prod. a must. T&R: Dave Hamilton, Box 7630, St. Paul, MN 55119. No calls EOE M/F (3-16)

**A/C & CHR openings.** T&R: Orv Koch, Stewart Broadcasting, Box 80209, Lincoln, NB 68501. EOE M/F (3-16)

Our Operations

Director/Morning Announcer is moving into sales. Position created requires experience in announcing and programming and a desire to direct one of the best small market combos in the Country. A chance for partial ownership will go to the right person. Tape, resume and salary history to: Don Anderson, WCSY FM/AM, 559 Phoenix, South Haven, MI 49096

**Announcer/staff expansion** at Saginaw's top A/C & CHR stations. Two years minimum experience. T&R: Dave Maurer, WSGW/WIOG, Box 1945, Saginaw, MI 48605. EOE M/F (3-9)

**NATIONAL BROADCAST TALENT COORDINATORS** needs announcers, sales & newscasters, male/female for immediate openings. For brochure & registration form, enclose \$1.00. Box 20551, Birmingham, AL 35216. (3-9)

**Leading CHR in SW OK** seeks aggressive afternoon drive talent. T&R: Chuck Morgan, KMGZ, Box 7953, Lawton, OK 73504. EOE M/F (3-9)

**News professional wanted.** Strong voice & personality a must. T&R: WJFM, 280 Ann St. NW, Grand Rapids, MI 49504. No calls. EOE M/F (3-9)

**Market news leader** has rare openings for anchor/reporters. T&R: Dave Maurer, WSGW, Box 1945, Saginaw, MI 48605. EOE M/F (3-9)

## Openings

General Sales Manager. 50kw news/info/talk. Resume: Talmage Thompson, WHO, 1801 Grand, Des Moines, IA 50308. EOE M/F (3-9)

**National consultant needs jocks & programmers** in reserve. T&R: MCS, 168 Gracey Rd., Canton, CT 06019. (3-9)

**Experienced A/C air personality** needed. Full & Parttime. Top notch prod. a must. T&R: Darryl Parks, WIOU, Box 2208, Kokomo, IN 46902. EOE M/F (3-9)

### WEST

**T&R's wanted** for immediate full & parttime on-air & news staff, at aggressive Country AM/FM. Box 1607, Greeley, CO 80632. EOE M/F (3-16)

**Experienced PD** sought for Rocky Mountain 100kw A/C. T&R: Quin Morrison, KUAD FM, Box 117, Windsor, CO 80550. (3-16)

**Openings for air talent & news** at northern CA AM/FM. T&R: Dave Schneider, KBLF/KALM, Box 1010, Red Bluff, CA 96080. (3-16)

**Central CA CHR** needs communicators. We play music without a lot of talk. T&R: Scott Huskey, Box 12061, Fresno, CA 93776. EOE M/F (3-16)

**Experienced jocks** wanted at A/C FM on tropical island of Guam, USA. Gimmicks welcomed. T&R: Guam Radio Services, 530 W. O'Brien Dr., Agana, Guam 96910. (3-16)

**KKBB** seeking future full & parttime announcers for adult format. T&R: David Allen, 1790 Grant, Denver, CO 80203. EOE M/F (3-16)

**Top AOR station** has rare opening for morning personality. No funny people wanted. Golden opportunity. T&R: Dave Von Dyke, KGON, Box 22125, Portland, OR 97222. No calls. EOE M/F (3-16)

**ND/anchor/reporter** needed for full-service MOR. T&R: Steve Plum, KLO, Box 1430, Ogden, UT 84402. EOE M/F (3-16)

**Air talent!** New station in Thousand Oaks, CA seeks energetic personalities. T&R: Comedy Broadcasting Co., 2711 Bowmont Dr., Beverly Hills, CA 90210. (3-16)

**OM, ND, & Prod. person** wanted for new class C FM in Grand Junction, CO. T&R: Dick Maynard, KEKB, Box 68, Fruita, CO 81521. EOE M/F (3-16)

### TRAFFIC DIRECTOR

Tired of the cold & snow? If you're a Traffic Director with computer experience, accounting backup, and understand sales types, maybe it's time for sunny California. Send resume & salary requirements to: Radio & Records, 1930 Century Park West, #647, Los Angeles, CA 90067.

**Needed yesterday:** Goal oriented motivated communicator for stable competitive A/C. Production a must. T&R: Barry Cooper, KQDI, Box 6760, Great Falls, MT 59406. EOE M/F (3-9)

**Need MD/air talent** with good production skills. T&R: Danny Lemos, KEZR, P.O. Box 2337, San Jose, CA 95109. EOE M/F (3-9)

### BOB HARPER'S COMPANY

Clever Program Manager needed immediately for A/C giant. We need someone who understands that radio can be more than a music box. If you can get results 25-49, send us a resume and station composite (cassette).

5473 Escarchosa Lane, San Diego, CA 92124  
(619) 268-4497

**15K** seeks midday personality with production skills. Friendly, upbeat A/C personality needed yesterday. T&R: John Simmons, Box 1520, Oxnard, CA 93034. EOE M/F (3-9)

### West Coast CHR Powerhouse

Searching for a Morning Star! Must be funny bizarre and above all, A PRO! You'll be rewarded with big bucks and a chance to work for the hottest chain in the Country. Tape and resume to: Radio & Records, 1930 Century Park West, #643, Los Angeles, CA 90067. EOE M/F

**KKLT** needs a ND now! For A/C Lake Tahoe station. Rush T&R: Box 6063, Incline Village, NV 89450. (702)832-1000 (3-9)

## wmjc 95fm Magic

**\*\* OPPORTUNITY \*\* OPPORTUNITY \*\* OPPORTUNITY \*\***

Congratulations to

## KIP GUTH

Program Director, WMJC "MAGIC" 95FM  
Detroit, Michigan

on his recent station acquisition.

WMJC is now accepting resumes

for Program Director of Detroit's

# 1 Adult Contemporary Radio Station.

A Great Job as part of one of

America's Finest Broadcast Companies

Greater Media, Inc.

Send confidential work history to:

**Richard J. Yankus**, General Manager

WMJC - One Radio Plaza

Detroit, Michigan 48220

If you're qualified and interested . . . Don't wait - Because the opportunity won't.

WMJC/WHND - Greater Michigan Radio  
An Equal Opportunity Employer

# Opportunities

## Openings

### For Announcer

Announcer for top-rated FM in Top 5 market. Adult Contemporary sound. Minimum 4-5 years experience. Send T&R: Radio & Records, 1930 Century Park West, #645, Los Angeles, CA 90067. EOE M/F

**Announcers wanted, KXTZ, "Easy,"** in booming Las Vegas. T&R: Don Johnson, PD, 307 Water St., Henderson, NV 89015. EOE M/F (3-9)

**KIQX/Durango looking for ND.** Mountain resort small market station run by big market pros. T&R: David John McCoy, VP-Programming, Box X, Durango, CO 81301. EOE M/F (3-9)

Top L.A. Urban station seeking announcers for all shifts. Must be youthful, tight, energetic cooks. T&R: Willie Jones, 3847 Crenshaw Blvd., L.A., CA 90008. EOE M/F (3-9)

## Positions Sought

**Time growing short,** two week notice, automation. Experienced, hard working, team player wants promotionally active A/C or CHR in West. CHRIS: (415) 652-4420 (3-16)

**Ten year Country pro** needs work. Prefer South. SCOTT: (501) 536-4289 (3-16)

**13 year pro** wants medium/major A/C or CHR, any shift. Good pipes, prod. & attitude. 110% team player. Ready to move immediately. MICHAEL: (219) 365-5745 (3-16)

**Help!** I've got it with 18 years in the business, eight years in programming. Country, A/C or CHR. JACK: (717) 667-2251 (3-16)

**News anchor pro** 10 years at CHR & A/C station. Colorful, interesting personable news. Major/medium market. DAVID: (414) 963-0856 (3-16)

**PD, top 30 market** jock with 23 years successful experience. Great track record. Seeks AM drive/PD/Manager at medium/small market. DAVE: (206) 694-8430 (3-16)

**Behind in the race** for air talent? Gain the pole position, cruise into victory lane. Any market. JIM: (313) 464-8092 (3-16)

**Looking for PD/MD/OM?** Let's talk. Prefer Country but will bend. 20 year plus pro. Small/medium markets. JD: (208) 343-8422 (3-16)

**Seeking fulltime** on air. Small/medium market. Experienced, prod. plus. A/C, CHR, MOR, Country. IL/IN area. JENNY: (312) 560-0172 (3-16)

**Energetic, creative,** flexible, hard working, dynamic, dedicated, team player wants to program your station. Prefer Northeast. JOHN: (703) 885-8044 (3-16)

**Working OM/PD** of TX AM & FM seeks same in MW. Full-service a specialty. A/C, CHR & Country. Six years experience. BUCKY: (214) 455-1400 (3-16)

**Air personality/Promotion Director.** Seven years experience all formats, advertising degree. Creative concepts from inception throughout prod. BILL: (616) 837-8996 (3-16)

**Looking for on-air/MD** in top 50 market. Five years AOR at KWK & KSHE/St. Louis. Good pipes & great prod. Available now. KEN: (314) 839-4989 (3-16)

**WISN/WLPX, WLUW/Milwaukee.** Looking for medium/major market PD/airshift. Great pipes, good blade with winning track record. (414) 332-ROCK, evenings (3-16)

**Aggressive, trusted** newsmen, six years journalism experience seeks challenge in western WA. Mature, committed, B.A. Journalism. JIM FLETCHER: (206) 828-4394 (3-16)

**Veteran programmer,** BILL MILLER looking to relocate. Past 2 1/2 years with KAKZ/Wichita. Let's talk, available now. (316) 721-2897 (3-16)

**Small market consultant** available. Packaging & programming. One fee. 2800 Eastern #522, Las Vegas, NV 89109. (702) 735-8061 (3-16)

**Somewhere there** is a station looking for a DJ/PBP with five years experience. If you're that station, call LEE VEROY: (406) 453-5817 (3-16)

**Radio, brimful** of qualities that make it the perfect medium. Energy, warmth, charm and chutzpah! Major market female personality wants top 20 CHR. (312) 777-6054 (3-16)

**Major market news** assistant seeks reporting position, any market. Will relocate. DAWN: (818) 892-8907

**DAN SPRINGFIELD** looking for major market relief. (213) 674-7774 (3-16)

**Former MD/WPLR** seeks airshift/MD with creative AOR/CHR. Prefer NE but will consider relocating. T&R call MICHAEL KIRVEN: (203) 468-1914 (3-16)

**CHRIS BARRY, PD/WJEY** & Billboard's 1981 Black "Personality of the Year"/small market. Ready for medium/major market. Good numbers, no jive. (301) 742-5191 or 749-7279 (3-16)

**ND et N/T** tubes personality. Looking for major market position. DIRCK MORGAN: (209) 224-1483 (3-16)

**Not flashy, hard working,** 10 years experience mostly AFRS & automation. Currently parttime, wants fulltime. Prefer New England. TOM: (617) 345-1666 (3-16)

## Positions Sought

**Schooled by Chicago** professionals. Currently ND/MD in small market. Want A/C or CHR news/air personality. ERIC: (812) 339-9269 (3-16)

**Broadcast journalism** student interested in professional semester at CHR in CA or MI. ANGELA GLENN: Olivet College, Olivet, MI 49076. (3-16)

**I'm an entertaining** one-to-one A/C, CHR personality with the best prod. Looking for profitable, stable & professional company. TOMMY: (203) 366-3338 (3-16)

**SCOTT TAYLOR,** three years PM drive WDXN/Clarksville. Looking for any shift but morning drive. Prefer Country, A/C or CHR. Enthusiastic & dependable. (615) 797-9165 (3-16)

**Energetic jock,** two years experience PBP, willing to relocate. I'm no superstar, just a hard worker! DAVE: (412) 361-2222, call till 5pm est (3-16)

**High profile top 50** market morning man available. (502) 425-5874 (3-16)

**And so, cast** from his job by new management, our intrepid announcer, who was very good at prod., began his search for a CHR, A/C or AOR. TIM BROUGH: (717) 374-5111 or 374-1155 (3-16)

**I live for California** radio. Get me there now. Multi-talented personality, works hard. 100% team player. Call K.C.: (801) 257-5059 (3-16)

## 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.

**Chicago area PDs,** put your station on top with Cub's interviews/wraps from Wrigley Field. Experience & eager to increase ratings. (312) 259-0082 or (815) 338-3813 (3-16)

**How can I be funny** in 24 words or less! Hire me & see. RANDY MILLER, former morning man WHTX/Pittsburgh, WROQ/Charlotte. (704) 394-9234 (3-16)

**California! Mature,** creative personality. Top DJ & later a top talk host, both in L.A. National commercials. ROY: (213) 399-6871 (3-16)

**Professional, DJ, PD, MD** with 20+ years experience. Good prod., dependable, drive time, CHR, A/C & Urban. Available now! Great communicator. (513) 528-5793 (3-16)

**Experienced news anchor** seeks Minneapolis area market. Good organizer and voice. ANGELO: (212) 338-8328 (3-16)

**A little Country but not insane.** 2 years experience. Looking for fun, not bucks. Call St. MIKE: (208) 756-2175. (3-16)

**Sales heavyweight,** 4 1/2 years radio experience. Presently national sales manager with major NY magazine. Seek sales in West. TONY RIVERA: (212) 243-7445 (3-16)

**JIM McCLOUD** formerly KLAC/afternoon drive seeks mornings or PD in MW or South. (501) 785-5568 (3-16)

**Get better ratings** with a better ear-personality. Top 16 metro, integrity, highly touted & sharp. Portfolio available. MICHAEL ALBL: (513) 651-KIDD or 475-4444 (3-16)

**Versatile announcer,** seeks small/medium market including sports duties. DJ, news, sports & PBP experience. DAVID BACHYNSKI: (305) 275-6054 (3-16)

**Hot CHR talent,** ready to win with you. Top 100 markets. MYKE KROSS: (805) 481-5689 (3-16)

**Available May '84.** Seven years CHR & A/C experience. Seek small/medium market PD/airshift. SCOTT HOWARD: (317) 456-3407 (3-16)

**Eight year veteran** looking for a new challenge. Interested in SE. BILL BLACK: (215) 661-1067 (3-16)

**Five year pro ready** for work. Any shift, great pipes & prod. KEVIN: (818)887-9229 (3-9)

**Experience, assistant PD, MD, ND, Sports.** Looking for a parallel two market airshift to put down roots. Married. MIKE: (314) 487-7339 (3-9)

**Displaced by Talknet Pro** seeks talk or personality position. Broad experience & music background. Stable team player. Let's talk. JIM FRYE: (515)276-5384 (3-9)

**Give me a chance** to nuke your competition. DC101, WKLS, WOXM, 95YNF. AOR preferred. Available now. RICK ANDERSON: (813)595-6584 (3-9)

**Experienced sportscaster** with pro basketball/college football/baseball PBP background. Sportstalk & excellent references. (414)673-3124 (3-9)

**Looking for a weekend** or fulltime in southern Missouri or northern Arkansas. BOB: (417) 866-3107 (3-9)

**Announcer, 11 years experience,** will relocate. Experience in AOR/Country/BM and some MD work. Excellent references available. TOM: (608)788-7198 (3-9)

## Positions Sought

Looking for an outrageous AOR evening personality with excellent prod. skills? DAVE: (505)294-4846 (3-9)

**Great pipes, excessive** knowledge of music. Looking for entry level position. GREG MERRITY: (312) 761-8674 (3-9)

**Southern California** weekends. DJ seeks CHR, Urban or A/C. F.T.: (213)761-1270 Leave message. (3-9)

**2 1/2 years experience** with L.A. NPR affiliate. Strong announcer with prod. skills. Desire fulltime west of the Rockies. DAVID: (213)822-0969 (3-9)

## Mornings and More

Ratings and Revenue... this act delivers!! Dynamite AM Drive, programming know-how, innovative promotions. Available now to Aggressive A/C FM. Medium to major market. (609) 737-1421.

**Award winning PBP.** Experienced sportscasting to college/university market. Desire pleasant working atmosphere, prefer MW. BOB: (316) 251-0439 evenings. (3-9)

**Top 50 adult communicator** seeks position in SE medium/major Country or A/C market. Seven years experience. General class license. TERRY: (502)845-4392 (3-9)

**Morning entertainer.** A/C pro who can deliver. Ready to settle in with the right station. Currently in western market. (213)306-8430 (3-9)

**Recent female broadcast graduate.** Good voice/reader, intelligent and easy to work with. Seeks news work/DJ in Miami/W. Palm Beach. CLAUDETTE: (305)620-9615 (3-9)

**Top rated medium market** talker. Two M.A.'s, ex-military, teacher and businessman. Wild sense of humor. STEVE HOOK: (216)782-1144 Call 3-6pm EST. (3-9)

**Female jock, 3 1/2 years** experience wants great situation, decent cash in top 100 anywhere. (309)452-2254 (3-9)

**Go anywhere, do anything,** broadcast school graduate. DJ, prod., news, PBP. Especially interested in getting into sales. PAT: (319)355-4212 days only. (3-9)

**Try a Canadian!** A/C, CHR personality seeking fulltime in the U.S. Now working in Montreal. FRANK: (514)389-6571 (3-9)

## TALK HOST

Major market talent. Young, articulate and conservative. Issue oriented, strong interviewer. MARK PENTRACK (412) 231-4338.

**Talented prod. artist.** Magnetic personality with intelligent phones. Supportive community involvement, one on one communicator. REX: (414)637-8102 (3-9)

**Woman news announcer seeking** job. Articulate, creative, good writer, dependable, bright personality, trained. Prefer Midwest. FRAN VAN: (219) 931-2196 (3-2)

**Female announcer/copywriter,** five years with CHR & AOR formats. Desire relocation to medium or major market. For T&R: TERRI (703)345-4493 (3-9)

**Morning drive jock/PD** with experience in CHR, Country & A/C, looking for same or just on air position in SE. College + 5 years experience. WAYNE SMITH: (912)247-7889 (3-9)

**Hello, mature beginner** with voice to match. Urban/R&B. Sound better than any neophyte! AUSTELL: (312)547-6504 (3-9)

**Communicator in top 50** market, three years, seeking fulltime in medium market. CHR & A/C experience, team player. JIM: (919)765-3330 (3-9)

**Ten year vet in A/C & CHR, PD & MD.** Excellent pipes. Looking for major market air shift or medium programming. ALAN HART: (312)861-1349 (3-9)

**Personality morning man,** major market experience, AOR, Excellent with phones & promotions. BILL: (612)541-1344 (3-9)

**Enthusiastic WCAR sportscaster** wishes to relocate to medium market. Five years PBP experience & communications degree. For T&R: GLENN SCHROEDER: (313)626-6157 (3-9)

**Dedicated, hard working, creative** six year pro with good prod. looking for positive career opportunity. All formats. STEVEN: (503)476-7881 (3-9)

**Production pro par excellence.** Over 50 voices, national level prod. Seeking major/medium home. (205)823-2183 (3-9)

**Announcer fresh out of** broadcasting school, serious about starting career. Good pipes, MDWST preferred. DENNIS: (312)921-2521 (3-9)

**Forecast... looks good.** Dedication, enthusiasm, creativity. Announcer with great promotion experience. 99 WIZD, Magic 96, Prefer A/C with growth oriented company. (313) 526-8943 (3-9)

## Positions Sought

**Format change will leave a morning pro** and family without. Another fun personality has gone. FRED, 817-939-0390. (3-2)

## Changes

### RADIO

**Warren Lewis** appointed Retail Sales Account Executive at KLOS/Los Angeles.

**Mark Remington** joins KOSI/Denver as Account Executive.

**Rhonda Cox** appointed Account Executive at Q103/Denver from KBPI/KNUS.

**Jeff Edgley** joins Q103/Denver as an Account Executive from KSSS/Colorado Springs.

**Richard M. Foro** moves to Q103/Denver from KFKA/KGBS as Account Executive.

**Jess Villafuerte** promoted to Sr. Account Executive at Q103/Denver.

**Jane Graham Leffingwell** appointed Account Executive at WMET/Chicago from WJEZ/WJJD.

**Mike Ichniowski** appointed Account Executive at KKYK/Little Rock from KISR.

**David Duron** appointed Account Executive at KFVB/Los Angeles from KLAC.

**Chuck Johnston** joins WTVN/Columbus as Account Executive.

## RECORDS

**Philip Wild** named Attorney in the Law Department at Arista Records/New York.

**Tom Ennis** named Associate Director, Artist Development at Arista Records/New York.

## INDUSTRY

**Susan Weems** appointed Account Executive at Weiss & Powell/Atlanta.

## Miscellaneous

**KSQY** seeks Jazz product from all labels. Gregg Olson, PD, 666 Main, Deadwood, SD 57732. (605) 578-3533 (3-16)

**KAAY/Little Rock** seeks record service from all labels. Contact Rick McGee, PD, 2400 Cottdale Lane, Little Rock, AR 72203. (3-9)

**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

KOOL & THE GANG "Tonight"  
ALAN PARSONS PROJECT "Don't Answer Me"  
TRACEY ULLMAN "They Don't Know"  
TONY CAREY "A Fine Fine Day"  
GO-GO'S "Head Over Heels"

#### Contempo 300

TRACEY ULLMAN "They Don't Know"  
J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"  
KOOL & THE GANG "Tonight"

#### Great American Country

REBA McENTIRE "Just A Little Love"  
JOHN CONLEE "As Long As I'm Rockin' With You"  
RONNIE McDOWELL "I Dream Of Women Like You"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

JOHN COUGAR MELLENCAMP "Authority Song"  
BERLIN "No More Words"  
PRETENDERS "Show Me"  
NIGHT RANGER "Sister Christian"

#### The A/C Format

JAMES INGRAM "There's No Easy Way"  
BILLY JOEL "The Longest Time"

#### Super-Country

LOUISE MANDRELL "I'm Not Through Loving You Yet"  
KATHY MATTEA "Someone Is Falling In Love"  
K. ROGERS & D. WEST "Together Again"  
RICKY SKAGGS "Honey (Open That Door)"  
DAVID WILLS "Lady In Waiting"  
MAC DAVIS "Most Of All"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

DAVID ALLAN COE "Mona Lisa Lost Her Smile"  
RICKY SKAGGS "Honey (Open That Door)"  
REBA McENTIRE "Just A Little Love"  
MERLE HAGGARD  
"Someday When Things Are Good"  
EDDY RAVEN "I Got Mexico"  
LARRY GATLIN "Denver"

#### Soft Contemporary

MICHAEL GORE  
"Theme From 'Terms Of Endearment'"  
MANHATTAN TRANSFER "Mystery"  
KATHY MATTEA "Someone Is Falling In Love"

#### Sound 10

MICHAEL GORE  
"Theme From 'Terms Of Endearment'"  
BILLY JOEL "The Longest Time"  
MANHATTAN TRANSFER "Mystery"  
JAMES INGRAM "There's No Easy Way"  
KATHY MATTEA "Someone Is Falling In Love"

### Transtar

Chick Watkins (303) 578-0700

SHEENA EASTON "Almost Over You"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

BARRY MANILOW "You're Lookin' Hot Tonight"  
ELBOW BONES & RACKETEERS  
"A Night In New York"  
MANHATTAN TRANSFER "Mystery"  
MICHAEL GORE  
"Theme From 'Terms Of Endearment'"  
D. HALL & J. OATES "Adult Education"  
KATHY MATTEA "Someone Is Falling In Love"

#### Your Country

KATHY MATTEA "Someone Is Falling In Love"  
FAMILY BROWN "Repeat After Me"  
MEL McDANIEL "Where'd That Woman Go"

#### Hit Rock

"WEIRD AL" YANKOVIC "Eat It"  
ALAN PARSONS PROJECT "Don't Answer Me"  
CARS "You Might Think"  
KOOL & THE GANG "Tonight"

### Bonneville Broadcasting System

Dave Verdery (800) 631-1600

#### Easy Listening

J. IGLESIAS & W. NELSON  
"To All The Girls I've Loved Before"

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

BARRY MANILOW "You're Looking Hot Tonight"  
MICHAEL GORE  
"Theme From 'Terms Of Endearment'"  
TRACEY ULLMAN "They Don't Know"  
BARBRA STREISAND "Papa Can You Hear Me"

#### Country Coast-To-Coast

REBA McENTIRE "Just A Little Love"  
MERLE HAGGARD  
"Someday When Things Are Good"  
LARRY GATLIN "Denver"  
RICKY SKAGGS "Honey (Open That Door)"  
EMMYLOU HARRIS "In My Dreams"

#### Rock America

TONY CAREY "A Fine Fine Day"  
GO-GO'S "Head Over Heels"  
ALAN PARSONS PROJECT "Don't Answer Me"  
PRETENDERS "Show Me"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

CARS "You Might Think"  
BERLIN "No More Words"  
GO-GO'S "Head Over Heels"  
TONY CAREY "A Fine Fine Day"  
JOHN COUGAR MELLENCAMP "Authority Song"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

J. LEE & L. BRODY "Yellow Rose"  
RONNIE McDOWELL "I Dream Of Women Like You"  
JOHN CONLEE "As Long As I'm Rockin' With You"  
D. FRIZZELL & S. WEST "Silent Partners"  
MEL McDANIEL "Where'd That Woman Go To"  
SHELLY WEST "Now I Lay Me Down To Cheat"

#### The Great Ones

ALAN PARSONS PROJECT "Don't Answer Me"  
PHIL COLLINS  
"Against All Odds (Take A Look At Me Now)"  
J. MATHIS & D. WILLIAMS "Love Won't Let Me Wait"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

THOMPSON TWINS "Hold Me Now"  
BILLY JOEL "The Longest Time"  
BARBRA STREISAND "Papa Can You Hear Me"

#### Country Living

DAVID ALLAN COE "Mona Lisa Lost Her Smile"  
SHELLY WEST "Now I Lay Me Down To Cheat"  
MEL McDANIEL "Where'd That Woman Go"  
KATHY MATTEA "Someone Is Falling In Love"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

JOHN COUGAR MELLENCAMP "Authority Song"  
GO-GO'S "Head Over Heels"  
"WEIRD AL" YANKOVIC "Eat It"  
TONY CAREY "A Fine Fine Day"  
PRETENDERS "Show Me"

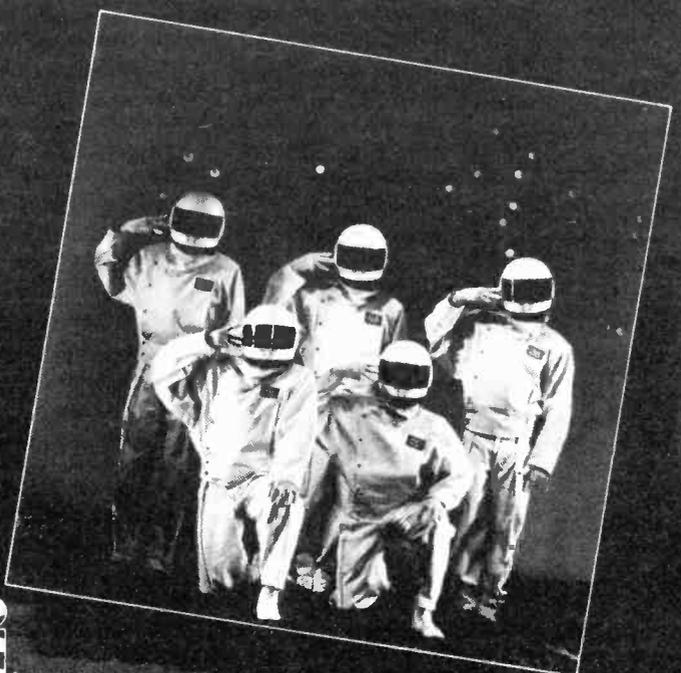
#### TM A/C

TRACEY ULLMAN "They Don't Know"

#### TM Country

RICKY SKAGGS "Honey (Open That Door)"  
MERLE HAGGARD  
"Someday When Things Are Good"  
LARRY GATLIN "Denver"  
EMMYLOU HARRIS "In My Dreams"  
DAVID ALLAN COE "Mona Lisa Lost Her Smile"  
REBA McENTIRE "Just A Little Love"

## "The Earons Are Hear"



On Island Records

1984 Atlantic Recording Corp. A Warner Communications Co.

# R&R Country's Most Current Music

## NATIONAL AIRPLAY/50

### March 16, 1984

| Three Weeks | Two Weeks | Last Week |   | Total Reports/Adds | Heavy | Medium | Light |
|-------------|-----------|-----------|---|--------------------|-------|--------|-------|
| 6           | 3         | 3         | 1 JANIE FRICKE/Let's Stop Talkin' About It (Columbia)                         | 152/0              | 125   | 21     | 6     |
| 20          | 14        | 8         | 2 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)                       | 156/1              | 106   | 44     | 6     |
| 12          | 7         | 5         | 3 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)                          | 150/0              | 109   | 31     | 10    |
| 15          | 10        | 7         | 4 DEBORAH ALLEN/I've Been Wrong Before (RCA)                                  | 154/2              | 104   | 41     | 9     |
| 1           | 1         | 1         | 5 ALABAMA/Roll On (Eighteen Wheeler) (RCA)                                    | 143/0              | 107   | 24     | 12    |
| 17          | 11        | 9         | 6 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)                 | 149/0              | 105   | 40     | 4     |
| 25          | 16        | 11        | 7 BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)                        | 156/0              | 88    | 64     | 4     |
| 24          | 17        | 10        | 8 GEORGE STRAIT/Right Or Wrong (MCA)  | 153/2              | 94    | 51     | 8     |
| 8           | 4         | 4         | 9 MICKEY GILLEY/You've Really Got A Hold On Me (Epic)                         | 143/0              | 108   | 24     | 11    |
| 2           | 2         | 2         | 10 KENNY ROGERS/Buried Treasure (RCA)   | 145/0              | 106   | 26     | 13    |
| 34          | 22        | 14        | 11 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)              | 156/1              | 72    | 79     | 5     |
| 23          | 18        | 13        | 12 KENDALLS/Thank God For The Radio (Mercury/Pg)                              | 140/2              | 69    | 53     | 18    |
| 33          | 19        | 15        | 13 T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb)                       | 144/1              | 61    | 63     | 20    |
| 32          | 25        | 20        | 14 ATLANTA/Sweet Country Music (MCA)  | 151/4              | 56    | 79     | 16    |
| 28          | 23        | 19        | 15 JIM GLASER/If I Could Only Dance With You (Noble Vision)                   | 145/6              | 64    | 63     | 18    |
| -           | 41        | 32        | 16 JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)   | 148/24             | 45    | 74     | 29    |
| 29          | 24        | 21        | 17 LEON EVERETTE/I Could'a Had You (RCA)                                      | 148/4              | 53    | 76     | 19    |
| 40          | 30        | 23        | 18 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)                            | 153/5              | 26    | 103    | 24    |
| 38          | 29        | 22        | 19 MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)                            | 148/4              | 29    | 103    | 16    |
| 7           | 5         | 6         | 20 DOLLY PARTON/Save The Last Dance For Me (RCA)                              | 118/0              | 65    | 36     | 17    |
| 35          | 31        | 24        | 21 HANK WILLIAMS JR./Man Of Steel (WB/Curb)                                   | 148/3              | 34    | 80     | 34    |
| 21          | 20        | 17        | 22 JOHN ANDERSON/Let Somebody Else Drive (WB)                                 | 119/1              | 56    | 43     | 20    |
| 31          | 28        | 25        | 23 JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)                                | 123/1              | 27    | 67     | 29    |
| 14          | 12        | 12        | 24 LYNN ANDERSON & GARY MORRIS/You're Welcome To Tonight (Permian)            | 106/0              | 46    | 46     | 14    |
| 37          | 34        | 31        | 25 MARK GRAY/Left Side Of The Bed (Columbia)                                  | 136/9              | 21    | 73     | 42    |
| 36          | 33        | 30        | 26 DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)                        | 133/4              | 16    | 86     | 31    |
| -           | 48        | 40        | 27 JOHN CONLEE/As Long As I'm Rockin' With You (MCA)                          | 141/23             | 10    | 70     | 61    |
| -           | 39        | 35        | 28 WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)             | 141/12             | 10    | 81     | 50    |
| 43          | 37        | 33        | 29 JOE STAMPLEY/Brown Eyed Girl (Epic)  | 118/7              | 17    | 75     | 26    |
| -           | 46        | 36        | 30 RONNIE McDOWELL/I Dream Of Women Like You (Epic)                           | 134/12             | 11    | 72     | 51    |
| 46          | 42        | 37        | 31 GAIL DAVIES/Boys Like You (WB)   | 133/9              | 14    | 69     | 50    |
| 9           | 9         | 16        | 32 STATLER BROTHERS/Elizabeth (Mercury/Pg)                                    | 92/0               | 45    | 29     | 18    |
| -           | 45        | 39        | 33 RAZZY BAILEY/In The Midnight Hour (RCA)                                    | 124/11             | 8     | 70     | 46    |
| -           | 50        | 42        | 34 DAN SEALS/God Must Be A Cowboy (Liberty)                                   | 120/19             | 5     | 69     | 46    |
| 27          | 26        | 28        | 35 TOM JONES/I've Been Rained On, Too (Mercury/Pg)                            | 78/0               | 26    | 42     | 10    |
| 5           | 13        | 27        | 36 EXILE/Woke Up In Love (Epic)   | 69/0               | 24    | 30     | 15    |
| 4           | 8         | 26        | 37 LEE GREENWOOD/Going, Going, Gone (MCA)                                     | 70/0               | 22    | 33     | 15    |
| -           | 49        | 44        | 38 MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Columbia) | 105/5              | 5     | 61     | 39    |
| 3           | 6         | 18        | 39 STEVE WARINER/Lonely Women Make Good Lovers (RCA)                          | 75/0               | 18    | 34     | 23    |
| DEBUT       | 40        |           | RICKY SKAGGS/Honey (Open That Door) (Epic)                                    | 93/61              | 6     | 29     | 58    |
| DEBUT       | 41        |           | MERLE HAGGARD/Someday When Things Are Good (Epic)                             | 97/46              | 2     | 29     | 66    |
| 10          | 15        | 29        | 42 CONWAY TWITTY/Three Times A Lady (WB)                                      | 65/0               | 24    | 21     | 20    |
| DEBUT       | 43        |           | EDDY RAVEN/I Got Mexico (RCA)   | 104/41             | 0     | 32     | 72    |
| -           | 47        |           | 44 DAVID WILLS/Lady In Waiting (RCA)  | 90/5               | 4     | 52     | 34    |
| -           | 48        |           | 45 VINCE GILL/Victim Of Life's Circumstances (RCA)                            | 95/8               | 4     | 42     | 49    |
| DEBUT       | 46        |           | EMMYLOU HARRIS/In My Dreams (WB)  | 86/56              | 3     | 25     | 58    |
| DEBUT       | 47        |           | REBA McENTIRE/Just A Little Love (MCA)  | 90/35              | 1     | 23     | 66    |
| DEBUT       | 48        |           | LARRY GATLIN & THE GATLIN BROS. BAND/Denver (Columbia)                        | 77/43              | 4     | 18     | 55    |
| -           | 47        | 45        | 49 MAC DAVIS/Most Of All (Casablanca/Pg)                                      | 65/4               | 3     | 36     | 26    |
| DEBUT       | 50        |           | DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)                           | 76/23              | 4     | 24     | 48    |

### MOST ADDED

RICKY SKAGGS (61)  
Honey (Open That Door) (Epic)

EMMYLOU HARRIS (56)  
In My Dreams (WB)

MERLE HAGGARD (46)  
Someday When Things Are Good (Epic)

LARRY GATLIN & THE GATLIN BROS. (43)  
Denver (Columbia)

EDDY RAVEN (41)  
I Got Mexico (RCA)

REBA McENTIRE (35)  
Just A Little Love (MCA)

LOUISE MANDRELL (28)  
I'm Not Through Loving You Yet (RCA)

KENNY ROGERS & DOTTIE WEST (27)  
Together Again (Liberty)

JULIO IGLESIAS & WILLIE NELSON (24)  
To All The Girls I've Loved Before (Col.)

KIERAN KANE (24)  
Dedicate (WB)

### HOTTEST

ALABAMA (65)  
Roll On (Eighteen Wheeler) (RCA)

JOHNNY LEE with LANE BRODY (52)  
Yellow Rose (Full Moon/WB)

JULIO IGLESIAS & WILLIE NELSON (49)  
To All The Girls I've Loved Before (Col.)

JANIE FRICKE (46)  
Let's Stop Talkin' About It (Columbia)

T.G. SHEPPARD with C. EASTWOOD (44)  
Make My Day (WB/Curb)

KENNY ROGERS (43)  
Buried Treasure (RCA)

GEORGE STRAIT (42)  
Right Or Wrong (MCA)

EARL THOMAS CONLEY (30)  
Don't Make It Easy For Me (RCA)

ATLANTA (23)  
Sweet Country Music (MCA)

MICKEY GILLEY (23)  
You've Really Got A Hold On Me (Epic)

**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

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 Monday, 3-12-84.

**EDDY RAVEN**  
**I Got Mexico (RCA)**  
On 66% of reporting stations. Rotations: Heavy 0, Medium 32, Light 72, Total Adds 41 including WGNA, WRKZ, WKYG, WSEN, WSOC, WTVY, KIKK, WSIX, KRMD, WQYK, WTQR, WONE, KOMA, KUZZ, KYGO, KMPS. A Most Added Record. Debuts at number 43 on the Country chart.

**MERLE HAGGARD**  
**Someday When Things Are Good (Epic)**  
On 62% of reporting stations. Rotations: Heavy 2, Medium 29, Light 66, Total Adds 46 including KIX106, CHOW, KASE, WYNK, WSOC, KPLX, KIKK, WAMZ, WTQR, KJJY, WHBF, KSON, KSAN, KMPS, KGA. A Most Added Record. Debuts at number 41 on the Country chart.

**VINCE GILL**  
**Victim Of Life's Circumstances (RCA)**  
On 61% of reporting stations. Rotations: Heavy 4, Medium 42, Light 49, Total Adds 8, WCAO, WYNK, KYXX, WWWW, KGHL, KVEG, Q92, KFTN. Heavy: KKYX, WCXI, WXCL, KUUY. Moves 48-45 on the Country chart.

## DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:  
**Country Music Association**  
P. O. Box 22299-R  
Nashville, TN 37202



# NEW & ACTIVE

- RICKY SKAGGS "Honey (Open That Door)" (Epic) 93/61**  
 Rotations: Heavy 6, Medium 29, Light 58, Total Adds 61 including WPTR, WYRK, WEEP, WPOR, KASE, WSOC, WAMZ, WMC, WLWI, KRMD, WFMS, WOW, WIL, KFDI, KSOP, KMPS. Debuts at number 40 on the Country chart.
- REBA McENTIRE "Just A Little Love" (MCA) 90/35**  
 Rotations: Heavy 1, Medium 23, Light 66, Total Adds 35 including WIXY, WSEN, KEAN, KPLX, KLLL, WMC, KKYX, WTQR, KSO, WMIL, WHBF, KRST, KUUY, KYGO, KWJJ, KMPS. Debuts at number 47 on the Country chart.
- DAVID WILLS "Lady In Waiting" (RCA) 90/5**  
 Rotations: Heavy 4, Medium 52, Light 34, Total Adds 5, WXBQ, WSLR, KVEG, KFTN, KMPS. Heavy: CHOW, WTVY, KKYX. Moves 47-44 on the Country chart.
- EMMYLOU HARRIS "In My Dreams" (WB) 86/56**  
 Rotations: Heavy 3, Medium 18, Light 50, Total Adds 56 including WOKQ, WPOR, WYNK, WEZL, WESC, WAMZ, WKIX, WQYK, KSO, KRRK, WTSO, WTHI, KVOO, KMAK, KCBQ, KSAN. Debuts at number 46 on the Country chart.
- KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 80/9**  
 Rotations: Heavy 2, Medium 29, Light 49, Total Adds 9, WPTR, WBGW, WXBQ, KYXX, WONE, KECK, WMIL, KCJB, KFRY. Heavy: KKYX, KRMD. Medium: WSEN, WCMS, WHBF, KGA.
- MEL McDANIEL with OKLAHOMA WIND "Where'd That Woman Go" (Capitol) 78/15**  
 Rotations: Heavy 0, Medium 29, Light 49, Total Adds 15, WCAO, WOKQ, WIXL, CHOW, WWVA, WKLO, KSSN, KLLL, KYXX, WONE, WKKQ, KECK, WTSO, KVEG, KIGO.
- LARRY GATLIN & THE GATLIN BROTHERS BAND "Denver" (Columbia) 77/43**  
 Rotations: Heavy 3, Medium 18, Light 50, Total Adds 43 including WRKZ, WILQ, WYNN, WNOX, WMC, KKYX, WWWW, WFMS, WTOD, KTPK, KRKT, KFRY, KNIX, KCKC, KSAN, KMPS. Debuts at number 48 on the Country chart.
- DAVID ALLAN COE "Mona Lisa Lost Her Smile" (Columbia) 76/23**  
 Rotations: Heavy 4, Medium 24, Light 48, Total Adds 23 including WSEN, WXBQ, KIKK, KISS-FM, WLWI, WKIX, WUSQ, KSO, WCXI, WHBF, KTPK, KUUY, KUGN, KEIN, KWJJ. Debuts at number 50 on the Country chart.
- MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 69/7**  
 Rotations: Heavy 3, Medium 22, Light 44, Total Adds 7, WIXL, WFNC, WMNI, KECK, KUZZ, KUUY, KSON. Heavy: WOKK, KKYX, KRMD. Medium: WSNO, WLWI, WOW, KRKT.
- KIERAN KANE "Dedicate" (WB) 65/24**  
 Rotations: Heavy 1, Medium 13, Light 51, Total Adds 24 including WGNA, WPOR, WWVA, WYNK, WSOC, WOKK, WMNI, KSO, KWMT, KCJB, KOMA, WTOD, KIK-FM, KEIN, KCUB.
- MAC DAVIS "Most Of All" (Casablanca/PolyGram) 65/4**  
 Rotations: Heavy 3, Medium 36, Light 26, Total Adds 4, WVAM, KBMR, KRKT, KCKC. Heavy: WPOC, KISS-FM, WWWW. Medium: WMZQ, WSOC, WHOO, WITL, WOW, KTTS, KUZZ, KFRY, KNIX.
- GUS HARDIN "I Pass" (RCA) 63/23**  
 Rotations: Heavy 0, Medium 15, Light 48, Total Adds 23 including WAJR, WPOR, WSEN, WEZL, KRMD, WIRK, WTQR, WONE, KSO, WITL, KIOV, KUZZ, KJOT, KCKC, KIGO.
- REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 59/17**  
 Rotations: Heavy 1, Medium 12, Light 46, Total Adds 17, WCAO, CHOW, WWVA, KMML, WEZL, KHEY, KSSN, KYXX, WUSQ, WONE, WITL, KRKT, KMAK, KVEG. Heavy: WWJO.
- SHELLY WEST "Now I Lay Me Down To Cheat" (Viva) 59/8**  
 Rotations: Heavy 1, Medium 17, Light 41, Total Adds 8, CHOW, WXBQ, KSSN, KLLL, KBMR, WTHI, KIK-FM, KVEG. Medium: WEZL, KLRA, KRMD, KSO, WOW, KTTS, KFRY, KSOP.
- FAMILY BROWN "Repeat After Me" (RCA) 58/8**  
 Rotations: Heavy 3, Medium 23, Light 32, Total Adds 8, WIXY, WWVA, WESC, KLLL, WIRK, KBMR, KFDI, KFRY. Heavy: WTVY, WOKK. Medium: WCXI, WXCL, KMPS.
- ED HUNNICUTT "In Real Life" (MCA) 56/12**  
 Rotations: Heavy 0, Medium 16, Light 40, Total Adds 12, WPOR, KMML, WFNC, KLRA, WQYK, KWMT, KECK, KIOV, KUGN, KFRY, KIGO, KCUB. Medium: WSEN, WEZL, KKYX, WCXI, KTTS, KGA.
- VICTORIA SHAW "Break My Heart" (MPB) 56/3**  
 Rotations: Heavy 3, Medium 12, Light 41, Total Adds 3, KRMD, WCUZ, KEIN. Heavy: WBGW, WHOO, WWWW. Medium: WAJR, KMML, KISS-FM, WXCL, WWJO, KTOM.
- KENNY ROGERS & DOTTIE WEST "Together Again" (Liberty) 53/27**  
 Rotations: Heavy 1, Medium 7, Light 45, Total Adds 27 including WBGW, KIX106, WEZL, WFNC, KIKK, KISS-FM, WKIX, WHK, KWMT, WOW, KIK-FM, KUZZ, KUUY, KCCY, KMPS.

# SIGNIFICANT ACTION

- LOUISE MANDRELL "I'm Not Through Loving You Yet" (RCA) 44/28**  
 Rotations: Heavy 0, Medium 9, Light 35, Total Adds 28 including WOKQ, WTVY, WKZZ, WCMS, KKYX, WMNI, WFMS, KTPK, KUZZ, KGHL, KTOM.
- STEVE CLARK "That It's All Over Feeling (All Over Again)" (Mercury/PolyGram) 40/8**  
 Rotations: Heavy 1, Medium 6, Light 33, Total Adds 8, CHOW, KSSN, KLLL, KISS-FM, KBMR, WHBF, KVOO, KVEG. Heavy: WPAP. Medium: WBGW, WKLO, WCMS, Q92.
- PINKARD & BOWDEN "Adventures In Parodies" (WB) 40/8**  
 Rotations: Heavy 0, Medium 4, Light 36, Total Adds 8, WGNA, WAJR, KRRV, WFNC, WLWI, KJJY, KVOO, KMAK. Medium: WPTR, WITL, KRST, KIGO. Light: KIX106, WMZQ, KSOP.
- LORRIE MORGAN "Don't Go Changing" (MCA) 39/7**  
 Rotations: Heavy 0, Medium 7, Light 32, Total Adds 7, WCAO, WBGW, WSNO, WTVY, KFGO, KIOV, KGA, KIGO. Medium: KKYX, KRMD, WIRK, KRKT, KUZZ, KQIL.
- MIKE CAMPBELL "One Sided Love Affair" (Columbia) 32/11**  
 Rotations: Heavy 0, Medium 3, Light 29, Total Adds 11. WGNA, KRRV, KLRA, WOKK, WQYK, KBMR, WMNI, KFGO, WHBF, KWJJ, KIGO.

- MARIE OSMOND "Who's Counting" (RCA/Curb) 28/6**  
 Rotations: Heavy 0, Medium 3, Light 25, Total Adds 6, CHOW, WTVY, WKZZ, WHBF, KRWQ, KIGO. Medium: WSNO, KQIL. Light: WSEN, WOKK, KTPK, KVOO, KNIX, KFTN.
- SIERRA "Branded Man" (Awesome) 27/2**  
 Rotations: Heavy 0, Medium 4, Light 23, Total Adds 2, KBMR, KIGO. Medium: CHOW, WHOO, WKKQ, Q92. Light: WGNA, WTVY, KKYX, WOW, WHBF, KTTS, KFDI, KTOM.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 26/12**  
 Rotations: Heavy 0, Medium 1, Light 25, Total Adds 12, WSNO, KRRV, KBMR, WTOD, KKAL, KRWQ, Q92, KRSY, KTOM, KSOP, KMPS, KIGO.
- MARSHALL TUCKER BAND "I May Be Easy But You Make It Hard" (WB) 21/4**  
 Rotations: Heavy 0, Medium 5, Light 16, Total Adds 4, KRRV, KBMR, KRWQ, KIGO. Medium: KKYX, KTTS, KFDI, KRKT. Light: WIXY, WIXL, KGA.
- NARVEL FELTS "You Lay So Easy On My Mind" (Evergreen) 20/6**  
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 6, WVAM, WSOC, WESC, KLRA, KFGO, KGA. Medium: WLWI, KVOO. Light: KRMD, WAXX.
- JERRY LEE LEWIS "I Am What I Am" (MCA) 19/6**  
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 6, WOKQ, WPAP, KBMR, KSO, WOW, KRST. Medium: WPTR. Light: WHOO, WRNL, KIK-FM, KWJJ.
- PAULETTE CARLSON "Can You Fool" (RCA) 19/1**  
 Rotations: Heavy 0, Medium 4, Light 15, Total Adds 1, KRWQ. Medium: WBGW, KRMD, KFGO, Q92. Light: KRRV, WAXX, K102, KWJJ, KGA.
- DARRELL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 18/9**  
 Rotations: Heavy 0, Medium 3, Light 15, Total Adds 9, WGNA, WBGW, WNSO, KRRV, KSO, WTOD, KUZZ, KRWQ, KIGO.
- CON HUNLEY "Deep In The Arms Of Texas" (Prairie Dust) 17/3**  
 Rotations: Heavy 0, Medium 4, Light 13, Total Adds 3, KRRV, WTVY, KRKT. Medium: KKYX, KBMR, KFDI. Light: WSEN, WYNN, KEBC, KTOM.
- VERN GOSDIN "I Can Tell By The Way You Dance" (Compleat/PolyGram) 15/15**  
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 15 including WPTR, WBGW, WILQ, WSM, WIRK, WCXI, KIOV, KUUY, KQIL, KWJJ.
- GENE WATSON "Forever Again" (MCA) 15/15**  
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 15 including WSNO, WGTO, WTVY, WRNL, WIRK, KXXY, KRKT, KRWQ, KRSY, KTOM. Medium: WHOO.
- MAINES BROTHERS BAND "You Are A Miracle" (Mercury/PolyGram) 13/2**  
 Rotations: Heavy 1, Medium 1, Light 11, Total Adds 2, WIXY, KWMT. Heavy: KLLL. Medium: KMML. Light: KHEY, WCMS, KKYX, KEBC, KTTS, Q92.
- WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 12/9**  
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 9, WBGW, WLWI, WCMS, WPAP, KFGO, WFMS, KVOO, KRST, KSOP.
- PETER ISAACSON "No Survivors" (Union Station) 12/3**  
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 3, KRRK, KTOM. Medium: KBMR. Light: WBGW, KMML, WOKK, WCMS, WX-CL, Q92.
- BUTCH BAKER "Torture" (Mercury/PolyGram) 11/4**  
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 4, WSEN, KFGO, WTOD, KFDI. Medium: WGNA, WTVY. Light: WSNO, WAXX, KSOP.
- BRENTWOOD "Anything For Your Love" (Hot Schatz) 11/3**  
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, WGNA, WIXY, KTPK. Medium: WPAP. Light: KKYX, KRMD, WTOD, KRWQ, Q92.
- SAVANNAH "Matinee Motel" (Mercury/PolyGram) 11/1**  
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 1, KRRV. Medium: WCXI. Light: WVAM, WLWI, WCMS, KRMD, KSOP, KIGO.

- JOHNNY TILLOTSON "Lay Back (In The Arms Of Someone)" (Reward/CBS) 10/3**  
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 3, KHEY, KUUY, KCCY. Light: KISS-FM, KRMD, WXCL, KTTS.
- SHEENA EASTON "Almost Over You" (Liberty) 9/2**  
 Rotations: Heavy 1, Medium 5, Light 3, Total Adds 2, WSEN, WQYK. Heavy: WTSO. Medium: WHN, KISS-FM, WHOO, KLAC, KCCY. Light: KIX106.
- SLIM WHITMAN "Cry Baby Heart" (Epic) 9/1**  
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, KIGO. Medium: WGNA. Light: WSNO, WGTO, WKKQ, KFDI, KTOM, KSOP.
- KATIE MCKINZIE "You'll Never Get To Heaven" (Poverty) 8/2**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KSO, KRKT. Medium: WPAP. Light: WSNO, WKYG, KISS-FM, Q92.

# 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)                  | <i>Jones Country</i>                |
| ALABAMA/If You're Gonna Play In Texas (RCA)      | <i>Roll On</i>                      |
| EXILE/Take Me To The River (Epic)                | <i>Exile</i>                        |
| JUDDS/Blue Nun Cafe (RCA)                        | <i>Wynonna And Naomi: The Judds</i> |
| HANK WILLIAMS JR./Lovesick Blues (WB/Curb)       | <i>Man Of Steel</i>                 |
| MEL McDANIEL/All Around The Water Tank (Capitol) | <i>Naturally Country</i>            |
| ALABAMA/When We Make Love (RCA)                  | <i>Roll On</i>                      |
| KENNY ROGERS/Evening Star (RCA)                  | <i>Eyes That See In The Dark</i>    |
| GENE WATSON/My Memories Of You (MCA)             | <i>Little By Little</i>             |
| WILLIE NELSON/As Time Goes By (Columbia)         | <i>Without A Song</i>               |
| ALABAMA/Country Side Of Life (RCA)               | <i>Roll On</i>                      |

# CAROLYN PARKS PROMOTIONS

P.O. Box 150546, Nashville, TN 37215 • (615) 320-1759

"National Parks Service"

Calling the R&R Reporting Stations



# Regional Ads & Hots

**MOST ADDED EAST HOTTEST** Ricky Skaggs (Epic) Janie Fricke (Columbia) Eddy Raven (RCA) T.G. Sheppard w/C. Eastwood (WB/Curb)

**MOST ADDED MIDWEST HOTTEST** Ricky Skaggs (Epic) Larry Gatlin... (Columbia)

**MOST ADDED SOUTH HOTTEST** Alabama (RCA) Janie Fricke (Columbia)

**MOST ADDED WEST HOTTEST** Emmylou Harris (WB) Merle Haggard (Epic) J. Lee with L. Brody (Full Moon/WB) Kenny Rogers (RCA) Oak Ridge Boys (MCA)

| MIDWEST   | EAST   | MIDWEST   | SOUTH   | SOUTH  | WEST  |
|---|--|---|---|--|---|
| <b>WBLR</b><br>Akron, OH<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>KJLJ</b><br>Des Moines, IA<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WBCS</b><br>Milwaukee, WI<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>KEAN-AM/FM</b><br>Ableton, TX<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>WVTV</b><br>Dothan, AL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE |
| <b>WBLR</b><br>Akron, OH<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>KJLJ</b><br>Des Moines, IA<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WBCS</b><br>Milwaukee, WI<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>KEAN-AM/FM</b><br>Ableton, TX<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>WVTV</b><br>Dothan, AL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE |

| EAST  | MIDWEST  | SOUTH   | WEST  |
|---|--|---|---|
| <b>WQNA-FM</b><br>Albany, NY<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>WVTV</b><br>Dothan, AL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE |
| <b>WQNA-FM</b><br>Albany, NY<br>JERRY CLASER<br>ROBERTA ALLEN<br>JIM GLASER<br>EARL THOMAS CONLE<br>GEORGE STRAIT<br>JOHNNY LEE | <b>WVTV</b><br>Dothan, AL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE | <b>WVKS</b><br>Miami, FL<br>DAVID ALLAN ODE<br>T.G. SHEPPARD<br>JANIE FRICKE<br>KERRY ROGERS<br>JIM GLASER<br>JOHNNY LEE<br>T.G. SHEPPARD<br>JANIE FRICKE |

159 Reporters  
145 Current Reports

The following station reported no change in rotation this week:  
WYII/Williamsport

The following stations did not report this week and therefore their playlists were frozen:

- WMZQ/Washington, DC
- WNYR/Rochester
- WUSN/Chicago
- WUBE/Cincinnati
- WAXX/Eau Claire
- WIRE/Indianapolis
- WDGY/Minneapolis
- KBEC/Oklahoma City
- WXCL/Peoria
- KTTS/Springfield
- KEEY/St. Paul
- KKCS/Colorado Springs

The following stations failed to report new playlists for two consecutive weeks and were not used in this week's data:

- WDAF/Kansas City
- WKSJ/Mobile

# Black/Urban

## BREAKERS

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

### JEFFREY OSBORNE

#### We're Going All The Way (A&M)

74% of our reporting stations on it. Rotations: Heavy 10/0, Medium 21/4, Light 22/5, Extra Adds 2, Total Adds 11, WDJY, WYLD-FM, WJLB, WZEN-FM, KACE, XHRM, KJCB, WQQK, WWDW, WVKO, KUKQ. Moves 38-22 on the Black/Urban chart.

### EVELYN "CHAMPAGNE" KING

#### Shake Down (RCA)

72% of our reporting stations on it. Rotations: Heavy 8/0, Medium 23/3, Light 21/7, Extra Adds 1, Total Adds 11, WDJY, WGPR, KNOW, WQQK, KHYS, WWDW, WAAA, WLTH, WTLC, KDIA, KUKQ. Moves 34-26 on the Black/Urban chart.

### EMOTIONS

#### You're The One (Red Label)

66% of our reporting stations on it. Rotations: Heavy 3/0, Medium 18/0, Light 26/5, Extra Adds 2, Total Adds 7, WDMT, WJMO, WZEN-FM, WPEG, WLOU, WPLZ, WVKO. Debuts at number 33 on the Black/Urban chart.

### CHI-LITES

#### Stop What You're Doing (Private I/CBS)

64% of our reporting stations on it. Rotations: Heavy 3/0, Medium 15/3, Light 27/4, Extra Adds 2, Total Adds 9, WILD, WDJY, KKDA-FM, WZEN-FM, XHRM, WLOU, WPLZ, KHYS, WKWM. Debuts at number 36 on the Black/Urban chart.

### LUTHER VANDROSS

#### Superstar/Until You Come Back To Me (That's What I'm Gonna Do) (Epic)

62% of our reporting stations on it. Rotations: Heavy 22/0, Medium 18/2, Light 6/2, Extra Adds 0, Total Adds 4, WDMT, WJMI, WVOI, KUKQ. Heavy: WDAS, KKDA-FM, WZEN-FM. Moves 25-18 on the Black/Urban chart.

## NEW & ACTIVE

### YARBROUGH & PEOPLES "Don't Waste Your Time" (Total Experience) 41/20

Rotations: Heavy 1/0, Medium 10/2, Light 25/13, Extra Adds 5, Total Adds 20 including WXYV, WILD, WRKS, KKDA-FM, KRLY, WDAI, WBMX, WCIN, WJLB, WZEN-FM, KJLH, WENN, WPEG, WLTH. Heavy: WAOK. Medium: KRNB, WGCI, KSOL, WNOO, WPDQ.

### ONE WAY "Lady You Are" (MCA) 39/21

Rotations: Heavy 1/0, Medium 6/2, Light 30/17, Extra Adds 2, Total Adds 21 including WXYV, WDAS, WAOK, KKDA-FM, WEDR, WCIN, WJMO, WZAK, WGPR, WJLB, KDAY, KJLH, XHRM. Heavy: KACE. Medium: WILD, WYLD-FM, WPEG, WLTH.

### GEORGE CLINTON "Last Dance" (Capitol) 38/6

Rotations: Heavy 7/0, Medium 13/2, Light 17/3, Extra Adds 1, Total Adds 6, WVEE, WEDR, WNOO, KOKA, WLUM, KDKO. Heavy: WDAS, WAOK, KRNB, WBMX, WGCI, WZEN-FM, WOIC. Medium: WILD, WJMO, XHRM, WLWV, WDAO, WLTH, KUKQ. Debuts at number 37 on the Black/Urban chart.

### GLADYS KNIGHT & THE PIPS "When You're Far Away" (Columbia) 37/3

Rotations: Heavy 11/1, Medium 21/2, Light 5/0, Extra Adds 0, Total Adds 3, WDJY, KHYS, WTOY. Heavy: WGCI, WKND, WATV, WENN, WPEG, WJMI, WKXI, WANM, WDAO. Medium: WAOK, KKDA-FM, WDMT, WZAK, XHRM, WKWM, WTLC. Moves 38-34 on the Black/Urban chart.

### CULTURE CLUB "Miss Me Blind" (Virgin/Epic) 36/7

Rotations: Heavy 9/1, Medium 18/0, Light 9/4, Extra Adds 2, Total Adds 7, WBLZ, WGPR, WENN, WPLZ, KHYS, WVOI, KDIA. Heavy: WDJY, WDRQ, WBLX, WNOO, KOKA, WLUM. Medium: WVEE, KKDA-FM, WDMT, KMJM, XHRM, WPEG, WVKO. Debuts at number 35 on the Black/Urban chart.

### CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 36/4

Rotations: Heavy 3/0, Medium 18/1, Light 17/3, Extra Adds 0, Total Adds 4, WDAS, KJLH, XHRM, KDKO. Heavy: WYLD-FM, KOKA, WTLC. Medium: WILD, WAOK, WDAI, WGPR, WZEN-FM, WATV, WGIV, WPEG, WLOU, WWDW, WAAA, WWWW, KDIA.

### DARYL HALL & JOHN OATES "Adult Education" (RCA) 36/3

Rotations: Heavy 5/0, Medium 20/1, Light 11/2, Extra Adds 0, Total Adds 3, XHRM, WKWM, WVOI. Heavy: WBLZ, KSOL, KHYS, WANM. Medium: WHUR, KKDA-FM, WDMT, WZAK, WDRQ, WKND, WNHC, KNOW, WJMI, WJAX, WPDQ, WJJS, WWWW. Debuts at number 40 on the Black/Urban chart.

### MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 36/3

Rotations: Heavy 8/0, Medium 13/0, Light 15/3, Extra Adds 0, Total Adds 3, WHUR, WAAA, WLTH. Heavy: WZEN-FM, WRDW, WKXI, WPDQ, WBLX, WLWV, WANM, KUKQ. Medium: WHRK, WBLZ, WZAK, WDRQ, KDAY, KSOL, WNHC, WPLZ, WANT, WDAO, KDIA.

### AFRIKA BAMBAATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 35/5

Rotations: Heavy 3/0, Medium 12/0, Light 20/5, Extra Adds 0, Total Adds 5, WXYV, WATV, WPEG, WDAO, KDIA. Heavy: WEDR, KDAY, WANM. Medium: WDAS, KRNB, WGPR, WJLB, WZEN-FM, XHRM, WPDQ, WKWM, WTLC, WWWW.

### SYSTEM "I Wanna Make You Feel Good" (Mirage/Atco) 34/6

Rotations: Heavy 5/0, Medium 14/2, Light 15/4, Extra Adds 0, Total Adds 6, WAOK, WDMT, KJLH, XHRM, WAAA, WKWM. Heavy: WDAS, WRDW, WNOO, KDIA. Medium: WVEE, KKDA-FM, WBLZ, WZEN-FM, WJMO, KDAY, WKND.

### DEELE "Just My Luck" (Solar/Elektra) 33/6

Rotations: Heavy 8/0, Medium 8/0, Light 19/8, Extra Adds 0, Total Adds 6, WAOK, WGCI, WGPR, KNOW, WTLC, WVOI. Heavy: WAMO, KKDA-FM, WDAI, WOIC, KJCB, KHYS. Medium: KRLY, KRNB, XHRM, KSOL, WENN, WWDW, WDAO, WLTH.

### CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 31/4

Rotations: Heavy 0/0, Medium 7/0, Light 23/3, Extra Adds 1, Total Adds 4, WXYV, WZAK, WGPR, WQQK. Medium: XHRM, WNOO, KJCB, WWWW, KDIA.

### BRYAN LOREN "Lollipop Luv" (Philly World) 30/4

Rotations: Heavy 10/0, Medium 8/0, Light 12/4, Extra Adds 0, Total Adds 4, KRNB, WJAX, WDAO, WVOI. Heavy: WDAS, KRLY, WGCI, WDMT, WJMO, WZAK, WGPR, WJLB. Medium: WYLD-FM, WDRQ, KACE, WKND, WNHC, WANM. Debuts at number 39 on the Black/Urban chart.

### TEMPTATIONS "Sail Away" (Gordy/Motown) 29/4

Rotations: Heavy 3/0, Medium 13/0, Light 12/3, Extra Adds 1, Total Adds 4, KACE, KDAY, WKND, WAAA. Heavy: WDAS, WAOK, WVEE. Medium: WXYV, KKDA-FM, KRNB, WDAI, WHRK, WGCI, KJLH, WGIV, WANM, WLTH, WTLC, KDKO.

### "D" TRAIN "You're The Reason" (Prelude) 28/12

Rotations: Heavy 1/1, Medium 5/0, Light 20/9, Extra Adds 2, Total Adds 12, WHUR, KKDA-FM, WCIN, WDMT, WGPR, WZEN-FM, KACE, WGIV, WPDQ, WAAA, WTLC, WWWW. Medium: WILD, WDAS, WVEE, WDAI.

### SHANNON "Give Me Tonight" (Mirage/Atco) 28/5

Rotations: Heavy 3/0, Medium 15/3, Light 10/2, Extra Adds 0, Total Adds 5, WGCI, WCIN, WZAK, WZEN-FM, KHYS. Heavy: WDAS, WJMI, KJCB. Medium: WXYV, WRKS, WDMT, WDRQ, WGPR, WJLB, WPDQ, WWDW, WWWW.

### PATTI LABELLE "Love, Need & Want You" (Philadelphia International/CBS) 27/15

Rotations: Heavy 4/2, Medium 7/2, Light 18/11, Extra Adds 0, Total Adds 15, WILD, WDAS, WHRK, WZAK, WGPR, KMJM, KACE, WRDW, WATV, WXXI, WJAX, WWDW, WAAA, WLTH, WVOI. Heavy: WHUR, WVEE. Medium: WAOK, WDAI, WDRQ, WZEN-FM, WOIC.

### HOWARD JOHNSON "Let This Dream Be Real" (A&M) 27/10

Rotations: Heavy 0/0, Medium 10/1, Light 15/7, Extra Adds 2, Total Adds 10, WDAI, WBMX, WCIN, WKND, WNHC, WENN, WPLZ, WLTH, WTLK, WVOI. Medium: KACE, XHRM, WNOO, WOIC, KOKA, WWDW, WAAA, KDKO, KUKQ.

### REAL TO REEL "Love Me Like This" (Arista) 27/9

Rotations: Heavy 1/0, Medium 7/0, Light 18/8, Extra Adds 1, Total Adds 9, WDAS, KRNB, WBMX, WCIN, WKND, WNHC, WKWM, WVOI, KUKQ. Heavy: WAAA. Medium: KRLY, WAIL-FM, WZAK, KDAY, XHRM, KNOW, WNOO.

### WORLD PREMIERE "Share The Night" (Dauntless/Allegiance) 27/3

Rotations: Heavy 1/0, Medium 13/0, Light 12/2, Extra Adds 1, Total Adds 3, WZAK, WJAX, WQQK. Heavy: KJLH. Medium: WAOK, WVEE, WEDR, WJMO, WENN, WPEG, WPDQ, KOKA, WWDW, WANM, WAAA, WTLC, KUKQ.

### RODNEY FRANKLIN "Stay On In The Groove" (Columbia) 25/4

Rotations: Heavy 2/0, Medium 11/1, Light 12/3, Extra Adds 0, Total Adds 4, WDAI, WYLD-FM, WATV, WWDW. Heavy: KJLH, KJCB. Medium: WILD, WJMO, WZAK, WDRQ, WKND, WRDW, WNOO, WBLX, WLWV, WPLZ.

## SIGNIFICANT ACTION

### JAMES INGRAM "There's No Easy Way" (Qwest/WB) 24/16

Rotations: Heavy 0/0, Medium 12/6, Light 11/9, Extra Adds 1, Total Adds 16, KRLY, WYLD-FM, WGCI, WCIN, WDRQ, KACE, XHRM, WRDW, KNOW, WATV, WOIC, WPDQ, WANM, WAAA, WLTH, WVOI. Medium: WHUR, WAOK, WVEE, KJLH, WWWW.

## MOST ADDED

- ONE WAY (21)  
Lady You Are (MCA)
- YARBROUGH & PEOPLES (20)  
Don't Waste Your Time (Total Experience)
- JAMES INGRAM (16)  
There's No Easy Way (Qwest/WB)
- PATTI LABELLE (15)  
Love, Need & Want You (Phil. Int./CBS)

## HOTTEST

- ROCKWELL (55)  
Somebody's Watching Me (Motown)
- CAMEO (30)  
She's Strange (Atlantic Artists/PolyGram)
- BOBBY WOMACK & PATTI LABELLE (29)  
Love Has Finally Come... (Beverly Glen)
- POINTER SISTERS (29)  
Automatic (Planet/RCA)
- MICHAEL JACKSON (20)  
Thriller (Epic)

### HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 24/1

Rotations: Heavy 2/0, Medium 10/0, Light 12/1, Extra Adds 0, Total Adds 1, WAOK. Heavy: WBMX, WLWV. Medium: KRNB, WDAI, WHRK, KJLH, XHRM, KSOL, WGIV, WPLZ, KOKA, WWDW.

### WES PHILLIPS "Sucker For A Pretty Face" (Quality) 23/7

Rotations: Heavy 3/0, Medium 7/2, Light 11/3, Extra Adds 2, Total Adds 7, KRNB, WBMX, WDRQ, XHRM, WLOU, WKWM, WVOI. Heavy: WNHC, WANM, WTLC. Medium: WDAS, WVEE, WJLB, WENN, WOIC.

### DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 23/7

Rotations: Heavy 1/0, Medium 5/0, Light 18/8, Extra Adds 1, Total Adds 7, WEDR, WZEN-FM, WATV, WENN, WPEG, WLOU, WKWM. Heavy: KRNB. Medium: WRKS, WHRK, KDAY, WJAX, KDIA.

### PIECES OF A DREAM "It's Time For Love" (Elektra) 22/3

Rotations: Heavy 0/0, Medium 6/0, Light 16/3, Extra Adds 0, Total Adds 3, WDAS, WDRQ, WGIV. Medium: KACE, KJLH, WNOO, WOIC, KHYS, WLTH.

### ANGELA BOFILL "Special Delivery" (Arista) 21/6

Rotations: Heavy 0/0, Medium 12/0, Light 8/5, Extra Adds 1, Total Adds 6, WDRQ, WGPR, KACE, WNHC, WLOU, WWDW. Medium: WAMO, KDAY, KJLH, XHRM, WRDW, WGIV, WNOO, WDAO, WWWW, KDKO, KDIA, KUKQ.

### CITISPEAK "I Don't Need Your Handouts" (Partytime/Streetwise) 19/0

Rotations: Heavy 1/0, Medium 3/0, Light 15/0, Extra Adds 0, Total Adds 0. Heavy: KOKA. Medium: WDAI, WANM, WTLC.

### KLEER "Next Time It's For Real" (Atlantic) 19/1

Rotations: Heavy 2/0, Medium 9/0, Light 7/0, Extra Adds 1, Total Adds 1, WLOU. Heavy: WEDR, WJMO. Medium: WHUR, KKDA-FM, WDMT, WZAK, WKND, WNOO, WXXI, WLTH, WWWW.

### FREESTYLE "Freestyle Express" (Sunnyview) 19/1

Rotations: Heavy 5/0, Medium 3/0, Light 11/1, Extra Adds 0, Total Adds 1. Heavy: WEDR, WATV, WENN, WJAX, WPDQ. Medium: WAIL-FM, WZEN-FM, WTLC.

### ALFIE SILAS "Be Yourself" (RCA) 19/1

Rotations: Heavy 1/0, Medium 8/1, Light 12/0, Extra Adds 0, Total Adds 1, WDAI. Heavy: WTLC. Medium: WILD, WATV, WGIV, KJCB, WLTH.

### STEVE ARRINGTON'S HALL OF FAME "15 Rounds" (Atlantic) 17/7

Rotations: Heavy 0/0, Medium 2/1, Light 14/8, Extra Adds 1, Total Adds 7, WDAS, KRNB, WDMT, WJMO, WZAK, WGIV, WOIC. Medium: KACE.

### SPINNERS "Right Or Wrong" (Atlantic) 16/12

Rotations: Heavy 1/0, Medium 5/3, Light 8/7, Extra Adds 2, Total Adds 12, WXYV, WVEE, WCIN, WGPR, WPEG, WNOO, WOIC, KJCB, WQQK, WANM, WTLC, WWWW. Heavy: KRNB. Medium: WDAS, WHUR.

### NEWCLEUS "Jam On It" (Sunnyview) 16/5

Rotations: Heavy 2/0, Medium 8/3, Light 7/1, Extra Adds 1, Total Adds 5, WXYV, WVEE, KRLY, WZAK, WPLZ. Medium: WDAS, WDAI, WZEN-FM, WNOO.

### RAY PARKER JR. "Woman Out Of Control" (Arista) 16/1

Rotations: Heavy 1/0, Medium 10/0, Light 5/1, Extra Adds 0, Total Adds 1, KOKA. Heavy: WLWV. Medium: WHUR, WZAK, WDRQ, KJLH, XHRM, KSOL, WATV, WLTH, WWWW, KUKQ.

### CURTIS HAIRSTON "We All Are One" (Pretty Pearl/Spring) 16/1

Rotations: Heavy 3/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: WYLD-FM, WBMX, WAAA. Medium: WDAI, WRDW, WLTH, WWWW.

### DR. JOHN "Jet Set" (Clean Cuts) 15/8

Rotations: Heavy 0/0, Medium 1/0, Light 13/7, Extra Adds 1, Total Adds 8, WCIN, WNHC, WATV, WPDQ, WLOU, WWDW, WAAA, WTLC. Medium: WDAI.

### SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 15/3

Rotations: Heavy 0/0, Medium 7/0, Light 7/2, Extra Adds 1, Total Adds 3, WZEN-FM, WOIC, WKWM. Medium: KRNB, WDAI, WEDR, WZAK, KJLH, WANM, WLTH.

### DAYTON "The Sound Of Music" (Capitol) 15/1

Rotations: Heavy 2/0, Medium 7/0, Light 6/1, Extra Adds 0, Total Adds 1, WDMT. Heavy: WRDW, WAAA. Medium: WJMO, WZAK, WZEN-FM, KJCB, WLWV, WDAO, WWWW.

### MALCOLM McLAREN "World Famous" (Island) 15/0

Rotations: Heavy 2/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WAIL-FM, WYLD-FM, Medium: WILD, WRKS, WEDR, WBMX, WCIN, WJMO, XHRM, KOKA.

### SYLVESTER "Too Late" (Megatone) 15/0

Rotations: Heavy 3/0, Medium 2/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WEDR, KOKA. Medium: WLOU, WWWW.

### JIMMY CLIFF "We All Are One" (Columbia) 14/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: WILD. Medium: WXXI, WBLX, KOKA, KDKO.

### DAVID SANBORN "I Told U So" (WB) 13/2

Rotations: Heavy 0/0, Medium 8/1, Light 5/1, Extra Adds 0, Total Adds 2, WXYV, WAMO. Medium: WHUR, WVEE, WJMO, WZAK, WRDW, WOIC, WWDW.

### STEEL PULSE "Steppin' Out" (Elektra) 13/2

Rotations: Heavy 1/0, Medium 6/0, Light 8/2, Extra Adds 0, Total Adds 2, WDAS, WDAO. Heavy: WNOO. Medium: WBMX, WGCI, WKND, WOIC, KJCB, WLTH.

### WILLIE CLAYTON "Tell Me" (Compleat/PolyGram) 13/0

Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Extra Adds 0, Total Adds 0. Medium: KRNB, WEDR, WENN, WOIC, WWDW, WANM, WLTH.

### CARL ANDERSON "Magic" (Epic) 13/1

Rotations: Heavy 1/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: KOKA. Medium: WDAI, KJLH, WKXI, WJJS.

### VAN HALEN "Jump" (WB) 13/1

Rotations: Heavy 3/0, Medium 4/0, Light 5/0, Extra Adds 1, Total Adds 1, KACE. Heavy: WDJY, WHRK, WLUM. Medium: WHUR, WOIC, WQQK, WWDW.

### MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 13/0

Rotations: Heavy 1/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WTLC. Medium: WXYV, WILD, WCIN, WZEN-FM, KACE, XHRM, KJCB, KOKA.

### HOMI & JARVIS "I'm In Love Again" (GRP) 13/0

Rotations: Heavy 1/0, Medium 5/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WJMO. Medium: WILD, WJLB, WPEG, WQQK, WLTH.

### FRESH 3 MC'S "Fresh" (Profile) 12/3

Rotations: Heavy 1/0, Medium 1/0, Light 10/3, Extra Adds 0, Total Adds 3, WAOK, WCIN, WJMO. Heavy: WRKS. Medium: WWDW.

### MARILYN SCOTT "10 x 10" (Mercury/PolyGram) 12/1

Rotations: Heavy 0/0, Medium 4/1, Light 8/0, Extra Adds 0, Total Adds 1, WDAI. Medium: WAMO, WEDR, KOKA.

### EURYTHMICS "Here Comes The Rain Again" (RCA) 12/1

Rotations: Heavy 8/0, Medium 1/0, Light 4/0, Extra Adds 1, Total Adds 1, WBLZ. Heavy: WDJY, WHRK, KSOL, WJAX, KOKA, KDIA. Medium: WHUR.

### DAMARIS "What About My Love?" (Columbia) 12/1

Rotations: Heavy 1/0, Medium 5/0, Light 6/1, Extra Adds 0, Total Adds 1, WPEG. Heavy: WILD. Medium: WGCI, WGPR, KJLH, WNHC, WNOO.

### PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 11/5

Rotations: Heavy 0/0, Medium 1/0, Light 10/5, Extra Adds 0, Total Adds 5, WEDR, WZAK, WXXI, WAAA, WDAO. Medium: WLTH.

### STANLEY CLARKE "Are You Ready?" (Epic) 11/4

Rotations: Heavy 0/0, Medium 1/0, Light 10/4, Extra Adds 0, Total Adds 4, WHRK, WENN, WPEG, WJJS. Medium: WDAI.

### MARY JANE GIRLS "Jealousy" (Gordy/Motown) 11/2

Rotations: Heavy 1/0, Medium 5/0, Light 5/2, Extra Adds 0, Total Adds 2, WXYV, WDJY. Heavy: WATV. Medium: WDRQ, WGPR, WJLB, WENN, WDAO.

### OUTPUT "Move For Me" (Tuff City/CBS) 11/1

Rotations: Heavy 0/0, Medium 2/0, Light 9/1, Extra Adds 0, Total Adds 1, WJMO. Medium: WANM, WAAA.

### SHALAMAR "You Can Count On Me" (Solar/Elektra) 10/0

Rotations: Heavy 2/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WATV, WANM. Medium: WVEE, WDRQ, KMJM, WENN, WPLZ, KOKA.

### NUMONICS "Sexy Chile" (Hodisk) 10/0

Rotations: Heavy 1/0, Medium 1/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WYLD-FM. Medium: WDAI.

### SKOOL BOYZ "Breakin' Out" (Crossroad) 10/0

Rotations: Heavy 1/0,



★ ATTENTION PROGRAMMERS:  
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On Your Show!  
★

# BAR-KAYS

## "FREAKSHOW ON THE DANCE FLOOR"

The New Single  
From The Extremely

**"DANGEROUS"**  
ALBUM



Manufactured and Marketed by  
**PolyGram Records**  
\*\*\*\*\*

# Black/Urban

# Regionalized Adds & Hots

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

### EAST

**WYXY/Baltimore**  
Tim Watts

**CAP BAND**  
ZENA DEJONAY  
MARY JANE GIRLS  
KENNY G  
SOS BAND  
YARBROUGH & PEOP  
WARP 9  
NEWCLEUS  
CENTRAL LINE  
SOUL SONIC FORCE  
PETER BROWN  
CASPAR  
ONE WAY  
SPINNERS  
DAVID SANBORN  
KATHY PINTO  
BOBBY WOMACK  
Hottest:  
JOHNNY MATHIS  
SHALAMAR  
LIONEL RICHIE  
DENNIS EDWARDS

**WILD/Boston**  
Eloy R.C. Smith

**CHI-LITES**  
FARBROUGH & PEOP  
PATTI LABELLE  
ART OF NOISE  
Hottest:  
POINTER SISTERS  
J. BLACKFOOT  
ROCKWELL  
TINA TURNER  
DREAMBOY

**WKND/Hartford**  
Jordan/McLean

SHALAMAR  
KENNY G  
HUMAN BODY  
TEMPTATIONS  
RONNIE MCNEIR  
REAL TO REEL  
MADONNA  
HOWARD JOHNSON  
Hottest:  
POINTER SISTERS  
ROCKWELL  
MICHAEL JACKSON  
TYRONE BRUNSON  
TINA TURNER

**WNHC/New Haven**  
James Jordan

HOWARD JOHNSON  
DR. JOHN  
REAL TO REEL  
ANGELA BOFILL  
Hottest:  
MICHAEL JACKSON  
ROCKWELL  
TINA TURNER  
POINTER SISTERS  
JENNY BURTON

**WRKS/New York**  
Mayo/Quararone

ZENA DEJONAY  
YARBROUGH & PEOP  
DIVINE SOUNDS  
Hottest:  
ART OF NOISE  
ROCKWELL  
CULTURE CLUB  
WOMACK & LABELLE  
PATTI LABELLE

### SOUTH

**WAS/Philadelphia**  
Joe Tamburro

ONE WAY  
PIECES OF A DREAM  
CLOCKWORK  
LAD BACK  
NOVA HENDRYX  
PATTI LABELLE  
STEVE ARRINGTON'S  
LENNY WILLIAMS  
SYSTEM  
STEEL PULSE  
ZENA DEJONAY  
Hottest:  
DENNIS EDWARDS  
CAMEO  
BRYAN LOREN  
LIONEL RICHIE  
LUTHER VANDROSS

**WAMO/Pittsburgh**  
J.C. Floyd

SHALAMAR  
LIONEL RICHIE  
DAVID SANBORN  
Hottest:  
ROCKWELL  
DEBARGE  
LATTISAW & GILL  
PATTI AUSTIN  
POINTER SISTERS

**WDJY/Washington, DC**  
Dan O'Neil

CHI-LITES  
CON FUNK SHUN  
GLADYS KNIGHT  
EVELYN KING  
WEIRD AL YANKOVIC  
THOMPSON TWINS  
JEFFREY OSBORNE  
POINTER SISTERS  
ROCKWELL  
WARP 9  
UB40  
MARY JANE GIRLS  
ZENA DEJONAY  
TROUBLE FUNK  
Hottest:  
ART OF NOISE  
KOO & THE GANG  
VAN HALEN  
SHALAMAR  
WEIRD AL YANKOVIC

**WHUR/Washington, DC**  
Libby Lawson

TYRONE DAVIS  
HUEY LEWIS & NEWS  
D TRAIN  
WEIRD AL YANKOVIC  
MIDNIGHT STAR  
Hottest:  
ROCKWELL  
POINTER SISTERS  
CHERYL LYNN  
WOMACK & LABELLE  
MICHAEL JACKSON

**WCIN/Cincinnati**  
Sid Kennedy

FARBROUGH & PEOP  
FRESH 3 MC'S  
DR. JOHN  
SHANNON  
LENNY WILLIAMS  
JACK MCDUFF  
Hottest:  
LAD BACK  
GLADYS KNIGHT  
PATTI AUSTIN  
ROCKWELL  
KENNY G

**WDMT/Cleveland**  
Kelly/Oslen

LUTHER VANDROSS  
STEVE ARRINGTON'S  
DAYTON  
EMOTIONS  
D TRAIN  
TYRONE DAVIS  
Hottest:  
ART OF NOISE  
ROCKWELL  
DENNIS EDWARDS  
DEBARGE  
CAMEO

**WDLZ/Cincinnati**  
Brian Castle

SOS BAND  
CULTURE CLUB  
ATLANTIC STARR  
EURYTHMICS  
KENNY LOGGINS  
TYRONE BRUNSON  
STARPOINT  
Hottest:  
HALL & OATES  
CAMEO  
KOO & THE GANG  
POINTER SISTERS  
TINA TURNER

### MIDWEST

**WQCI/Chicago**  
Richard Pegue

SHALAMAR  
DEELE  
JAMES INGRAM  
LOUIS FARRAKHAN  
SHANNON  
LENNY WILLIAMS  
JACK MCDUFF  
Hottest:  
LAD BACK  
GLADYS KNIGHT  
PATTI AUSTIN  
ROCKWELL  
KENNY G

**WBX/Chicago**  
Lee Michaels

YARBROUGH & PEOP  
REAL TO REEL  
BARBARA MITCHELL  
WES PHILLIPS  
HOWARD JOHNSON  
KEVIN KEYS  
Hottest:  
CHERYL LYNN  
MICHAEL JACKSON  
J. BLACKFOOT  
ROCKWELL  
FREEZE

**WBLZ/Cincinnati**  
Brian Castle

SOS BAND  
CULTURE CLUB  
ATLANTIC STARR  
EURYTHMICS  
KENNY LOGGINS  
TYRONE BRUNSON  
STARPOINT  
Hottest:  
HALL & OATES  
CAMEO  
KOO & THE GANG  
POINTER SISTERS  
TINA TURNER

**WJMO/Cleveland**  
Rod See

OUTPUT  
LAMBCHOPS  
EMOTIONS  
STEVE ARRINGTON'S  
FRESH 3 MC'S  
ONE WAY  
Hottest:  
CON FUNK SHUN  
G.T.  
KLEER  
EVELYN KING  
DEBARGE

**WVVO/Columbus**  
Lyles/Jones

JEFFREY OSBORNE  
EMOTIONS  
Hottest:  
WOMACK & LABELLE  
ROCKWELL  
DEBARGE  
CAMEO

**WDAO/Dayton**  
Lankford/Stephens

SOUL SONIC FORCE  
BRYAN LOREN  
ROCKERS REVENGE  
FREESTYLE  
PLANET PATROL  
STEEL PULSE  
FRANKIE GOES TO  
BOBBY NUNN  
Hottest:  
WOMACK & LABELLE  
FRANKIE EDWARDS  
CAMEO  
TINA TURNER  
TYRONE DAVIS

### WEST

**KDIA/Oakland**  
Jeff Harrison

CULTURE CLUB  
PETER BROWN  
EVELYN KING  
SOUL BONIC FORCE  
Hottest:  
WOMACK & LABELLE  
CAMEO  
ROCKWELL  
LAD BACK  
POINTER SISTERS

**KKGO/Phoenix**  
Rick Nuhn

NEW WORLD  
REAL TO REEL  
EVELYN KING  
ART OF NOISE  
LUTHER VANDROSS  
Hottest:  
BOBBY NUNN  
CAMEO  
ROCKWELL  
SHALAMAR  
MIDNIGHT STAR

**KACE/Los Angeles**  
Miller/Wiggins

PATTI LABELLE  
JEFFREY OSBORNE  
JAMES INGRAM  
PHILIPPE WYNE  
D TRAIN  
TEMPTATIONS  
ANGELA BOFILL  
VAN HALEN  
Hottest:  
PATTI LABELLE  
LUTHER VANDROSS  
WOMACK & LABELLE  
JEFFREY OSBORNE  
KENNY G

**KDAY/Los Angeles**  
Jack Patterson

DEBARGE  
TEMPTATIONS  
KEITH & DARRELL  
ONE WAY  
NEW EDITION  
Hottest:  
ROCKWELL  
DREAMBOY  
TYRONE BRUNSON  
LATTISAW & GILL  
LAD BACK

**KJLM/Los Angeles**  
J.B. Stone/Rico

VISUAL  
SYSTEM  
YARBROUGH & PEOP  
ART OF NOISE  
CLOCKWORK  
ONE WAY  
Hottest:  
WOMACK & LABELLE  
DENNIS EDWARDS  
CAMEO  
ATLANTIC STARR  
LUTHER VANDROSS

**KSOL/San Mateo**  
Bernie Moody

ONE WAY  
CLOCKWORK  
SYSTEM  
BALL & OATES  
JEFFREY OSBORNE  
CHI-LITES  
JAMES INGRAM  
WES PHILLIPS  
Hottest:  
POINTER SISTERS  
ROCKWELL  
SHANNON  
TINA TURNER

### WORLDWIDE

**WPDQ/Jacksonville**  
Marc Little

D TRAIN  
ONE WAY  
LAD BACK  
LAURICE HUDSON  
AMUZEMENT PARK  
DR. JOHN  
JAMES INGRAM  
Hottest:  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJAX/Jacksonville**  
Steve Fox

WORLD PREMIERE  
HUEY LEWIS & NEWS  
BRYAN LOREN  
ONE WAY  
JEFF LORBER  
PATTI LABELLE  
Hottest:  
WOMACK & LABELLE  
CAMEO  
DEBARGE  
ART OF NOISE  
ROCKWELL

**WHRK/Memphis**  
Jimmy Smith

STANLEY CLARKE  
BAR-KAYS  
ROCKWELL  
MALMSEN  
Hottest:  
LIONEL RICHIE  
WOMACK & LABELLE  
ROCKWELL  
DENNIS EDWARDS  
LAD BACK

**WLOU/Louisville**  
Neal O'Neal

CHI-LITES  
YARBROUGH & PEOP  
ANGELA BOFILL  
LIONEL RICHIE  
DAVY DMX  
BOBBY NUNN  
EMOTIONS  
KLEER  
ART OF NOISE  
DR. JOHN  
EVELYN KING  
DEBARGE  
SEQUENCE  
TYRONE DAVIS  
KENNY G  
WES PHILLIPS  
CON FUNK SHUN  
GEORGE KRANZ  
Hottest:  
ROCKWELL  
RUFUS & CHAKA  
CAMEO  
HERBIE HANCOCK  
CHERYL LYNN

**WLVW/Moncks Corn**  
Ron Plinckney

none  
Hottest:  
ROCKWELL  
LAD BACK  
DREAMBOY  
DEBARGE  
SHANNON

**WVOI/Toledo**  
Max Myrick

CULTURE CLUB  
KOO & THE GANG  
REAL TO REEL  
WES PHILLIPS  
BRYAN LOREN  
CON FUNK SHUN  
CAPTAIN ROCK  
LIONEL RICHIE  
LUTHER VANDROSS  
LIONEL RICHIE  
FARBROUGH & PEOP  
PATTI LABELLE  
DEELE  
HOWARD JOHNSON  
ONE WAY  
JAMES INGRAM  
BOBBY NUNN  
JENNIFER HOLLIDAY  
Hottest:  
MICHAEL JACKSON  
ROCKWELL  
LAD BACK  
CULTURE CLUB  
EM&P

**WLVW/Moncks Corn**  
Ron Plinckney

none  
Hottest:  
ROCKWELL  
LAD BACK  
DREAMBOY  
DEBARGE  
SHANNON

**WLAN/Tallahassee**  
Joe Bullard

JAMES INGRAM  
SPINNERS  
KENNY G  
ONE WAY  
KIM FIELDS  
INNER LIFE  
AMUZEMENT PARK  
Hottest:  
MICHAEL JACKSON  
TINA TURNER  
ROCKWELL  
POINTER SISTERS  
WOMACK & LABELLE

**WVDM/Sumpster**  
Kevin Flemming

LIONEL RICHIE  
BAR-KAYS  
DEBARGE  
JEFFREY OSBORNE  
EVELYN KING  
YARBROUGH & PEOP  
PLANET PATROL  
GREENS III  
DR. JOHN  
MIDNIGHT STAR  
GAP BAND  
KWICK  
Hottest:  
TEMPTATIONS  
ONE WAY  
Hottest:  
ROCKWELL  
WOMACK & LABELLE  
MELBA MOORE  
CAMEO  
LUTHER VANDROSS  
WOMACK & LABELLE  
MELBA MOORE  
CAMEO  
POINTER SISTERS

**WAAA/Winston-Salem**  
Joe Jackson

D TRAIN  
PATTI LABELLE  
SYSTEM  
EVELYN KING  
JAMES INGRAM  
PLANET PATROL  
GREENS III  
DR. JOHN  
MIDNIGHT STAR  
KWICK  
Hottest:  
TEMPTATIONS  
ONE WAY  
Hottest:  
ROCKWELL  
WOMACK & LABELLE  
MELBA MOORE  
CAMEO  
POINTER SISTERS

### WORLDWIDE

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
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ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
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YARBROUGH & PEOP  
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ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

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STANLEY CLARKE  
YARBROUGH & PEOP  
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ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

### WORLDWIDE

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

**WJWS/Lynchburg**  
Led Gains

JOHNNY MATHIS  
STANLEY CLARKE  
YARBROUGH & PEOP  
Hottest:  
CHERYL LYNN  
ROCKWELL  
MICHAEL JACKSON  
SHANNON  
J. BLACKFOOT

\*(J) Indicates Jazz Reporter

## JAZZ RADIO

# NATIONAL AIRPLAY/30

March 16, 1984

| Week | Artist   | Title |
|------|--|-------|
| 1    | PHIL UPCHURCH/Name Of The Game (Jam)                         | 1     |
| 2    | PIECES OF A DREAM/Imagine This (Elektra)                     | 2     |
| 3    | DAVE VALENTIN/Flute Juice (GRP)                              | 3     |
| 4    | KENNY G/G Force (Arista)                                     | 4     |
| 5    | DAVID SANBORN/Backstreet (WB)                                | 5     |
| 6    | RODNEY FRANKLIN/Marathon (Columbia)                          | 6     |
| 7    | TANIA MARIA/Love Explosion (Concord/Picante)                 | 7     |
| 8    | SADAO WATANABE/Fill Up The Night (Musician/Elektra)          | 8     |
| 9    | EARL KLUGH/Wishful Thinking (Capitol)                        | 9     |
| 10   | JIMMY SMITH/Keep On Comin' (Musician/Elektra)                | 10    |
| 11   | DAVE PIKE/Moon Bird (Muse)                                   | 11    |
| 12   | STEVE NARAHARA/Sierra (Pausa)                                | 12    |
| 13   | RICHIE COLE/Alto Annie's Theme (Palo Alto)                   | 13    |
| 14   | LEE RITENOUR/On The Line (Musician/Elektra)                  | 14    |
| 15   | AZYMUTH/Rapid Transit (Milestone)                            | 15    |
| 16   | ANDY NARELL/Light In Your Eyes (Hip Pocket)                  | 16    |
| 17   | ALIVE/City Life (Alive)                                      | 17    |
| 18   | RAMSEY LEWIS TRIO/Reunion (Columbia)                         | 18    |
| 19   | MICHAEL FRANKS/Passionfruit (WB)                             | 19    |
| 20   | BERT LIGON & CONDOR/Dancing Bare (Sea Breeze)                | 20    |
| 21   | JEFF LORBER/In The Heat Of The Night (Arista)                | 21    |
| 22   | JACK MCDUFF/Lift Every Voice & Sing (Jam)                    | 22    |
| 23   | L. SUBRAMANIAM/Indian Express (Milestone)                    | 23    |
| 24   | BLUE SKY/Blue Sky (C.T.)                                     | 24    |
| 25   | WEATHER REPORT/Domino Theory (Columbia)                      | 25    |
| 26   | A LITTLE NIGHT MUSIC/Late One Night (Night Music)            | 26    |
| 27   | WILBUR NILES/Thrust (Montage)                                | 27    |
| 28   | MONTY ALEXANDER-CLAYTON-HAMILTON/Reunion In Europe (Concord) | 28    |
| 29   | VICTOR FELDMAN TRIO/To Chopin With Love (Palo Alto)          | 29    |
| 30   | GRANT GEISSMAN/Put Away Childish Toys (Pausa)                | 30    |

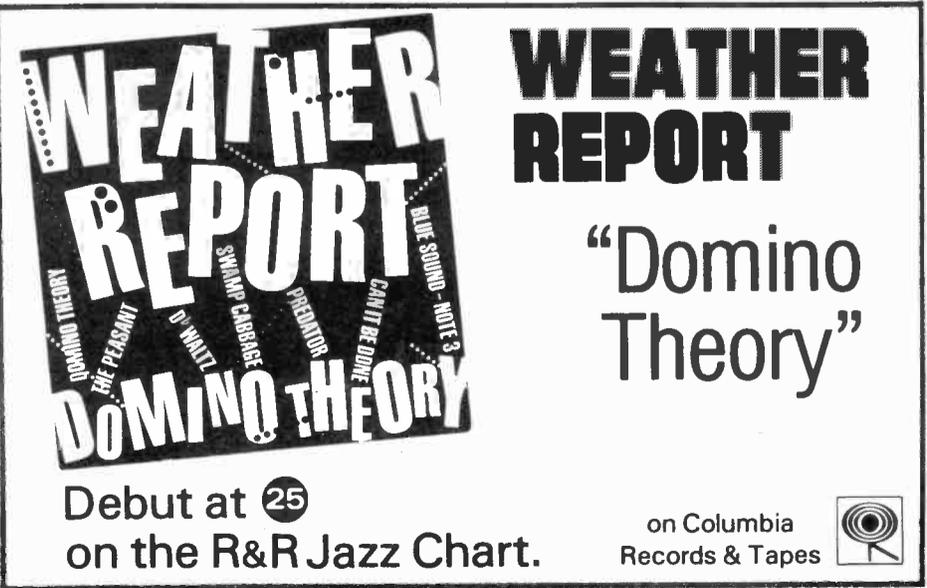
**JAZZ REPORTING STATIONS:** WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Willie Culton; WMOG/Gainesville, FL, Bill Hamman; WLOU/Orlando, Paul Gerardi; WBBY/Columbus, OH, Zoot Strider; WNOP/Cincinnati, Geoffrey Nimmo; WJZZ/Detroit, John Hill; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Bob Parlocha; KJZZ/Seattle, Carol Handley.

# WEATHER REPORT

## "Domino Theory"

Debut at 25 on the R&R Jazz Chart.

on Columbia Records & Tapes



# The E/P/A Streak Continues At Black/Urban Radio

## LUTHER VANDROSS

“Superstar/Until You Come Back To Me”

**Black/Urban**

**BREAKERS**

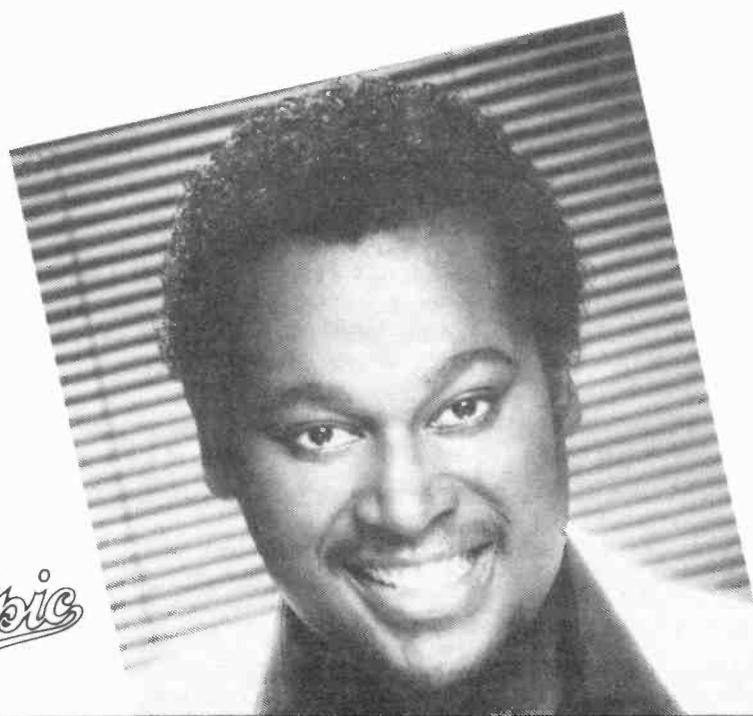
LUTHER VANDROSS

Superstar/Until You Come Back To Me (That's What I'm Gonna Do) (Epic)

62% of our reporting stations on it. Rotations: Heavy 22/0, Medium 18/2, Light 6/2, Extra Adds 0, Total Adds 4, WDMT, WJMI, WVOI, KUKQ. Heavy: WDAS, KKDA-FM, WZEN-FM. Moves 25-18 on the Black/Urban chart.

Black/Urban Chart: **18**

*Epic*



## THE CHI-LITES

“Stop What You’re Doin’”

**Black/Urban**

**BREAKERS**

CHI-LITES

Stop What You're Doing (Private I/CBS)

64% of our reporting stations on it. Rotations: Heavy 3/0, Medium 15/3, Light 27/4, Extra Adds 2, Total Adds 9, WILD, WDJY, KKDA-FM, WZEN-FM, XHRM, WLOU, WPLZ, KHYS, WKWM. Debuts at number 36 on the Black/Urban chart.

Black/Urban Chart: **36**



*Private I*

Distributed By CBS Records

# Adult / Contemporary

Continued from Back Page

## CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

### BARBRA STREISAND

#### Papa Can You Hear Me (Columbia)

47% of our reporters on it. Rotations: Heavy 7/1, Medium 27/0, Light 27/1, Extra Adds 0, Total Adds 2, WEIM, WTKO. Heavy: KOY, WRIE, KUGN, KSL, WJON. Medium: WHB, WISN, KKL, KGW, KFMB, and 22 more.

## BREAKERS

### MICHAEL GORE

#### Theme From "Terms Of Endearment" (Capitol)

57% of our reporters on it. Rotations: Heavy 3/2, Medium 30/16, Light 42/27, Extra Adds 0, Total Adds 45 including WBEN, WPRO, WLTT, WSB, WSB-FM, 97AIA, WFYR, WISN, WMYX, WCCO, KOST, KOY, KGW, B100, KBEST, and 30 more. Debuts at number 29 on the A/C chart.

### BARRY MANILOW

#### You're Looking Hot Tonight (Arista)

53% of our reporters on it. Rotations: Heavy 1/0, Medium 35/4, Light 33/9, Extra Adds 1, Total Adds 14, WSB, WSB-FM, WCCO, KS94, V100, WGY, WAFB, WGOW, WMAZ, WING, KOIL, WVBS, KWEB, KTWO.

## NEW & ACTIVE

#### CRYSTAL GAYLE "I Don't Want To Lose Your Love" (WB) 64/9

Rotations: Heavy 3/0, Medium 36/1, Light 25/8, Extra Adds 0, Total Adds 9, WKGW, 2WD, WSNY, WING, WENS, KOIL, WTNY, WVBS, KISN. Heavy: WCCO, KSL, WKNE. Medium: WRMM, WSB, KHOW, KGW, KBEST, WRIE, WBT, WMAZ, WRVA, WHBY, KRNT, WMHE, KUGN, KKUA, KIXI-FM, KPPL, WNNR, WEIM, WTKO, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, KFBS, KWEB, WJON, WBOW, KFQD, K99, KQSW, KRSB, KALE.

#### DeBARGE "Love Me In A Special Way" (Gordy/Motown) 57/7

Rotations: Heavy 2/0, Medium 21/3, Light 34/4, Extra Adds 0, Total Adds 7, WLAC-FM, 2WD, WENS, 3WM, KSL, KPPL, WTNY. Heavy: WCKQ, KVIC. Medium: WISN, KGW, WGY, WMAZ, WRVA, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCHV, WAGE, WKYX, WCIL, KFQD, KRSB, KALE.

#### MANHATTAN TRANSFER "Mystery" (Atlantic) 56/26

Rotations: Heavy 1/0, Medium 21/6, Light 33/19, Extra Adds 1, Total Adds 26, WFBR, WCLR, KHOW, KOST, WAEB, WICC, WGY, WKGW, WBT, WMAZ, WNAM, WFMK, KOIL, KBOI, KMJJ, WNNR, WPPA, KORQ, WGSV, WKYX, WNGS, KWEB, K99, KRNO, KQSW, WSKY. Heavy: WCCO. Medium: WRVA, WHBY, WMGN, WMHE, KUGN, KSL, KIXI-FM, WSKI, WCKQ, WCHV, WAGE, WJON, KTWO, KRSB, KALE.

#### ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 51/6

Rotations: Heavy 0/0, Medium 27/3, Light 23/2, Extra Adds 1, Total Adds 6, WPIX, WGY, WMAZ, WSRZ, KOIL, KTWO. Medium: WCCO, KHOW, WICC, WTIC, WKGW, WBT, WRVA, WHBY, KRNT, KUGN, WSKI, KORQ, WAGE, KVIC, WCIL, KCRG, KEEZ, KWEB, WJON, KFQD, K99, KRNO, KQSW, KRSB.

#### JAMES INGRAM "There's No Easy Way" (Qwest/WB) 50/43

Rotations: Heavy 0/0, Medium 15/12, Light 33/29, Extra Adds 2, Total Adds 43, 97AIA, WCCO, KOST, KFMB, WAEB, WAHR, WMAZ, WRVA, WSRZ, WHBY, WSNY, WTRX, WFMK, WMGN, WMHE, KBOI, KUGN, KKUA, KWAV, KIXI-FM, WNNR, WEIM, WTKO, WKNE, WSKI, WPPA, KORQ, WCKQ, WCHV, WGSV, WAGE, WNGS, WCIL, KEEZ, WJON, WBOW, KFQD, KTWO, K99, KRNO, KQSW, KISN, KALE. Medium: WFBR, KGW, KRSB.

#### BILLY JOEL "The Longest Time" (Columbia) 44/44

Rotations: Heavy 0/0, Medium 20/20, Light 21/21, Extra Adds 3, Total Adds 44, WFBR, WBEN, WPIX, WLTT, WMYX, WCCO, KHOW, KOST, KGW, KBEST, KFMB, KEZR, WBT, WRVA, WSRZ, WHBY, WNAM, WLTE, WMHE, KUGN, KKUA, KFI, KWAV, KIXI-FM, WEIM, WKNE, WTNY, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WCIL, KCRG, KEEZ, WJON, KTWO, K99, KRNO, KQSW, KRSB, KALE.

#### JOHNNY MATHIS with DENIECE WILLIAMS "Love Won't Let Me Wait" (Columbia) 43/3

Rotations: Heavy 3/0, Medium 20/0, Light 19/2, Extra Adds 1, Total Adds 3, WFMK, WKYX, KFBS. Heavy: WRIE, WKNE, KRSB. Medium: WSB-FM, 97AIA, WCCO, KGW, B100, KBEST, WHBY, WMGN, WMHE, KKUA, KWAV, WEIM, WSKI, KORQ, WSKY, WGSV, KVIC, KFQD, KTWO, K99.

#### POINTER SISTERS "Automatic" (Planet/RCA) 41/6

Rotations: Heavy 8/0, Medium 17/3, Light 16/3, Extra Adds 0, Total Adds 6, WTAE, WRIE, WSNY, KRAV, KWAV, WEIM. Heavy: WSKI, KVIL-FM, WQUE-FM, KRBE-FM, WMGN, KMJJ, WPPA, KRSB. Medium: WFBR, WFYR, WAEB, KUDO, WNNR, WTNY, WSKY, WCKQ, WCHV, WKYX, KVIC, KEEZ, KQSW, KALE.

#### KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 38/22

Rotations: Heavy 0/0, Medium 6/5, Light 30/15, Extra Adds 2, Total Adds 22, WCCO, WICC, WMAZ, WRVA, WHBY, WNAM, WHBC, WTRX, WFMK, KOIL, KUGN, KKUA, KSL, WTNY, KORQ, WKYX, WJBC, WHNN, WBOW, KTWO, K99, KALE. Medium: WSKI.

## MOST ADDED

MICHAEL GORE (45)  
Theme From "Terms Of..." (Capitol)  
BILLY JOEL (44)  
The Longest Time (Columbia)  
JAMES INGRAM (43)  
There's No Easy Way (Qwest/WB)  
TEMPTATIONS (32)  
Sail Away (Gordy/Motown)  
MANHATTAN TRANSFER (26)  
Mystery (Atlantic)  
KATHY MATTEA (22)  
Someone Is Falling In Love (Mercury/PG)

## HOTTEST

LIONEL RICHIE (92)  
Hello (Motown)  
CHRISTINE McVIE (88)  
Got A Hold On Me (WB)  
PHIL COLLINS (58)  
Against All Odds (Take A Look...) (Atlantic)  
P. BRYSON/R. FLACK (40)  
You're Looking Like Love To Me (Capitol)  
EURYTHMICS (35)  
Here Comes The Rain Again (RCA)  
KENNY ROGERS (28)  
This Woman (RCA)

#### PAUL YOUNG "Come Back And Stay" (Columbia) 38/3

Rotations: Heavy 3/0, Medium 22/1, Light 12/1, Extra Adds 1, Total Adds 3, WICC, WMGN, WJON. Heavy: WMYX, WGY, WPPA. Medium: WCCO, WMAZ, WNAM, WMHE, KMJJ, KUDO, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, KVIC, WCIL, KRNO, KQSW, KALE.

#### TEMPTATIONS "Sail Away" (Gordy/Motown) 33/32

Rotations: Heavy 0/0, Medium 7/7, Light 24/23, Extra Adds 2, Total Adds 32, WSB, WSB-FM, KGW, WICC, WAHR, WMAZ, WHHY, WRVA, WHBY, WHBC, WING, KKUA, WNNR, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WCIL, KFBS, KEEZ, KWEB, WHNN, WJON, KTWO, K99, KQSW, KRSB, KISN.

## SIGNIFICANT ACTION

#### KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 21/1

Rotations: Heavy 0/0, Medium 6/0, Light 15/1, Extra Adds 0, Total Adds 1, WQUE-FM. Medium: 97AIA, WMHE, KWAV, WPPA, WCHV, KVIC. Light: WVLC, WNAM, WNNR, WEIM, WTKO, KORQ, WSKY, WCKQ, WAGE, WKYX, KEEZ, WJON, KQSW, KRSB.

#### NENA "99 Luftballons (99 Red Balloons)" (Epic) 20/2

Rotations: Heavy 9/0, Medium 7/1, Light 4/1, Extra Adds 0, Total Adds 2, WSNY, KFQD. Heavy: WTAE, WAEB, WSRZ, WTNY, WCHV, KFBS, KEEZ, WHNN, WJON. Medium: KGW, KOIL, KPPL, KMJJ, WPPA. Light: WFYR, WMJI, KRAV.

#### KC "Give It Up" (Meca) 18/3

Rotations: Heavy 6/1, Medium 9/2, Light 3/0, Extra Adds 0, Total Adds 3, WAXY, WRIE, WMGN. Heavy: WGY, WEZS, KUDO, WSKI, WPPA. Medium: WQUE-FM, WFYR, WNAM, KOIL, WMHE, KFI, WTNY. Light: WLTF, WICC, V100.

#### ROCKWELL "Somebody's Watching Me" (Motown) 17/3

Rotations: Heavy 5/1, Medium 7/1, Light 5/1, Extra Adds 0, Total Adds 3, WCKQ, WCHV, KRSB. Heavy: WAEB, WGY, WMHE, WPPA. Medium: WFBR, WQUE-FM, KPPL, WTNY, WSKY, KEEZ. Light: 97AIA, V100, WTRX, WAGE.

#### GEORGE FISCHOFF "Boogie Piano Man" (Reward/CBS) 17/0

Rotations: Heavy 0/0, Medium 5/0, Light 12/0, Extra Adds 0, Total Adds 0. Medium: WCCO, KRNT, KUGN, WKNE, WCIL. Light: WVOR, WAHR, WVLC, WHBY, WHBC, KOIL, KPPL, WJBC, WJON, WBOW, KQSW, KRSB.

#### DARYL HALL & JOHN OATES "Adult Education" (RCA) 17/0

Rotations: Heavy 4/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WGY, KPPL, WSKI, WPPA. Medium: WQUE-FM, WSRZ, WMHE, KWAV, WSKY, WCHV, KEEZ, KQSW. Light: WAEB, WTRX, KOIL, KORQ, KVIC.

#### HOWARD JONES "New Song" (Elektra) 15/1

Rotations: Heavy 1/0, Medium 10/0, Light 3/0, Extra Adds 1, Total Adds 1, WJON. Heavy: WCKQ. Medium: 97AIA, WMAZ, WRVR, WMGN, WMHE, KUDO, WEIM, WSKI, WPPA, WSKY. Light: V100, KRBE-FM, KRSB.

#### KENNY LOGGINS "Footloose" (Columbia) 14/1

Rotations: Heavy 7/0, Medium 5/1, Light 2/0, Extra Adds 0, Total Adds 1, KEEZ. Heavy: WFBR, WQUE-FM, WSRZ, KUDO, WSKI, WPPA, WCKQ. Medium: WAEB, KMJJ, WTNY, KVIC. Light: WJBC, WTRX.

#### TINA TURNER "Let's Stay Together" (Capitol) 14/0

Rotations: Heavy 3/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WGY, WPPA, KVIC. Medium: WFBR, WPIX, 97AIA, KEY103, KRBE-FM, KMJJ, WSKY. Light: WQUE-FM, WTRX, KWAV, KRSB.

#### "WEIRD AL" YANKOVIC "Eat It" (Rock & Roll/CBS) 13/4

Rotations: Heavy 0/0, Medium 2/1, Light 11/3, Extra Adds 0, Total Adds 4, WICC, WGY, WPPA, WSKY. Light: KEY103, WVLC, WHBC, WTRX, KRAV, KPPL, WCHV, KEEZ.

#### JOHN DENVER "World Game" (RCA) 12/2

Rotations: Heavy 0/0, Medium 5/1, Light 7/1, Extra Adds 0, Total Adds 2, WRIE, WBOW. Medium: WCCO, WMAZ, KIXI-FM. Light: WAHR, WHBY, WHBC, WSKI, KFQD, KRSB.

#### PRETENDERS "Show Me" (Sire/WB) 10/6

Rotations: Heavy 0/0, Medium 2/0, Light 8/5, Extra Adds 0, Total Adds 6, WQUE-FM, WMGN, KWAV, KFBS, KFQD, KRSB. Medium: WSRZ. Light: KORQ, WSKY, WKYX.

#### STARBUCK "Another Beat Of My Heart" (AVI/MCA) 10/1

Rotations: Heavy 0/0, Medium 0/0, Light 10/1, Extra Adds 0, Total Adds 1, WEIM. Light: WAHR, WTRX, KORQ, WCHV, WGSV, WCIL, WHNN, KTWO, K99.

#### STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 8/2

Rotations: Heavy 1/0, Medium 4/1, Light 3/1, Extra Adds 0, Total Adds 2, WAHR, K99. Heavy: 97AIA. Medium: WFBR, WPIX, WCHV. Light: WAGE, KRSB.

#### CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 7/2

Rotations: Heavy 0/0, Medium 2/0, Light 5/2, Extra Adds 0, Total Adds 2, KEEZ, KRSB. Medium: WISN, WCCO. Light: WAEB, WEIM, WJON.

#### MODERN ROMANCE "Just My Imagination" (Atlantic) 7/0

Rotations: Heavy 1/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WEIM. Medium: WMAZ, KSL. Light: WAHR, WMHE, WNGS, KFQD.

#### CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 6/1

Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WTRX. Heavy: WAEB. Medium: WQUE-FM, WTNY, KPPL. Light: WICC.

#### MATTHEW WILDER "The Kid's American" (Private I/CBS) 6/0

Rotations: Heavy 1/0, Medium 5/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: KUDO. Medium: WCCO, WSKI, WPPA, WCHV, KQSW.

#### MADONNA "Borderline" (Sire/WB) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KUDO. Medium: WFBR, 97AIA. Light: WKYX, KQSW.

#### BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 5/1

Rotations: Heavy 0/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WAHR. Medium: WCCO, WMAZ, WSKI. Light: WEIM.

#### OAK RIDGE BOYS "I Guess It Never Hurts To Hurt Sometimes" (MCA) 5/1

Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 0, Total Adds 1, WAHR. Heavy: WCCO. Medium: KRNT, KSL. Light: WJBC.

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

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

# A/C Regional Adds & Hots

## EAST Parallel One

**WFRB/Baltimore**  
Andy Sulzinski

**WBAL/Baltimore**  
BILLY JOEL  
MANHATTAN TRANSFE  
Hottest:  
EURYTHMICS  
KENNY LOGGINS  
CHRISTINE MCVIE  
PHIL COLLINS  
THOMPSON TWINS

**WROR/Boston**  
Lorna Ozmon

**PHIL COLLINS**  
THOMPSON TWINS  
Hottest:  
POLICE  
MICHAEL JACKSON  
EURYTHMICS  
CHRISTINE MCVIE  
LIONEL RICHIE

**WBEN/Buffalo**  
Roger Christian

**MICHAEL GORE**  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
IGLESIAS & NELSON  
LIONEL RICHIE  
ALABAMA  
BILLY JOEL

**GR55/Buffalo**  
Geluski/Langmyer

**PHIL COLLINS**  
EURYTHMICS  
IGLESIAS & NELSON  
Hottest:  
CHRISTINE MCVIE  
KENNY ROGERS  
BRYSON & FLACK  
LIONEL RICHIE  
SHEENA EASTON

**WPIX/New York**  
Alan Anderson

**BILLY JOEL**  
ELBOW BONES & RAC  
Hottest:  
PHIL COLLINS  
CHRISTINE MCVIE  
LIONEL RICHIE  
CULTURE CLUB  
EURYTHMICS

**Y97/Pittsburgh**  
Jay Cresswell

**IGLESIAS & NELSON**  
CULTURE CLUB  
Hottest:  
CHRISTINE MCVIE  
POLICE  
PAUL MCCARTNEY  
KENNY ROGERS  
GENESIS

**WTAE/Pittsburgh**  
Don Berns

**ALAN PARSONS**  
CULTURE CLUB  
POINTER SISTERS  
Hottest:  
NENA  
DAN FOGELBERG  
MICHAEL JACKSON  
CULTURE CLUB  
POINTER SISTERS

**WWSW (3WS)/Pittsburgh**  
Crowe/Waltz

**PHIL COLLINS**  
Hottest:  
MICHAEL JACKSON  
CHRISTINE MCVIE  
JAMES INGRAM  
SHEENA EASTON  
KENNY ROGERS

**WPRO/Providence**  
Tom Cuddy

**MICHAEL GORE**  
Hottest:  
none

**WLT/Washington, O.C**  
Bob Cummings

**MICHAEL GORE**  
BILLY JOEL  
CLIFF RICHARD  
IGLESIAS & NELSON  
Hottest:  
JOHNNY MATRIS  
CHRISTINE MCVIE  
IGLESIAS & NELSON  
KENNY ROGERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
PHIL COLLINS

## Parallel Three

## Parallel Two

**WAEI/Allentown**  
Neel Newman

**JAMES INGRAM**  
MICHAEL GORE  
MANHATTAN TRANSFE  
Hottest:  
THOMPSON TWINS  
DAN FOGELBERG  
CULTURE CLUB  
CHRISTINE MCVIE  
LIONEL RICHIE

**WICC/Bridgeport**  
Pantano/Broadbin

**JEFFREY OSBORNE**  
MICHAEL GORE  
PAUL MCCARTNEY  
MANHATTAN TRANSFE  
Hottest:  
THOMPSON TWINS  
DAN FOGELBERG  
CULTURE CLUB  
CHRISTINE MCVIE  
LIONEL RICHIE

**WVIA/Charleston, WV**  
Spence/Jarvis

**BARRY MANILOW**  
JEFFREY OSBORNE  
Hottest:  
POLICE  
CHRISTINE MCVIE  
STEPHEN BISHOP  
BRYSON & FLACK  
LIONEL RICHIE

**WRIE/erie**  
Ted Abbott

**KE**  
JOHN DENVER  
POINTER SISTERS  
Hottest:  
ALABAMA  
CHRIS CROSS  
SHEENA EASTON  
IGLESIAS & NELSON  
POLICE

**WSFM/Harrisburg**  
Bob Peave

**IGLESIAS & NELSON**  
CULTURE CLUB  
Hottest:  
CHRISTINE MCVIE  
POLICE

## SOUTH Parallel One

**WRMM/Atlanta**  
Montiel/Wyrostok

**ALAN PARSONS**  
IGLESIAS & NELSON  
Hottest:  
SHEENA EASTON  
CHRISTINE MCVIE  
LIONEL RICHIE  
PAUL MCCARTNEY  
BRYSON & FLACK

**WSB/Atlanta**  
Greg Picciano

**THOMPSON TWINS**  
TRACEY ULLMAN  
MICHAEL GORE  
TEMPERATIONS  
CHRISTINE MCVIE  
ANNE MURRAY  
LIONEL RICHIE

**WVLC/Lexington**  
Kelly/Richards

**none**  
Hottest:  
CHRISTINE MCVIE  
JOHN LENNON  
LIONEL RICHIE  
DAN FOGELBERG  
SHEENA EASTON

**WSB-FM/Atlanta**  
Donna Brake

**TEMPERATIONS**  
MICHAEL GORE  
EURYTHMICS  
BARRY MANILOW  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
BRYSON & FLACK  
PHIL COLLINS  
POLICE

**KVIL/Dallas-Ft. Worth**  
Chuck Rhodes

**CULTURE CLUB**  
LIONEL RICHIE  
IGLESIAS & NELSON  
PHIL COLLINS  
CLIFF RICHARD  
SAM JO COLE  
Hottest:  
MICHAEL JACKSON  
CHRISTINE MCVIE  
POINTER SISTERS  
BILLY JOEL  
CULTURE CLUB

**WAXY/Ft. Lauderdale**  
Shaw/Lee

**PHIL COLLINS**  
Hottest:  
LIONEL RICHIE  
ELTON JOHN  
BILLY JOEL  
EURYTHMICS  
PHIL COLLINS

**97AIA/Miami**  
Chris Gable

**JAMES INGRAM**  
ALAN PARSONS  
MICHAEL GORE  
TRACEY ULLMAN  
Hottest:  
LIONEL RICHIE  
THOMPSON TWINS  
PHIL COLLINS  
CULTURE CLUB  
LATTISAW & GILL

**WQUE-FM/New Orleans**  
Kris O'Kelly

**PRETENDERS**  
JEFFREY OSBORNE  
KOOL & THE GANG  
IRENE CARA  
Hottest:  
KENNY LOGGINS  
LIONEL RICHIE  
EURYTHMICS  
POINTER SISTERS  
PHIL COLLINS

**W101/Tampa**  
DeCarlo/Miller

**THOMPSON TWINS**  
Hottest:  
JIMMY BUFFETT  
LIONEL RICHIE  
EURYTHMICS  
KENNY ROGERS  
BILLY JOEL

**WVLR/Charleston, VA**  
Thomas H. Twine

**ROCKWELL**  
BILLY JOEL  
TEMPERATIONS  
MICHAEL GORE  
JAMES INGRAM  
HOTTEST:  
PHIL COLLINS  
EURYTHMICS  
NENA  
CULTURE CLUB  
MICHAEL JACKSON

**WGSV/Guntersville**  
Jackson/Ryan

**JAMES INGRAM**  
TEMPERATIONS  
MANHATTAN TRANSFE  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
BRYSON & FLACK  
CLIFF RICHARD  
LIONEL RICHIE  
KENNY ROGERS

**WAGE/Leesburg, VA**  
Steve Porter

**JAMES INGRAM**  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
BRYSON & FLACK  
CLIFF RICHARD  
LIONEL RICHIE  
KENNY ROGERS

**WVXX/Paducah, KY**  
Frank Carwell

**BILLY JOEL**  
MANHATTAN TRANSFE  
JOHNNY MATRIS  
KATHY MATTEA  
GRACE SLICK  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
VAN HALEN  
CULTURE CLUB

**KVIC/Victoria, TX**  
Dave Jagger

**none**  
Hottest:  
MICHAEL JACKSON  
DEBARRE  
CULTURE CLUB  
TINA TURNER

**WNGS/West Palm Beach**  
Ross Block

**JAMES INGRAM**  
MANHATTAN TRANSFE  
Hottest:  
LIONEL RICHIE  
STEPHEN BISHOP  
JIMMY BUFFETT  
PHIL COLLINS  
DAN FOGELBERG

**WVBS/Wilmington, NC**  
Bob Wright

**CRYSTAL GAYLE**  
TRACEY ULLMAN  
ALAN PARSONS  
BARRY MANILOW  
IGLESIAS & NELSON  
Hottest:  
LIONEL RICHIE  
BRYSON & FLACK  
POLICE  
PHIL COLLINS  
DAN FOGELBERG

## Parallel Two

**KEY103/Austin**  
Adams/Alan

**none**  
Hottest:  
LIONEL RICHIE  
GENESIS  
KOOL & THE GANG  
DEBORAH ALLEN

**WAFB/Baton Rouge**  
Adams/Daniels

**BARRY MANILOW**  
MICHAEL GORE  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
BRYSON & FLACK  
DAN FOGELBERG  
PHIL COLLINS

**WMJJ/Birmingham**  
Thomas/Warren

**none**  
Hottest:  
KENNY ROGERS  
PAUL MCCARTNEY  
SHEENA EASTON  
JAMES INGRAM  
LIONEL RICHIE

**WBT/Charlotte**  
Dave Bishop

**PHIL COLLINS**  
MICHAEL GORE  
BILLY JOEL  
MANHATTAN TRANSFE  
Hottest:  
KENNY ROGERS  
CHRISTINE MCVIE  
LIONEL RICHIE  
IGLESIAS & NELSON

**WGOW/Chattanooga**  
Schaefler/Deason

**IGLESIAS & NELSON**  
BARRY MANILOW  
JEFFREY OSBORNE  
TRACEY ULLMAN  
Hottest:  
LIONEL RICHIE  
BRYSON & FLACK  
IGLESIAS & NELSON

**WSKY/Asheville**  
Don Brookshire

**TEMPERATIONS**  
WEIRD AL YANKOVIC  
MANHATTAN TRANSFE  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS

**KRBE-FM/Houston**  
Scott/Marrouquin

**none**  
Hottest:  
MICHAEL JACKSON  
JOHN LENNON  
SHANNON  
EURYTHMICS

## Parallel Three

**KORQ/Abilene**  
Pat Whitehead

**JAMES INGRAM**  
MANHATTAN TRANSFE  
BILLY JOEL  
KATHY MATTEA  
Hottest:  
DAN FOGELBERG  
STEPHEN BISHOP  
LIONEL RICHIE  
BRYSON & FLACK  
IGLESIAS & NELSON

**WSKY/Asheville**  
Don Brookshire

**TEMPERATIONS**  
WEIRD AL YANKOVIC  
MANHATTAN TRANSFE  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS

**KRBE-FM/Houston**  
Scott/Marrouquin

**none**  
Hottest:  
MICHAEL JACKSON  
JOHN LENNON  
SHANNON  
EURYTHMICS

## MIDWEST Parallel One

**WCLR/Chicago**  
Gary Price

**ALAN PARSONS**  
MANHATTAN TRANSFE  
JEFFREY OSBORNE  
Hottest:  
PHIL COLLINS  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS  
STEPHEN BISHOP

**WVFN/Chicago**  
John Waltherbe

**MICHAEL GORE**  
EURYTHMICS  
CHRISTINE MCVIE  
PHIL COLLINS  
DAN FOGELBERG  
KENNY ROGERS

**55KRC/Cincinnati**  
Dere Mason

**EURYTHMICS**  
Hottest:  
KENNY ROGERS  
CHRISTINE MCVIE  
BILLY JOEL  
LIONEL RICHIE  
CHRIS CROSS

**WARM58/Cincinnati**  
Mark Tipton

**IGLESIAS & NELSON**  
ALAN PARSONS  
JEFFREY OSBORNE  
MICHAEL GORE  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
BRYSON & FLACK  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS

**WCCO/Minneapolis**  
Denny Long

**BARRY MANILOW**  
JAMES INGRAM  
ROGERS & WEST  
EMMYLOU HARRIS  
JANE BRODY  
BILLY JOEL  
KATHY MATTEA  
RAJAH  
MICHAEL GORE  
Hottest:  
none

**KS94/St. Louis**  
Morgan/Watermann

**THOMPSON TWINS**  
CLIFF RICHARD  
BARRY MANILOW  
Hottest:  
DONNA SUMMER  
PHIL COLLINS  
LIONEL RICHIE  
POLICE

**WMCJ/Cleveland**  
Popovich/vers

**STEPHEN BISHOP**  
IGLESIAS & NELSON  
ALAN PARSONS  
Hottest:  
KENNY ROGERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
POLICE  
DAN FOGELBERG

**WOMC/Detroit**  
Barry Argenbright

**JEFFREY OSBORNE**  
CULTURE CLUB  
ALAN PARSONS  
DAN FOGELBERG  
IGLESIAS & NELSON  
Hottest:  
EURYTHMICS  
CHRISTINE MCVIE  
PHIL COLLINS  
STEPHEN BISHOP

**WCKQ/Campbellsville, KY**  
Jackson/Royce

**ROCKWELL**  
BILLY JOEL  
JAMES INGRAM  
TEMPERATIONS  
SHAKIN' STEVENS  
Hottest:  
DAN FOGELBERG  
LIONEL RICHIE  
JIMMY BUFFETT  
KENNY LOGGINS

## Parallel Two

**WBYB/Appleton**  
Bob Shannon

**BILLY JOEL**  
TEMPERATIONS  
KATHY MATTEA  
Hottest:  
BRYSON & FLACK  
CHRISTINE MCVIE  
STEPHEN BISHOP  
PHIL COLLINS  
LIONEL RICHIE

## WEST Parallel One

**KHOW/Denver**  
Hal Moore

**MANHATTAN TRANSFE**  
BILLY JOEL  
Hottest:  
JIMMY BUFFETT  
ANNE MURRAY  
CHRISTINE MCVIE  
LIONEL RICHIE  
CARPENTERS

**B100/San Diego**  
McCartney/Knight

**MICHAEL GORE**  
PAUL MCCARTNEY  
LIONEL RICHIE  
CHRISTINE MCVIE  
MICHAEL GORE  
EURYTHMICS  
PHIL COLLINS

**KEZR/San Jose**  
Wagner/Lemos

**BILLY JOEL**  
JIMMY BUFFETT  
TRACEY ULLMAN  
Hottest:  
CHRISTINE MCVIE  
BRYSON & FLACK  
PAUL MCCARTNEY  
MICHAEL JACKSON  
SHEENA EASTON

**KBOI/Boise**  
Drew Harold

**MANHATTAN TRANSFE**  
MICHAEL GORE  
JAMES INGRAM  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS  
MICHAEL JACKSON

**KPPD/Denver**  
John Walker

**none**  
Hottest:  
THOMPSON TWINS  
PHIL COLLINS  
DAN FOGELBERG  
HALL & OATES

**KUGN/Eugene, OR**  
Brian James

**TRACEY ULLMAN**  
BILLY JOEL  
EURYTHMICS  
KATHY MATTEA  
Hottest:  
RAD & JERRY  
CARPENTERS  
CHRISTINE MCVIE  
LIONEL RICHIE  
DAN FOGELBERG

**WNSM/Indianapolis**  
Wheeler/Eagan

**MICHAEL GORE**  
CRYSTAL GAYLE  
DEBARRE  
Hottest:  
CHRISTINE MCVIE  
KENNY ROGERS  
LIONEL RICHIE  
EURYTHMICS

**WFMK/Lansing**  
Jeff Davis

**JAMES INGRAM**  
MANHATTAN TRANSFE  
KATHY MATTEA  
JOHNNY MATRIS  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
BRYSON & FLACK  
STEPHEN BISHOP  
PHIL COLLINS

**WMCN/Madison**  
Bill Vancil

**JAMES INGRAM**  
PAUL YOUNG  
IGLESIAS & NELSON  
PRETENDERS  
Hottest:  
EURYTHMICS  
CHRISTINE MCVIE  
THOMPSON TWINS  
PHIL COLLINS  
LIONEL RICHIE

**WLTE/Minneapolis**  
Paul Sebastian

**IGLESIAS & NELSON**  
BILLY JOEL  
Hottest:  
LIONEL RICHIE  
CULTURE CLUB  
TRACEY ULLMAN

**KRAV/Tulsa**  
Gary Reynolds

**IGLESIAS & NELSON**  
POINTER SISTERS  
POLICE  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS

**WJBC/Bloomington, IL**  
Slew Salowitz

**MICHAEL GORE**  
KATHY MATTEA  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
BRYSON & FLACK  
LINDA RONSTADT  
IGLESIAS & NELSON

**WCLJ/Carbondale, IL**  
Matt McCann

**JAMES INGRAM**  
TEMPERATIONS  
BILLY JOEL  
Hottest:  
LINDA RONSTADT  
LIONEL RICHIE  
JIMMY BUFFETT  
JONES & STANLEY

**KCRG/Cedar Rapids, IA**  
Carl Mann

**ALAN PARSONS**  
TEMPERATIONS  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
DAN FOGELBERG  
STEPHEN BISHOP  
PHIL COLLINS  
EURYTHMICS

## WEST Parallel Two

**KBU/Boise**  
Drew Harold

**MANHATTAN TRANSFE**  
MICHAEL GORE  
JAMES INGRAM  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS  
MICHAEL JACKSON

**KPPD/Denver**  
John Walker

**none**  
Hottest:  
THOMPSON TWINS  
PHIL COLLINS  
DAN FOGELBERG  
HALL & OATES

**KUGN/Eugene, OR**  
Brian James

**TRACEY ULLMAN**  
BILLY JOEL  
EURYTHMICS  
KATHY MATTEA  
Hottest:  
RAD & JERRY  
CARPENTERS  
CHRISTINE MCVIE  
LIONEL RICHIE  
DAN FOGELBERG

**WNSM/Indianapolis**  
Wheeler/Eagan

**MICHAEL GORE**  
CRYSTAL GAYLE  
DEBARRE  
Hottest:  
CHRISTINE MCVIE  
KENNY ROGERS  
LIONEL RICHIE  
EURYTHMICS

**WFMK/Lansing**  
Jeff Davis

**JAMES INGRAM**  
MANHATTAN TRANSFE  
KATHY MATTEA  
JOHNNY MATRIS  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
BRYSON & FLACK  
STEPHEN BISHOP  
PHIL COLLINS

**WMCN/Madison**  
Bill Vancil

**JAMES INGRAM**  
PAUL YOUNG  
IGLESIAS & NELSON  
PRETENDERS  
Hottest:  
EURYTHMICS  
CHRISTINE MCVIE  
THOMPSON TWINS  
PHIL COLLINS  
LIONEL RICHIE

**WLTE/Minneapolis**  
Paul Sebastian

**IGLESIAS & NELSON**  
BILLY JOEL  
Hottest:  
LIONEL RICHIE  
CULTURE CLUB  
TRACEY ULLMAN

**KRAV/Tulsa**  
Gary Reynolds

**IGLESIAS & NELSON**  
POINTER SISTERS  
POLICE  
CHRISTINE MCVIE  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS

**WJBC/Bloomington, IL**  
Slew Salowitz

**MICHAEL GORE**  
KATHY MATTEA  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
BRYSON & FLACK  
LINDA RONSTADT  
IGLESIAS & NELSON

**WCLJ/Carbondale, IL**  
Matt McCann

**JAMES INGRAM**  
TEMPERATIONS  
BILLY JOEL  
Hottest:  
LINDA RONSTADT  
LIONEL RICHIE  
JIMMY BUFFETT  
JONES & STANLEY

**KCRG/Cedar Rapids, IA**  
Carl Mann

**ALAN PARSONS**  
TEMPERATIONS  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
DAN FOGELBERG  
STEPHEN BISHOP  
PHIL COLLINS  
EURYTHMICS

## WEST Parallel Three

**KFOD/Anchorage, AK**  
Mark Lewis

**NENA**  
JAMES INGRAM  
PRETENDERS  
Hottest:  
JOHN LENNON  
CHRISTINE MCVIE  
BRYSON & FLACK  
KENNY ROGERS  
BILLY JOEL

**KTWO/Casper**  
John Leader

**BILLY JOEL**  
JAMES INGRAM  
TEMPERATIONS  
BARRY MANILOW  
KATHY MATTEA  
ELBOW BONES & RAC  
Hottest:  
LIONEL RICHIE  
EURYTHMICS  
PHIL COLLINS  
STEPHEN BISHOP  
JIMMY BUFFETT

**K99/Great Falls**  
Steve Keller

**JAMES INGRAM**  
MANHATTAN TRANSFE  
KATHY MATTEA  
MICHAEL GORE  
TEMPERATIONS  
LATTISAW & GILL  
BILLY JOEL  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
STEPHEN BISHOP  
CULTURE CLUB  
THOMPSON TWINS

**KALE/Tr-Clarks, WA**  
Mike Purdy

**JAMES INGRAM**  
MICHAEL GORE  
BILLY JOEL  
KATHY MATTEA  
Hottest:  
LIONEL RICHIE  
STEPHEN BISHOP  
CULTURE CLUB  
PHIL COLLINS  
THOMPSON TWINS

**KISN/Salt Lake City**  
Dan Jessop

**CRYSTAL GAYLE**  
TEMPERATIONS  
JAMES INGRAM  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
BRYSON & FLACK  
PHIL COLLINS  
EURYTHMICS

**KALE/Tr-Clarks, WA**  
Mike Purdy

**JAMES INGRAM**  
MICHAEL GORE  
BILLY JOEL  
KATHY MATTEA  
Hottest:  
LIONEL RICHIE  
STEPHEN BISHOP  
CULTURE CLUB  
PHIL COLLINS  
THOMPSON TWINS

**KRON/Reno**  
Irons/Bennett

**LIONEL RICHIE**  
JAMES INGRAM  
MANHATTAN TRANSFE  
BILLY JOEL  
Hottest:  
CHRISTINE MCVIE  
GENESIS  
BRYSON & FLACK  
DONNA SUMMER  
DAN FOGELBERG

## 120 Current Reports

The following stations reported frozen playlists this week:

- KUDL/Kansas City
- WVOR/Rochester
- KRBE-FM/Houston
- KVIC/Victoria, TX

The following stations did not report this week and therefore their playlists were frozen:

- WTIC/Hartford
- WHB/Kansas City
- KKJO/St. Joseph, MO
- KEY 103/Austin
- WMJJ/Birmingham
- WVLC/Lexington
- KPPL/Denver

Note: R&R welcomes the following new reporter: WKYX/Paducah, KY (P3)

# R&R AOR / ALBUMS

**March 16, 1984**

**175 Reporters**

Three Weeks Last  
Two Weeks  
Weeks

Total Heavy Medium Total  
Reports Rotation Rotation Adds All  
Rotations

|              |    |    |    |  |  |     |   |     |   |     |   |    |   |
|--------------|----|----|----|--|--|-----|---|-----|---|-----|---|----|---|
| 1            | 1  | 1  | 1  | <b>1</b> VAN HALEN/1984 (WB)                                 | "I'll Wait" (134) "Panama" (115) "Jump" (86)       | 163 | - | 138 | - | 24  | + | 1  | - |
| 2            | 2  | 2  | 2  | <b>2</b> FOOTLOOSE/Soundtrack (Columbia)                     | "Footloose" (144) "Girl" (38) "Paradise" (12)      | 154 | - | 136 | - | 18  | + | 1  | + |
| -            | -  | 9  | 9  | <b>3</b> AGAINST ALL ODDS/Soundtrack (Atlantic)              | "Against All Odds" (157) "Violet" (64) "Walk" (25) | 166 | + | 116 | + | 44  | - | 13 | - |
| 7            | 7  | 5  | 5  | <b>4</b> YES/90125 (Atco)                                    | "Leave It" (134) "Changes" (32) "Happen" (28)      | 158 | - | 108 | + | 50  | - | 1  | - |
| 10           | 5  | 4  | 4  | <b>5</b> DAN FOGELBERG/Windows & Walls (Full Moon/Epic)      | "Language" (146) "Gone" (59)                       | 151 | - | 120 | - | 31  | - | 0  | - |
| 4            | 3  | 3  | 3  | <b>6</b> MANFRED MANN'S EARTH.../Somewhere In... (Arista)    | "Runner" (144)                                     | 145 | - | 117 | - | 28  | - | 0  | = |
| 11           | 8  | 8  | 8  | <b>7</b> DWIGHT TWILLEY/Jungle (EMI America)                 | "Girls" (153) "Little Bit Of Love" (10)            | 160 | - | 89  | + | 70  | - | 2  | = |
| 3            | 4  | 7  | 7  | <b>8</b> PRETENDERS/Learning To Crawl (Sire/WB)              | "Show Me" (103) "Time" (94) "Middle" (39)          | 157 | + | 91  | - | 63  | + | 15 | = |
| -            | 13 | 10 | 10 | <b>9</b> SCORPIONS/Love At First Sting (Mercury/PG)          | "Rock You" (147) "Big City Nights" (24)            | 148 | + | 94  | + | 54  | - | 3  | - |
| -            | 18 | 13 | 13 | <b>10</b> ALAN PARSONS PROJECT/Ammonia Avenue (Arista)       | "Prime" (111) "Answer" (82) "Go Home" (14)         | 158 | + | 55  | + | 99  | - | 9  | - |
| 5            | 6  | 6  | 6  | <b>11</b> CHRISTINE McVIE/Christine McVie (WB)               | "Got A Hold" (95) "Million" (79) "Love Will" (17)  | 141 | - | 89  | - | 51  | + | 6  | + |
| 15           | 16 | 14 | 14 | <b>12</b> HUEY LEWIS & THE NEWS/Sports (Chrysalis)           | "R&R" (98) "Drug" (54) "Walking" (20)              | 143 | + | 61  | + | 80  | + | 16 | + |
| -            | 20 | 16 | 16 | <b>13</b> DAVID GILMOUR/About Face (Columbia)                | "Lovers" (124) "Murder" (49) "Blue Light" (34)     | 149 | + | 48  | + | 100 | + | 9  | - |
| 14           | 11 | 11 | 11 | <b>14</b> QUEEN/The Works (Capitol)                          | "Ga-Ga" (81) "Tear" (54) "Hammer" (31)             | 141 | - | 57  | - | 79  | + | 7  | + |
| <b>DEBUT</b> |    |    |    | <b>15</b> TONY CAREY/Some Tough City (MCA)                   | "A Fine Fine Day" (136)                            | 141 | + | 31  | + | 100 | + | 24 | - |
| 8            | 9  | 12 | 12 | <b>16</b> 38 SPECIAL/Tour De Force (A&M)                     | "Back" (92) "One Time" (38) "If I'd" (16)          | 122 | - | 64  | - | 56  | + | 5  | + |
| 19           | 21 | 18 | 18 | <b>17</b> BON JOVI/Bon Jovi (Mercury/PG)                     | "Runaway" (126)                                    | 129 | + | 36  | + | 91  | - | 5  | + |
| 16           | 14 | 15 | 15 | <b>18</b> APRIL WINE/Animal Grace (Capitol)                  | "This Could" (113) "Sons" (25)                     | 124 | - | 43  | - | 79  | - | 3  | + |
| 23           | 22 | 19 | 19 | <b>19</b> ROGER DALTRY/Parting Should Be Painless (Atlantic) | "Walking" (115)                                    | 122 | - | 33  | + | 89  | - | 1  | - |
| 24           | 24 | 21 | 21 | <b>20</b> WANG CHUNG/Points On The Curve (Geffen)            | "Dance Hall Days" (95) "Don't Let Go" (42)         | 126 | = | 41  | + | 83  | - | 5  | - |
| -            | 31 | 25 | 25 | <b>21</b> THOMPSON TWINS/Into The Gap (Arista)               | "Hold Me Now" (113) "Doctor! Doctor!" (15)         | 115 | + | 67  | + | 45  | - | 12 | = |
| 29           | 30 | 28 | 28 | <b>22</b> NIGHT RANGER/Midnight Madness (Camel/MCA)          | "Sister Christian" (108) "Rumours" (18)            | 123 | + | 33  | + | 81  | + | 24 | + |
| 13           | 15 | 20 | 20 | <b>23</b> EURYTHMICS/Touch (RCA)                             | "Here Comes" (92) "Who's That Girl?" (12)          | 97  | - | 64  | - | 32  | - | 1  | + |
| 9            | 10 | 17 | 17 | <b>24</b> GENESIS/Genesis (Atlantic)                         | "Home" (52) "Alien" (44) "Just A Job" (20)         | 96  | - | 43  | - | 53  | - | 0  | - |
| 25           | 23 | 23 | 23 | <b>25</b> GOLDEN EARRING/N.E.W.S. (21/PG)                    | "When The Lady Smiles" (113)                       | 116 | - | 14  | + | 98  | - | 5  | - |
| 17           | 19 | 24 | 24 | <b>26</b> JUDAS PRIEST/Defenders Of The Faith (Columbia)     | "Some Heads" (66) "Rock Hard" (32)                 | 98  | - | 22  | - | 74  | - | 6  | + |
| 22           | 28 | 30 | 30 | <b>27</b> JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)            | "Authority Song" (82) "Pink" (15) "Guitar" (11)    | 93  | + | 28  | + | 64  | + | 12 | + |
| 26           | 29 | 27 | 27 | <b>28</b> DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)  | "Adult Education" (82)                             | 82  | - | 47  | + | 35  | - | 0  | - |
| 32           | 33 | 31 | 31 | <b>29</b> BILLY RANKIN/Growin' Up Too Fast (A&M)             | "Baby Come Back" (84) "Rip It Up" (10)             | 97  | + | 11  | + | 80  | = | 9  | = |
| 12           | 17 | 22 | 22 | <b>30</b> A NIGHT IN HEAVEN/Soundtrack (A&M)                 | "Heaven" (76)                                      | 76  | - | 45  | - | 30  | - | 1  | + |
| <b>DEBUT</b> |    |    |    | <b>31</b> HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)   | "Rock" (67) "Whiter" (22) "Missing" (21)           | 103 | + | 6   | + | 63  | + | 98 | + |
| -            | 37 | 33 | 33 | <b>32</b> "WEIRD AL" YANKOVIC/In 3-D (Rock & Roll/CBS)       | "Eat It" (78) "Jeopardy" (26) "Suede" (24)         | 89  | - | 17  | + | 64  | + | 16 | - |
| 34           | 34 | 32 | 32 | <b>33</b> JON BUTCHER AXIS/Stare At The Sun (Polydor/PG)     | "Don't Say Goodnight" (83)                         | 89  | - | 10  | - | 76  | - | 4  | - |
| -            | -  | 38 | 38 | <b>34</b> ALARM/Declaration (IRS/A&M)                        | "Sixty Eight Guns" (76)                            | 83  | + | 13  | + | 66  | + | 7  | - |
| 35           | 38 | 40 | 40 | <b>35</b> ROMANTICS/In Heat (Nemperor/CBS)                   | "One In A Million" (66) "Talkin'" (11)             | 79  | + | 13  | + | 59  | + | 22 | + |
| 6            | 12 | 26 | 26 | <b>36</b> J. LENNON & Y. ONO/Milk And Honey (Polydor/PG)     | "Nobody" (42) "Stepping" (33) "Borrowed" (14)      | 69  | - | 25  | - | 44  | = | 1  | - |
| 20           | 26 | 29 | 29 | <b>37</b> MOTLEY CRUE/Shout At The Devil (Elektra)           | "Looks That Kill" (44) "Shout" (26)                | 66  | - | 17  | - | 48  | - | 2  | = |
| 31           | 36 | 36 | 36 | <b>38</b> BILLY IDOL/Rebel Yell (Chrysalis)                  | "Blue Highway" (37) "Rebel Yell" (25)              | 62  | - | 12  | - | 46  | - | 5  | - |
| -            | -  | 39 | 39 | <b>39</b> THOMAS DOLBY/The Flat Earth (Capitol)              | "Hyperactive" (65)                                 | 67  | + | 18  | - | 47  | + | 2  | = |
| <b>DEBUT</b> |    |    |    | <b>40</b> HOWARD JONES/Human's Lib (Elektra)                 | "New Song" (52) "What Is Love?" (23)               | 65  | + | 20  | + | 43  | + | 10 | + |



## CHART EXTRAS

**CYNDI LAUPER**  
She's So Unusual (Epic)

## BREAKERS®

**TONY CAREY**  
Some Tough City (MCA)

81% of our reporters on it. 141/24, including adds at WSHE, WSKS, KKCI, KSJO, WKLC, WFYV, KGGG, KATT, KEZO, KOMP, KRSP. Debuts at #15 on the Albums chart.

**HAGAR, SCHON, AARONSON & SHRIEVE**  
Through The Fire (Geffen)

59% of our reporters on it. 103/98, including adds at WIYY, WMMR, WYSP, KTXQ, KZEW, KLOL, KSRR, WLLZ, WRIF, KLOS, KMET, KZAP, KRQR. Debuts at #31 on the Albums chart.

**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.

## AOR/ALBUMS

## MOST ADDED

**HAGAR, SCHON, AARONSON & SHRIEVE (98)**  
Through The Fire (Geffen)  
**SLADE (41)**  
Keep Your Hands Off My... (CBS Associated)  
**TALK TALK (26)**  
It's My Life (EMI America)  
**TONY CAREY (24)**  
Some Tough City (MCA)  
**NIGHT RANGER (24)**  
Midnight Madness (Camel/MCA)  
**ROMANTICS (22)**  
In Heat (Nemperor/CBS)

## MOST HOTS

**VAN HALEN (138)**  
1984 (WB)  
**FOOTLOOSE (136)**  
Soundtrack (Columbia)  
**DAN FOGELBERG (120)**  
Windows & Walls (Full Moon/Epic)  
**MANFRED MANN'S EARTH BAND (117)**  
Somewhere In Afrika (Arista)  
**AGAINST ALL ODDS (116)**  
Soundtrack (Atlantic)  
**YES (108)**  
90125 (Atco)

## NEW &amp; ACTIVE

- SLADE/Keep Your Hands Off My Power Supply (CBS Associated) 65/41 (30/19)**  
Adds include WMMR, WNOR, WYNF, WLLZ, KWK, KMET, KSJO, WHCN, WCMF, WAAF, WFYV, WZXR, WKDF, WLAV, KFMG, KRSP. Hots: 8 include WMMS, KISW, WDHA, WPDH, WAQX, KILO. Mediums: 38 include WAPP, WDVE, KGON, WPYX, WPLR, KLB, KATT.
- MODERN ENGLISH/Ricochet Days (Sire/WB) 65/13 (55/16)**  
Adds: WBCN, KUPD, WAAL, WAQX, WOVE, WIMZ, WTKX, WKZL, WLVO, KLPX, KWFM, WRKI, WBLM. Hots: 8 include WXRT, KBCO. Mediums: 50 include WDVE, KSRR, WPYX, WCMF, WAQY, KXZL, WTUE, WLAV, KZEL, KKDJ.
- JASON & THE SCORCHERS/Fervor (EMI America) 55/2 (53/10)**  
Adds: WCMF, KLAQ. Hots: 1 WBCN. Mediums: 52 include WNEW-FM, WYSP, WNOR, WYNF, WXRT, KKCI, KYYS, KBCO, WIMZ, WKDF, WDIZ, WTUE, WLAV, KKDJ, KFIV-FM.
- MI-SEX/Where Do They Go? (Epic) 54/9 (47/10)**  
Adds include WBAB, KSRR, WSHE, KLB, WKZL, WFBQ, KICT. Hots: 4 include KBCO. Mediums: 46 include WDVE, KZEW, WQFM, KGB.
- BERLIN/Love Life (Geffen) 53/19 (39/25)**  
Adds include WGRQ, WYSP, WXRT, KNCN, WZXY. Hots: 10 include WMMS, KPOI. Mediums: 32 include WBCN, WBAB, WMMR, KBCO, KGB, WZZO, WHCN, KLAQ, WWCK, KKDJ, KFIV-FM, KWFM.
- MR. MISTER/I Wear The Face (RCA) 53/11 (43/15)**  
Adds: WKLS, KEGL, KTXQ, KMET, KDKB. Hots: 1 WBCN. Mediums: 46 include WDVE, WCKO, WMMS, WRIF, KBCO.
- GREAT WHITE/Great White (EMI America) 49/0 (48/9)**  
Adds: 0. Hots: 5 include KZEW, KLOS, KRCK, KSJO. Mediums: 44 include WIYY, WGRQ, WDVE, WHJY, KTXQ, KLOL, WMMS, WQFM, KUPD, KGON, KGB, KRQR, KOME, KISW, KZOK.
- SANDY STEWART/Cat Dancer (Modern/Atco) 43/6 (45/12)**  
Adds include KTXQ, WCKO. Hots: 9 include WYNF, WMMS, KBCO. Mediums: 31 include WRXT, KLOL, KSRR, WQFM.
- PAUL YOUNG/No Parlez (Columbia) 40/4 (41/2)**  
Adds: K97, WROQ, WZXR, KREM. Hots: 11 include KEGL, WMMS, KBCO, KOAK. Mediums: 29 include WBCN, WBAB, WLIR, WMMR, WLUP, WEBN, KBPI.
- RAVYNS/Ravyns (RDM/MCA) 34/11 (20/10)**  
Adds include WYSP, CHUM-FM, KGB. Hots: WIYY. Mediums: 24 include WRXT, WBAB, WHJY, WEBN, KBCO.
- SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 32/6 (29/5)**  
Adds include KTXQ, KMET. Hots: 11 include WLIR, CHOM-FM, CHUM-FM, KBCO, KROQ, 91X, KOAK. Mediums: 15 include WBCN, WRXT, Q107, WCKO, WXRT, KFOG, CFOX.
- SAXON/Crusader (Carrere/CBS) 30/9 (21/12)**  
Adds include KRCK, KZOK, WOVE, KNCN, WTUE, KQDS, KILO, KLPX, KWFM. Hots: 0. Mediums: 26 include CHUM-FM, KTXQ, KZEW, KLOL, WSKS, WQFM, KGON, KSJO, KISW.
- TALK TALK/It's My Life (EMI America) 29/26 (0/0)**  
Adds include WLIR, WSHE, KBCO, WQBK, WPLR, WDHA, WPDH, WROQ, WQDR, WLVO. Hots: 0. Mediums: 14 include CHUM-FM, KOAK.
- RATT/Out Of The Cellar (Atlantic) 26/7 (28/12)**  
Adds include KISW, KRIX, KLAQ, KISS, KXZL, KMOD. Hots: 1 KSJO. Mediums: 20 include KTXQ, KZEW, KLOL, KLOS, KUPD, KGON, KRCK, KGB, KRQR.
- MADNESS/Keep Moving (Geffen) 25/2 (24/5)**  
Adds: KMET, KSPN. Hots: 6 include WLIR, WXRT, 91X, KOAK, WQBK. Mediums: 17 include WRXT, WBAB, CHUM-FM, WMMS, KBCO, KROQ, KCAL, KFOG.
- JOEY MOLLAND/After The Pearl (Earhtone) 14/2 (14/3)**  
Adds: WLUP, WXRT. Hots: 0. Mediums: 12 include WBAB, WSHE, WYNF, KBCO, KAZY, KFOG, WAQX, WYMX, WLVO.

**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.

GREAT WHITE  
"STICK IT"

SPRO-9071



**AOR NEW & ACTIVE LP  
AND HOT TRACK**  
47 REPORTS INCLUDING  
WIYY, WDVE, WHJY,  
KTXQ, KZEW, KLOL,  
WMMS, WQFM, KLOS,  
KGB, KISW, KZOK

From the LP, *Great White*. SF-1711  
Produced by Michael Wagener.

JASON  
& THE SCORCHERS  
"ABSOLUTELY SWEET MARIE"

R-8201



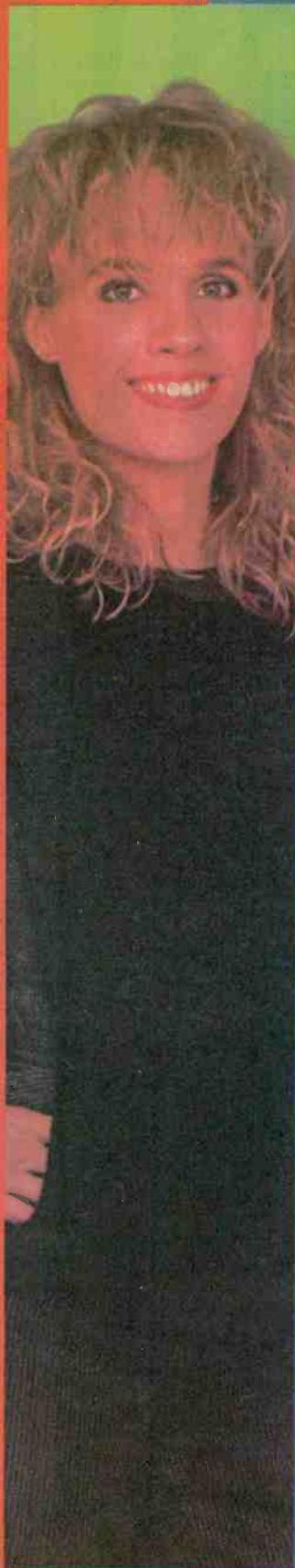
**AOR HOT TRACKS 58**  
55 REPORTS INCLUDING  
WBCN, WNEW-FM, WYSP,  
WKLS, WLUP, WXRT,  
KKCI, KYYS, KBCO, KMEL,  
KOAK, KRQR

From the LP, *Fervor*. SQ-19008  
Produced by Jim Dickinson, Jack Emerson, Jeff Johnson  
and Warner Hodges. \*Produced by Terry Manning.



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Something to talk about...



# talk show \*

*the GO-GO'S new album*  
includes the first single, "Head Over Heels" sp700-1  
ir9926

Available on AMEX high quality vinyl, chrome cassette • BASF and compact disc

Produced and engineered by MARTIN RUSHENT  
Front Line Management  
Agency: Frontier Booking International

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# R&R AOR /HOT TRACKS

| Three Weeks | Two Weeks | Last Week | 175 Reporters   | Total | Heavy | Medium | Total Adds |
|-------------|-----------|-----------|---|-------|-------|--------|------------|
| 16          | 4         | 1         | <b>1 CARS/You Might Think (Elektra)</b>                         | 171+  | 118+  | 52-    | 5-         |
| 20          | 14        | 6         | <b>2 PHIL COLLINS/Against All Odds... (Atlantic)</b>            | 157+  | 116+  | 36-    | 10-        |
| 2           | 1         | 2         | <b>3 KENNY LOGGINS/Footloose (Columbia)</b>                     | 144-  | 133-  | 11+    | 1+         |
| 5           | 3         | 3         | <b>4 DAN FOGELBERG/The Language Of... (Full Moon/Epic)</b>      | 146-  | 119+  | 27-    | 0=         |
| 3           | 2         | 1         | <b>5 MANFRED MANN'S EARTH BAND/Runner (Arista)</b>              | 144-  | 117-  | 27-    | 0=         |
| 22          | 8         | 7         | <b>6 SCORPIONS/Rock You Like A Hurricane (Mercury/PG)</b>       | 147=  | 94+   | 53-    | 3-         |
| 8           | 6         | 5         | <b>7 DWIGHT TWILLEY/Girls (EMI America)</b>                     | 153-  | 86+   | 66-    | 2+         |
| 13          | 10        | 10        | <b>8 VAN HALEN/I'll Wait (WB)</b>                               | 134+  | 89+   | 44+    | 2-         |
| 24          | 18        | 12        | <b>9 YES/Leave It (Atco)</b>                                    | 134+  | 90+   | 43-    | 2-         |
| 11          | 9         | 11        | <b>10 VAN HALEN/Panama (WB)</b>                                 | 115-  | 73+   | 42-    | 0=         |
| 54          | 36        | 21        | <b>11 TONY CAREY/A Fine Fine Day (MCA)</b>                      | 136+  | 31+   | 99+    | 19-        |
| 16          | 20        | 16        | <b>12 BON JOVI/Runaway (Mercury/PG)</b>                         | 126+  | 34+   | 90-    | 5+         |
| 27          | 23        | 19        | <b>13 DAVID GILMOUR/All Lovers Are... (Columbia)</b>            | 124+  | 37+   | 85+    | 6-         |
| 40          | 32        | 24        | <b>14 THOMPSON TWINS/Hold Me Now (Arista)</b>                   | 113+  | 65+   | 45-    | 12+        |
| 15          | 15        | 14        | <b>15 APRIL WINE/This Could Be The Right One (Capitol)</b>      | 113-  | 43-   | 68-    | 3+         |
| 23          | 19        | 17        | <b>16 ROGER DALTREY/Walking In My Sleep (Atlantic)</b>          | 115-  | 32+   | 83-    | 1-         |
| 6           | 5         | 9         | <b>17 CHRISTINE McVIE/Got A Hold On Me (WB)</b>                 | 95-   | 74-   | 20+    | 1=         |
| 55          | 35        | 23        | <b>18 ALAN PARSONS PROJECT/Prime Time (Arista)</b>              | 111+  | 38+   | 71-    | 3-         |
| 14          | 13        | 13        | <b>19 PRETENDERS/Time The Avenger (Sire/WB)</b>                 | 94-   | 55-   | 39-    | 1=         |
| 7           | 7         | 15        | <b>20 38 SPECIAL/Back Where You Belong (A&amp;M)</b>            | 92-   | 56-   | 36+    | 0=         |
| 12          | 12        | 18        | <b>21 EURYTHMICS/Here Comes The Rain Again (RCA)</b>            | 92-   | 61-   | 30-    | 1+         |
| 1           | 4         | 8         | <b>22 VAN HALEN/Jump (WB)</b>                                   | 86-   | 72-   | 14+    | 0=         |
| -           | -         | 43        | <b>23 PRETENDERS/Show Me (Sire/WB)</b>                          | 103+  | 46+   | 49+    | 27+        |
| -           | 56        | 30        | <b>24 RICK SPRINGFIELD/Love Somebody (RCA)</b>                  | 112+  | 31+   | 74-    | 12-        |
| 26          | 25        | 22        | <b>25 GOLDEN EARRING/When The Lady Smiles (21/PG)</b>           | 113-  | 13+   | 96-    | 5-         |
| 60          | 47        | 44        | <b>26 HUEY LEWIS &amp; THE NEWS/The Heart Of... (Chrysalis)</b> | 98+   | 32+   | 63+    | 20+        |
| -           | 50        | 42        | <b>27 NIGHT RANGER/Sister Christian (Camel/MCA)</b>             | 108+  | 22+   | 76+    | 26+        |
| 33          | 28        | 26        | <b>28 DARYL HALL &amp; JOHN OATES/Adult Education (RCA)</b>     | 82-   | 46+   | 36-    | 0-         |
| 36          | 33        | 29        | <b>29 WANG CHUNG/Dance Hall Days (Geffen)</b>                   | 95+   | 31+   | 63=    | 4-         |
| 10          | 11        | 20        | <b>30 BRYAN ADAMS/Heaven (A&amp;M)</b>                          | 76-   | 45-   | 30-    | 1+         |
| 18          | 22        | 25        | <b>31 QUEEN/Radio Ga-Ga (Capitol)</b>                           | 81-   | 40-   | 41-    | 0=         |
| 58          | 55        | 46        | <b>32 ALAN PARSONS PROJECT/Don't Answer Me (Arista)</b>         | 82+   | 27+   | 53+    | 6-         |
| 32          | 29        | 28        | <b>33 CHRISTINE McVIE/One In A Million (WB)</b>                 | 79-   | 29-   | 50+    | 1=         |
| 46          | 49        | 45        | <b>34 JOHN COUGAR MELLENCAMP/Authority... (Riva/PG)</b>         | 82+   | 24+   | 57+    | 12=        |
| 41          | 40        | 38        | <b>35 BILLY RANKIN/Baby Come Back (A&amp;M)</b>                 | 84+   | 10+   | 69-    | 6-         |
| 44          | 39        | 37        | <b>36 JON BUTCHER AXIS/Don't Say Good... (Polydor/PG)</b>       | 83=   | 10-   | 70-    | 4-         |
| -           | 44        | 33        | <b>37 "WEIRD AL" YANKOVIC/Eat It (Rock &amp; Roll/CBS)</b>      | 78-   | 17+   | 55-    | 11-        |
| -           | 59        | 50        | <b>38 ALARM/Sixty Eight Guns (IRS/A&amp;M)</b>                  | 76+   | 13+   | 59+    | 7-         |
| 19          | 24        | 27        | <b>39 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)</b>     | 66-   | 19-   | 46-    | 1=         |
| 31          | 37        | 32        | <b>40 HUEY LEWIS &amp; THE NEWS/I Want A... (Chrysalis)</b>     | 54-   | 35-   | 19-    | 0-         |
| 49          | 46        | 52        | <b>41 DAN FOGELBERG/Gone Too Far (Full Moon/Epic)</b>           | 59+   | 29+   | 30-    | 1-         |
| 52          | 51        | 47        | <b>42 THOMAS DOLBY/Hyperactive (Capitol)</b>                    | 65+   | 16-   | 47+    | 2+         |
| DEBUT       | -         | -         | <b>43 STEVIE NICKS/Violet And Blue (Atlantic)</b>               | 64+   | 15+   | 41+    | 23-        |
| DEBUT       | -         | 55        | <b>44 MISSING PERSONS/Give (Capitol)</b>                        | 63+   | 15+   | 43+    | 11-        |
| DEBUT       | -         | -         | <b>45 ROMANTICS/One In A Million (Nemperor/CBS)</b>             | 66+   | 8+    | 51+    | 22+        |
| 30          | 31        | 40        | <b>46 GENESIS/Home By The Sea (Atlantic)</b>                    | 52-   | 19-   | 33-    | 1=         |
| DEBUT       | -         | -         | <b>47 GO-GO'S/Head Over Heels (IRS/A&amp;M)</b>                 | 71+   | 6+    | 48+    | 24-        |
| DEBUT       | -         | -         | <b>48 HAGAR/SCHON/AARONSON/SHRIEVE/Top ... (Geffen)</b>         | 67+   | 4+    | 44+    | 65+        |
| -           | 58        | 51        | <b>49 QUEEN/Tear It Up (Capitol)</b>                            | 54=   | 21+   | 28-    | 8+         |
| 21          | 27        | 39        | <b>50 TED NUGENT/Tied Up In Love (Atlantic)</b>                 | 55-   | 5-    | 48-    | 2=         |
| -           | -         | 59        | <b>51 MODERN ENGLISH/Hands Across... (Sire/WB)</b>              | 62+   | 8+    | 47+    | 13-        |
| 29          | 34        | 41        | <b>52 ACCEPT/Balls To The Wall (Portrait/CBS)</b>               | 52-   | 9-    | 43-    | 1=         |
| 17          | 26        | 36        | <b>53 DURAN DURAN/New Moon On Monday (Capitol)</b>              | 45-   | 26-   | 19-    | 0-         |
| 48          | 48        | 56        | <b>54 HOWARD JONES/New Song (Elektra)</b>                       | 52-   | 17+   | 35-    | 0-         |
| DEBUT       | -         | -         | <b>55 DAVID GILMOUR/Murder (Columbia)</b>                       | 49+   | 17+   | 32+    | 5-         |
| 25          | 30        | 34        | <b>56 MOTLEY CRUE/Looks That Kill (Elektra)</b>                 | 44-   | 14-   | 30-    | 0-         |
| 9           | 21        | 35        | <b>57 PRETENDERS/Middle Of The Road (Sire/WB)</b>               | 39-   | 26-   | 13+    | 0-         |
| -           | -         | 60        | <b>58 JASON &amp; THE.../Absolutely... (EMI America)</b>        | 55+   | 1+    | 52+    | 2-         |
| DEBUT       | -         | -         | <b>59 CHEAP TRICK/Up The Creek (Pasha/CBS)</b>                  | 57+   | 1+    | 44+    | 30+        |
| 43          | 45        | 49        | <b>60 GENESIS/Illegal Alien (Atlantic)</b>                      | 44-   | 17-   | 27-    | 1-         |

## MOST ADDED

- HAGAR, SCHON, AARONSON & SHRIEVE (65)  
Top Of The Rock (Geffen)
- ICICLE WORKS (37)  
Whisper To A Scream (Birds Fly) (Arista)
- CHEAP TRICK (30)  
Up The Creek (Pasha/CBS)
- PRETENDERS (27)  
Show Me (Sire/WB)
- NIGHT RANGER (26)  
Sister Christian (Camel/MCA)
- TALK TALK (25)  
It's My Life (EMI America)
- GO-GO'S (24)  
Head Over Heels (IRS/A&M)

## MOST HOTS

- KENNY LOGGINS (133)  
Footloose (Columbia)
- DAN FOGELBERG (119)  
The Language Of Love (Full Moon/Epic)
- CARS (118)  
You Might Think (Elektra)
- MANFRED MANN'S EARTH BAND (117)  
Runner (Arista)
- PHIL COLLINS (116)  
Against All Odds (Atlantic)

# BREAKERS

## PRETENDERS Show Me (Sire/MCA)

59% of our reporters on it. 103/27, including adds at WPLR, WZXR, WKDF, WOOS, WFBQ, KATT, WIOT, KFIV-FM, KWFM. Moves 43-23 on the Hot Tracks chart.

## HUEY LEWIS & THE NEWS The Heart Of Rock & Roll (Chrysalis)

56% of our reporters on it. 98/20, including adds at WIYY, KYYS, WKLC, WFVY, WIMZ, KXZL, WTUE, WFBQ, KEZO, WIOT. Moves 44-26 on the Hot Tracks chart.

## NIGHT RANGER Sister Christian (Camel/MCA)

62% of our reporters on it. 108/26, including adds at KZEW, KSRR, KDKB, WPYX, WAPI, WCKN, WKDF, KGGO, KEZO, WWCT, KLPX. Moves 42-27 on the Hot Tracks chart.

# NEW & ACTIVE

**MR. MISTER "Hunters Of The Night" (RCA) 52/11 (41/13)**  
Adds: WBCN, WKLS, KEGL, KTXQ, KMET, KDKB, WCCC, KXZL, KWFM, WRUF, KTYD. Hots: 1 WEBN. Mediums: 45 include WDVE, WMMS, KBCO, WCMF, WAQY, KLAQ, WXP, KKD, KFIV-FM.

**MI-SEX "Where Do They Go?" (Epic) 50/10 (44/10)**  
Adds: WBAB, KSRR, WSHE, WQFM, KLB, WOVE, WKZL, WFBQ, KICT, WRKI. Hots: 3 CHUM-FM, KBPI, CITI-FM. Mediums: 43 include WDVE, KTXQ, KZEW, KGB, WPLR, WAQY, KLAQ, WFVY, WIMZ, KEZO, KMOD, KIL, KWFM.

**GREAT WHITE "Stick It" (EMI America) 47/0 (46/8)**  
Adds: 0. Hots: 5 KZEW, KLOS, KRCK, KSJO, KUFO. Mediums: 42 include WDVE, KTXQ, KLOL, WMMS, WQFM, KGB, KRQR, KISW, WPYX, WTPA, KLB, WIMZ, KLVQ, WTUE, KIL, KZEL, KKD.

**ICICLE WORKS "Whisper To A Scream..." (Arista) 45/37 (14/14)**  
Adds include WBCN, WYSP, WDVE, KBCO, WTPA, WAQY, WKLC, KNCN, KLAQ. Hots: 1 CHUM-FM. Mediums: 24 include WYNF, WXRT, WMMS, KMET, WPYX, WHCN, WPLR, WFVY, WDIZ, WLAV, KEZO.

**SLADE "My Oh My" (CBS Associated) 40/23 (24/15)**  
Adds include WNEW-FM, WMET, WLLZ, KKCI, KWK, KMET, KSJO, WAQY, WIMZ, WLAV. Hots: 7 include WMMS, KISW, WDHA, WAQX, KIL. Mediums: 20 include WBAB, WAPP, WDVE, KGON, KZOK, WPLR.

**PAUL YOUNG "Come Back & Stay" (Columbia) 40/4 (41/2)**  
Adds: K97, WROQ, WZXR, KREM. Hots: 11 include WMMS, KBCO, KQAK. Mediums: 29 include WBCN, WBAB, WMMR, WLUP, WEBN, WZZO, WKLC, WCKN, KFIV-FM.

**BERLIN "No More Words" (Geffen) 39/13 (30/17)**  
Adds include WYSP, WXRT, WMMS, WKT, KNCN, WCKX, WZXY, WWCK. Hots: 7 include WLIR, KROQ, KCAL, KQAK, KPOI, KSPN. Mediums: 25 include WBCN, WBAB, WMMR, KBCO, KMET, WZZO, WHCN, KFIV-FM.

**38 SPECIAL "One Time For Old Times" (A&M) 38/5 (24/1)**  
Adds: WRXT, WYSP, WQBK, WKT, KZOO. Hots: 11 include KZEW, WYNF, WCMF, WDIZ, KMOD, KWFM. Mediums: 25 include WSKS, WTPA, WZXR, WTUE, KATT, KFMG.

**BILLY IDOL "Blue Highway" (Chrysalis) 37/3 (39/5)**  
Adds: KRIX, KLAQ, KPOI. Hots: 5 include WLIR, WRIF, CITI-FM, KKD, J. Mediums: 30 include WBAB, WYSP, WDVE, KLOL, KSRR, KSHE, KMET, KRQR, WTPA, WLVO, KIL, KFIV-FM.

**SANDY STEWART "Saddest Victory" (Modern/Atco) 36/6 (38/10)**  
Adds: KTXQ, WCKO, WCCC, WKT, WRXL, KFMG. Hots: 9 include WYNF, WMMS, KBCO, KLB, KIDQ. Mediums: 24 include WAQY, WDIZ, WLVO, WLAV, WWCT.

**DAVID GILMOUR "Blue Light" (Columbia) 34/5 (20/6)**  
Adds: WGRQ, WMMR, WZZO, WZXR, KICT. Hots: 14 include WXRT, KYYS, KBCO, KFOG, WLVO, KPOI. Mediums: 20 include WBAB, WLUP, WXP, KATT, WWCT.

**SLADE "Run Runaway" (CBS Associated) 33/22 (9/6)**  
Adds include WNEW-FM, WHJY, KTXQ, KSHE, KAZY, WTKX, KWFM. Hots: 4 WCKO, WDHA, WPDH, KIL. Mediums: 21 include WAPP, WMMR, WNOR, WYNF, WMMS, KUPD, WHCN, WCMF, WAAF, WFVY, WZXR, WKDF, KATT, KZEL, KRSP.

**RAVYNS "Don't Leave Me This Way" (RDM/MCA) 32/11 (18/9)**  
Adds: WYSP, CHUM-FM, KGB, WAQY, KLB, WIMZ, WCKE, WIOT, KFIV-FM, KEZE, KRKQ. Hots: 1 WIYY. Mediums: 22 include WBAB, WHJY, WTPA, WCMF, WKLC, KLVQ, KATT, KMOD, KFMG, KIL, KWFM.

**JUDAS PRIEST "Rock Hard, Ride Free" (Columbia) 32/5 (29/2)**  
Adds: KTXQ, WZXR, WLAV, KICT, WIOB. Hots: 2 CITI-FM, KKD, J. Mediums: 29 include WIYY, WDVE, WQFM, KLOS, KZAP, KRQR, WPYX, WFVY, WDIZ, WLVO, WTUE, KEZO, WIOT, KZEL, KOMP.

**QUEEN "Hammer To Fall" (Capitol) 31/1 (24/0)**  
Adds: KEZE. Hots: 11 include WBAB, WYNF, WRIF, WAAF. Mediums: 20 include WAPP, WYSP, WDVE, WMET, WSKS, WLLZ, KKCI, KSHE, KWK, KMET, WXP, WTUE, KIL.

**TALK TALK "It's My Life" (EMI America) 28/25 (7/4)**  
Adds include KROQ, 91X, WOVE, WZXY, WTKX, KDOS, WCKE, KICT. Hots: 0. Mediums: 13 include WLIR, WSHE, KBCO, KQAK, WPLR, WDHA, WROQ, WLVO.

**SIMPLE MINDS "Waterfront" (Virgin/A&M) 28/6 (24/5)**  
Adds: KTXQ, KMET, WCMF, KDOS, KMOD, KWXL. Hots: 8 include KBCO, KROQ, 91X, KQAK. Mediums: 14 include WBCN, WXRT, KFOG, WLAV, KIL, KKD, J.

**VAN HALEN "Drop Dead Legs" (WB) 28/2 (22/4)**  
Adds: WZXR, CITI-FM. Hots: 15 include WIYY, KTXQ, KYYS, WTPA, WHCN, WFVY, WDIZ, WLVO, KKD, J. Mediums: 13 include KZEW, KLOL, KZAP, WPYX, WKDF, WFBQ, WIOT, KICT, KOMP.

**"WEIRD AL" YANKOVIC "I Lost On..." (Rock & Roll/CBS) 26/9 (10/5)**  
Adds include WKLS, WTPA, WKLC, KDOS. Hots: 5 include WHCN, WAPI, WFVY, WCKE. Mediums: 17 include WBAB, WNEW-FM, WYNF, KRCK, KLB, WZXR, WLVO, KKD, J.

**PETER GABRIEL "Walk Through The Fire" (Atlantic) 25/8 (22/20)**  
Adds include WBCN, WQBK, KLPX, KAWY. Hots: 9 include WYSP, WXRT, KFOG, WLVO, WLAV. Mediums: 11 include WMMR, KLOL, WEBN.

**APRIL WINE "Sons Of The Pioneers" (Capitol) 25/1 (19/0)**  
Adds: WTKX. Hots: 3 CFOX, CHEZ-FM, WYER. Mediums: 22 include WDVE, KTXQ, WYNF, KRQR, WHCN, WFVY, WWCK, KEZO, WIOT.

**"WEIRD AL" YANKOVIC "King Of..." (Rock & Roll/CBS) 24/10 (7/6)**  
Adds include WKLS, WRIF, WPLR, WKLC, KPOI. Hots: 5 include WGRQ, WFVY, WCKE. Mediums: 17 include WBAB, WNEW-FM, WDVE, KBCO, WTPA, WZXR.

**RATT "Round And Round" (Atlantic) 24/8 (24/11)**  
Adds include WQFM, KISW, KLAQ, KMOD. Hots: 0. Mediums: 19 include KZEW, KLOS, KUPD, KGB, KRQR, KFMG, KIL, KKD, J.

**SCORPIONS "Big City Nights" (Mercury/PolyGram) 24/2 (15/3)**  
Adds: WIYY, WMET. Hots: 10 include KMET, KZOK, WTPA, WCMF, WXP, KKD, J. Mediums: 13 include WLZ, KWK, KRCK, KGB, KRQR, WQFM, WLAV, KZEL, KFIV-FM.

**HOWARD JONES "What Is Love?" (Elektra) 23/14 (13/11)**  
Adds include WCKO, WAQY, WHMD. Hots: 7 include WXRT, KSPN, KTCL, KTYD. Mediums: 13 include KLOL, WYNF, KYYS, WHCN, WKDF, WLAV.

**YES "Hold On" (Atco) 23/1 (15/1)**  
Adds: WPYX. Hots: 14 include WMMR, WDVE, KTXQ, WYNF, KFOG, KMEL, WHCN, WDIZ, KKD, J, RPOI. Mediums: 9 include WLLZ, KEZO, WIOT, KZEL.

**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.



# SOUTH

## Parallel One

**WKLS/Atlanta** (404) 325-0980  
 PD: ALAN SNEED  
 HD: BOB BALLEW

**WYNF/Tampa** (813) 876-0455  
 PD: CAROL KREPPOLD  
 HD: RON DEAR

**WTKX/Dallas** (214) 528-5500  
 PD: TOM OWENS

**WNRN/Norfolk** (804) 623-9667  
 PD: RON KEBER  
 HD: DAVID WILLIAMS

**WSHE/Miami** (305) 581-1580  
 PD: DAVE LANGRISH

**WYFF/Tampa** (813) 876-0455  
 PD: CAROL KREPPOLD  
 HD: RON DEAR

**WTKX/Dallas** (214) 528-5500  
 PD: TOM OWENS

**WNRN/Norfolk** (804) 623-9667  
 PD: RON KEBER  
 HD: DAVID WILLIAMS

**WSHE/Miami** (305) 581-1580  
 PD: DAVE LANGRISH

**WKCO/Miami** (305) 731-4800  
 HD: RUBY CREEKS

**WKZL/Winston-Salem** 919-996-2217  
 PD: TOM COLLINS

**KZEW/Dallas** (214) 748-9898  
 PD: GARY STEELE  
 HD: RICHARD BROOKS

**KSRH/Houston** (713) 797-0087  
 PD: ANDY DAUBIN  
 ASST. PD: MICHAEL STEVENS

**KLON/Houston** (713) 528-4591  
 PD: BLAIR LANGRISH  
 ASST. PD: LINDA SILK

**KISS/San Antonio** (512) 223-6211  
 PD: GREG STEVENS  
 HD: TEMPIE LINDSEY

**WYMX/Augusta** (404) 722-1392  
 PD: CHELSEA WITZNER  
 HD: JAY SISSON

**WVTV/Jacksonville** (904) 642-1055  
 PD: CHRIS JONES  
 HD: LEX STALEY

**WZXR/Memphis** (901) 728-0080  
 PD: JOHN STEIN

**WYMX/Augusta** (404) 722-1392  
 PD: CHELSEA WITZNER  
 HD: JAY SISSON

**WVTV/Jacksonville** (904) 642-1055  
 PD: CHRIS JONES  
 HD: LEX STALEY

**WZXR/Memphis** (901) 728-0080  
 PD: JOHN STEIN

**WKLB/Austin** (512) 474-6543  
 PD: CLAY RYAN  
 HD: JOHN MICHAEL SCOTT

**WTKM/Charlotte** (808) 723-8165  
 HD: LEE GELLINS

**WRXL/Richmond** (804) 282-9731  
 PD: GARY CHASE  
 HD: BOB SHUGART

**WAPI/Birmingham** (205) 933-9274  
 PD: STEVE RANER  
 HD: BOB BALLEW

**WCKN/Greenville-Spartansburg** (803) 226-1511  
 PD: STEVE CHRIS

**WZXY/Kingsport** (615) 246-8131  
 PD: ROBBIE JORDAN  
 HD: JOHN KELLY

**WZLX/Knoxville** (615) 525-6000  
 PD: SCOTT LAHMEY  
 HD: KERRY PAULSEN

**WQMF/Louisville** (502) 589-4400  
 PD: TOM WOOD  
 HD: JOE MEYERS

**WTKX/Pensacola** (904) 438-7543  
 PD: WRE DAVID SAMYER

**WZXR/Memphis** (901) 728-0080  
 PD: JOHN STEIN

**KLAQ/El Paso** (915) 544-8864  
 PD: BOB HENNING  
 HD: PETER LOPES

**KMJX/Little Rock** (501) 329-3808  
 PD: TOM WOOD  
 HD: TOMMY SMITH

**WRXJ/Louisville** (502) 585-5178  
 PD: DAN DEELY  
 HD: BRIAN CHRISTOPHER

**WKDF/Nashville** (615) 244-9532  
 PD: SMOKEY RIVERS  
 ASST. PD: DAVID HALL

**WRUF/Gainesville** (904) 392-0771  
 PD: HARRY GUSCOFF  
 HD: GREG HAMBER

**WRQO/Charlotte** (704) 392-6191  
 PD: JIM DANIEL  
 HD: REBE DONIVAN

**WMMJ/Cleveland** (216) 781-9667  
 PD: JOHN GORHAM  
 HD: RED LEO

**WRXT/Chicago** (312) 777-1700  
 PD: NORM WIKER  
 HD: JOHN HEVOS

**KMBO/Shreveport** (318) 425-8892  
 PD: DICK BARTON  
 HD: NICK LANE

**WQDR/Raleigh** (919) 832-8311  
 PD: TOM EVANS  
 ASST. PD: BOB WALTON

**WOWE/Chattanooga** (615) 267-1050  
 PD: TONY DAVIS

**WKQJ/Lexington** (606) 252-6694  
 PD: DAVID KRISTENLAUS  
 HD: KURT PATRICK

**WQDF/Nashville** (615) 244-9532  
 PD: SMOKEY RIVERS  
 ASST. PD: DAVID HALL

**WRUF/Gainesville** (904) 392-0771  
 PD: HARRY GUSCOFF  
 HD: GREG HAMBER

**WRQO/Charlotte** (704) 392-6191  
 PD: JIM DANIEL  
 HD: REBE DONIVAN

**WMMJ/Cleveland** (216) 781-9667  
 PD: JOHN GORHAM  
 HD: RED LEO

**WRXT/Chicago** (312) 777-1700  
 PD: NORM WIKER  
 HD: JOHN HEVOS

**KFMX/Lubbock** (806) 747-1224  
 PD: NAT LAMP  
 HD: JESSE BYRD

**KSMB/Lafayette** (318) 232-1311  
 PD: SCOTT GREGAVES

**WWWI/Charlottesville** (804) 971-4057  
 PD: JAY LOPEZ

**KUFO/Odessa** (915) 366-2801  
 PD: J. MICHAEL SCOTT  
 HD: STEVE DRISCOLL

# MIDWEST

Continued on next page







**Dallas/Ft. Worth**  
**92.1 KAFM-FM**  
 Ops Mgr: John Shomby  
 Asst. PD/MC: Pete Thomson

1 1 KOCHELL/Sombody's Watching Me  
 2 2 KERRY LOGGINS/Footloose  
 3 3 BRYAN ADAMS/Revenge  
 4 4 LIONEL RICHIE/Hello  
 5 5 CYNTHI LAUPER/Girls Just Want to Be A Boy  
 6 6 EURYTHMICS/Here Comes The Rain A-  
 7 7 JOHN LENNON/Nobody Told Me  
 8 8 HARPERS BOUNTY/Runner  
 9 9 CHRISTINE MCVIE/Just a Fool  
 10 10 DAN FOULBERG/The Language of Love  
 11 11 POLICE/Wrapped Around Your F  
 12 12 RE-FILE/The Politics of Danc  
 13 13 QUEEN/Radio Ga Ga  
 14 14 SPANARD BALLEW/Go  
 15 15 MICHAEL JACKSON/Thriller  
 16 16 THOMPSON TWINS/Hold Me Now  
 17 17 HALL & OATES/Adult Education  
 18 18 VAN HALEN/Jump  
 19 19 POLICE/Wrapped Around Your F  
 20 20 POLICE/Wrapped Around Your F  
 21 21 KOOZ & THE GANG/Joanna  
 22 22 PHIL COLLINS/Against All Odds  
 23 23 MICHAEL JACKSON/Thriller  
 24 24 NEW/99 Luftballons/99 Red  
 25 25 HONOLU JONES/New Song  
 26 26 CULTURE CLUB/Sarna Chameleon  
 27 27 RICK SPRINGFIELD/Love Somebody  
 28 28 JEFFREY DEBRONE/We're Going All the W  
 29 29 SHERRA BUTCH/Almost Over You  
 30 30 TRACY ULLMAN/They Don't Know  
 31 31 BONNIE TYLER/Holding Out For A Her  
 32 32 DENICE WILLIAMS/Let's Hear It For  
 33 33 CAROL YOUNG/You Might Think  
 34 34 ROMANTIC/One In A Million

**Tampa**  
 Ops Mgr: Mason Dixon  
 MD: Diana Thomas

1 1 VAN HALEN/Jump  
 2 2 KERRY LOGGINS/Footloose  
 3 3 BRYAN ADAMS/Revenge  
 4 4 LIONEL RICHIE/Hello  
 5 5 CYNTHI LAUPER/Girls Just Want to Be  
 6 6 EURYTHMICS/Here Comes The Rain A  
 7 7 JOHN LENNON/Nobody Told Me  
 8 8 HARPERS BOUNTY/Runner  
 9 9 CHRISTINE MCVIE/Just a Fool  
 10 10 DAN FOULBERG/The Language of Love  
 11 11 POLICE/Wrapped Around Your F  
 12 12 RE-FILE/The Politics of Danc  
 13 13 QUEEN/Radio Ga Ga  
 14 14 SPANARD BALLEW/Go  
 15 15 MICHAEL JACKSON/Thriller  
 16 16 THOMPSON TWINS/Hold Me Now  
 17 17 HALL & OATES/Adult Education  
 18 18 VAN HALEN/Jump  
 19 19 POLICE/Wrapped Around Your F  
 20 20 POLICE/Wrapped Around Your F  
 21 21 KOOZ & THE GANG/Joanna  
 22 22 PHIL COLLINS/Against All Odds  
 23 23 MICHAEL JACKSON/Thriller  
 24 24 NEW/99 Luftballons/99 Red  
 25 25 HONOLU JONES/New Song  
 26 26 CULTURE CLUB/Sarna Chameleon  
 27 27 RICK SPRINGFIELD/Love Somebody  
 28 28 JEFFREY DEBRONE/We're Going All the W  
 29 29 SHERRA BUTCH/Almost Over You  
 30 30 TRACY ULLMAN/They Don't Know  
 31 31 BONNIE TYLER/Holding Out For A Her  
 32 32 DENICE WILLIAMS/Let's Hear It For  
 33 33 CAROL YOUNG/You Might Think  
 34 34 ROMANTIC/One In A Million

**Minneapolis**  
 PD: Dave Hamilton  
 MD/Asst. PD: Mark McKay

1 1 KERRY LOGGINS/Footloose  
 2 2 BRYAN ADAMS/Revenge  
 3 3 KOCHELL/Sombody's Watching Me  
 4 4 VAN HALEN/Jump  
 5 5 EURYTHMICS/Here Comes The Rain A  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 CHRISTINE MCVIE/Just a Fool  
 8 8 HONOLU JONES/New Song  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 HALL & OATES/Adult Education  
 11 11 HARPERS BOUNTY/Runner  
 12 12 PHIL COLLINS/Against All Odds  
 13 13 NEW/99 Luftballons/99 Red  
 14 14 JOHN LENNON/Nobody Told Me  
 15 15 RE-FILE/The Politics of Danc  
 16 16 QUEEN/Radio Ga Ga  
 17 17 ALAN PARSONS/Don't Answer Me  
 18 18 POLICE/Wrapped Around Your F  
 19 19 KOOZ & THE GANG/Joanna  
 20 20 TRACY ULLMAN/They Don't Know  
 21 21 POLICE/Wrapped Around Your F  
 22 22 MICHAEL JACKSON/Thriller  
 23 23 VAN HALEN/Jump  
 24 24 POLICE/Wrapped Around Your F  
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**Cleveland**  
 PD: Bob Travis  
 MD: Tom Jeffries

1 1 PHIL COLLINS/Against All Odds  
 2 2 WEIRD AL YARNOVIC/Bat It  
 3 3 KOCHELL/Sombody's Watching Me  
 4 4 KERRY LOGGINS/Footloose  
 5 5 CULTURE CLUB/Wee Wee Wee  
 6 6 HALL & OATES/Adult Education  
 7 7 DORIS DAY/Just a Fool  
 8 8 THOMPSON TWINS/Hold Me Now  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 RE-FILE/The Politics of Danc  
 11 11 WEIRD AL YARNOVIC/Bat It  
 12 12 HONOLU JONES/New Song  
 13 13 POLICE/Wrapped Around Your F  
 14 14 POLICE/Wrapped Around Your F  
 15 15 QUEEN/Radio Ga Ga  
 16 16 POLICE/Wrapped Around Your F  
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**Kansas City**  
 PD: Pat McKay  
 MD: Karen Barber

1 1 KERRY LOGGINS/Footloose  
 2 2 VAN HALEN/Jump  
 3 3 NEW/99 Luftballons/99 Red  
 4 4 CYNTHI LAUPER/Girls Just Want to Be  
 5 5 KOCHELL/Sombody's Watching Me  
 6 6 MICHAEL JACKSON/Thriller  
 7 7 EURYTHMICS/Here Comes The Rain A  
 8 8 BRYAN ADAMS/Revenge  
 9 9 HALL & OATES/Adult Education  
 10 10 CULTURE CLUB/Wee Wee Wee  
 11 11 DENICE WILLIAMS/Let's Hear It For  
 12 12 PHIL COLLINS/Against All Odds  
 13 13 POLICE/Wrapped Around Your F  
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**San Diego**  
 PD: Jim Richards  
 MD: Anne Haney

1 1 KOCHELL/Sombody's Watching Me  
 2 2 KERRY LOGGINS/Footloose  
 3 3 MICHAEL JACKSON/Thriller  
 4 4 VAN HALEN/Jump  
 5 5 THOMPSON TWINS/Hold Me Now  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 EURYTHMICS/Here Comes The Rain A  
 8 8 BRYAN ADAMS/Revenge  
 9 9 HALL & OATES/Adult Education  
 10 10 CULTURE CLUB/Wee Wee Wee  
 11 11 ADAM APPT/Strip  
 12 12 WEIRD AL YARNOVIC/Bat It  
 13 13 POLICE/Wrapped Around Your F  
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**Norfolk**  
 PD: Jeff Morgan

1 1 VAN HALEN/Jump  
 2 2 NEW/99 Luftballons/99 Red  
 3 3 CYNTHI LAUPER/Girls Just Want to Be  
 4 4 MICHAEL JACKSON/Thriller  
 5 5 KOCHELL/Sombody's Watching Me  
 6 6 KERRY LOGGINS/Footloose  
 7 7 HURT LEVIE & NEWS/Just a Fool  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
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**Atlanta**  
 PD: Jim Morrison  
 MD: Jeff McCartney

1 1 KERRY LOGGINS/Footloose  
 2 2 KOCHELL/Sombody's Watching Me  
 3 3 CYNTHI LAUPER/Girls Just Want to Be  
 4 4 HURT LEVIE & NEWS/Just a Fool  
 5 5 VAN HALEN/Jump  
 6 6 MICHAEL JACKSON/Thriller  
 7 7 EURYTHMICS/Here Comes The Rain A  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
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**Chicago**  
 PD: Buddy Scott  
 MD: Dave Robbins

1 1 NEW/99 Luftballons/99 Red  
 2 2 CYNTHI LAUPER/Girls Just Want to Be  
 3 3 VAN HALEN/Jump  
 4 4 KOCHELL/Sombody's Watching Me  
 5 5 HURT LEVIE & NEWS/Just a Fool  
 6 6 MICHAEL JACKSON/Thriller  
 7 7 EURYTHMICS/Here Comes The Rain A  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
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**Chicago**  
 Ops. Mgr.: Steve Casey  
 MD: Steve Perun

1 1 KERRY LOGGINS/Footloose  
 2 2 WEIRD AL YARNOVIC/Bat It  
 3 3 KOCHELL/Sombody's Watching Me  
 4 4 VAN HALEN/Jump  
 5 5 CYNTHI LAUPER/Girls Just Want to Be  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 MICHAEL JACKSON/Thriller  
 8 8 PHIL COLLINS/Against All Odds  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 THOMPSON TWINS/Hold Me Now  
 11 11 POLICE/Wrapped Around Your F  
 12 12 POLICE/Wrapped Around Your F  
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**Denver**  
 PD: Jack Regan  
 MD: Alan Sledge

1 1 VAN HALEN/Jump  
 2 2 NEW/99 Luftballons/99 Red  
 3 3 CYNTHI LAUPER/Girls Just Want to Be  
 4 4 MICHAEL JACKSON/Thriller  
 5 5 KOCHELL/Sombody's Watching Me  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 JOHN LENNON/Nobody Told Me  
 8 8 DAN FOULBERG/The Language of Love  
 9 9 POLICE/Wrapped Around Your F  
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 12 12 POLICE/Wrapped Around Your F  
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**Sacramento**  
 PD: Rick Gillette  
 MD: Chris Collins

1 1 VAN HALEN/Jump  
 2 2 KOCHELL/Sombody's Watching Me  
 3 3 KERRY LOGGINS/Footloose  
 4 4 MICHAEL JACKSON/Thriller  
 5 5 DAN FOULBERG/The Language of Love  
 6 6 POLICE/Wrapped Around Your F  
 7 7 POLICE/Wrapped Around Your F  
 8 8 POLICE/Wrapped Around Your F  
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**Atlanta**  
 PD: John Young  
 MD: Chris Thomas

1 1 KOCHELL/Sombody's Watching Me  
 2 2 KERRY LOGGINS/Footloose  
 3 3 BRYAN ADAMS/Revenge  
 4 4 LIONEL RICHIE/Hello  
 5 5 CYNTHI LAUPER/Girls Just Want to Be  
 6 6 EURYTHMICS/Here Comes The Rain A  
 7 7 JOHN LENNON/Nobody Told Me  
 8 8 HARPERS BOUNTY/Runner  
 9 9 CHRISTINE MCVIE/Just a Fool  
 10 10 DAN FOULBERG/The Language of Love  
 11 11 POLICE/Wrapped Around Your F  
 12 12 RE-FILE/The Politics of Danc  
 13 13 QUEEN/Radio Ga Ga  
 14 14 SPANARD BALLEW/Go  
 15 15 MICHAEL JACKSON/Thriller  
 16 16 THOMPSON TWINS/Hold Me Now  
 17 17 HALL & OATES/Adult Education  
 18 18 VAN HALEN/Jump  
 19 19 POLICE/Wrapped Around Your F  
 20 20 POLICE/Wrapped Around Your F  
 21 21 KOOZ & THE GANG/Joanna  
 22 22 PHIL COLLINS/Against All Odds  
 23 23 MICHAEL JACKSON/Thriller  
 24 24 NEW/99 Luftballons/99 Red  
 25 25 HONOLU JONES/New Song  
 26 26 CULTURE CLUB/Sarna Chameleon  
 27 27 RICK SPRINGFIELD/Love Somebody  
 28 28 JEFFREY DEBRONE/We're Going All the W  
 29 29 SHERRA BUTCH/Almost Over You  
 30 30 TRACY ULLMAN/They Don't Know  
 31 31 BONNIE TYLER/Holding Out For A Her  
 32 32 DENICE WILLIAMS/Let's Hear It For  
 33 33 CAROL YOUNG/You Might Think  
 34 34 ROMANTIC/One In A Million

**Detroit**  
 PD: Gary Berkowitz  
 MD: Bob Ransom

1 1 KERRY LOGGINS/Footloose  
 2 2 KOCHELL/Sombody's Watching Me  
 3 3 NEW/99 Luftballons/99 Red  
 4 4 VAN HALEN/Jump  
 5 5 CYNTHI LAUPER/Girls Just Want to Be  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 MICHAEL JACKSON/Thriller  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
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 12 12 POLICE/Wrapped Around Your F  
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**Minneapolis**  
 PD: Tac Hammer  
 Asst. PD/MD: Gregg Swedberg

1 1 KERRY LOGGINS/Footloose  
 2 2 DAN FOULBERG/The Language of Love  
 3 3 HURT LEVIE & NEWS/Just a Fool  
 4 4 CYNTHI LAUPER/Girls Just Want to Be  
 5 5 EURYTHMICS/Here Comes The Rain A  
 6 6 KOCHELL/Sombody's Watching Me  
 7 7 RE-FILE/The Politics of Danc  
 8 8 HONOLU JONES/New Song  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
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**Detroit**  
 PD: Lee Douglas  
 MD: Gary King

1 1 KOCHELL/Sombody's Watching Me  
 2 2 CYNTHI LAUPER/Girls Just Want to Be  
 3 3 KERRY LOGGINS/Footloose  
 4 4 VAN HALEN/Jump  
 5 5 EURYTHMICS/Here Comes The Rain A  
 6 6 MICHAEL JACKSON/Thriller  
 7 7 PHIL COLLINS/Against All Odds  
 8 8 DAN FOULBERG/The Language of Love  
 9 9 THOMPSON TWINS/Hold Me Now  
 10 10 POLICE/Wrapped Around Your F  
 11 11 POLICE/Wrapped Around Your F  
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**Tacoma-Seattle**  
 PD: Sean Lynch

1 1 KERRY LOGGINS/Footloose  
 2 2 KOCHELL/Sombody's Watching Me  
 3 3 CYNTHI LAUPER/Girls Just Want to Be  
 4 4 CHRISTINE MCVIE/Just a Fool  
 5 5 HURT LEVIE & NEWS/Just a Fool  
 6 6 RE-FILE/The Politics of Danc  
 7 7 LIONEL RICHIE/Hello  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
 11 11 POLICE/Wrapped Around Your F  
 12 12 POLICE/Wrapped Around Your F  
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**Los Angeles**  
 PD: Gerry De Francesco  
 MD: Mike Schaefer

1 1 VAN HALEN/Jump  
 2 2 KOCHELL/Sombody's Watching Me  
 3 3 EURYTHMICS/Here Comes The Rain A  
 4 4 HURT LEVIE & NEWS/Just a Fool  
 5 5 KERRY LOGGINS/Footloose  
 6 6 MICHAEL JACKSON/Thriller  
 7 7 THOMPSON TWINS/Hold Me Now  
 8 8 WEIRD AL YARNOVIC/Bat It  
 9 9 POLICE/Wrapped Around Your F  
 10 10 POLICE/Wrapped Around Your F  
 11 11 POLICE/Wrapped Around Your F  
 12 12 POLICE/Wrapped Around Your F  
 13 13 POLICE/Wrapped Around Your F  
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 30 30 POLICE/Wrapped Around Your F

**Miami**  
 PD: Keith Isley  
 MD: Mark Shands

1 1 KERRY LOGGINS/Footloose  
 2 2 PATTY LABELLE/Only You Know  
 3 3 LIONEL RICHIE/Hello  
 4 4 POLICE/Wrapped Around Your F  
 5 5 PHIL COLLINS/Against All Odds  
 6 6 CHESTER LIFEN/Scenes  
 7 7 KOCHELL/Sombody's Watching Me  
 8 8 MICHAEL JACKSON/Thriller  
 9 9 TINA TURNER/Let's Stay Together  
 10 10 VICKI SUZ NORRISO/Ev'letting Love  
 11 11 SHERRA BUTCH/Almost Over You  
 12 12 VAN HALEN/Jump  
 13 13 EURYTHMICS/Here Comes The Rain A  
 14 14 CYNTHI LAUPER/Girls Just Want to Be  
 15 15 FLAKY PATRICK/I Didn't Know I Loved  
 16 16 LAID BACK/White Horse  
 17 17 HALL & OATES/Adult Education  
 18 18 PRETTY BOY/Fall in the Mix  
 19 19 NEW/99 Luftballons/99 Red  
 20 20 CULTURE CLUB/Wee Wee Wee  
 21 21 DANNI BOND/Justicia  
 22 22 ART OF NOISE/Beat Box  
 23 23 TONY CARNEY/A Fine Fine Day  
 24 24 WEIRD AL YARNOVIC/Bat It  
 25 25 POLICE/Wrapped Around Your F  
 26 26 POLICE/Wrapped Around Your F  
 27 27 POLICE/Wrapped Around Your F  
 28 28 POLICE/Wrapped Around Your F  
 29 29 POLICE/Wrapped Around Your F  
 30 30 POLICE/Wrapped Around Your F

**Chicago**  
 Ops. Mgr.: Steve Casey  
 MD: Steve Perun

1 1 KOCHELL/Sombody's Watching Me  
 2 2 NEW/99 Luftballons/99 Red  
 3 3 KERRY LOGGINS/Footloose  
 4 4 VAN HALEN/Jump  
 5 5 CYNTHI LAUPER/Girls Just Want to Be  
 6 6 HURT LEVIE & NEWS/Just a Fool  
 7 7 MICHAEL JACKSON/Thriller  
 8 8 JOHN LENNON/Nobody Told Me  
 9 9 DAN FOULBERG/The Language of Love  
 10 10 POLICE/Wrapped Around Your F  
 11 11 POLICE/Wrapped Around Your F  
 12 12 POLICE/Wrapped Around Your F  
 13 13 POLICE/Wrapped Around Your F  
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**Minneapolis**  
 PD: Jim Fox  
 MD: Tony Galluzzo

1 1 LIONEL RICHIE/Hello  
 2 2 WEIRD AL YARNOVIC/Bat It  
 3 3 HURT LEVIE & NEWS/Just a Fool  
 4 4 CYNTHI LAUPER/Girls Just Want to Be  
 5 5 SHERRA BUTCH/Almost Over You  
 6 6 POLICE/Wrapped Around Your F  
 7 7 SHERRA BUTCH/Almost Over You  
 8 8 POLICE/Wrapped Around Your F  
 9 9 POLICE/Wrapped Around Your F  
 10 10 POLICE/Wrapped Around Your F  
 11 11 POLICE/Wrapped Around Your F  
 12 12 POLICE/Wrapped Around Your F  
 13 13 POLICE/Wrapped Around Your F

# OZZY



## "SO TIRED"

**KSET-FM 30-22**  
**WRNO 34-29**  
**WJXQ 37**  
**KGHO 40-36**  
**WYCR on**  
**WPST on**  
**WKRZ-FM on**  
**WHTF on**

**CBS ASSOC. RECORDS**

DISTRIBUTED BY CBS RECORDS

### WEST

Continued from Page 69

#### 610 KFRC

San Francisco

PD: Gerry Cagle  
MD: Lanette Abraham

- 2 1 ROCKWELL/Somebody's Watching Me
  - 12 2 KENNY LOGGINS/Footloose
  - 5 3 RYTHMICKS/Here Comes The Rain A
  - 4 4 HUEY LEWIS & NEWS/I Want A New Drug
  - 7 5 POINTER SISTERS/Automatic
  - 6 6 VAN HALEN/Jump
  - 11 7 DAZZ BAND/Joystick
  - 14 8 CULTURE CLUB/Miss Me Blind
  - 3 9 CYNDI LAUPER/Girls Just Want To Be
  - 10 10 UB40/Red Red Wine
  - 11 11 THOMPSON TWINS/Hold Me Now
  - 16 12 HALL & OATES/Adult Education
  - 23 13 LIONEL RICHIE/Hello
  - 9 14 NENA/99 Luftballons(99 Red
  - 15 15 PHIL COLLINS/Against All Odds
  - 20 16 DWIGHT TWILLEY/Girls
  - 27 17 DAN FOGLERBERG/The Language Of Love
  - 18 18 CHRISTINE MCVIE/Got A Hold On Me
  - 21 19 RE-FLEX/The Politics Of Danci
  - 20 20 DURAN DURAN/New Moon On Monday
  - 13 21 TINA TURNER/Let's Stay Together
  - 15 22 JOHN LENNON/Nobody Told Me
  - 34 23 KOOL & THE GANG/Tonight
  - 6 24 POLICE/Wrapped Around Your F
  - 25 25 WEIRD AL YANKOVIC/Eat It
  - 17 26 MICHAEL JACKSON/Thriller
  - 27 27 LAID BACK/White Horse
  - 24 28 SHANNON/Let The Music Play
  - 29 29 CULTURE CLUB/Karma Chameleon
  - 27 30 YES/Owner Of A Lonely Sea
  - 31 31 ROMANTICS/Talking In Your Sleep
  - 33 32 CARS/You Might Think
  - 33 34 ELTON JOHN/I Guess That's Why Th
  - 35 35 RAY PARKER JR./I Still Can't Get Ove
  - 36 37 KOOL & THE GANG/Joanna
  - 38 38 3B SPECIAL/Back Where You Belong
  - 39 39 JAMES INGRAM/Yah Mo B There
  - 40 40 RICK SPRINGFIELD/Love Somebody
- ADDS 25, 27, 33, 35, 38, 40
- ON EDDIE MONEY/Club Michelle

#### KWOD 106

Sacramento's Best Hit Music

Sacramento

PD: Tom Chase  
MD: Mr. Ed

- 2 1 CYNDI LAUPER/Girls Just Want To Be
  - 3 2 ROCKWELL/Somebody's Watching Me
  - 9 3 HUEY LEWIS & NEWS/I Want A New Drug
  - 4 4 VAN HALEN/Jump
  - 6 5 KENNY LOGGINS/Footloose
  - 8 6 MICHAEL JACKSON/Thriller
  - 7 7 DURAN DURAN/New Moon On Monday
  - 11 8 CHRISTINE MCVIE/Got A Hold On Me
  - 13 9 RYTHMICKS/Here Comes The Rain A
  - 14 10 HALL & OATES/Adult Education
  - 20 11 PHIL COLLINS/Against All Odds
  - 16 12 POINTER SISTERS/Automatic
  - 13 13 DAN FOGLERBERG/The Language Of Love
  - 7 14 JOHN LENNON/Nobody Told Me
  - 10 15 POLICE/Wrapped Around Your F
  - 19 16 CULTURE CLUB/Miss Me Blind
  - 12 17 SHANNON/Let The Music Play
  - 22 18 3B SPECIAL/Back Where You Belong
  - 25 19 THOMPSON TWINS/Hold Me Now
  - 26 20 LIONEL RICHIE/Hello
  - 23 21 MANFRED MANN/Runner
  - 24 22 TRACEY ULLMAN/They Don't Know
  - 21 23 SHEENA EASTON/Almost Over You
  - 27 24 YES/Leave It
  - 30 25 ADAM ANT/Strip
  - 29 26 DAZZ BAND/Joystick
  - 28 27 RICK SPRINGFIELD/Love Somebody
  - 0 28 WEIRD AL YANKOVIC/Eat It
  - 0 29 GO GO'S/Head Over Heels
  - 0 30 BILLY IDOL/Rebel Yell
- ADDS HOWARD JONES/New Song  
ALAN PARSONS/Don't Answer Me  
BONNIE TYLER/Holding Out For A Her
- ON JOHN COUGAR/Authority Song  
DWAYNE TWILLEY/Girls  
WANG CHUNG/Don't Let Go

#### Hot Hits in 105 KITS

San Francisco

- 4 1 NENA/99 Luftballons(99 Red
  - 1 2 VAN HALEN/Jump
  - 5 3 MICHAEL JACKSON/Thriller
  - 2 4 CYNDI LAUPER/Girls Just Want To Be
  - 5 5 ROCKWELL/Somebody's Watching Me
  - 13 6 KENNY LOGGINS/Footloose
  - 11 7 HUEY LEWIS & NEWS/I Want A New Drug
  - 9 8 SHANNON/Let The Music Play
  - 10 9 RYTHMICKS/Here Comes The Rain A
  - 14 10 CULTURE CLUB/Karma Chameleon
  - 11 11 DURAN DURAN/New Moon On Monday
  - 12 12 WEIRD AL YANKOVIC/Eat It
  - 15 13 POLICE/Wrapped Around Your F
  - 7 14 YES/Owner Of A Lonely Sea
  - 8 15 BILLY IDOL/Rebel Yell
  - 24 16 POINTER SISTERS/Automatic
  - 17 17 KOOL & THE GANG/Joanna
  - 28 18 LAID BACK/White Horse
  - 19 19 RE-FLEX/The Politics Of Danci
  - 20 20 THOMPSON TWINS/Hold Me Now
  - 19 21 PRETENDERS/Middle Of The Road
  - 6 22 ROMANTICS/Talking In Your Sleep
  - 29 23 ADAM ANT/Strip
  - 24 24 GENESIS/That's All
  - 0 25 QUEEN/Radio Ga Ga
  - 36 26 DAZZ BAND/Joystick
  - 0 27 LIONEL RICHIE/Hello
  - 22 28 JOHN LENNON/Nobody Told Me
  - 29 29 MATTHEW WILDER/Break My Stride
  - 32 30 CULTURE CLUB/Miss Me Blind
  - 10 31 ONY/Livin' In Desperate
  - 26 32 HALL & OATES/Adult Education
  - 0 33 CHRIS CROSS/Think Of Laura
  - 35 34 LIONEL RICHIE/Running With The Nigh
  - 31 35 UB40/Red Red Wine
  - 0 36 THOMAS DOBLY/Hyperactive
  - 37 37 KC/Give It Up
  - 33 38 BILLY JOEL/An Innocent Man
  - 39 39 JAMES INGRAM/Yah Mo B There
  - 40 40 RICK SPRINGFIELD/Love Somebody
- ADDS 40  
MOTLEY CRUE/Looks That Kill  
IGLESIAS & NELSON/To All The Girls I've
- ON TINA TURNER/Let's Stay Together  
PHIL COLLINS/Against All Odds  
WANG CHUNG/Don't Let Go  
CHRISTINE MCVIE/Got A Hold On Me  
DAN FOGLERBERG/The Language Of Love  
SHEENA EASTON/Almost Over You  
3B SPECIAL/Back Where You Belong  
MANFRED MANN/Runner  
PAUL YOUNG/Come Back And Stay  
TRACEY ULLMAN/They Don't Know  
KOOL & THE GANG/Tonight  
ALAN PARSONS/Don't Answer Me  
T.G. SHEPPARD/Make My Day  
JEFFREY OSBORNE/We're Going All The W

### KS 103FM

San Diego

PD: Dave Parks  
MD: Mike Preston

- 3 1 ROCKWELL/Somebody's Watching Me
  - 1 2 VAN HALEN/Jump
  - 4 3 HUEY LEWIS & NEWS/I Want A New Drug
  - 9 4 KENNY LOGGINS/Footloose
  - 5 5 RYTHMICKS/Here Comes The Rain A
  - 2 6 CYNDI LAUPER/Girls Just Want To Be
  - 7 7 NENA/99 Luftballons(99 Red
  - 17 8 THOMPSON TWINS/Hold Me Now
  - 14 9 WEIRD AL YANKOVIC/Eat It
  - 0 10 DURAN DURAN/New Moon On Monday
  - 13 11 DAN FOGLERBERG/The Language Of Love
  - 7 12 MICHAEL JACKSON/Thriller
  - 16 13 RE-FLEX/The Politics Of Danci
  - 20 14 BILLY IDOL/Rebel Yell
  - 18 15 HALL & OATES/Adult Education
  - 8 16 SHANNON/Let The Music Play
  - 10 17 JOHN LENNON/Nobody Told Me
  - 21 18 CHRISTINE MCVIE/Got A Hold On Me
  - 22 19 POINTER SISTERS/Automatic
  - 15 20 KC/Give It Up
  - 11 21 KOOL & THE GANG/Joanna
  - 26 22 CULTURE CLUB/Miss Me Blind
  - 27 23 UB40/Red Red Wine
  - 9 24 LIONEL RICHIE/Hello
  - 20 25 HOWARD JONES/New Song
  - 29 26 QUEEN/Radio Ga Ga
  - 30 27 DAZZ BAND/Joystick
  - 39 28 ONY/Livin' In Desperate
  - 21 29 TINA TURNER/Let's Stay Together
  - 32 30 KOOL & THE GANG/Tonight
  - 34 31 MATTHEW WILDER/The Kid's American
  - 35 32 PAUL YOUNG/Come Back And Stay
  - 36 33 DWIGHT TWILLEY/Girls
  - 17 34 TRACEY ULLMAN/They Don't Know
  - 38 35 BONNIE TYLER/Holding Out For A Her
  - 0 36 PHIL COLLINS/Against All Odds
  - 0 37 RICK SPRINGFIELD/Love Somebody
  - 0 38 ALAN PARSONS/Don't Answer Me
  - 0 39 GENESIS/Illegal Alien
  - 0 40 YES/Leave It
- ADDS IRENE CARA/Breakdance  
CARS/You Might Think  
MADONNA/Borderline  
TONY CAREY/A Fine Fine Day  
GO GO'S/Head Over Heels  
BERLIN/No More Words
- ON PRETENDERS/Show Me  
WANG CHUNG/Don't Let Go

### KWSS 94.5 FM

San Jose

PD: Dave Van Stone  
MD: Robin Kipps

- 1 1 VAN HALEN/Jump
  - 2 2 POLICE/Wrapped Around Your F
  - 3 3 KENNY LOGGINS/Footloose
  - 4 4 HUEY LEWIS & NEWS/I Want A New Drug
  - 5 5 DURAN DURAN/New Moon On Monday
  - 6 6 JOHN LENNON/Nobody Told Me
  - 10 7 CHRISTINE MCVIE/Got A Hold On Me
  - 12 8 ROCKWELL/Somebody's Watching Me
  - 11 9 RYTHMICKS/Here Comes The Rain A
  - 13 10 HALL & OATES/Adult Education
  - 15 11 THOMPSON TWINS/Hold Me Now
  - 18 12 CULTURE CLUB/Miss Me Blind
  - 6 13 NENA/99 Luftballons(99 Red
  - 14 14 DAN FOGLERBERG/The Language Of Love
  - 17 15 3B SPECIAL/Back Where You Belong
  - 8 16 CYNDI LAUPER/Girls Just Want To Be
  - 21 17 PHIL COLLINS/Against All Odds
  - 9 18 MICHAEL JACKSON/Thriller
  - 22 19 ONY/Livin' In Desperate
  - 23 20 POINTER SISTERS/Automatic
  - 24 21 MANFRED MANN/Runner
  - 25 22 HOWARD JONES/New Song
  - 21 23 DWIGHT TWILLEY/Girls
  - 24 24 RICK SPRINGFIELD/Love Somebody
  - 30 25 CARS/You Might Think
  - 20 26 RE-FLEX/The Politics Of Danci
  - 0 27 LIONEL RICHIE/Hello
  - 0 28 ADAM ANT/Strip
  - 0 29 GENESIS/Illegal Alien
  - 0 30 UB40/Red Red Wine
- ADDS 30  
BERLIN/No More Words  
TONY CAREY/A Fine Fine Day
- ON JOHN COUGAR/Authority Song  
WEIRD AL YANKOVIC/Eat It  
YES/Leave It  
KC/Give It Up  
TINA TURNER/Let's Stay Together  
PAUL YOUNG/Come Back And Stay  
WANG CHUNG/Don't Let Go  
QUEEN/Radio Ga Ga

### 103.1 FM

Denver

PD: Doug Erikson  
MD: Gloria Avila

- 1 1 VAN HALEN/Jump
  - 2 2 KENNY LOGGINS/Footloose
  - 3 3 CYNDI LAUPER/Girls Just Want To Be
  - 4 4 HUEY LEWIS & NEWS/I Want A New Drug
  - 5 5 ROCKWELL/Somebody's Watching Me
  - 6 6 NENA/99 Luftballons(99 Red
  - 7 7 RYTHMICKS/Here Comes The Rain A
  - 8 8 MICHAEL JACKSON/Thriller
  - 16 9 HALL & OATES/Adult Education
  - 14 10 CULTURE CLUB/Miss Me Blind
  - 12 11 DAN FOGLERBERG/The Language Of Love
  - 13 12 CHRISTINE MCVIE/Got A Hold On Me
  - 23 13 PHIL COLLINS/Against All Odds
  - 7 14 JOHN LENNON/Nobody Told Me
  - 24 15 POINTER SISTERS/Automatic
  - 22 16 THOMPSON TWINS/Hold Me Now
  - 11 17 CULTURE CLUB/Karma Chameleon
  - 10 18 POLICE/Wrapped Around Your F
  - 25 19 KC/Give It Up
  - 21 20 RE-FLEX/The Politics Of Danci
  - 0 22 RICK SPRINGFIELD/Love Somebody
  - 15 23 YES/Owner Of A Lonely Sea
  - 28 24 KOOL & THE GANG/Joanna
  - 35 25 TRACEY ULLMAN/They Don't Know
  - 20 26 ROMANTICS/Talking In Your Sleep
  - 27 27 HOWARD JONES/New Song
  - 18 28 DURAN DURAN/New Moon On Monday
  - 19 29 LIONEL RICHIE/Running With The Nigh
  - 33 30 BONNIE TYLER/Holding Out For A Her
  - 31 31 ONY/Livin' In Desperate
  - 40 32 YES/Leave It
  - 0 33 ALAN PARSONS/Don't Answer Me
  - 36 34 PAUL YOUNG/Come Back And Stay
  - 37 35 3B SPECIAL/Back Where You Belong
  - 38 36 KOOL & THE GANG/Tonight
  - 39 37 QUEEN/Radio Ga Ga
  - 4 38 CARS/You Might Think
  - 0 39 TONY CAREY/A Fine Fine Day
  - 0 40 MATTHEW WILDER/The Kid's American
- ADDS 38  
JOHN COUGAR/Authority Song  
PRETENDERS/Show Me  
BILLY JOEL/The Longest Time  
NIGHT RANGER/Sister Christian
- ON WEIRD AL YANKOVIC/Eat It  
SON JOVI/Runaway

### 100.7 FM

Phoenix

PD: Reggie Blackwell  
MD: Art Morales

- 2 1 VAN HALEN/Jump
  - 3 2 SHANNON/Let The Music Play
  - 1 3 NENA/99 Luftballons(99 Red
  - 6 4 HUEY LEWIS & NEWS/I Want A New Drug
  - 7 5 ROCKWELL/Somebody's Watching Me
  - 5 6 POLICE/Wrapped Around Your F
  - 10 7 CYNDI LAUPER/Girls Just Want To Be
  - 14 8 KENNY LOGGINS/Footloose
  - 9 9 DURAN DURAN/New Moon On Monday
  - 8 10 LIONEL RICHIE/Running With The Nigh
  - 11 11 KENNY ROGERS/This Woman
  - 16 12 RYTHMICKS/Here Comes The Rain A
  - 17 13 CHRISTINE MCVIE/Got A Hold On Me
  - 14 14 POINTER SISTERS/Automatic
  - 15 15 JAMES INGRAM/Yah Mo B There
  - 4 16 BILLY JOEL/An Innocent Man
  - 20 17 HALL & OATES/Adult Education
  - 21 18 DAN FOGLERBERG/The Language Of Love
  - 22 19 THOMPSON TWINS/Hold Me Now
  - 13 20 MICHAEL JACKSON/Thriller
  - 24 21 TINA TURNER/Let's Stay Together
  - 25 22 KC/Give It Up
  - 26 23 ONY/Livin' In Desperate
  - 27 24 CULTURE CLUB/Miss Me Blind
  - 19 25 JOHN LENNON/Nobody Told Me
  - 26 26 MANFRED MANN/Runner
  - 30 27 HOWARD JONES/New Song
  - 28 28 SHEENA EASTON/Almost Over You
  - 0 29 LIONEL RICHIE/Hello
  - 0 30 PHIL COLLINS/Against All Odds
- ADDS RICK SPRINGFIELD/Love Somebody  
YES/Leave It  
KOOL & THE GANG/Tonight
- ON WEIRD AL YANKOVIC/Eat It  
QUEEN/Radio Ga Ga  
PAUL YOUNG/Come Back And Stay

### 96 FM

Denver

PD: Tim Fox  
Asst. PD: Mark Bolke

- 2 1 KENNY LOGGINS/Footloose
  - 3 2 ROCKWELL/Somebody's Watching Me
  - 1 3 VAN HALEN/Jump
  - 7 4 DAN FOGLERBERG/The Language Of Love
  - 8 5 CYNDI LAUPER/Girls Just Want To Be
  - 8 6 BRYAN ADAMS/Heaven
  - 10 7 HALL & OATES/Adult Education
  - 5 8 HUEY LEWIS & NEWS/I Want A New Drug
  - 4 9 NENA/99 Luftballons(99 Red
  - 11 10 CHRISTINE MCVIE/Got A Hold On Me
  - 10 11 POLICE/Wrapped Around Your F
  - 14 12 POINTER SISTERS/Automatic
  - 17 13 3B SPECIAL/Back Where You Belong
  - 20 14 LIONEL RICHIE/Hello
  - 15 15 DON FELDOR/Red Girls
  - 12 16 SHANNON/Let The Music Play
  - 17 17 LIONEL RICHIE/Running With The Nigh
  - 23 18 PHIL COLLINS/Against All Odds
  - 19 19 HOWARD JONES/New Song
  - 16 20 REAL LIFE/Send Me An Angel
  - 26 21 RICK SPRINGFIELD/Love Somebody
  - 28 22 KC/Give It Up
  - 29 23 ALAN PARSONS/Don't Answer Me
  - 31 24 RAY PARKER JR./I Still Can't Get Ove
  - 25 25 DENISE WILLIAMS/Let's Hear It For The
  - 30 26 KENNY LOGGINS/I'm Free/Heaven Help
  - 0 27 MANFRED MANN/Runner
  - 22 28 KOOL & THE GANG/Joanna
  - 18 29 MICHAEL JACKSON/Thriller
  - 0 30 DWIGHT TWILLEY/Girls
- ADDS 30  
VAN HALEN/I'll Wait
- ON SCORPIOS/Back You Like A Hurri  
THOMAS DOBLY/Hyperactive  
GENESIS/Illegal Alien  
YES/Leave It  
CARS/You Might Think

### 107 FM

Portland

PD: Jon Barry  
MD: Steve Naganuma

- 2 1 ROCKWELL/Somebody's Watching Me
  - 6 2 KENNY LOGGINS/Footloose
  - 1 3 VAN HALEN/Jump
  - 5 4 HUEY LEWIS & NEWS/I Want A New Drug
  - 4 5 CYNDI LAUPER/Girls Just Want To Be
  - 9 6 RYTHMICKS/Here Comes The Rain A
  - 7 7 DURAN DURAN/New Moon On Monday
  - 10 8 CHRISTINE MCVIE/Got A Hold On Me
  - 13 9 HALL & OATES/Adult Education
  - 12 10 DAN FOGLERBERG/The Language Of Love
  - 20 11 CULTURE CLUB/Miss Me Blind
  - 18 12 PHIL COLLINS/Against All Odds
  - 16 13 POINTER SISTERS/Automatic
  - 15 14 3B SPECIAL/Back Where You Belong
  - 3 15 NENA/99 Luftballons(99 Red
  - 19 16 THOMPSON TWINS/Hold Me Now
  - 17 17 KC/Give It Up
  - 8 18 JOHN LENNON/Nobody Told Me
  - 23 19 PAUL YOUNG/Come Back And Stay
  - 22 20 RE-FLEX/The Politics Of Danci
  - 11 21 POLICE/Wrapped Around Your F
  - 24 22 MANFRED MANN/Runner
  - 27 23 DWIGHT TWILLEY/Girls
  - 35 24 LIONEL RICHIE/Hello
  - 28 25 QUEEN/Radio Ga Ga
  - 29 26 ONY/Livin' In Desperate
  - 31 27 HOWARD JONES/New Song
  - 32 28 KOOL & THE GANG/Tonight
  - 30 29 WEIRD AL YANKOVIC/Eat It
  - 30 30 WANG CHUNG/Don't Let Go
  - 34 31 MATTHEW WILDER/The Kid's American
  - 37 32 RICK SPRINGFIELD/Love Somebody
  - 40 33 TRACEY ULLMAN/They Don't Know
  - 38 34 YES/Leave It
  - 39 35 CARS/You Might Think
  - 16 36 MICHAEL JACKSON/Thriller
  - 0 37 STANOU BALLET/Communication
  - 0 38 GO GO'S/Head Over Heels
  - 0 39 JOHN COUGAR/Authority Song
  - 0 40 MADONNA/Borderline
- ADDS TONY CAREY/A Fine Fine Day  
BERLIN/No More Words  
BILLY JOEL/The Longest Time  
IRENE CARA/Breakdance
- ON ROMANTICS/One In A Million  
TINA TURNER/Let's Stay Together  
ALAN PARSONS/Don't Answer Me  
PRETENDERS/Show Me  
GENESIS/Illegal Alien  
SHEENA EASTON/Almost Over You  
UB40/Red Red Wine



MIDWEST Most Added Hottest

John C. Mellencamp Kenny Loggins Pretenders Rockwell Go Go's Phil Collins

CHRADD & 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

Irene Cara Billy Joel Go Go's Kenny Loggins Rockwell Van Halen

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Madonna Genesis Billy Joel Talk Talk (dp) Spandau Ballet Mr. Mister

WABC/Appleton-Oshkosh, WI

Chris Caine Cars John Cougar Kenny Loggins 2-1 Rockwell 5-2

WKAU/Appleton-Oshkosh, WI

Ron Ross Pretenders John Cougar Romantics Tony Carey Motley Crue (dp)

92X/Columbus, OH

Joel Cella Lionel Richie Howard Jones Pretenders Go Go's Night Ranger

KIHK/DeWenport, IA

Jim O'Hara Bon Jovi (dp) John Cougar (dp) Billy Joel

KMGK/Des Moines, IA

Al Brock Weird Al Yankovic Talk Talk (dp) Go Go's Irene Cara

WEBC/Duluth

Dick Johnson Cool & The Gang UB40 Tony Carey (dp)

WKDQ/Evanville, IN

Hobbs/Payne Alan Parsons Pretenders Irene Cara Madonna

WSTO/Evanville, IN

Chris Taylor Eurythmics Pointer Sisters Hottest: Kenny Loggins 4-1

WMEE/Ft. Wayne, IN

Scott Dugan Go Go's John Cougar Berlin Pretenders

WGRD/Grand Rapids, MI

J.J. Duling Night Ranger Billy Rankin Hottest: Kenny Loggins 1-1

WZPL/Indianapolis, IN

Jim Miles None Hottest: Van Halen 1-1 Cyndi Lauper 2-2

WXJQ/Jackson, MI

Ryan/Cheeks Modern English (dp) Talk Talk (dp) Josie Cotton (dp)

WAFR/Kalamazoo, MI

Swart/Chapman Jeffery Osborne Alan Parsons 24-19 Yes 29-21

ZZ99/Kansas City, MO

Lake/Benson Dwight Twilley John Cougar Genesis

KIHK/DeWenport, IA

Jim O'Hara Bon Jovi (dp) John Cougar (dp) Billy Joel

KMGK/Des Moines, IA

Al Brock Weird Al Yankovic Talk Talk (dp) Go Go's

WEBC/Duluth

Dick Johnson Cool & The Gang UB40 Tony Carey (dp)

WKDQ/Evanville, IN

Hobbs/Payne Alan Parsons Pretenders Irene Cara Madonna

WSTO/Evanville, IN

Chris Taylor Eurythmics Pointer Sisters Hottest: Kenny Loggins 4-1

WMEE/Ft. Wayne, IN

Scott Dugan Go Go's John Cougar Berlin Pretenders

WGRD/Grand Rapids, MI

J.J. Duling Night Ranger Billy Rankin Hottest: Kenny Loggins 1-1

U83/South Bend, IN

J.K. Dearing Eurythmics Phil Collins Hottest: Kenny Loggins 2-1

WRQN/Toledo

Buck McWilliams Weird Al Yankovic Go Go's

K107/Tulsa, OK

Rivers/Stephens John Cougar Madonna Denise Williams

KELI/Tulsa, OK

Myers/Michaels Billy Joel Real Life Irene Cara

KEYN-FM/Wichita, KS

Taylor/Brown Tony Carey Bon Jovi Romantics

Z104/Madison, WI

Little/Hudson Pat Wilson Genesis Talk Talk

KJ103/Oklahoma City, OK

Den Wilson Real Life (dp) Billy Joel (dp) Billy Rankin

KQKQ/Omaha, NE

Taylor/Dean John Cougar Alan Parsons Bon Jovi

KZ93/Peoria, IL

Edwards/Maloney Alan Parsons Manfred Mann Bonnie Tyler

WBNO/Bloomington, IL

Justin/Robbins Lionel Richie Cool & The Gang

WBWB/Bloomington, IN

John Helmann Talk Talk Billy Rankin Real Life

WCIL-FM/Carbondale, IL

Tony Waitkus Scorpions (dp) Cars Madness Genesis

KCMQ/Columbia, MO

Devs McCormick Bryan Adams Madonna Billy Idol (dp)

YB/Fargo, ND

Collins/Anderson John Cougar Go Go's Pretenders

KKXL-FM/Grand Forks, ND

Don Nordine Tony Carey Alan Parsons Go Go's

KYTN/Grand Forks, ND

Tom Fricke John Cougar Madonna Billy Rankin

KRNA/Iowa City, IA

Bart Goynahor Madonna Billy Joel (dp) Berlin

WAZY-FM/Lafayette, IN

Stacy/Sparrow Pretenders Night Ranger Berlin

KFRX/Lincoln

Tracy Johnson John Cougar Howard Jones Genesis

KXSS/Lincoln, NE

Dean Lambert Thompson Twins Matthew Wilder Tracey Ullman

KKXX/Bakersfield, CA

Squires/Kemper Scorpions (dp) Irene Cara Alan Parsons

KQXR/Bakersfield, CA

Bob Harlow Irene Cara Talk Talk Modern English

99KG/Salina, KS

Danny Collier John Cougar (dp) Real Life (dp) Mr. Mister

KKRC/Sioux Falls

Dan Kleley Pretenders Go Go's Night Ranger

KMFX/Colorado Springs, CO

Finney/Ryan Pretenders Billy Joel Berlin

KMGX/Fresno, CA

Corey Edwards Go Go's John Cougar Queen

WSPT/Stevens Point

Bouley/Tracy Queen John Cougar Pretenders

KDVV/Topeka, KS

Tony Stewart Madonna John Cougar Go Go's

KIKI/Honolulu, HI

Kong/Shihido UB40 Bryson & Plack

KQMQ/Honolulu, HI

Kimo Akane Irene Cara Spandau Ballet

KLUC/Las Vegas, NV

Dave Anthony Pretenders Madonna Mr. Mister

13K/Bakersfield, CA

Simon/Ryan Spandau Ballet Go Go's Genesis

KKXX/Bakersfield, CA

Squires/Kemper Scorpions (dp) Irene Cara Alan Parsons

KBKB/Boise, ID

Bobby King Rockwell Go Go's James Ingram

KKAZ/Cheyenne

John Ramsey Go Go's John Cougar Billy Joel

KDON-FM/Salina-Montevideo

Kirk Chitt Go Go's Tony Carey Madonna

KCPX-FM/Salt Lake City, UT

Gary Waldron Pretenders Matthew Wilder Talk Talk

KRSP/Salt Lake City, UT

Carlson/Moll Irene Cara John Cougar Berlin

KHYT/Tucson

Sherman Cohen Phil Collins Pretenders Talk Talk

KDZA/Pueblo, CO

Rip Avina Pretenders Berlin Madonna

KRQ/Tucson, AZ

Guy Zapoleon Cars Iglesias & Nelson Pretenders

KTKT/Tucson, AZ

Rivers/Alexander Cars Billy Joel Go Go's

KQ93/Modesto, CA

Ashum/Main Hall & Oates Dwight Twilley

KHOP/Modesto-Stockton

David Kraham Billy Joel Pretenders (dp) Howard Jones

KSKD/Salem, OR

Len E. Mitchell Billy Joel Genesis Irene Cara

KDON-FM/Salina-Montevideo

Kirk Chitt Go Go's Tony Carey Madonna

KCPX-FM/Salt Lake City, UT

Gary Waldron Pretenders Matthew Wilder Talk Talk

KRSP/Salt Lake City, UT

Carlson/Moll Irene Cara John Cougar Berlin

KHYT/Tucson

Sherman Cohen Phil Collins Pretenders Talk Talk

KDZA/Pueblo, CO

Rip Avina Pretenders Berlin Madonna

KRQ/Tucson, AZ

Guy Zapoleon Cars Iglesias & Nelson Pretenders

KTKT/Tucson, AZ

Rivers/Alexander Cars Billy Joel Go Go's

KQ93/Modesto, CA

Ashum/Main Hall & Oates Dwight Twilley

KHOP/Modesto-Stockton

David Kraham Billy Joel Pretenders (dp) Howard Jones

KLUC/Las Vegas, NV

Dave Anthony Pretenders Madonna Mr. Mister

KTRS/Casper, WY

Cody/Lane Queen Bonnie Tyler Romantics John Cougar

KKAZ/Cheyenne

John Ramsey Go Go's John Cougar Billy Joel

KDON-FM/Salina-Montevideo

Kirk Chitt Go Go's Tony Carey Madonna

KCPX-FM/Salt Lake City, UT

Gary Waldron Pretenders Matthew Wilder Talk Talk

KRSP/Salt Lake City, UT

Carlson/Moll Irene Cara John Cougar Berlin

KHYT/Tucson

Sherman Cohen Phil Collins Pretenders Talk Talk

KDZA/Pueblo, CO

Rip Avina Pretenders Berlin Madonna

KRQ/Tucson, AZ

Guy Zapoleon Cars Iglesias & Nelson Pretenders

KTKT/Tucson, AZ

Rivers/Alexander Cars Billy Joel Go Go's

KQ93/Modesto, CA

Ashum/Main Hall & Oates Dwight Twilley

KHOP/Modesto-Stockton

David Kraham Billy Joel Pretenders (dp) Howard Jones

KMTX/Reno, NV

John Chommie Talk Talk (dp) Tony Carey Real Life

KBIM/Roswell, NM

Harry Dierks None Hottest: Van Halen 1-1

KBLV/San Luis Obispo

Tom Walsh Go Go's John Cougar Night Ranger

KZQZ/San Luis Obispo, CA

Don Pottar Irene Cara Talk Talk Modern English

KIST/Santa Barbara, CA

Dick Williams Shalamar Night Ranger Madonna

KDZA/Pueblo, CO

Rip Avina Pretenders Berlin Madonna

KRQ/Tucson, AZ

Guy Zapoleon Cars Iglesias & Nelson Pretenders

KTKT/Tucson, AZ

Rivers/Alexander Cars Billy Joel Go Go's

KQ93/Modesto, CA

Ashum/Main Hall & Oates Dwight Twilley

KHOP/Modesto-Stockton

David Kraham Billy Joel Pretenders (dp) Howard Jones

KLUC/Las Vegas, NV

Dave Anthony Pretenders Madonna Mr. Mister

241 Reporters 233 Current Reports The following stations reported a frozen playlist this week: WQUT/Johnson City WZPL/Indianapolis KISR/Ft. Smith KBIM/Roswell The following stations failed to report this week and therefore their playlists were frozen: WNVZ/Norfolk B96/Chicago WQID/Biloxi WDOQ/Daytona Beach





(Pointer Sisters continued)

Regional Summary for Pointer Sisters. Includes station call letters, signal strength, and a list of stations.

PRETENDERS Show Me (Sire/WB) LP: Learning To Crawl. Regional Summary with station list.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

Regional Summary for Pretenders. Includes station call letters and signal strength.

(Rockwell continued)

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

Regional Summary for Rockwell. Includes station call letters and signal strength.

RICK SPRINGFIELD Love Somebody (RCA) LP: Soundtrack Hard To Hold. Regional Summary.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

Regional Summary for Rick Springfield. Includes station call letters and signal strength.

(Thompson Twins continued)

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

Regional Summary for Thompson Twins. Includes station call letters and signal strength.

UB40 Red Red Wine (Virgin/A&M) LP: Labour Of Love. Regional Summary.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

Regional Summary for UB40. Includes station call letters and signal strength.

BILLY RANKIN Baby Come Back (A&M) LP: Growin' Up Too Fast. Regional Summary.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

Regional Summary for Billy Rankin. Includes station call letters and signal strength.

REAL LIFE Catch Me I'm Falling (Curb/MCA) LP: Heartland. Regional Summary.

Regional Summary for Real Life. Includes station call letters and signal strength.

Regional Summary for Real Life. Includes station call letters and signal strength.

Regional Summary for Real Life. Includes station call letters and signal strength.

Regional Summary for Real Life. Includes station call letters and signal strength.

Regional Summary for Real Life. Includes station call letters and signal strength.

Regional Summary for Real Life. Includes station call letters and signal strength.

ROMANTICS One In A Million (Nemperor/CBS) LP: In Heat. Regional Summary.

Regional Summary for Romantics. Includes station call letters and signal strength.

Regional Summary for Romantics. Includes station call letters and signal strength.

Regional Summary for Romantics. Includes station call letters and signal strength.

Regional Summary for Romantics. Includes station call letters and signal strength.

Regional Summary for Romantics. Includes station call letters and signal strength.

DWIGHT TWILLEY Girls (EMI America) LP: Jungle. Regional Summary.

Regional Summary for Dwight Twilley. Includes station call letters and signal strength.

Regional Summary for Dwight Twilley. Includes station call letters and signal strength.

Regional Summary for Dwight Twilley. Includes station call letters and signal strength.

Regional Summary for Dwight Twilley. Includes station call letters and signal strength.

Regional Summary for Dwight Twilley. Includes station call letters and signal strength.

TRACEY ULLMAN They Don't Know (MCA) LP: You Broke My Heart In 17 Places. Regional Summary.

Regional Summary for Tracey Ullman. Includes station call letters and signal strength.

Regional Summary for Tracey Ullman. Includes station call letters and signal strength.

Regional Summary for Tracey Ullman. Includes station call letters and signal strength.

Regional Summary for Tracey Ullman. Includes station call letters and signal strength.

Regional Summary for Tracey Ullman. Includes station call letters and signal strength.

LIONEL RICHIE Hello (Motown) LP: Can't Slow Down. Regional Summary.

Regional Summary for Lionel Richie. Includes station call letters and signal strength.

Regional Summary for Lionel Richie. Includes station call letters and signal strength.

Regional Summary for Lionel Richie. Includes station call letters and signal strength.

Regional Summary for Lionel Richie. Includes station call letters and signal strength.

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Regional Summary.

Regional Summary for Shalamar. Includes station call letters and signal strength.

Regional Summary for Shalamar. Includes station call letters and signal strength.

38 SPECIAL Where You Belong (A&M) LP: Tour De Force. Regional Summary.

Regional Summary for 38 Special. Includes station call letters and signal strength.

Regional Summary for 38 Special. Includes station call letters and signal strength.

Regional Summary for 38 Special. Includes station call letters and signal strength.

Regional Summary for 38 Special. Includes station call letters and signal strength.

BONNIE TYLER Holding Out For A Hero (Columbia) LP: Soundtrack Footloose. Regional Summary.

Regional Summary for Bonnie Tyler. Includes station call letters and signal strength.

Regional Summary for Bonnie Tyler. Includes station call letters and signal strength.

VAN HALEN Jump (WB) LP: 1984. Regional Summary.

Regional Summary for Van Halen. Includes station call letters and signal strength.

Regional Summary for Van Halen. Includes station call letters and signal strength.

Regional Summary for Van Halen. Includes station call letters and signal strength.

Regional Summary for Van Halen. Includes station call letters and signal strength.

(Continued on Next Column)

(Continued on Next Column)

(Parallels continued on Page 76)

New and Active Parallels continued

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

["Weird Al" Yankovic continued]

Station reports for "Weird Al" Yankovic's "Eat It (Rock 'N' Roll/CBS)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

["Van Halen continued"]

Station reports for Van Halen's "Love Train (A&M)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

["Weird Al" Yankovic]

Station reports for "Weird Al" Yankovic's "Eat It (Rock 'N' Roll/CBS)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Station reports for Bryan Adams' "Heaven (A&M)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Bryan Adams' "Heaven (A&M)". Shows 188/8 Regional, 78% National, and 33 Summary.

Station reports for Yes' "Leave It (Atlantic)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Yes' "Leave It (Atlantic)". Shows 181/12 Regional, 67% National, and 24 Summary.

Station reports for Paul Young's "Come Back And Stay (Columbia)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Paul Young's "Come Back And Stay (Columbia)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Dazz Band's "Joystick (Motown)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Dazz Band's "Joystick (Motown)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Station reports for DeBarge's "Love Me In A... (Gordy/Motown)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for DeBarge's "Love Me In A... (Gordy/Motown)". Shows 188/8 Regional, 78% National, and 33 Summary.

Station reports for Stephen Bishop's "Unfaithfully Yours (WB)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Stephen Bishop's "Unfaithfully Yours (WB)". Shows 181/12 Regional, 67% National, and 24 Summary.

Station reports for David Bowie's "Without You (EMI America)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for David Bowie's "Without You (EMI America)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Andy Fraser's "Do You Love Me (Island/Atco)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Andy Fraser's "Do You Love Me (Island/Atco)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Modern English's "Hands Across The Sea (Sire/WB)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Modern English's "Hands Across The Sea (Sire/WB)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Deniece Williams' "Let's Hear It For The... (Columbia)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Station reports for Laid Back's "White Horse (Sire/WB)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Laid Back's "White Horse (Sire/WB)". Shows 188/8 Regional, 78% National, and 33 Summary.

Station reports for Endgames' "Love Cares (MCA)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Endgames' "Love Cares (MCA)". Shows 181/12 Regional, 67% National, and 24 Summary.

Station reports for Midnight Star's "No Parking (On...) (Solar/Elektra)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Midnight Star's "No Parking (On...) (Solar/Elektra)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Missing Persons' "Give (Capitol)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Missing Persons' "Give (Capitol)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Station reports for Scorpius' "Rock You Like A... (Mercury/PG)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Scorpius' "Rock You Like A... (Mercury/PG)". Shows 188/8 Regional, 78% National, and 33 Summary.

Station reports for Spandau Ballet's "Communication (Chrysalis)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Spandau Ballet's "Communication (Chrysalis)". Shows 181/12 Regional, 67% National, and 24 Summary.

Station reports for Talk Talk's "It's My Life (EMI America)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Talk Talk's "It's My Life (EMI America)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Missing Persons' "Give (Capitol)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Missing Persons' "Give (Capitol)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

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Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Station reports for Scorpius' "Rock You Like A... (Mercury/PG)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Scorpius' "Rock You Like A... (Mercury/PG)". Shows 188/8 Regional, 78% National, and 33 Summary.

Station reports for Spandau Ballet's "Communication (Chrysalis)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Spandau Ballet's "Communication (Chrysalis)". Shows 181/12 Regional, 67% National, and 24 Summary.

Station reports for Talk Talk's "It's My Life (EMI America)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Talk Talk's "It's My Life (EMI America)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Missing Persons' "Give (Capitol)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Missing Persons' "Give (Capitol)". Shows 197/15 Regional, 82% National, and 25 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Regional Summary for Golden Earring's "When The Lady... (21/PolyGram)". Shows 201/7 Regional, 83% National, and 20 Summary.

Station reports for Golden Earring's "When The Lady... (21/PolyGram)". Includes station call letters and call signs for various regions like P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

# AIR

# "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

**NATIONAL AIRPLAY**

March 16, 1984 THE BACK PAGE



## Contemporary Hit Radio

| Three Weeks | Two Weeks | Last Week |    |   |
|-------------|-----------|-----------|----|---|
| 1           | 1         | 1         | 1  | VAN HALEN/Jump (WB)   |
| 12          | 9         | 3         | 2  | KENNY LOGGINS/Footloose (Columbia)                              |
| 8           | 5         | 2         | 3  | ROCKWELL/Somebody's Watching Me (Motown)                        |
| 9           | 8         | 6         | 4  | EURHYTHMICS/Here Comes The Rain Again (RCA)                     |
| 4           | 2         | 4         | 5  | CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)         |
| 7           | 6         | 5         | 6  | HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)             |
| 13          | 12        | 8         | 7  | CHRISTINE McVIE/Got A Hold On Me (WB)                           |
| 20          | 15        | 12        | 8  | DARYL HALL & JOHN OATES/Adult Education (RCA)                   |
| 18          | 13        | 11        | 9  | DAN FOGELBERG/The Language Of Love (Full Moon/Epic)             |
| 19          | 16        | 14        | 10 | POINTER SISTERS/Automatic (Planet/RCA)                          |
| -           | 32        | 21        | 11 | PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic) |
| -           | 28        | 16        | 12 | CULTURE CLUB/Miss Me Blind (Virgin/Epic)                        |
| 34          | 24        | 17        | 13 | THOMPSON TWINS/Hold Me Now (Arista)                             |
| 26          | 17        | 15        | 14 | 38 SPECIAL/Back Where You Belong (A&M)                          |
| 2           | 4         | 7         | 15 | NENA/99 Luftballons (99 Red Balloons) (Epic)                    |
| 3           | 3         | 9         | 16 | MICHAEL JACKSON/Thriller (Epic)                                 |
| 10          | 10        | 10        | 17 | DURAN DURAN/New Moon On Monday (Capitol)                        |
| 27          | 22        | 20        | 18 | MANFRED MANN'S EARTH BAND/Runner (Arista)                       |
| -           | 39        | 27        | 19 | LIONEL RICHIE/Hello (Motown)                                    |
| 35          | 30        | 23        | 20 | PAUL YOUNG/Come Back And Stay (Columbia)                        |
| 23          | 19        | 19        | 21 | KC/Give It Up (Meca)  |
| 33          | 29        | 24        | 22 | HOWARD JONES/New Song (Elektra)                                 |
| 6           | 7         | 13        | 23 | JOHN LENNON/Nobody Told Me (Polydor/PG)                         |
| -           | 34        | 29        | 24 | DWIGHT TWILLEY/Girls (EMI America)                              |
| -           | -         | 39        | 25 | "WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)                    |
| -           | 35        | 30        | 26 | QUEEN/Radio Ga Ga (Capitol)                                     |
| 39          | 31        | 28        | 27 | OLIVIA NEWTON-JOHN/ (Livin' In)Desperate Times (MCA)            |
| 5           | 11        | 18        | 28 | POLICE/Wrapped Around Your Finger (A&M)                         |
| -           | -         | 33        | 29 | TRACEY ULLMAN/They Don't Know (MCA)                             |
| DEBUT       | DEBUT     | DEBUT     | 30 | RICK SPRINGFIELD/Love Somebody (RCA)                            |
| -           | 40        | 38        | 31 | UB40/Red Red Wine (Virgin/A&M)                                  |
| 11          | 14        | 22        | 32 | SHANNON/Let The Music Play (Mirage/Atco)                        |
| -           | -         | 40        | 33 | YES/Leave It (Atco)   |
| 38          | 33        | 31        | 34 | TINA TURNER/Let's Stay Together (Capitol)                       |
| -           | 38        | 35        | 35 | WANG CHUNG/Don't Let Go (Geffen)                                |
| 30          | 25        | 25        | 36 | RE-FLEX/The Politics Of Dancing (Capitol)                       |
| DEBUT       | DEBUT     | DEBUT     | 37 | CARS/You Might Think (Elektra)                                  |
| DEBUT       | DEBUT     | DEBUT     | 38 | KOOL & THE GANG/Tonight (De-Lite/PG)                            |
| DEBUT       | DEBUT     | DEBUT     | 39 | MATTHEW WILDER/The Kid's American (Private I/CBS)               |
| DEBUT       | DEBUT     | DEBUT     | 40 | ALAN PARSONS PROJECT/Don't Answer Me (Arista)                   |

## ATTENTION: ALL MANAGERS, PRODUCERS, AND PUBLISHERS

AIR, the most talked about concept in radio and records is now available to you. AIR insures that radio has listened to your product and delivers a report to you detailing their perception of its hit potential. AIR's sampling can also be used to zero in on album cuts to find those with the strongest hit potential.

AIR's participants are anxious to share their perceptions about your product. Currently, their accuracy level is 94%.

Alan Smith, AIR's VP and General Manager, has details on every aspect of the concept. He can be reached at (301) 964-5544.

Don't remain in the dark. Find out for yourself. Call now. The project you save may be your own!

WEEK  
**14**

## AIR Response Records

WEEK  
**14**

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, March 21, 1984.

| #    | TITLE                        | ARTIST           | LABEL        |
|------|------------------------------|------------------|--------------|
| 2162 | HANDS ACROSS THE SEA         | MODERN ENGLISH   | SIRE         |
| 2163 | YOU'RE LOOKING HOT TONITE    | BARRY MANILOW    | ARISTA       |
| 2164 | OOGITY BOOGITY               | JON ST. JAMES    | EMI-AMERICA  |
| 2165 | LOVE ME IN A SPECIAL WAY     | DeBARGE          | GORDY/MOTOWN |
| 2166 | LET'S HEAR IT FOR — THE BOYS | DENIECE WILLIAMS | COLUMBIA     |

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# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### TONY CAREY

#### A Fine Fine Day (MCA)

66% of our reporters on it. Moves: Up 24, Debuts 33, Same 69, Down 0, Adds 33 including WBEN-FM, WBLI, WHTX, Y100, KMJK, KS103, KWSS. Complete airplay in Parallels.

### GO GO'S

#### Head Over Heels (IRS/A&M)

64% of our reporters on it. Moves: Up 6, Debuts 33, Same 47, Down 0, Adds 69 including WCAU-FM, Z93, KAFM, KHTR, KZZP, KS103, KNBQ. Complete airplay in Parallels.

### JOHN COUGAR MELLENCAMP

#### Authority Song (Riva/PolyGram)

61% of our reporters on it. Moves: Up 3, Debuts 32, Same 44, Down 0, Adds 68 including WHTT, 94Q, WGCL, KBEQ, KIMN, KZZP, XTRA. Complete airplay in Parallels.

## NEW & ACTIVE

#### BONNIE TYLER "Holding Out For A Hero" (Columbia) 143/12

Moves: Up 61, Debuts 12, Same 58, Down 0, Adds 12, WXKS-FM, PRO-FM, WHYT, KWOD, KITY, KQKQ, KZ93, K96, KFYP, WCIL-FM, 99KG, KTRS.

#### PRETENDERS "Show Me" (Sire/WB) 140/71

Moves: Up 1, Debuts 20, Same 48, Down 0, Adds 71 including WHTT, WXKS-FM, WBEN-FM, CKOI, WCAU-FM, 93FM, KIMN, Q103, FM102, KNBQ, WGF, KSET-FM, Z299, 13K, WXLK, KTRS.

#### ROMANTICS "One In A Million" (Nemperor/CBS) 131/11

Moves: Up 50, Debuts 22, Same 48, Down 0, Adds 11, WHTX, PRO-FM, Q105, KBFM, Z98, WKAU, WRKR, KEYN-FM, WGUY, OK100, KTRS, B97 26-22, WNYS 32-28, KITE 28-23, WGRD 17-9.

#### BERLIN "No More Words" (Geffen) 129/55

Moves: Up 6, Debuts 17, Same 51, Down 0, Adds 55 including WBLI, PRO-FM, CHUM, B97, Q103, KMJK, KS103, KWSS, FM106, WZYP, KJ103, KRSP, WZON, WAZY-FM.

#### BON JOVI "Runaway" (Mercury/PolyGram) 126/17

Moves: Up 28, Debuts 13, Same 68, Down 0, Adds 17 including WBEN-FM, Z93, XTRA, Q92, WBBQ, WJZR, KX104, KLIK, WKDQ, KQKQ, KEYN-FM, KYNO-FM, KQKQ, KTKT, 103CIR.

#### MADONNA "Borderline" (Sire/WB) 109/35

Moves: Up 10, Debuts 19, Same 45, Down 0, Adds 35 including WBLI, Y100, Q103, KS103, WMAR, WHTF, KZZB, KTFM, WKDQ, KJ103, KKF, KHOP, 103CIR, KRNA, KIST.

#### BILLY IDOL "Rebel Yell" (Chrysalis) 109/5

Moves: Up 48, Debuts 5, Same 48, Down 3, Adds 5, WFLY, Q92, KROK, KYNO-FM, KCMQ, WXKS-FM 37-35, KS103 20-14, XTRA 9-8, KITS 30-15, WHTF 16-13, KZZB 17-8, KITE 33-28, WKDQ 33-29, WJXQ 10-9, KMGX 32-26.

#### ADAM ANT "Strip" (Epic) 97/2

Moves: Up 37, Debuts 5, Same 49, Down 4, Adds 2, WSPK, WRNO, WXKS-FM 30-24, B94 3-2, KIIS-FM 28-24, KWOD 30-25, XTRA 11-9, KITS 29-23, KWSS d-28, WKEE 16-12, KZZB 4-3, WHHY-FM 15-9, KX105 10-8, Z299 27-23, Q104 5-3.

#### NIGHT RANGER "Sister Christian" (Camel/MCA) 87/32

Moves: Up 4, Debuts 7, Same 44, Down 0, Adds 32 including WXKS-FM, Z93, KIMN, K104, WLAN-FM, WBBQ, WSKZ, WZYP, 92X, WGRD, KKF, KQKQ, KCPX-FM, OK100, KKLS-FM.

#### JEFFREY OSBORNE "We're Going All The Way" (A&M) 85/9

Moves: Up 24, Debuts 9, Same 43, Down 0, Adds 9, B104, XTRA, WKFR, WRQN, K96, KRSP, WJAD, WGLF, WBBQ, 94Q 28-24, FM106 39-35, WOKI 37-28, KIKI 22-17, Q104 22-18, KXSS 32-24.

#### GENESIS "Illegal Alien" (Atlantic) 79/22

Moves: Up 10, Debuts 7, Same 40, Down 0, Adds 22 including WGCL, WKTI, K104, Z299, Z104, WHOT-FM, 13K, KSKD, KCPX-FM, WIKZ, WCGQ, KKQV, WCIL-FM, KDVV, KGOT.

#### JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 77/14

Moves: Up 20, Debuts 21, Same 22, Down 0, Adds 14, I95, KITS, WFMF, WANS-FM, KX104, WEBC, KRQ, KTKT, 103CIR, KTDY, KNOE-FM, WXLK, WGLF, KXSS, Z93 10-6.

#### BILLY JOEL "The Longest Time" (Columbia) 67/66

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 66, WPHD, WHTX, 94Q, B97, WGCL, KBEQ, KIMN, Q103, KMJK, XTRA, KNBQ, WSPK, WHHY-FM, WOMP-FM, KFYP.

#### IRENE CARA "Breakdance" (Geffen) 64/64

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 64 including WKBW, WCAU-FM, 94Q, Z93, Y100, WHYT, KBEQ, KMJK, FM102, KS103, WKEE, WOKI, KELI, KHYT, KKQV.

#### BILLY RANKIN "Baby Come Back" (A&M) 63/14

Moves: Up 9, Debuts 10, Same 30, Down 0, Adds 14, WCAU-FM, 93FM, WKEE, WHTF, KITE, WGRD, KJ103, KELI, WJAD, WYKS, KILE, WAEV, W8WB, KYTN, K104 34-28.

#### MOTLEY CRUE "Looks That Kill" (Elektra) 62/3

Moves: Up 13, Debuts 1, Same 38, Down 7, Adds 3, KITS, WKAU, KCAQ, WXKS-FM 34-31, Q100 19-17, WKEE 39-26, WKRZ-FM 19-17, WZLD d-40, WOKI 30-30, Z299 11-8, Z104 17-9, WRKR 3-2, WZYP 17-14, WCIL-FM 8-8, KYTN 5-5.

#### ROGER DALTRY "Walking In My Sleep" (Atlantic) 60/7

Moves: Up 18, Debuts 3, Same 32, Down 0, Adds 7, PRO-FM, WFLY, WLAN-FM, FM106, WHOT-FM, WIGY, WERZ, WHTT 23-20, K104 32-24, KITE 34-31, WJXQ 38-35, KBBK 37-34, WFBG 390-34, KXSS 33-29, KDZA 38-35.

## MOST ADDED

PRETENDERS (71)  
Show Me (Sire/WB)  
GO GO'S (69)  
Head Over Heels (IRS/A&M)  
JOHN COUGAR MELLENCAMP (68)  
Authority Song (Riva/PolyGram)  
BILLY JOEL (66)  
The Longest Time (Columbia)  
IRENE CARA (64)  
Breakdance (Geffen)  
BERLIN (55)  
No More Words (Geffen)

## HOTTEST

KENNY LOGGINS (194)  
Footloose (Columbia)  
ROCKWELL (147)  
Somebody's Watching Me (Motown)  
VAN HALEN (108)  
Jump (WB)  
PHIL COLLINS (91)  
Against All Odds (Take A Look...) (Atlantic)  
HUEY LEWIS & THE NEWS (75)  
I Want A New Drug (Chrysalis)  
EURYTHMICS (65)  
Here Comes The Rain Again (RCA)

#### SHALAMAR "Dancing In The Sheets" (Columbia) 54/21

Moves: Up 9, Debuts 4, Same 20, Down 0, Adds 21 including WXKS-FM, WCAU-FM, B97, WKTI, KIIS-FM, WKEE, WSPK, WKRZ-FM, KHFI, WSSX, KQXR, KQMQ, KLUC, KSKD, WISE, KSLY.

#### MR. MISTER "Hunters Of The Night" (RCA) 53/22

Moves: Up 0, Debuts 2, Same 29, Down 0, Adds 22 including WFLY, WYCR, WKEE, KZZB, WJZR, WFMI, KROK, WKDD, KELI, KLUC, KSKD, Q101, 99KG, KGOT, KHTX.

#### EDDIE MONEY "Club Michelle" (Columbia) 51/1

Moves: Up 12, Debuts 4, Same 34, Down 0, Adds 1, WHSL, WPHD 35-34, WCAU-FM d-36, K104 30-27, WKDD 29-28, WJXQ 17-16, Z104 33-31, WHOT-FM 40-38, KBBK 32-26, KQMQ 35-29, OK100 40-37, WXLK 22-18, WIXV 26-21.

#### REAL LIFE "Catch Me, I'm Falling" (Curb/MCA) 50/50

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 50 including WBEN-FM, WPHD, WCAU-FM, 94Q, Z93, 98PXY, WBCY, KJ103, 13K, KDON-FM, WERZ, WJBO, WISE, WCGQ, 99KG, KCDO, KZOZ.

## SIGNIFICANT ACTION

#### GOLDEN EARRING "When The Lady Smiles" (21/PolyGram) 48/12

Moves: Up 2, Debuts 0, Same 34, Down 0, Adds 12, WHYT, WYCR, WKRZ-FM, WHTF, WRNO, 13K, OK100, WHEB, KILE, KTDY, WBWB, KSLY, WPHD on, WGRD 37-36, WJXQ 34-31.

#### TALK TALK "It's My Life" (EMI America) 41/41

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WPHD, WCAU-FM, WFLY, WVSR, WLAN-FM, WKFM, WPST, WKRZ-FM, WJZR, WOKI, KTFM, Z104, 13K, KCPX-FM, KRQ.

#### DAVID BOWIE "Without You" (EMI America) 37/3

Moves: Up 2, Debuts 2, Same 30, Down 0, Adds 3, WRCK, Q101, WHSL, WXKS-FM on, WCAU-FM on, KAFM on, K104 39-33, Q106 on, WHTF on, KRGV d-28, WHOT-FM 37-35, WGUY d-38.

#### DAZZ BAND "Joystick" (Motown) 37/2

Moves: Up 20, Debuts 2, Same 11, Down 2, Adds 2, Q104, WBWB, WXKS-FM 28-21, I95 23-21, KIIS-FM 33-31, FM102 11-8, KFRC 11-7, KITS 36-26, WOKI 28-18, Z98 30-27, KYNO-FM 7-6, WGUY 27-19, WPFM 14-11, KCAQ 23-22.

#### SCORPIONS "Rock You Like A Hurricane" (Mercury/PolyGram) 28/19

Moves: Up 4, Debuts 3, Same 2, Down 0, Adds 19 including WPHD, 93FM, K104, WLAN-FM, WRCK, KITE, WOKI, 13K, KKXX, WFBG, WIGY, WERZ, WYKS, KYTN, KRRC.

#### LAID BACK "White Horse" (Sire/WB) 28/11

Moves: Up 8, Debuts 2, Same 3, Down 1, Adds 11, CKOI, PRO-FM, KIIS-FM, KFRC, KITY, WERZ, WJBO, Q104, WBWB, KCDO, KIST, WXKS-FM 39-28, KITS 28-18, WISE 29-16, WCIL-FM 11-6.

#### MISSING PERSONS "Give" (Capitol) 28/8

Moves: Up 2, Debuts 1, Same 17, Down 0, Adds 8, WRCK, WHTF, KROK, WJXQ, WGUY, WIGY, WSQV, KILE, WPHD on, WVSR 39-37, KITE d-39, KOZE 31-29.

#### ANDY FRASER "Do You Love Me" (Island) 25/0

Moves: Up 4, Debuts 0, Same 21, Down 0, Adds 0, WPHD 40-38, WCAU-FM on, WGCL on, K104 35-32, WHTF on, WHOT-FM on, KBBK on, WQCM 34-33, KCDO 40-38.

#### DeBARGE "Love Me In A Special Way" (Gordy/Motown) 24/15

Moves: Up 2, Debuts 2, Same 5, Down 0, Adds 15, WASH, FM102, WTIC-FM, KXX106, KAMZ, WANS-FM, WRQN, 13K, KHYT, WISE, KILE, Q101, WAEV, KXSS, KDVV.

#### BRYAN ADAMS "Heaven" (A&M) 24/1

Moves: Up 11, Debuts 0, Same 9, Down 3, Adds 1, KCMQ, KAFM 4-3, 93FM 13-7, KBEQ 12-8, K104 14-11, WSPK 29-20, Q92 15-3, WKRZ-FM 4-2, WHTF 18-15, Z299 15-11, KZ93 5-4, WIXV 15-9.

#### ENDGAMES "Love Cares" (MCA) 17/4

Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 4, WVSR, WFMI, WRQN, WHOT-FM, WPHD on, WOKI on, KMGX on, KHYT on.

#### MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 14/1

Moves: Up 5, Debuts 1, Same 5, Down 2, Adds 1, WABB-FM, WXKS-FM on, FM102 d-24, WNOK-FM 19-17, WZLD 28-24, G100 on, KITY 16-9, KMGX on, KYNO-FM 23-19, WCIL-FM 20-19.

#### SPANDAU BALLET "Communication" (Chrysalis) 13/11

Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 11, CFTR, WVSR, KTFM, WKDD, 13K, KQMQ, KCPX-FM, WERZ, WKHL, WFOX, KCDO, KMJK d-37, WXLK d-35.

#### MODERN ENGLISH "Hands Across The Sea" (Sire/WB) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WPHD, WRCK, KSET-FM, WJXQ, 13K, KQXR, KKQV, WHSL, KYTN, KZOZ.

#### DENICE WILLIAMS "Let's Hear It For The Boy" (Columbia) 10/3

Moves: Up 1, Debuts 4, Same 2, Down 0, Adds 3, KC101, KAMZ, K107, WAVA on, KAFM d-34, KPKE 31-25, FM102 on, KTFM d-19, WKDQ d-37, KZ93 d-25.

#### STEPHEN BISHOP "Unfaithfully Yours (One Love)" (WB) 10/2

Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 2, WSLF, KXSS, WRQK on, KROK on, KBBK 29-28, KIKI 31-26, KO93 30-28, WZON on, WXLK d-36.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

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# Contemporary Hit Radio

| Three Weeks  | Two Weeks    | Last Week    | Weeks     | Artist/Track (Label)  |
|--------------|--------------|--------------|-----------|---|
| 1            | 1            | 1            | 1         | <b>1</b> VAN HALEN/Jump (WB)  |
| 12           | 9            | 3            | 2         | <b>2</b> KENNY LOGGINS/Footloose (Columbia)   |
| 8            | 5            | 2            | 3         | <b>3</b> ROCKWELL/Somebody's Watching Me (Motown)   |
| 9            | 8            | 6            | 4         | <b>4</b> EURYTHMICS/Here Comes The Rain Again (RCA)                                       |
| 4            | 2            | 4            | 5         | <b>5</b> CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)                          |
| 7            | 6            | 5            | 6         | <b>6</b> HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)                              |
| 13           | 12           | 8            | 7         | <b>7</b> CHRISTINE McVIE/Got A Hold On Me (WB)  |
| 20           | 15           | 12           | 8         | <b>8</b> DARYL HALL & JOHN OATES/Adult Education (RCA)                                    |
| 18           | 13           | 11           | 9         | <b>9</b> DAN FOGELBERG/The Language Of Love (Full Moon/Epic)                              |
| 19           | 16           | 14           | 10        | <b>10</b> POINTER SISTERS/Automatic (Planet/RCA)  |
| -            | 32           | 21           | 11        | <b>11</b> PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic)                 |
| -            | 28           | 16           | 12        | <b>12</b> CULTURE CLUB/Miss Me Blind (Virgin/Epic)  |
| 34           | 24           | 17           | 13        | <b>13</b> THOMPSON TWINS/Hold Me Now (Arista)   |
| 26           | 17           | 15           | 14        | <b>14</b> 38 SPECIAL/Back Where You Belong (A&M)  |
| 2            | 4            | 7            | 15        | <b>15</b> NENA/99 Luftballons (99 Red Balloons) (Epic)                                    |
| 3            | 3            | 9            | 16        | <b>16</b> MICHAEL JACKSON/Thriller (Epic)   |
| 10           | 10           | 10           | 17        | <b>17</b> DURAN DURAN/New Moon On Monday (Capitol)  |
| 27           | 22           | 20           | 18        | <b>18</b> MANFRED MANN'S EARTH BAND/Runner (Arista)                                       |
| -            | 39           | 27           | 19        | <b>19</b> LIONEL RICHIE/Hello (Motown)  |
| 35           | 30           | 23           | 20        | <b>20</b> PAUL YOUNG/Come Back And Stay (Columbia)  |
| 23           | 19           | 19           | 21        | <b>21</b> KC/Give It Up (Meca) <span style="float:right">N&amp;A Begins on Page 78</span> |
| 33           | 29           | 24           | 22        | <b>22</b> HOWARD JONES/New Song (Elektra)   |
| 6            | 7            | 13           | 23        | <b>23</b> JOHN LENNON/Nobody Told Me (Polydor/PG)   |
| -            | 34           | 29           | 24        | <b>24</b> DWIGHT TWILLEY/Girls (EMI America)  |
| -            | -            | 39           | 25        | <b>25</b> "WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)                                    |
| -            | 35           | 30           | 26        | <b>26</b> QUEEN/Radio Ga Ga (Capitol)   |
| 39           | 31           | 28           | 27        | <b>27</b> OLIVIA NEWTON-JOHN/ (Livin' In)Desperate Times (MCA)                            |
| 5            | 11           | 18           | 28        | <b>28</b> POLICE/Wrapped Around Your Finger (A&M)   |
| -            | -            | 33           | 29        | <b>29</b> TRACEY ULLMAN/They Don't Know (MCA)   |
| <b>DEBUT</b> | <b>DEBUT</b> | <b>DEBUT</b> | <b>30</b> | <b>30</b> RICK SPRINGFIELD/Love Somebody (RCA)  |
| -            | 40           | 38           | 31        | <b>31</b> UB40/Red Red Wine (Virgin/A&M)  |
| 11           | 14           | 22           | 32        | <b>32</b> SHANNON/Let The Music Play (Mirage/Atco)  |
| -            | -            | 40           | 33        | <b>33</b> YES/Leave It (Atco)   |
| 38           | 33           | 31           | 34        | <b>34</b> TINA TURNER/Let's Stay Together (Capitol)                                       |
| -            | 38           | 35           | 35        | <b>35</b> WANG CHUNG/Don't Let Go (Geffen)  |
| 30           | 25           | 25           | 36        | <b>36</b> RE-FLEX/The Politics Of Dancing (Capitol)                                       |
| <b>DEBUT</b> | <b>DEBUT</b> | <b>DEBUT</b> | <b>37</b> | <b>37</b> CARS/You Might Think (Elektra)  |
| <b>DEBUT</b> | <b>DEBUT</b> | <b>DEBUT</b> | <b>38</b> | <b>38</b> KOOL & THE GANG/Tonight (De-Lite/PG)  |
| <b>DEBUT</b> | <b>DEBUT</b> | <b>DEBUT</b> | <b>39</b> | <b>39</b> MATTHEW WILDER/The Kid's American (Private I/CBS)                               |
| <b>DEBUT</b> | <b>DEBUT</b> | <b>DEBUT</b> | <b>40</b> | <b>40</b> ALAN PARSONS PROJECT/Don't Answer Me (Arista)                                   |

# Adult/Contemporary

| Three Weeks    | Two Weeks      | Last Week      | Weeks     | Artist/Track (Label)   |
|----------------|----------------|----------------|-----------|--|
| 3              | 1              | 1              | 1         | <b>1</b> CHRISTINE McVIE/Got A Hold On Me (WB)   |
| -              | 10             | 3              | 2         | <b>2</b> LIONEL RICHIE/Hello (Motown)  |
| -              | 23             | 10             | 3         | <b>3</b> PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic)                           |
| 1              | 2              | 2              | 4         | <b>4</b> KENNY ROGERS/This Woman (RCA)   |
| 8              | 5              | 4              | 5         | <b>5</b> P. BRYSON/R. FLACK/You're Looking Like Love To Me...(Capitol)                             |
| 23             | 16             | 9              | 6         | <b>6</b> EURYTHMICS/Here Comes The Rain Again (RCA)  |
| 26             | 18             | 12             | 7         | <b>7</b> STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)   |
| 2              | 3              | 5              | 8         | <b>8</b> PAUL McCARTNEY/So Bad (Columbia)  |
| 11             | 9              | 7              | 9         | <b>9</b> POLICE/Wrapped Around Your Finger (A&M)   |
| 17             | 14             | 13             | 10        | <b>10</b> ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)                               |
| 15             | 12             | 11             | 11        | <b>11</b> DAN FOGELBERG/The Language Of Love (Full Moon/Epic)                                      |
| -              | 25             | 18             | 12        | <b>12</b> THOMPSON TWINS/Hold Me Now (Arista)  |
| 4              | 4              | 6              | 13        | <b>13</b> SHEENA EASTON/Almost Over You (EMI America)  |
| 19             | 17             | 15             | 14        | <b>14</b> JIMMY BUFFETT/Brown Eyed Girl (MCA)  |
| -              | -              | 25             | 15        | <b>15</b> J. IGLESIAS & W. NELSON/To All The Girls I've... (Columbia)                              |
| 6              | 8              | 8              | 16        | <b>16</b> GENESIS/That's All (Atlantic) <span style="float:right">N&amp;A Begins on Page 58</span> |
| 28             | 26             | 22             | 17        | <b>17</b> CLIFF RICHARD/Donna (EMI America)  |
| 27             | 24             | 23             | 18        | <b>18</b> L. RONSTADT & N. RIDDLE.../I've Got A Crush... (Asylum)                                  |
| -              | -              | 28             | 19        | <b>19</b> ALAN PARSONS PROJECT/Don't Answer Me (Arista)  |
| -              | -              | 29             | 20        | <b>20</b> CULTURE CLUB/Miss Me Blind (Virgin/Epic)   |
| 12             | 11             | 17             | 21        | <b>21</b> JOHN LENNON/Nobody Told Me (Polydor/PG)  |
| 7              | 7              | 14             | 22        | <b>22</b> J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)                                     |
| -              | -              | 30             | 23        | <b>23</b> JEFFREY OSBORNE/We're Going All The Way (A&M)  |
| 5              | 6              | 16             | 24        | <b>24</b> BILLY JOEL/An Innocent Man (Columbia)  |
| 22             | 19             | 19             | 25        | <b>25</b> CARPENTERS/Your Baby Doesn't Love You Any More (A&M)                                     |
| 13             | 13             | 21             | 26        | <b>26</b> DONNA SUMMER/Love Has A Mind Of Its Own (Mercury/PG)                                     |
| 24             | 20             | 20             | 27        | <b>27</b> MICHAEL JACKSON/Thriller (Epic)  |
| <b>DEBUT</b>   | <b>DEBUT</b>   | <b>DEBUT</b>   | <b>28</b> | <b>28</b> TRACEY ULLMAN/They Don't Know (MCA)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>29</b> | <b>29</b> MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)                                  |
| 10             | 15             | 24             | 30        | <b>30</b> KOOL & THE GANG/Joanna (De-Lite/PG)  |

# AOR/HOT TRACKS

| Three Weeks    | Two Weeks      | Last Week      | Weeks     | Artist/Track (Label)   |
|----------------|----------------|----------------|-----------|--|
| -              | 16             | 4              | 1         | <b>1</b> CARS/You Might Think (Elektra)  |
| 20             | 14             | 6              | 2         | <b>2</b> PHIL COLLINS/Against All Odds... (Atlantic)   |
| 2              | 1              | 2              | 3         | <b>3</b> KENNY LOGGINS/Footloose (Columbia)  |
| 5              | 3              | 3              | 4         | <b>4</b> DAN FOGELBERG/The Language Of... (Full Moon/Epic)                                     |
| 3              | 2              | 1              | 5         | <b>5</b> MANFRED MANN'S EARTH BAND/Runner (Arista)   |
| 22             | 8              | 7              | 6         | <b>6</b> SCORPIONS/Rock You Like A Hurricane (Mercury/PG)                                      |
| 8              | 6              | 5              | 7         | <b>7</b> DWIGHT TWILLEY/Girls (EMI America)  |
| 13             | 10             | 10             | 8         | <b>8</b> VAN HALEN/I'll Wait (WB)  |
| 24             | 18             | 12             | 9         | <b>9</b> YES/Leave It (Atco) <span style="float:right">Complete Tracks Chart on Page 83</span> |
| 11             | 9              | 11             | 10        | <b>10</b> VAN HALEN/Panama (WB)  |
| 54             | 36             | 21             | 11        | <b>11</b> TONY CAREY/A Fine Fine Day (MCA)   |
| 16             | 20             | 16             | 12        | <b>12</b> BON JOVI/Runaway (Mercury/PG)  |
| 27             | 23             | 19             | 13        | <b>13</b> DAVID GILMOUR/All Lovers Are... (Columbia)   |
| 40             | 32             | 24             | 14        | <b>14</b> THOMPSON TWINS/Hold Me Now (Arista)  |
| 15             | 15             | 14             | 15        | <b>15</b> APRIL WINE/This Could Be The Right One (Capitol)                                     |
| 23             | 19             | 17             | 16        | <b>16</b> ROGER DALTRY/Walking In My Sleep (Atlantic)  |
| 6              | 5              | 9              | 17        | <b>17</b> CHRISTINE McVIE/Got A Hold On Me (WB)  |
| 55             | 35             | 23             | 18        | <b>18</b> ALAN PARSONS PROJECT/Prime Time (Arista)   |
| 14             | 13             | 13             | 19        | <b>19</b> PRETENDERS/Time The Avenger (Sire/WB)  |
| 7              | 7              | 15             | 20        | <b>20</b> 38 SPECIAL/Back Where You Belong (A&M)   |
| 12             | 12             | 18             | 21        | <b>21</b> EURYTHMICS/Here Comes The Rain Again (RCA)   |
| 1              | 4              | 8              | 22        | <b>22</b> VAN HALEN/Jump (WB)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>23</b> | <b>23</b> PRETENDERS/Show Me (Sire/WB)   |
| -              | 56             | 30             | 24        | <b>24</b> RICK SPRINGFIELD/Love Somebody (RCA)   |
| 26             | 25             | 22             | 25        | <b>25</b> GOLDEN EARRING/When The Lady Smiles (21/PG)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>26</b> | <b>26</b> HUEY LEWIS & THE NEWS/The Heart Of.... (Chrysalis)                                   |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>27</b> | <b>27</b> NIGHT RANGER/Sister Christian (Camel/MCA)  |
| 33             | 28             | 26             | 28        | <b>28</b> DARYL HALL & JOHN OATES/Adult Education (RCA)  |
| 36             | 33             | 29             | 29        | <b>29</b> WANG CHUNG/Dance Hall Days (Geffen)  |
| 10             | 11             | 20             | 30        | <b>30</b> BRYAN ADAMS/Heaven (A&M)   |

# Black/Urban

| Three Weeks    | Two Weeks      | Last Week      | Weeks     | Artist/Track (Label)  |
|----------------|----------------|----------------|-----------|---|
| 1              | 1              | 1              | 1         | <b>1</b> ROCKWELL/Somebody's Watching... (Motown)   |
| 7              | 3              | 2              | 2         | <b>2</b> B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)  |
| 11             | 6              | 3              | 3         | <b>3</b> CAMEO/She's Strange (Atl. Art./PG)   |
| 4              | 4              | 4              | 4         | <b>4</b> MELBA MOORE/Livin' For Your Love (Capitol)   |
| 6              | 5              | 5              | 5         | <b>5</b> TINA TURNER/Let's Stay Together (Capitol)  |
| 27             | 13             | 8              | 6         | <b>6</b> D. EDWARDS f/S. GARRET/Don't Look Any... (Motown)  |
| 10             | 7              | 7              | 7         | <b>7</b> PATTI AUSTIN/It's Gonna Be Special (Qwest/WB)  |
| 23             | 14             | 10             | 8         | <b>8</b> KOOL & THE GANG/Tonight (De-Lite/PG)   |
| 29             | 16             | 9              | 9         | <b>9</b> S. LATTISAW & J. GILL/Perfect... (Cotillion/Atco)  |
| 24             | 19             | 11             | 10        | <b>10</b> ATLANTIC STARR/More, More, More (A&M)   |
| 2              | 2              | 6              | 11        | <b>11</b> POINTER SISTERS/Automatic (Planet/RCA)  |
| 32             | 26             | 16             | 12        | <b>12</b> LAID BACK/White Horse (Sire/WB)   |
| -              | 24             | 15             | 13        | <b>13</b> DeBARGE/Love Me In A Special Way (Gordy/Motown)   |
| 18             | 15             | 14             | 14        | <b>14</b> THE DELLS/You Just Can't Walk Away (Private I/CBS)                                      |
| 35             | 28             | 18             | 15        | <b>15</b> STARPOINT/It's All Yours (Elektra)  |
| -              | -              | 27             | 16        | <b>16</b> LIONEL RICHIE/Hello (Motown) <span style="float:right">N&amp;A Begins on Page 54</span> |
| 9              | 9              | 13             | 17        | <b>17</b> MICHAEL JACKSON/Thriller (Epic)   |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>18</b> | <b>18</b> LUTHER VANDROSS/Superstar/Until You... (Epic)   |
| -              | 32             | 24             | 19        | <b>19</b> S.O.S. BAND/For Your Love (Tabu/CBS)  |
| -              | -              | 31             | 20        | <b>20</b> ART OF NOISE/Beat Box (Island)  |
| 12             | 12             | 12             | 21        | <b>21</b> TYRONE BRUNSON/Fresh (Believe Drm/CBS)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>22</b> | <b>22</b> JEFFREY OSBORNE/We're Going All The Way (A&M)   |
| -              | -              | 33             | 23        | <b>23</b> KENNY G/Hi, How Ya Doin'? (Arista)  |
| -              | 33             | 26             | 24        | <b>24</b> J. MATHIS w/D. WILLIAMS/Love Won't Let... (Columbia)                                    |
| 30             | 22             | 22             | 25        | <b>25</b> BILLY GRIFFIN/Serious (Columbia)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>26</b> | <b>26</b> EVELYN "CHAMPAGNE" KING/Shake Down (RCA)  |
| -              | 34             | 28             | 27        | <b>27</b> CON FUNK SHUN/Don't Let Your... (Mercury/PG)  |
| 5              | 10             | 17             | 28        | <b>28</b> CHERYL LYNN/Encore (Columbia)   |
| -              | -              | 37             | 29        | <b>29</b> SHALAMAR/Dancing In The Sheets (Columbia)   |
| 3              | 11             | 19             | 30        | <b>30</b> JEFFREY OSBORNE/Plane Love (A&M)  |
| 28             | 20             | 20             | 31        | <b>31</b> IMAGINATION/This Means War... (Elektra)   |
| 14             | 17             | 23             | 32        | <b>32</b> DREAMBOY/Don't Go (Qwest/WB)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>33</b> | <b>33</b> EMOTIONS/You're The One (Red Label)   |
| -              | -              | 36             | 34        | <b>34</b> G. KNIGHT & THE PIPS/When You're... (Columbia)  |
| <b>DEBUT</b>   | <b>DEBUT</b>   | <b>DEBUT</b>   | <b>35</b> | <b>35</b> CULTURE CLUB/Miss Me Blind (Virgin/Epic)  |
| <b>BREAKER</b> | <b>BREAKER</b> | <b>BREAKER</b> | <b>36</b> | <b>36</b> CHI-LITES/Stop What You're Doing (Private I/CBS)  |
| <b>DEBUT</b>   | <b>DEBUT</b>   | <b>DEBUT</b>   | <b>37</b> | <b>37</b> GEORGE CLINTON/Last Dance (Capitol)   |
| 8              | 8              | 21             | 38        | <b>38</b> EARTH, WIND & FIRE/Touch (Columbia)   |
| <b>DEBUT</b>   | <b>DEBUT</b>   | <b>DEBUT</b>   | <b>39</b> | <b>39</b> BRYAN LOREN/Lollipop Luv (Philly World)   |
| <b>DEBUT</b>   | <b>DEBUT</b>   | <b>DEBUT</b>   | <b>40</b> | <b>40</b> HALL & OATES/Adult Education (RCA)  |